



# 2015

*Annual Impact*

**NOT FOR SALE** 



Year in Review  
2015

# *A Family of Abolitionists*

## A WORD FROM OUR FOUNDERS

In 2015 we enjoyed our 8th year as an organization, so we wanted to take this chance to offer you our deepest appreciation. Thank you for your ongoing and incredible support.

When we set out on this journey in 2007, we knew survivors of human trafficking needed a worldwide family network that could love, support, and empower them. You have unequivocally accomplished this, and for that, we are eternally grateful to you. Throughout this report you will witness the direct outcomes of your generosity and encouragement.

At the end of the day, Not For Sale is a family. As we all know, families go through good times and hard times. We are no different. Yet in the end we rally together for the mission we have embarked upon: to ensure that we have put the course of humanity on the trajectory of freedom. To create a world where no one is for sale.

We could not be more excited about 2016 and all that it has in store for us. We have big plans and new initiatives that we are thrilled to be unveiling, so continue checking for updates and opportunities to engage.

Gratefully Yours,



Dave & Mark  
Co-founders,  
Not For Sale



*Together we can end  
slavery in our lifetime.*

WORLDWIDE IN 2015

# 1,940

SURVIVORS AND AT-RISK INDIVIDUALS WERE SUPPORTED



68%  
WERE FEMALE



32%  
WERE MALE



70%  
WERE CHILDREN



OF ALL SURVIVORS  
WE SUPPORTED IN 2015  
68%  
RECEIVED HOUSING



OF ALL CHILDREN  
WE SUPPORTED IN 2015  
96%  
RECEIVED EDUCATION



OF ALL ADULTS  
WE SUPPORTED IN 2015  
83%  
RECEIVED WORK  
READINESS TRAINING



OF ALL ADULTS  
WE SUPPORTED IN 2015  
21%  
RECEIVED EMPLOYMENT  
OPPORTUNITIES

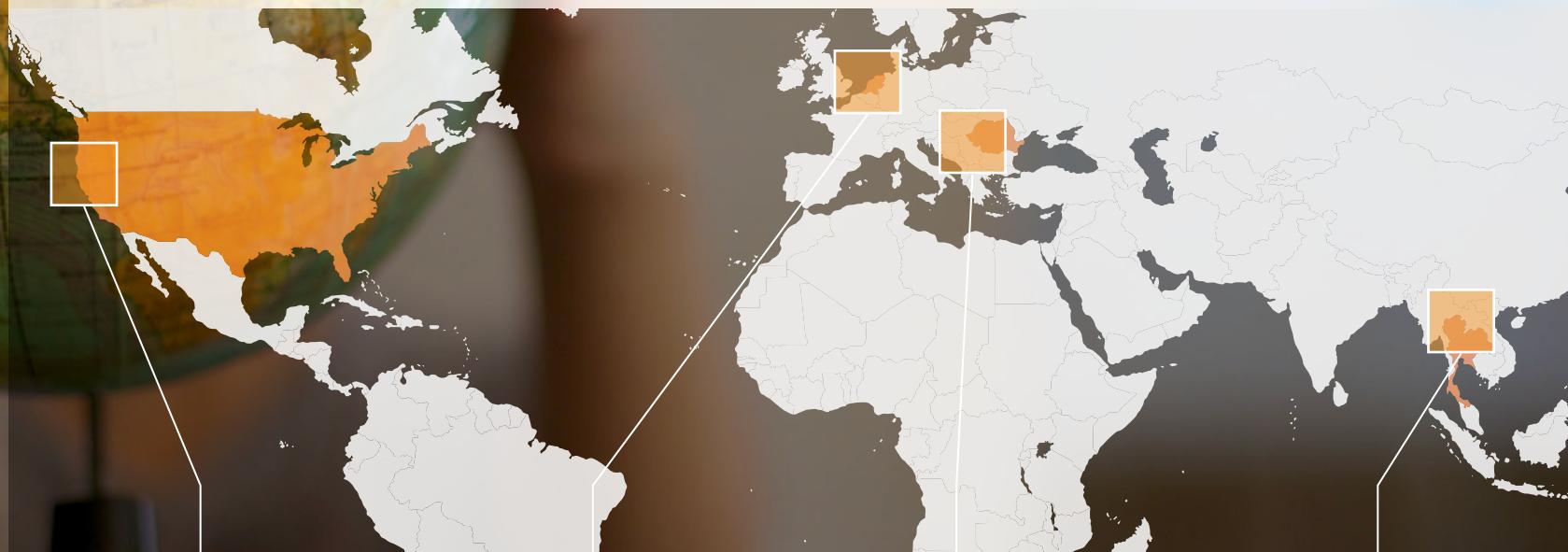


NOT FOR SALE

PROJECTS IN

# FOUR

CITIES WORLDWIDE



SAN FRANCISCO,  
USA

AMSTERDAM,  
NETHERLANDS

TIMISOARA,  
ROMANIA

CHIANG RAI,  
THAILAND



NOT FOR SALE

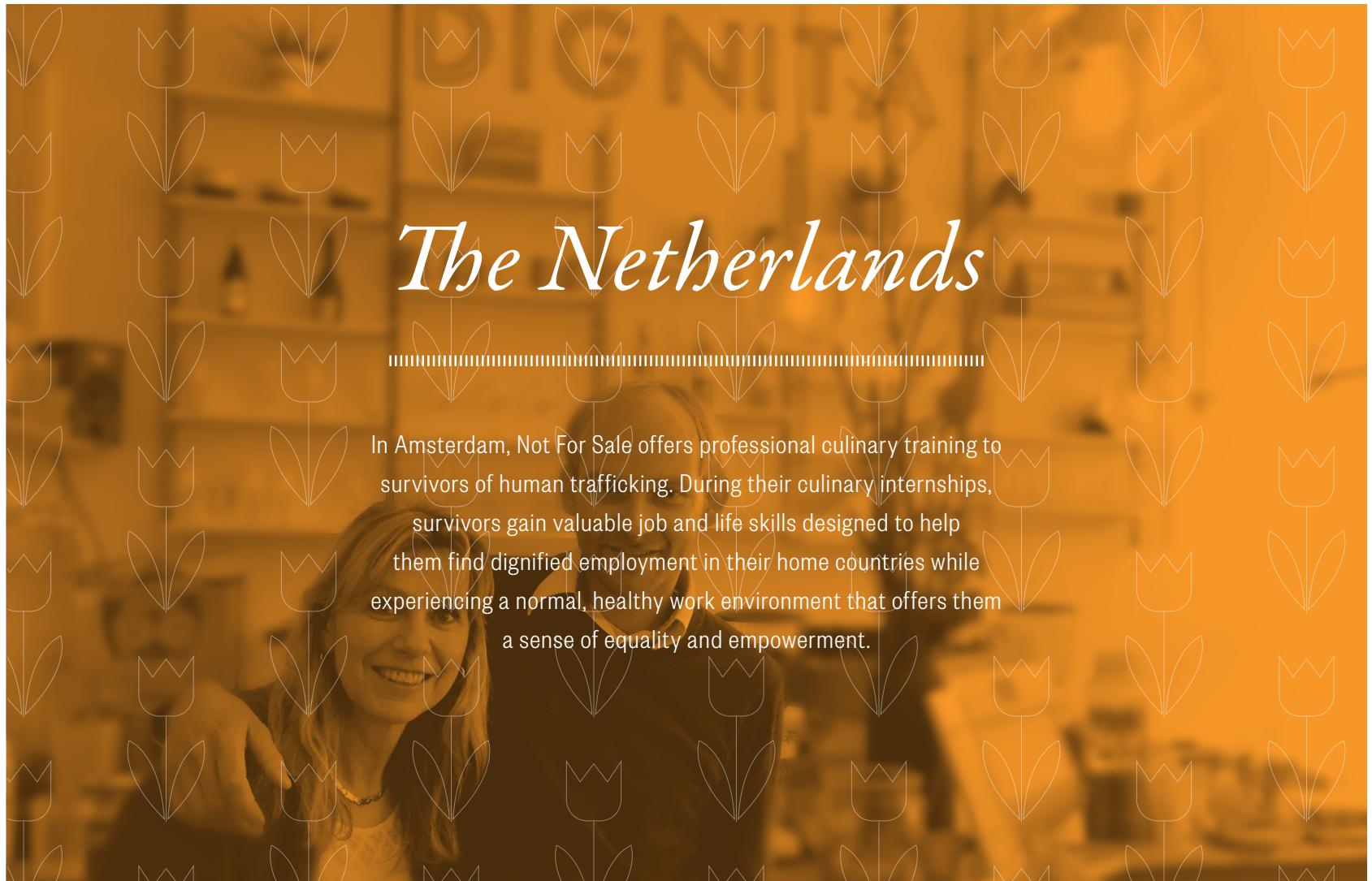
# *Romania*



In Romania, Not For Sale offers long-term rehabilitation to survivors of human trafficking and at-risk children. Survivors are supported with a wide range of services including safe housing, legal advocacy, extensive counseling, education, and job training. Not For Sale Romania provides flexible and personalized care while offering unconditional support to each survivor.



# *The Netherlands*



In Amsterdam, Not For Sale offers professional culinary training to survivors of human trafficking. During their culinary internships, survivors gain valuable job and life skills designed to help them find dignified employment in their home countries while experiencing a normal, healthy work environment that offers them a sense of equality and empowerment.

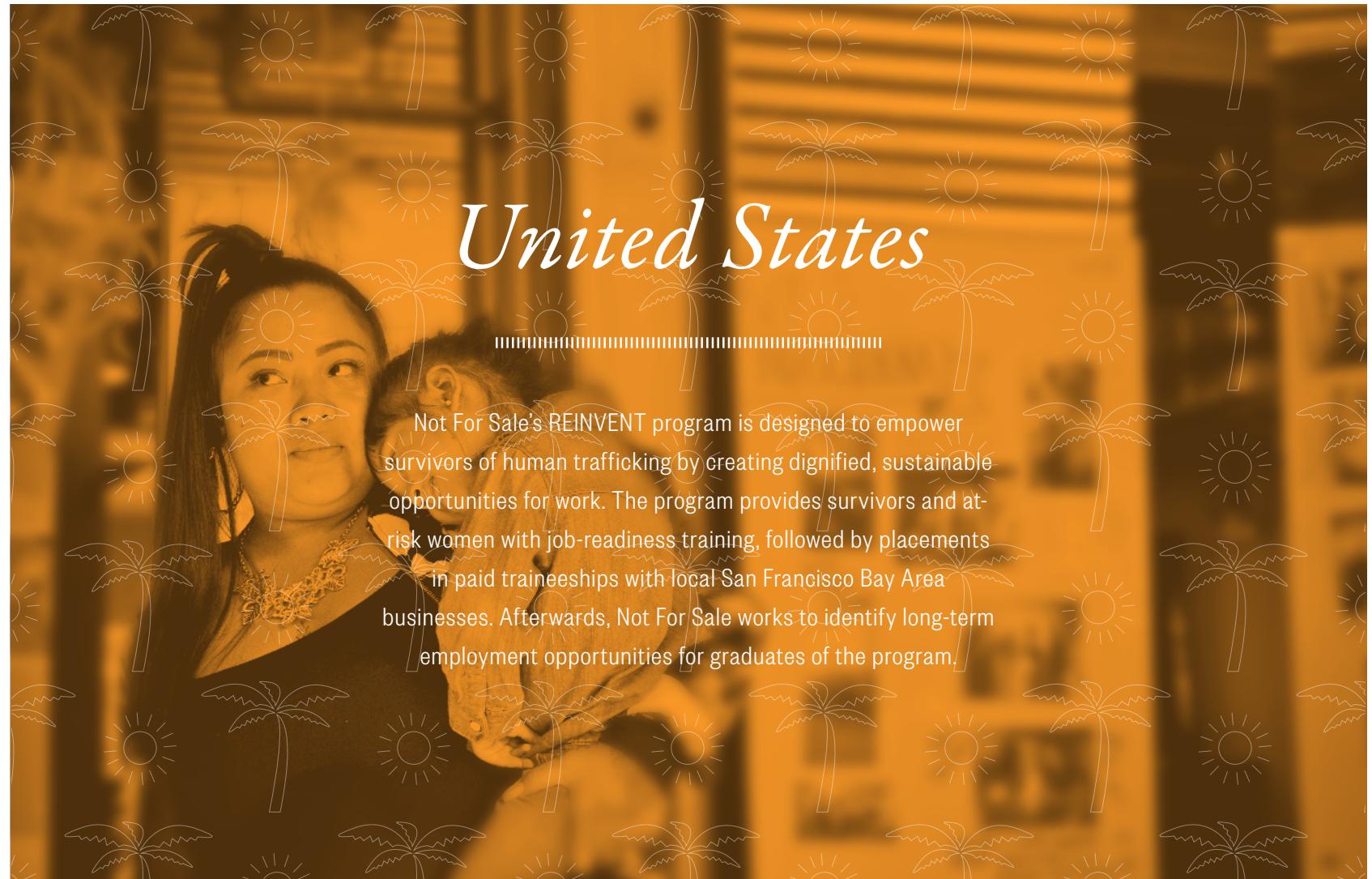


# Thailand

Not For Sale works to provide safety and stability to vulnerable and exploited children of Northern Thailand.

The program provides them access to education and increased opportunities for future employment. Not For Sale aims to restore these children's childhoods by creating an environment in which they can learn, play, and feel supported.





Not For Sale's REINVENT program is designed to empower survivors of human trafficking by creating dignified, sustainable opportunities for work. The program provides survivors and at-risk women with job-readiness training, followed by placements in paid traineeships with local San Francisco Bay Area businesses. Afterwards, Not For Sale works to identify long-term employment opportunities for graduates of the program.





*“Two months ago I was jobless, homeless, everything-less. Before I joined Not For Sale I didn’t even know what a CEO was. Now, I want to be one.”*

—NOT FOR SALE REINVENT PROGRAM GRADUATE



NOT FOR SALE

# *Our Global Impact*

SURVIVORS ARE  
NATIONALS OF

---

24

COUNTRIES  
WORLDWIDE

CO-BRANDED  
PRODUCTS  
ARE SOLD IN

---

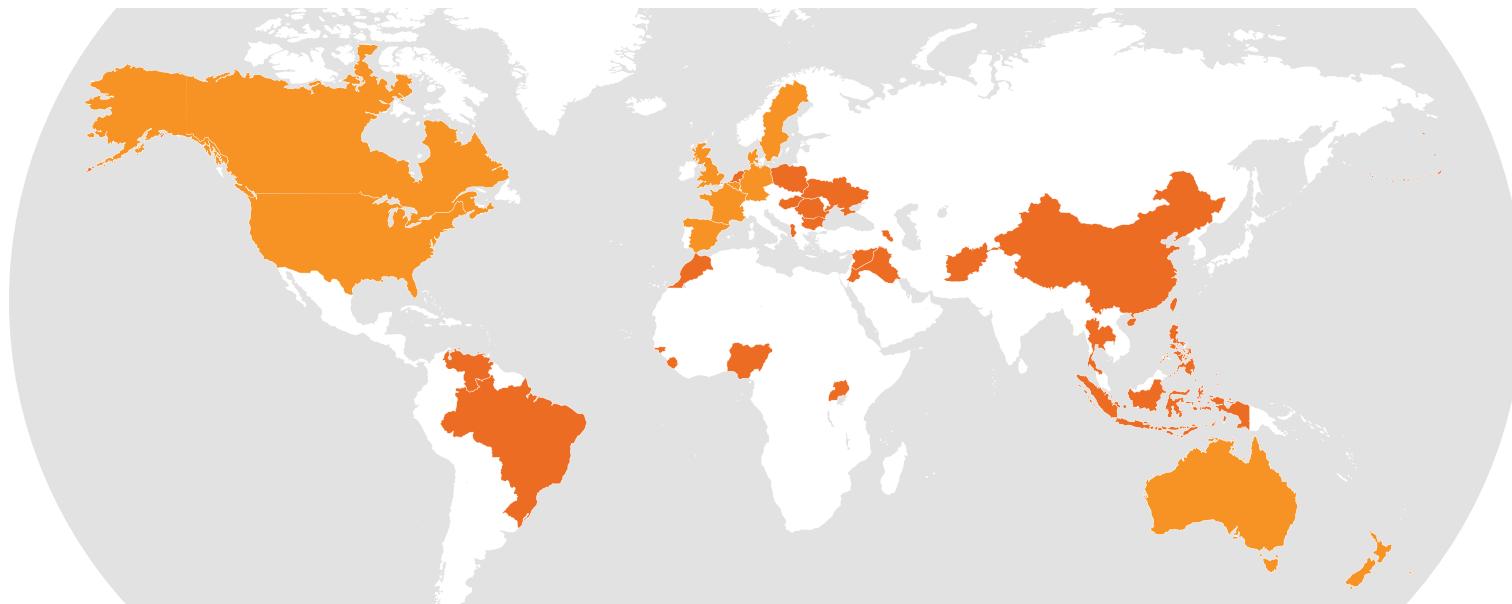
12

COUNTRIES  
WORLDWIDE



NOT FOR SALE

## *Not For Sale Around The World*



### COUNTRIES SURVIVORS ARE NATIONALS OF

Afghanistan	Bulgaria	Hungary	Netherlands	Romania	Uganda
Albania	China	Indonesia	Nigeria	Sierra Leone	Ukraine
Armenia	Dutch Antilles	Iraq	Phillipines	Syria	U.S.A.
Brazil	Guinnea-Bissau	Morocco	Poland	Thailand	Venezuela

### COUNTRIES CO-BRANDED PRODUCTS ARE SOLD IN

Australia	Canada	France	Netherlands	Spain	UK
Belgium	Denmark	Germany	New Zealand	Sweden	U.S.A.



A close-up photograph of a woman with long brown hair and glasses, and a young girl with short brown hair, looking down at a table. They appear to be engaged in a craft or activity together. The woman is smiling. The background is slightly blurred.

Year in Review  
2015

# *A Closer Look*



NOT FOR SALE

# *The Most Vulnerable Person*

Based on the data collected through Not For Sale's work in Amsterdam's Red Light District, this is what we know about the most vulnerable woman working in The Netherlands.

SHE IS  
YOUNG  
38%  
ARE 18-25  
YEARS OLD



A  
MOTHER  
46%  
HAVE MORE THAN  
ONE CHILD

TRADITIONALLY  
UNEDUCATED  
67%  
NEVER GRADUATED  
FROM HIGH SCHOOL



AND LIVING IN  
POVERTY  
64%  
COME FROM AN  
IMPOVERISHED  
COMMUNITY

SHE WAS  
OFFERED A JOB  
71%  
WERE PROMISED  
EMPLOYMENT



BY SOMEONE  
SHE KNEW  
41%  
WERE EXPLOITED  
BY SOMEONE THEY  
KNEW PERSONALLY

THEN  
TRAFFICKED  
92%  
ARE FROM  
SOMEWHERE  
OUTSIDE THE  
NETHERLANDS



AND  
SEPARATED FROM  
HER CHILDREN  
50%  
OF THESE MOTHERS  
HAVE CHILDREN IN  
ANOTHER COUNTRY

ULTIMATELY...

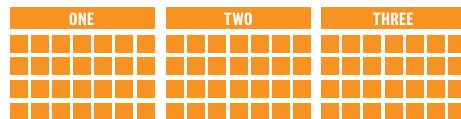


SHE WAS  
SOLD FOR SEX  
84%  
WERE SEXUALLY  
EXPLOITED

# *Eat Well, Do Good*

---

In August 2015, Not For Sale Netherlands opened up the doors to an award-winning new restaurant in Amsterdam. Dignita is a unique social enterprise designed to provide certified training and employment to individuals at risk to exploitation, while offering a world-class selection of healthy food and beverages. All of the restaurant's profits go back to Not For Sale to scale and improve training programs.



PROFITABLE  
WITHIN THE  
FIRST  
3  
MONTHS  
OF OPENING

CUSTOMERS SERVED

>36,000

RECEIVED CULINARY TRAINING

15 WOMEN

JOINED DIGNITA FULL-TIME

2 WOMEN



NOT FOR SALE

# *The Business of Fighting Slavery*

---

Not For Sale creates business solutions to combat  
human trafficking through four key strategies:

Product  
Collaborations

Supply Chain  
Research & Guidance

Job Training  
& Employment

Incubating  
Businesses



Year in Review  
2015



NOT FOR SALE



## Product Collaborations

We partner with companies from a multitude of countries and industries, to raise funds and educate consumers about human trafficking through co-branding and product development.

---

CO-BRANDED PRODUCTS  
SOLD IN 2015

---

3,021,439

ACROSS 12 COUNTRIES WORLDWIDE

163%

INCREASE FROM 2014



NOT FOR SALE

Year in Review  
2015



NOT FOR SALE



## Job Training & Employment

We provide survivors and at-risk individuals with tools for long-term self-sufficiency through work-readiness skills and job placements. We diligently train companies how to create a healthy work environment for survivors of human trafficking.

---

SEVENTEEN  
COMPANIES PROVIDED  
**27**  
TRANEESHIPS  
TO SURVIVORS AND  
PEOPLE AT RISK TO  
EXPLOITATION IN  
AMSTERDAM &  
SAN FRANCISCO

FROM THIRTEEN  
COMPANIES  
**26**  
EMPLOYEES  
VOLUNTEERED THEIR  
TIME TO PROVIDE  
WORK-READINESS  
TRAINING  
MORE  
THAN  
**30**  
EMPLOYEES FROM  
OVER **TEN**  
COMPANIES  
COMPLETED  
TRAUMA INFORMED  
TRAINING ON  
HUMAN TRAFFICKING



NOT FOR SALE

Year in Review  
2015



NOT FOR SALE



## Supply Chain Research & Guidance

We provide companies and consumers with tools to help protect and empower workers in global supply chains.

---

### CONSUMERS REACHED

---

**34,593**

THROUGH NOT FOR SALE'S REPORTS  
ON COMPANIES' EFFORTS TO PROTECT  
WORKERS AGAINST HUMAN TRAFFICKING

USING THE  
FREE2WORK  
ASSESSMENT TOOL  
219  
APPAREL BRANDS  
WERE ASSESSED ON  
THEIR EFFORTS TO  
GUARD AGAINST  
MODERN SLAVERY

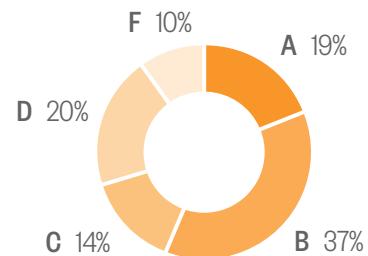
---

### GRADE IMPROVEMENT

---

**66%**

OF BRANDS ASSESSED  
IN BOTH 2013 & 2015  
IMPROVED THEIR GRADES



Year in Review  
2015



NOT FOR SALE



## Incubating Businesses

We address the root causes of human trafficking by creating economic opportunity for the people and communities who are traditionally left out of the global economy.

---

### REBBL

Not For Sale launched REBBL in 2011 as a way to expand its impact and generate sustaining revenue for the organization. REBBL is an innovative herbal-powered ready-to-drink beverage that can be found nationwide at Whole Foods and other grocery stores and cafes. Together, REBBL and Not For Sale are working to create transparency and dignity within the REBBL supply chain.

IN 2015, REBBL'S  
DONATIONS COVERED

---

2.5%  
OF GROSS SALES  
ARE DONATED TO  
NOT FOR SALE

15%

OF NOT FOR SALE'S  
TOTAL OVERHEAD COSTS



NOT FOR SALE

Year in Review  
2015



Not For Sale believes that in order for the anti-trafficking movement to grow, it must find ways to attract talented entrepreneurs and business leaders to the fight against slavery. To that end, in 2015 REBBL hired former Clif Bar CEO Sheryl O'Laughlin to grow the company's sales and expand its market share.

We desire REBBL to be a model for positive business

practice now and well into the future.

*www.NotForSaleCampaign.org/donate*



FACEBOOK.COM/NOTFORSALE



TWITTER.COM/NFS



INSTAGRAM.COM/NFS

TAKE ONE STEP - DONATE TODAY