

NOT FOR SALE 
IMPACT REPORT
2017



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INTRODUCTION

Dear Not For Sale Family,

In 2017, Not For Sale celebrated our 10th anniversary. We are incredibly proud, humbled, and honored to have been serving the Not For Sale community for the last decade! It was a very important year in our growth for many reasons, and we would like to call out two inflection points that we find especially compelling:

1. Financial Overhead: Starting this year, all of Not For Sale's financial overhead is covered by enterprises that we started.

For example, REBBL, a company that we started with the entrepreneur Palo Hawken to ethically source ingredients from at-risk regions around the world, is now returning sustaining revenue back to Not For Sale - driving funds back to Not For Sale to cover our overhead and send resources to our eight global projects.

This means that your donation goes 100% to implementing our programming around the globe.

2. Impact Stack: We officially codified our revolutionary Impact Stack model:

- a) Direct Service Programming for Survivors
- b) Research & Business Development
- c) Create Scalable Enterprises

The Impact Stack is the backbone of our programming, it allows us to scale impact and our revenue at the same time.

(We go into more depth on the Impact Stack model deeper into this report.)

We utilize a mix of capital (donations and investments) to deploy direct service programming, and spin-off mission-driven companies that also return revenue to Not For Sale.

It has not always been easy. In fact, we can't lie - it's been a long and difficult road. Today, we feel confident due to our approach that Not For Sale will be here in ten years (and beyond) helping serve survivors and stopping trafficking before it starts.

In Gratitude,
Dave Batstone and Mark Wexler, Co-Founders of Not For Sale

We create Enterprises, born out of a Mission.

Not For Sale is an international non-profit based in San Francisco that works to end exploitation and protect communities around the world from human trafficking and modern-day slavery.

Our goal is to identify innovative, sustainable, market-based solutions to address and prevent the root causes of human trafficking around the world.

We believe human trafficking can be stopped before an individual is trafficked. We fight vulnerability to exploitation at its core by strengthening communities with economic opportunity.

Since 2007, we have directly supported over 20,000 survivors of human trafficking. Other non-profits would consider this a success. But we believe we should stop trafficking before it starts.

Out of passionate collaboration between Not For Sale and successful, serial entrepreneurs and innovators, we create and support Enterprises that live and breathe our Mission.

In fact, for us, the Enterprise is the Mission.



OUR IMPACT STACK

Not For Sale looks for resources in regions needing economic empowerment, to create a product or strengthen an existing product. As consumer demand for the product grows, so does the market for those ingredients, resources, and items needed to create the product. A growing market creates dignified, sustainable livelihoods, reducing the risk of trafficking.



STEP 1

Social Programming

We partner with local experts, community leaders, and business people to understand the root causes of slavery in a region. We provide long-term care, housing, education, vocational training, and healthcare to people that have been affected by modern slavery. These are our direct service programs.

STEP 2

Research and Development

We investigate the local economy. We ask, “Why are people here susceptible to slavery?,” “What could we do to create economic opportunities for them?,” “What resources make this community strong?,” “How do we support survivors long-term?”

STEP 3

STEP 3: Scalable Ventures

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. We match the strengths of a community with a market opportunity. We partner with entrepreneurs who have a vision to build an economic engine for the project. These businesses feed revenue back into Not For Sale, so that we can create jobs, provide opportunity for a stable income, and additionally fund more social intervention.



‘NFS has given me something that no one can ever take back from me’

- NFS NETHERLANDS TRAINEE

Our founder Mark Wexler (center) with Not For Sale Netherlands team members Toos Heemskerk-Schep (left) and Jorrit Looijenga (right).

2017 SUCCESSES

HIGHLIGHTS




The success of some of the first stateless children to ever graduate university in Thailand.



Opened a second Dignita Restaurant in April 2017
The combined profits of both Dignita restaurants cover and sustain our overhead for our Not For Sale Netherlands project.



Not For Sale Uganda/DRC Project
We are working in Uganda to help refugees from the Democratic Republic of the Congo (DRC) attain education and housing, and begin enterprises



Not For Sale Peru
Installed clean water systems in the school of our Peru Project to improve health safety and chronic child malnutrition.

PROJECTS

NFS AROUND THE WORLD

Not For Sale supported survivors and at-risk individuals from seven projects in EIGHT countries worldwide. We added a project that supports individuals from TWO new countries, the Democratic Republic of the Congo and Uganda

Nearly **1,000 TOTAL**

were provided extensive services this year

Exploited and At-Risk Individuals

Nearly **700**

received an education

Nearly **500**

received job/life-skills training, or employment

Nearly **500**

lived in NFS shelters, with long-term housing

NOT FOR SALE

direct services include

- Long-term housing
- Education
- Extensive medical care
- Legal services
- Counseling and therapy
- Job readiness and training programs
- Entrepreneurship seed funding



PROJECTS

NETHERLANDS



PROJECTS

NETHERLANDS

Overview

In the Netherlands, Not For Sale works with women in shelters that are from situations of human trafficking or exploitation. We create impact by providing culinary training to survivors of human trafficking. NFS Netherlands gives training in the social enterprise Dignita, an all-day brunch café. We conduct high standard culinary training for survivors of trafficking. The end result is an official EU-recognized certification across three services: hygiene and cleaning, hospitality, and production techniques and products knowledge.

Fast Facts, IMPACT

Since 2012, NFS Netherlands has trained or coached more than 230 women. In 2017 NFS NL trained or coached 53 women in total.

9 paid positions,
6 of which are at Dignita.

8 internships,
4 of which are at Dignita.

70% of the total trainees were sex trafficked, the second-most occurring form of trafficking was domestic servitude.

PROJECTS
ROMANIA



PROJECTS

ROMANIA

Overview

Not For Sale Romania rehabilitates and repatriates survivors trafficked in dozens of countries. Not For Sale provides care and assistance, including short- and long-term housing, extensive medical care and counseling. Through legal support, we help survivors obtain identification documents or immigration status, and assistance taking action against traffickers in court. Not For Sale runs a children's home, where we work to prevent up to 100 children from poor, marginalized and at-risk communities from being recruited and trafficked.

Fast Facts, IMPACT

NFS Romania helps ~100 children in the shelters each year.

Average age: 15 years old

75% of these children in 2017 were receiving an education.

82% received healthcare, legal services, or both in 2017.

On average, **45** individuals receive employment or job training per quarter.

PROJECTS

BAY AREA PROGRAM



PROJECTS

BAY AREA PROGRAM

Overview

The San Francisco Bay Area is one of the top cities in the United States for the domestic sex trafficking trade. Not For Sale Bay Area prepares disconnected youth (ages 18-24) who are affected by trafficking and exploitation, for reentry into the workforce. Not For Sale recruits, trains, and places young women affected by exploitation into jobs, education programs, and vocational training programs.

Fast Facts, IMPACT

Average age: 22 years old

San Francisco/Bay Area
program worked with
52 at-risk or
exploited individuals in
2017

Over half of the
2017 job trainees
are now employed.

We work with companies like
San Francisco International Airport,
Asian Neighborhood Design, and
Loss Prevention Group Oakland for
employment and training opportunities.

PROJECTS
VIETNAM



PROJECTS

VIETNAM

Overview

Not For Sale Vietnam provides long-term care, shelter, , and educational opportunities for the street boys in Hanoi who frequent internet cafes, where they are often contacted by people who sexually exploit them. We offer crisis care to kids on the street 24/7, from emergency shelter and healthcare, to food and clothes. We also plan for their future development by providing them job training. Our project allows for up to 10 boys at a time to be housed and to receive highly intensive wraparound support. Approximately 30 boys live in our house each year.

Fast Facts, IMPACT

Average age: 16 years old

Nearly **100%** of NFS Vietnam's shelter residents received health services, including intensive psychological and trauma care.

approx. 16,000 meals were served at NFS shelters in 2017.

~90% of NFS Vietnam's shelter residents participated in youth engagement and life skills activities.

2017 Highlights

Added more outreach staff members which means we are finding children on the streets more quickly, before they are exploited.

We now have both social workers and caregivers working at the homes and at the Drop In Centre, so that the children get better continuity of care throughout the day and night. This also shares the load of night shifts among a wider group of staff.

PROJECTS
THAILAND



PROJECTS

THAILAND

Overview

We constructed and expanded a children's home to offer shelter and long-term housing for youth rescued from exploitation. We provide the children safety, stability, nutritious meals, and medical care. All children are enrolled in primary, secondary, or university education. The home includes a library and computer center, and provides opportunities for experiences such as growing an organic farm.

**Fast Facts,
IMPACT**
Average age: 13 years old

126 children
were supported by
Not For Sale Thailand.

About **40%** of these
children received life skills, job
training, or employment of some
kind in 2017.

14 children
successfully reintegrated
into their communities
in Thailand.

PROJECTS
PERU



PROJECTS

PERU (SANTA TERESITA)

Overview

Not For Sale Peru developed a scholarship program to provide housing, school fees, supplies and emotional support for vulnerable children in rural parts of Peru. We created community gardens in six schools to educate students, teachers, and family members on the importance of proper nutrition while creating self-sufficiency. In 2017, Not For Sale helped the Santa Teresita Native Community bring clean water to the school for the community.

Fast Facts, IMPACT

NFS Peru supports 65 people with direct support each year.

Average Family Size: 5

With this clean water installation, **15** families - **65** individuals - in the Santa Teresita community will gain access to clean water for meals, domestic washing, and personal hygiene. We are making progress in the fight against chronic child malnutrition in Santa Teresita.

Not For Sale has developed a **scholarship program** to provide housing, school fees, supplies, and emotional support for vulnerable children in rural parts of Peru.

We created community gardens in **6** schools to educate students, teachers and family members on the importance of proper nutrition while creating self-sufficiency.

NEW PROJECT

**UGANDA / DEMOCRATIC
REPUBLIC OF THE CONGO**



OUR NEW PROJECT

UGANDA/DRC

Overview

Not For Sale Uganda provides education and housing for nearly 500 children and young adults within and among the surrounding areas of a refugee camp in Western Uganda. All children are enrolled in primary, secondary, or university education, and these children are either placed in residential campuses or attend day-school. We provide the children safety, stability, nutritious meals, and medical care. We also plan for their future development by providing them with entrepreneurship grant opportunities and job training programs.

Fast Facts, IMPACT

386 children are attending NFS Uganda's Nursery and Primary School.

329 students participated in Sustainable Youth Led Livelihood Enhancement/Job Training and Employment programs.

80 students that received business training or entrepreneurial seed grants.

DNA BRANDS



SOCIAL VENTURES

REBBL

REBBL and Not For Sale work together to create a future without human trafficking. For every bottle purchased, REBBL donates 2.5% back to Not For Sale to support our programs around the world.

REBBL sources ingredients from 26 suppliers who exemplify our values. Our suppliers invest in the strength and well-being of the communities where they operate. Some examples include fair wages, medical care, housing, and clean water projects.

A photograph of a person's lower legs and feet. They are wearing light blue denim jeans with frayed hems and bright orange sneakers with black laces and white soles. They are standing on a concrete sidewalk with some greenery at the edge. The background is blurred, showing an outdoor setting with trees and buildings.

SOCIAL VENTURES

Z SHOES

Z Shoes is founded upon the principles of human dignity and sustainability. Z Shoes commits to paying our workers a true living wage and providing safe working conditions. Z Shoes are uniquely made from 100% organic, sustainably harvested materials.

Z Shoes works with Not For Sale to contribute 2.5% of revenue back to Not For Sale.

SOCIAL VENTURES

DIGNITA

An ongoing project that trains and empowers 50+ trafficking survivors a year. These trainings take place at our restaurants, Dignita.

Dignita stands for “eat well, do good.”

By creating everything from scratch with fresh and local ingredients, professionally crafted dishes and some international influences, Dignita demonstrates how delicious all-day brunch can be. The aim is to offer trainees an anonymous and safe environment, giving them the opportunity to experience what it is like to function in a commercial business. 100% of the profits earned by Dignita are dedicated to the training program of Not For Sale. The aim is to become a financially sustainable organization, allowing all training costs to be derived from the profits of the social enterprises.

DIGNITA NOT FOR SALE

“Eat Well, Do Good”, offering high quality products and service to become a successful business which facilitates the training program of Not For Sale and offers internships + jobs for trainees.

Offering training programs that help victims of human trafficking to regain perspective on their future and reintegrate into society.

Creating social impact on reducing human trafficking through social entrepreneurship.

**CREATING SELF-SUSTAINABLE
BUSINESS MODELS**

PARTNER COMPANIES

OVERVIEW

We also partner with companies who commit to contributing to the Not For Sale impact mission.
In 2017, our partners contributed more than \$1,000,000 to Not For Sale.



BOLL & BRANCH

ALLSAINTS



BUMBLE BEE.

ALEX AND ANI®

SNEAK PEEK

WHAT'S TO COME IN 2018

Brazil Nut

Working with local native communities in Peru to produce something delicious and impactful with REBBL.

Dignita 3rd Restaurant

We are excited about opening up a third near the local safe house where survivors of trafficking are living. This new location will have a training location.

Innovate For Good Conferences

We will be hosting conferences to celebrate business all over the world that prioritize their profit and purpose. The first conference took place in partnership with the University of San Francisco School of Management in April.

New Z Shoe, made in Portugal

In partnership with Net-A-Porter, Z Shoes created a new line that empowers women to embrace self love.



THANK YOU

NOT FOR SALE

