

A photograph of three children sitting at a wooden desk in a classroom. On the left, a girl wears a green and yellow zip-up jacket and a grey headband. In the center, a girl wears a white hijab and a blue patterned sweater. On the right, a boy wears a blue shirt and a dark vest. They are all looking towards the camera. The background shows a wall with a map and a green poster. The desk has faint chalk writing on it.

IMPACT AROUND THE WORLD 2022

NOT FOR SALE 

FROM NOT FOR SALE'S FOUNDERS

Dear Not For Sale Community,

We would like to thank you for your dedication and support as we work on the front lines of forced labor and environmental destruction.

While many have been able to start thinking about COVID-19 in a new light, we continue to feel its devastating effects. The people we serve are still reeling from COVID-19 and our teams and partners continue to operate using newly adapted practices, addressing problems laid bare by the pandemic.

Our impact

Not For Sale were able to help 80,844 survivors and at-risk individuals in 10 countries. We helped over 70,000 people by providing access to an array of services – such as skills training, jobs, access to capital, clean water, social services, education, trafficking prevention and more.

People and Planet

The work we've carried out for almost 20 years has addressed extreme exploitation across the globe and led us to two major takeaways:

1. The economic conditions in many of the places we work require decades to elevate entire communities out of desperate conditions. This long-term engagement can take the form of traditional philanthropy, healthy governance and the careful cultivation of healthy financial systems.
2. Many of the people clearing our planet's rain forests and digging up minerals are doing so under the condition of forced labor. It's often the most exploited people who are forced to extract the planet's resources. So, addressing exploitation at the crossroads of people and planet is critical to our future. Only through the multi-pronged empowerment of at-risk people in places like the Amazon and Central African rain forests will we see a planet where we are truly Not For Sale.

In gratitude,

NOT FOR SALE 

David + Mark



WE ARE NOT FOR SALE

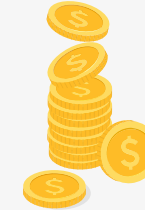
Nearly everything we consume – from clothing, to the batteries in our cell phones, to the fish we eat – has forced labor and exploitation hidden somewhere inside its production.

Not For Sale envisions a future without exploitation and forced labor – where everyone has access to dignified opportunities and the resources they need to thrive.



**151.6
MILLION**

children aged 5-17
are in child labor.



\$150 BILLION

in PROFIT is created
through exploitation
annually.

**45.8
MILLION**

people worldwide are
affected by modern
slavery and exploitation.



71%

of those affected
by human trafficking
are female.



7 IN 10

sex-trafficked persons
are exploited in Asia
and the Pacific region.

FROM ONE HOUSE, TO A GLOBAL MOVEMENT

The first step

In 2000, David Batstone discovered there was a human trafficking ring at a neighbourhood restaurant, and began writing a book about human trafficking called 'Not For Sale'. In his research, he met a woman named Kru Nam in Northern Thailand, who was rescuing street children from exploitation, including labor and sex trafficking.

Kru Nam and the children were living in an empty field, begging for food, with no means to build a house. Not For Sale started as an intention to raise enough funding to build a house for them — and ended up as a village for 150 children.

Delivering our work worldwide

Taking this intention across the globe, Not For Sale built shelters, schools and entrepreneurial platforms — using anti-trafficking awareness and a Silicon Valley mindset to end trafficking and create opportunity.

Over the course of a decade, we built relationships with some of the indigenous communities in Madre de Dios, a remote region of the Peruvian Amazon, and learned extreme environmental degradation had led to deep disruption of local life. During this time, we deployed a multi-layered commitment with the Amazonian communities — ranging from deforestation programming, supply chain resiliency, enterprise development, environmental training and so much more. What resulted was a reduction of extreme vulnerability in these communities.

Moving forward

This trailblazing method of engagement in Peru will continue to inform our approach moving ahead, by addressing both the environmental and human needs everywhere we work.



A BETTER WAY

We have a model that allows for

100% of all donations

from individual supporters to go straight to impact and the people who need it most.

Not For Sale grows self-sustaining social projects and purpose-driven business to end exploitation and forced labor.

These enterprises create opportunities, and return revenue to those who need it most.

"TRUE COMPASSION IS MORE THAN FLINGING
A COIN TO A BEGGAR, IT COMES TO SEE THAT
**AN EDIFICE WHICH PRODUCES BEGGARS
NEEDS RESTRUCTURING"**

MARTIN LUTHER KING, JR



NOT FOR SALE PROJECTS 2022



WHERE WE WORK

This year, Not For Sale supported survivors and at-risk individuals from Peru, The Netherlands, Thailand, Vietnam, the Democratic Republic of the Congo, Uganda, Mozambique, Rwanda, and South Africa.

We have supported over 352,149 at-risk people since 2007.

In each country, we also do research and development to create a self-sustaining enterprise that supports our direct service work.

Not For Sale direct services include:

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





IN 2022...

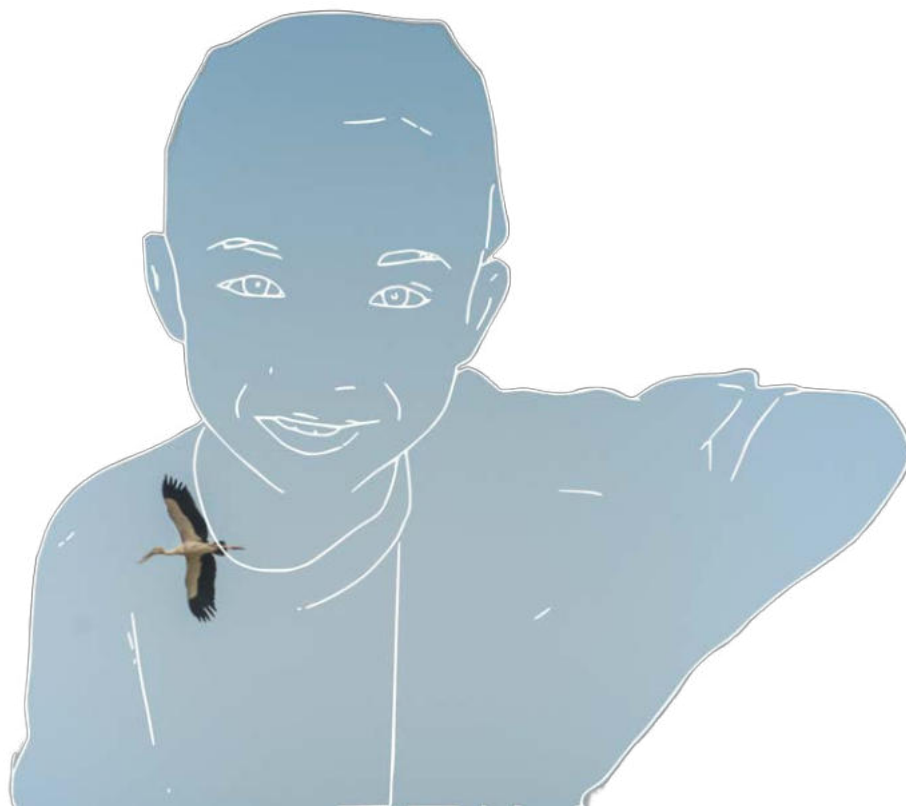
We have made change for for **80,844** people, including:

- Over **8,497** survivors and exploited people were provided extensive direct services.
- As a result, an additional **72,347** people were provided access to an array of services such as jobs, skills training, access to capital, clean water, social services, education, trafficking prevention, & more.

Not For Sale direct services include:

- Long-term housing
- Counseling, therapy, and psychosocial support
- Extensive medical care
- Legal services
- Education
- Job readiness and training programs
- Entrepreneurship seed funding
- Nutrition and clean water

NOT FOR SALE VIETNAM



MINH IS NOT FOR SALE

Minh was born in 2004 in a remote mountain village. Minh had a very difficult childhood, and ran away from home he was just 6 years old. When he was 10, Minh was adopted by a woman in Hanoi and was able to begin school.

Minh is a smart boy, and for a while he got good scores in school. But the traumatic experiences he had been through made it very difficult for Minh to cope. He started to bully other classmates and misbehave at home. Family conflicts happened more and more often, and caused both Minh and his mother a lot of stress. Eventually, Minh left and he had his adoptive mother cut ties.

For some time, Minh made a living serving meals and drinks at a street food stall by day and slept on the pavement or in the security guard's booth by night.

A social worker from Blue Dragon met Minh in 2017. Minh was guarded at the beginning, but

after many visits Minh began to open up, and eventually he felt ready to receive help.

At the shelter, Minh kept his distance from other children, and would often get involved in fights. Recognising this behaviour was a result of the deep suffering Minh carried with him, the social workers encouraged and supported Minh to engage in different activities like football, hip-hop, running, and leadership training. They also encouraged Minh to join in psychology sessions at Blue Dragon.

Little by little, Minh became more open. He started sharing his feelings with more ease, and his aggressive behaviour decreased. And once his wounds began to heal, he felt ready to reconnect with his mother, who he now calls regularly.

Minh completed a vocational training course to become a barista, and he was recently hired to work at a coffee shop.

ABOUT NOT FOR SALE VIETNAM

Up until 2016, Vietnamese authorities refused to acknowledge the cases of trafficking and exploitation for men and boys.

Not For Sale partnered with Blue Dragon to create the first housing for young boys that had been sexually or otherwise exploited in Vietnam.

We provide support for the street boys in Hanoi who frequent internet cafes, cafes where they are contacted by traffickers and abusers. We offer crisis care to kids on the street 24/7, from emergency shelter and healthcare, to food and clothes.

“I loving being with other kids having dinner. It’s a great time for us to talk and share everything about our day.” - Trung, who lives in the Not For Sale shelter

During the first three months of the year, most children and our staff at the shelters got infected with COVID-19. During this time, activities had to be postponed, training courses were delayed, and adjustments to our rosters had to be made to ensure we continued to provide exceptional care.

Now, children have been able to return to school and resume all of their activities. Some children have caught the virus recently, but all of their symptoms were mild and they were able to recover solely with the care received at our shelters, and without having to be admitted to hospitals.

All children aged 12 and over living in the shelters have been vaccinated since January 2022.

Although the peak of the pandemic seems to have passed, children will likely still need health checks and covid-prevention supplies such as masks and test kits.



NOT FOR SALE VIETNAM

OUR IMPACT IN NUMBERS

IN 2022, NOT FOR SALE VIETNAM SERVED 17 PEOPLE DIRECTLY, INCLUDING ...

17

were assisted with disabilities services, teaching life skills, careers preparation, counselling or other services

10



young people were helped to get jobs

7



CHILDREN RECEIVED AN EDUCATION

199

CHILDREN WERE CONTACTED BY OUTREACH WORKERS

126

FAMILIES REUNITED



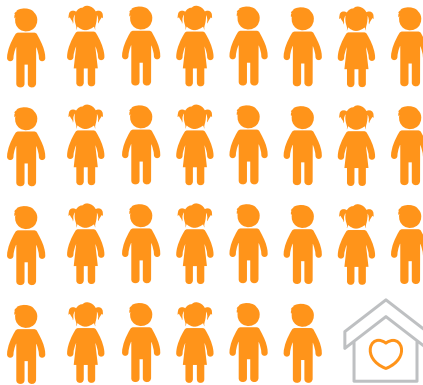
9,510



MEALS WERE SERVED

17

CHILDREN WERE HOUSED AT THE NOT FOR SALE SHELTER



2

YOUNG PEOPLE were enrolled in vocational training

NOT FOR SALE VIETNAM HAS ALSO INDIRECTLY SERVED 85 TOTAL PEOPLE THIS YEAR



NOT FOR SALE VIETNAM

INTERRUPTING THE CYCLE

For each person served directly with Not For Sale Vietnam, an estimated 5 people are impacted. A family in a big city is normally 3 to 5 people, a family in the countryside or in mountainous areas may have up to 5-14 people. From this, we estimate an average family size of 5 people.

The cyclical effect of poverty, abuse, lack of care and support is being addressed at many levels: The program offered by Not For Sale Vietnam to the children helps them develop personal values, skills and knowledge. Our social workers work closely with the parents and families, especially when children return home, for better care of children. We liaise with the police, schools, and communities to raise awareness and provide practical information about child protection and care.

This broad approach breaks the cycle within one to two generations. Many of our kids are now parents with their own businesses, and working in secure jobs. In addition, Blue Dragon's work with the government has brought about changes in the laws to protect children.





NOT FOR SALE VIETNAM

FREE2PLAY

Blue Dragon kids celebrated the Lunar New Year together online for the yearly Tet Awards ceremony. Our team organized performances and activities to ensure children had a great time to start their holiday.

Some of the children joined in a trip to the countryside to enjoy therapeutic activities, connect with nature, and enjoy of joyful moments with other people.

A large group of Blue Dragon kids took part in a race in the mountains of Northern Vietnam. Many of the children really enjoy this activity, and Blue Dragon's running club keeps growing.

The psychologists and social workers at Blue Dragon organized a training course called "Flourish" for girls aged 12-16 who are facing some challenges. The training is aimed at helping the girls blossom as confident individuals who are able to realize their potential, identify their goals in life and overcome challenges to build independent and meaningful futures.

NOT FOR SALE THAILAND



STATELESS CHILDREN ARE NOT FOR SALE

Not For Sale Thailand concentrates on the education of stateless children from neighboring Myanmar. Due to the difficulties in enrolling in any official Thai school while being stateless, these children struggle to get an education and are aggressively targeted by human traffickers. The Akha communities in Northern Thailand are also among the Not For Sale focus communities.

On Children's Day this year in Thailand, Kru Nam and some of the children from the Not For Sale shelter visited the Chiang Saen municipality to ask for help in getting Thai identification cards for the children who are stateless. Part of the celebration of Children's Day is the chance for children to ask for something big from an adult. Because of this ask, 32 children will get identification cards helping them to go to school, receive healthcare, and stay long-term and safe in Thailand. Having an identification card means that these children exist legally, helping to protect them from crimes like sexual exploitation and labor trafficking.

Kru Nam is also succeeding in enrolling children who have left school in a high school equivalency course. By enrolling in the equivalency course, these children are able to continue their education and become eligible for an identification card. So far, 8 children have received their identification cards this way.

ABOUT NOT FOR SALE THAILAND

Not For Sale Thailand supports more than 100 children each year through shelter, long-term housing, healthcare, food, and education.

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.

Most of the children at Not For Sale Thailand are stateless, meaning they are citizens of no country, including Thailand. The Covid-19 vaccine in Thailand isn't widely available and there is a concern that it won't be made available at all by the Thai health care system to the kids who don't have Thai nationality.

There is less support in the area due to the pandemic and poor economic conditions. This has left many more vulnerable to traffickers. Labor trafficking, sexual exploitation, and even organ harvesting is on the rise. Outreach is more vital than ever to keep in touch with vulnerable children, and focusing on vocational training for both parents and children.



NOT FOR SALE THAILAND

OUR IMPACT IN NUMBERS AT THE SHELTER

IN 2022, THROUGH NOT FOR SALE THAILAND

130  CHILDREN SERVED

130 CHILDREN RECEIVED
LEGAL AND HEALTH
SERVICES

65 CHILDREN WERE
HOUSED AT THE
NOT FOR SALE SHELTER



12  young people
received job training

13  STUDENTS
IN PRESCHOOL

99 CHILDREN
RECEIVED EDUCATION



7 STUDENTS IN
UNIVERSITY



19 CHILDREN IN
BOARDING SCHOOLS

51 students
in primary school



21 STUDENTS
IN HIGH SCHOOL



NOT FOR SALE THAILAND: YAI IS NOT FOR SALE

Until recently, our Rescue Center along the border of Myanmar was closed due to the Covid-19 pandemic and outreach in Myanmar has been nearly non-existent. Myanmar has not taken actions to stop the spread of Covid-19 and many people have suffered near the Thailand-Myanmar border. It is not safe for our outreach workers to enter Myanmar to continue their work. It is very difficult for us to watch this unfold and we are ready to begin work again as soon as we are permitted. Now that the center has reopened, on the Thailand side of the border, many people are returning for help.

Yai has worked in the Burmese market on the Myanmar side of the border, and sold goods to tourists like DVDs and e-cigarettes. He came before the pandemic to HIV training/testing at the Rescue Center. He was helpful in outreach to the other young adults that worked in the market, and would come to trainings often.

When the Rescue Center finally re-opened, everyone was surprised to see Yai stop by as their first official visitor. A lot has happened: he got married, had a baby and recently got divorced. He came seeking help as he has been drinking to excess daily and has felt hopeless. He remembered the support and kindness he received from the Rescue Center staff in the past and was happy to reconnect and receive counseling there again. He has been attending addiction trainings and spending time with the social workers. The Rescue Center staff are also working on getting Yai access to a COVID-19 vaccine.



NOT FOR SALE NETHERLANDS

MARJOLEIN IS NOT FOR SALE

"About a year ago I started the orientation course at the Dignita Academy. It was exciting to step out of my familiar environment. It was nice to be with a group of like-minded people and to feel connected without explicitly talking about what had happened to us.

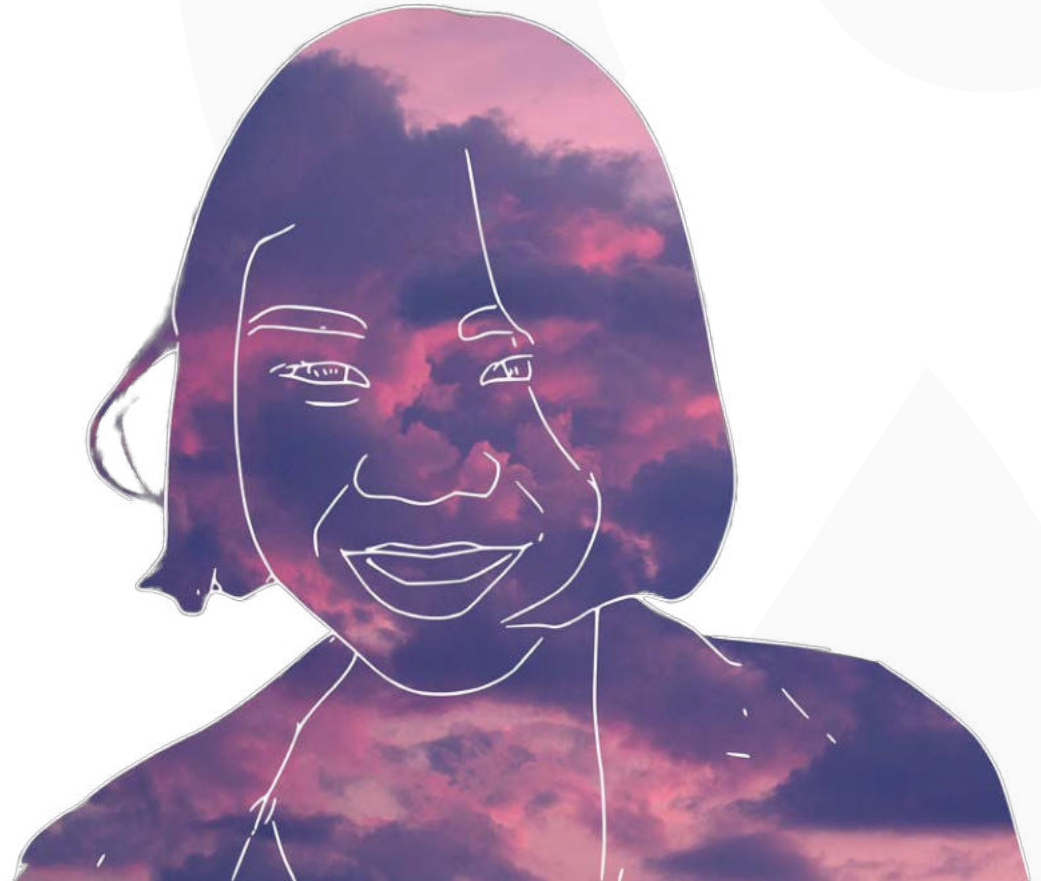
After the orientation training, I followed the nail course and the barista course. At the moment I am doing an internship at the restaurant.

I liked the nails styling and the barista training the most. I had already started a nail styling course at home, but found it quite difficult. In the Dignita training it was nice to be with a group and to receive 1 on 1 lessons from a teacher. I really liked the creative aspect of "making something out of nothing". I also really liked the barista training. I have learned a lot about coffees and I also enjoy being able to make different coffees myself during my internship.

I would like to follow the master nail training to possibly start my own business one day and I would like to learn about being an independent entrepreneur. In addition, I would like to continue working in Dignita's restaurant in the short term after my internship.

Ultimately, I think it would be great fun to do something for the foundation; for example, giving the barista training or to guide the nail styling training. It would feel like some kind of giving back: I've had the same kind of experiences as most trainees.

I am very grateful that I was able to participate in the various training sessions. I have much more self-confidence and the confidence that I can be an example for my two children. I am proud of myself!"





ABOUT NOT FOR SALE NETHERLANDS & DIGNITA

Not For Sale Netherlands was founded in 2012 to help trafficking survivors.

The program began as a way to offer culinary job training to women from all over the Netherlands who had been exploited, and were living in a shelter. The women were taught how to make nutritious soup, delivered and sold by volunteers to women working in Amsterdam's Red Light District.

Through this direct service, we had insight – not only were we offering food to people who needed it, but we also saw that the women in the program were more confident and better equipped to create a different life for themselves. In short, they had skills to create economic opportunity.

We created a restaurant, Dignita, to offer culinary training to exploited people, and eventually hire them in the restaurant. All restaurant profits are returned to the social enterprise.

There are now three highly successful restaurants, a catering prep center, a beauty training program, and a specialized accountancy firm.

TRAINING CENTER

In 2019, Not For Sale Netherlands opened its own training center in Amsterdam-West.

The training center has a spacious professional kitchen and classroom. Trainees learn to prepare healthy soups in the kitchen. The space is also used for lessons in hygiene, basics in cooking, facilities, and hosting. Thanks to the classroom, trainees also learn theory in all things culinary-related.

Because the center also serves as a production center for the Dignita Amsterdam brunch restaurants, trainees also intern and receive intensive one-on-one guidance from our chefs.

This beautiful location offers our trainers all the possibilities to guide the development of the

trainees as well as possible, making professional growth a maximum priority.

Not For Sale The Netherlands' third restaurant in Amsterdam is directly across from the Not For Sale training center, and is part of the training program.

The women and men who are enrolled in the training program can be more easily introduced to the Dignita restaurant and can directly witness how the delicious and healthy soups they have helped to make are being enjoyed by the customers. They can see how important they are for the continuity of the training program and in creating self-sustainability for the social enterprise.





CONTINUED EXPANSION

Ukraine

About 2,000 refugees from Ukraine are now living in Amsterdam. NFS Netherlands has been in contact with shelter to find ways to help. We know that exploitation takes place when people find themselves in vulnerable situations. Many of the refugees are women who arrived alone, or with their children, and men have stayed back in Ukraine. Many need to work, and many feel guilty about being in a safe country when their family members are not. NFS Netherlands empowers people by giving them the education they need to find their own dignity. We began offering English classes, hospitality training, labor law education, and introduction to employers. Many continued on with a barista training course, production techniques, and continued English courses.

Accounting

Many of our Dignita course trainees have financial problems. Much of these troubles come from incorrect accounting or information about their tax obligation. This inspired NFS Netherlands to set up an administrative office to help our clients with bookkeeping, and financial education. We are also hoping to develop an administration course for Dignita Academy, so our trainees can also work in this sector. Two trainees have successfully completed this course. We call our new program FAIR: Freedom through Awareness to get Insight to take on Responsibility. We have

already seen an enormous impact. Clients and trainees are able to control their financial situations, solve their tax issues, and regain peace of mind and feel more free.

Computers

Most of our trainees do not have computers at home, so we are looking for opportunities to give access to computers to our trainees. Our computer course prepares trainees for the e-learning courses we are currently developing, created in 2021.

Beauty Course

Trainees have told us that their ambition is to take part in a beauty course. To now we have trained in the hospitality industry, and to create freedom we need to create even more options for our trainees. We began a course in nail art at the Netherlands Beauty School. Before the course, trainees take a 40-week course at Chanel in Amsterdam, learning about make-up, self-care, and sales.

The training at the Netherlands Beauty School trains in gel and acrylic nails. The cost is 1000 euro, and trainees contribute 250 euro toward this. This is the first course we allow trainees to put in money for, to encourage ownership for the course and to buy into their own future.



NOT FOR SALE NETHERLANDS & DIGNITA

OUR IMPACT IN NUMBERS

IN 2022, AT NOT FOR SALE NETHERLANDS...

195

PEOPLE WERE SERVED
AT DIGNITA ACADEMY
EDUCATION

ON A TYPICAL SUNDAY, NEARLY

600 BRUNCHES



ARE PREPARED AND SOLD BY OUR DIGNITA STAFF
AND TRAINEES

ORIENTATION
COURSE:

34

TRAINEES



PROFESSIONAL
COOKING TECHNIQUES
COURSE:

13

TRAINEES



BASIC CULINARY
COURSE:

31

TRAINEES



BARISTA
COURSE:

26

TRAINEES



COMPUTER
COURSE:

57

TRAINEES



NAIL STYLING
COURSE:

16

TRAINEES



UKRAINE OUTREACH
PROJECT, ORIENTATION
COURSE AND ENGLISH
COURSE:

16

TRAINEES



ADMINISTRATION
COURSE:

2

TRAINEES



57



TRAINEES FOUND A PAID JOB AFTER
THEIR PARTICIPATION IN THE
DIGNITA ACADEMY



NOT FOR SALE NETHERLANDS & DIGNITA INDIRECT IMPACT

Many Dignita trainees who have survived work in an exploitative industry came from Uganda, Nigeria, Brazil, and Pakistan.

Most of the survivors was exploited in the sex industry, the others in domestic servitude or labor trafficking.

About one third of the survivors have children in their home country, with an average family size of 3 children. In some cases, survivors are later on able to bring their children or family members to the Netherlands.

Not only the life of the trainee has changed, but also the next generation can be affected – we are interrupting the cycle of poverty and abuse, leading to a lessening of trafficking worldwide.

NOT FOR SALE PERU



WOMEN ARE NOT FOR SALE

Not For Sale Peru operates a safe house and shelter in Puerto Maldonado, a town on the Amazon river.

Many young people from indigenous tribes in the Amazon travel to big cities in Peru in search of work.

However, they are not prepared for living in a city. They get bad jobs, or are trapped by mafias. They are particularly vulnerable because they don't know about the dangers of the city.

Some of the work they end up doing is illegal. They are hired to work in illegal logging, and women are told they will have jobs in the kitchens at the worksites, but instead are forced into prostitution.

The Not For Sale shelter offers them a refuge - safe place to live, study, and learn how to work in a job with dignity.

Fourteen women currently live in the shelter.

NOT FOR SALE PERU & REBBL

Several thousand people are estimated to be subjected to trafficking within Peru, including forced labor in mining, logging, and agriculture. Many of these people come from impoverished regions of the Amazon.

Working to help these survivors, Not For Sale collaborated with notable abolitionists to support a shelter for survivors and at-risk youth in Peru.

After a few years, Not For Sale co-founders, Dave Batstone and Mark Wexler, knew they could build thousands of shelters — and still not address the roots of the problem.

Dave and Mark recruited cofounder and mixologist, Palo Hawken, to launch REBBL: a solution that goes beyond fair trade. The company sources roots, extracts, bark, berries, and leaves (REBBL) in a manner that creates impact for the gatherers and producers of these ingredients — and returns a portion of each bottle sold back to Not For Sale.

Today, REBBL has generated over \$1 million for Not For Sale's projects around the world, including extensive infrastructure in Peru.





COMMUNITY IMPACT

Not For Sale Peru supports indigenous communities in the Amazon who have been affected by internal conflict.

Santa Teresita is an indigenous nomadic community that was displaced after an armed conflict. They were forced to change their way of life, and took refuge in Santa Teresita.

Many members of these communities took jobs in illegal gold mining or logging and were exploited through debt labor, forced work, and sex trafficking. This work is also environmentally devastating, depositing heavy metals including mercury into the Amazon river and destroying traditional, sustainable food sources for these same communities.

Through help from contributions from REBBL, we have built a school, developed a scholarship program, installed community gardens, and are developing clean water systems.

The community is now maintaining their fish tank and raising fish.

Vaccinations against Covid-19 have been difficult, and it is unknown how many of the adults are vaccinated. Children have not been vaccinated at all.



NOT FOR SALE PERU

OUR IMPACT IN NUMBERS

IN 2022, THROUGH NOT FOR SALE PERU

INCREASED THE LIVELIHOOD AND
QUALITY OF LIFE FOR MORE THAN

3,210

INDIGENOUS PEOPLE IN SEVEN
BRAZIL NUT HARVESTING
COMMUNITIES

OF THOSE PEOPLE,
1,992
ARE CHILDREN

3,210
ARE
INDIGENOUS PEOPLE

OFFERED

60 MOTHERS



AND **100** CHILDREN
FARMING DEVELOPMENT, AND
NOW ARE NEW INSTALLING
AND GROWING GARDENS IN
THE COMMUNITY



34

INDIVIDUALS RECEIVED AN
EDUCATION

22

INDIVIDUALS RECEIVED JOB
TRAINING

14

THERE ARE
WOMEN LIVING IN THE
NOT FOR SALE SHELTER IN
PUERTO MALDONADO



INSTALLED FISH FARMS

SO COMMUNITY MEMBERS HAD

HEALTHY AND CLEAN NUTRITION,

AS THE FISH IN THE RIVER ARE POLLUTED

WITH MERCURY; 28 MEMBERS ARE

WORKING WITH THE FISH FARMS

RESULTED IN

1,600 PEOPLE

HAVING BETTER NUTRITION – EVERYONE IN FOUR
COMMUNITIES – BECAUSE OF THE GARDENS AND
FISH FARMS



NOT FOR SALE PERU: BRAZIL NUT

OUR IMPACT

THE CAUSE: NOT FOR SALE

Receives 2.5% of Rebb'l's Net Sales to add support in communities vulnerable to exploitation around the world, including the Peruvian Amazon. Also supports efforts to bring high quality ingredients to market, and create markets for those ingredients.

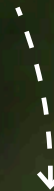


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THE PROCESSOR: CANDOR

Buys all nuts from Afimad, no matter the quality, at a fair price. The brazil nuts are shelled, then shipped to the US to be packed.



THE COMPANY: REBBL

Purchases the nuts from Candor to be used in Rebb'l's Banana Nut Protein Drink, further supporting empowerment efforts via Rebb'l's Thrive Project.



NOT FOR SALE PERU & REBBL

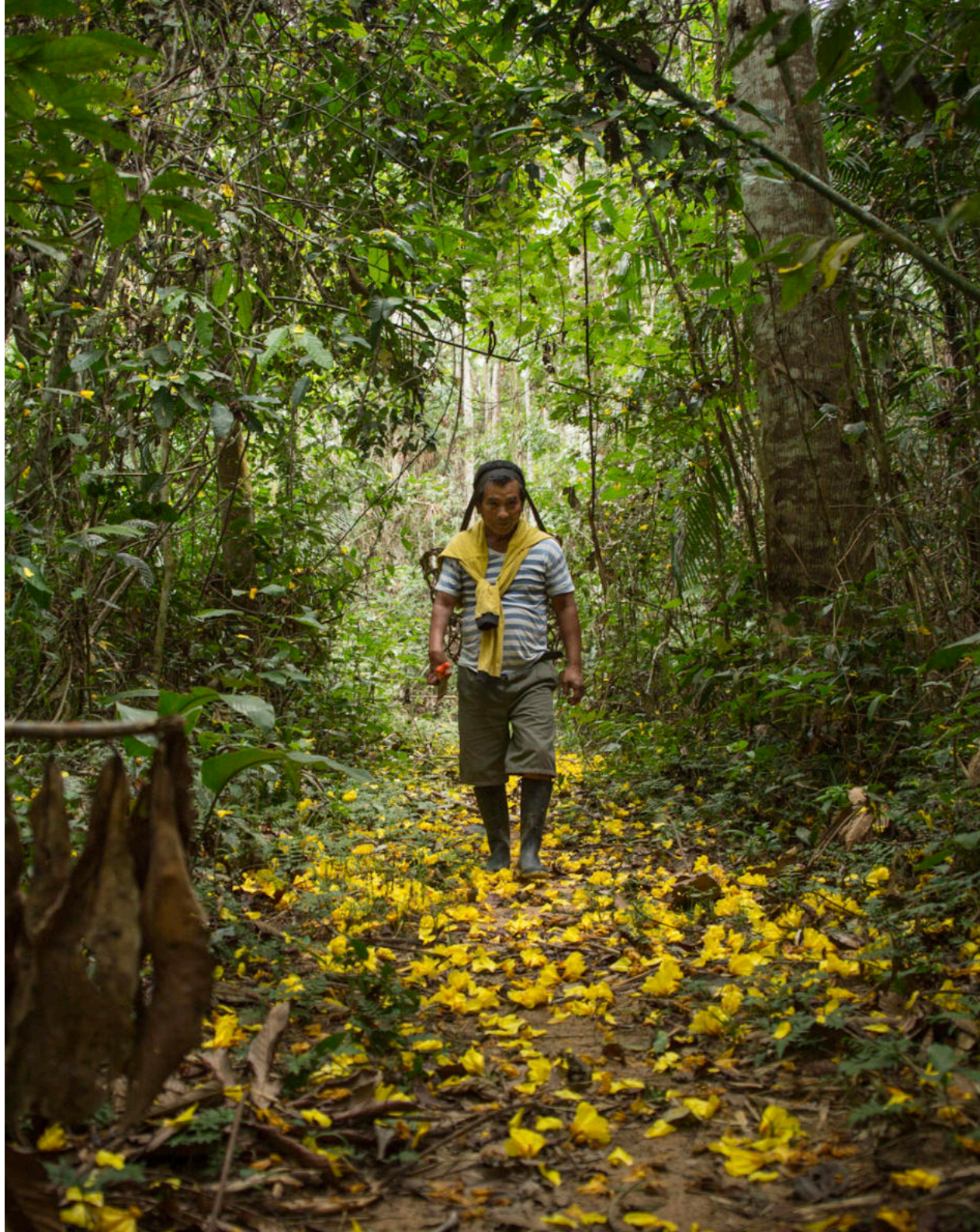
During Covid-19, Not For Sale has continued its support to the collective AFIMAD. The indigenous peoples of the Madre de Dios region have remained stable due to their ability to collect and commercialize Brazil nuts for export.

Two communities have ensured their self-provision of food, with their own family gardens and their fish farm.

This sustainable economic activity incentivizes the protection of the rainforest. The Brazil nuts are organic and have Fair Trade Certification.

By collecting and exporting Brazil nuts, members of the community are not forced into taking jobs with illegal gold mining or logging; both of which are exploitative of people and the planet.

Martin Huaypuna and the current directors of AFIMAD, chaired by Ms. Nadia Pacaya, use a cooperative model to combine the collected Brazil nuts from seven native communities, despite threats from illegal gold miners and from the ravages of COVID 19 in the region.



NOT FOR SALE PERU: BRAZIL NUT

Not For Sale Peru and REBBL ...

- Created an ethical supply chain for the Brazil nut to be bought from the AFIMAD cooperative and used by REBBL in the Banana Nut Protein flavor.
- Created a 36-cent increase to the Brazil nut harvesters per kilogram of Brazil nuts sold through organic certification assistance, and usage in REBBL drinks.
- Created positive change directly for 1,000 families in 10 participating communities in the Madre de Dios region through increased revenue from the Brazil nut organic certification.

Launched in August, 2019, a new documentary film follows the Not For Sale and REBBL journey upstream to show the origin and impact of the supply chain work with the Amazonian communities. Watch now at <https://www.notforsalecampaign.org/rebbl-with-a-cause>



A photograph of three young children in a rural, outdoor setting. Two boys stand in the background, one with his arm around the other's shoulder, both smiling. A younger child stands in the foreground, also smiling. They are in a field with some vegetation and a blurred background of trees and buildings.

NOT FOR SALE UGANDA & THE DRC



BAHATI IS NOT FOR SALE

Bahati Chimy is the eldest of nine siblings in his family, and a refugee living in the Kyangwali refugee settlement, born in the Democratic Republic of Congo (DRC).

Because of the war, he fled to Uganda. He had to quit school in 2008 because his family could not afford to send him to school. He worked in farming to raise funds to return to school for three years in 2017.

Having a poor family background and having a single mother it has been difficult to get the required sums of money for Bahati's schooling and for the rest of the family's needs. Sometimes his mother was able to get small loans to pay tuition for Bahati's siblings. His mother wants Bahati to get an education, and she keeps praying for him to succeed in his future dreams.

To complete his secondary and higher education, he was awarded a Not For Sale scholarship, and is now able to stay in school and pursue his dreams.

ABOUT NOT FOR SALE UGANDA / DEMOCRATIC REPUBLIC OF THE CONGO

LIFE IN A REFUGEE CAMP

Not For Sale Uganda works in Kyangwali to prepare every person for a better future. We support education, a shelter, an internship program, and job training for refugees. In 2019, we increased the number of children able to attend school from the Democratic Republic of the Congo, South Sudan, Rwanda, and Burundi. We also operate entrepreneurial leadership programs and facilitate community service and support.

Our work is rooted deeply in the belief that dignity and freedom is a deserved right for everyone. While our direct service work in Kyangwali touches the lives of several thousand, there is still room to create lasting change in the settlement.

“The Not For Sale Scholarship has changed my life and many other vulnerable children in the refugee settlement. I now want to be a lawyer to advocate for the voiceless.”

NEWS

Not For Sale funds salaries for a number of people who have provided support to the refugee settlement programs. We are now increasing the number of beneficiaries, by adding support to six additional schools with 2,556 students, which includes education and medical services.

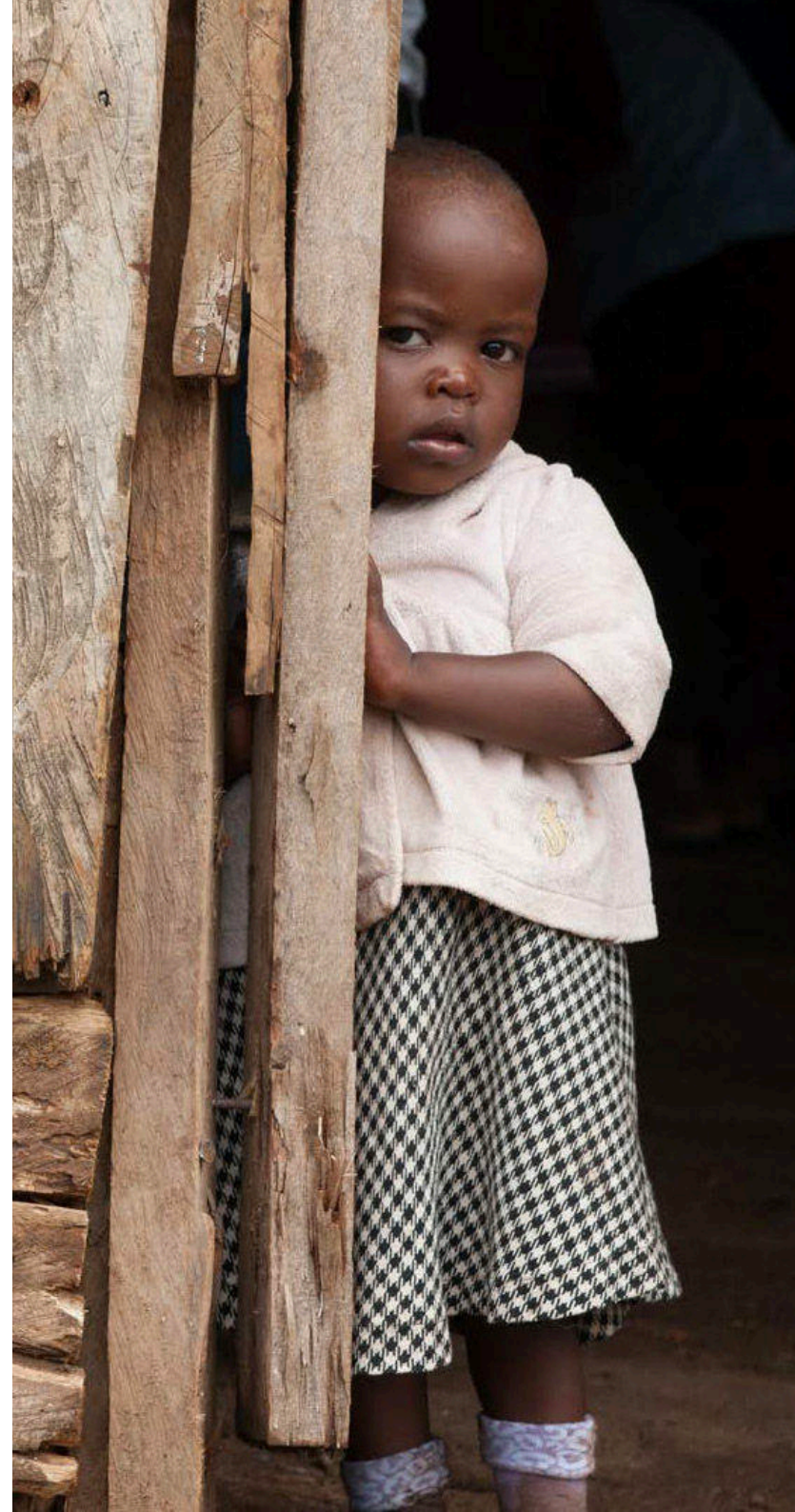
A new influx of refugee students is due to ongoing wars caused by M23 rebels in Eastern DR Congo. Over 150,000 people have been displaced since March 27, 2022 and over 70,000 have been received in Uganda.

CIYOTA has provided emergency feeding to over 2,000 new refugee families and enabled more than 1,500 new refugees in Uganda to sit for their national examinations in Congo this July to further their education.

Not For Sale Uganda has built a new secondary school, which now has an enrollment of 145 in the Kyangwali refugee camp. The other 39 students in the candidate class are hosted in Hoima town in partner schools. By February 2023, CIYOTA will increase secondary school enrollment to 300 students. The school has 12 full time teachers and it's the only school focusing on STEM subjects to upskill refugee students in all aspects.

The computer lab has 56 computers, and every student is able to learn to use a computer. There is also a vocational center for agriculture, leadership, and entrepreneurship to encourage students to work in their communities.

This has helped to keep children, and especially vulnerable girls, in school, and through seminars and workshops to avoid early pregnancy as well.



NOT FOR SALE UGANDA / DEMOCRATIC REPUBLIC OF THE CONGO

OUR IMPACT IN NUMBERS

IN 2022, OVER 3,633 TOTAL CHILDREN WERE SERVED
OF THAT TOTAL ...

1,067

children

received legal and health services

1,077

children received an education
who otherwise would not be able
to go to school.

OF THOSE CHILDREN:

343

CHILDREN
are in boarding
schools

351

CHILDREN
are in PRE-K

532

CHILDREN
are in PRIMARY
SCHOOL

184

STUDENTS
are in high school

70

CHILDREN
were housed at
the Not For Sale
shelter

10

STUDENTS
are in college.

6 

STUDENTS

WERE AWARDED UNIVERSITY
SCHOLARSHIPS TO ATTEND AN
AMERICAN UNIVERSITY IN KENYA.

32

“EDUPRENEURS”

WERE HIRED TO WORK IN THE SIX
REFUGEE-LED SCHOOLS SUPPORTED
BY NOT FOR SALE UGANDA

The project speaks with an average of

50

people every
day in addition to the students we
work with, in outreach, education
awareness, and campaigns for
parents to educate their children

THE OPPORTUNITY

ENTREPRENEURSHIP IN UGANDA

While refugee settlements are intended to be temporary, they are permanent homes for the majority of inhabitants. Instead of waiting passively for emergency aid, many refugees are taking action to improve the lives of themselves and their community members through social entrepreneurship.

Not For Sale Uganda teamed up with Spence Diamonds to invest in the social enterprises that the refugees are creating. Launching these enterprises will create economic opportunity for the refugee founders and their communities.

Not For Sale runs a 3-day business skills workshop, and awards seed funding to all participants. We are excited to begin this event again in 2023 as soon as the global pandemic allows.

Since 2018, 247 Entrepreneurship Challenge participants are pursuing businesses in Uganda's refugee camps.

The three top winners from the 2018 and 2019 Entrepreneurship Challenge have impacted the lives of 904 people.

Of that total ...

- 247 people are pursuing business ideas
- 107 people are employed by these entrepreneurs
- 110 people received job training
- 143 family members have increased incomes
- 1,052 girls have received reusable sanitary pads, enabling them to continue their education



A full-page photograph of a surfer in a black wetsuit riding a yellow surfboard on a large, curling wave. The surfer is positioned on the left side of the frame, leaning forward. The wave is breaking to the right, creating a massive spray of white water. The sky is a deep blue with some light clouds. In the background, a small beach with some buildings and trees is visible on the right.

NOT FOR SALE **SOUTH AFRICA** **AND MOZAMBIQUE**

KHANYISANI IS NOT FOR SALE

“Surfing keeps my son safe all the time as a I work in the restaurant, he was always alone at home. We were staying in a dangerous shelter. Before he was not listening to me very well, he liked to go out and play with the boys who are not good.

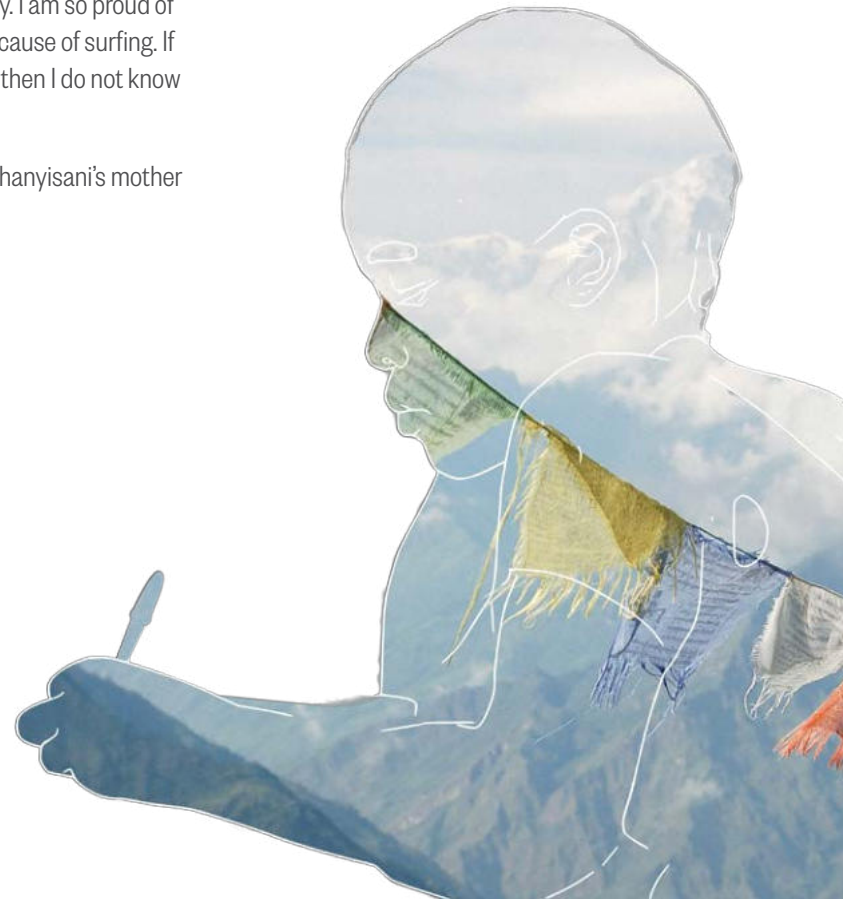
He was coming home late at night. I was very worried. I didn't know why he always came home late. He also had a problem with asthma and the doctor told him to swim to open his chest and breathe well. This is when he saw the surfers and asked to join the program. I then met the social worker.

When I see it I realized how much he liked it. Then he changed the way he was doing things. Now he helps me a lot. He changed everything when he started surfing. I am very happy now. He is safe because of surfing. He likes surfing. He is at the Surf House or the beach and I know where he is.

Surfing is his number one thing now. He now shows me pictures of him surfing and entering competitions. He even asks me for more data on my phone so he can check the surf. Surfing has helped me a lot as a single mum. I work long hours and only have one day off. But I know my son is

safe. He now asks me for nutritious food. He brings me a list of healthy food and juice he wants me to buy. Oh, he gives me a list! It's a lot of fruit and cereals to get strong and healthy. I am so proud of him. He is very different now because of surfing. If he didn't start to do this surfing then I do not know how he would be now. “

- Khanyisani's mother





MOZAMBIQUE IS NOT FOR SALE

Programs in Mozambique and South Africa have been fully operational (no Covid issues) since January 2022.

On World Oceans Day, Not For Sale Mozambique organized a special event with local environmental and business entities.

It was a day of fun and appreciation of the ocean and the beach.

We also encouraged newcomers to join the program and showed the parents the types of activities we engage in.

It was a fantastic day and the environment awareness aspect was important for the children as they develop their understanding of how to protect the ocean.

NOT FOR SALE SOUTH AFRICA AND MOZAMBIQUE

In Durban, South Africa, and Tofu, Mozambique, our program focuses on outreach to homeless street children and children at risk of street-connectedness.

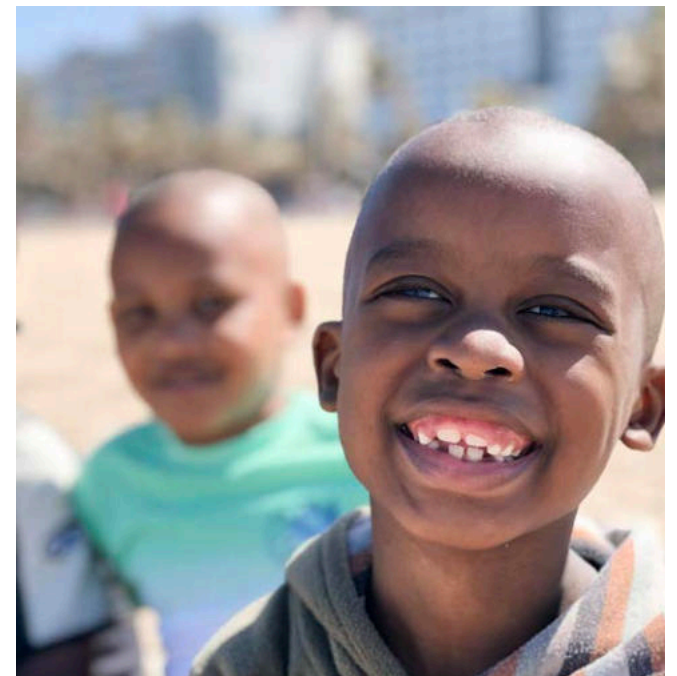
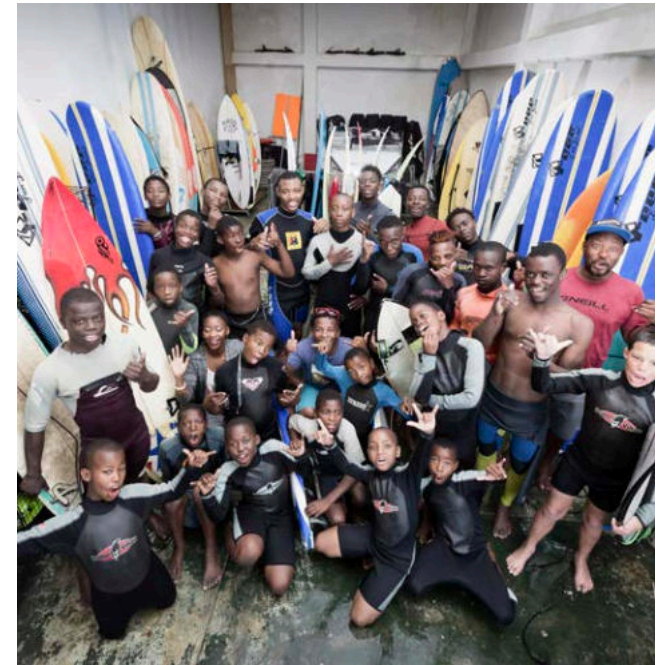
These children in Durban and Tofu are on the streets due to abuse, violence, and neglect. Many were orphaned, or had weakened family structures, due to the AIDS crisis.

Not For Sale South Africa and Mozambique fuses

surfing with mentorship to ensure that children have the opportunity to leave street life behind.

The multifaceted approach fuses surfing, life-skills training, empowerment, and mentorship. Its ultimate goal is to empower the children it works with to leave the streets behind for good.

The children enrolled in our programming start thinking of themselves as surfers – not street children.





NOT FOR SALE SOUTH AFRICA

OUR IMPACT IN NUMBERS

IN 2022 NOT FOR SALE SOUTH AFRICA SERVED...

300
CHILDREN

in **Not For Sale South Africa** programming, which includes surfing, life skills training, empowerment and mentorship



OVER
200
CHILDREN
are fed monthly in our new nutrition program

For each child we directly serve, we estimate **5 people** are impacted by the transformation in the child's life, including financial support and outreach.

10 **YOUNG PEOPLE**
who moved into the Independent Living Program

45 
CHILDREN
housed at the **Not For Sale** shelter

The project works with people from **5** different communities.



107
CHILDREN
who went to a surfing competition



80 girls enrolled in **GIRLS SURF TOO**

7 **YOUNG PEOPLE**
who received job training



63 CHILDREN
who received an education who otherwise would not be able to go to school; **29** in primary school and **19** in high school

250 
CHILDREN 
who received legal and health services, including emergency nutrition 

The social worker outreach project speaks with an average of **45 people** every day, in addition to our program participants. This is run every morning throughout the poorest areas we serve.

NOT FOR SALE MOZAMBIQUE

OUR IMPACT IN NUMBERS

IN 2022 NOT FOR SALE MOZAMBIQUE SERVED ...

90
CHILDREN

in **Not For Sale South Africa** programming, which includes surfing, life skills training, empowerment and mentorship



20
CHILDREN
received health and school services

30
CHILDREN
who went to a surfing competition



For each child we directly serve, we estimate **5 people** are impacted by the transformation in the child's life, including financial support and outreach.

30 girls
WERE SERVED IN THE PROGRAM

1 YOUNG PERSON
who received job training



UPDATES

Covid lockdowns have resulted in more families losing work and being forced to live in the so-called shelters in Durban. This exponentially increased the numbers of vulnerable and at-risk children in the area that we serve.

More and more children were out of school because parents and families do not have the means to send them to school. Fees, uniforms, and books became harder and harder to afford. Not For Sale South Africa increased focus on our Back to School program. It is very challenging to enroll a child in school mid-year, but in the last two months we succeeded in enrolling 10 children back into school. This is partially in thanks to our new Head of Child and Youth Care Programs, Eugene.

Our beach base in Durban is open again, and we are still continuing our nutrition program established during Covid-19, so that children are able to access meals.

Devastating floods hit Durban this year killing around 500 people. We operationalized emergency services to the community at this time.



GIRLS SURF TOO

Our South Africa and Mozambique program has had wild success – we are creating a wave of young black surfers, for the first time.

This is something new in the world, especially in South Africa. During apartheid, the beach we use – the best surf beach in South Africa – was whites-only.

Girls Surf Too launched in 2019, to do outreach to girls who live on the streets and are particularly vulnerable.

The program is aimed specifically at girls who have found themselves living on the streets or girls and young women who are living in very low budget hostels in the dangerous

Point district of Durban. These hostels are very treacherous places and with our history of working on the streets we have earned access to these so-called “shelters,” which are controlled by gangsters.

Many of the gangsters remember how we assisted their families too. Our history has given us unique access to these hostels and even the hardened gangsters are keen for us to assist and protect the girls living there. Our outreach team visits the girls, identifies the girls in need of help, and encourages them to join our program.

The girls then engage in surfing and other beach activities while our social workers build trust with them. We then assess their needs and provide a wide range of protection, empowerment and encouragement, with a view to diverting them from pitfalls of their social scenario and ultimately rescuing them from their situation.



SIMON IS NOT FOR SALE

Simon was 14 when he joined our surfing program and comes from a situation of rural poverty in the village of Tofo in Mozambique.

He was not in school when he came to us.

The team at Not For Sale Mozambique have supported him and his family, including getting electricity into his house and getting him back in to school so that he could complete his levers certificate at the age of 18.

We have an ongoing relationship with the first lifeguard association in Mozambique who we helped set up.

This year we negotiated a full time position as a lifeguard for Simon with the local lifeguarding association.





NOT FOR SALE RWANDA

ESTER IS NOT FOR SALE

“My name is **Niyonsenga Ester**; I am a student at Ntenyo school. I am 18 years old and I appreciate the way our teachers are constantly caring and teachings us to save for our future. The teachers are helping us because they are also being helped by Sanejo. After getting the teachers’ credit and saving fund from Sanejo the teachers helped us too, to create a small cooperative which helps us

to save. As students, we have a cooperative where each child saves according to his or her ability, we meet every week on Wednesday and deposit our savings.

Beyond this activity which brings us together, I am a sportswoman with a focus. I am currently in ongoing competition of athletics, I did competitions about throw sport weights and flying discus from sector level and I won the competitions, I came first to the sector level, district and province in throwing discus and came second in throwing weights. My target is to keep our Ntenyo high among Ruhango District schools and even in Rwanda in general.”

-Niyonsenga Ester



NOT FOR SALE RWANDA

After the genocide in the 1990s, Rwanda is working to rebuild and care for their children — many of whom were left vulnerable and without options for a safe future.

Traffickers abuse the Rwandan people with false job offers, and treat them as property in both forced prostitution and forced labor.

We can't wait for the government to take this action. People are being hurt every day.

Not For Sale is committed to ending this kind of exploitation — before it starts.



THE OPPORTUNITY: EDUCATION

Education is the key to interrupting this cycle. Education creates entrepreneurs. Entrepreneurs create jobs, which create opportunity within Rwanda. Education also spreads awareness about the tricks traffickers use to lure someone into exploitation.

We are investing in schools, teachers, anti-trafficking training and awareness, and health clinics, so that Rwandan children can be prepared for a bright future and building their country together, with dignity.

Not For Sale Rwanda supports over 1000 primary school children, aged 5-18. Through

teacher training and mentorship programs, we work to improve teaching methods and ensure that students acquire the skills they need to be successful once they finish school.

Not for Sale Rwanda also supports programs within the school district to raise awareness among students and teachers about human trafficking and exploitation.

We work with girls in school that are identified as vulnerable. This may mean that they are at risk of dropping out of school due to marriage, pregnancy, or other family responsibilities. Not For Sale Rwanda has expanded the support we offer to vulnerable female students at Ntenyo School and other schools within the district. It will be the first time that there is a dedicated fund to support girls that so often fall through the cracks. By increasing our resources, we have the opportunity to ensure that girls that are struggling with personal, family or problems brought on by poverty will get the support that they need and not fall prey to exploitation.





THE OPPORTUNITY: TEACHERS' FUND

Borrowing from the successful microfinance model, Not For Sale Rwanda has created a Teachers' Fund.

Each teacher puts their own money into the fund, and over 20 teachers take turns borrowing funds from the group.

By expanding our focus this year to the Teacher's Fund, we have created another tool for empowerment for the Ntenyo School community.

Alongside the Girl's Fund, the Teacher's Fund ensures that we retain our outstanding teachers and provide them with the means to generate extra income for their families. Additionally, the teachers have helped students set up a cooperative fund for themselves as well, which is now stimulating entrepreneurship among the students.

BY THE NUMBERS

IN 2022, THROUGH NOT FOR SALE RWANDA...

SERVED OVER

1,000
CHILDREN



NOT FOR SALE RWANDA
SCHOOL IS COMPOSED OF
12 CLASSROOMS FOR
PRIMARY SCHOOL, WITH
793 STUDENTS

THERE ARE FIVE CLASSROOMS FOR
SECONDARY SCHOOL, WITH

219 STUDENTS

385

STUDENTS ARE BOYS
AND

408

STUDENTS ARE GIRLS

87

STUDENTS ARE BOYS
AND

132

STUDENTS
ARE GIRLS



THE PLANET IS NOT FOR SALE



THE PLANET IS NOT FOR SALE

Our work with indigenous people in places like the Amazon Rainforest and the Central African Rainforest – the two largest rainforests in the world – has opened our eyes to the effects of environmental degradation in relation to its people.

We've learned from our friends and colleagues that exploitation of the planet directly impacts the wellbeing of people and their communities, and when the planet is destroyed, so too are the lives of those that live there – often indigenous communities.


Exploitation of the planet is an indication of the social and cultural context surrounding the people – most typically signalling a lack of just governance. The allowance of ecocide echoes the thought process that allows for the destruction of people's livelihoods; and as Western societies rush for more minerals and materials to power smart phones, computers, batteries, and more – these people and their surrounding environment will be put at even greater risk.

Armed with this knowledge, we helped nurture and start AFIMAD – an indigenous Peruvian cooperative that has served thousands of people in the Peruvian Amazon for over a decade.

Through its sustainable enterprises, AFIMAD also protects 411 square miles of rainforest. That's larger than the entire five boroughs of New York City.


THE PLANET IS NOT FOR SALE

21,669
TREES PLANTED 

5429.17
TONNES OF CO2
CAPTURED 

21
HECTARES OF LAND
REFORESTED



411 
SQUARE MILES OF RAINFOREST
PROTECTED THROUGH OUR
WORK WITH AFIMAD.

NOT FOR SALE 





NOT FOR SALE 

**THANK
YOU**

NOT FOR SALE 



NOT FOR SALE 

A SPECIAL THANK YOU TO ALL OUR MONTHLY GIVING CIRCLE MEMBERS.

ADAM	CARRIE	EMILY	JESSE	KELLEY	MARTHA	OLESYA	SHARON
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ANA	DALE	GERMAINE	JONATHAN W	LARRY	MATTHEW	PHILIP	STEPHEN
ANDREW K	DAN	GLORIA	JOSEPH	LAURA	MAUREEN	PHOEBE	STEVE
ANDREW P	DAN & SUE	GREG	JOSEPH H	LAURIE B	MAX	RACHEL	STEVE & SHANNON
ANDREW W	DANA	GREGORY C	JOSHUA D	LAURIE F	MELISSA	RACHEL W	STIRLING
ANN	DANIEL	GREGORY J	JOSHUA K	LAURIE S	MICHAEL B	RENZLE	SUSAN F
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A SPECIAL THANK YOU TO OUR CORPORATE PARTNERS



ALLSAINTS



RELOCITY

SCOUT

