

NOT FOR SALE IMPACT REPORT 2023



FROM NOT FOR SALE'S FOUNDERS: David Batstone & Mark Wexler

As we look back at 2023, we want to share with you the remarkable achievements we've accomplished together.

Our journey, which began in 2007, has allowed us to support over 447,969 people.

In 2023, our efforts expanded across 12 countries, ranging from Peru to The Netherlands, Thailand to the United States, and Uganda to Vietnam. This expansion enabled us to construct essential anti-trafficking programs, enhance our environmental initiatives, and provide support to both survivors and those at risk.

Last year was significant: we positively impacted the lives of 95,820 people.

We provided comprehensive support to 7,001 survivors, and an additional 88,819 individuals accessed vital services including employment, skills training, clean water, education, and more.

Through our decades long support of indigenous communities in the Amazon rainforest, we have partnered to conserve 195,166 HECTARES or 753 SQUARE MILES of rainforest – an area larger than Los Angeles and Chicago, combined.

In addition to our conservation programming, we proactively planted 5,130 trees, reforested 8.58 hectares of land, and captured 2,173.5 tonnes of CO2.

As we continue our mission, we remain committed to creating a world free from exploitation and environmental degradation. Your support fuels our passion and enables us to make a real difference.

Thank you for being a part of this transformative journey with us.

David Batstone & Mark Wexler

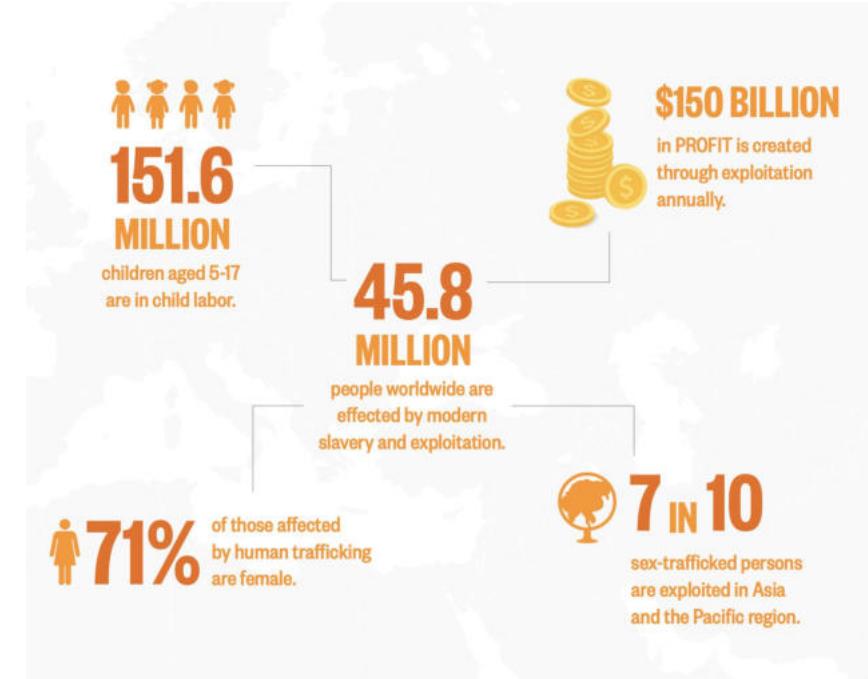
WE ARE NOT FOR SALE

Virtually every product we use — from the clothes we wear, to the batteries powering our electronic devices, to the seafood on our tables — carries the shadow of forced labor and exploitation within its supply chain.

Our vision is a world where everyone enjoys access to dignified opportunities and the essential resources required to flourish.

In our interconnected global economy, the reality is stark: [nearly 50 million people](#) are trapped in modern slavery, contributing to the production of many everyday items.

Our commitment is unwavering: a world where economic progress does not come at the cost of human dignity and a healthy environment.



FROM ONE HOUSE...

The first step taken.

In 2000, David Batstone learned there was a human trafficking ring at one of his favorite restaurants, and began writing a book about human trafficking called '[Not For Sale: The Return of the Global Slave Trade—and How We Can Fight It](#)' (Harper Collins).

While conducting research, he met a woman named Kru Nam in Northern Thailand. She had rescued 27 children from exploitation, including forced labor and sex trafficking.

Kru Nam and the children were living in an empty field, begging for food, with no means to build a home. Not For Sale started as an intention to raise enough funds to build one house for Kru Nam and her children.

In 2023, we housed over 150 children at Baan Kru Nam (translated meaning: Kru Nam's Home), rescued over 30 kids from bondage, and supported a further 35 at our Rescue Center.



... TO A GLOBAL MOVEMENT

Delivering our work worldwide.

Taking this intention across the globe, Not For Sale went on to built shelters, schools, entrepreneurial platforms, utilized global anti-trafficking campaigns, environmental sustainability programming, and a mindset of constant innovation to arrest modern-day slavery.

For example, for our second project in Peru we have built decades long relationships with indigenous communities in Madre de Dios, a remote region of the Amazon rainforest, and learned that extreme environmental degradation had led to total disruption of their historical way of living.

During this time, we deployed a multi-layered commitment with the Amazonian communities – ranging from reforestation programming, supply chain resiliency, sustainability trainings, enterprise development, and so much more.

What resulted was a reduction of extreme vulnerability in these communities and nearly the total elimination of forced labor and human trafficking.

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. In 2023 this mean expanding our engagement with indigenous communities in East Africa and Australia – with a specific focus on the crossroads of people and planet.



NOT FOR SALE PROJECTS 2023

NOT FOR SALE 

WHERE WE WORK

In 2023, Not For Sale supported survivors, helped at-risk individuals, and built critical anti-trafficking networks in [Peru](#), [The Netherlands](#), [Thailand](#), [Vietnam](#), the [Democratic Republic of the Congo](#), [Uganda](#), [Mozambique](#), [Rwanda](#), Australia, [Japan](#), [South Africa](#), and in the [U.S.](#)

Since our founding in 2007 [our impact](#):

- Supported over 447,969 people
- Helped conserve 195,166 Hectares or 753 Square miles of rainforest, planted 26,799 trees, reforested 30 hectares, & sequestered 7,603 tons of CO2

In each country, we it is our goal to conduct research and development to create a self-sustaining enterprises that supports our direct service work.

NOT FOR SALE 



Dignita: Our Netherlands-based social enterprise, providing jobs, training, and all-around social support. [Learn More](#).

[Not For Sale's services include:](#)

- Housing, long & short term
- Counseling, therapy, & psychosocial support
- Wrap-around medical care
- Legal services
- Nutrition & clean water projects
- Education
- Job readiness
- Business research
- Entrepreneurship development & funding
- Environmental sustainability initiatives

IN 2023 ...

Not For Sale supported 95,820 people, including:

- **7,001 survivors** were provided extensive direct services.
- An additional **88,819 people** were provided access to an array of services such as jobs, skills training, access to capital, clean water, social services, education, trafficking prevention, and more.
- Through our decades long support of communities in the Amazon rainforest, we have **conserved 753 square miles of rainforest**, an area larger than London (609 square miles).
- Building on our conservation project, we proactively planted **5,130 trees**, reforested **8.58 hectares** of land, and captured **2,173.5 tonnes of CO2**.



In 2012 Not For Sale provided seed funding to AFIMAD, an indigenous run co-op in the Peruvian Amazon Rainforest. Pictured is Martin Huaypuna Flores, the leaders of AFIMAD. [Learn More](#).



**NOT FOR SALE
NETHERLANDS**

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ABOUT NOT FOR SALE NETHERLANDS & DIGNITA

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

The program humbly began as a culinary job training endeavor, aimed at supporting people across the Netherlands who had faced exploitation and were residing in shelters. The participants learned to prepare soups, which were then delivered and sold by volunteers to individuals working in Amsterdam's Red Light District.

This hands-on service provided us with valuable insights — it was not just about providing nourishment but also about empowering the women in the program. They gained confidence and acquired the skills necessary to forge a new path for themselves, leveraging these abilities to unlock economic opportunities.

From this experience, we established Dignita, an award winning group of brunch restaurants that serves as a platform for culinary training for those who have been exploited. The goal was to offer practical skills and eventually employ participants within the restaurant itself. The profits generated by the restaurant are reinvested back into Not For Sale Netherlands — this project is 100% financially self-sustainable.

Today, our project has flourished into four thriving Dignita restaurant locations, a catering prep and training center, a comprehensive beauty training program, and a specialized accounting firm — all contributing to a sustainable model of empowerment and professional development.



Dignita Hoftuin location features a beautiful outdoor patio for those special sunny Amsterdam days that are not to be missed. [Make your reservation today.](#)



Trainees at Not For Sale Netherlands are a part of a multi-part culinary course that can run for nearly an entire year.

NOT FOR SALE NETHERLANDS & DIGNITA IN 2023

- We opened a fourth restaurant location, our first outside of Amsterdam. This new location in The Hague represents a major expansion of our work and a test of our model as we scale into new cities around Europe.
- We launched our newest social enterprise, an accountancy company, named FAIR, was started as a means to support survivors as they land on their feet and support the public at large. Less than a year in and we are financially break-even and have room to grow.
- 92 people were served at Dignita Academy.
- Education breakdown:
 - Orientation course: 47 trainees
 - Life skills course: 31
 - Basic culinary course: 31 trainees
 - Barista course: 12 trainees
 - Professional cooking techniques course: 3 trainees
 - Computer course: 22 trainees
 - Nail styling course: 17 trainees
 - Ukraine outreach project, orientation course and English course: 30 trainees
 - Administration course: 2 trainees
 - Interior Design Course: 4 trainees
- 17 trainees found a paid job after their participation in the Dignita Academy

On a typical Sunday, nearly 600 brunches are prepared and sold by our Dignita staff and trainees

FAIR

care for administration

Our newest social enterprise, FAIR, launched in 2023. If you live in the Netherlands and require an accountant's support [book your appointment today](#).



The Hague is home to our newest Dignita location. Be sure to [follow our team's culinary creations in on Instagram](#).



**NOT FOR SALE
PERUVIAN AMAZON**

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ABOUT NOT FOR SALE PERUVIAN AMAZON

Not For Sale's engagement in the Peruvian Amazon began in 2009 with the realization that sex trafficking cases we were working to stop in Lima often stemmed from deeper environmental and societal problems over 1,000 miles away in the rainforest.

Peruvians, particularly from impoverished Amazon regions, are trapped in forced labor across mining, logging, agriculture, and surrounding these is sex trafficking. To combat this, Not For Sale partnered with local indigenous communities to support shelters for survivors and at-risk youth, built schools, fisheries, and more.

However, we understood that shelters alone were not enough.

In response we seed funded and provided management support AFIMAD, an indigenous co-op. AFIMAD's primary objective was to enhance its Brazil nut supply chain. This initiative is crucial because Brazil nut trees are a key indicator of a healthy rainforest, thriving only in a well-preserved forest ecosystem. This approach not only supports the local economy but also plays a vital role in rainforest conservation.

By supporting and growing AFIMAD, in partnership we have protected more square miles of rainforest than Los Angeles and Chicago *combined*.

Additionally, we helped start REBBL, a beverage company that sources ingredients from at-risk communities such as AFIMAD. Today, [REBBL](#) has generated over \$2 million for Not For Sale's projects around the world, including our extensive support of our indigenous partners in the Peruvian Amazon outlined above. REBBL's DNA as a company courses through the Amazon rainforest ([watch the documentary](#)).



Children at one of the school's Not For Sale helped fund near Madre de Dios, Amazon, Peru.

NOT FOR SALE PERUVIAN AMAZON IN 2023

- With funding from our generous partners at [GivBac Impact](#) we were able to finish construction of AFIMAD's Brazil nut manufacturing plant in Madre de Dios.
- One of our first initiatives was to help seed fund and grow AFIMAD the livelihood and quality of life for more than 4,242 indigenous people in ten Brazil nut harvesting communities – 2,642 are children.
- 45 young people received educational scholarships.
- Not For Sale maintains a safe house for survivors of sex trafficking in Puerto Maldonado where an additional 45 women and children live.
- We continue to support 10 native communities from the Madre de Dios Region, organized into the Indigenous Forestry Association of Madre de Dios, with training, sustainability training, financial expertise, and more:
 - Harvesting and commercialization of Brazil nuts
 - Setting up aquaculture ponds for community use
 - Cocoa agroforestry cultivation & commercialization



Our co-founder David Batstone (left) presents members of the Indigenous Forestry Association of Madre de Dios with awards for their expanded Brazil nut commercialization achievements.

A wide-angle photograph of a mountainous landscape in Thailand. In the foreground, there are lush green terraced fields. A small, rustic hut with a thatched roof sits on a hillside. The middle ground shows more terraced fields and a misty valley. In the background, there are more mountains under a clear blue sky.

NOT FOR SALE
THAILAND

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ABOUT NOT FOR SALE THAILAND

Not For Sale Thailand was our first project. It was started by Kru Nam, a local artist and activist.

We were inspired by Kru Nam's dedication to rescuing exploited kids and helping at risk children in Northern Thailand. Together we were able to build Baan Kru Nam (Kru Nam's Home) to house and provide year-round support to over 150 children.

Many of the children we support are stateless, from nearby Laos, Myanmar, and indigenous Hill Tribe communities – born without any form of citizenship. Due to Kru Nam's tireless work, all of the children are enrolled in primary, secondary, or university. The larger Baan Kru Nam center includes a library, computer center, and provides opportunities for experiences such as growing an organic farm.

Over the last two years we have seen a major spike in labor trafficking in Myanmar (which is suffering through a civil war) and Laos where illegal "Call Centers" have been set up by organized crime syndicates. The "Call Centers" have become a hub for sex trafficking and even organ harvesting (e.g. the "fee" for leaving the "Call Center" may be to give up a kidney).

Outreach is more vital than ever to keep in touch with vulnerable children, and focusing on vocational training for both parents and children. To answer that call we run a daily Rescue Center just a few hundred yards from the Thai-Myanmar border crossing where over 30 children walk over four hours a day to receive access to education and two warm meals.



Inside our Rescue Center near the Thai-Myanmar border crossing, where 35 children walk four hours a day to gain education, meals, and their families receive social support from our team

NOT FOR SALE THAILAND IN 2023

- 130 children call Baan Kru Nam home: They have access to all-around “family” level support from Kru Nam and her staff. The kids have access to all forms of services.
 - All 130 received legal and health services
 - 15 young people received job training
 - 7 young adults are enrolled in university
 - 59 children are enrolled in the local elementary school
 - 23 are in boarding schools
 - 11 are in preschool
 - 23 are in high school
- This year Kru Nam received a call from the local police asking her to come pick up and house “three children” that were found in a situation of forced labor on a local farm. When she arrived she found that there were actually 15 kids! When she asked why the police didn’t warn her they told her they feared that she wouldn’t come if they’d told her the truth – she would have.
- This year 30 children came to Baan Kru Nam via calls from the police like the one shared above. She and the team work hard to place the kids back in there homes or the homes of family members, if deemed possible.
- Our Rescue Center is critical in providing care to the people of Myanmar who are struggling through a civil war. The schools in the neighboring country are closed, so 35 kids walk four hours daily to our Rescue Center for access to education, meals, and social support.



Baan Kru Nam was in desperate need of a new school bus to get their kids dropped off to the local elementary school. We were able to provide a new bus with the incredible support of our partners at [GivBac Impact](#).



**NOT FOR SALE
UGANDA AND DRC**

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ABOUT NOT FOR SALE UGANDA & DRC

Not For Sale's partner in Uganda is [CIYOTA](#) which was founded in December 2005 by refugee youths in the Kyangwali refugee settlement, Uganda.

These incredible young founders, having experienced the challenges of displacement and conflict due to war in their home country of the Democratic Republic of the Congo, established the organization to provide education and support for fellow conflict-affected children. Their vision was to empower these children to become leaders and entrepreneurs, uniting communities for sustainable peace and development. The organization, since its inception, has been deeply committed to aiding those affected by violence and trauma, particularly focusing on the transformative power of education.

Through our collaboration, Not For Sale and CIYOTA are enhancing quality learning for over 1,617 conflict-affected students from Congo, South Sudan, Rwanda, and Burundi by funding CIYOTA staff salaries.

We are also providing housing for students, teachers, and volunteers, supporting student-led projects in secondary schools, and promoting entrepreneurial leadership.

Our partnership will allow 300+ students from Kyangwali refugee camp to attend secondary school and over 800 younger children to access Coburwas Nursery and Primary School.



CEO Ntakamaze Nziyonvira standing in front of CIYOTA's new Entrepreneurship Center where the organization has invited cohorts of 25 refugees from around the country to come to Kyangwali Refugee Resettlement and learn critical skills needed to succeed in business and entrepreneurship.

NOT FOR SALE UGANDA & DRC IN 2023

Over 2,047 total children were served through our partnership:

- 2,047 children received an education who otherwise would not be able to go to school.
 - 556 children are in boarding schools
 - 363 children are in pre-K
 - 566 students are in primary school
 - 1,099 students (828 in three high schools (COBURWAS, P4T, and Kyangwali Secondary schools) and 271 those in our accelerated Learning program for lower secondary school)
 - 17 students are enrolled in university

Additionally:

- 556 children also received legal and health services
- 1,099 young people received job training
- 556 children housed in boarding on campus.



CIYOTA's Secondary School and Entrepreneurship Center is run fully off of solar panels and battery backup. This is very important due to the fact that the power grid in rural areas are not always the most reliable.



NOT FOR SALE
VIETNAM

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ABOUT NOT FOR SALE VIETNAM

In Vietnam Not For Sale partners with the [Blue Dragon Children's Foundation](#) which was founded in 2004 by [Michael Brosowski](#). Brosowski began this work after teaching English to street children in Hanoi. As he learned more about their plight and the extreme levels of exploitation they faced he felt called to act.

Led by Co-CEOs [Skye Maconachie](#) and [Vi Do](#), a former beneficiary, the Foundation in 2023 freed 324 individuals from trafficking and assisted 192 homeless children. These record-high numbers speak to the soaring vulnerability to exploitation that high poverty rates and scarce income generation opportunities are causing across the country. Particularly in isolated rural areas, young people are forced to migrate in search of work. In this process, many of them fall victim to the deception of human traffickers.

Forms of exploitation that emerged during the pandemic are now consolidated realities. The most concerning development is the proliferation of human trafficking for forced scamming, a form of modern slavery that has spread like wildfire since late 2020.

The United Nations believes that at least 220,000 people are currently being held in [scam compounds](#) in Cambodia and Myanmar alone. More than 30% of the children and adults Blue Dragon rescued in 2023 were exploited in these compounds, where trafficking victims are forced to scam others online and treated with shocking brutality when they fail to deliver results.

The threat of human trafficking is not only present across international borders. Among the children Blue Dragon met on the streets of Hanoi, at least 75 experienced some form of exploitation.



Three years of heightened hardship levels resulting from the COVID-19 pandemic have led to an exponential increase in the number of children and youth sleeping rough on the streets of Hanoi. Blue Dragon saw a 20% increase of kids on the streets from 2021 to 2022 and overall a 128% rise from pre-pandemic figures.

NOT FOR SALE VIETNAM IN 2023

Specific areas where Not For Sale helped empower Blue Dragon's work in Vietnam in 2023:

- 192 children and young adults were assisted by Blue Dragon's street outreach team.
- In total, 20 children were provided with safe accommodation and ongoing support tailored to their needs, children served at Not For Sale shelter were assisted with various services, teaching life skills, careers preparation, counselling or other services. Thankfully, three of these children were able to be reunited with their families.
- During the summer, youth took part in leadership training. This fundamental leadership practice enables them to communicate assertively, be confident, and achieve their own goals.
- Youth actively participated in vocational training and two of the boys living in the shelter expressed a strong interest in working in restaurants. Our partners organized company visits and field trips to vocational training centers were to expose the young adults to a variety of jobs and working environments.
- Some of the kids had first hand knowledge of trafficking routes and shared that knowledge with the Blue Dragon team. For example, one situation made us aware of a place where ten of thousands victims were held in situations of forced labor, the majority of whom were men and underage boys.
- Two teenagers (ages 17 and 18) moved out to live on their own. Before that, staff works closely with children to help them learn and practice self-care, cooking, housekeeping, and financial planning.



Trung lives at our shelter, here he is practicing cutting hair. He very much enjoyed participating in the hair cutting training and hopes to open a barbershop in his hometown in the future.



**NOT FOR SALE
SOUTH AFRICA and
MOZAMBIQUE**

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NOT FOR SALE SOUTH AFRICA AND MOZAMBIQUE

In Southern Africa Not For Sale partners with [Surfers Not Street Children](#), an organization that empowers street children and those at risk in South Africa and Mozambique.

Surfers Not Street Children was founded in 1998 by [Tom Hewitt MBE](#), an activist and surfer. The organization, initially named Durban Street Team, was formed by a group of social workers, carers, and activists in Durban. They aimed to assist homeless street children, with surfing becoming a key part of their strategy for empowerment and care. This model of merging surfing with mentorship has become the backbone of the organization's work in helping street children.

They expanded their organizational footprint to Mozambique in 2018 with the opening of the [Tofo Surf Club](#). This initiative was made possible through a partnership with [Scholas Occurrentes](#), an organization started by Pope Francis. The Tofo Surf Club serves as a diversion and empowerment program for vulnerable children in Tofo Village.

Not For Sale supports two essential components of Surfers Not Street Children's work in Durban. First is the 'Surf Club', a beach drop-in center offering a safe haven for children in harsh environments to surf, receive mentoring, and care. The second is their social work team, providing vital psycho-social care to aid the children's healing and growth, particularly given their often traumatic pasts. This includes '[Girls Surf Too](#)', a targeted program for at-risk girls, led by our head social worker.

Additionally, Not For Sale funds core operational programs provided by Surfers Not Street Children's experienced staff in Mozambique. The program provides support for vulnerable girls and boys through engagement in surfing which then leads to a deeper transformative program with the young children and youth.



There are typically 25 girls in our Girls Surf Too Program every day. This program is overseen by our head social worker S'lindile Ngema.

NOT FOR SALE SOUTH AFRICA AND MOZAMBIQUE IN 2023

390 boys and girls were served in South Africa and Mozambique combined:

- When kids are identified by our social workers as particularly vulnerable or have more intensive needs we host them at our shelter. This year 54 children were housed at the Not For Sale shelter.
- Years ago our team noticed that outreach to girls was extremely difficult because so many of them were controlled by gangs. It is only because of Surfers Not Street Children's history of working in some of Durban's most dangerous location that we are able to gain access to the girls. This year, between both locations, 120 girls are enrolled in the Girls Surf Too program. And in South Africa a dance program was started which is particularly popular within the Girls Surf Too program. It brings the kids together and, like surfing, allows them to have fun and build their confidence as they give performances.
- As our social workers engage with the children we identify the most pressing needs and address those first, 77 children received access to deeper legal and health services.
- During COVID our team recognized immediately that nutrition would become a major problem for many of the at risk children and their families. 250 children are in our nutrition program each month which is critical to maintaining stability at home and working to ensure kids are not forced to search out meals in a dangerous manner.
- As we progress with youngsters in our program we're able to unlock further opportunities with them, in this case 8 young people received job training this past year.
- 63 children received access to education who otherwise would not be able to go to school. The importance of this can't go understated, in South Africa it is only possible to get children access school at the start of the year. Unless it is an extreme circumstance they are not allowed to enter school after the school year begins – and crossing that barrier of entry had proven to be extremely difficult year-after-year even in extreme circumstances.



Júlia Fernando Jiji is Mozambique's first ever female surfer (sponsored by Roxy). She was one of the founding full-time staff members of our Mozambique project, and later became the driving force behind Tofo-based Surf Club's Girls Surf Too program

A wide-angle photograph of a hillside in Rwanda. The landscape is covered in numerous green terraced fields, some with crops and others with sparse vegetation. Small, simple houses are scattered across the hillside, particularly on the upper ridges. The terrain is rugged and sloping, with a winding path visible in the lower right corner. The sky is overcast with heavy clouds.

NOT FOR SALE
RWANDA

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NOT FOR SALE RWANDA

In Rwanda Not For Sale partners with [Sanejo](#). Founded in 2008, the name "Sanejo" combines two Kinyarwanda words, "Sana" (from "gusana," meaning 'to rebuild') and "ejo" (meaning 'tomorrow'). The organization aims to empower communities transitioning from war to peace or facing abject poverty, particularly focusing on education.

[Dr. David Mwambari](#), the co-founder of Sanejo. Mwambari's approach to social change intertwines educational initiatives with broader community development goals, exemplifying his holistic vision for societal progress and resilience.

Dr. Mwambari is currently an associate professor in the Faculty of Social Sciences at [Katholieke Universiteit Leuven in Belgium](#). He also serves as the principal investigator for the [European Research Council](#) (ERC)-funded TMSS project and is a core faculty and board member at the [Oxford Consortium on Human Rights](#) at the [University of Oxford](#).

Sanejo's first major initiative was the reconstruction and expansion of the primary school in Ntenyo, a rural community outside of Kigali. Today the Ntenyo Primary School currently educates over 800 children. This school, located in a poor, rural community, plays a crucial role in providing educational opportunities to a significant number of young students in the region. It is also one of the top performing schools in region.

Increasingly people in rural areas of Rwanda are targeted by traffickers due to a lack opportunity and jobs after graduation.

Not For Sale and Sanejo have partnered to approach societal change by empowering rural Rwandan communities by providing loans, business seed funding, introduce modern agricultural methods and technology, optimizing land use, and devising entrepreneurial models to transform the economic reality of the region. Collectively our goal is to create economic resiliency as a means of protection against exploitation.



Dr. David Mwambari, a survivor of the 1994 Rwandan genocide was motivated by his grandfather, Mzee Joseph, who had initiated the construction of a school for children in the 1960s. Following his grandfather's death in the genocide, Mwambari was determined to revive his dream. He returned to Rwanda to initially rebuild his grandfather's school which was in a dilapidated state after the genocide.

NOT FOR SALE RWANDA

In 2023, Not For Sale touched the lives of over 10,000 people in Rwanda:

- Ntyeno Primary School is composed of 12 classrooms for primary school, with 793 students and there are five classrooms for secondary school, with 219 students
- We started The Youth Education Campaign, a joint effort with the [Anglican Church of Rwanda-Shyogwe](#). The focus of the campaign was to address teenage pregnancies, drug abuse, and human trafficking in four Rwandan districts.

Together we reached over 10,000 youths through football tournaments, educational sessions, and survivor stories. The campaign notably included a team of reformed gang members who shared their personal stories of transformation.

- We also hosted our first Rwanda-based [Entrepreneurship Challenge](#), four groups representing farming cooperatives engaged in weekly trainings and which culminated in their pitching of their business innovation ideas. All of the groups received cash rewards for their participation and innovation. Collectively there are more than 80 members in the five cooperatives.

The cooperatives (Abakonabushake, Ruhango Cassava Cooperative, Twitezimbere Mbaya, and Dufashanye Tambwe) are planning to use awarded funds for agricultural enhancements, aiming to increase production in their fields. This multifaceted approach promotes positive community change and collaborative economic models.



Members of the teachers' savings and credit cooperative organizations ([SACCOs](#)) at Ntyeno Primary School. This approach enables teachers to enhance their financial stability while maintaining a focus on elevating educational quality. Not For Sale provided the initial seed funding for the Ntyeno teachers SACCO.



NOT FOR SALE
ENVIRONMENTAL PROJECTS

NOT FOR SALE

NOT FOR SALE ENVIRONMENTAL PROJECTS

In October of 2023 our co-founder Mark Wexler was in Hanoi with our partners at Blue Dragon Children's Foundation. He asked their co-CEO Vi Do what trends he was seeing around underlying vulnerabilities to their people they're working with. He was quick to say "climate change". (Learn more: the [nexus of climate change and human trafficking](#) from the International Organization for Migration.)

Vi explained further: the rural communities in Vietnam are seeing much stronger storms than they'd ever experienced. This has led to their self-sufficiency level crop yields are being destroyed by these ferocious storms. Like we've seen in the Peruvian Amazon previously this has led to a disruption of livelihoods. The most vulnerable people in these communities are put at extreme risk and sadly it's the reason Blue Dragon has seen an uptick in people on the streets of Hanoi.

Noted earlier in our report, we're extremely grateful to report the successes of our decades+ conservation efforts in the Peruvian Amazon. This has led to the protection of over 195,166 Hectares or 753 Square Miles of rainforest – an area larger than London. Our collaboration with [RARE Restaurants](#) in the UK has led to our work to be more proactive on this front and be active around reforestation. This has led to our planting of 26,799 trees, reforested 30 hectares, and sequestration of 7,603 tons of CO2.

Building further, our co-founder, David Batstone has helped start another venture called [Regenerate Technology](#), is working to revolutionize the battery recycling industry by creating a sustainable and efficient processing of used batteries, aiming to address environmental concerns and meet the growing demand for battery materials.

Not For Sale also finalized a partnership with [Minerals Metals Initiative](#) (M2i). M2i focuses on securing the U.S. supply of critical minerals and resources. It aims to reduce dependency on imports by providing secure access to essential minerals for national defense and economic security. M2i is an engineering, research, and services company that collaborates with government, business, non-profits, and academia. Not For Sale is engaged with M2i to work on building coalition partners and ramp up programming at the intersection of labor rights and environmental sustainability.

Together our co-founders have also helped aggregate investment funds and provide board level leadership at [American Battery Technology Company](#) (battery recycling) and [Hydra Energy](#) (hydrogen co-combustion engine tech). These endeavours have been driven by the key learnings developed in partnership with Not For Sale's teams and partners who are on the front lines of climate change and the extreme impact it has on people – resulting in forced labor and human trafficking.



Our co-founder David Batstone helping develop new sustainability companies, which are aligned with Not For Sale.





Thank you for your support

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