



NOT FOR SALE 💰

IMPACT
REPORT
2024

LETTER FROM OUR FOUNDERS

Dear Not For Sale Friends & Supporters,

As we look back on 2024, we are proud of the progress we made together. Your support has helped us change lives by supporting survivors, helping protect the planet, and creating businesses that make the world better. We want to personally thank you for being part of this important impact in 2024. Here's how you help us make a difference:

- **Saving Lives:** We helped 15,394 people find safety, support, and hope. Since we started in 2007, we've touched the lives of 463,363 people around the world.
- **Protecting the Planet:** We conserved 753 square miles of Amazon rainforest* and planted 27,600 trees, bringing the grand total number of trees we've planted to 54,399.
- **Transformative Businesses:** REBBL, an impact-driven beverage company that Not For Sale started, won the World Beverage Innovation Award for Plant-Based Beverages. Regenerate Technology Global, our battery recycling company, continued to make major strides forward for the environment.

With your ongoing friendship and support, we'll help even more people by protecting more land, proactively developing more healthy land, and building more social businesses that disrupt exploitation and create generational change. Together, we are proving that a better future is possible—for people, for the planet, and for decades to come.

Thank you for standing with us; we continue to stand with you.

With gratitude,

David Batstone & Mark Wexler, Co-Founders
Not For Sale

*For comparison, New York City (all 5 Boroughs) is about 468 square miles, so 753 square miles is roughly 1.6 times the size of New York City

WE ARE NOT FOR SALE

Virtually every product we use in modern society—from the clothes we wear to the batteries powering our devices and the seafood on our tables— involves forced labor and exploitation within its supply chain.

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

In our interconnected global economy, the reality is stark: we're seeing a significant rise in forced labor cases driven by extreme environmental degradation and the exploitation of workers.

This is why our multimodal approach, working holistically to stop human trafficking by supporting survivors and addressing root causes, is more important than ever.

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



Peru: Nearly two decades of work in the Amazon rainforest has created a healthy agricultural marketplace, local & global, that is protecting both the indigenous people and the land where they live.



Democratic Republic of the Congo: Building off the experience in the Amazon, Not For Sale funded five co-ops in the Great Lakes region of East Africa. Pictured here are members of the CODEL UMOJA WETU co-op in Eastern DRC.



NOT FOR SALE
2024

PEOPLE: OUR 2024 IMPACT

- **6,649** survivors and people at extreme risk were provided extensive services.
- We provided an additional **8,745 people** living in at-risk communities access to jobs, skills training, access to capital, clean water, social services, education, trafficking prevention, and more.
- In 2024, 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](#), [Rwanda](#), [Mozambique](#), [South Africa](#), Australia, [Japan](#), and in the [U.S.](#)
- Our [services include](#): Housing, long & short term, counseling, therapy and psychosocial support, medical care, legal services, nutrition and clean water projects, education access, job readiness, and more.



Uganda: Not For Sale hosted an Entrepreneurship Challenge training and pitch event for high school students in Kyangwali Refugee Camp. The majority of the people in the Kyangwali have fled war and forced labor in the mining industry in neighboring DRC. The school Not For Sale supports has over 1,500 learners in both primary and secondary schools. We are grateful to former soccer great Didier Drogba for joining us to inspire the kids!

Photo Credit: [Hardik Contractor](#)

PLANET: OUR 2024 IMPACT

- We conserved **195,166 Hectares** or **753 Square miles** of Amazon rainforest in Madre de Dios, Peru.
- We planted **27,600 trees**, reforested **24.91 hectares**, and sequestered **5701.2 tons of CO₂**.
- In 2024, our tree planting projects were in **Argentina, Tanzania, Nicaragua, Brazil, Colombia, Bolivia, and the United States**.
- **Our projects aim to:** effectively **combat climate change and restore biodiversity by supporting local communities**. Planting partners are managed by experienced local teams committed to long-term environmental and social benefits.



Nicaragua: In 2024, Not For Sale collaborated with the community group CommuniTree and local farmers, including Angel Antonio Rodriguez Tercero, to plant 1,005 trees. This image showcases the early growth stages of seedlings planted in 2022, reflecting our ongoing commitment to reforestation and sustainable development in the region.

Photo Credit: [Tree Nation](#)

SOCIAL ENTERPRISE: OUR 2024 IMPACT

- **Regenerate Technology Global (EU)**: secured a major funding round, advancing its mission to revolutionize the battery recycling industry with sustainable solutions. By addressing the rising demand for essential minerals, the enterprise plays a pivotal role in reducing dependency on harmful mining practices and environmental degradation.
- **REBBL (USA)**: REBBL continued to lead in ethical, impact-driven innovation, winning the World Beverage Innovation Award for Plant-Based Beverages. REBBL is in all Target and Whole Foods Markets, and remains one of Not For Sale's core funders.
- **AFIMAD (PERU)**: The indigenous founded and run cooperative in the Peruvian Amazon remains a cornerstone of Not For Sale's commitment to environmental stewardship and economic empowerment. By supporting sustainable forestry practices, AFIMAD provides indigenous communities with dignified livelihoods and drives key conservation efforts in the region of Madre de Dios.
- **Diginita & FAIR (NL)**: Our social enterprise restaurant and accounting group expanded its impact by providing comprehensive training and programming to 263 individuals, equipping them with essential skills for employment in the hospitality, beauty, and technical industries.
- **CODEL UMOJA WETU (DRC)**: We supported 877 cooperative members, providing training on modern agricultural techniques and financial literacy, as well as distributing farming tools and cash for seed purchases. This initiative improved food security in Masisi District of Eastern DRC and empowered communities with sustainable agricultural practices.
- **Rwanda Cooperatives**: Following funding to four agricultural co-ops in the Ruhango and Kamonyi districts like the Dufashanye and Ruhango Cassava Cooperatives, key achievements in 2024 include the purchase of land to expand pineapple and cassava production, increased savings, and additional training to improve financial literacy and operational growth.

NOT FOR SALE ⚡



THANK YOU
FOR SUPPORTING OUR WORK