

NOT FOR SALE 

# 2025 IMPACT REPORT



# LETTER FROM OUR FOUNDERS

Dear Not For Sale Community,

As we look back on 2025, we are proud of the progress we made together. Your support has helped us change lives by preventing exploitation, safeguarding forests, and building enterprises that challenge broken systems. We want to personally thank you for being part of this important impact in 2025. Here's how you helped us make a difference:

- **Empowering People:** We supported 9,908 survivors and extremely at-risk individuals this year. Since we started in 2007, we've touched the lives of 490,037 people around the world.
- **Protecting the Planet:** We continued safeguarding 753 square miles of Amazon rainforest and strengthened the Brazil-nut economy that protects Indigenous land and livelihoods. Across our global footprint, restoration efforts mobilized 2,500 participants and planted nearly 500,000 trees in 2025, contributing to long-term climate resilience and community stability.
- **Transformative Businesses:** Regenerate Technology Global and M2i Global advanced ethical mineral and battery solutions, while Dignita and FAIR Administration deepened survivor-centered employment pathways.

With your ongoing friendship and support, we'll help even more people by protecting more land, regenerating healthy ecosystems, and building social enterprises 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

# WE ARE NOT FOR SALE

Virtually every product we use in modern society – from the clothes we wear to the minerals powering our batteries, the timber in our homes, and the food on our tables – remains at risk of being linked to modern-day slavery, illegal extraction, or hidden exploitation somewhere in its supply chain.

Our vision is a world where every person has access to dignified opportunity and the essential resources required to flourish; where forests, rivers, and communities are protected from ecocide: the widespread destruction of ecosystems for short-term economic gain.

In today's interconnected global economy, environmental degradation, illegal mining, deforestation, overfishing, and opaque mineral supply chains are accelerating vulnerability. When ecosystems collapse, livelihoods collapse with them. This drives displacement, debt bondage, forced labor, and sexual exploitation.

**Modern-day slavery and ecocide are not separate crises; they are deeply intertwined outcomes of the same extractive system.**

This is why a holistic approach grounded in social innovation is essential: Supporting survivors, investing in early intervention, strengthening local entrepreneurship, building regenerative forest economies, and redesigning global supply chains so that critical minerals, agriculture, and energy transitions are not powered by coercion.

Our commitment is clear: to help build an economy where innovation replaces exploitation, prevention replaces rescue, and progress no longer comes at the cost of human dignity or a thriving planet.



In 2025, across Masisi, Rutshuru, and Bunagana in Eastern DRC, CIYOTA and its partners supported thousands of conflict-affected families, assisted 2,000+ displaced households, strengthened cooperatives serving 1,811 members, and equipped 131 women entrepreneurs. Despite war and displacement, communities harvested crops, built savings groups, supported 850 schoolchildren, and mobilized 2,500 participants to plant nearly 500,000 trees.



Nearly two decades of work in the Peruvian Amazon rainforest have helped build a regenerative forest economy where Indigenous women are now producting and selling Brazil nuts locally and globally. This healthy agricultural marketplace is protecting thousands of people both the people and hundreds of square miles of rainforest.

A world map with a teal background and topographic shading, overlaid with the text "NOT FOR SALE 2025". The map shows the continents of North America, South America, Europe, Africa, Asia, and Australia. The text is centered over the Atlantic Ocean and Europe.

**NOT FOR SALE  
2025**

# PEOPLE: OUR 2025 IMPACT

## 6,342 – Survivors & Individuals at Extreme Risk

Received intensive, direct services including safe housing, trauma-informed care, legal support, medical services, education access, and long-term stabilization.

## 3,462 – Prevention & Community Impact

Individuals supported through entrepreneurship programs, education initiatives, economic empowerment, trafficking prevention, and community-based resilience strategies.

## 9,908 – Total People Impacted in 2025

## 490,037 – Total Lives Touched Since 2007

**Geographic Reach in 2025** – Survivor support, early-intervention systems, entrepreneurship clubs, and anti-trafficking networks operated across:

Thailand • Myanmar • Laos • Vietnam • Uganda • Rwanda • Democratic Republic of the Congo • Netherlands • South Africa • Mozambique • Japan • U.S.

## Core Services Provided

Safe housing (short- and long-term) • Counseling, therapy, and psychosocial care • Medical services • Legal assistance • Education access & scholarships • Entrepreneurship & job-readiness training • Clean water & nutrition initiatives • Community-based trafficking prevention networks



**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

## Conservation

**195,166 Hectares / 753 Square Miles – Rainforest Protected, Madre de Dios, Amazon, Peru**

Through Indigenous partnerships and regenerative forest economies, we continue safeguarding one of the most biodiverse regions on Earth. An area approximately 1.6 times the size of New York City.

## Reforestation

**505,409 Trees Planted Since 2022 • 54.91 Hectares Reforested • 13,301 Tonnes of CO<sub>2</sub> Sequestered**

In 2025, community-led climate initiatives in Eastern Democratic Republic of the Congo mobilized over 2,500 participants to plant nearly 500,000 additional trees, strengthening erosion control, climate resilience, and local livelihoods.

Global Environmental Footprint – Tree planting and restoration projects since 2022 have operated in:  
Argentina • Tanzania • Nicaragua • Brazil • Colombia • Bolivia • United Kingdom • Australia • Madagascar • Senegal • Cameroon • Guinea • United States • Democratic Republic of the Congo

Our Planet Strategy – Our environmental initiatives are designed to:

- Combat climate change through long-term carbon sequestration
- Restore biodiversity and native ecosystems
- Strengthen Indigenous and rural land stewardship
- Create economic alternatives to illegal mining, logging, and extractive economies
- Reduce the vulnerability that links ecocide to modern-day slavery

All planting and conservation partners are locally managed by experienced teams committed to durable environmental and social impact.



**Tanzania:** Not For Sale has supported the Usambara Biodiversity Conservation initiative to restore rainforest in the Eastern Arc Mountains, helping plant 18,500 trees, reforest 16.8 hectares, and sequester 2,775 tonnes of carbon. Through forest restoration and agroforestry, this project protects biodiversity, strengthens local livelihoods, advances gender inclusion, and combats climate change – restoring both land and opportunity.

**Photo Credit:** [Tree Nation](#)

# SOCIAL ENTERPRISE: OUR 2025 IMPACT

## **Regenerate Technology Global (EU & U.S.)**

Regenerate continued advancing its mission to transform battery recycling and critical mineral recovery through circular-economy innovation. In 2025, the company deepened strategic partnerships and technical development aimed at reducing dependence on environmentally destructive and exploitative mining practices. By strengthening domestic and allied mineral recovery, Regenerate is building a cleaner, more ethical foundation for the global energy transition.

## **REBBL (U.S.)**

REBBL underwent leadership transition in 2025 and focused on internal recalibration and brand realignment. While quieter publicly this year, the company's mission-embedded sourcing model remains intact—linking global consumers to regenerative supply chains that support vulnerable communities.

## **AFIMAD (Peru)**

The Indigenous-founded and governed AFIMAD cooperative remains central to a regenerative Amazon forest economy. By commercializing Brazil nuts through ethical supply chains, AFIMAD strengthens Indigenous land stewardship across 753 square miles of protected rainforest in Madre de Dios. This model provides dignified livelihoods while standing as a living counterweight to illegal mining, mercury contamination, and extractive economies that fuel exploitation.

## **Dignita & FAIR Administration (Netherlands)**

2025 was a year of difficult but necessary restructuring. Strategic decisions were made to stabilize operations and ensure long-term sustainability. Despite challenges, Dignita and FAIR Administration continued providing employment pathways and reintegration support for individuals overcoming exploitation and systemic vulnerability. FAIR Administration is now fully self-sustaining, with women proactively seeking services due to its trusted reputation.

## **Entrepreneurship Clubs (Uganda)**

More than 50 entrepreneurship clubs operated across Uganda and Eastern DR Congo, supporting 416 students annually. These clubs provide business training, practical skills development, and mentorship. This equips youth with economic tools and opportunity in regions where conflict and exploitative economies remain persistent risks.

## **Agricultural & Cooperative Strengthening (Rwanda & Eastern DRC)**

In 2025, we strengthened agricultural cooperatives in Eastern DRC and Rwanda to build economic resilience and reduce vulnerability to exploitation. In Masisi District, Eastern DRC, 877 cooperative members received training in modern farming techniques and financial literacy, along with tools and seed capital to improve food security and income stability. In Rwanda's Ruhango and Kamonyi districts, we supported four agricultural cooperatives, enabling land expansion, increased savings, and stronger operational capacity for long-term growth.

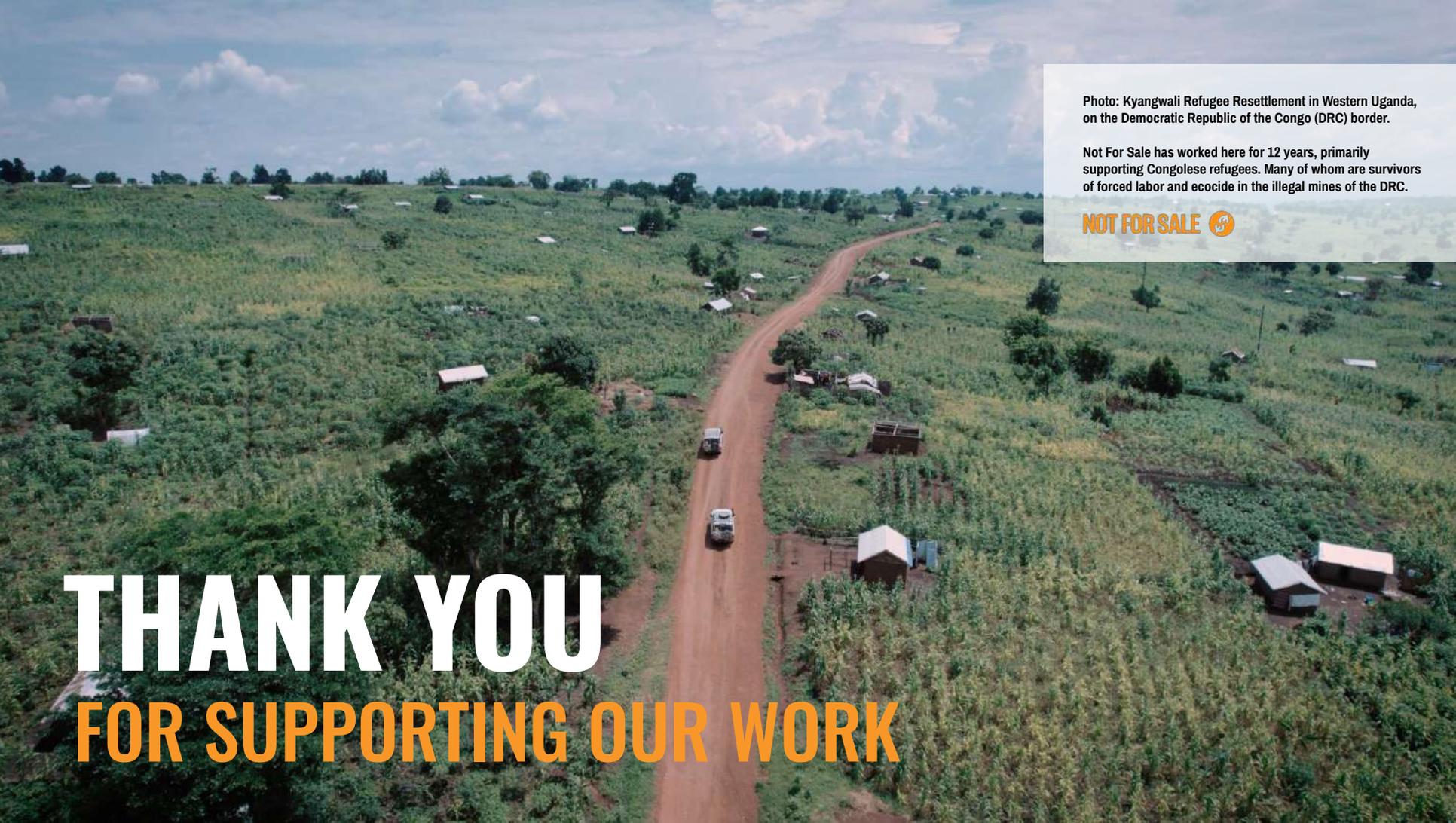


Photo: Kyangwali Refugee Resettlement in Western Uganda, on the Democratic Republic of the Congo (DRC) border.

Not For Sale has worked here for 12 years, primarily supporting Congolese refugees. Many of whom are survivors of forced labor and ecocide in the illegal mines of the DRC.

**NOT FOR SALE** 

**THANK YOU**  
**FOR SUPPORTING OUR WORK**