2013 FREEDOM REPORT

THE A21 CAMPAIGN
We have continued to take new ground this year as we are always improving our strategy on how to best combat human trafficking. We have started to not only identify but also address human trafficking based on the following 4P mission:

01 Preparation
02 Protection
03 Prosecution
04 Partnership
We believe our most strategic attack against human trafficking is to stop this injustice before it ever begins. That is why we place such great emphasis on our prevention and awareness efforts — to prevent future generations from becoming victims and empower them to stop the travesty of human slavery. It is impossible to list all the prevention efforts that have been made in this last year, so here are some of the highlights...

897,621 PEOPLE REACHED AT A21 EVENTS
During the month of October, 10 brave cyclists rode from Sofia, Bulgaria to London, England to participate in our largest global awareness event to date, The Freedom Challenge. Not only did they survive the elements of rain, mud, wind + snow, but they also followed some of the same trafficking routes that traffickers use to transport victims. This act of dedication and determination drew out media in every country the cyclists rode through, as well as a social media presence around the world.
**HOTLINE**

350%

Our **24-hour national hotline** is going strong in Greece. In June, we ran a national TV and radio campaign to get the word out about the hotline and saw a **350% increase** in calls.

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**POLICE TRAINING**

In 2013, we were given the unprecedented honor to train police officers throughout the nation of Greece as a new course featured in the Police Academy. Focused on victim identification and a victim-centered approach, we were able to train **142 police officers** this year alone. Our goal by the end of 2016 is to train 100% of all officers in Greece working within the field of human trafficking.

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**FREEDOM FEST**

At the end of the summer, we held “A21 Freedom Fest” featuring popular music artists in Greece. The music festival was held across two nights, and each night the audience pulled out their phones and saved our national hotline number. It was one of our largest awareness events to date, with advertisements on TV, radio and on bus stops and buses throughout the city of Thessaloniki.

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**SUMMER JOBS PROGRAM**

This summer in Bulgaria we targeted youth and young people to help them avoid the pitfalls of labor trafficking through our “Summer Jobs Campaign”. Over two million Bulgarians were reached by the online advertising portion of this campaign, while 28,500 Bulgarians were contacted in-person via the outreach program.

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28,000

**PEOPLE HAD IN-DEPTH + DIRECT CONTACT IN RESPONSE TO THE SUMMER JOB ADS**

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2MILLION+

**PEOPLE REACHED VIA ONLINE ADVERTISING**
OUR LARGEST AWARENESS EVENT IN THE UK TO DATE WAS HELD IN AUGUST (27 PEOPLE IN 27 BOROUGHs ACROSS LONDON FOR THE 27 MILLION TRAPPED IN SLAVERY). THROUGHOUT LONDON, OUR TEAM AND PASSIONATE FREEDOM FIGHTING VOLUNTEERS HANDED OUT INFORMATION WITH THEIR MOUTHS TAPEd SHut, SYMBOLIZING THE MILLIONS OF SLAVES WORLDwIDE DEPRIVED OF A VOICE, BASIC HUMAN RIGHTS, AND FREEDOM. THE MEDIA CAME OUT IN FORCE TO AMPLIFY AND SHARE THE MESSAGE.

FEATUREd IN 15 NEWS STORIES
Mariam turned 16 while she was in our shelter this year. She never had a birthday party—let alone a birthday cake. Her one request was for a “Barbie birthday cake.” That day, we not only had Barbie cake, we also invited all of our staff to the shelter to throw a very special Sweet 16 birthday party that neither Mariam nor any of the other girls in our care will ever forget. Mariam told us:

“This is like a dream! You are the best family I could ever have!”
Our Ukrainian team has grown this year and we have been able to double our reach for prevention & awareness in schools throughout the nation. We have also expanded our presentations to now include universities!

In addition to our US-based curriculum, a new Digital Schools Program for the UK will also be launched in the first quarter of 2014. This program consists of a series of four interactive lessons which will be delivered to students aged 14-16 in secondary schools, educating these children about the hazards of the topic in a safe and relevant way.

We have been working hard on a Student Curriculum for US 9th and 10th Graders, and are proud to report that by the end of 2013, the program was being piloted in 30 schools around the nation. The official launch of this curriculum is scheduled for the first quarter of 2014.

In 2013, we also commenced our prevention and awareness program in schools throughout Cape Town, South Africa and Sydney, Australia. Although the program has just begun, we are already hearing positive reviews from educators in these regions.

PREVENTION + AWARENESS CURRICULUMS LAUNCHING 2014
IN UNITED STATES • UKRAINE • SOUTH AFRICA • AUSTRALIA SCHOOLS
Providing the absolute best care for the girls with whom we are entrusted.

PROTECTION + RESTORATION

The protection and restoration that we provide for survivors of human trafficking is always one of our top priorities. We feel such a weight of responsibility to provide the absolute best care for the girls with whom we are entrusted. Here are a few snapshots into some of the ways in which we are seeing protection and restoration continue to be improved and made successful...
**MEDICAL STAFF**

This year we have increased clinical advisory efforts by bringing a new Clinical Advisor on staff, in addition to our already incredible Clinical Advisory Board. With this addition and implementation of new structure, we have been able to provide more counseling for survivors, as well as counseling for all of our staff that are in contact with survivors on a regular basis. Additionally, we have been updating and bringing all of our aftercare programs in each country into a more uniform structure to help with global reporting and goal-setting.

**41 GIRLS**

RECEIVED **FULL PROTECTION AND RESTORATION CARE THROUGH OUR SAFE HOUSES IN 2013**

**118 VICTIMS RESCUED**

Our **aftercare program** in Greece has reached new and higher ground this year with a number of survivors who have not simply completed our program, but have further retained full-time jobs and are prospering while living independently. To see them now is to see a full picture of restoration.

**77 SURVIVORS**

WERE GIVEN EXTERNAL SUPPORT IN 2013

(VICTIMS OF TRAFFICKING WHO DO NOT REQUIRE OR CANNOT COMMIT TO HOUSING)
IN 2013, THE FBI HAS CALLED ON OUR SERVICES SEVERAL TIMES.

OUR OFFICE IN SOUTH CAROLINA HAS BUILT POWERFUL PARTNERSHIPS WITH LAW ENFORCEMENT AGENCIES, LOCAL NON-PROFITS, AND NOW HAS THE PRIVILEGE OF BEING A PART OF THE SOUTH CAROLINA HUMAN TRAFFICKING TASK FORCE. IN 2013, LAW ENFORCEMENT CALLED ON OUR SERVICES SEVERAL TIMES TO ASSIST WITH NEWLY RESCUED VICTIMS IN ORDER FOR A21 TO PROVIDE COUNSELING, MEDICAL ASSISTANCE, AND EXTERNAL CARE. WE ARE HONORED TO ASSIST U.S. VICTIMS!
We have taken **significant new ground** in 2013 as we **opened** our **first office** on the continent of Africa in **Cape Town, South Africa**. Since opening in the second quarter of this year, we have been able to forge relationships with local authorities and NGOs, and have **become the first point of contact when a new victim is rescued**. As a result, we have been able to assist newly rescued victims by providing translators, transportation, and interview/testimony assistance, as well as helping such victims find safe accommodation.

**WE HAVE BECOME THE FIRST POINT OF CONTACT WHEN A NEW VICTIM IS RESCUED.**
One of the standard procedures that a survivor undergoes when she is admitted into our care is a **full medical checkup**, including a visit to the gynecologist. When one of our survivors received her checkup, it was discovered that she had **cervical cancer**. Had she not been rescued when she was, or been able to have this examination, her condition would have been terminal. After her operation, the results came back **cancer-free**. Her first words were:

"**God has given me a 2nd chance, and I am going to live this life well!**"
Serving Victims By Ensuring Justice Is Delivered.

PROSECUTION

JUSTICE

The release of the Department of State Trafficking in Persons Report in June this year revealed that...

- 21 LAWYERS ARE RESPONSIBLE FOR 63% OF TRAFFICKING CONVICTIONS IN GREECE.
- WE ASSISTED 80% OF SEX TRAFFICKING CASES + 83% OF LABOR TRAFFICKING CASES IN GREECE.
We realize that we cannot do everything...

PARTNERSHIP

...but together we can do great things in the fight against human trafficking.
In Greece, we are partnering with the police to provide training for high-ranking officers.

We continue to partner with the local non-government organizations in each location where we have teams as we realize that we cannot do everything, but together, we can do great things in the fight against human trafficking.

This year, we joined together with the World Health Organization in Ukraine to raise human trafficking awareness and clarify how to spot human trafficking situations to social workers and medical providers for Gypsy/Roma communities.

In South Africa, we are partnering with the international organization for migration in a pilot-training initiative for ground level workers within labor departments and community development workers.
THAILAND

This year saw A21 extend its reach to not one but two new continents - Africa and Asia. The opening of A21’s newest continental office occurred in the last quarter of 2013. Based in Bangkok, Thailand, A21’s newest office is intended to serve the Mekong Delta Region as a whole - an area which has been particularly hard hit by the ravages of sex and labor trafficking - as it is estimated that 1/3 of the world’s 27 million slaves reside in southeast Asia.

The opening of A21’s newest command center was spurred by an invitation from regional law enforcement to assist in their efforts to combat human slavery, and was heralded by the signing of a ground-breaking Memorandum of Understanding between the elite Crime Suppression Division of the Royal Thai Police and A21. The MOU provides, in the main, for a joint intelligence operation which will be conducted by agents A21 subcontracts through an intermediary, which these agents will be charged with collecting evidence of child sex-trafficking and pedophile rings operating in the Mekong Delta Region. This evidence will then be used by the Royal Thai Police to conduct raids, arrests and prosecutions. The alliance between the Royal Thai Police and A21 is unprecedented in many respects - not the least of which is the permission granted to A21 to direct aftercare efforts of those it rescues and to film evidence of trafficking and raids for use in subsequent prosecutions - and as such, the alliance formalized by the MOU truly breaks new ground in the use of public-private partnerships to end the injustice of human trafficking.

THIS PARTNERSHIP IS BOTH SIGNIFICANT + UNIQUE AS IT IS THE FIRST TIME THE POLICE HAVE AGREED TO WORK WITH AN NON-GOVERNMENT ORGANIZATION TO SUCH A LARGE DEGREE IN THAILAND.
Ioana was trafficked from Bulgaria to Greece by her ‘lover boy’ boyfriend, and forced to prostitute herself on the streets of a town near Thessaloniki. One day she was arrested by the police for prostitution and taken to the police station. There she told her story and was taken to the A21 Shelter in Thessaloniki. It was there that Ioana discovered she was pregnant and made the decision to go to our transition home in Sofia, Bulgaria. She stayed there for a number of months while giving birth to her new precious baby boy. Ioana has now successfully completed the rehabilitation program with A21 Bulgaria, and is well on her way to being whole, healthy and financially independent.
2014 OBJECTIVES

There are still many, many untold stories that have taken place across this last year, and we are seriously in absolute awe at how quickly things have grown since we opened our first shelter doors only five years ago in December 2008! We have seen development beyond our wildest dreams, and are experiencing a season where doors of opportunity continue to swing open around the world.

As we move forward in taking even more ground in the fight against human trafficking, we are looking at how we can expand our work into even greater territory in South Africa, Thailand, Germany + Scandinavia. We are also excited to launch our school prevention + awareness programs + are looking for new ways to gain even more access to students around the world in order to stop human trafficking before it ever begins.

More Territory 🌍 More Schools 🌱 More Rescues 💚 More Impact
More than \( \frac{1}{3} \) of the 27 million currently enslaved reside in Asia and neighboring territories.

In 2014, the A21 Campaign + the Royal Thai Police will work towards achieving mutual goals by targeting the following:

**Immobilize**
Brothels and pedophile rings which profit commercially from services of non-voluntarily enslaved children and/or women.

**Arrest + Prosecute**
Those owning, managing or otherwise administering such criminal brothels and/or rings in Asian territory.

**Train**
Royal Thai Police on the latest methodology for investigating + prosecuting sex-trafficking enterprises + the handling of victims.
EUROPE

We are exploring many opportunities to do this through the media, TV and radio to enable us to obtain more information on incidences of trafficking, potentially increasing our ability to rescue more victims as well as spreading the Prevention, Awareness + Education initiatives of our work. We also want to continue to successfully prosecute those who were involved in the trafficking of victims who are in our care.

We are planning to also establish a national hotline in Bulgaria and plans are being developed as we write to achieve this by the end of 2014. Further plans are being undertaken to extend into Southeast Asia as well. Additionally, we are looking at ways in which we can further develop social enterprise initiatives, and thereby give our transition home survivors more opportunities to establish the roots necessary to succeed in life after graduation.

IN 2014 WE WILL CONTINUE TO UNEPEN IN AND GROW OUR EXISTING OPERATIONS ACROSS EUROPE THROUGH OUR "4P" MISSION.
THANK YOU FOR ANOTHER YEAR OF ABOLISHING SLAVERY + BRINGING FREEDOM WITH US.
WE'RE JUST GETTING STARTED.