



# 2015 FREEDOM REPORT

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CELEBRATING A YEAR  
OF FREEDOM





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Names and images of survivors have been changed for their protection.

# TABLE OF CONTENTS

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FOUNDER'S LETTER .....	5
FEATURED HIGHLIGHTS .....	6
OUR 4P STRATEGY .....	8
<b>PREVENTION</b> .....	<b>11</b>
<b>PROTECTION</b> .....	<b>29</b>
<b>PROSECUTION</b> .....	<b>37</b>
<b>PARTNERSHIP</b> .....	<b>41</b>
YOU CAN MAKE A DIFFERENCE .....	43



## DEAR ABOLITIONISTS

It's always a special time when we get to take a moment to reflect on the past year, and the advances we have made together in the fight against human trafficking. This report is a celebration of freedom. It's a declaration of the victories that were made possible in 2015 thanks to our dedicated staff, volunteers, and incredible supporters like **you**.

Since the very beginning, our heart as an organization has been for the **one**. Our hope is that as you read this report, and see all of the images and statistics, you'll be reminded of our ultimate goal for every man, woman, and child on the planet: *freedom*. Whether we're training professionals in the United States, reaching vulnerable children in Thailand, or prosecuting traffickers in Greece, it all points to the rescue and restoration of human trafficking survivors.

Every year, thanks to your faithful generosity and support, we are able to take ground and defy the odds:



We saw a 133% increase in court cases won compared to 2014.



23% increase in assistance provided to survivors of human trafficking through our SAFE homes, transition programs and external assistance initiatives.



We reached 509,726 people through prevention and awareness events.

We are so honored to work with you in the fight against human trafficking. On behalf of the A21 team and all of our survivors... **thank you**. Together, we truly can abolish modern-day slavery.

**Nick and Christine Caine**

# FEATURED HIGHLIGHTS

AMSTERDAM



We opened our  
**11<sup>TH</sup> OFFICE**  
in Amsterdam



**434 SURVIVORS**

*of human trafficking have now been  
directly assisted through our  
aftercare program*

**11 OFFICES**  
*are now operating in*  
**10 COUNTRIES**  
*around the world*





**133% INCREASE**

*in court cases won  
compared to 2014*



*Our 2nd annual  
#WalkForFreedom had*

**200 WALKS**

*in 28 countries around the  
globe, reaching more than  
45 million people through  
live events, media, and  
social media*

*We saw  
an increase of*

**279%**

*in external victim  
assistance cases.*

**10**

*traffickers convicted,  
totaling 103.8 years in  
prison and \$466,369  
in fines*

# OUR 4P STRATEGY

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**We have a comprehensive, multi-dimensional approach to combatting human trafficking that addresses the issue from every angle.**

We are actively working to abolish modern-day slavery through our 4P strategy, and we are excited to share a snapshot of our efforts with you.





## PREVENTION

*We work to stop individuals from becoming victims of human trafficking by providing awareness, educating the next generation, and interrupting the demand.*



## PROTECTION

*We protect survivors of human trafficking by providing a safe environment through our restoration programs, our SAFE homes, and external survivor assistance.*



## PROSECUTION

*We work to prosecute traffickers, provide legal counsel to survivors, and strengthen the legal response to human trafficking.*



## PARTNERSHIP

*We aim to partner with fundraising supporters, government agencies, local service providers, and community members to see injustice abolished.*



Υποστηρίζοντας την καταπολέμηση της  
**ΕΜΠΟΡΙΑΣ ΑΝΘΡΩΠΩΝ**  
μέσω από ένα ολοκληρωμένο δίκτυο  
φορών πρόληψης, προστασίας,  
& ποινικής δίωξης

**1109**  
ΕΠΕΞΕΛΙΞΗ ΤΗΣ ΕΛΛΗΝΙΚΗΣ ΑΣΤΥΝΟΜΙΑΣ

Πρόληψη φθοράς & επανένταξη  
24 ώρες  
Συνέντευξη στην Ψυχολογία  
ΟΝΤΑΣ ΨΗΝ ΑΔΙΚΙΑ ΣΤΟ

Police Training in Greece



# PREVENTION

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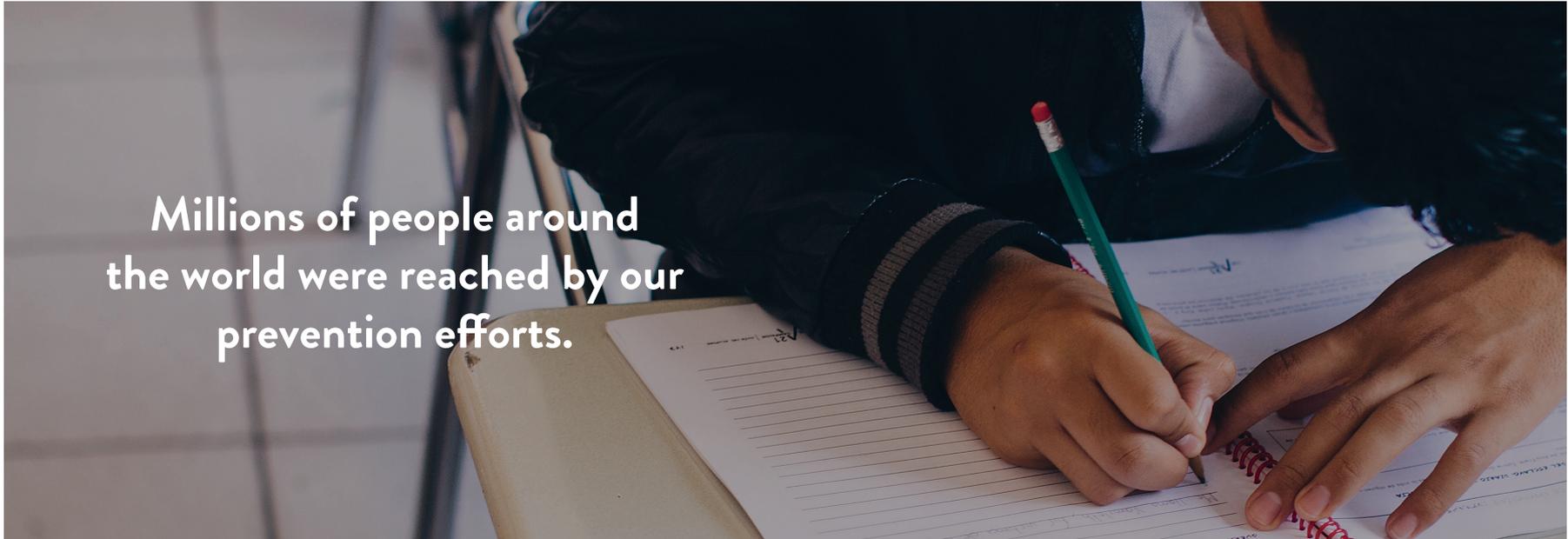
## AWARENESS

We raise awareness about human trafficking within community groups, churches, and universities globally through the A21 Prevention and Awareness Program and the ShineHope human trafficking prevention program.



## EDUCATION

We developed an education curriculum, *Bodies Are Not Commodities*, to educate vulnerable students in schools, orphanages, and universities. Young adults are equipped with information and strategies to identify how to avoid becoming victims of human trafficking.



Millions of people around the world were reached by our prevention efforts.

**1,962** *professionals trained*

**12,000** *Walk For Freedom participants raising awareness in 28 countries*

**28,121** *students reached at global events*

**509,726** *people reached through prevention and awareness events*

# #WALKFORFREEDOM

The 2015 walk was our largest awareness event to date, with 200 walks in 28 countries around the world. More than 45 million people worldwide were reached through live events, media, and social media!



**28**  
COUNTRIES



**200**  
WALKS



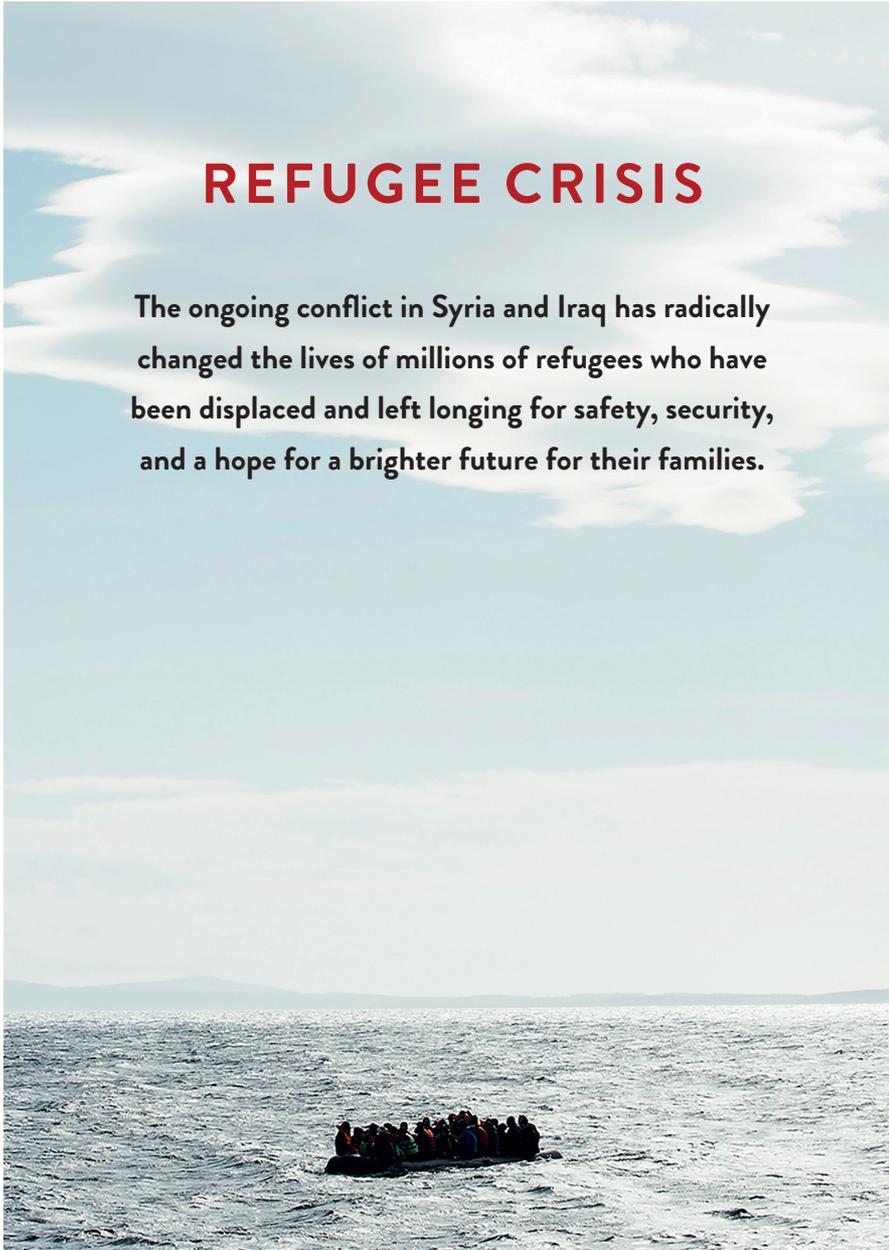
**45,000,000**  
PEOPLE REACHED





## REFUGEE CRISIS

The ongoing conflict in Syria and Iraq has radically changed the lives of millions of refugees who have been displaced and left longing for safety, security, and a hope for a brighter future for their families.



Within seven days of getting involved, we identified the greatest needs and delivered more than 400 tons of gravel to the site, dug a 2 mile waterline, and created a unique water station made out of a shipping container. Meeting these practical needs opened doors for us to warn these refugees about the dangers of human trafficking.



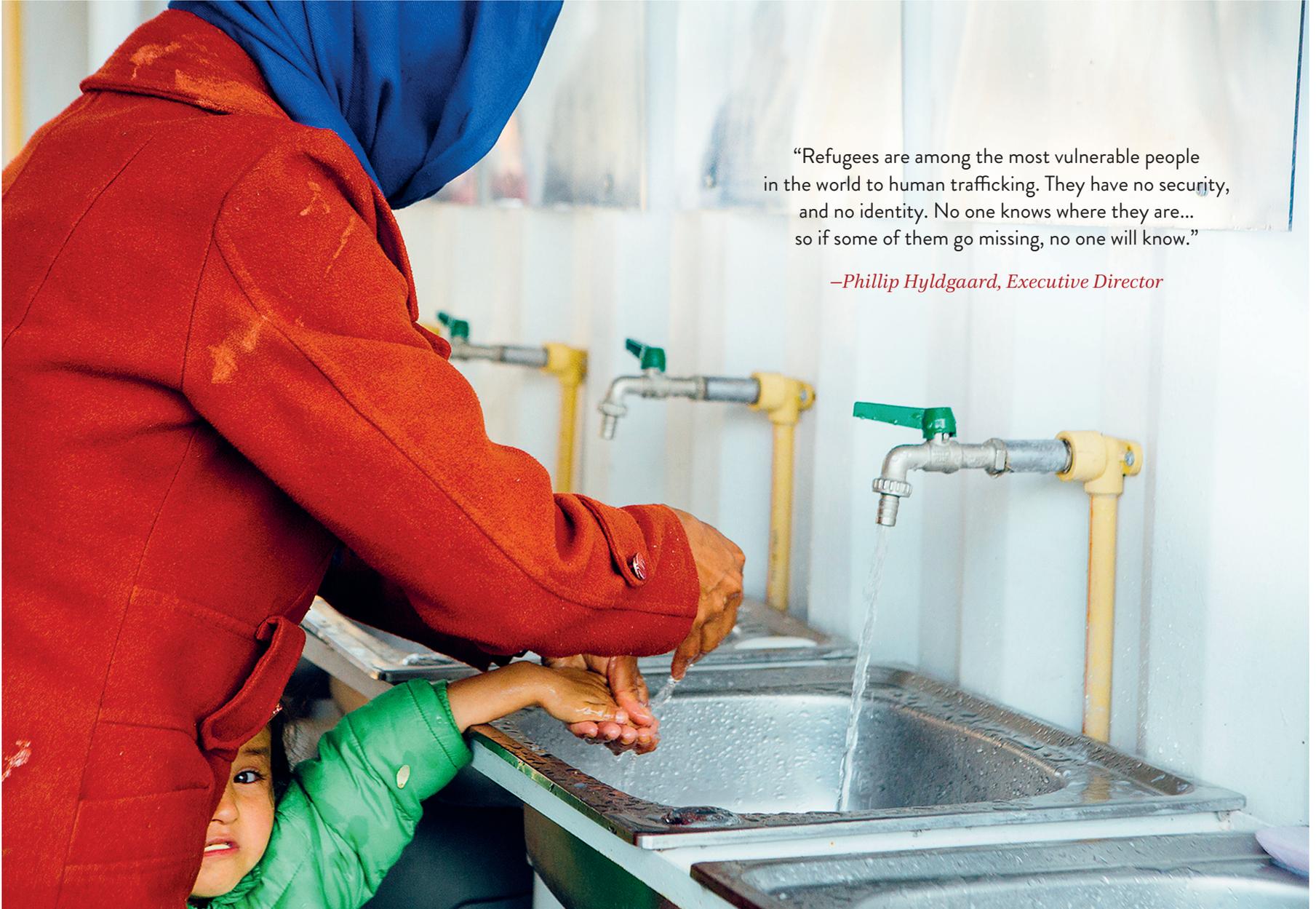
We equipped refugees with a direct line for help in the form of the 1109 and 112 hotlines. Soon after, victims of human trafficking began to be identified, and calls to our hotline led to tips and rescues.

We actively trained first responders, other organizations, and staff in refugee camps on how to identify and handle human trafficking cases. By teaching and equipping others, victims could be identified and moved out of slavery and into an aftercare program.



We distributed over 5,000 flyers, and put up posters in three different languages at key refugee access points to provide vital human trafficking information to refugees.





“Refugees are among the most vulnerable people in the world to human trafficking. They have no security, and no identity. No one knows where they are... so if some of them go missing, no one will know.”

*–Phillip Hyldgaard, Executive Director*

## FREEDOM CONTAINERS

Freedom Containers help to educate refugees about human trafficking so they can protect their families while they stay hydrated and enjoy a hot shower in the middle of winter.

By the end of 2015, we installed three containers in strategic locations throughout Greece.



People given clean drinking water:

**302,000**



People utilizing warm showers:

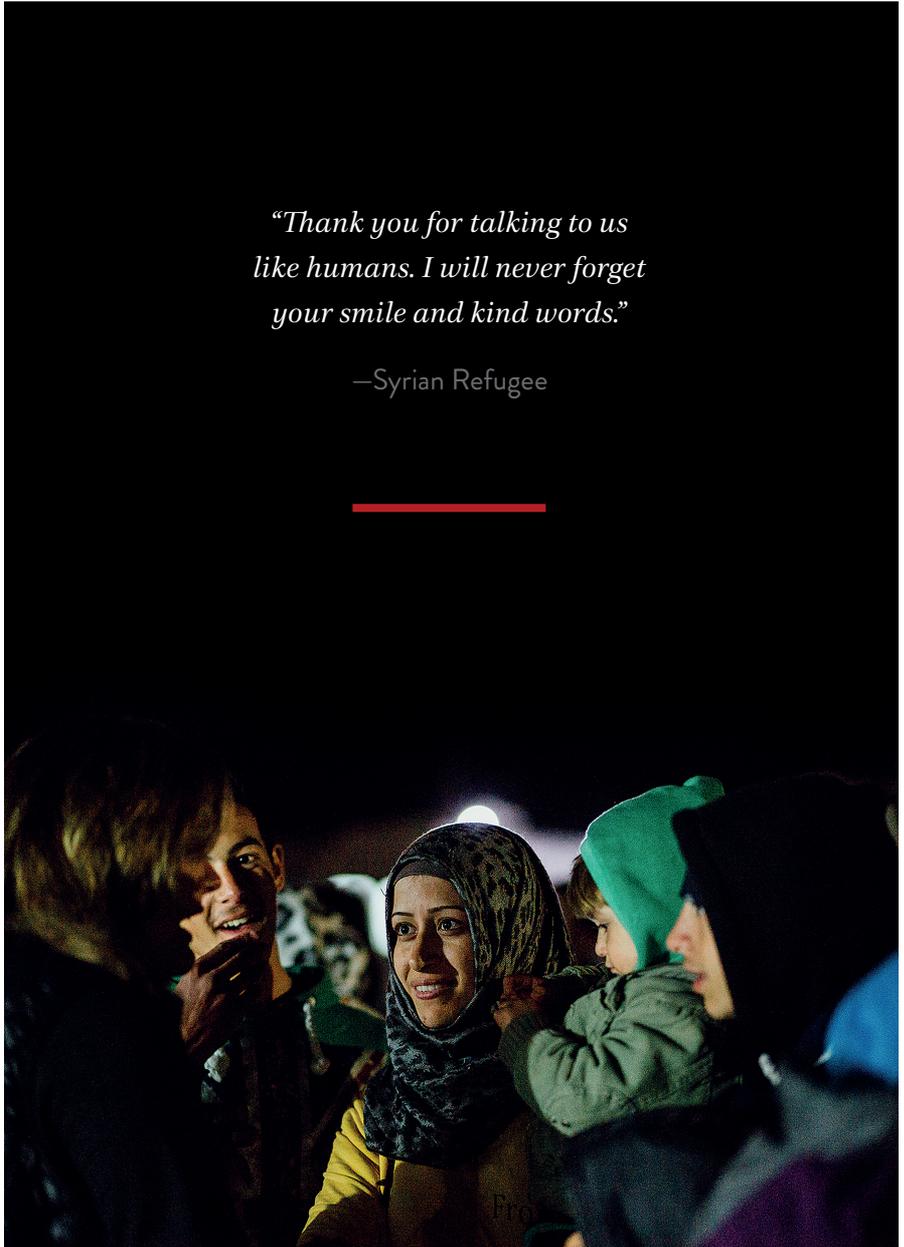
**43,200**



Child resource packs distributed:

**2,739**

Every refugee is given access to information on human trafficking in three different languages, and equipped with hotline numbers for victim identification and protection. Inside and out, the containers are designed to empower refugees to keep themselves and their families safe from modern-day slavery.



*“Thank you for talking to us like humans. I will never forget your smile and kind words.”*

—Syrian Refugee





## NEW OFFICE

We opened our 11th office in the Netherlands, which is a source, transit, and destination country for human trafficking.

NETHERLANDS



An information leaflet for Gatwick Airport has been distributed to over 5,000 staff members from a variety of sectors and industries, including: law enforcement, travel and tourism, airports and airlines, hospitality, education, and the medical field.



We've held Gatwick Awareness Days in the airport where over 10,000 passengers pass through each day. We were also invited to train ComAir staff in Cape Town, South Africa on identifying trafficking in airports.



# NATIONAL HOTLINES

This year, we launched our brand new National Human Trafficking Hotline in Bulgaria during our #WalkForFreedom!



The **0800 20 100** Bulgarian hotline is free and available **nationwide**.



Calls from Bulgaria and the European Union to the hotline are taken **24/7** and are monitored by the National Commission of Combating Trafficking in Human Beings.



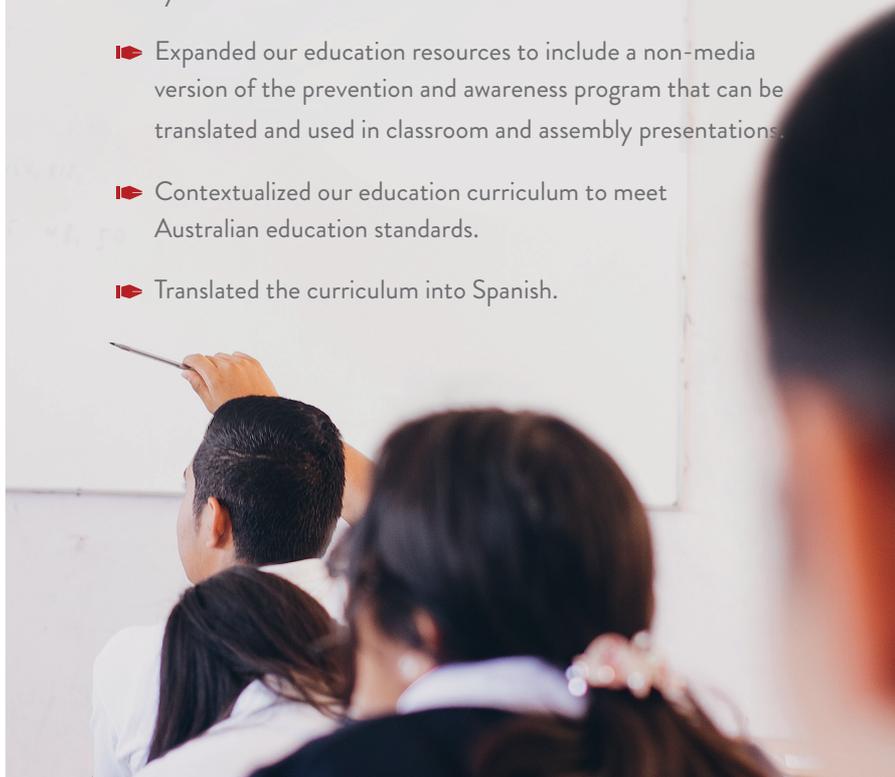
Our **1109 hotline** in Greece continued to see a steady stream of calls, where **70%** of all A21's rescues came as a result of it.

# BODIES ARE NOT COMMODITIES

## STUDENT CURRICULUM

This year we:

- ▶ Expanded our education resources to include a non-media version of the prevention and awareness program that can be translated and used in classroom and assembly presentations.
- ▶ Contextualized our education curriculum to meet Australian education standards.
- ▶ Translated the curriculum into Spanish.



In the USA, we have continued to spread the word about education through social media and education conferences, and have worked with Baylor University to conduct an academic research study with five schools in Waco, Texas.

In Mexico, we have partnered with an organization to train more than 100 facilitators who have reached over 2,000 students in two pilot programs.

### Across Greece, we've equipped and educated:

  
**20,820**  
 people through  
 public awareness  
 campaigns

  
**548**  
 Police, coast guard,  
 doctors, first responders,  
 and hotel staff

  
**566**  
 Church & Community  
 leaders and attendees

# MEDIA IMPACT

## AWARENESS AT THE INDY 500

In May, we were given the opportunity to show a Public Service Announcement (PSA) at the Indy 500. Our 30-second awareness piece was shown 72 times across the weekend with 1.4 million impressions.

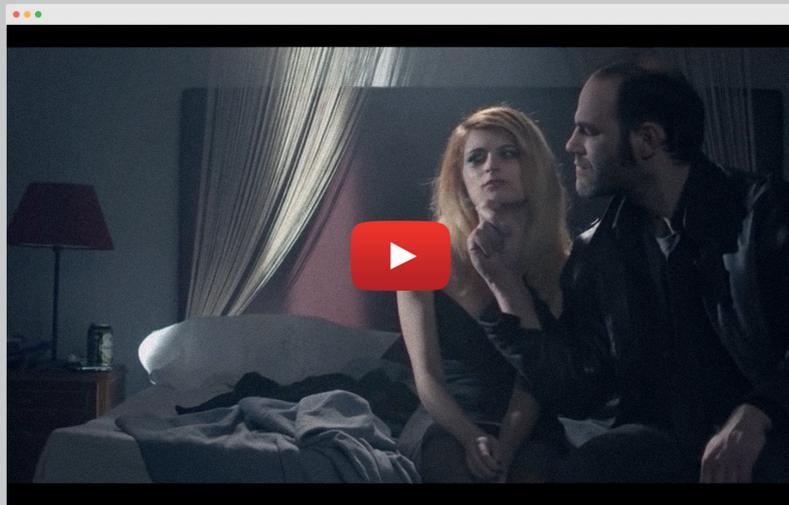


## NEW PSA ON NATIONAL GREEK TV



Our PSA about human trafficking in Greece was played on national Greek television in October, and we saw a dramatic increase in calls to our hotline. In fact, many calls were actually from clients who had been visiting brothels.

*“I feel so ashamed, as she was so young.”*  
—Brothel Client



### Overall we saw:



**235%**

increase in tips regarding sex trafficking victims during the new PSA



**230%**

increase in police reports during the new PSA



**30%**

of the actionable tips during the new PSA came from clients



## MEDIA BREAKTHROUGH IN



#WalkForFreedom and the new hotline launch were covered on every national TV station. It was prime time news on eight television stations in total, reaching an audience of more than four million people; educating them on what trafficking is and how to report it.



National radio, online, and print media also generated 89 media pieces and reached more than

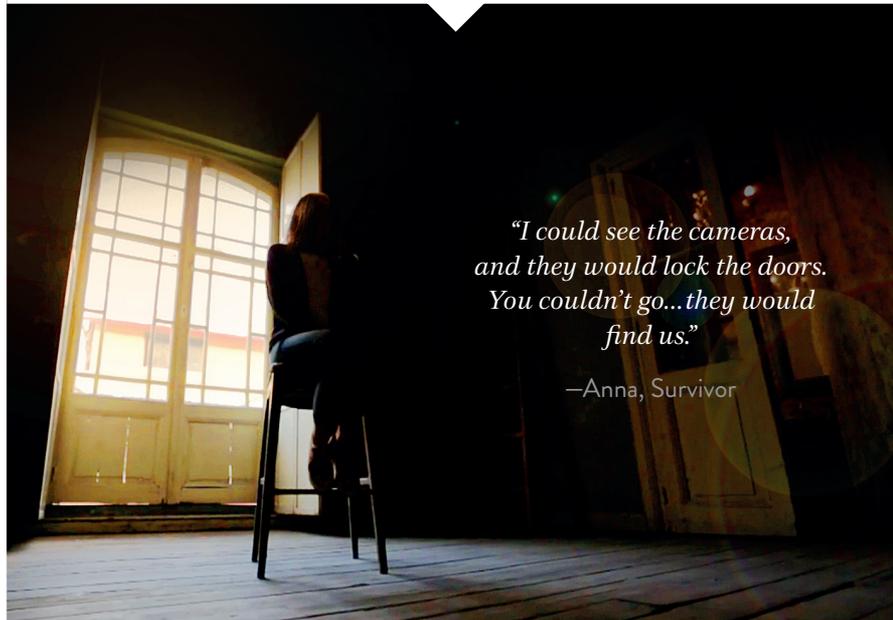
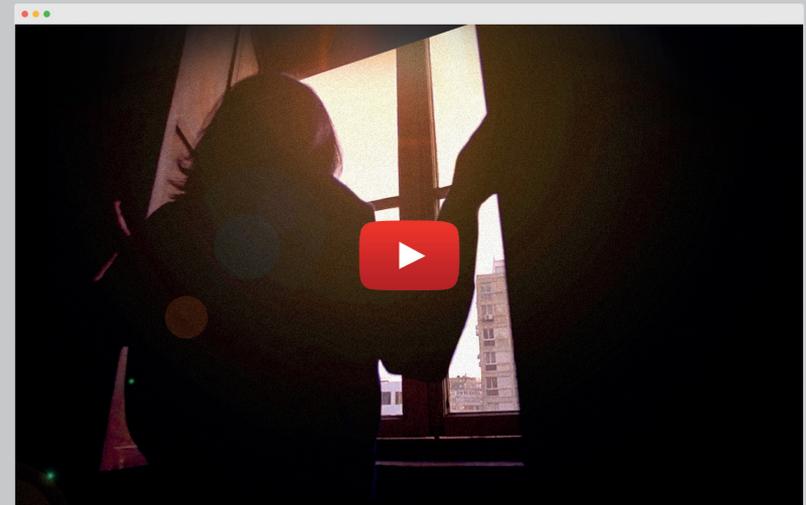
### **5 MILLION BULGARIAN CITIZENS**

with awareness about human trafficking and our new national hotline. In total we reached 68% of the country's population.

## AFTERCARE WEB EVENT



Our 40 minute behind-the-scenes Aftercare Video went live November 12th, and generated significant interest. The video follows the story of Anna, one of our brave survivors, and highlights our efforts to rescue and restore the lives of human trafficking victims. The video was viewed 7,500 times in the first 24 hours.



*“I’m blown away by the video.  
The four stages are crucial for people  
to understand, and how this isn’t  
a choice...it’s survival. This video turns  
assumptions on their head.”*

—A21 Supporter





# PROTECTION

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## RESCUE

We are able to offer support to local law enforcement, FBI, and other government agencies in the areas of training, investigations, and data collection through our human trafficking hotlines.



## RESTORATION

We come alongside survivors to see them restored physically, emotionally, and mentally. We provide education, vocational training, and repatriation assistance to set them up for a new and independent future.

Our efforts in Thailand were incredibly successful as we completed our first full year of operations. In collaboration with a partner organization and the Royal Thai Police, we were able to identify and rescue

**31 SURVIVORS.**

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A21 runs the  
**ONLY SHELTER IN GREECE**  
exclusively for trafficked victims.

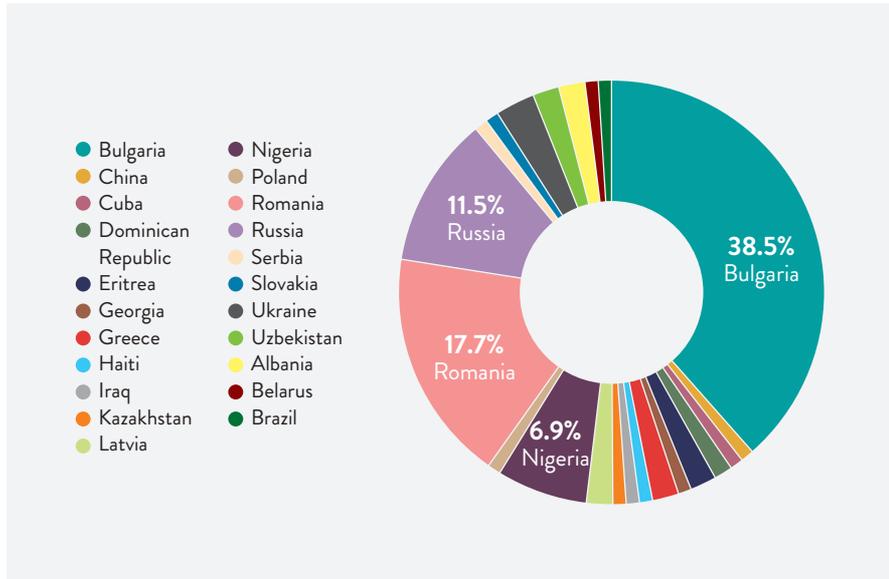


We assisted  
**11 VICTIMS**  
of trafficking in the **United States.**

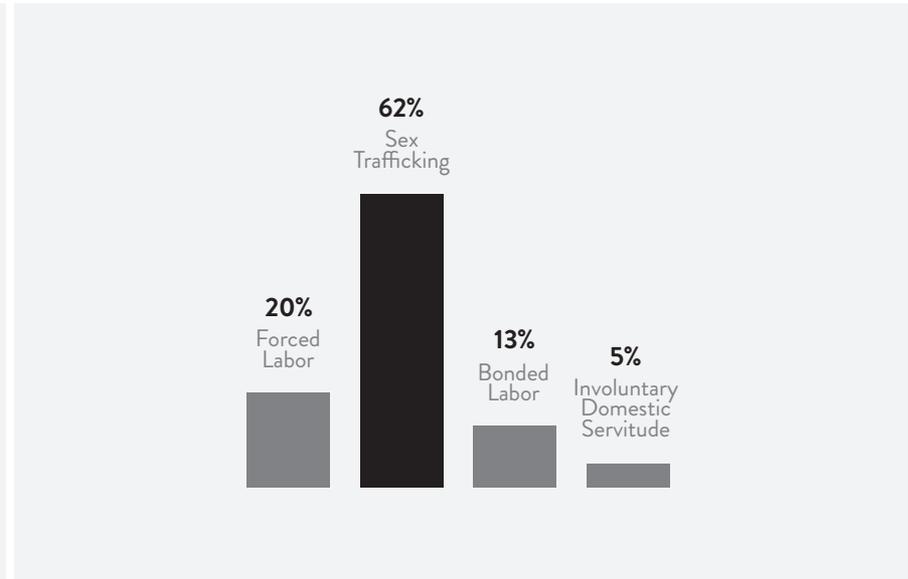
In South Africa we assisted  
**24 NEW SURVIVORS,**  
making a total of  
**60 CASES**  
since we began operations in May 2013.



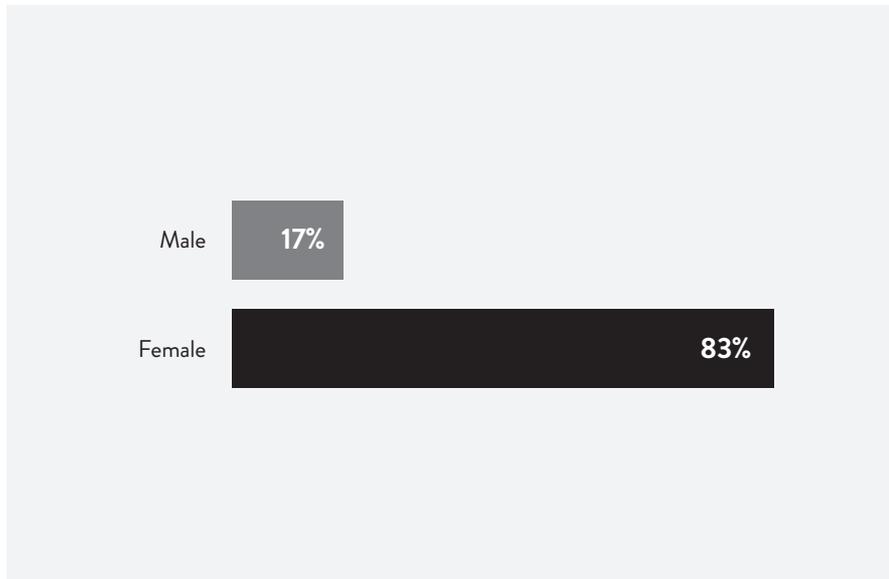
We assisted  
**NINE VICTIMS**  
of labor trafficking in Greece.



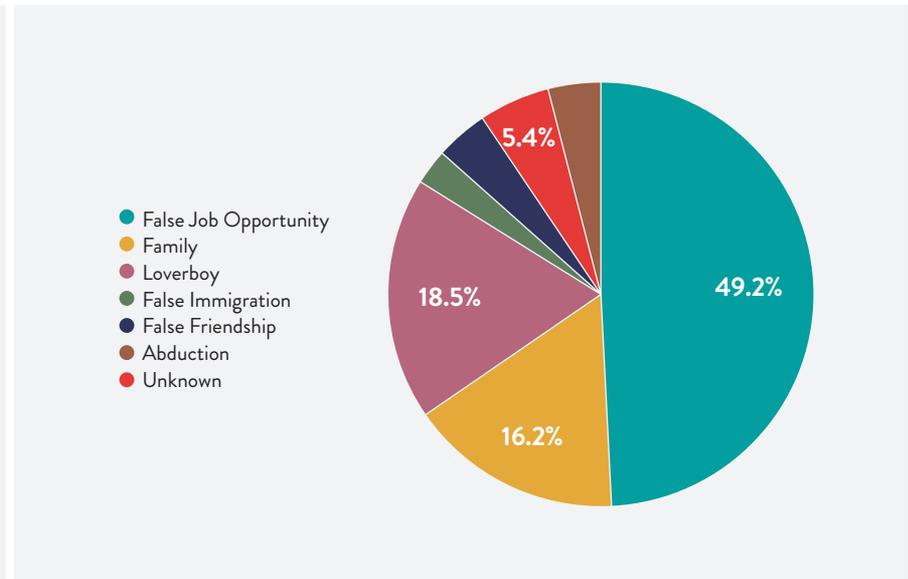
Countries of our survivors' origins



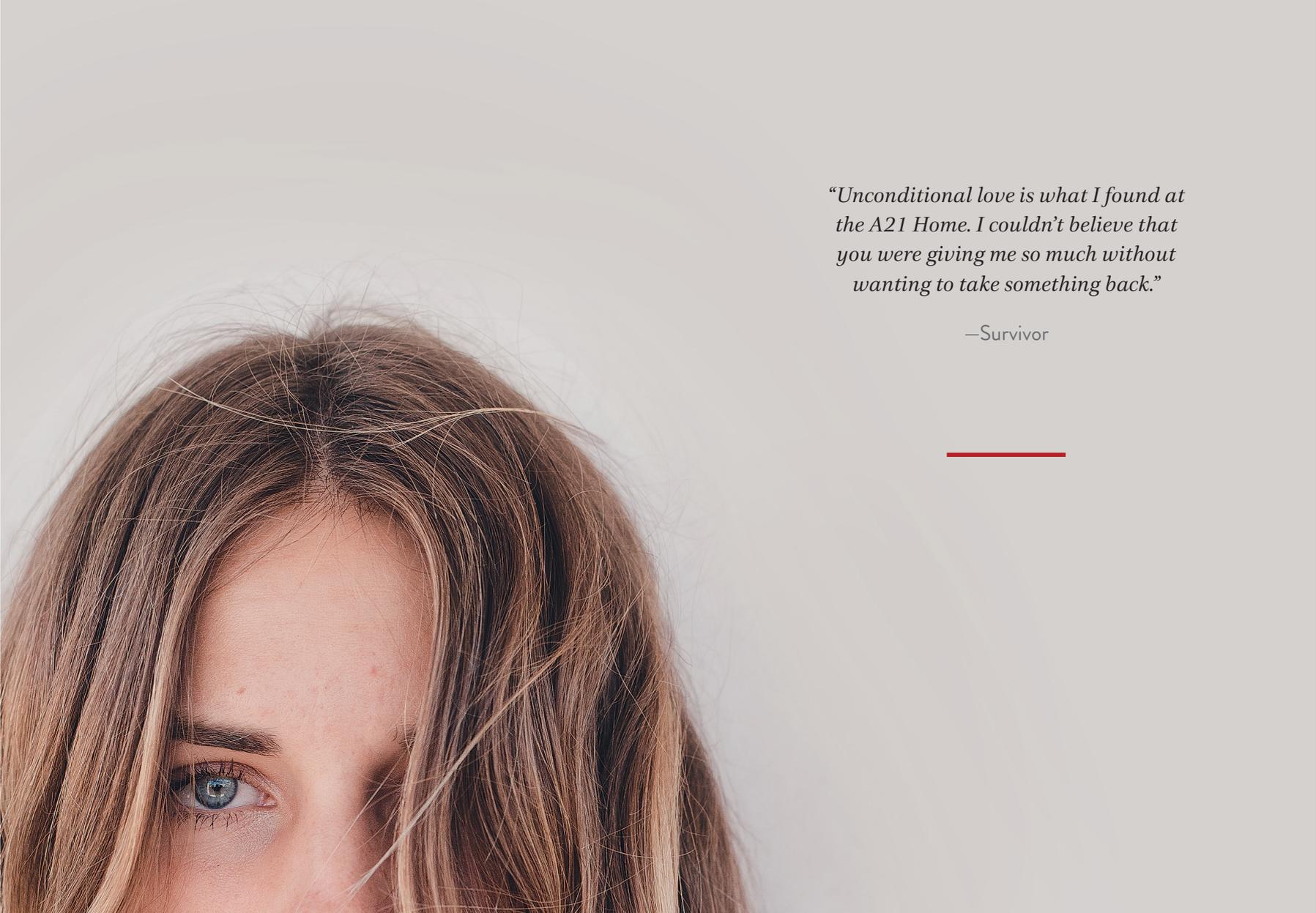
Types of exploitation our survivors experienced



Gender of our survivors



Top methods used to trick our survivors



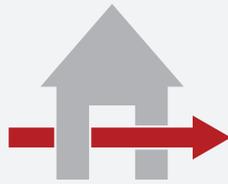
*“Unconditional love is what I found at the A21 Home. I couldn’t believe that you were giving me so much without wanting to take something back.”*

—Survivor



### SAFE PROGRAM

We saw a 23% increase in providing assistance to survivors of human trafficking through our SAFE homes, transition programs, and external assistance initiatives.



We have partnered with organizations to increase our ability to rescue and restore lives.

### LIBERTY SCARVES

Many survivors are trafficked before adulthood and never have the opportunity to gain work experience or receive a formal education. Liberty is a Bulgarian based company owned by A21. With Liberty, we hire survivors on working contracts, and they are the highest paid knitters in Bulgaria and earn a well above average wage.

Our survivors knit more than  
**600 SCARVES**  
 to sell through our online Christmas store.



### SURVIVOR ATTENDS AN AMERICAN UNIVERSITY



One of our Eastern European survivors from an impoverished nation moved to America in August to become the first survivor in our care to attend a university in the United States of America. Our team keeps in regular contact with her now that she is in college, and her beaming smile consistently lights up our computer screens on Skype.

### SUCCESSFUL BIRTH AND ADOPTION

A beautiful young woman was rescued and came to our shelter in Greece. She had been forced to service clients even while she was pregnant. Despite several complications, we were able to walk with her through a successful and healthy labor and delivery, as well as facilitate her choice of an adoption for her child into a loving family.

“For the first time,  
I am treated with care  
and respect.”

*—Liberty employee and trafficking survivor*

Liberty: Scarves made by women who are now FREE.



**FREEDOM**

*changes everything*





# PROSECUTION

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## ENFORCEMENT

We provide access to legal counsel to the survivors in our care, and offer representation for those victims who undertake criminal proceedings to see traffickers prosecuted.



## LEGISLATION

We help guide changes to legislation that will provide a more comprehensive set of laws to ensure that traffickers are held accountable for their crimes.

## COURT CASES

**A21 saw 10 traffickers convicted, totaling 103.8 years in prison and \$466,369 in fines!**

We have convicted a total of 49 traffickers, resulting in 647 years in prison sentences and fines of approximately \$2,650,021.



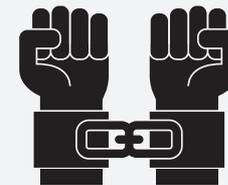
## CASES WON

Court cases won: 29  
133% increase in court cases won compared to 2014.



We won our first  
**BULGARIAN COURT CASE**  
with the trafficker receiving  
12 years in prison and  
thousands of euros in fines.

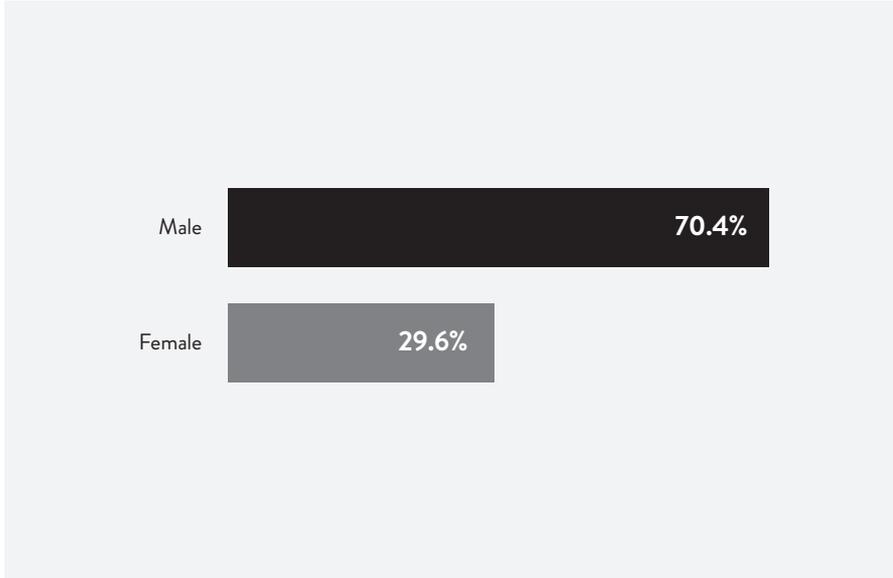
## LARGEST COURT CASE WIN TO DATE!



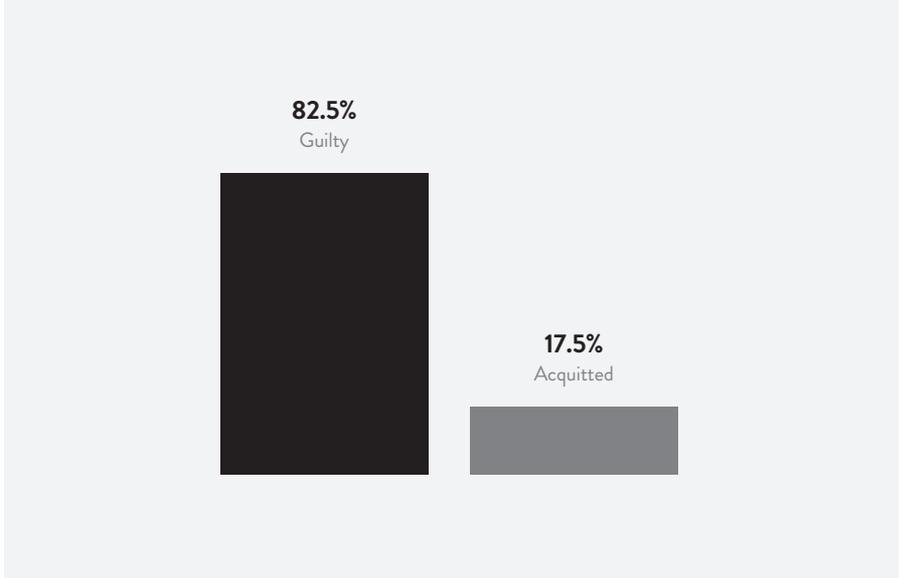
Two survivors who came separately into our care allowed us to piece together a strong case with substantial evidence.  
The traffickers were sentenced to:

- Trafficker 1:** 22 years and 9 months in prison, plus 100,000 euros in fines.
- Trafficker 2:** 12 years and 2 months in prison, plus 100,000 euros in fines.

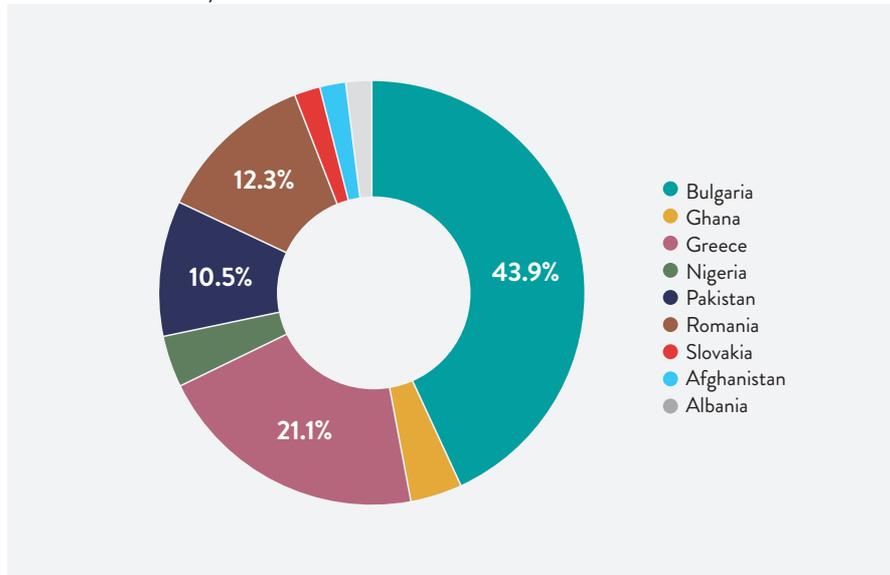
Trafficker's Gender



Convictions



Trafficker's Nationality



*Because they are*  
**WORTH SAVING**

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# PARTNERSHIP

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## SUPPORTERS

We unite with people like you who desire to make a difference.



## PARTNERS

We collaborate and share information with law enforcement, government agencies, and local service providers to ensure that the needs of human trafficking survivors are met.



Historic Memorandum of Understanding signed in Thailand:  
Any at-risk, non Thai [minor] who is detained will have the option to go home under A21's SAFE program. We can also collaborate to present cases to the Royal Thai Police should we successfully gain a witness statement.



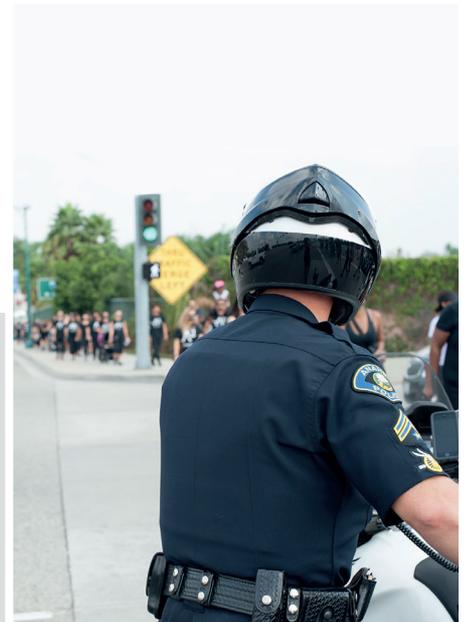
Our prosecution efforts in Greece received an enormous boost as we were granted permission from the Ministry of Foreign Affairs to provide legal aid for every human trafficking case throughout Greece.



We continued our partnership with the FBI in the USA through our work with the Department of Justice, as well as survivor assistance during key court cases.



The Gatwick Airport United Kingdom Police invited A21 to take part in a number of raids to ensure appropriate safeguarding arrangements were put in place for all women involved.



# YOU CAN MAKE A DIFFERENCE

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**YOU** are the reason it is possible to continue in the fight against human trafficking. Because of your partnership, survivors can receive the care and treatment necessary to give them a life filled with freedom.



## GIVE

Regular monthly donations are vital as they help us confidently plan ahead and contribute to long-term sustainability and growth.



## DONATE

Your donation today will enable us to help more victims of human trafficking, as well as expand the programs that underpin our global strategy.

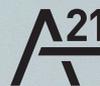


## FUNDRAISE

Use the personalized fundraising tool on our website to mobilize your friends and colleagues to join you in making a difference.



**TOGETHER, WE CAN  
ABOLISH MODERN-DAY SLAVERY  
IN THE 21<sup>ST</sup> CENTURY**



**A21.org**

