



UNIVERSITY OF SAN FRANCISCO

CHANGE THE WORLD FROM HERE

**Human Trafficking Awareness  
At the University Level**

by

Carmen Sepetka

csepetka@gmail.com

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## **Abstract**

The focus of this Participatory Action Research project is human trafficking awareness at universities in the United States. It examines the content related to human trafficking education present at 30 universities in Los Angeles County, California along with 4 expert interviews and a literature review. 167 graduates completed a web-based survey designed to gauge current levels of awareness and undergraduate exposure to topics related to human trafficking. The combined data is used as a foundation for recommendations towards improving current anti-human trafficking efforts at universities and in society along with a new model for building awareness.

## Acknowledgments

Thank you to my family for your support in my academics.

**Maruska:** Si moja role model, a dufam ze dokazem aspon stvrtinko toho co si ti dosiahla v zivote. Som ne konecne vdacne za tvoje rady, lasku, a viere vo mne.

**Tatuz:** Si najstedrejsia osoba ktoru poznam. Dakujem za kazde rano co si mi doniesol kavicku, urobil kalinske, a pomohol mi bludit cez tmave, skore hodiny dna. Si mi natankoval srdiecko kazde rano.

**Lidulienka:** Tesim sa ta urobit hrdu. Si moje slniecko, moj priklad pre radost a energiiu co chcem dodavat do zivota. S tebou je svet krajsie miesto.

**Bracek:** Brachule, Dejko, Dracek.. neviem kde zacat. A v tejto chvíly som sa aj rozrevala haha. To v podstate opisuje aky si ti obrovsky impact v mojom zivote - len jedna mislienka nad tym ako mi na teba zalezi mi doniesla mokre ocka. Bez teba bi tento papier mozno any nebol, sedela bi som dagde popletena a plna sebo-lutosti. Som vdacna za vsetky trpezlive hodiny ktore si venoval mne a mojej skole tieto posledne dve roky.

Dakujem ti bracek za tolko vecy... za to ako vo mne investejus aby som rozmyslala viacej kriticky, za to ako ma stale ucis skumat svet viacej otvorene, a za to ako tvoj character ma roby viacej uprimno osobo. Povedala som to uz vela krat, ale napisem to aj tu: vsetky vlasnosti co mam najradsej o sebe si ti vypestoval vo mne. Dakujem ti, a lubim ta.

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## **Section 1: Introduction**

Human trafficking is a devastating global issue. It takes many forms in our society and is commonly misunderstood. It encompasses forced labor, sex, and commercial servitude. Vulnerable populations are more likely to become victims of human trafficking, but people from all walks of life can be found ensnared within its grasp.

My interest in this topic was fueled by my lack of awareness during my young adult life. I found out about this topic through a documentary that I was exposed to halfway through college. A student living in my house put it in by complete chance, with no previous interest in the topic. Never once, in any coursework or campus event, did I encounter information about this topic. In the years where I was most prone to adolescent risks, surrounded by strangers in social settings, I had no idea about sex trafficking. In the years I had been developing habits as a consumer, I had no idea about forced labor or clean supply chains. With this project, I set out to find out how common my lack of experience was among my peers. Awareness is a prerequisite for action. It is only when we know what to be vigilant for that we can fight against human exploitation. It will take a greater unified societal effort to inform and equip people with knowledge about the realities of human trafficking.

This report will begin with a literature review, followed by methods and research questions. Then there will be an analysis of the data collected, recommendations, and limitations to the study.

## Section 2: Literature Review

Human trafficking is a devastating global issue that takes many forms in our society. It is defined as:

The recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery, servitude or the removal of organs. (United Nations Convention Against Transnational Organized Crime, 2005, Article 3)

The current estimates of the International Labour Organization (ILO) indicate that there are 40.3 million victims of human trafficking worldwide. Three quarters of them are female and over 80% are trapped in forced labor. One quarter of them are children. The International Labour Organization, “estimates that forced labor and human trafficking is a \$150 billion industry worldwide” (Polaris Facts, 2018). This issue is truly global in scope and spans every continent as can be seen in Figure 1.

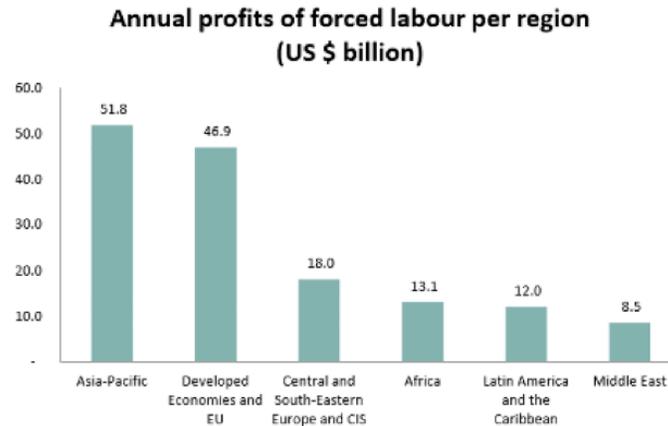


Figure 1. Annual Profits from Forced Labor. International Labour Organization (2014).

Estimates of profits from sex trafficking are more difficult to gather due to the illegal and covert nature of the problem. Many being trafficked do not identify as such because of a variety of methods used by traffickers to entrap victims financially and psychologically. Instances of labor and sex trafficking can only truly be tracked when they are uncovered. Due to the many forms of human exploitation, the Action Means Purpose Model (AMP Model) can be used to distinguish what constitutes trafficking:

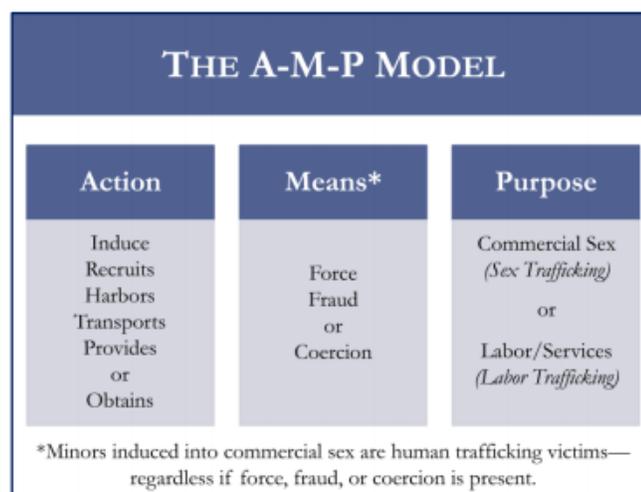


Figure 2. The Action Means Purpose Model. National Human Trafficking Resource Center (2012).

The model states that, “human trafficking occurs when a trafficker takes any one of the enumerated actions, and then employs the means of force, fraud or coercion for the purpose of compelling the victim to provide commercial sex acts or labor or services” (Polaris Project, 2012). People of all ages and demographics are susceptible to being trafficked. There are many misconceptions about human trafficking, from narrow definitions to incomplete ones. It is important to recognize the many faces of this critical, global issue.

The current strategy for combating human trafficking is the 4P Paradigm. It is outlined in the United Nation's Trafficking in Persons Protocol as well as the Trafficking Victims Protection Act (TVPA) of the United States. The four P’s are Prevention, Protection, Prosecution, and Partnership.

**Prevention includes:**

- Efforts focused on public awareness
- Campaigns that inform and educate communities in source and destination countries about human trafficking - to I.D. victims and warn migrants and vulnerable populations
- Rectifying laws that omit classes of workers from labor law protection
- Providing robust labor enforcement
- Implementing measures that address significant vulnerabilities (such as birth registrations and I.D.)
- Carefully constructing labor recruitment programs that ensure protection of workers from exploitation
- Strengthening partnerships between law enforcement, government, and non-governmental organizations to collaborate, coordinate, and communicate more effectively
- Emphasizing effective policy implementation with stronger enforcement, better reporting, and government-endorsed business standards

- Tackling the root causes by monitoring product supply chains and reducing the demand for commercial sex
- Effective law enforcement and protection practices are essential to ensuring stronger prevention policies, which can deter the occurrence of human trafficking

**Protection includes:**

- Key victim protection efforts include 3 "Rs" - rescue, rehabilitation, and reintegration
- Victim identification measures are integral in implementing the victim-centered approach
- Proactively identifying victims and training first responders are of paramount importance to a locality's ability to tackle human trafficking
- Governments have a responsibility to enable identified trafficking victims to remain in the country, work, and obtain services without fear of detention or deportation for lack of legal status or crimes that the trafficker made them commit
- Protecting victims through effective partnerships between law enforcement and service providers, from immediate rescue through criminal justice and civil proceedings
- Rehab efforts help provide emergency assistance and services - effective placement in stable, long-term situations; access to educational, vocational, and economic opportunities for survivors
- Reintegration efforts include voluntary repatriation for trafficked victims and assistance in their home community

**Prosecution includes:**

- Imposed sentences should involve significant jail time
- Sentences should take into account the severity of an individual's involvement in trafficking, imposed sentences for other grave crimes, and punishment consistent with that country's law

**Partnership includes:**

- Coalitions of NGOs coming together for purposes of advocacy, service provision, information sharing and the creation of networks of survivors whose experiences inform the broader anti-trafficking movement
- Partnerships augment efforts by bringing together diverse experiences, amplifying messages, and leveraging resources, thereby accomplishing more together than any one entity or sector would be able to do alone (Chang, n.d.)

It is evident that human trafficking is a complex, far-reaching issue. The various categories of responses used to identify, combat, and prevent it from occurring each merit further study. The lives of over 40 million people globally are dependant on greater efforts to turn back this scourge upon human rights. It is, “the world's fastest growing criminal enterprise... The perpetrators of human trafficking have become more sophisticated and organized, requiring an equally sophisticated response from law enforcement and its partners to disrupt and dismantle their networks” (Attorney General Becerra, 2017). The more individuals that know about the reality and severity of human trafficking, the greater the chance there is for a stronger unified effort against it.

### **Section 3: Methods and Approaches**

This project used a mixed methods approach to assess university human trafficking awareness practices. There were three components for gathering data on the topic: an examination of colleges in Los Angeles County, a web-based survey, and four expert interviews. Below is an explanation of the methods and approaches for each of the three components.

#### **The following research questions were explored:**

- What level of awareness is there of human trafficking at universities in the United States?
- What is the role of educational institutions in spreading awareness on this issue?
- How could current social change strategies be improved to be more effective?

**Los Angeles County College Trafficking Awareness Practices.** The reason for focusing on Los Angeles County is that it is a central hub of human trafficking:

California – with a significant immigrant population, the world’s 7th largest economy, and a large international border – is one of the nation’s top destination states for trafficked victims. One of the worst hubs of human trafficking in California, and indeed around the world, is Los Angeles. Some of L.A.’s greatest strengths as a global city – its diverse population and its international connectivity as a transit hub – also enable human trafficking. According to the California Department of Education, students with native languages other than English account for 52 percent of total public school enrollment in the Los Angeles County. (Farzad, 2015)

There are thirty colleges located within Los Angeles County. The methods used to gather information include phone, email, and web search. The schools were entered into an excel sheet, along with columns for types of anti-human trafficking awareness efforts present:

1	Universities in Los Angeles County	AHT Present	Format
2	Abraham Lincoln University	no	
3	AFI conservatory	yes	films, campus crime reports
4	American Jewish University	yes	human rights and advocacy minor, migration cours
5	American Musical and Dramatic Academy	no	
6	California International University	no	
7	California State University, Los Angeles	yes	resources
8	California State University, Northridge	yes	student project, campus activism
9	Chouinard Art Institute	no	
10	Fashion Institute of Design & Merchandising	no	
11	Global Cinematography Institute	no	
12	Jepson Art Institute	no	
13	Los Angeles City College	no	
14	Los Angeles Harbor College	no	
15	Los Angeles Mission College	no	
16	Los Angeles Pacific College	no	
17	Los Angeles Pierce College	no	
18	Los Angeles Trade-Technical College	yes	symposium
19	Los Angeles Valley College	no	
20	Loyola Law School	yes	orientation
21	Loyola Marymount University	yes	speaker, course, symposium
22	Mount St. Mary's University (Los Angeles)	yes	symposium, reports
23	National University (California)	no	
24	Occidental College	yes	speaker series
25	Otis College of Art and Design	no	
26	Our Lady Queen of Angels Seminary	no	
27	Southern California Institute of Architecture	no	
28	Southwestern Law School	yes	course, speakers
29	University of California, Los Angeles	yes	speaker, course
30	UCLA School of Law	yes	course, speakers, summit
31	University of Southern California	yes	course, speaker, resources

Each school website was searched along with the search engines Google and Bing.

Search terms paired with each college name included: “human trafficking awareness,” “anti-human trafficking,” “human exploitation,” and “anti-trafficking resources.”

**Web-based Survey.** In April 2018, 167 participants completed a web-based survey using Google Forms. The participants were college graduates from United States colleges, drawn from personal and professional networks. The questions in the survey

were designed to assess the participants' experiences in college with human trafficking topics. The questions were a combination of multiple choice and short-answer response. The survey instructions and design were as follows:

## Survey

Thank you for taking the time to complete this survey. Please answer the questions based on your current understanding and do not do any outside research. All responses will be kept anonymous and there are no wrong answers.

\* Required

1) What college/university did you attend? \*

Your answer

---

2) What year did you graduate? \*

Your answer

---

3) What is your perception of how prevalent human trafficking is in the United States? \*

- Not at all
- Slightly prevalent
- Moderately prevalent
- Very prevalent
- Not sure

The remainder of the survey inquired about participant history with the topic of human trafficking during college as well as opinions on human trafficking solutions. Participants that did not graduate or graduated from a college outside of the United States were set aside from the data pool.

**Expert Interviews.** Four semi-structured interviews were conducted

with professionals from anti-human trafficking organizations. The interviewees were:

- Alexandra Eaton, Polaris Project
- Leah Chen Price, Tahirih Justice Center
- Antonia Lavine, San Francisco Collaborative Against Human Trafficking
- Terra Judge, Not For Sale

The interview questions included, but were not limited to:

- 1) In your opinion, what are the most effective strategies for raising awareness about human trafficking at a local level?
- 2) What is the state of public awareness in your recent experience? How do you measure public awareness of this subject?
- 3) Human trafficking is a broad topic. Are there any distinctions or sub-categories within this subject area that are worth communicating to people while raising awareness?
- 4) What kinds of anti-human trafficking strategies would be best suited for college/university settings?
- 5) In your professional experience, how high of a priority is raising awareness relative to other efforts aimed at this issue?
- 6) Once awareness is raised about human trafficking, what are the most significant ways people can make an impact in their day-to-day lives?
- 7) What would increase the nonprofit sector's efficacy in anti-human trafficking efforts?
- 8) If you have any other thoughts you'd like to share about anti-human trafficking strategies, please feel free to do so here.

**Alexandra Eaton, Polaris Project.** Polaris Project is a vital organization in anti-human trafficking efforts. Its programs include national and global hotlines, advisory services, government relations, strategic interventions, survivor services, and data analysis. Their online resource library is robust and tracks over a decade of human trafficking statistics.

**The Polaris 3-Part Model**

1. Respond to victims of human trafficking effectively and immediately.
2. Equip key stakeholders and communities to address and prevent human trafficking.
3. Disrupt the business of human trafficking through targeted campaigns.

Alexandra Eaton works directly with Bradley Myles, the CEO of Polaris Project. She spoke about her organization, gave an overview of current projects, and offered a wealth of resources for trafficking awareness. Polaris and Consejo Ciudadano, an anti-trafficking organization in Mexico, are partnered to support seamless data sharing between the U.S. and Mexico. If someone goes missing in Mexico, they can be reported and both countries have pictures and information on file. If a trafficking ring is disrupted, the survivors can be identified across countries and families are notified. Bradley Myles stated, "Human trafficking networks operate across borders, so it is critical that we collaborate across them." Polaris support does not require citizenship documents and helps grant visas and find placement for human trafficking survivors.

Alexandra promotes labor rights and advocacy efforts in her own life as well. One example she discussed was leaving informative resources whenever a contracted worker comes to her home. She hires cleaning services semi-annually and always leaves out papers on her counter about signs of human trafficking, rights, and resources available. She leaves copies in three languages, those that are most likely to be encountered in the area.

She ended our interview with an example of a tip the National Human Trafficking Hotline received. It was from a college student in California. The student frequented a bar close to campus. Sometimes she would go twice a day and she noticed some of the same employees would still be working, more than twelve hours apart. Eventually, she questioned it and phoned in a tip. It exposed a major trafficking operation and the survivors received services and placement. It's imperative society become vigilant for signs of abuse and exploitation.

**Leah Chen Price, Tahirih Justice Center.** Leah is a former immigration attorney who now works with survivors of human trafficking. The Tahirih Justice Center protects and promotes the rights of immigrant women and girls through policy advocacy, direct services, education, and training. The interview was transcribed after recording on April 24, 2018:

**In your opinion, what are the most effective strategies for raising awareness about human trafficking at a local level?**

Survivor-led and survivor-informed educational initiatives are the most impactful and the most effective. I'm a big fan of the academic angle. What is unique about trafficking is that it's one of very few nonpartisan issues that everybody pretty much gets behind. People don't understand it, but they know it's a grave human rights issue. For some reason, we can't take it to the next level and actually have meaningful preventative initiatives. There is a lot of trafficking around poverty and racism and exploitation of undocumented immigrants. These are bigger picture macroeconomic and macro social-political issues. No one really wants to address them because they don't know how to, but I think unless we do there's always going to be exploitation and there's always going to be trafficking.

In terms of the average citizen, the next steps are to learn more and to do more. We always encourage people to support economic empowerment of low-income communities and people feel very ironically disempowered to do something like that, but we all have the power to lift up more disenfranchised communities. I think poverty and racism go hand-in-hand with the challenging big topic of trafficking.

**What is the state of public awareness in your recent experience? How do you measure public awareness of this subject?**

I think it's very skin-deep. A lot of people can't tell you what human trafficking is. They think it's solely when women are brought across International borders to be sex slaves. That's what I once thought it was. I had to learn what it is.

I think the awareness is there, but often the deeper understanding is not.

**Human trafficking is a broad topic. Are there any distinctions or sub-categories within this subject area that are worth communicating to people while raising awareness?**

It's important for people to understand the difference between sex trafficking and labor trafficking and for people to have a general definition of what trafficking is. Awareness really needs to focus on the wide breadth of labor trafficking the various types of industries involved.

**What kinds of anti-human trafficking strategies would be best suited for college/university settings?**

More hands-on strategies and experiences, like speaking with representatives from various industries where they're seeing a high prevalence of trafficking. Also, universities need to examine their own internal services (food, janitorial, electronics, etc.) and ensure they do not support exploitation. It would be really two-faced for a university to engage fully in anti-trafficking awareness efforts without looking at their own work and use of low-wage labor.

Hiring sustainability managers and looking at their models of consumption would be a good first step. There's a program called the Good Food Purchasing Program which is currently working with the city of San Francisco to try and ensure that all of the food purchased for the city (hospitals, jails, schools) is done as equitably as possible - paying farmers appropriately for their produce and for their labor and certifying that none of the food was grown in exploitative way. There needs to be an internal audit of basically the entire university's functioning, making sure that the people they contract with uphold fair labor.

**In your professional experience, how high a priority is raising awareness relative to other efforts aimed at this issue?**

I think we've been trying to raise awareness for a long time, but again raising awareness without people actually understanding what trafficking is. We thought one would come and then the other. We skipped that first step of ensuring people really know what it is and how it surrounds us.

**Once awareness is raised about human trafficking, what are the most significant ways people can make an impact in their day-to-day lives?**

In their own consumer choices: with seafood, garments, and electronics. Actually doing the work to determine if things are made in the U.S. where people are treated fairly and paid appropriately. Being a better person and a better neighbor to people that we all interact with on a daily basis: the people that we see in lower-income jobs, in janitorial jobs, in gardening jobs, doing our nails... making sure people feel like they're seen and heard instead of ignoring the signs that maybe someone is not in a good place or they're being exploited or not being paid enough. You can't find those things out without first talking to people.

**What would increase the nonprofit sector's efficacy in anti-human trafficking efforts?**

There's also a lot of work that needs to be considered around the law enforcement angle to preventing and persecuting. We had clients that are victims who were arrested and treated like criminals and deported (L. Price, personal communication, April 24, 2018).

The interview with Leah Price laid the foundation for this report's upcoming recommendations. Ensuring accurate knowledge about what constitutes trafficking and examining internal institutional practices are integral to building awareness and combating human exploitation.

**Antonia Lavine, San Francisco Collaborative Against Human Trafficking.** Antonia

Lavine's background is in policy legislation. She took part in drafting legislation on human trafficking in Europe and served sixteen years as a prosecutor in the field. Her current organization, the San Francisco Collaborative Against Human Trafficking

(SFOAHT), fights human trafficking through, “collaboration, education, outreach, advocacy, and supporting survivors of human trafficking by taking a zero tolerance stance on exploitation, violence, and human trafficking and building a strong group of anti-trafficking advocates and experts in San Francisco” (SFOAHT, 2018).

SFOAHT supports the human rights framework:

- Individuals should be free from oppression and violence
- Individuals should have the right to self-determination and self-sufficiency
- Individuals should be free from cultural, social, economic, political, and moral barriers

Antonia discussed the importance of training youth for awareness efforts. SFOAHT holds an annual writing contest for teenagers for a variety of social justice topics. The students often become advocates. They gain critical knowledge today and become future speakers in their communities down the line.

Some difficulties the nonprofit sector faces are the lack of coordinated efforts against human trafficking. Antonia mentioned the need for services in under-funded areas, such as shelters. She also discussed the Nordic Model for fighting sex trafficking, which “recognizes prostitution as a form of violence, makes the purchase of sex acts illegal, regards prostituted persons as victims rather than criminals, and provides victims with help to get out of the business” (Peters, 2016). This is in contrast to the model adopted by the Netherlands, which legalizes prostitution. The U.S. State Department's 2014 Trafficking in Persons report stated the Netherlands are, "a source, destination, and transit country for men, women, and children subjected to sex trafficking and

forced labor" (Trafficking in Persons Report, 2014). The Nordic model disrupts the cycle of prosecuting victims and instead criminalizes the traffickers. An argument against the Nordic model is that sex work is a right and a choice. Mary Ann Peters of CNN responded to that critique:

Some believe people enter and remain in the sex trade by choice. This may be true for a very small minority. But keeping legal sex-trade opportunities open to those few must not come at the price of the enslavement, abuse and exploitation of many others. The vast majority of prostituted persons are female, most come from economically difficult or abusive backgrounds, and most were first prostituted as minors. The United States has passively tolerated this abuse for far too long. The human rights of people trapped in prostitution are not a matter of political ideology. Congress should enact legislation along the lines of the Nordic Model without delay. Prostitution is a human rights issue, and it is long overdue for reform. (Peters, 2016)

Antonia spoke passionately about the Nordic model, but she ultimately emphasized the need for cooperation in the field. She stated that it is not about splitting into factions that believe in different models against human trafficking. It's about working together, pooling resources, and continuing a unified fight against human trafficking.

**Terra Judge, Not For Sale.** Terra is the Chief Operating Officer at Not For Sale, an international nonprofit organization that works to end human exploitation and empower communities. The organization is unique in its approach of finding sustainable and lasting solutions directly in communities that are high-risk for trafficking:

**WE ARE  
NOT FOR SALE**



### KEY MESSAGES FOR NFS PARTNERS

<p><b>What we believe</b></p>	<p>Not For Sale believes human trafficking can be stopped <i>before</i> an individual is trafficked.</p> <p>We believe in a future without exploitation and forced labor, a future where everyone has access to dignified work opportunities and the resources they need to thrive. It is a future where businesses' supply chains are tools of empowerment for the communities they touch, supporting them in leading healthy, dignified lives.</p>
<p><b>What we do</b></p>	<p>Not For Sale is a rebellious group of brands that have come together across multiple product categories and industries to change the world.</p> <p>We collaborate with innovative, mission-driven businesses to create successful programs that strengthen vulnerable communities with sustainable economic opportunity. Our partnerships enable us to make a positive impact on a much bigger scale with our proven, market-based business model. Not For Sale's innovative Impact Stack Model combines social programming, R&amp;D and scalable enterprises to fight human trafficking.</p>

Figure 3. Not For Sale Key Partner Messages. (2018).

Terra believes less in the value of awareness. She stated there were so many causes to donate to, that society often ends up in a state of compassion fatigue. Terra believes that raising awareness is like pulling people who are drowning out of a river. What she wants instead is to walk upstream and prevent them from falling in. Not For Sale does not consider it a major success when survivors receive services, because by then the crime has already been committed. Success occurs when trafficking and exploitation are prevented and avoided all together, not simply treated after the fact. Not For Sale empowers communities to develop sustainable business models that elevate them out of high-risk trafficking circumstances. One instance of their work was REBBL soda. The goal was to address the high rate of children being trafficked in Peru. They aimed to create jobs, using a business solution: “Instead of a company looking for a cause, we were a cause looking for a company” (Not For Sale Impact Document). The soda has unique ingredients, found locally where the at-risk youth were living. The company was structured with the following tenets:

- Equity ownership of REBBL for both Not For Sale and Just Business
- 2.5% of the sales price of a product (gross revenue) would be donated to Not For Sale
- Not For Sale would hold one board seat in perpetuity
- REBBL must follow Not For Sale’s code of conduct for sourcing ingredients - in short, dignity for people and planet

Today,

REBBL is the number one selling organic beverage in the USA, and is growing nearly 20 percent month-to-month! In terms of impact, REBBL has far surpassed our dreams as well. We are now sourcing ingredients in 26 countries, and very deliberately sourcing from cooperatives that benefit poor farmers. Not For Sale

is continuing to invest in infrastructure that will further mitigate the instability that leads to trafficking. Once again, the enterprise is the mission. The number of those not trafficked because of REBBL's ethical sourcing and creation of economic opportunity will far surpass the number of individuals Not For Sale is benefiting through its direct service programs in Peru. This is the Not For Sale difference - empowerment, profit, and purpose (Not For Sale Impact Document).

The Not For Sale approach is unique and evidently has proven successful in communities across the world. It is unarguably better to prevent exploitation than it is to treat it. However, exploitation is still occurring and ongoing. It requires treatment and aid for the millions currently trapped within it. Despite the philosophy of Not For Sale, I believe awareness is integral to keeping citizens vigilant for signs of human trafficking. There may be varying approaches to solutions – but remaining knowledgeable and alert on human rights issues is a fundamental catalyst for social change. Even in a utopian society where all communities have stable economies, there will still likely still be a market for abuse. It is this darker aspect of human nature that merits our constant awareness.

## Section 4. Data Analysis

The data collected about the colleges in Los Angeles County was visually represented in bar graphs that indicate whether trafficking awareness content was present and if so, in what form:

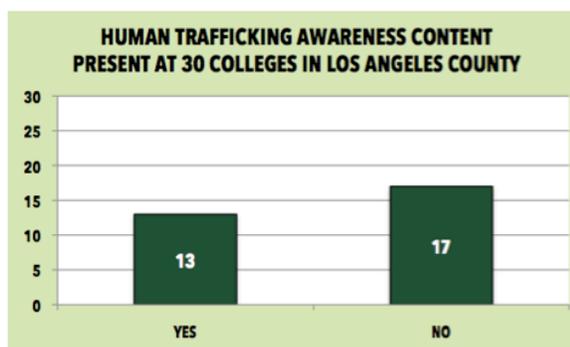


Figure 4. Trafficking awareness content in Los Angeles colleges.

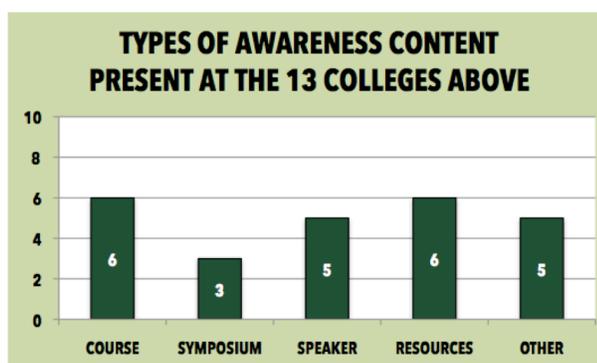


Figure 5. Types of trafficking awareness content present.

Given the prevalence of human trafficking in Los Angeles County, the lack of human trafficking awareness content present at universities is alarming. Only 43% of schools offer resources for awareness.

The web-based survey indicated varying levels of personal experience with human trafficking awareness education during college among the 167 participants.

Did you encounter the subject of human trafficking in any of your coursework?

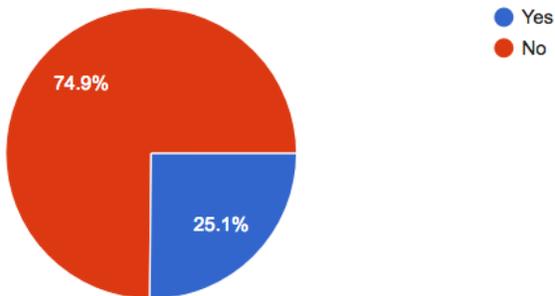


Figure 6. Percent of participants who encountered trafficking coursework.

Do you remember any events on campus related to human trafficking?

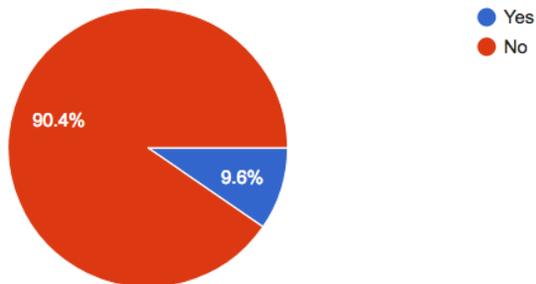


Figure 7. Percent of participants who remember campus events related to trafficking.

What is your perception of how prevalent human trafficking is in the United States?

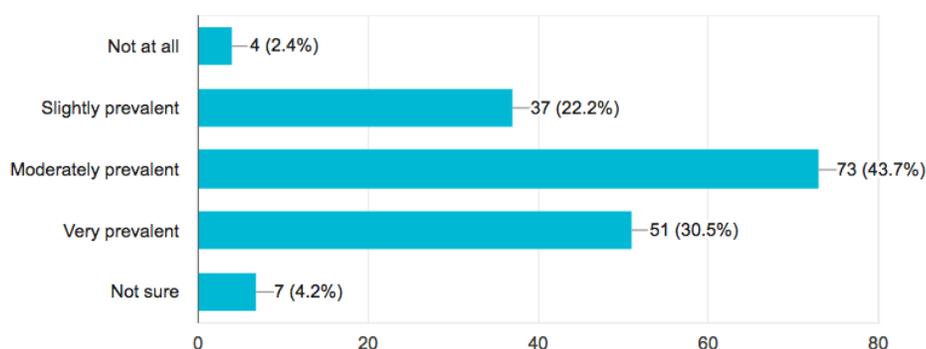


Figure 8. Perceived prevalence of human trafficking by survey participants.

The participants also responded to open-ended questions such as:

### 9) What do you think can be done to address human trafficking?

167 responses

Don't feel I know enough to give a real answer

Better awareness of the signs and how to recognize it, info on how to help and what to do

Provide a class to students to make them aware of potential dangerous situations they should avoid

Better awareness and education of public and law enforcement. International economic development.

Make students more aware of the issue with news reports and newspaper articles

Decriminalizing the sex industry to focus on non consensual cases

Probably nothing. Maybe legalizing sex work, not victim shaming, actually testing rape kits, raising minimum wage to a level that allows people to not need to flirt with things that may lead them into traffickers arms, CCTV everywhere like in London and other European cities, and making being republican illegal. So it probably won't ever happen.

Bring more awareness through organizations/media/etc. Educate people on how to be conscious consumers, so they don't contribute to the labor side of human trafficking.

Legalizing and monitoring sex work

First step is bringing more awareness - I only ever hear about it in foreign countries or the Super Bowl!

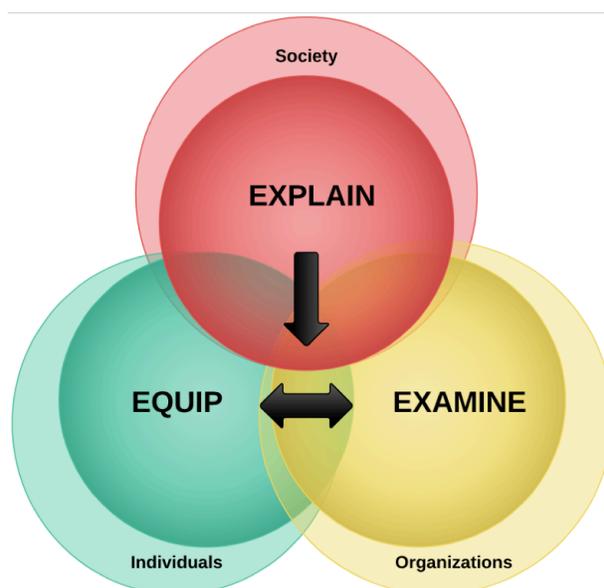
Figure 9. Participant responses to human trafficking prompt.

Many participants believe awareness is key to addressing human trafficking.

Others believe in decriminalizing prostitution and monitoring sex workers. Some believe that there is no solution and the issue will not be resolved.

Using combined information gathered through the expert interviews, Los Angeles County college review, and online survey data a new trafficking awareness model was created:

**Figure 10: 3E Trafficking Awareness Model**



Source: Author's creation. Elaborated from Carmen Sepetka, 2018.

First, there is a need to **explain** the reality and scope of human trafficking within society. Efforts must be made to spread accurate information and dispel myths on the topic of human trafficking. Citizens who are aware of the prevalence of this issue will

also gain an idea of which fields constitute high-risk for human trafficking. This will aid society in becoming a watchdog for exploitation.

Then, individuals can **equip** themselves with available resources, such as the National Human Trafficking Hotline and the Polaris Project resource library. It is also necessary to draw a connection between consumer choice and human exploitation. Sustainability, clean supply chains, and worker welfare are all tied together. It is the consumer's responsibility to ensure that they support fair labor.

As a society, we can then **examine** our institutions and hold them accountable to the same standards. Regardless of whether it's a world-renowned university or a small neighborhood bar – there is a need to analyze organizational uses of services. In the case of educational institutions, this means conducting an internal audit and ensuring human welfare is being prioritized throughout each branch of the school. There are so many moving parts to a school – food vendors, contractors, and janitorial services – all of which merit careful examination against human exploitation.

## Section 5: Recommendations

The findings of this report are directed at three levels: individual, society, and institutional. The following are recommendations for building awareness against human trafficking at each level:

### 1. Society level

**Ensure accurate knowledge about the various forms of human**

**trafficking:** To begin to effectively combat human trafficking, people must first know what human trafficking is and how it surrounds us. In the absence of accurate knowledge about a problem, there cannot be sustainable solutions.

### 2. Individual level

**Show the connection between consumer choice and human**

**exploitation:** Society has the option of empowering communities and disrupting the mechanisms of modern slavery by supporting fair labor, seeking clean supply chains, and remaining vigilant of unjust conditions.

### 3. Institutional level

**Conduct an internal audit of university practices:** Prior to raising awareness on an issue, it is necessary for universities to examine their

own internal services and ensure that they do not support exploitation. There should be an internal audit of the university's facilities and functions to ensure that contractors and suppliers support fair labor conditions.

## Section 6: Conclusions

The most illustrative finding of this research project is the lack of resources currently present at universities in Los Angeles for human trafficking education and awareness. From the survey results, an overwhelming amount of respondents reported a greater need for exposure to this topic at their former universities as well. Through the insights gained from the expert interviews, a lot more can be done to create an informed and engaged society in the fight against human trafficking.

Individuals can greatly impact human trafficking operations by researching their products and supporting fair labor. By keeping their eyes open in their day-to-day activities, they can also become watchdogs for persons in distress. Once accepted as a personal responsibility, it will also become an expected of the institutions with which they interact. Organizations will benefit from assessing their own practices, revisiting outdated practices and ensuring contracted workers are treated justly. The benefits of clean supply chains and worker welfare have so many far-reaching effects and every effort counts.

The implications of this report are that a unified effort is needed at multiple levels of society. Schools are in a position to create important habits and to equip their students for future life practices. High school is an appropriate time to introduce this

topic. It does not have to require a standardized curriculum or exhaustive funding - all it requires is disseminating accurate information and connecting consumer choice to human rights. An excellent solution would be incorporating the basics of human trafficking statistics, realities, and resources at orientation. This could be done through the Polaris Project resource library and in the first year of high school. The more aware students are, the more likely they are to develop the critical thinking skills and alertness necessary to identify human exploitation when they encounter it.

**Limitations and future studies.** In the survey, a question that would have been valuable to incorporate in is, "How do you define human trafficking?" in order to get a finer sense of what participants believe constitutes human trafficking. This could have been cross-referenced against the replies they gave to other questions in order to determine any patterns of human trafficking awareness that may have varied based on their basic understanding of what qualifies.

In reviewing colleges in Los Angeles County, there was an issue of nonresponse. There was difficulty with getting information directly from school employees through phone and email communication. Some colleges also lacked internal knowledge of which department may have information on human trafficking awareness topics. This led to a primarily web-based search. Especially given that web resources are sometimes updated irregularly and that some events and efforts are not necessarily documented

online, it would have been ideal to communicate with the most relevant administrator or employee of each school.

Finally, it would have been very valuable to examine what high schools in Los Angeles County are doing as well. They are in a position of even greater potential impact due to the age range of their students and the chance to develop habits and protocols during a more influential stage of their lives. This merits further study and awareness practice implementation.

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## Appendix A: Not For Sale Impact Document

### NFS Impact + Success

As a committed partner with Not For Sale, the success of your company is the success of our shared mission to eradicate trafficking. Our unique model means that we measure our shared impact beyond the traditional charity methods.

#### **Not For Sale measures impact beyond numbers.**

Like traditional charities, we support direct service programs around the world to provide aid to those who are vulnerable to exploitation with food, housing, education, healthcare, and emotional and psychological support. These are the “numbers” of our impact, but it’s not the whole story. Not For Sale is also engaged in a long-term dynamic process to change the economic landscape of the communities we support. We call this the impact stack, in three parts. The first is direct services, where we support those who have been exploited. This allows us special positioning for part two of our impact stack: research and business development. In this stage, we actively explore and gain qualitative learnings about why people are trafficked, what makes them vulnerable, what strengths the community has to offer, and we search and listen for opportunities for economic empowerment. The third and final part of our stack is building enterprise by matching community strengths with market opportunities. These enterprises - such as yours - create economic opportunity in vulnerable communities to generating sustainable empowerment and strength. This is how we ultimately see success - beyond numbers.

What this means:

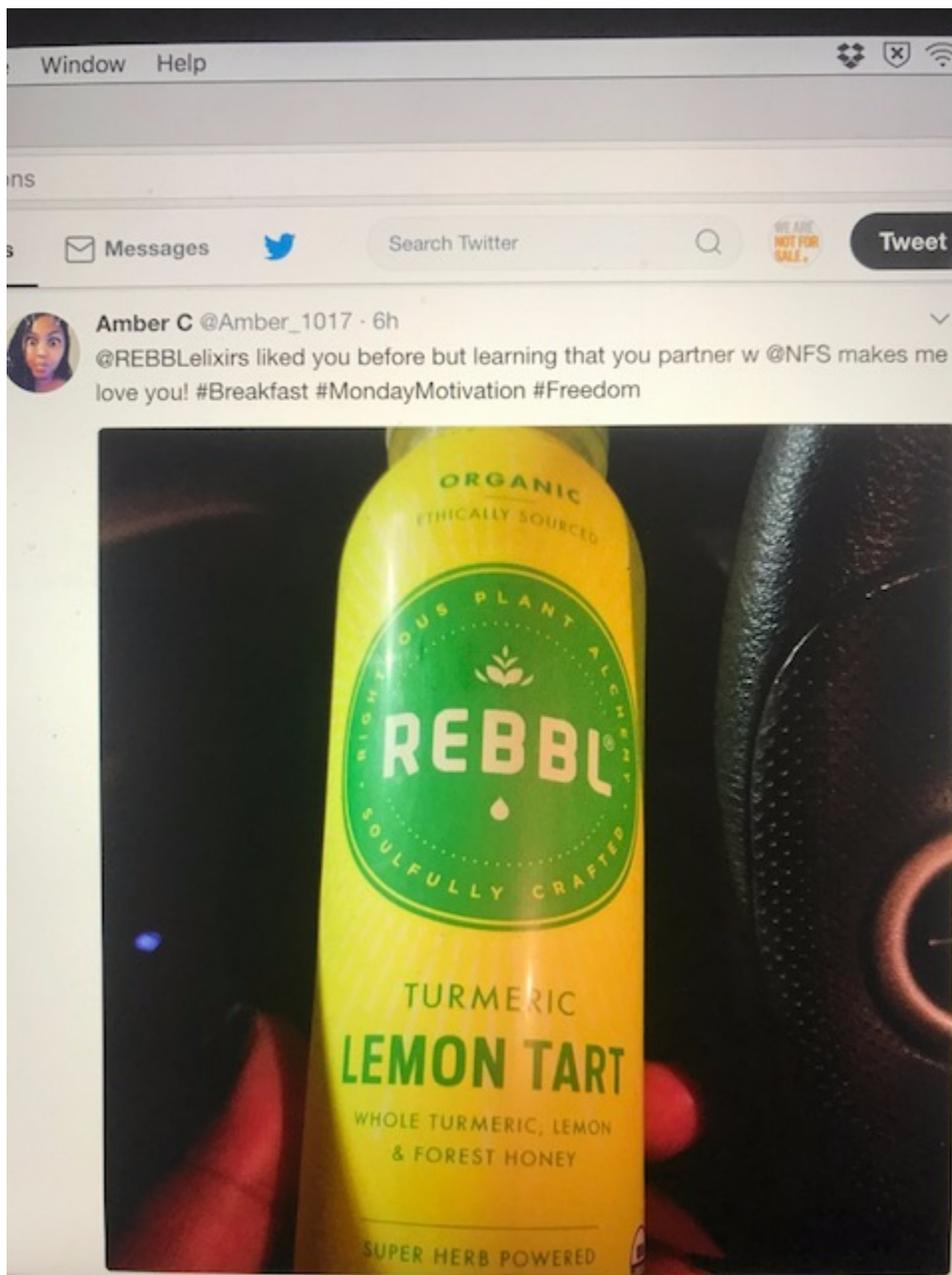
- We will work with you to communicate to your customers tangible impact with every purchase.
- We’ll work with you to develop the bigger story around the dynamic change we are creating together. Not only are we helping a child today, but we are helping a whole village tomorrow.

#### **The more your company grows and the higher your sales, the more change we see.**

This change is in how businesses shift the paradigm around profit and purpose; movement toward a more ethical supply chain; increased consumer awareness of trafficking; and new incentives for environmentally and ethically responsible sourcing and business practices in the communities creating your product. In this multi-faceted way - the higher your sales, the higher your impact; and the more successful your enterprise, the more you are fighting to eradicate human trafficking.

What this means:

- Your impact is measured affirmatively, in the negative. Because of the way you have chosen to do business, there is an exponential effect of families that have *not* been exploited or trafficked.
- Every purchase by a consumer creates direct impact to eradicate trafficking before it begins.



About Not For Sale:

We create Enterprises, born out of a Mission.

Not For Sale (<https://www.notforsalecampaign.org/>) is an international non-profit based in San Francisco that works to end exploitation and protect communities around the world from human trafficking and modern-day slavery.

Our goal is to identify innovative, sustainable, market-based solutions to address and prevent the root causes of human trafficking around the world.

We believe human trafficking can be stopped before an individual is trafficked. We fight vulnerability to exploitation at its core by strengthening communities with economic opportunity.

Since 2007, we have directly supported over 20,000 survivors of human trafficking. Other non-profits would consider this a success. But we believe we should stop trafficking before it starts.

Out of passionate collaboration between Not For Sale and successful, serial entrepreneurs and innovators, we create and support Enterprises that live and breathe our Mission.

**In fact, for us, the Enterprise is the Mission.**

**The Not For Sale Impact:**

- Since 2007, Not For Sale has supported nearly 20,000 survivors and at-risk individuals.
- Not For Sale has seven direct service projects in eight countries: United States, Thailand, Vietnam, Netherlands, Uganda, the Democratic Republic of the Congo, Romania, and Peru.
- In 2016, Not For Sale supported 1,313 survivors and at-risk individuals from over 40 countries worldwide.
- In 2016, Not For Sale provided indirect assistance to over 1,997 family and community members of exploited individuals.
- Not For Sale direct services include:
  - Long-term housing
  - Education

- Extensive medical care
- Legal services
- Counseling and therapy
- Job readiness and training programs
- The average age of a Not For Sale direct service project recipient is 17 years old.
- Testimonial from a Not For Sale direct service project recipient: *“Before coming to [Not For Sale’s] Reinvent, I struggled with trusting others. Now I know that I am not alone. I have built a bond with other survivors - a Not For Sale sisterhood.”*

## Success Stories, Beyond Numbers: REBBL, Dignitá, and Boll & Branch

### REBBL - A Not For Sale DNA Brand



REBBL was born out of a mission. Instead of a company looking for a cause, we were a cause looking for a company.

Not For Sale had the vision for a market-based solution to address the root causes of trafficking in Peru. During our direct services work in Peru in 2009, we found the reason children were being trafficked was because of environmental degradation that had disrupted the local economy. We also learned of the excellent opportunities around medicinal herbs and natural materials that could be used in products. So - it really came down to jobs. Was there a business solution here? Could we create jobs? Could we harness the ecological wealth in a healthy way, and link it to the global market? That’s exactly what we set out to do.

In February 2011 we held a design workshop we called the Montara Circle, and invited 50 influential, innovative, risk-taking, entrepreneurial members of our community, including the founder of Twitter Jack Dorsey and Jeremy Affeldt, a major league baseball player for the San Francisco Giants. The winning idea, from Jeremy and his group, was a tea that incorporated the unique herbs and flora from the Amazon. At the time, we called it Smart Tea - smart for the communities who were sourcing, smart for the planet, and smart for the consumer because of the health benefits.

Then we found the talent. We recruited Palo Hawken, who was amazed at our story. He brought the brand to life, and renamed it REBBL. Not For Sale acted as an incubator for the young company, and Just Business raised all of the early capital, recruited talent, established and ran the board of directors, and led early brand visibility via the Not For Sale network. Soon Sheryl O’Laughlin, former CEO of Clif Bar, took the reins as CEO.

Throughout the life of REBBL, the enterprise has been the mission - how the company operates and the way it creates impact via ingredient sourcing and the ethical intention with the communities it works with. And the employees of REBBL see the impact their work is having, creating greater incentive in recruiting top talent.

The charity that comes back to Not For Sale is the cherry on top. As a Not For Sale DNA company, impact is woven through the company’s values. We also structured into the company the following commitments to our shared mission:

- \*Equity ownership of REBBL for both Not For Sale and Just Business
- \*2.5% of the sales price of a product (gross revenue) would be donated to Not For Sale
- \*Not For Sale would hold one board seat in perpetuity
- \*REBBL must follow Not For Sale’s code of conduct for sourcing ingredients - in short, dignity for people and planet

Today REBBL is the number one selling organic beverage in the USA, and is growing nearly 20 percent month-to-month! In terms of impact, REBBL has far surpassed our dreams as well. We are now sourcing ingredients in 26 countries, and very deliberately sourcing from cooperatives that benefit poor farmers.

Not For Sale is continuing to invest in infrastructure that will further mitigate the instability that leads to trafficking. We have initiated farming projects in several communities, and some communities are now growing cacao for eventual commercial sale. As an example, in the native community of Santa Teresita - an entire community was pushed off their native lands by illegal gold speculators. With REBBL’s funds, Not For Sale has invested in a fresh water project that will deliver clean, pure water to their gardens and to

their homes for years to come, and we built a primary school to empower the youth of the community with education.

Once again, the enterprise is the mission. The number of those *not* trafficked because of REBBL's ethical sourcing and creation of economic opportunity will far surpass the number of individuals Not For Sale is benefiting through its direct service programs in Peru. This is the Not For Sale difference - empowerment, profit, and purpose.

### **Dignitá - A Not For Sale DNA Brand**



Dignitá was an experiment that began in San Francisco, as a cafe that would provide employment for exploited women. The business operation failed - teaching us a valuable lesson in recruiting the top talent for our ventures.

We began again in Amsterdam, with the same brand, more wisdom, more expertise, and more resources.

Not For Sale Netherlands began a program in 2015 to offer culinary job training to women from all over the Netherlands who had been exploited, and were living in a shelter. The women were taught how to make nutritious soup, delivered and sold by volunteers to women working in Amsterdam's Red Light District. Through this direct service, we had insight - not only were we offering food to people who needed it, but we also saw that the women in the program were more confident and better equipped to create a different life for themselves. In short, they had economic opportunity.

We created our first full-fledged restaurant to build on this proven success. Not For Sale took the financial risk of hiring an experienced restaurant/retail leader, Jorrit Looijenga, and Toos Heemskerk, our Not For Sale Netherlands social project director. Seeing a gap in the market in Amsterdam, Dignitá opened to provide innovative food, in a hip location - with an on-premises training program that results in culinary certification for its graduates, women who have been exploited.

The Dignitá restaurant has had remarkable financial and social impact success. Visitors to the restaurants can “Eat Well and Do Good” - coming in to enjoy a delicious brunch, and getting excited about social change. Last year our first Dignitá restaurant generated approximately \$800,000 in gross revenue, and continues to grow and operate profitably in 2017, averaging close to \$20k gross revenue per week.

With so much success, Not For Sale opened the second location of Dignitá in early 2017 behind the Hermitage museum. It is outperforming the first restaurant, with nearly \$28k gross revenue weekly. Not For Sale is 100 percent owner of both Dignitá restaurants.

Nearly 44 women over the past year have been engaged in our culinary training program, and 10 are now employed in one of the Dignitá restaurants. Our original soup cafe in the Red Light District is used today as a location from which to dispense soup to women who work the windows in the Red Light District, as part of our direct service work. The net profits of the Dignitá restaurants enable Not For Sale to scale our social impact project in the Netherlands, creating a sustainable model for generating economic opportunity, and preventing trafficking. At Not For Sale, we believe success is more than numbers, and the shifting of the way we think about business as exemplified by our Dignitá restaurants is the way we are paving the road forward.

In 2018, we aim to open a third restaurant, and our sights are aimed for expansion into other major European cities over the next 5 years. Our experimentation has paid off, discovering a replicable model for blending profit and purpose that creates long-term social change.

### **Boll & Branch - A Not For Sale Partner Brand**



*“We decided to reshape the textiles industry from the ground up.”*

*- Scott Tannen*

Boll & Branch began by re-thinking a product found in every household - the bedsheet. After shopping for sheets together, Missy and Scott Tannen were confused by the mass of options out there, and they began researching the textiles industry. What they found was that it was “wrought with dishonesty and manipulation (and had been since its origin)” - so they began recreating the bed sheet and the way the industry functioned behind it.

As Scott said, “Upon this realization, we decided to start Boll & Branch and tackle the problem at its root, starting with the cotton seed itself and empowering those that farm one of the world’s most sought after crops, all the way through the supply chain to the moment our product reaches the customer’s home.”

Now, Boll & Branch’s direct-to-consumer luxury home textiles collection offers duvet covers, sheet sets, towels, and even premium baby linens. They directly source 100% GOTS-certified organic cotton from five Fair Trade certified mills across Kolkata and New Delhi, India; employ approximately 1,000 factory workers and report payment of more than 3X the average wages for textiles workers in India; plus medical benefits, safe working conditions, and reasonable hours. Today, 1,000 factory workers and 10,000 farmers and families are being fully-supported above the poverty-line by Boll & Branch.

At Not For Sale, the enterprise is the mission. The way that Boll & Branch has chosen to do business, all the way through their supply chain to the consumer, is creating impact that builds economic opportunity for communities that may otherwise be exploited.

As Missy said, “While Boll & Branch’s supply chain is Fair Trade Certified and free of child and forced labor, we realize that not everyone in the industry upholds such rigorous

standards. That's why we're committed to donating a portion of each purchase to our nonprofit partner, Not For Sale, to help put an end to the unethical practices that plague the textiles industry. To date, Boll & Branch's efforts helped support thousands of victims of human trafficking."

In addition to their commitment to an ethical supply and stopping trafficking before it starts through their business practices, Boll & Branch also contributes a portion of their revenue to Not For Sale, to spread awareness about human trafficking, fund direct services to those who have already been exploited, and do valuable research into the causes and preventions of trafficking.

According to Scott, "Since day one, our biggest challenge has been (and continues to be) educating our customers about where their cotton comes from and the importance of making informed decisions about the products they purchase. If we can tackle a part of the world-wide challenge by creating a safe and fair environment for those growing our cotton and making our products, we will have made a positive impact on people's lives that truly need it. It's something we constantly think about as we work to expand our reach and, ultimately, impact on these farmers."

In this way, at Boll & Branch, the enterprise is the mission - and they have the positive impact to prove it.

## Appendix B: Not For Sale Partner Messages

**WE ARE  
NOT FOR SALE**



### KEY MESSAGES FOR NFS PARTNERS

<p><b>Who we are</b></p>	<p>Not For Sale is an international non-profit organization whose mission is to end exploitation and protect communities around the world from human trafficking and modern-day slavery.</p> <p>We identify innovative, sustainable market-based solutions to address and prevent the root causes of human trafficking worldwide. We fight vulnerability to exploitation at its core by strengthening communities with economic opportunity.</p>
<p><b>What we believe</b></p>	<p>Not For Sale believes human trafficking can be stopped <i>before</i> an individual is trafficked.</p> <p>We believe in a future without exploitation and forced labor, a future where everyone has access to dignified work opportunities and the resources they need to thrive. It is a future where businesses' supply chains are tools of empowerment for the communities they touch, supporting them in leading healthy, dignified lives.</p>
<p><b>What we do</b></p>	<p>Not For Sale is a rebellious group of brands that have come together across multiple product categories and industries to change the world.</p> <p>We collaborate with innovative, mission-driven businesses to create</p>

	<p>successful programs that strengthen vulnerable communities with sustainable economic opportunity. Our partnerships enable us to make a positive impact on a much bigger scale with our proven, market-based business model. Not For Sale’s innovative Impact Stack Model combines social programming, R&amp;D and scalable enterprises to fight human trafficking.</p> <p>Not For Sale partners with local experts, community leaders, and business people to understand the root causes of human trafficking in each region, to stop exploitation before it begins.</p>
<p><b>How we work with our partners</b></p>	<p>Together with our partners, we are creating a future without human trafficking and exploitation in the following ways:</p> <p><b>Generating Awareness</b></p> <p>Together with our companies, we raise awareness around the devastating modern realities of exploitation and forced labor so consumers can choose to support and demand dignified supply chains. Change happens when we work together.</p> <p><b>Preventing Exploitation</b></p> <p>Our collaboration helps to prevent exploitation and forced labor through impact sourcing practices, ensuring our farmers receive fair wages, access to resources, and protection of their rights.</p> <p><b>Supporting Individuals</b></p> <p>Each company commits a portion of their revenue to support Not For Sale in providing shelter, education, healthcare, legal services, and job training for victims of exploitation around the world. Our projects support people in the United States, Thailand, the Netherlands, Vietnam, Romania, Peru, Uganda, and the Democratic Republic of the Congo.</p>

<b>Our family of rebellious brands (affiliate partners and NFS DNA Brands)</b>	<p>Affiliate Partners:</p> <ul style="list-style-type: none"><li>● Alex + Ani</li><li>● All Saints</li><li>● Boll + Branch</li><li>● Bumblebee</li><li>● GHD</li><li>● Half Moon Bay Brewery</li><li>● Spence</li><li>● Square Organics</li><li>● St. Frank / St. Clare Coffee</li></ul> <p>Not For Sale DNA Brands:</p> <ul style="list-style-type: none"><li>● Dignita</li><li>● REBBL</li><li>● Z Shoes</li></ul>
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## Appendix C: Not For Sale Story

### The Not For Sale Story

Nearly everything we consume — from clothing, to the batteries in our cell phones, to the fish we eat — has forced labor and exploitation hidden somewhere inside its production. Many of us, including the businesses who make the products we buy, have no idea when or where the exploitation occurs.

And it's growing every single day.

About 45.8 million people today are living in slave-like conditions. That's bigger than the population of California, Canada, or Argentina.

Nearly every country on earth is affected, including the United States.

And more than \$150 billion in profits are generated annually by businesses employing slavery and exploitation.

In 2000, David Batstone discovered that there was human trafficking ring at a neighborhood restaurant, and began writing a book about human trafficking, called *Not For Sale*. As he researched more about the prevalence of trafficking, he met a woman named Kru Nam. Kru Nam lived in northern Thailand, and was rescuing street children from exploitation, including labor and sex trafficking. Kru Nam and the children were living in an empty field in northern Thailand, begging for food simply to subsist, and without the means to build a house. Not For Sale started as an intention to simply raise enough funding to build a house for them — and ended up as a village for 88 children. Not For Sale took this intention to other countries, including Peru and Romania, and built shelters, using anti-trafficking awareness campaigns to raise money.

About five years into this effort, Not For Sale was a successful non-profit. But something was missing — when we opened our heart, we had shut off our brains. The strength of our organization was in building scalable enterprises using technology, capital, and talent. Why was it that when we focused on social good, we didn't rely on those strengths — and instead focused on non-sustainable, non-recurring donations?

So Not For Sale changed the model. Instead of continuing to operate as a traditional charity, we developed a methodology to create economic opportunities in vulnerable

communities. Not For Sale builds viable, successful companies that bakes into the very DNA of the company that creates value throughout the whole process — from the sourcing of the goods, to the manufacturing of product, to the way we sell it — and return the profits back to the community.

We create Enterprises, born out of a Mission.

Not For Sale (<https://www.notforsalecampaign.org/>) is an international non-profit based in San Francisco that works to end exploitation and protect communities around the world from human trafficking and modern-day slavery.

Our goal is to identify innovative, sustainable, market-based solutions to address and prevent the root causes of human trafficking around the world.

We believe human trafficking can be stopped before an individual is trafficked. We fight vulnerability to exploitation at its core by strengthening communities with economic opportunity.

Since 2007, we have directly supported over 20,000 survivors of human trafficking. Other non-profits would consider this a success. But we believe we should stop trafficking before it starts.

Out of passionate collaboration between Not For Sale and successful, serial entrepreneurs and innovators, we create and support Enterprises that live and breathe our Mission.

In fact, for us, the Enterprise is the Mission.

## Appendix D: Not For Sale Frequently Asked Questions

**WE ARE  
NOT FOR SALE**



### Not For Sale FAQs for our Partners

#### Who is Not For Sale?

- Not For Sale is an international non-profit organization whose mission is to end exploitation and protect communities around the world from human trafficking and modern-day slavery.
- We identify innovative, sustainable market-based solutions to address and prevent the root causes of human trafficking worldwide. We fight vulnerability to exploitation at its core by strengthening communities with economic opportunity.

#### Why is this cause important?

- Nearly everything we consume — from clothing, to the batteries in our cell phones, to the fish we eat — has forced labor and exploitation hidden somewhere inside its production. Many of us, including the businesses who make the products we buy, have no idea when or where the exploitation occurs.
- And it's growing every single day. 45.8 Million people today experience some form of modern slavery: human trafficking, forced labor, sexual exploitation, domestic servitude, forced marriage, organ removal. That's bigger than the population of California, Canada, or Argentina.
- Nearly every country on earth is affected, including the United States. In fact, 250,000 people are trafficked in the United States annually.
- And more than \$150 Billion in profits are generated annually by businesses employing slavery and exploitation.

#### How can my company and our customers make a difference?

- Together, we can make a massive difference in the fight against human trafficking and exploitation in the following ways:

- **Raising Awareness:** With your help, we can raise awareness around the devastating modern realities of exploitation and forced labor so your consumers can choose to be a part of the solution by supporting and demanding dignified supply chains.
- **Preventing Exploitation:** Our collaboration helps to prevent exploitation and forced labor through impact sourcing practices, ensuring workers across the supply chain receive fair wages, have access to resources, and have their rights protected. We encourage our partners to commit to a Code of Conduct to help achieve these shared goals.
- **Supporting Individuals:** Your company's support of Not For Sale provides shelter, education, healthcare, legal services, and job training for victims of exploitation around the world. Our projects support people in the United States, Thailand, the Netherlands, Vietnam, Romania, Peru, Uganda, and the Democratic Republic of the Congo.

### **What other companies have partnered with Not For Sale?**

Here's a couple of other like-minded companies who have joined our family of rebellious brands to create a future without human trafficking and exploitation:

- Alex + Ani
- All Saints
- Boll + Branch
- Bumblebee
- GHD
- Half Moon Bay Brewery
- Spence Diamonds
- Square Organics
- St. Frank / St. Clare Coffee

Not For Sale DNA Brands:

- Dignita
- REBBL
- Z Shoes

### **How can I spread the word about our partnership with Not For Sale?**

- We'd love your help in spreading the word about this great partnership! The best ways to do this are to leverage our NFS Partner Key Messages doc and:

- Share our site: [notforsalecampaign.org](http://notforsalecampaign.org)
- Send a shout out on social and follow us @nfs, #notforsalecampaign
- Follow our DNA Brands and Partner companies on social media, and most importantly - buy their products to further the sustainable cycle of economic empowerment!

**Can we we promote our partnership on stage and to the media?**

- We think that's generally a great way to raise awareness for the cause and to show how your company and your customers are part of the solution. Our marketing/PR team would be happy to work with you to make this happen - please connect with to discuss opportunities in advance.

**Can we produce marketing materials about our partnership and distribute on behalf of Not For Sale?**

- Yes - once you have formed a partnership with Not For Sale, we encourage you to incorporate our messaging and our logo into your collateral. Please feel free to always use us as a resource in reviewing these materials to best tell the Not For Sale story!

**Does Not For Sale have specific brand guidelines or requirements for logo usage?**

- Yes - we will be happy to share.

### **Author's Bio**

Carmen Sepetka is an Animal Keeper at CuriOdyssey, a museum in San Mateo, California. She specializes in wildlife education programs and facilitates animal encounters for hundreds of visitors every week. Carmen strongly advocates for environmental conservation, inquiry-based education, and animal welfare. Previously, Carmen worked at the Peninsula Humane Society as an exotic animal specialist and at Wildwood Clinic as a veterinary technician. She hopes to positively impact the social sector utilizing competencies gained in the Master of Nonprofit Administration program at the University of San Francisco.