



# 10 FOR 10 CHALLENGE

\* REAL CHANGE STARTS WITH IMAGINING A BETTER FUTURE

FUNDRAISING PACK



# STOP THE TRAFFIK GROUP'S 10FOR10CHALLENGE

This year we aim to reach **10 million people**, preventing human trafficking at scale. Join us to imagine a future where **people are not bought and sold**.





# A NOTE FROM US

Thank you for your fantastic support in helping us to imagine a future where people are no longer bought and sold, for your belief in STOP THE TRAFFIK Group and for your passion for making a difference.

Human trafficking is an exploitative crime that affects millions worldwide each year. We have seen most recently from the war in Ukraine and the horrifying earthquakes in Türkiye and Syria that traffickers thrive when people are at their most vulnerable.

And now for the good news. At STOP THE TRAFFIK Group, through our intelligence gathering, prevention programmes and use of data and analytics, we have developed a proven model to help keep people safe.

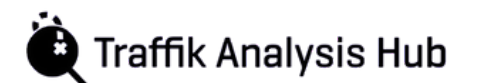
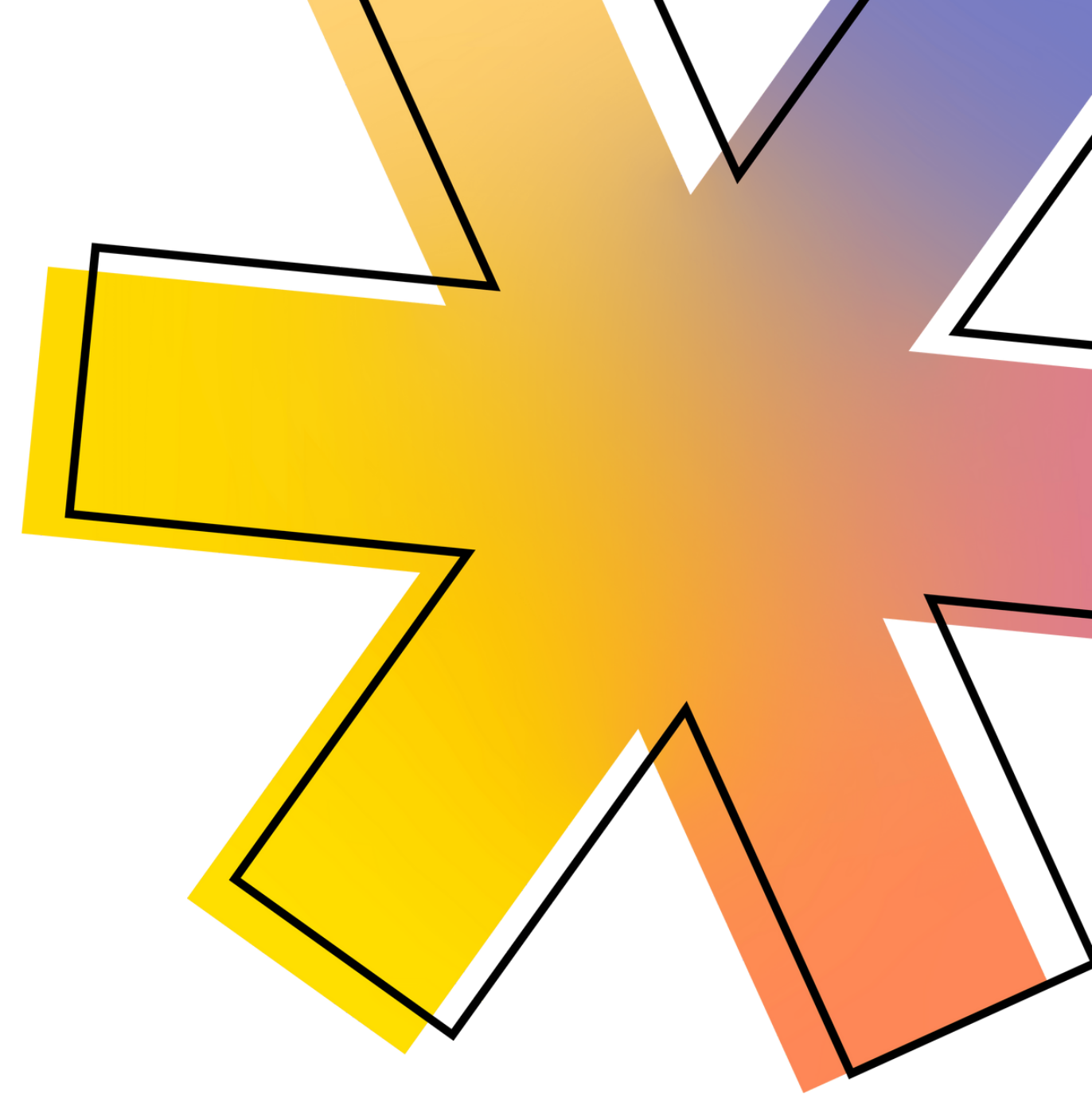
Human trafficking and modern slavery, by its very nature, is a complex crime that can sometimes go unnoticed. Through our work, we are shining a light on trafficking networks and providing hope to those affected.

During the last two years, we have launched campaigns responding to some of the most desperate situations around the world. Just some of our programmes have included preventing the sexual exploitation of women fleeing Ukraine, forced labour of young workers in the Philippines, workers' rights abuses around the Qatar World Cup, responding to the earthquakes in Türkiye and Syria and the prevention of child exploitation in the UK.

Much of this would not have been possible without your help.

We are ambitious in our goal to disrupt and end trafficking, and we are relentless in our approach. Although we have made fantastic progress, there is so much more to do, and the urgency has never been greater - traffickers do not wait and neither can we.

So, thank you. Because of your support, we are one step closer to uncovering the next piece of the puzzle; one step closer to discovering new trafficking hotspots and routes; one step closer to keeping another community safe from exploitation; one step closer to ending this horrific crime once and for all.



# 10TH ANNUAL

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# WELCOME TO 10FOR10

THIS YEAR, STOP THE TRAFFIK GROUP LAUNCHED OUR MOST AMBITIOUS FUNDRAISING CAMPAIGN, AS WE ENCOURAGE PEOPLE TO BEGIN TO IMAGINE\* A FUTURE WHERE HUMAN TRAFFICKING CAN BE PREVENTED BEFORE IT HAPPENS.

We are clear in our mission and we have created a model that combines data, intelligence, collaboration, and partnerships to achieve it - and it's working.

Last year, we reached over 5 million people around the world with our prevention campaigns. This year we aim to scale our work and our impact, doubling our reach to prevent **10 million people** from being trafficked, but we need your help to do that!

You can help us prevent 10 million people from being trafficked by **joining our 10FOR10CHALLENGE today**. Choose your activity with a goal of 10, whether that is 10 minutes 10 miles, 10 kilometres or 10 laps - you can make it your own!

Why not join our **STRAVA Club** and share your activity with your friends, followers and others completing the 10FOR10CHALLENGE?

You can also follow us and share your challenge on **Instagram** and **TikTok** by tagging @stopthetraffik and using the **#MY10FOR10CHALLENGE**.

We hope that you have fun and enjoy fundraising for STOP THE TRAFFIK Group's 10FOR10CHALLENGE. If you need any further information or support please do not hesitate to contact us at [info@stopthetraffik.org](mailto:info@stopthetraffik.org) or visit [www.stopthetraffik.org](http://www.stopthetraffik.org).





# STOP THE TRAFFIK GROUP'S WORK

STOP THE TRAFFIK WORKS TO REDUCE THE RECRUITMENT OF VULNERABLE PEOPLE WHO ARE REQUIRED TO MAINTAIN THE ORGANISED GLOBAL BUSINESS OF HUMAN TRAFFICKING.

We deliver high-impact, digital Prevention Programmes, which deploy geo-targeted adverts and social media campaigns to provide safety information to at-risk communities and arm vulnerable individuals with the information they need to find safety, including safe accommodation and safe employment. These programmes inform high-risk groups how to spot the signs of trafficking, where to report it, and offer legitimate recruitment pathways.

Over the last two years, we have launched campaigns responding to some of the most desperate situations around the world. Just some of our programmes have included preventing the sexual exploitation of workers fleeing Ukraine, forced labour of young workers in the Philippines, workers' rights abuses around the Qatar FIFA 2022 World Cup and the prevention of child exploitation in the UK. Our work is always live and desperately needed. For example, this month we launched our response to the horrifying earthquakes in Türkiye and Syria. The first phase of this response has started in the provinces of Hatay and Gaziantep.

## IN THIS LAST YEAR WE HAVE DELIVERED:

**6**

CAMPAIGNS

**14**

LANGUAGES

**22**

COUNTRIES

**5 Million**

AT-RISK PEOPLE REACHED

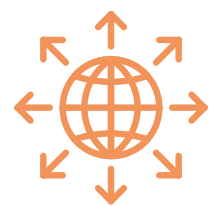
**20 Million**

AT-RISK PEOPLE REACHED TO DATE



# WHERE DOES YOUR MONEY GO?

EVERY POUND YOU RAISE WILL HELP MAKE A DIFFERENCE, HELPING US TO REACH VULNERABLE COMMUNITIES AROUND THE WORLD WITH VITAL SAFETY INFORMATION.



**£10**

COULD HELP INCREASE THE REACH OF OUR AWARD-WINNING PREVENTION PROGRAMMES.



**£100**

COULD CONTINUE OUR WORK TRAINING ORGANISATIONS TO BE ABLE TO BETTER IDENTIFY AND MITIGATE POTENTIAL AREAS OF RISK.



**£150**

COULD SUPPORT THE REACHING OF REFUGEES AND ASYLUM SEEKERS FLEEING CONFLICT WITH ADVICE AND SUPPORT TO HELP THEM TAKE PREVENTATIVE ACTION WHEN IT COMES TO POTENTIAL EXPLOITATION.





# HOW YOU CAN HELP?

HELP US PREVENT 10 MILLION PEOPLE FROM BEING TRAFFICKED. JOIN OUR 10FOR10CHALLENGE TODAY. CHOOSE YOUR ACTIVITY WITH THE GOAL OF 10, WHETHER THAT IS 10 MINUTES, 10 MILES, 10 KILOMETERS, OR 10 LAPS - YOU CAN MAKE IT YOUR OWN!

## THE GUIDELINES

Our 10FOR10CHALLENGE will take place across **July 20th - July 30th 2023**, the 10 days leading up to the [UN World Day Against Trafficking in Persons](#). We are encouraging people to plan their challenges across these dates to raise the most awareness possible. You can either plan 10 days of activities or simply a one-off challenge - how you approach it is up to you!

For those running, cycling, and walking, we will be hosting a **virtual event** on **Sunday, July 30th, 2023** which marks UN World Day Against Trafficking in Persons. To join this event, sign up here for more communications and to our Strava Club Event.

- Make sure to join our [Strava Club](#), and log your activity so we can see your 10 challenges!
- Create your [JustGiving fundraising page](#) and share your activity and you're motivation for supporting this cause.
- Share your JustGiving page with your network, friends, and family to sponsor your 10FOR10CHALLENGE.





# FUNDRAISING FOR STOP THE TRAFFIK GROUP



AFTER RAISING MONEY FOR STOP THE TRAFFIK FOR MY OCTOBER IRONMAN 70.3 AND GOING TO MEET THE TEAM, I WAS BLOWN AWAY BY THE WORK THEY DO. NEXT CHALLENGE, I WILL BE RUNNING 10KM A DAY FOR 10 DAYS!

NOT ONLY THE INFORMATION THAT IS DIGESTED DAY IN/DAY OUT BUT THE AMAZING WORK THEY ARE DOING TO GET CLOSER TO STOPPING THIS HORRIFIC ACT!

## FUNDRAISING RESOURCES

- For those joining our 10FOR10CHALLENGE, you can find all of our [fundraising resources here](#).
- Sign up [here](#) to stay in the loop on our 10FOR10CHALLENGE updates.
- To tell us about your 10FOR10CHALLENGE by contacting us at [info@stopthetraffik.org](mailto:info@stopthetraffik.org) with the subject: MY 10FOR10CHALLENGE.
- Find us and tag us on social media using the [#MY10FOR10CHALLENGE](#):





# NEED SOME IDEAS?

ARE YOU STRUGGLING TO THINK OF SOME IDEAS FOR YOUR 10FOR10CHALLENGE? HERE ARE 6 IDEAS TO GET YOU STARTED, BUT REMEMBER, MAKE IT YOUR OWN AND MOST IMPORTANTLY HAVE FUN!

- 1 RUN 10 MILES**  
or 10 kilometres!
- 2 10K STAIR-CLIMB**  
Challenge yourself to climb 10 kilometres on stairs and reach new heights!
- 3 10 MILE RIDE**  
Could be a scenic way to fundraise!
- 4 10 MINUTE HEADSTAND**  
Test your yoga skills with a challenging pose!
- 5 WALK 10 MILES**  
If running isn't your thing, then consider walking for 10 miles and bring some friends along!
- 6 MAKE IT YOUR OWN**  
10 swimming laps? 10 days of baking? A 10-hour vow of silence? 10,000 star jumps? Whatever, it is, make it your own!





# FAQS

## DO I HAVE TO DO MY 10FOR10CHALLENGE DURING JULY 20TH - JULY 30TH?

We are encouraging people to plan their challenges across these dates to raise the most awareness possible. However, you can complete your activity when it works for your schedule. You can either plan 10 days of activities or simply a one-off challenge - how you approach it is up to you.

## IS IT 10K OR 10 LOTS OF 10KS?

It can be either - it's up to you.

## DO I HAVE TO DO A SPORTING ACTIVITY?

No, make the activity your own. You can run, walk, bake, sing, cycle do whatever you enjoy and make it your own!

## WHERE WILL MY MONEY GO?

Your money will be supporting STOP THE TRAFFIK Group's work. We work to prevent human trafficking through our geo-targeting prevention programmes, business consultancy and intelligence services. To find out more [click here](#).

## WHY 10 MILLION?

Last year, we reach 5 million people through our prevention programmes, this year we are aiming to double that. To find out more [click here](#).

## WHAT IS IMAGINE\* A FUTURE?

This year, we launched our most ambitious and exciting fundraising campaign to date, as we encourage the world to imagine a future where people are not bought and sold.

[Watch the video here](#).

## WHAT IS HUMAN TRAFFICKING?

Human Trafficking is the recruitment, transportation, transfer, harbouring or receipt of people through force, fraud or deception, with the aim of exploiting them for profit. \*

## WHO IS AFFECTED BY HUMAN TRAFFICKING?

Men, women and children of all ages and from all backgrounds can become victims of this crime, which occurs in every region of the world. \*

## HOW DOES HUMAN TRAFFICKING WORK?

The traffickers often use violence or fraudulent employment agencies and fake promises of education and job opportunities to trick and coerce their victims. \*

## WHERE DO YOU OPERATE?

Our prevention work is always live desperately needed and we are currently running programmes in Poland, Türkiye, Ukraine, Austria, the UK, Spain, the Czech Republic, Romania and Moldova.

\*Source: United Nations Office on Drugs & Crimes



# THANK YOU

FROM THE ENTIRE TEAM AT STOP THE TRAFFIK GROUP\* WE THANK YOU!

THANK YOU FOR HELPING US TO IMAGINE\* A FUTURE AND CREATE A WORLD WHERE PEOPLE ARE NOT BOUGHT AND SOLD. YOUR GENEROSITY AND TIME MAKE A DIFFERENCE.

If you have any further questions please [email](#) us or call us at **+44 (0) 203 479983**.

**STOP THE TRAFFIK.**  
PEOPLE SHOULDN'T BE BOUGHT & SOLD

 Traffik Analysis Hub

Imagine 

\*STOP THE TRAFFIK and Traffik Analysis Hub work closely together strategically, culturally, and in our combined vision. The two organisations remain separate legal entities.





