



# IT'S A PENALTY

HARNESSING THE POWER OF SPORT TO PREVENT ABUSE,  
EXPLOITATION AND TRAFFICKING GLOBALLY



**The Difference We Made:**

IT'S A PENALTY 2018 GLOBAL CAMPAIGN

**IMPACT REPORT**

# Acknowledgements

We wish to thank the following organizations and individuals for their outstanding support:

## Ambassadors & Supporting Sporting Icons



## Sport Governing Bodies

- ★ The International Olympic Committee and PyeongChang Olympic Committee (POCOG)
- ★ The Commonwealth Games Federation and Gold Coast Organising Committee (GOLDOC)
- ★ The NFL and the Super Bowl Anti-Trafficking Sub-Committee
- ★ The Hong Kong Rugby Union (HKRU).

## Founder Partner

- A21

## Main Partners

- Comic Relief
- McCain Institute

## Supporting Partners

- Sysdoc
- World Vision
- The Sungjoo Foundation
- Hue Jackson Foundation
- The Radisson Hotel Group

## Friends of the Campaign

- ✍️ Polaris
- ✍️ KPMG
- ✍️ Global Partnership to End Violence Against Children
- ✍️ Save the Children
- ✍️ Bravehearts
- ✍️ ICMEC
- ✍️ HKRU Community Foundation
- ✍️ International Justice Mission
- ✍️ Wasps Legends Charity Foundation
- ✍️ Mekong Club
- ✍️ Laureus
- ✍️ Women's Foundation of Minnesota
- ✍️ The Code
- ✍️ Freshfields
- ✍️ Latham & Watkins
- ✍️ STOP
- ✍️ 24/7 Prayer

## Partner Airlines

- ✈️ British Airways
- ✈️ Cathay Pacific
- ✈️ American Airlines
- ✈️ Cathay Dragon
- ✈️ LATAM
- ✈️ Virgin Australia

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## It's a Penalty Board



**Katherine Corich**  
Chair

Founder and Global CEO of Sysdoc, Katherine provides expertise in setting It's a Penalty's strategy and organisational development. Voted UK New Zealander in 2015, she is a global networker and engages her staff in the work of It's a Penalty.



**Christianne Williamson**  
Board Member

Christianne is a strategic branding and communications expert who previously led a global DFID-funded campaign to end female genital mutilation. Christianne brings expertise in partnership- and resource-leveraging to the It's a Penalty board, having worked in various international development organisations.



**Colin McLellan**  
Treasurer

Colin McLellan is a Chartered Accountant who, prior to retirement, was Finance Director of MJ Gleeson Group plc.



**Ewen McAlpine**  
Board Member

Ewen works for Macaulay Search, an agency which provides executive search services for organisations with strong social, ethical or charitable objectives.



**Geoff McDonald**  
Board Member

Geoff co-founded Minds@Work, a network whose purpose is to inspire and equip individuals to break the stigma of mental ill health in organisations they work in. An invaluable asset, Geoff previously spent 25 years at Unilever, where he honed his skills in global marketing, communications, HR and sustainability.



**Jackie Brock-Doyle OBE**  
Board Member

Jackie has worked in communications and marketing for more than 25 years. She served as Director of Communications and Public Affairs for the London 2012 Olympics & Paralympics Games. Currently, Jackie is Executive Director or Communications for the IAAF, based in Monaco.

## It's a Penalty Campaign Core Team



**Sarah de Carvalho MBE**  
CEO



**Chris Nancarrow**  
Accounts Manager



**Giselle Barboza**  
Campaign Director



**Elaine Underwood**  
Partnerships & Marketing Adviser



**Elizabeth Speller**  
Campaign & Research/Advocacy Coordinator

As well as our donors and guardians, without whom our work would not be possible.

## Get social with us



**Facebook.com/itsapenalty**



**Instagram: its\_apenalty**



**Twitter: its\_apenalty**



**Website: www.itsapenalty.org**



# WELCOME NOTE



**Sarah de Carvalho MBE**  
CEO of It's a Penalty

*Our journey so far in building a safer world, where every child and vulnerable person is free from violence*

Since 2014, we have run the It's a Penalty Campaign during six major sporting events, including the 2014 FIFA World Cup in Brazil, the 2016 Rio Olympics & Paralympics, and the 2018 Global Campaign at four separate events (Super Bowl LII Minneapolis, PyeongChang Winter Olympics & Paralympics, HBSC/Cathay Pacific Hong Kong Rugby Sevens and the Gold Coast Commonwealth Games) - impacting over 960 million people worldwide.

Throughout the 2014 & 2016 It's a Penalty campaigns, we honed our strategy in preventing exploitation, allowing us to achieve outstanding impact at each sporting event. By bringing together a variety of different stakeholders, including internationally renowned sporting icons (such as Usain Bolt, Gary Lineker, Cathy Freeman, Francois Pienaar, David Luiz, Tanni Grey-Thompson and Denise Lewis), airlines (such as American Airlines, British Airways, Cathay Pacific, Emirates, Iberia, LATAM, Cathay Dragon, British Airways, Virgin Atlantic, Virgin Australia), local hotels, NGOs and law enforcement agencies, in a multi-faceted approach, we can effectively create sustainable change in both awareness and action to protect children and vulnerable people from these forms of violence.

During the 2016 campaign, we expanded our range of partners, cemented our relationship with the International Olympic Committee, and became part of the Rio 2016 Olympic Committee's Sustainability & Legacy programme, all importantly paving the way for It's a Penalty's operation at future Olympic & Paralympics Games and other major sporting events in the years to come.

The experience earned in our two preceding campaigns enabled us to carry out our biggest campaign to date in 2018, during a total of four major sporting events in four different hosting countries. The expansive nature of the campaign this year has, of course, meant that it was an incredibly challenging initiative to organise and implement. However, ultimately, it has been one of the most rewarding.

Due to the 2018 Campaign, for example, an 11 year-old boy saw the 2018 It's a Penalty film in-flight on one of our partner airlines, and contacted It's a Penalty to report the abuse of himself and his teammates by his swimming coach. From the information he provided us, we were able to contact the Hong Kong Family & Child Protective Services Unit (FCPSU) to alert them of this potential case of abuse. The FCPSU followed up this child's disclosure and reported back that the appropriate action has now been taken to protect this child and others like him from this coach. This is just one illustration of the phenomenal impact that It's a Penalty has had this year - many more can be found throughout the pages of this report.

In 2018, we have been truly blown away by the endorsement It's a Penalty has secured from an amazing variety of sources: including more sporting icons like Maro Itoje, Liam Malone, Rashad Jennings and Game of Thrones star Jerome Flynn, partner airlines, local and international sporting governing bodies (including the Commonwealth Games Federation, the NFL, the IOC, POCOG, HKRU and GOLDOC), law enforcement, government agencies and hotels. Of course, special thanks are owed to our outstanding main partners: A21, Comic Relief, The McCain Institute, World Vision, Sysdoc, the Radisson Hotel Group, the Sungjoo Foundation, and the Hue Jackson Foundation.

I personally want to express my gratitude to each of you for going on the journey with us as we grow towards our ultimate goal: helping to eradicate abuse, exploitation and trafficking globally by 2030. We are so proud of all we have been able to accomplish with our partners' support.

I hope you enjoy reading about all our achievements within this 2018 campaign report.

With thanks,

*Sarah de Carvalho*

**Sarah de Carvalho MBE**  
CEO of It's a Penalty

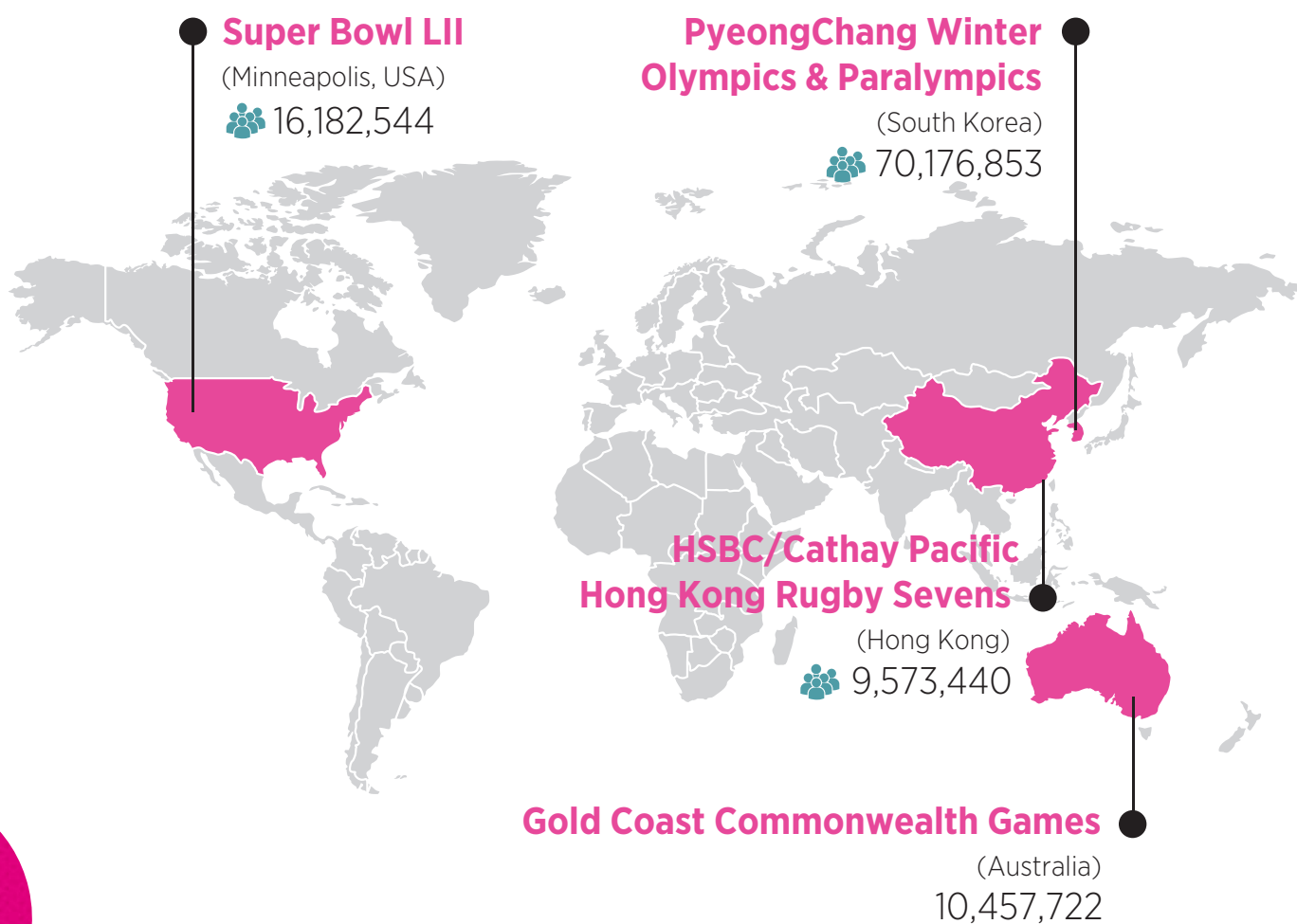
# It's a Penalty 2018 Global Campaign

This year, at the Winter Games in PyeongChang, the world witnessed the power of sport unite and break barriers as two Korean nations, divided by ideology, marched together under one flag.

If we want to guarantee a better world for future generations, we must tap into the positive force of major sporting events and use their power to bring people together. It is for this exact reason that the It's a Penalty Campaign exists.

## Our global impact

In 2018, we campaigned around four Major Sporting Events, educating 2.7 million people, creating awareness, encouraging them to #knowthesigns of exploitation, abuse and trafficking, and to report anything suspicious. Millions more people were reached through social media and through our 30 second campaign film shown in-flight on our partner airlines, in participating hotels, at sporting event venues, and in cinemas.



**Total impact reach**  
455,322,078 people

# The Global landscape of abuse, exploitation and trafficking

Abuse, exploitation and trafficking is a global, and often hidden, issue. We believe that something must be done to protect all children and vulnerable people from suffering from violence, and that prevention is even better than cure.

Our ultimate goal is to eradicate abuse, exploitation and trafficking by 2030, contributing to the elimination of modern-day slavery and the achievement of UN SDG Target 16.2 'to end abuse, exploitation, trafficking, torture and all forms of violence against children'.



## **40 million children**

experience some form of abuse each year (WHO)



## **24.9 million people**

are trapped in modern-day slavery around the world (ILO)



Every year,

## **1.8 million children**

are subjected to sexual exploitation (ILO)



Human trafficking involves

## **5.5 million children**

worldwide (ILO)



Globally

## **4.8 million people**

(99% of which are women and girls) undergo forced sexual exploitation (ILO)



## **63% of child**

sex trafficking survivors were advertised online at some point during their trafficking situation (Thorn)



## **The huge influx of tourists and sporting fans**

to a country during a major sporting event increases the risk of children and vulnerable people being abused, exploited and trafficked (University of Dundee, 'Let's Win This Game Together: Documenting violations of children's rights around the 2014 FIFA World Cup in Brazil.')

# Together we can do something about it

**Our vision is for a world where every child and vulnerable person, regardless of their gender, nationality, sexuality, religion or ethnicity, is protected from abuse, exploitation and trafficking.**

Prevention starts with the premise that we can all make a difference in keeping the more vulnerable among us safe. As much as we need to develop and implement measures to help those who suffered abuse, exploitation and trafficking, we should expand efforts to prevent these crimes from happening in the first place. If we are serious about building a safer world for all, whilst giving voice to victims of such crimes, prevention needs to be at the top of the agendas of Governments, and the Private and Public sectors. By preventing these crimes, we are fulfilling part of our responsibility to protect the world's most vulnerable from violence.

It's a Penalty harnesses the power of sport to prevent abuse, exploitation and trafficking on a global scale, positioning Major Sporting Events (MSEs) as platforms for positive change.

## In 2018, we campaigned around four MSEs around the world.

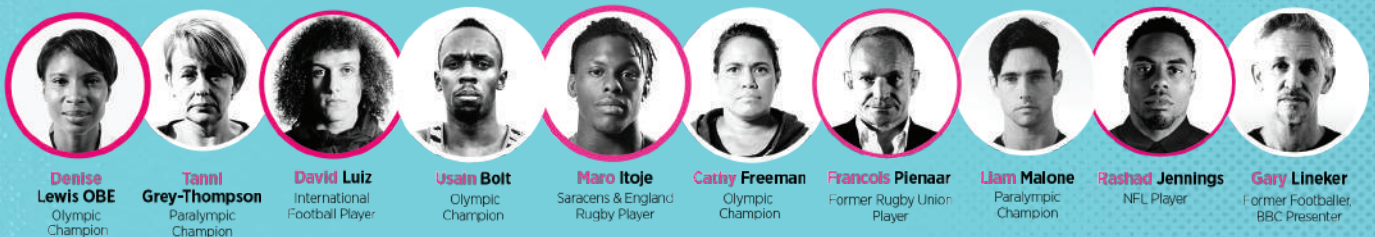
● **Super Bowl LII**  
(Minneapolis, USA)  
**4th February**

● **PyeongChang Winter Olympics & Paralympics**  
(South Korea)  
**9-25th February & 9-18th March**

● **Gold Coast Commonwealth Games**  
(Australia)  
**4-15th April**

● **HSBC/Cathay Pacific Hong Kong Rugby Sevens**  
(Hong Kong)  
**6-8th April**

We were supported by some of the biggest names in sport, as well as **Game of Thrones** star **Jerome Flynn**.



To prevent abuse, exploitation and trafficking, in 2018 we:

### EDUCATED

about global issues of abuse, exploitation and trafficking, penalties for offenders, and asked the general public to #knowthesigns;

### EQUIPPED

sporting fans, tourists and the general public with mechanisms to report these crimes, both whilst at home and abroad;

### ENCOURAGED

people to make a report; "if you see something, say something!"

We believe that creating awareness about the issues, the signs to look out for, penalties for offenders and ways to report a crime is vital, not only as crime deterrents, but also to encourage victims to come forth and share their stories.



# Super Bowl LII

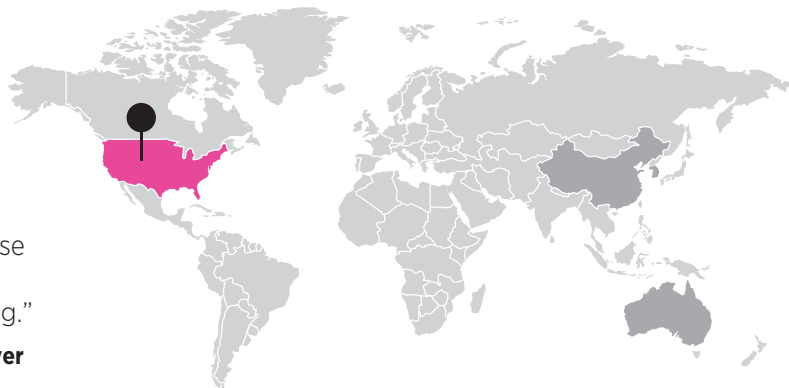
(Minneapolis, USA)

4th February, 2018



"I am proudly supporting the It's a Penalty Campaign, because I believe every child should be defended against sex trafficking."

**Rashad Jennings, Former NFL Player**



## Campaign film:

**7,500,000 passengers**

shown in-flight by American Airlines before and during the event



## Publications:

**7,550,000 passengers**

American Airlines shared a full-page ad in their in-flight magazine, American Way, and an article ran in Gridiron Magazine



## Campaign materials:

**29,915 people**

distributed in 14 Radisson Hotel Group, where 22 staff members were trained to spot human trafficking during the Super Bowl and beyond



## Social media reach:

**1,102,629 people**



## 300% increase of calls

reporting exploitation & trafficking during the run up and the Super Bowl weekend compared to same time period in 2017

**16,182,544 people total impact reach**

## Impact

For the It's a Penalty Campaign at the Super Bowl LII, we collaborated with the Anti-Trafficking Sub-Committee in Minneapolis, as well as US-based human trafficking NGO, the Polaris Project, to publicise Polaris' hotline & text to report the exploitation & trafficking of children and young women. We also enacted an extensive partnership with the Radisson Hotel Group, leading to our campaign materials being distributed in 14 local hotels, as well as 22 of their staff being trained in identifying and reporting the exploitation and trafficking of young women and children. Because of our efforts in Minneapolis, calls made to Polaris' hotline during the Super Bowl reporting exploitation and trafficking increased by 300% (compared to the same time the previous year).

## Legacy

The training of the staff at 14 participating hotels not only led to It's a Penalty having an impact on the ground during the Super Bowl, but also contributed to the anti-exploitation and trafficking legacy of It's a Penalty in Minneapolis. Our positive relationships with partners for the 2018 Campaign in Minneapolis has also led to endorsement of It's a Penalty to run around future Super Bowls – in 2019, we will be launching the It's a Penalty Campaign at the Super Bowl LIII in Atlanta, which has one of the highest levels of minor sex trafficking out of all US cities. This continued operation of It's a Penalty in the series of major US cities due to host upcoming Super Bowls equates to a sustained legacy for the anti-exploitation and -trafficking efforts of the campaign in the US.



# PyeongChang Winter Olympics & Paralympics

(South Korea)

9-25th February & 9-18th March

“The time that we worked with It's a Penalty campaign gave us great happiness. I will cherish that memory for long time”

**Taeckhyung Kim, Project Manager**  
Public Engagement Team, POCOG



## Campaign film:

**13,550,000 passengers**

shown on British Airways flights for 3 months,  
on the giant screens at the Winter Games Plaza



## Publications:

**13,500,000 people**

LATAM airlines shared a full-page ad  
in their inflight magazine

## Campaign materials:

**30,500 people**

placed at Winter Olympic Games  
Plaza's information points,  
MCM stores in Gangnam, British  
Embassy in Seoul



## Social media reach:

**43,096,353 people**



## 7% increase of calls

reporting child abuse during the Winter Olympics compared  
to the same time period in 2017

## 70,176,853 people total impact reach

### Impact

It's a Penalty supported the South Korean Federal Police during the 2018 Winter Games by publicising the national hotline 112 to sporting fans visiting for the Games. The number was shown on our campaign film, campaign materials and on social media. During the games there was a 7% increase in calls to this hotline reporting child abuse(- compared to the same time period in 2017). Due to local child protection laws, we are unable to know about the stories of the children nor the perpetrators. However, we believe that the public needs to be aware of these reporting mechanisms, as they pose a crime deterrent for potential offenders as well as providing help to victims.

### Legacy

The importance of having child protection and safeguarding on the agenda of sporting events like the Summer and Winter Olympics has never been so relevant as these events bring the world together, reaching millions. At PyeongChang, It's a Penalty was the only child protection campaign inside the Winter Games Olympic Plaza. Our collaboration with the 2016 Rio Summer Olympics & Paralympics in Brazil has now enabled child protection and safeguarding to be part of the International Olympic Committee Sustainability programme.

# Gold Coast Commonwealth Games

(Australia)

4-15th April, 2018

"We're proud to support, share expertise and partner with It's a Penalty to help develop this important global child-safeguarding initiative in 2018."

**David Grevemberg, CEO | Commonwealth Games Federation**

It was an absolute pleasure to work with It's a Penalty. Hopefully, it can be a legacy arrangement for future Commonwealth Games."

**Pat Vidgen, General Manager | Strategic Engagement Team, GOLDDOC**



## Campaign film:

**4,875,000 people**

shown at all 17 Gold Coast Commonwealth Games Venue, in 11 Village Cinemas across the Australia, and on-board Virgin Australia flights for 3 months (February-April)



## Publications:

**3,024,999 passengers**

Virgin Australia shared a full-page advert about the campaign in their in-flight magazine



## Campaign materials on the ground: **61,000 people**

distributed inside the Gold Coast Games Venue of Carrara Stadium (Track & Field)

## Social media reach:

**2,496,723 people**



## 10,457,722 people total impact reach

### Impact

Partnering with the Australian Federal Police (the AFP), on all of our campaign materials and campaign film, we featured their 131-237 hotline to report. In the Gold Coast, It's a Penalty's campaign materials were distributed in 50 participating hotels and 30 bars/pubs – reaching an incredible number of tourists and local residents. During the Commonwealth Games, we also engaged with participating athletes, as 10,000 campaign wristbands and informative leaflets with #knowthesigns were distributed in GC2018 welcome packs. Our campaign film was also shown in all Games venues and in 11 Village Cinemas across Australia throughout April. To deliver an outstanding campaign, we partnered with three locally-based NGOs: A21 Australia, Bravehearts and Red Frogs. Together with these organisations, and thanks to the support of the organizers of the Games, It's a Penalty had a marquee inside Carrara Stadium, manned by a team of 20 trained volunteers. At the It's a Penalty marquee, our team interacted with thousands of people about the issues and encouraged them to #knowthesigns of abuse and exploitation, as well as to report anything suspicious.

### Legacy

It's a Penalty's activity around GC2018 contributed to a positive child protection legacy for the sporting event in Australia. Many interactions with sporting fans and tourists at the It's a Penalty marquee within Carrara Stadium led to referrals for child abuse counselling to our partner NGO Bravehearts. The organizers of the Games, GOLDDOC, officially supported It's a Penalty and, by having hundreds of members of the public seeing the endorsement, it will lead to a positive future association with the Games. Our partnership with the Commonwealth Games Federation and our outstanding impact around GC2018, also lights the way for It's a Penalty to launch a campaign at the next Commonwealth Games, taking place in Birmingham in 2022; thereby securing a legacy for It's a Penalty within the Commonwealth arena.



# HSBC/Cathay Pacific Hong Kong Rugby Sevens

(Hong Kong)

6-8th April

"I don't think any of us really had any idea about the scale of the issue. It's been a real education for all of us."

Robbie McRobbie, CEO | Hong Kong Rugby Union



**Campaign film:**

**9,000,000 passengers**

shown in-flight by Cathay Pacific and Cathay Dragon



**Publications:**

**124,500 people**

Hong Kong Sevens official programme, → Women's official Sevens programme, → Rugby Sevens Visitor's Guide, City Life magazine that goes into 280 hotels throughout Hong Kong and Visitor information centres.



**Campaign materials on the ground:**

**5,100 people**

distributed in 2 Hong Kong hotels (The Kerry Hotel; The Harbour Plaza), within the event stadium and at Hong Kong Rugby Union events

**Social media reach:**

**443,840 people**



**9,573,440 people total impact reach**

## Impact

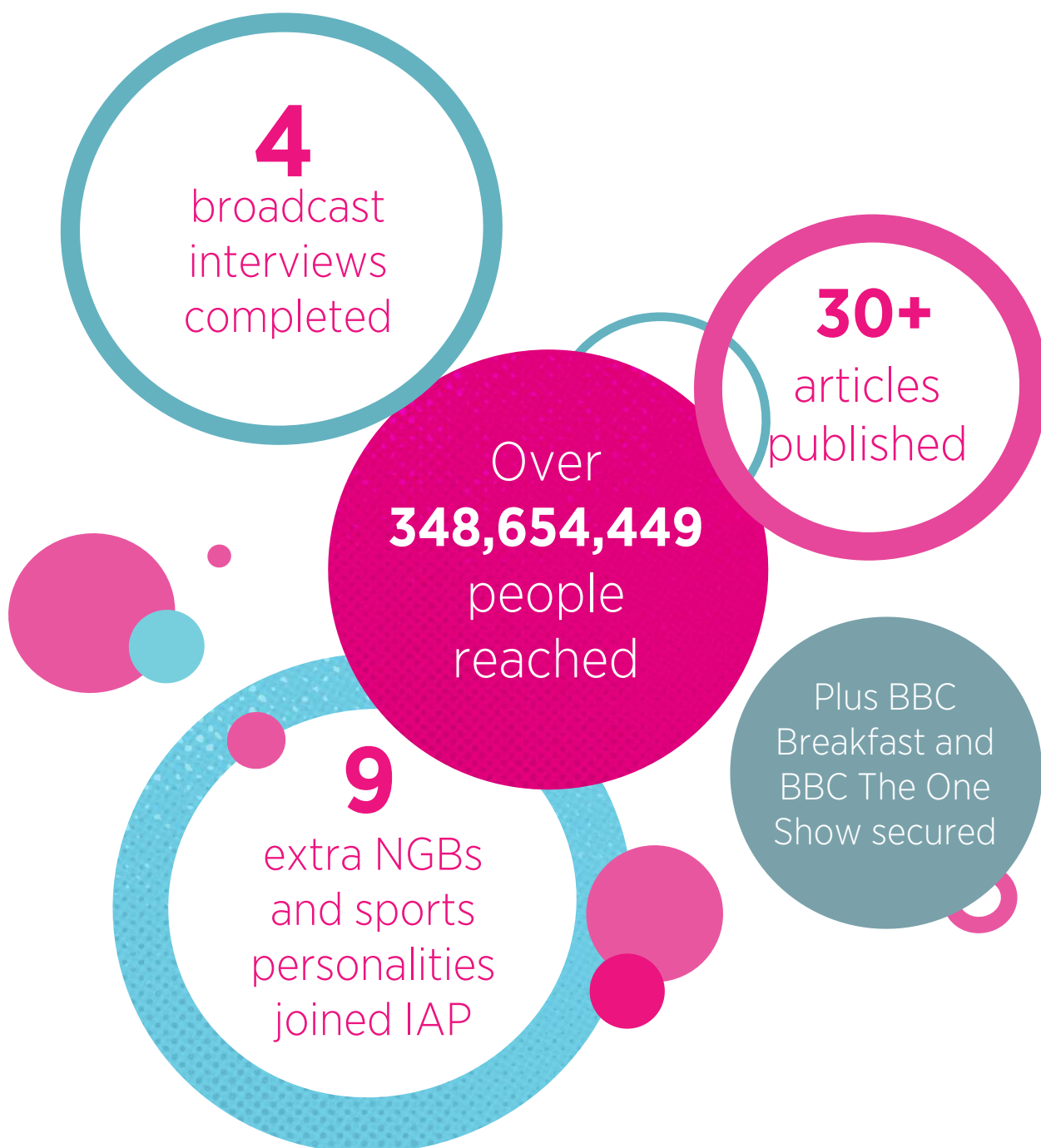
We worked in partnership with two Hong Kong-based NGOs, STOP and The Mekong Club, to raise the profile of human trafficking and exploitation in Hong Kong, an issue which is often ignored and denied being a problem by the local Government, in order to eventually affect policy, practice and legislation. It's a Penalty's collaboration with the Hong Kong Rugby Union (HKRU) created awareness about exploitation and trafficking in the sporting governing body, culminating in us facilitating a training presentation to 70 HKRU staff, which educated them on the issues, and how to identify and report these crimes. It's a Penalty partnered with two Hong Kong-based hotels to distribute campaign materials to guests, and train their staff to identify and report exploitation and trafficking.

After seeing the It's a Penalty campaign film on one of our partner airlines, an 11 year-old boy contacted It's a Penalty to report the abuse of himself and his teammates by his swimming coach. The appropriate action has now been taken to inform the child's parents and protect this child and others like him from this coach. The case of this young boy is a perfect example of the impact that the It's a Penalty campaign has on children and vulnerable people in the cities that it operates and around the world.

## Legacy

The It's a Penalty Campaign's legacy in Hong Kong is demonstrated by the amount of attention It's a Penalty drew to the issues of exploitation and trafficking in a city where these problems are not always acknowledged by the government, police and people alike. The lack of a 24/7 reporting hotline and trafficking in persons legislation in Hong Kong are examples of how authorities are not prioritising about this issue. It's a Penalty's activity around the HSBC/-Cathay Pacific Rugby Sevens helped to create awareness for these hidden issues and urgency for something to be done about them. Local NGOs and the US Consulate in Hong Kong, all of which partnered with the It's a Penalty 2018 Campaign, will continue to meet with the government to lobby for the enactment of the Modern-Day Slavery Act and a robust hotline for people to report these crimes.

# Media Reach



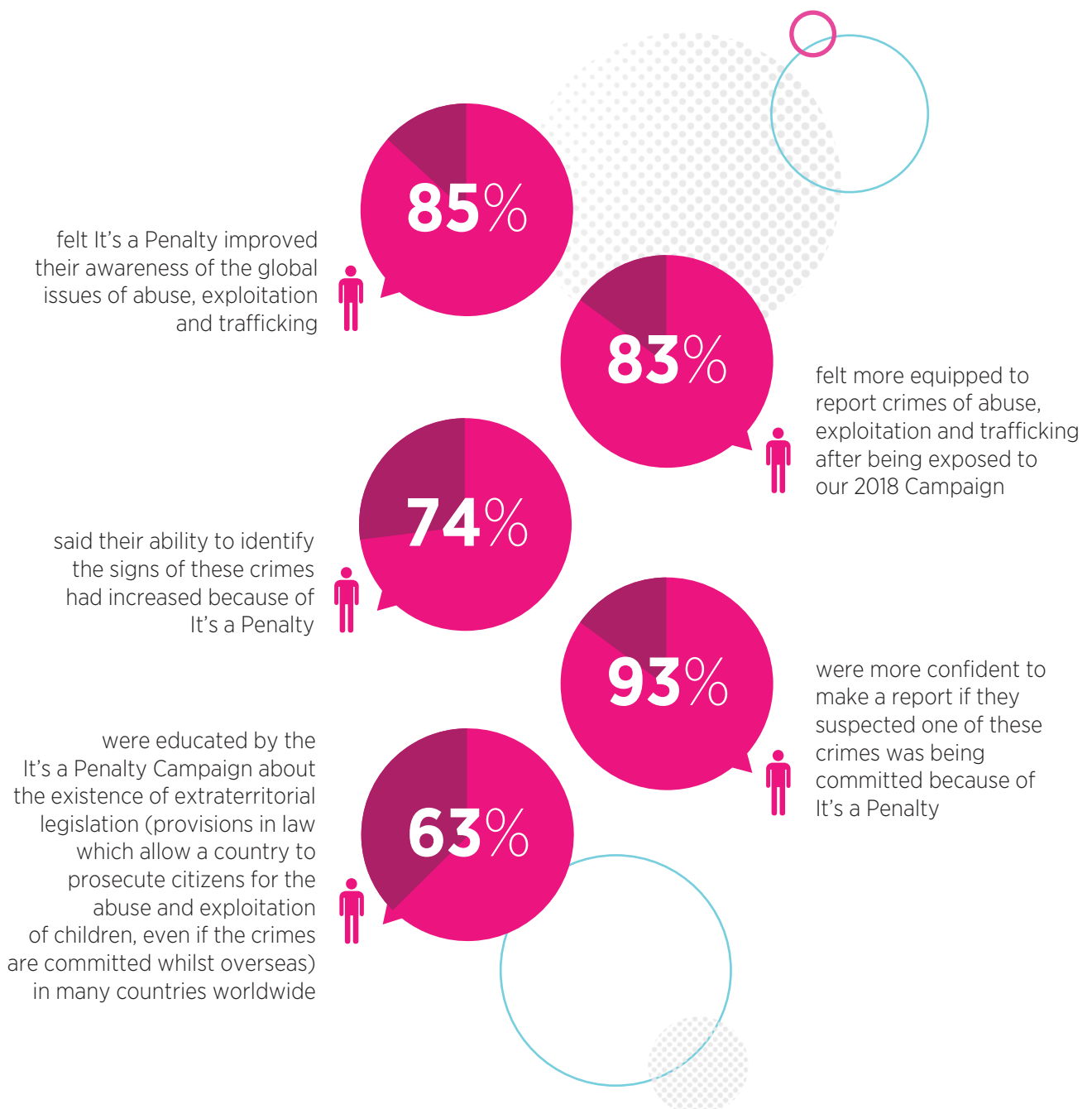


# Measuring Impact

We take what we do very seriously and development is central to achieving our vision. We monitor, evaluate and seek feedback from the general public so we can understand where we need to improve and the extent of the impact we are making.

During the 2018 It's a Penalty Campaign, we asked people to answer a short survey on our website ([www.itsapenalty.org](http://www.itsapenalty.org)) to help us understand and assess the difference that the It's a Penalty campaign made in EDUCATING about global issues of abuse, exploitation and trafficking, the penalties for offenders, and the signs to look out for in order to identify a crime. Also EQUIPPING them with the mechanisms to report these crimes, both whilst at home and abroad, and ENCOURAGING them to be confident in making a report. In total, we had 100 respondents assist with this monitoring and evaluation for the 2018 Campaign.

## Our survey revealed our impact as follows:



WITH GRATEFUL THANKS TO  
OUR FOUNDER PARTNER:



IN ASSOCIATION WITH:



SUPPORTED BY:



FRIENDS OF THE CAMPAIGN:

