



# IT'S A PENALTY

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



**Aaron Rodgers**  
Professional Football  
Quarterback

It's a Penalty 2019 Campaign

**IMPACT REPORT**

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# Acknowledgements

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

## Our Founding Partner



A21 is a global non-governmental organization combating human trafficking through prevention and awareness, intervention, and aftercare. With offices in 12 countries, A21 aims to combat modern-day slavery through a multi-dimensional operational strategy: Reach, Rescue, and Restore. With that strategy in mind, A21 provides intervention and aftercare services to survivors in six countries, operates national human trafficking hotlines in three countries, and in conjunction with the Royal Thai Police, jointly operates a Child Advocacy Center in Pattaya, Thailand. A21 focuses on raising awareness and educating the public in all locations, coordinates legal services for survivors in A21's care, and provides repatriation services for any survivor of human trafficking. Through partnerships and the efforts of supporters all over the globe, A21 truly believes that human trafficking can be prevented, victims identified, perpetrators prosecuted, and more survivors can step into a life of independence. For more information: [www.a21.org](http://www.a21.org)

## Ambassadors & Sporting Icons

**Aaron Rodgers**  
Professional Football  
Quarterback



**Andy Dalton**  
Professional Football  
Quarterback



**Benjamin Watson**  
Professional Football  
Tight End



**Brad Guzan**  
Professional  
Goal Keeper



**Matt Ryan**  
Professional Football  
Quarterback



**Nick Foles**  
Professional Football  
Quarterback



**Roddy White**  
Professional Football  
Wide Receiver



**Ryan Tannehill**  
Professional Football  
Quarterback









## Partners & Supporters

- N2 Publishing and its giving program N2GIVES
- Comic Relief
- The McCain Institute
- Laureus Sport for Good
- Freedom Challenge
- Human Traffick Proof The ATL (IHTI)
- Wellspring Living
- Sysdoc
- Hilton
- The Soap Project
- End It Movement
- Polaris






## Participating Airlines

- British Airways
- American Airlines

## It's a Penalty Board of Directors

-  **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
-  **Elizabeth Speller**  
Campaign & Research/Advocacy Coordinator
-  **Giselle Barboza**  
Campaign Director
-  **Chris Nancarrow**  
Accounts Manager
-  **Christian Elliot**  
Global Development Director (A21)

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

## Get social with us

 **Facebook.com/itsapenaltycampaign**

 **Instagram: its\_apenalty**

 **Twitter: its\_apenalty**

 **Website: www.itsapenalty.org**

# Welcome Note



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

*"When A21 partnered with the It's a Penalty Campaign for the World Cup in June 2014, we saw a unique opportunity to work alongside major sporting events to educate millions of individuals about human trafficking and child exploitation. By working collaboratively we can provide the best possible public awareness campaign to identify victims, educate the general public, and most importantly increase calls to the hotline and see criminals brought to justice for their crimes. It's a Penalty has shown us that we are truly better together and we look forward to its continued momentum and success in the years to come."*

Nicholas Caine, CEO of A21

Since its launch in 2014, the Campaign has run during seven major world-wide sporting events, including the 2014 FIFA World Cup in Brazil, the 2016 Rio Olympics & Paralympics, the 2018 Super Bowl LII in Minneapolis, the 2018 Winter Olympics in South Korea, the 2018 HBSC/Cathay Pacific Hong Kong Rugby Sevens, the 2018 Gold Coast Commonwealth Games and the 2019 Super Bowl LIII in Atlanta.

This year, we were honored to partner with high profile American Football players like Aaron Rodgers, Andy Dalton, Benjamin Watson, Ryan Tannehill, Matt Ryan, Roddy White and Brad Guzan (Soccer player). They were the voices and faces of our 2019 campaign. Together, they delivered the powerful message of how to identify and report suspected trafficking scenarios in our 30 second campaign video, which was shown in-flight on American Airlines and British Airways, reaching over 39.2 million passengers globally. As the faces of the campaign film, these incredible athletes raised awareness and rallied sporting fans and tourists to join them and stand up against the exploitation and trafficking of vulnerable people.

Additionally, we partnered with the Hilton International hotels who brought together forty hotels in the city of Atlanta. Their management and staff received vital training, educating them on how to spot human trafficking, and what to do if they suspect it. The film was also shown in the hotels where guests received campaign materials featuring indicators of human trafficking and Polaris' National Human Trafficking hotline number. Our partners IHTI (International Human Trafficking Institute) trained 10,000 Super Bowl volunteers as well as Uber and Lyft employees indicators of trafficking, equipping them with the hotline number. Drivers across Atlanta displayed campaign materials inside their cars, including rear-view mirror hanging tags with the Polaris hotline.

It is fantastic to not only see survivors experiencing freedom and traffickers charged, but also offenders being prosecuted for their crimes. We believe by tackling the demand for trafficking and exploitation that real, lasting change can be made. The total impact reach for It's a Penalty Campaign in 2019 is a phenomenal 139+ million people globally!

Because of the incredible support and collaboration of our team and partners, the campaign reached over 139 million people globally. I am so pleased to have been on-the-ground whilst this campaign was implemented and to have worked with our partners first hand and want to give a special thank you to my colleague and friend, Deborah Richardson, Director of the International Human Trafficking Institute in Atlanta. I also want to express my gratitude to our Founding Partner, A21, for going on the journey with us as we grow towards our ultimate goal: helping to eradicate abuse, exploitation and trafficking globally. I would also like to thank our main partners Comic Relief, N2GIVES, McCain Institute, Hilton International, American Airlines and British Airways. We are so proud of all we have been able to accomplish together. We believe that through collaboration and partnership we will continue to protect vulnerable people and children worldwide.

With thanks,

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

# It's a Penalty 2019 Global Campaign

## Super Bowl LIII in Atlanta

On the 15th January 2019, It's a Penalty launched our seventh campaign around the Super Bowl LIII in Atlanta, in collaboration with our Founding Partner, A2I, along with N2 Publishing and its giving program N2GIVES, Comic Relief, the McCain Institute, Laureus Sport for Good, Freedom Challenge, Human Traffick Proof The ATL (IHTI), Wellspring Living, Sysdoc, Hilton and Polaris.

The Super Bowl LIII in Atlanta was one of 2019's major sporting events. The campaign utilised the monumental platform provided by the Super Bowl and harnessed the positive power of sport to reach millions of people in the lead up to and during the Super Bowl to stand up against human trafficking, both in Atlanta and worldwide.

- The trafficking and exploitation of vulnerable people is of huge global concern, with current figures showing there are an estimated 40 million people are trapped in modern day slavery around the world, with one in four victims being children. <sup>1</sup>
- Human trafficking generates an estimated USD \$150.2 billion per year. <sup>3</sup>
- In Georgia, 7,200 men purchase sex from a minor every month, accounting for over 8,000 sex acts. <sup>4</sup>
- 71% of human trafficking victims worldwide are female. <sup>2</sup>
- Human trafficking and exploitation is also a major issue in the 2019 hosting city of Atlanta and the surrounding state.
- Furthermore, Atlanta has the largest underground commercial sex economy out of 14 urban cities examined. <sup>5</sup>



1 - ILO and the Walk Free Foundation (2017). Global Estimates of Modern Slavery: Forced Labour and Forced Marriage, p. 5. Available at [https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms\\_575479.pdf](https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms_575479.pdf).

2 - ILO and the Walk Free Foundation (2017). Global Estimates of Modern Slavery: Forced Labour and Forced Marriage, p. 5. Available at [https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms\\_575479.pdf](https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms_575479.pdf).

3 - ILO (2014). Profits and Poverty: The Economics of Forced Labour, p. 13. Available at: [https://www.ilo.org/wcmsp5/groups/public/---ed\\_norm/---declaration/documents/publication/wcms\\_243391.pdf](https://www.ilo.org/wcmsp5/groups/public/---ed_norm/---declaration/documents/publication/wcms_243391.pdf).

4 - The Schapiro Group (2009). Men Who Buy Sex with Adolescent Girls: A Scientific Research Study, p. 1. Available at: <http://prostitutionresearch.com/wp-content/uploads/2014/04/The-Schapiro-Group-Georgia-Demand-Study-1.pdf>.

5 - The Urban Institute (2014). Estimating the Size and Structure of the Underground Commercial Sex Economy in Eight Major US Cities, p. 121. Available at: [https://www.urban.org/research/publication/estimating-size-and-structure-underground-commercial-sex-economy-eight-major-us-cities/view/full\\_report](https://www.urban.org/research/publication/estimating-size-and-structure-underground-commercial-sex-economy-eight-major-us-cities/view/full_report).

# Disrupting Human Trafficking Globally

Sport brings us together, reconciles our differences and is an authentic expression of humanity's collective spirit. Through sport, lives are changed, nations united and cultural barriers are no longer a limitation. It is a force for good that inspires us every day to come alongside major sporting events, while mobilising partners and supporters, to help disrupt one of the most evil markets in the modern world.

## Human trafficking is global problem.

Over 40 million people are trapped in modern day slavery (human trafficking and exploitation) around the world, with one in four victims being children.<sup>6</sup>

Perpetrators exploit human beings for their own benefit, whether through commercial sexual exploitation or forced labour, such as domestic servitude. Traffickers often take advantage of poverty, lack of prospects, and hope for a better future, by tricking and luring their victims into fake promises.<sup>7</sup>

## The problem is complex, and so is the answer.

We believe that prevention and awareness-raising campaigns are an effective way to curtail offences committed and reduce demand while encouraging individuals, including victims to come forward and make a report.

Last year during our 2018 Campaign around the Super Bowl LII in Minneapolis, PyeongChang Winter Olympics in South Korea, the Gold Coast Commonwealth Games in Australia, and the HSBC/Cathay Pacific Hong Kong Rugby Sevens in Hong Kong, a young boy saw the It's a Penalty Campaign film in-flight on one of our partners airlines and contacted us to report that his swimming coach was abusing him and some of his friends. This demonstrated that it is absolutely vital to equip individuals with reporting mechanisms- encourage them so that they don't feel as though they are alone and ensuring them that there is help available.



To help end human trafficking and exploitation, we:

## EDUCATE

about the issues, penalties for offenders, and how to identify human trafficking and exploitation;

## EQUIP

sporting fans, tourists and the general public with mechanisms to report a crime or abuse, both whilst at home and abroad;

## ENCOURAGE

people and victims, and potential victims of human trafficking to make a report;  
“Learn something, see something, do something!”

6 - ILO and the Walk Free Foundation (2017). Global Estimates of Modern Slavery: Forced Labour and Forced Marriage, p. 5. Available at [https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms\\_575479.pdf](https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms_575479.pdf).

7 - U.S. Department of State (2018). Trafficking in Persons Report, June 2018, p. 3. Available at: <https://www.state.gov/documents/organization/282798.pdf>.

# Our Impact

## Super Bowl LIII in Atlanta



**Aaron Rodgers**  
Professional Football  
Quarterback



**Andy Dalton**  
Professional Football  
Quarterback



**Benjamin Watson**  
Professional Football  
Tight End



**Brad Guzan**  
Professional  
Goal Keeper



**Matt Ryan**  
Professional Football  
Quarterback



**Nick Foles**  
Professional Football  
Quarterback



**Roddy White**  
Professional Football  
Wide Receiver



**Ryan Tannehill**  
Professional Football  
Quarterback



### FILM

#### **39.2 million passengers**

reached on American Airlines and British Airways flights by the It's a Penalty campaign film shown in-flight throughout January and February. American Airlines also published a full page ad in their in-flight magazine, American Way, reaching a potential of 32 million passengers.



### MEDIA

#### **93.3 million people**

were reached through media coverage of the It's a Penalty 2019 Campaign, by news outlets such as Fox News, CBS 46, and 100 Huntley Street.



### SOCIAL MEDIA

#### **6.1 million people**

through social media on It's a Penalty platforms as well as posts made by partners, influencers and supporters.



### VOLUNTEERS

#### **10,000 Super Bowl volunteers**

received training to spot human trafficking by our partners IHTI and watched the It's a Penalty campaign film. It's a Penalty wristbands in packaging with the Polaris hotline were also distributed to the volunteers.



### REPORTS

The National Human Trafficking Hotline operated by Polaris

#### **26.3% increase of calls**

during the Super Bowl Atlanta period compared to same time in previous year (1st Jan - 1st March).

The 2019 It's a Penalty Campaign was supported by high profile NFL players, Aaron Rodgers, Nick Foles, Ryan Tannehill, Andy Dalton, Matt Ryan, Benjamin Watson and Roddy White, as well as USA soccer player, Brad Guzan – all of whom featured in our campaign film and on informative campaign materials.



## RIDESHARE / TAXIS

### 6,000 Uber and Lyft drivers

across Atlanta were trained by our partners IHTI to spot and report human trafficking.

**It's a Penalty's informative materials complemented this training** (rear-view mirror hanging tags and wristbands in packaging) with the National Human Trafficking Hotline operated by Polaris inside their taxis.



## HOTELS

### Management and staff at Hilton hotels

across Atlanta were trained to identify and report human trafficking using ECPAT guidelines (End Child Prostitution and Trafficking), and given a presentation on the It's a Penalty Campaign.

### 40 Hilton hotels

throughout Atlanta showed the It's a Penalty 2019 Campaign film to its guests and distributed informative campaign materials to guests as they checked in. It's a Penalty materials were also displayed in employee areas.

It's a Penalty teamed up with NGO The SOAP Project to distribute educative materials such as soaps, folders, posters, leaflets and wristbands, featuring the National Human Trafficking Hotline number operated by Polaris and texting options, to 300+ hotels and motels in Atlanta. The materials included a list of missing children in Atlanta compiled by NCMEC (National Center for Missing and Exploited Children).

### 4 hotels recognized

teens from the NCMEC list of missing children in Atlanta. One hotel informed that a girl on the poster had been in there the week before with another teen, and paid \$1,000 in cash for the rooms. Another teen from the poster was in a room right then and the hotel called the police.







## Testimonials

As a result of the collective efforts by law enforcement and stakeholders at the Super Bowl, the FBI announced that there were 169 arrests made collectively of traffickers and individuals attempting to engage in sex acts with a minor. Fourteen sex trafficking victims were recovered, including 9 minors, of which the youngest was 14 years old, and 9 adults.

*"The Its a Penalty campaign is so important because our drivers interact with so many members of the community. The training, the awareness and the campaign materials saying what to do if you become suspicious of something are all so important for us at Uber."*

**Ciara, manager at the Atlanta Uber hub.**

*"One time, I picked up the same girl who looked 15 but said she was 21 and dropped her off at different locations one night."*

**Uber Driver**

*"I recently picked up a man in his forties with a young girl and he told her she still owed him \$10. The driver wrote her tel number on a \$10 note and slipped it to the girl as she got out the taxi. The taxi drivers were all grateful for the campaign and for the hotline."*

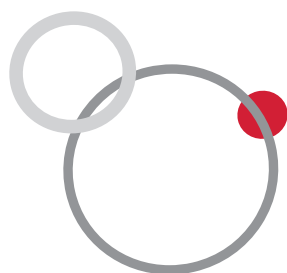
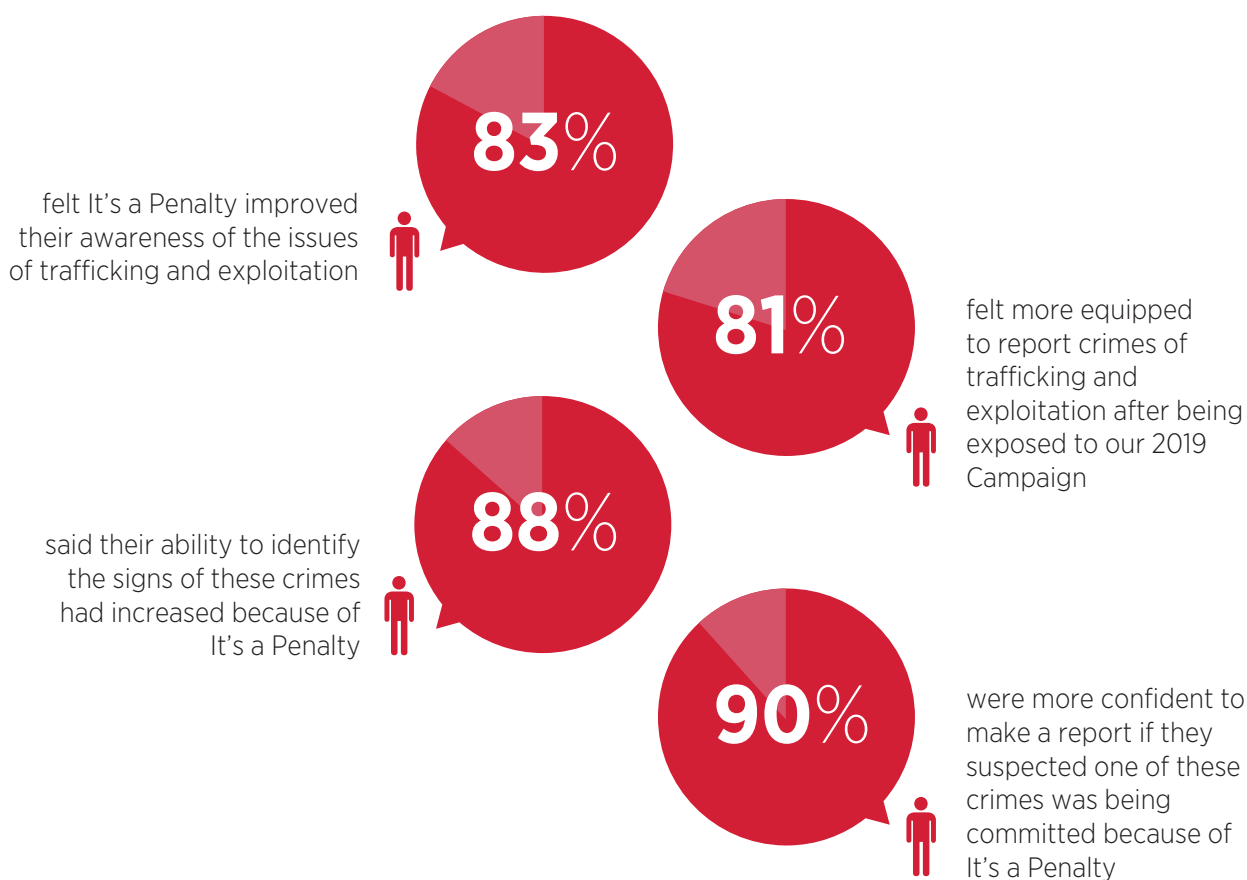
*"The training really has opened my eyes. I've picked up young girls up from hotels and didn't know what to do about it."*

**Lou, Uber driver**

# How the 2019 It's a Penalty Campaign impacted the general public

During the 2019 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 trafficking and exploitation, and the signs to look out for in order to identify a crime. As well as in EQUIPPING them with the mechanisms to report these crimes, and ENCOURAGING them to be confident in making a report.

**In total, we had 162 respondents assist with this monitoring and evaluation for the 2019 Campaign.**



The main goals for the 2019 It's a Penalty Campaign: to **educate** and raise awareness amongst millions of sporting fans and the general public on the issue of human trafficking - **equipping** them with the tools and information to identify exploitation, and how to make a report wherever they are in the world. **Encouraging** people everywhere to "learn something, see something, do something."

FOUNDING PARTNER



MAIN PARTNERS



SUPPORTING PARTNERS



FRIENDS



PARTNER AIRLINES



## It's a Penalty Campaign Core Team



**Sarah de Carvalho MBE**  
CEO



**Giselle Barboza**  
Campaign Director



**Christian Elliot**  
Global Development Director (A21)



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



**Chris Nancarrow**  
Accounts Manager

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