



IT'S A PENALTY

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



Aaron Rodgers
Quarterback



Andy Dalton
Quarterback



Charles Harris
Defensive Lineman



Ryan Tannehill
Quarterback



Jerome Baker
Linebacker



Benjamin Watson
Tight End



Nick Foles
Quarterback

It's a Penalty 2020 Campaign

IMPACT REPORT

With grateful thanks to all our partners

Founding Partner



Headline Partner



Supporting Partners



Friends & Sporting Icons





Participating Airlines



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 [Twitter: its_apenalty](https://twitter.com/its_apenalty)

 [Instagram: its_apenalty](https://www.instagram.com/its_apenalty)

 [Website: www.itsapenalty.org](http://www.itsapenalty.org)





Sport Brings People Together

The It's a Penalty Campaign harnesses the power of sport to combat human trafficking and exploitation. We have implemented our campaign during major sporting events around the world, including the Super Bowl, the Olympics & Paralympics, the World Cup and the Commonwealth Games since its inception in 2014. As a result, we have reached 1.6 billion people worldwide and have helped in protecting 16,891 victims.

Human trafficking is the fastest-growing illegal global business, generating an estimated US \$150 billion each year. It is the second-largest criminal industry in the world.

As information about the COVID-19 pandemic unfolds every hour, we are becoming aware that human trafficking may thrive in vulnerable communities.

While we do not know precisely how the pandemic will affect vulnerable communities across the world, we can be sure that those communities will be even more defenceless to violence, abuse and exploitation in the wake of this enormous, worldwide economic and social disruption.

Therefore, the work that we do at It's a Penalty has never been so significant in reaching millions of people worldwide.

We remain committed to ending abuse, exploitation, and trafficking around the world. We must not forget the most marginalized, the vast majority being women and children, during this challenging period.

In collaboration with our partners, we are continuing our advocacy at all levels to educate, equip, and encourage people to report these forms of human rights violations and to help those who have been exploited or trafficked.

Thank you for your incredible support during these difficult times. We extend our best wishes for health and safety to you, your family, friends and colleagues. We are all in this together.

Thank You!

Team It's a Penalty

Our Founding Partner



A21 is a global non-governmental organization combating human trafficking through prevention and awareness, intervention, and aftercare. With offices in 14 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 seven countries, operates national human trafficking hotlines in three countries, and operates two Child Advocacy Centers. 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



It's a Penalty 2020 Global Campaign

Super Bowl LIV in Miami



In January/February 2020, we delivered our most impactful campaign yet, reaching a phenomenal 378.1 million people worldwide, as well as distributing a staggering 170,000 informative campaign materials through volunteer outreach on the ground in Miami.

On the 9th of January we launched in Miami hosted by our partners AHLA (American Hotel & Lodging Association) and FRLA (Florida Restaurant and Lodging Association), as part of No Room for Trafficking in collaboration with our founding partner, A21, and alongside major partners like N2GIVES, Malouf Foundation, Intercontinental Hotel Group, Hilton Hotels and Uber.

To maximize our impact in Miami, we also joined forces with local and international organizations such as the Miami International Airport, the Women's Fund Miami-Dade, the Super Bowl host committee and the NFL, the Miami Dolphins, the Miami Chamber of Commerce, Atlantic Broadband, End It Movement, Sysdoc, Hope for Freedom, SOAP, IJM, Forever Young Foundation, as well as law enforcement and prosecution entities, at local, state and federal levels, including both federal and local human trafficking task forces, HSI, FBI, the Office of Miami-Dade State Attorney, Katherine Fernandez Rundle, and the U.S Attorney for the Southern District of Florida.

We believe that it is only by working together in partnership and collaboration that we can have such an incredible impact and contribute towards the elimination of human trafficking and exploitation on a worldwide scale.

Research shows that if someone sees the same information seven times, they'll remember it.

So our campaign model consists of **SEVEN touchpoints** where people will interact with our awareness films and campaign materials throughout a major sporting event:

- 1 Airlines**
As people travel to and from the hosting city.
- 2 Airports**
As the sporting fans and tourists arrive into the hosting city.
- 3 Rideshares and taxis**
As people travel around during the event.
- 4 Hotels**
Who run training sessions to spot human trafficking and distribute our campaign materials to their guests during their stay.
- 5 Stadiums**
As people attend the major sporting events.
- 6 Media**
To reach sporting fans and the general public during the event.
- 7 Social Media**
To reach the general public directly.

The Problem

Human trafficking is a major issue in Miami and the U.S. :



MIAMI
Florida



More than 100,000 children are sold for sex in the U.S. each year (ECPAT-USA).



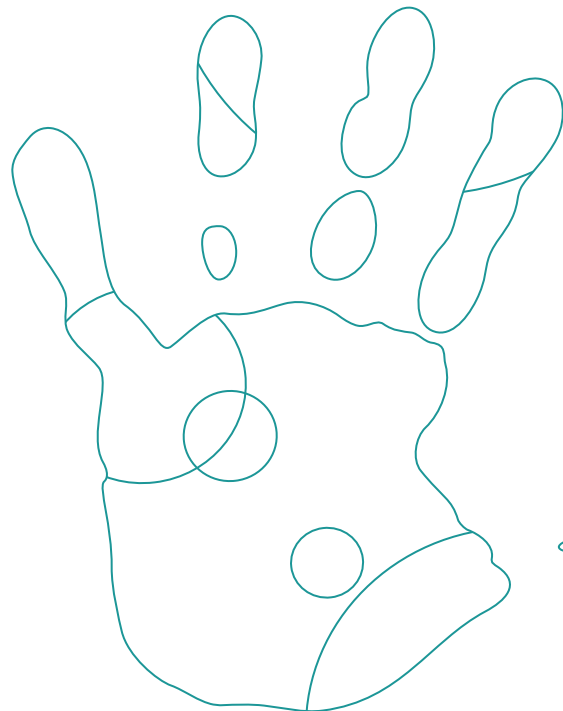
83% of sex trafficking victims in the U.S. are U.S. citizens (Brooke Axtell).



Miami has the fourth highest rate of calls per capita made to the National Human Trafficking Hotline in 2017 (Polaris).



Florida as a state has the third highest rate of human trafficking cases reported (Polaris).



Volunteer Outreach Activities

On 25th January 2020 – the weekend before the Super Bowl – over 500 volunteers, including survivors of human trafficking, packed 145,000 It's a Penalty posters, leaflets, and business cards in English, Spanish and Creole, 7,000 wristbands, 15,000 lip balms, 30,000 S.O.A.P Project soaps, and 80,000 face wipes into information kits along with a list of missing children in the city. The awareness kits with campaign materials were distributed to hotels and motels across the Miami metropolitan area.

It's a Penalty and its Founding Partner A21 partnered with The S.O.A.P Project, Voices for Children Foundation, Hilton, InterContinental Hotel Group, IJM, and Hope for Freedom to coordinate the outreach.

500+
volunteers

145,000
It's a Penalty posters, leaflets,
business cards in English,
Spanish and Creole

30,000
The S.O.A.P Project soaps

80,000
face wipes into
information kits



Campaign Impact



SURVIVORS RECOVERED

22 victims identified and assisted and 47 traffickers arrested

(Miami-Dade State Attorney)

4 missing kids found

from the NCMEC missing children's list in Miami through the It's a Penalty/S.O.A.P. hotel outreach day



REPORTS

163% increase of calls

reporting human trafficking in Miami made to the National Human Trafficking Hotline (Polaris) compared to same time period in the previous year

MIAMI FIX STOP (local hotline)

140 calls reporting exploitation & trafficking between 19/9/2019 to 3/2/2020



FILM

19.3 million passengers

reached on American Airlines and British Airways flights by the It's a Penalty campaign film shown in-flight from January-February 2020

541,933 potential viewers

reached through Atlantic Broadband on 600 TV cable spots: A&E, AMC, ANIMAL, BET, BRAVO, COMEDY, CNBC, CNN, Discovery, ESPN, ESPN2, E!, ABC Family, FOOD, FSFL, FX, Fox News, GOLF, Hallmark, HGTV, History, HLN, Lifetime, MSNBC, MTV, NICK, SYFY, SPIKE, SUN, TBS, TLC, TNT, CARTOON, TRAVEL, TRU, TVLAND, TWC

4.2 million travellers

potentially exposed to the campaign film shown at Miami International Airport throughout January



CAMPAIGN LAUNCH

338 million reached

through media coverage in print and on TV at the It's a Penalty 2020 Miami Campaign Launch, hosted by our partners AHLA (American Hotel & Lodging Association) as part of their 'NO ROOM FOR TRAFFICKING' campaign



PRINT MEDIA

16 million passengers

potentially exposed to the full-page It's a Penalty 2020 Campaign ad in American Way, American Airlines' in-flight magazine



HOTELS

Intercontinental Hotel Group

40+ IHG Hotels trained their staff to spot human trafficking and displayed and distributed thousands of campaign materials – lip balms, wristbands, posters, leaflets, business cards in English, Spanish and Creole with the signs to look out for and reporting hotline information – to their guests in the run up to and during the Super Bowl

Hilton Hotel

60+ Hilton Hotels trained staff and management in Miami and Fort Lauderdale to spot human trafficking and exploitation, and distributed campaign materials to guests



RIDESHARES/TAXIS

Uber provided 3 training sessions

in English & Spanish to hundreds of drivers and staff

5,000 It's a Penalty rear-view mirror hang tags

were displayed inside Uber cars, and campaign wristbands with reporting hotline information were distributed to drivers



SOCIAL MEDIA

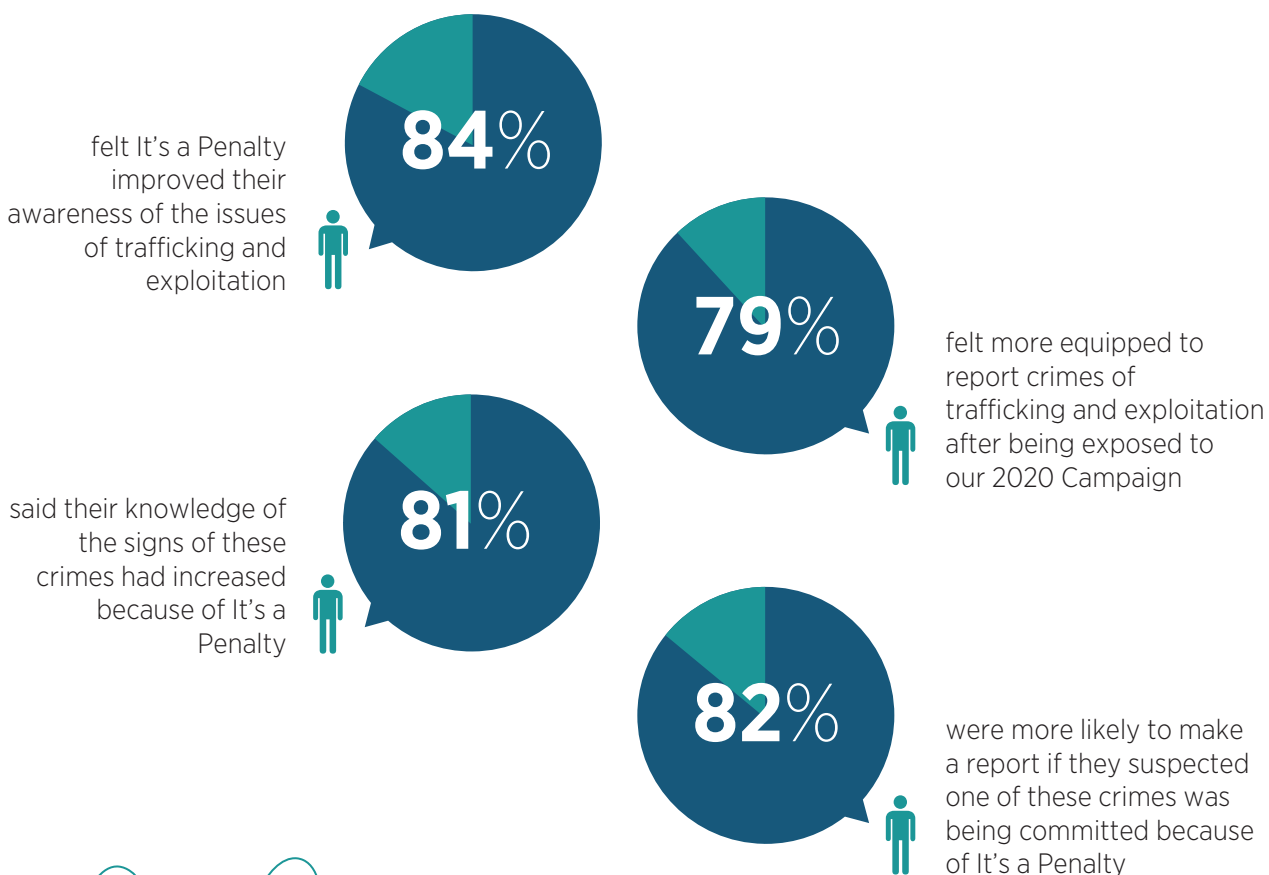
1.4 million people

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

How did the 2020 It's a Penalty Campaign impact the general public?

During the 2020 It's a Penalty Miami Super Bowl Campaign, we asked people to answer a short survey on our website (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 100 respondents assist with this monitoring and evaluation for the 2020 Campaign.



Campaign Overview 2014-2022

COMPLETED CAMPAIGNS

FIFA World Cup

12th June - 13th July

📍 Brazil

2014

Rio Olympics & Paralympics

5th - 21st August
7th - 18th September

📍 Brazil

2016

Super Bowl LII (Minneapolis, MN)

4th February

📍 USA

2018

PyeongChang Winter Olympics & Paralympics

9th - 25th February
9th - 18th March

📍 South Korea

2018

HSBC/Cathay Pacific Hong Kong Rugby Sevens

6th - 8th April

📍 South Korea

2018

Commonwealth Games

4th - 15th April

📍 Gold Coast, Australia

2018

Super Bowl LIII (Atlanta, GA)

3rd February

📍 USA

2019

Super Bowl LIV (Miami, FL)

2nd February

📍 USA

2020

UPCOMING PROPOSED CAMPAIGNS

Liam Neeson Anti-Trafficking Education Video

October - December

📍 Global Launch

2020

Super Bowl LV (Tampa, FL)

7th February

📍 USA

2021

EUFA 2021 Euros

July (Semi-Finals & Finals)

📍 London, UK

2021

Tokyo Olympics & Paralympics

23rd July - 8th August
24th August - 6th September

📍 Japan

2021

ICC T20 Cricket World Cup

October - November

📍 India

2021

Super Bowl LVI (Los Angeles, CA)

6th February

📍 USA

2022

Commonwealth Games

27th July - 7th August

📍 Birmingham, UK

2022

FIFA World Cup

21st November -
18th December

📍 Qatar

2022

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MALOUF
FOUNDATION

IHG® Hotels & Resorts

Uber



ATLANTIC
broadband
TV • INTERNET • PHONE



MIAMI BEACH
CHAMBER OF COMMERCE



MIAMI-DADE
COUNTY

Friends & Sporting Icons



Participating Airlines

