



IT'S A PENALTY

CAMPAIGN



Andy Dalton
Quarterback



Benjamin Watson
Tight End



Nick Foles
Quarterback



Chris Godwin
Wide Receiver



Ryan Tannehill
Quarterback



William Gholston
Defensive Lineman



Aaron Rodgers
Quarterback

It's a Penalty 2021 Campaign
IMPACT REPORT

Super Bowl LV
TAMPA BAY FL

With grateful thanks to all our partners

Founding Partner



Headline Partner



Supporting Partners



Friends



Participating Airlines



TOGETHER WE CAN MAKE A DIFFERENCE!

Get social with us

 [Facebook.com/itsapenaltycampaign](https://www.facebook.com/itsapenaltycampaign)

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

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

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



Sport Brings People Together

It's a Penalty Campaign harnesses the power of sport to prevent abuse, exploitation and human trafficking. 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 (ILO).

Our campaign, during major sporting events around the world, impacts and educates the public at the Super Bowl, the Olympics & Paralympics, the World Cup and the Commonwealth Games. Since its inception in 2014, we have reached over 2 billion people worldwide and have helped in protecting 16,955 victims.

The COVID-19 pandemic exacerbated conditions of vulnerability locally in cities all over the world. Many victims were in lockdown with their abusers, children and adults spent more time online for work and school leading to increased vulnerability to trafficking, and despite the pandemic, many thousands of people still traveled to the state of Florida during Super Bowl LV.

The work that we do at It's a Penalty has never been so important. Whether we are reaching millions of people worldwide, or collaborating locally in a host city, we remain committed to ending abuse, exploitation, and trafficking around the world.

In collaboration with our partners, we are continuing to educate, equip, and encourage people to learn about signs hidden in plain sight, properly report these human rights violations, and advocate for those who are vulnerable.

Thank you for your support of our campaign, for sharing it far and wide. We are stronger together.

Thank you!

Team It's a Penalty



**For more
information:**

www.a21.org

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.

It's a Penalty 2021 Global Campaign

SUPER BOWL LV IN TAMPA BAY



Andy Dalton
Quarterback



Benjamin Watson
Tight End



Nick Foles
Quarterback



Chris Godwin
Wide Receiver



Ryan Tannehill
Quarterback



William Gholston
Defensive Lineman



Aaron Rodgers
Quarterback

In January/February 2021, we made an impact globally, and locally in Tampa Bay, reaching a potential 176.2 million people worldwide, as well as distributing 93,000 pieces of informative campaign materials through volunteer outreach on the ground in Tampa.

On January 6th, we held a press conference with Florida's Attorney General Ashley Moody at Tampa International Airport. It's a Penalty Campaign signage was unveiled in terminals, security checkpoints and public restrooms to educate passengers. On the 12th of January we launched the Campaign in Tampa, hosted by our partners AHLA (American Hotel & Lodging Association) and FRLA (Florida Restaurant and Lodging Association), in collaboration with our founding partner, A21, and alongside supporting partners Hilton, Rescue Freedom International, End It, Airbnb, Uber and Rahab's Daughters.

To maximize our impact in Tampa, we also joined forces and worked closely with local organizations. These included the Hillsborough County Commission on Human Trafficking as well as law enforcement, prosecution entities, and the local human tracking task force. We also partnered with The Super Bowl Host Committee, Florida Attorney General Ashley Moody, and the Tampa International Airport.

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

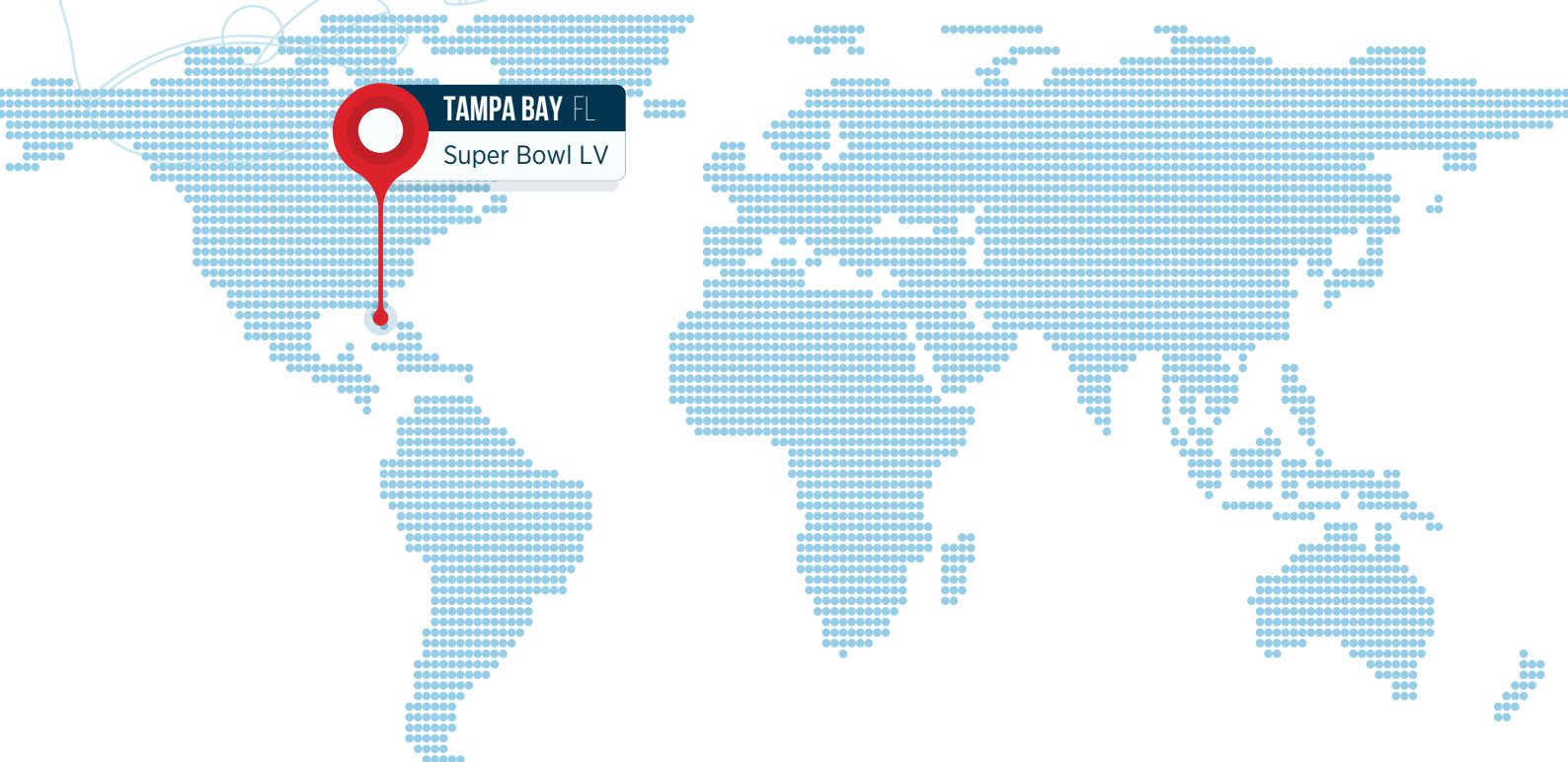
The rule of seven suggests that if someone sees the same information seven times, they'll remember it.

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

- 1 Airlines**
People travel to and from the host city.
- 2 Airports**
Sports fans and tourists arrive into the host city.
- 3 Rideshares and taxis**
People travel around the host city during the event
- 4 Hotels**
Managers train staff to spot human trafficking and hotel staff distribute our campaign materials to guests during their stay.
- 5 Stadiums**
People attend the major sporting event.
- 6 Media**
Reaches sporting fans and the general public during the event.
- 7 Social Media**
Reaches the general public directly.

The Problem

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



In Tampa, there are documented cases of child sex trafficking as young as 11 years old
(Source: *Natasha Nascimento, Executive Director, Redefining Refuge Tampa*)



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



83% of sex trafficking victims in the U.S. are U.S. citizens
(Source: *U.S. Department of Justice*)



Tampa has the 12th highest rate of calls per capita made to the National Human Trafficking Hotline
(Source: *Polaris*)



Florida as a state has the 3rd highest rate of human trafficking cases reported
(Source: *Polaris*)

Volunteer Outreach Activities

On January 30, 2021 – the weekend before the Super Bowl – **over 500 volunteers**, including survivors of human trafficking, joined with NO MORE, a Tampa organization committed to bringing hope to the most vulnerable, the S.O.A.P. Project, led by Theresa Flores, a survivor of human trafficking, and In Our Backyard. Volunteers packed awareness kits that included **93,000 It's a Penalty posters, leaflets, and business cards** in English and Spanish, **7,000 hand sanitizers**, thousands of S.O.A.P Project soaps and face wipes into kits, and a list of missing children in the local city. Campaign materials were distributed to hotels and motels across the tri-county Tampa Bay area.

It's a Penalty and its Founding Partner A21 partnered with The S.O.A.P Project, NO MORE, and Hilton to coordinate the outreach.

500+
volunteers

93,000
It's a Penalty posters, leaflets,
and business cards in English
and Spanish

16,000
The S.O.A.P
Project soaps

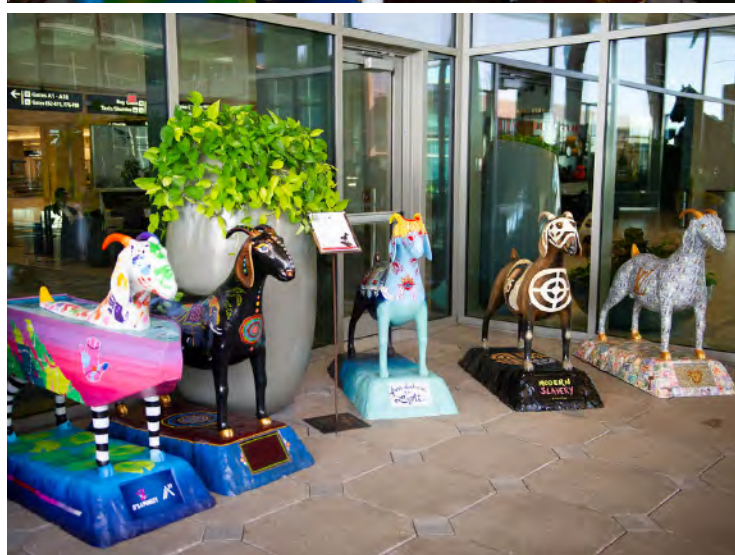
12,000
face wipes

Packed and
delivered in
245
hotels



Project G.O.A.T.

It's a Penalty teamed up with Project G.O.A.T, which stands for Global Offensive Against Trafficking, to create an It's a Penalty/A21 GOAT statue, painted by local artist Zulu Painter. The statue was displayed as part of an art installation at the Tampa International Airport along with other life-size goat statues designed by amazing artists and represented by celebrity athletes, actors and musicians. This local art-based campaign brought greater awareness in the fight against human trafficking and sexual exploitation of children.



Campaign Impact



DIRECT LOCAL IMPACT

6 survivors recovered and 146 arrests made
(Hillsborough County Commission on Human Trafficking)

40 survivors assisted by our partner Rahab's Daughters

18 children identified
from the NCMEC missing children's list in Tampa following the It's a Penalty/S.O.A.P. Project/NO MORE/In Our Backyard outreach day



REPORTS

166% increase of calls

reporting human trafficking in Tampa made to the National Human Trafficking Hotline (Polaris) compared to the same time period in the previous year (2020)



FILM

10.5 million passengers

potentially reached on American Airlines and Southwest Airlines flights by the It's a Penalty campaign film shown in-flight from January-February 2021

1.1 million travellers

passed through Tampa International Airport where digital signage was displayed from January 5 - February 12



CAMPAIGN LAUNCH

152 million people

potentially reached through media coverage in print and on TV during the campaign



PRINT MEDIA

10.1 million passengers

potentially exposed to the full-page It's a Penalty 2021 Campaign ad in American Way, American Airlines' in-flight magazine



HOTELS/LODGING

Hilton Hotels

44 Hilton Hotels trained staff and management in Tampa to spot human trafficking and exploitation, and distributed campaign materials to guests

Airbnb

5,533 Airbnb host homes received digital educational materials with the signs to look out for and appropriate hotlines to make a report



TRAINING

44 General Managers

were trained at Hilton Hotels

700 hotel and motel

workers were trained by A21 as part of our campaign launch in collaboration with AHLA and FRLA



RIDESHARES/TAXIS

2,500 It's a Penalty rear-view mirror hang tags

were distributed to drivers and displayed inside Uber vehicles



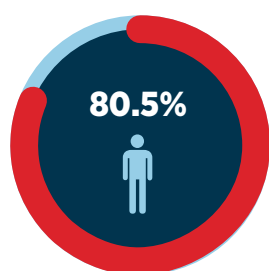
SOCIAL MEDIA

2.6 million people

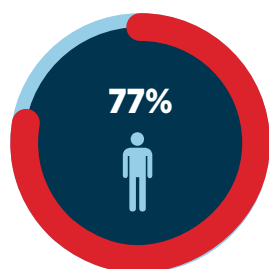
reached through social media on It's a Penalty's platforms as well as posts made by our partners, influencers, and supporters

How did the It's a Penalty Campaign impact the general public in 2021?

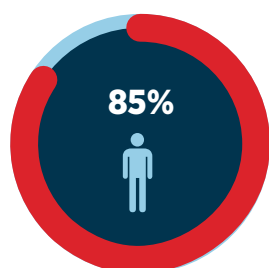
During the Super Bowl LV in Tampa, we asked people to answer a short survey on our website (www.itsapenalty.org) to help us understand and assess the difference that the It's a Penalty campaign made in EDUCATING about global issues of trafficking and exploitation, and the signs to look out for to identify a crime. A primary goal of the campaign is to EQUIP the public to report these crimes and ENCOURAGE them to be confident in making that report.



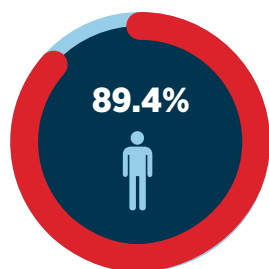
of respondents felt It's a Penalty improved their awareness of the issues of trafficking and exploitation



of respondents said their knowledge of the signs of these crimes had increased because of It's a Penalty



of respondents felt more equipped to report crimes of trafficking and exploitation after being exposed to our 2020 Campaign



of respondents felt that It's a Penalty campaign increased their confidence or likeliness to report suspected cases of exploitation and trafficking

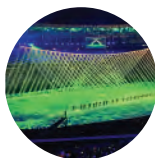
Campaign Overview 2014-2022

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**



Liam Neeson Anti-Trafficking Education Video
October 2020 and ongoing

📍 **USA** 📅 **2020**



Super Bowl LV (Tampa, FL)
11th January

📍 **USA** 📅 **2021**

UPCOMING PROPOSED CAMPAIGNS

UEFA 2021 Euros

11 June - 11 July

📍 **Europe** 📅 **2021**

Tokyo Olympics & Paralympics

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

📍 **Japan** 📅 **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**

With grateful thanks to all our partners

Founding Partner



Headline Partner



Supporting Partners



RESCUE: FREEDOM®



Tampa
International
Airport

Uber



airbnb



Friends



Rahab's Daughters



S.O.A.P.

Participating Airlines

American Airlines



Southwest



TOGETHER WE CAN MAKE A DIFFERENCE!

Get social with us



Facebook.com/itsapenaltycampaign



Instagram: its_apenalty



Twitter: its_apenalty



Website: www.itsapenalty.org