



OUR STRATEGY 2021-2023

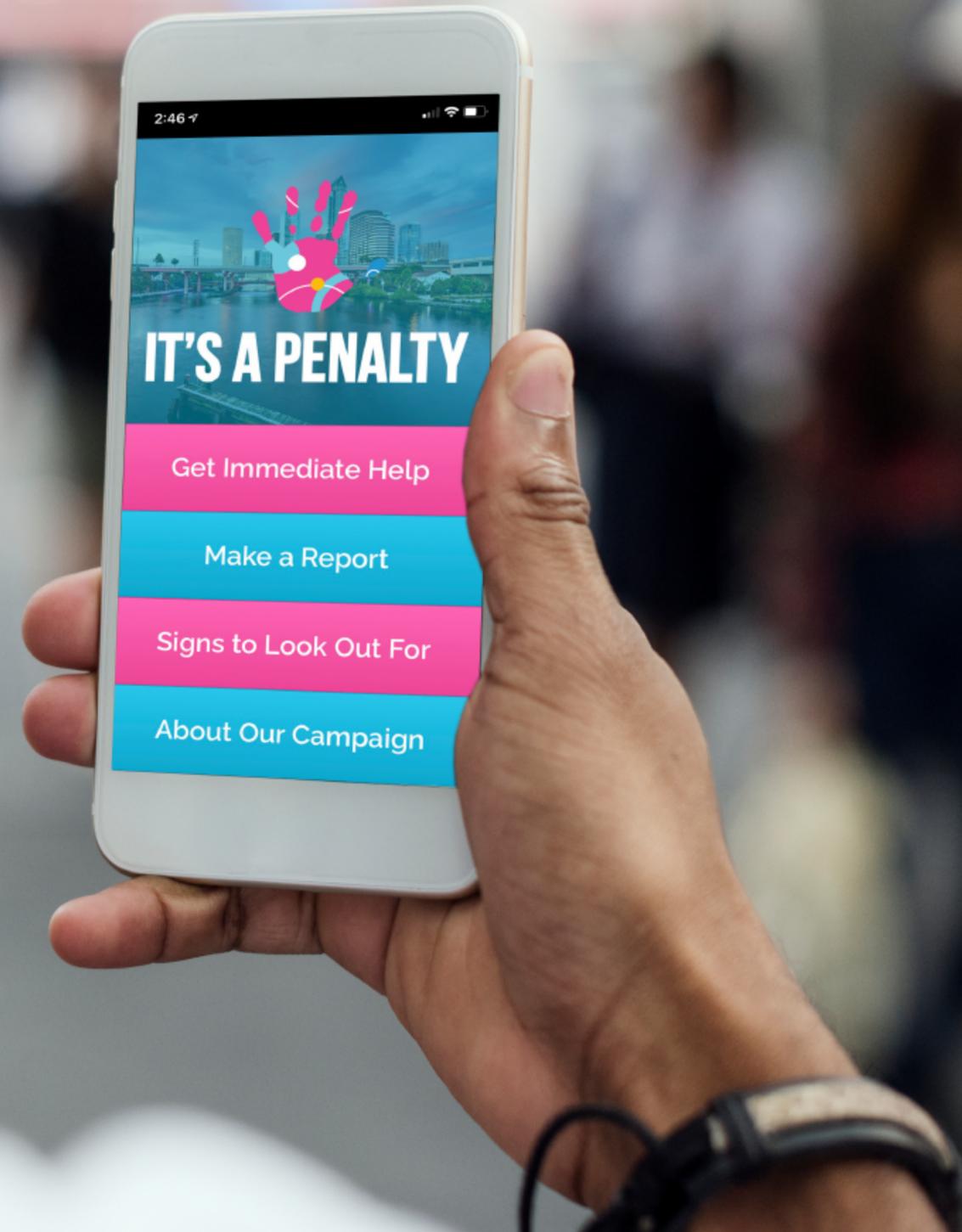
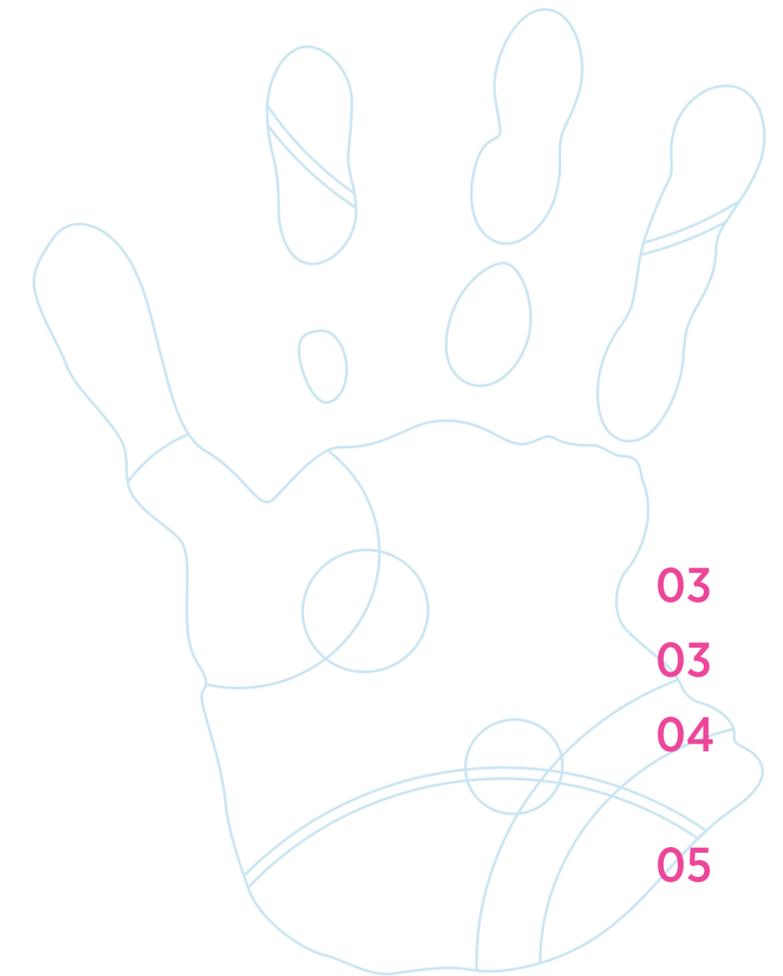
MAKING A DIFFERENCE TO THE GLOBAL
LANDSCAPE OF ABUSE, EXPLOITATION
AND HUMAN TRAFFICKING



OUR STRATEGY 2021-2023

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ABOUT It's a Penalty

**WE STRIVE FOR A WORLD WHERE
NO HUMAN BEING SUFFERS ABUSE,
EXPLOITATION OR TRAFFICKING**

Our work contributes to creating a culture through education, awareness-raising and advocacy where abuse, exploitation and human trafficking are no longer acceptable.

Who We Are

It's a Penalty is a UK-registered charity (1161848) with a global impact. We are led by our CEO, Sarah de Carvalho MBE, and governed by our Board of Trustees.



CEO, Sarah de Carvalho MBE

“Leading It's a Penalty is a privilege. We are a team of committed individuals driven by our passion for social justice with a purpose of working to prevent and help end abuse, exploitation and human trafficking. The results we have been able to achieve so far have been phenomenal. I believe this is only possible by collaborating internationally and working in partnership across different industries and sectors for greater impact.”



Our Values

I Purposeful

We are purpose driven and persistent, working for long-term, sustainable, systematic change.

I Integrity

We take responsibility for our actions and decisions through a culture of openness and transparency.

I Inclusive

We are committed to fairness, non-discrimination, and respect for every person's human rights and dignity in all of our decisions and actions.

I Empathetic

We care deeply about our work and seek to create positive relationships and impact based on empathy, dignity, respect and understanding.

I Collaborative

Our strength comes from working as a reliable partner and through collaboration and consultation.

I Social Justice

We work for social justice through rigorous, evidence-based research and sustained human rights-based work with affected peoples and communities.

What We Do

It's a Penalty focuses on 4 key strategic areas to end human trafficking, exploitation and abuse locally and globally:

Campaigns - raising awareness about human trafficking, exploitation and abuse during major sporting events. Partnering with sporting governing bodies, NGOs, the travel & tourism industry and law enforcement. We have run 12 Campaigns including the Olympic and Paralympic Games, Super Bowls, and Commonwealth Games – reaching over 1.6 billion people.

CommonProtect – advocating for legal reform to improve protection from sexual exploitation and abuse for children throughout the Commonwealth. Partnering with lawyers, Commonwealth institutions, child protection experts, and local NGOs.

Student Ambassador Network – educating and raising up UK university students to prevent human trafficking and exploitation.

Safe to Compete – training sports coaches and parents of children in Little Leagues (age 5-12 years) in the USA to prevent abuse and exploitation. Partnering with the National Center for Missing and Exploited Children (NCMEC).

It's a Penalty is a member of the UN Global Compact. We contribute towards the achievement of the **UN Sustainable Development Goals**:

- 5.2** Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.
- 8.7** Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms.
- 16.2** End abuse, exploitation, trafficking and all forms of violence against and torture of children.



“It takes courage to be the voice of change and to take positive action against harm and discrimination. To our supporters, partners, and every one of you who play a role in calling out human trafficking abuses, we thank you. The small smile of hope and gratitude you see in the eyes of a survivor is enough to fuel greater change in the world. Thank you for joining us on this journey.”

Katherine Corich, It's a Penalty Chair

Our Global Reality

Abuse, exploitation and human trafficking are global problems. These forms of violence happen in every country around the world, and affect all communities.

Whilst many imagine that these crimes involve someone being kidnapped, moved across borders or victimised by strangers, most people are abused, exploited and trafficked within their own countries and cities, often by people they know.

Victims of these crimes can be of any gender, age, ethnicity or sexuality, although children and marginalised groups are particularly vulnerable.



 **24.9 million people are trapped in exploitation and human trafficking around the world (ILO)**

 **Human trafficking is the fastest-growing and second-largest criminal industry in the world (USDofHHS)**

 **US\$150 billion of profit is obtained through the use of forced labour by traffickers each year (ILO)**

 **1/3 of detected trafficking victims are children (UNODC)**

 **1 in 8 of the world's children are sexually abused before the age of 18 (Stoltenborough et al)**



“I was 16 when it happened to me. It was unexpected, I came from a middle-class family, my parents worked and I went to private school. I was bullied at school and often isolated myself, which made it easier for traffickers to continue that isolation process.”

Sharmila Wijeyakumar (Sam) a survivor of human trafficking and Founder of Rahab's Daughters

OUR STRATEGY

2021-2023

Our strategic programme areas detail what we will achieve over the next three years and how. Our strategic enablers will support us in effectively achieving our goals:

HOW WE CREATE IMPACT





Harnessing the power of sport for increased awareness, education and prevention of abuse, exploitation and human trafficking on a global scale.

STRATEGIC PROGRAMME AREAS

Global Campaigns

Our Global Campaigns are fronted by high-profile athletes and actors, and position major sporting events as platforms for worldwide action and change. Each campaign is bespoke and contextualised to each major sporting event and the need in the host country, determined by working in partnership with sporting governing bodies and local NGOs.

Educational messages about what human trafficking is, the penalties for offenders, and how to identify and report it reach a global audience through strategic distribution channels including: airlines' in-flight entertainment, hotels and accommodation, airports, local transport, cinemas, TV, and social media.

OUR TRACK RECORD

Each campaign reaches an average of 180 million people across the world through our strategic channels.

We have encouraged people to report abuse, exploitation and/or human trafficking during each campaign, resulting in an average increase of calls to hotlines of 210%.



To date, our campaigns have prevented **16,955 children** and vulnerable people from becoming victims of abuse, exploitation and human trafficking globally.

STRATEGIC GOALS 2021-2023

2021

- A** Super Bowl Tampa February;
- B** Euros June-July (digital campaign);
- C** Tokyo Olympics & Paralympics July-September

2022

- D** Super Bowl Los Angeles February;
- E** Commonwealth Games Birmingham July-August;
- F** Qatar Football World Cup November-December

2023

- G** Super Bowl Arizona February;
- H** Youth Commonwealth Games Trinidad & Tobago August tbc;
- I** African Cup of Nations Ivory Coast June-July tbc;
- J** FIFA Women's World Cup 2023 co-hosted New Zealand and Australia, July-August.



CommonProtect

Creating a Commonwealth where children and young people are protected and safe from sexual exploitation and abuse.

CommonProtect

The sexual exploitation and abuse of children, including online, is reaching epidemic levels. No country is immune. Current gaps in laws mean that millions of children throughout the Commonwealth are legally unprotected from abuse by nationals and travelling offenders.

Working in collaboration with governments, civil society organisations, child rights champions and Commonwealth institutions, CommonProtect is the Commonwealth-wide movement to end impunity for child sexual exploitation and abuse (CSEA), improve access to justice for survivors and ensure better child protection. Our ultimate goal is for there to be a comprehensive legal framework in place in each Commonwealth country which criminalises CSEA in every form, no matter where the offender is from or where in the world the offence takes place.



To achieve change, our strategy has three main aims:

Strengthen civil society voices

Developing the evidence base, working with and strengthening civil society's legal knowledge and capacity, and encouraging collective action to challenge CSEA and improve child protection

Deliver high level advocacy

Driving political will around legal reform and child protection, engaging decision makers and fostering greater understanding of key issues and pan-Commonwealth approaches to reform

Develop support for legal reform

Facilitating learning and sharing to support advocacy and policy reform measures, enabling governments to develop their child protection legal frameworks, take action and end impunity for CSEA

STRATEGIC GOALS 2021-2023

2021

Research into CSEA laws in focus Commonwealth countries, publication of research report and launch of Pilot Phase

2022

Progression of Pilot Phase: building relationships with local civil society, working with child protection champions and developing an offer of technical assistance for legal reform

2023

Enhancing civil society's role, influencing Commonwealth leaders and delivering technical assistance to achieve legal reform and improved child protection

Student Ambassador Network



Creating a culture where all forms of abuse, exploitation and human trafficking are no longer acceptable.

We believe that young people have the right to shape society but it's often hard to know where to start. We want to invest in students because they are the leaders of tomorrow and their voice matters today. We encourage and support them in using their voice and developing their leadership skills to make change happen. On joining the Student Ambassador Network, they become part of a national network of young changemakers to bring about the social transformation we all want to see locally and globally.

The Student Ambassador Network programme combines conventional campaigning techniques - from building support on their campuses and in their communities to influencing people in authority. The programme equips students with the knowledge and skills to become expert Ambassadors of change against abuse exploitation and human trafficking - becoming champions and life-long advocates.



“The Student Ambassador Programme helped me become more confident in speaking out about the important issues of trafficking and slavery, and made me realise that each of us can make a real difference by doing what we can to raise awareness and making simple changes to our lifestyles.”

Sarah Hadden, Cambridge University

STRATEGIC GOALS 2021-2023

2021

Establish Student Ambassador Network in UK Universities and launch Youth Advisory Board

2022

Grow Student Ambassador Network in UK Universities and develop youth leaders in Commonwealth countries to become youth champions for child rights and protection and the prevention of abuse, exploitation and human trafficking

2023

Embedding deeper youth engagement in our global campaigns and mobilise youth leaders in Commonwealth countries to become champions for child rights and protection and prevention of abuse, exploitation and human trafficking



Safe to Compete

Fostering an environment in youth sports where children are safe from sexual abuse and exploitation.

Safe to Compete provides resources and education to coaches in youth sports, alongside the families of child athletes, that will help protect them from exploitation.

The statistics on the abuse, exploitation and trafficking of children in the United States are sobering. It is estimated that 1 in 10 children in the US will be subjected to sexual abuse or exploitation before reaching the age of 18 (Darkness to Light, 2013).

While girls make up the majority of known victims, boys are also abused and often are more likely to stay silent about their experiences due to fear of social stigma or backlash. Many children who are abused suffer long term health consequences, impacting their lives long after the abuse ends. There is a great need for a programme which provides parents and caregivers with solid information, training and safety tips to keep their children safe from abuse, exploitation and trafficking.

Youth sports present a great platform to raise awareness and protect children. High profile cases of young athletes being abused whilst competing have drawn attention to the issue of child protection in sports all over the world.

In partnership with the National Center for Missing & Exploited Children (NCMEC), Safe to Compete will provide comprehensive education and support for busy parents and caregivers, and develop a nationally-accredited training programme for coaches of youth league sports. Our focus is to address gaps in knowledge, skills and action amongst parents, caregivers and coaches in order to improve every child's protection from these forms of violence.

STRATEGIC GOALS 2021-2023

2021

Pilot the parent course in Florida and New York. Onboard Athlete Ambassadors

2022

Engage youth organizations, state and local officials. Pilot the comprehensive course for coaches in Florida and New York

2023

Roll out both courses into other states through strategic partnerships, PR and social media. Establish national accreditation, the first of its kind in the USA. Review to expand the programme outside of the US

PARTNERSHIPS & COLLABORATION

TOGETHER WE ARE STRONGER!

We believe that collaboration and partnerships are essential in order to achieve our aims. It's a Penalty is able to have such incredible impact because of our collaboration with strategic stakeholders, such as high-profile sporting athletes, the travel and tourism industry – including airlines, hotels, and transportation companies – sporting governing bodies/hosting committees, NGOs, governments, and corporates.

We are always on the lookout for partners and sponsors for greater impact. If you think our campaigns, programmes and projects fit with your organisation please contact sarah.decarvalho@itsapenalty.org.



“Emirates is proud to support It's a Penalty's campaign, which is designed to educate the world about the misconceptions and the reality of human trafficking and exploitation. Emirates hopes to shine a light on this global problem and help more people understand what human trafficking is. With greater awareness, more suspected cases can be identified and reported, thereby protecting and preventing those at risk from becoming victims.”

Dr Abdulla Al Hashimi
Divisional Senior Vice President, Emirates Group Security

“I'm really happy to support the 'It's A Penalty' campaign. We really need to try and eradicate the exploitation of children.”

Gary Lineker | Former footballer and BBC presenter

“Trafficking isn't always obvious, so it's important to know the signs to look out for. Together we can end human trafficking and exploitation.”

Liam Neeson | Actor

“The reason I am supporting the 'It's A Penalty' campaign is because in all my travelling around the world, I've seen young girls and boys on the streets made vulnerable. I've got a teenage daughter and that's not what I want for her. So please stop and listen and say something if you see something.”

Baroness Tanni Grey-Thompson | Former Paralympic champion

“We are very proud to partner with It's a Penalty because we believe that travel should always be a force for good in the world and companies like us can play a really key role in raising awareness about human trafficking, but more importantly, how to take action against it.”

Patrick Robinson
Director of Public Policy in Europe, the Middle East and Africa for Airbnb

CONTACT

hello@itsapenalty.org

67 The High Street
Leatherhead, Surrey – KT22 8AH – UK

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Facebook.com/itsapenaltycampaign

Twitter: its_apenalty

Instagram: its_apenalty

Website: www.itsapenalty.org

