



IT'S A PENALTY

IMPACT REPORT

**SUPER BOWL
LVII**

**ARIZONA
2023**

THANKS TO OUR PARTNERS

MAIN PARTNER



SUPPORTING PARTNERS



FRIENDS



PARTICIPATING AIRLINE





SPORT BRINGS PEOPLE TOGETHER.

It's a Penalty's global campaigns harness the power of sport for increased awareness, education and prevention of abuse, exploitation and human trafficking on a local and global scale. Since It's a Penalty's inception in 2014, public understanding of these crimes has grown immensely. However, there is still a huge percentage of people that think of human trafficking, exploitation and abuse as crimes that happen far away in other countries to other people. It's a Penalty's global campaigns, fronted by high-profile athletes, use the platforms of major sporting events to correct these misconceptions about human trafficking, form deeper understanding of this complex crime and prevent it from taking place.

Reaching an average total of 180 million people worldwide, each It's a Penalty campaign educates about the issues, the signs to look out for and equips the public with ways to report suspected trafficking cases. To date, our campaigns have facilitated the protection of 17,000 survivors of abuse, exploitation and human trafficking,* as well as potentially prevented thousands more from being victimised.

Following a successful campaign last year during the Super Bowl LVI in Los Angeles, the now 15th global It's a Penalty Campaign launched ahead of Arizona Super Bowl LVII to bring public awareness, give platform to survivor voices, engage local community, and work with hospitality industry staff to prevent human trafficking, exploitation and abuse.

We want to thank everyone who has made this campaign possible, as well as all those who have supported our campaign and joined our fight against all forms of violence.

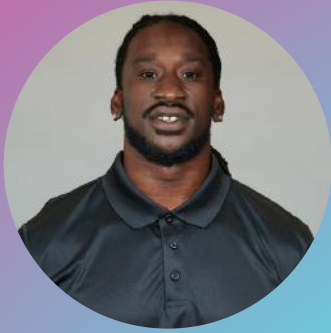
Together, we can make a difference!



Team It's a Penalty

*estimated figure includes potential media reach and social media views

OUR NFL & WFA AMBASSADORS



MARKUS GOLDEN
Arizona Cardinals



CHATARIUS 'TUTU' ATWELL
Los Angeles Rams



AARON RODGERS
Green Bay Packers



Lois Cook
DC DIVAS



JESSE LUKETA
Arizona Cardinals



CHANTE BONDS
Boston Renegades



ANDY DALTON
New Orleans Saints



TYNEQUIA ROBERTS
Tampa Bay Inferno



CHRIS GODWIN
Tampa Bay Buccaneers



COLLETTE V. SMITH
NFL's 1st Black
Female Coach

HUMAN TRAFFICKING IN ARIZONA

- **1/3 of detected trafficking victims are children (Source: UNODC, 2021)**
- **The Polaris National Human Hotline has identified Arizona as the eighteenth highest State for Human Trafficking 2022**
- **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)**
- **50 million people are trafficked and exploited around the world (Source: ILO, latest Global Estimates of Modern Slavery)**





Glendale, Arizona welcomed back the Super Bowl in 2023, the third time the city has held the mega sporting event. Just under 68,000 people attended the game at State Farm Stadium. According to the Arizona Super Bowl Host Committee, attendance at additional events included:

- 300,000: The number of attendees at the Super Bowl Experience at the Phoenix Convention Center and Hance Park
- 25,000: The number of attendees at the Super Bowl watch party at Hance Park
- 200,000: The record-breaking number of travelers at Phoenix Sky Harbor on Feb. 13, the day after the Super Bowl
- 250,000: The number of Valley Metro Rail riders throughout Super Bowl week
- 6,000: The number of credentialed journalists from over 24 countries



CAMPAIGN OVERVIEW

FOR EACH CAMPAIGN, WE PRODUCE...	 30-Sec Film	 Campaign Materials
WE PARTNER WITH...	 Sports Industry	 Travel & Tourism Industry
	 Local & Global NGOs	 Law Enforcement & Local Government
TO REACH PEOPLE THROUGH...	Airlines Airports Rideshare & Taxis Public Transport	Resorts & Hotels Events Social Media & Media

CAMPAIGN AIMS

EDUCATE

about what abuse, exploitation and human trafficking is, the signs to look out for and penalties for offenders.

EQUIP

survivors, sporting fans, tourists and the general public with the knowledge on human trafficking and global reporting mechanisms.

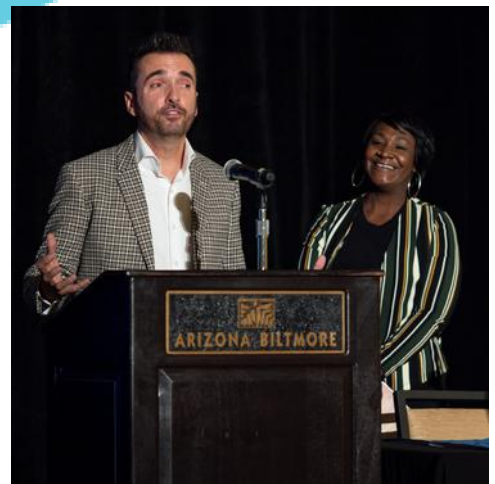
ENCOURAGE

them to report any concerns and help to prevent abuse, exploitation and human trafficking.

LOCAL PARTNERS

It's a Penalty contextualizes each of our Global Campaigns to host cities. To do so, we work with local NGOs who work daily on-the-ground to prevent trafficking and provide survivors with resources to heal and thrive. Their expertise is vital to the success of our campaigns.

In Arizona, It's a Penalty was honored to partner with Where Hopes Lives and United National Indian Tribal Youth (UNITY). Where Hope Lives is home to the largest human trafficking rescue and recovery operation in North America, housing around 200 people per year. With headquarters in Arizona, UNITY is the nation's first and largest native Youth serving organization. UNITY is working to raise awareness and educate the public of the Missing and Murdered Indigenous Women epidemic.



Jeff May, Executive Director, Dream City Foundation and survivor story with Alicia Tucker



Mary Kim Titla, Executive Director, United National Indian Tribal Youth (UNITY)

VOLUNTEER EVENT



On January 24th, 2023, volunteers came together from Where Hope Lives to pack awareness kits that included "Know the Signs" It's a Penalty posters in English and in Spanish, "How to Report" It's a Penalty Posters, wristbands with National Human Trafficking Hotline number and Missing Children lists provided by the National Center of Missing and Exploited Children in the Arizona area. Tangible were distributed to over 100 hotels and motels across the Phoenix Metropolitan area.

100+
attendees

The Arizona Super Bowl LVII 2023 Campaign was launched at Arizona Biltmore, a Waldorf Astoria Resort on January 25, 2023.



Right to left: Jesse Luketa Arizona Cardinals & Collette V. Smith, first black female NFL coach



Jeremy Vallerand, President and CEO, Atlas Free

Our partners and friends joined Its a Penalty as we launched efforts to battle human trafficking leading up to the Super Bowl with our local and national partners, hosted in collaboration with Hilton and the Arizona Biltmore, A Waldorf Astoria Resort.

It's a Penalty was excited to run our 6th Super Bowl campaign during Super Bowl LVII in Glendale, AZ working with our partners to raise awareness and prevent abuse, exploitation and trafficking.

The event, MC'd by Jeremy Vallerand, President and CEO of Atlas Free, brought together attendees and speaker representatives from local government, the travel and tourism industry, the sports industry, survivor voices and local NGOs. We launched our 30s campaign film which was shown on American and Southwest airlines, and were also joined by Ambassadors Collette V. Smith, the first black female coach, Jesse Luketa from the Arizona Cardinals and Women's Football Association's Lois Cook from the D.C Divas. As part of our mission to champion survivors as experts by experience in prevention commitments, we were also joined by Alicia Tucker, a survivor from our local NGO partner Where Hope Lives, who delivered an impassioned speech about her difficult journey from victim to a survivor, mother and activist.

PRESS LAUNCH - JANUARY 25, 2023

Collaboration between the hospitality and sports industries is essential to combat human trafficking. Both industries have a significant presence in communities worldwide, making them uniquely positioned to raise awareness and prevent exploitation. The hospitality industry can train staff, implement policies, and work with law enforcement to prevent trafficking. Meanwhile, the sports industry can educate fans, raise funds for anti-trafficking organizations, and partner with organizations like It's a Penalty to prevent trafficking. By joining forces, the hospitality and sports industries can have a powerful impact on protecting vulnerable individuals from trafficking.

During the Campaign Launch, we hosted two discussions with our Ambassadors and Hospitality partners.

FIRESIDE CHAT

Moderated by It's a Penalty CEO, Sarah de Carvalho, the Ambassador Fireside chat to discuss how sports can be used a platform for positive social change in communities.



Ambassadors (left to right): Lois Cook- Wide receiver, D.C. Divas, Collette V. Smith - NFL 1st female black coach and Founder, President & CEO of "Believe N You, Inc., Jesse Luketa - Linebacker, Arizona Cardinals



Speakers (left to right): Moderated by Eliza McCoy, AHFA Foundation, Rose Walz, Arizona Biltmore, Mark VanBeest, G6 Hospitality, Jay Caiafa, IHG Hotels & Resorts

HOSPITALITY PANEL

Hospitality and Human Trafficking Panel: Policy and Procedure of Anti-Trafficking Measures in the Hospitality Industry

HILTON TRAINING



It is with great pride that we share our collaboration with Hilton, our global partner, on human trafficking prevention training in preparation for Super Bowl LVII.

Hilton facilitated a training session which IAP complemented where **130 staff members from seven Hilton hotels in the Phoenix Area** were educated on identifying signs of human trafficking and how to report such incidents to the hotel management.

The training included teams from various departments such as Front Desk, Housekeeping, Maintenance, Security, Food and Beverage, and Conference and Events. In addition to our involvement, the event also featured speakers from Hilton, Homeland Security Investigations, the Phoenix Police Department, and the AHLA Foundation. We are honored to have contributed to this initiative and believe that such collaborations play a significant role in preventing human trafficking.

130
Hilton staff



Tania Andre, US Operations Director, It's a Penalty

For the first time, It's a Penalty was invited to join Southwest Airlines at their employee lounge at Phoenix Sky Harbor International Airport. Each day, **100-150 Southwest employees** visit the lounge.

On January 26, 2023, the It's a Penalty team spent the morning passing out our campaign materials to educate flight attendants, pilots, and in-office staff on the Signs of Human Trafficking and how to report if they suspect human trafficking is taking place. We played out 30 second PSA film throughout the lounge and spoke with employees about their experience with human trafficking and requested they fill out our campaign survey. Our educational materials were distributed to **1,800 flight attendants** via the Southwest newsletter.



AIRBNB HOST SAFETY FORUM

On the evening of January 26, 2023, the It's a Penalty team was invited to speak at Airbnb's Host Safety Forum alongside Global Director of Trust and Safety Communications, Ben Breit and a representative from the Arizona Attorney General's Office. The presentation – attended by 100 Phoenix and Scottsdale area hosts – included an overview of our campaign, signs to look out for, anti-trafficking resources, and a Q & A session. Campaign materials were available for hosts to take back to their respective properties.

100+
attendees



Dana Hoyes, US Campaign Director, It's a Penalty

AIRLINES

American Airlines showed our 30 sec PSA film in-flight on all screens and their in-flight entertainment app featured on international and national flights during the months of January and February.

Southwest Airlines showed the campaign film in-flight on their entertainment app throughout the months of January and February. The campaign film was the **second most viewed channel in January.**

10.5M+



HOTELS & LODGING



It's a Penalty created educational anti-trafficking kits to be shared with our hotel and lodging partners. Both digital and tangible kits contained:

- Posters featuring our NFL and WFA Ambassadors
- Business cards with the signs to look out for and National Hotline number
- A list of missing children in the Phoenix area provided by NCMEC
- Wristbands with the National Human Trafficking Hotline number

These were distributed to hotels and motels for staff, management, and the general public.

3500
attendees

CAMPAIGN REACH

Less than 1% of victims are rescued from Human Trafficking.

STOP TRAFFIC WALK

It's a Penalty team members attended and spoke to the thousands that attended at their stand, in Arizona, handing out campaign materials and missing children posters.

The Stop Traffic Walk raises funds for the nation's largest human trafficking rescue & rehabilitation operation at the Phoenix Dream Center and StreetLightUSA. The funds raised through Stop Traffic Walks help rescue trafficked individuals and give them the skills necessary to build a strong and vibrant life. We value our on-the-ground partners so much. They are imperative to everything we do at It's a Penalty.



Dana Hoyes and Anisa Easterbook – It's a Penalty US Campaign Director and Marketing & Comms Director

The Phoenix Dream Center serves over 40,000 people each month and believes in the incredible potential of the at-risk youth, homeless, and needy within their community.

SURVIVOR VOICES



Survivor story with Alicia Tucker

It's a Penalty is honored to use our platform to champion survivors. Survivors are experts by experience, which is why it is so critical to listen to, and include survivors in all human trafficking prevention efforts.

It's a Penalty was honored to have two survivors speak at our Press Launch and Hilton training. Both women are graduates of the Where Hope Lives program, and use their experience to combat the stigmatization of survivors, destroy harmful stereotypes and fight against human trafficking and exploitation in their communities.

“

Every experience was rock bottom for me. Thinking about what I just did, thinking about what I had to endure, wanting those late nights and early mornings to be over. Now in 2023, I am a survivor, I am a mother, and I have a voice and I'm here to stand up against human trafficking and exploitation.

-Alicia, speaker at Press Launch

”

“

"Today I am a Survivor Leader at the Dream Center. I have the honor of helping, what the world calls, victims..become survivors."

-Irene, speaker at Hilton Training

”



Irene Orr, Survivor & Men's Programs Manager, Human Trafficking Recovery Program, Phoenix Dream Center

249M

Potential reach



MEDIA

During our Arizona Super Bowl human trafficking prevention campaign, we were able to secure an impressive amount of press coverage. In total, we were able to generate 400 pieces of coverage through a combination of earned media and press release pick-up. This coverage was highly impactful, as it had the potential to reach an estimated 249 million people in total, giving our message a broad and powerful reach. We are proud of the success of our campaign and the impact it had in raising awareness about the critical issue of human trafficking.



Sarah de Carvalho, CEO, It's a Penalty

CAMPAIGN FILM

We are thrilled to announce that our recent 30-second campaign film had an impressive reach, potentially reaching over 10.5 million people across multiple platforms. Through social media, events, airlines, and partner channels, our film was able to generate significant exposure and engagement. This is a testament to the power of creative storytelling and effective distribution strategies. We are proud to have been able to use this platform to raise awareness about our cause and inspire action among such a wide and diverse audience. The success of this campaign demonstrates the potential of using digital media to amplify messages and mobilize communities.



BY THE NUMBERS

200+

people trained by
It's a Penalty &
Partners

259M

million potential
reach across
platforms

120

misdemeanor
arrests of alleged
sex buyers

26

missing children
found*

19%

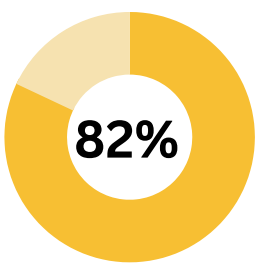
increase in signals
to National
Hotline from
2022**

*Number of missing children found during It's a Penalty campaign from NCMEC's database. This outcome cannot be attributed to one single intervention.

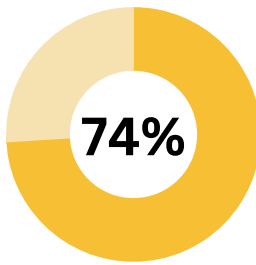
**The number of incoming calls, texts, chats, webforms and emails is not indicative of the number of trafficking situations reported during that same time period. This number only represents the number of times that the Hotline was contacted over a given time period and does include informational calls, as well as, other types of contacts that may, in some situations, even be counter-indicative of trafficking. Situations of trafficking may be ongoing or new information may be revealed to the National Hotline over time. Consequently, statistics may be subject to change as new information emerges.

IMPACT SURVEY

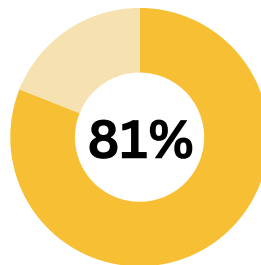
During the Campaign, we surveyed the public to assess the impact that the Campaign made in educating about global issues of trafficking and exploitation, and the signs to look out for to identify a crime.



reported Campaign
increased awareness
of the issues of
exploitation and
human trafficking

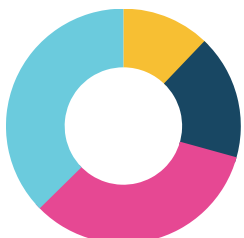


reported Campaign
increased knowledge
of the signs of
exploitation and
human trafficking



reported Campaign
increased awareness of
how to report crimes of
exploitation and human
trafficking

How did respondents hear about the Campaign?



- 38% In-person outreach events
- 33% Facebook
- 17% Instagram
- 12% Airline Travel

LAW ENFORCEMENT OPERATION

Between January 30 and February 11, 2023, a multi-agency operation was conducted in the Metro-Phoenix area. This comprehensive operation involved law enforcement agencies, along with the support of several non-governmental organizations and service providers. According to a report by the Phoenix Police Department, the priority of these operations was to identify and recover juveniles or adult victims of human trafficking as it relates to fraud, force or coercion as well as to provide victim outreach.



It's A Penalty continue to engage the local, national and international sporting communities to make them aware of the impact of trafficking in persons in our communities. At Atlas Free we seek to accelerate and resource the fight against sex trafficking and exploitation and as such we see It's A Penalty as s strategic partner in this fight. We look forward to working together to bring awareness during the upcoming Arizona Super Bowl campaign.

Grant Small, Atlas Free, Regional Coordinator Africa, Europe & MENA Region

"As the largest human trafficking rescue and recovery operation in North America, Where Hope Lives is honored to partner with It's A Penalty to combat human trafficking at the 2023 Super Bowl in Arizona. It's A Penalty has made a tremendous impact in the fight against trafficking and we look forward to joining their efforts for public awareness. Every day, we help survivors find a place to safely overcome the trauma of the life of trafficking. It's A Penalty is a welcome ally in these efforts and we are happy and proud to partner with them."

Jeff May, Executive Director, Dream City Foundation

"The Women's Football Alliance is proud to partner with It's A Penalty to bring awareness to human trafficking and exploitation on a global scale. We appreciate the work that It's A Penalty does to reunite children with their families and stand up for those who need them. Everyone deserves to be free from exploitation and pursue their dreams. The WFA and our professional athlete ambassadors are committed to bringing greater awareness to these issues so that actions that can be taken and victims can be saved."

Jess Dodge, CEO, WFA Pro / Women's Tackle Football

"For decades, there has been a high incidence of missing and murdered Indigenous women in the United States. As an organization that is focused on empowering and educating Native youth, UNITY is helping to shine a spotlight on this crisis and the barriers to identifying and helping Native victims of sex abuse and human trafficking. We are proud to partner with It's A Penalty to fight these offenses and raise awareness on how to take action against them."

Mary Kim Titla, Executive Director of United National Indian Tribal Youth (UNITY)



OUR GLOBAL STRATEGY

It's a Penalty is making a difference to the global landscape of abuse, exploitation and human trafficking.

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

Our strategic program areas detail what we will achieve and how. Our strategic enablers will support us in effectively achieving our goals.



UPCOMING CAMPAIGNS

**FIFA WOMEN'S
WORLD CUP**
JULY-AUGUST 2023

**LAS VEGAS
FORMULA ONE**
NOVEMBER 2023

**LAS VEGAS
SUPER BOWL LVIII**
FEBRUARY 2024

**PARIS
OLYMPICS &
PARALYMPICS**
JULY-SEPTEMBER 2024

**NEW ORLEANS
SUPER BOWL LIX**
FEBRUARY 2025

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

We are always on the lookout for partners and sponsors for greater impact.

If you think our campaigns, programs and projects fit with your organization please contact hello@itsapenalty.org.

U.K. Charity No. 1161848

In the U.S., It's a Penalty is operating through fiscal sponsorship with Players Philanthropy Fund, a Maryland charitable trust recognized by the IRS as a tax-exempt public charity under Section 501(c)(3) of the Internal Revenue Code (Federal Tax ID: 27-6601178, ppf.org/pp). Contributions to It's a Penalty are tax-deductible to the fullest extent of the law.

