



**OUR STRATEGY**  
2024-2026

**HELPING END ABUSE, EXPLOITATION  
AND HUMAN TRAFFICKING**

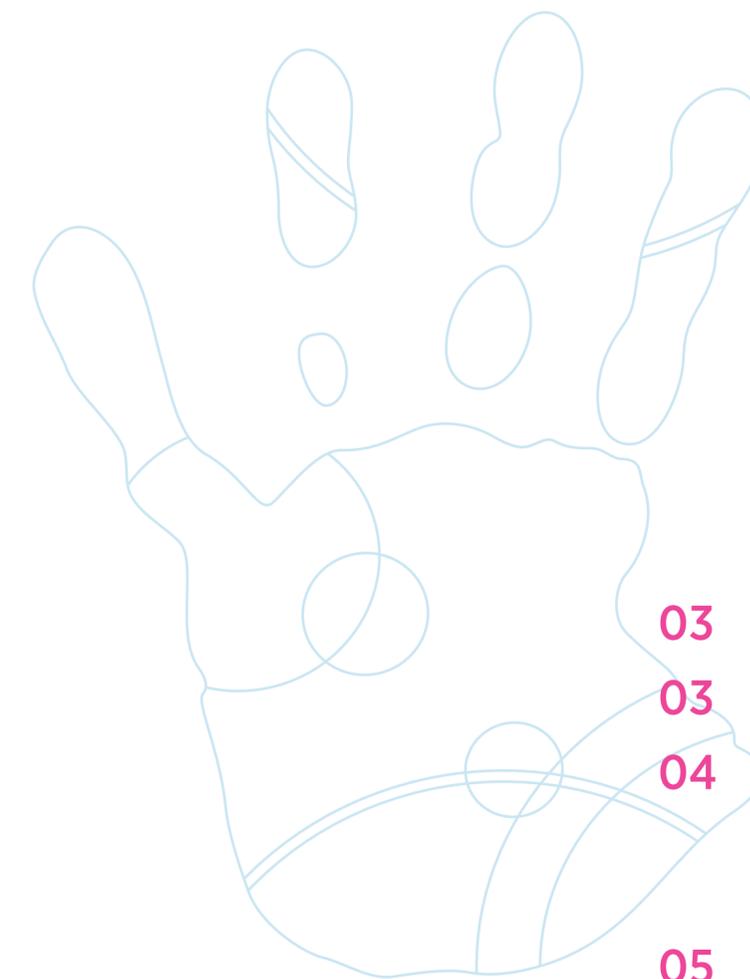




# OUR STRATEGY 2024-2026

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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 19 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 Programme** – educating and raising up 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’s our privilege to be part of the significant impact It’s a Penalty is making in Las Vegas in the fight against human trafficking.”*

**Todd Fasulo, Vice President of Security, Corporate Investigations and Crisis Management, Wynn Resorts**

# OUR STRATEGY

**2024-2026**

To increase awareness and actions to address human trafficking, exploitation and abuse on a global scale by leveraging the platform of global sporting events during awareness campaigns, research and advocacy, youth empowerment and educational activities. To achieve change, It's a Penalty brings together cross-sector partnerships from the hospitality & hotel industry; transportation, airlines, local governments, law enforcers, NGOs and private businesses.

## HOW WE CREATE IMPACT



*"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**



# 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 [hello@itsapenalty.org](mailto:hello@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

# 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.



 **50 million people are estimated to be in modern slavery (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)**

 After seeing the It's a Penalty campaign film on one of our partner airlines, an 11 year-old boy contacted It's a Penalty to report the abuse of himself and his teammates by his swimming coach. The appropriate action has now been taken to inform the child's parents and protect this child and others like him from this coach. The case of this young boy is a perfect example of the impact that the It's a Penalty campaign has on children and vulnerable people in the cities that it operates and around the world.



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

## GLOBAL CAMPAIGNS

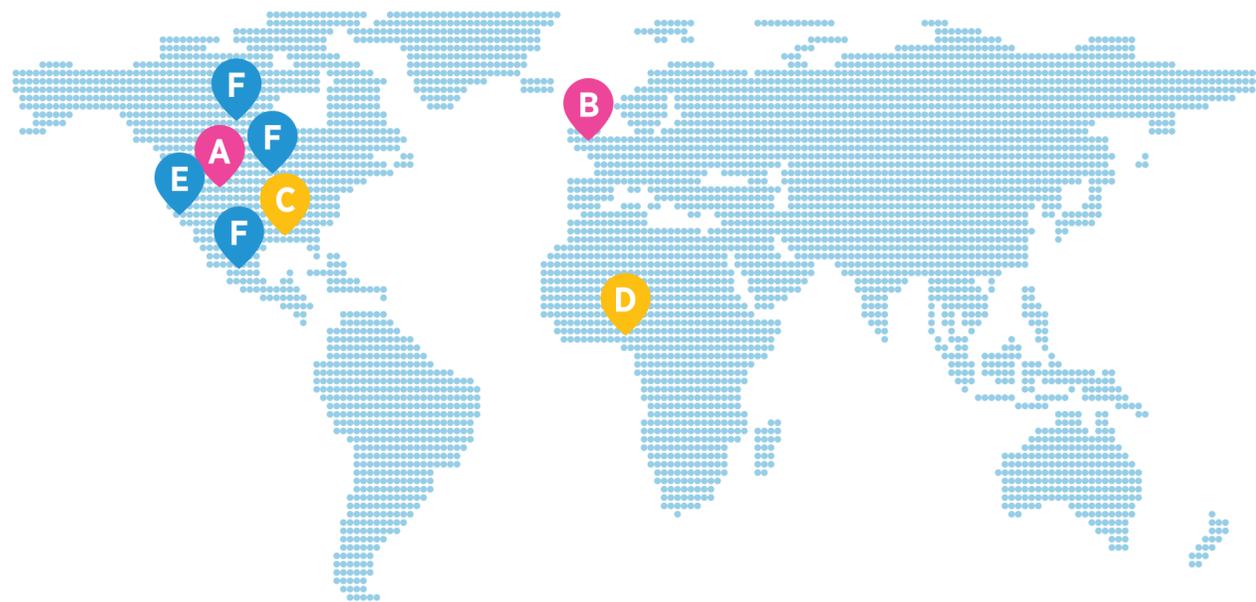
Our Global Campaigns are fronted by high-profile athletes and actors, and position major sporting events as platforms for worldwide action and change. Each campaign is bespoke and contextualised to each major sporting event and the need in the host country, determined by working in partnership with sporting 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, It's a Penalty's campaigns, together with our partners, have helped to protect **17,000 survivors** of exploitation, abuse and human trafficking.

## STRATEGIC GOALS 2024-2026

### 2024

- A** Super Bowl Las Vegas (January-February)
- B** Paris Olympics & Paralympics (July-September)

### 2025

- C** Super Bowl New Orleans Louisiana (January-February)
- D** Africa Cup of Nations Morocco (June-July)

### 2026

- E** Super Bowl Santa Clara San Francisco CA (January-February)
- F** FIFA World Cup USA, Mexico, Canada (June-July)



**CommonProtect**

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



**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 2024-2026**

### **2024**

Implementing high-level advocacy strategy to increase prioritisation of child protection from sexual exploitation and abuse, as well as other forms of violence, in the Commonwealth - helping governments to implement the Kigali Declaration on Child Care and Protection Reform; Influencing actions and agenda in the run-up to the 2024 Commonwealth Heads of Government Meeting, in partnership with Commonwealth Children's Interest Group, the Commonwealth Secretariat, CLA and CHRI

### **2025**

Further develop evidence base for Commonwealth-wide reform and addressing particular priority issues, such as the impact of climate change on children and online safety from violence and abuse; Collaborate with partners to raise profile of programme and increase support for legal and systems reform, involving Commonwealth organisations and institutions, civil society, child protection champions and experts and mobilising around Commonwealth meetings and moments

### **2026**

Increase political will and action to implement recommendations and best practice in protecting children from sexual exploitation, and address current system gaps; Strategise next steps for the programme for continual development and impact across the Commonwealth; Hold governments accountable to commitments made in the run up to the next 2026 Commonwealth Heads of Government Meeting

# STUDENT AMBASSADOR PROGRAMME

*Educating and empowering university students to put an end to human trafficking, the world's fastest growing crime.*

## Our Training

Student Ambassadors first receive specialised training to understand the different types, vulnerabilities and complexities of human trafficking.

## Student Challenges

Students are then supported to put that training into action, choosing their own challenges which can be done individually or as part of a team. These challenges can focus on educating others, creating change or supporting survivors.

## Support and Guidance

We guide Student Ambassadors through every step of their journey so they can maximise their impact and gain skills and experience that enhance their employability.



We are ensuring the next generation of professionals have the knowledge and confidence to stamp out modern slavery at every level.

Students are a particularly vulnerable to becoming victims, with female students, international students and students from low-income backgrounds being most at risk of criminal, sexual and forced labour exploitation. Despite this, currently only 7.7% of universities provide any training on modern slavery to students.

*“Being a Student Ambassador means you stand for something. This made me more conscious of what’s happening around me and realised that even my loved ones were affected by it and if I knew what I know now, I would’ve protected them. It teaches me to be compassionate, to be responsible with my choices, to learn more about people, and to believe that I change the future into a better place for everyone, because everyone deserves to live by their rights.”*

**Yayen, B.A.(Hons) Criminology and Psychology**  
**Arden University**

## STRATEGIC GOALS 2024-2026

### 2024

Extend the Programme into the US through a new and exciting partnership with the University of Central Florida. Promoting the Modern Slavery Prevention Hub with current UK university network. Strengthening and growing our base of Campus Leads for every active university. Integrating Student Ambassadors to support other areas of It’s a Penalty.

### 2025

Establishing a Leadership Development Framework to strengthen the skills of our Student Ambassadors and hosting the first UK National Student Ambassador Conference for all Campus Leads to celebrate and recognise their efforts. Connecting Student Ambassadors with local anti-slavery partnerships, charities and councils to support local activities. Ambassadors and hosting the first UK National Student Ambassador Conference for all Campus Leads to celebrate and recognise their efforts.

### 2026

Launch in Canada and Mexico to support the FIFA World Cup 2026 campaign. Collaborating with the Association of Commonwealth Universities to strengthen unity of all international Student Ambassadors.

# CONTACT

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## Get social with us

📘 Facebook.com/itsapenaltycampaign

🐦 Twitter: its\_apenalty

📷 Instagram: its\_apenalty

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

It's a Penalty  
Charity No. 1161848

