



**IT'S A PENALTY**

*LAS VEGAS*

**CAMPAIGN**

**2024**

# THANK YOU TO OUR PARTNERS



## IT'S A PENALTY

### HEADLINE PARTNERS



### SUPPORTING PARTNERS



### SPOTLIGHT PARTNERS



### FRIENDS



### PARTICIPATING AIRLINES





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 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 in order to protect survivors and prevent these crimes from taking place.

Each It's a Penalty campaign educates about the issues, the signs to look out for, help available to survivors, and equips the public with ways to report suspected exploitation. To date, our campaigns have facilitated the protection of over 17,000 survivors of abuse, exploitation and human trafficking, as well as potentially prevented thousands more from being victimized.

The 18th global It's a Penalty Campaign launched ahead of the Women's World Cup to highlight the importance of keeping kids safe, particularly in sport.

Public education and awareness campaigns play a vital role in increasing public understanding of child safeguarding and protection from abuse and exploitation. For the KeepKidsSafe campaign, we were proud to work in partnership with fantastic organisations dedicated to protecting children across the world, in the Pacific region, and in the hosting countries of Australia and Aotearoa New Zealand.

We want to thank everyone who has who have supported our efforts and joined the Team Up Against Human Trafficking Campaign possible, as well as all those who have supported our campaign and joined our fight against these forms of abuse.

Together, we can make a difference!

## CAMPAIGN STATS

**13**

juvenile victims of sex trafficking recovered week of February 11 by the LVMPD

**26**

luring a child/soliciting a minor online arrests by the LVMPD week of February 11

**15**

missing children from the Las Vegas area recovered thanks to everyone's efforts

**500+**

essential kits packed by It's a Penalty and partners for survivors in Las Vegas

**153.8 M**

We reached a total combined audience of over 153.8 million people with campaign media coverage

**73%**

of survey participants said the It's a Penalty campaign increased their awareness of how to report crimes of exploitation and human trafficking

# CAMPAIGN MODEL

## **EDUCATE**

about the issues,  
penalties for offenders &  
the signs to look out for

## **PREVENT CRIMES**

through raising awareness  
about the issue and changing  
behaviors

## **ENCOURAGE**

everyone to report  
anything suspicious

## **REDUCE DEMAND**

through raising awareness  
about the penalties for  
offenders and increasing  
reporting

## **EQUIP**

everyone with reporting  
mechanisms (local and  
international hotlines)

## **LEAVE A POSITIVE LEGACY**

by contributing to the positive  
legacy of major sporting  
events and protect the most  
vulnerable



## FOR EACH CAMPAIGN WE PRODUCE

30-Sec educational film  
& campaign materials



Aaron Ford, Attorney General, State of Nevada

## WE PARTNER WITH

Sports industry,  
local & global NGOs,  
travel, tourism & hospitality  
industry, law enforcement &  
local government

## TO REACH PEOPLE THROUGH

Airlines, airports, rideshare &  
taxis, public transport,  
resorts & hotels, events,  
social media & media



# HUMAN TRAFFICKING IN LAS VEGAS

**Nevada, with its bustling nightlife and tourism industry, has unfortunately become hot spots for human trafficking, with Las Vegas at its epicenter.**

According to Polaris' National Human Trafficking Hotline, Nevada ranked among the **top 10 states for reported cases of human trafficking. In 2020 alone**, the hotline received 228 calls and identified 83 cases of human trafficking in the state. A significant portion of these cases were concentrated in the Las Vegas metropolitan area.

Nevada is a major tourism destination, drawing in millions of visitors each year. Traffickers often exploit vulnerable individuals, including minors and immigrants, through coercion, fraud, or force into commercial sex work and forced labor within the city's entertainment industry. The Las Vegas Metropolitan Police Department reported that from 2021-2023 there were 507 sex trafficking investigations, 219 sex trafficking arrests and 264 juvenile sex trafficking investigations.

These statistics underscore the pervasive nature of human trafficking in Las Vegas and the urgent need for concerted efforts to combat this heinous crime. Efforts such as increased awareness campaigns, stronger law enforcement initiatives, and support services for victims are crucial in addressing this issue and protecting vulnerable populations in Nevada.



# I AM NOT A SOUVENIR



This year, It's a Penalty additionally launched a survivor focused campaign – “I am Not a Souvenir,” which launched in Las Vegas in mid-November, aiming to combat human trafficking and exploitation. This critical campaign rolled out around the city ahead of the Super Bowl.

The initiative, joined by It's a Penalty's partners in the travel, tourism, and hospitality industry, along with local NGOs and law enforcement, served as a poignant reminder that individuals are not commodities and underscored the importance of protecting our communities from human trafficking.

**In addition to social media, the campaign was featured on 100 static taxi tops, 50 bus shelters, 10 digital billboards, and 3 mobile billboards.**



**These media placements had an estimated 16,246,773 impressions.**





## AMBASSADORS



**Maxx Crosby**



**Sandra Douglass Morgan**



**Josh Jacobs**

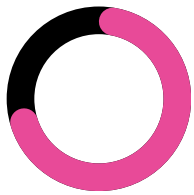
It's a Penalty collaborated with the Las Vegas Raiders for this campaign. President Sandra Douglass Morgan and players Maxx Crosby and Josh Jacobs generously lent their voices to appear on our campaign materials and in our :30s airline film.

Additionally, Piper Overstreet-White, the SVP, Government & Community Relations for the Las Vegas Raiders attended and spoke at our press conference, touching on the importance of community projects to the team.

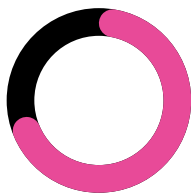
# Quantitative Data Overview of campaign



## SURVEY RESULTS



**73%** of survey participants said the It's a Penalty campaign increased their awareness of how to report crimes of exploitation and human trafficking.



**71.5%** of survey participants said the campaign increased their confidence or likelihood to report suspected cases of exploitation and human trafficking.

## ARRESTS & RECOVERIES FROM THE LVMPD

- **13 juvenile victims of Sex Trafficking** recovered
- **2 sex trafficking a juvenile** arrests
- **26 luring a child/soliciting a minor** online arrests

## VOLUNTEERS

**100+**

volunteers joined It's a Penalty to pack human trafficking awareness kits and essential kits for survivors.

## MISSING CHILDREN

With each campaign, It's a Penalty partners with the National Center for Missing and Exploited Children. Due to everyone's efforts and support, we are pleased to say **15 missing children** from Las Vegas were found.

**1 in 6**

of the more than **28,800** cases of children reported missing to NCMEC in 2023 were likely victims of **child sex trafficking.**

## TRAINING

**200+**

hotel and resort employees trained by It's a Penalty staff.

## LAUNCH

**200+**

Attended our launch and press conference!

# PARTNERSHIPS



Dr. Halleh moderates panel with speakers from Southwest (Kelly Knox, Senior Outreach Manager) American Airlines (Rebecca Grenham, ESG Manager), Airbnb (Jordan Mitchell, Policy Manager) & Harry Reid International Airport (Tina Frias, Senior Director of Aviation)

Strategic partnerships are at the core of the success of the Las Vegas Super Bowl campaign, where collaborations with diverse stakeholders across sectors significantly amplified the campaign's impact. Working closely with the Las Vegas Metropolitan Police Department, Harry Reid International Airport, major airlines like Southwest Airlines, American Airlines, and British Airways, as well as leading hospitality and entertainment establishments such as Wynn Las Vegas, Caesars Entertainment, MGM Resorts International, IHG, Hilton, G6 Hospitality, Airbnb, and Uber, It's a Penalty ensured a comprehensive and coordinated approach to combatting human trafficking. Moreover, partnerships with sports franchises like the Las Vegas Raiders, foundations such as AHLA Foundation and Carlson Family Foundation, and local NGOs further strengthened the campaign's ability to raise awareness, mobilize resources, and catalyze tangible change in the fight against human trafficking. In addition to these vital partnerships, the campaign served as a powerful convening mechanism, bringing together organizations from across sectors to work together.



Todd Fasulo, VP, Security, Investigation, Surveillance & Crisis Management  
Wynn/Encore Las Vegas

**By fostering collaboration and knowledge-sharing among stakeholders, It's a Penalty emphasizes that no single entity can tackle this complex issue alone.**



*Sheriff McMahon, Las Vegas  
Police Department*

It's a Penalty contextualizes each of our global campaigns to host cities. To do so, we work with local NGOs and law enforcement 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 Las Vegas, It's a Penalty was honored to partner with multiple local NGOs including Signs of Hope/RISE, The Embracing Project, B.E. A S.H.E.R.O. Foundation, and St. Jude's Ranch for Children. It's a Penalty and these four NGOs were selected by Signs of Hope to receive funding from the NFL and Las Vegas Super Bowl Host Committee. Local NGOs were crucial in supporting campaign activities.

It's a Penalty worked closely with the Las Vegas Metropolitan Police Department throughout the campaign including consulting the Southern Nevada Human Trafficking Task Force to establish the 'Signs to Look Out for'.



*Cassie Mattheus, Outreach Director  
Signs of HOPE/RISE*

**During Super Bowl weekend, LVMPD recovered 13 juvenile victims of sex trafficking, arrested 26 people for luring a child/soliciting a minor online, and arrested 21 buyers.**

# PRESS CONFERENCE

Sarah de Carvalho, CEO,  
It's a Penalty

On January 29, 2024, It's a Penalty hosted its 7th Super Bowl campaign launch and press event at Caesars Palace, Las Vegas. This event aimed to raise awareness and combat human trafficking, bringing together stakeholders from government, the travel and tourism industry, the hospitality sector, sports community, and advocacy groups. The day began with a series of speakers that brought together influential figures such as Heather Rapp from Caesars Entertainment, alongside public officials like Aaron Ford, the Nevada Attorney General, and Kevin McMahill, the Sheriff of LVMPD. They discussed the campaign's goals, provided legal insights into human trafficking, and emphasized the importance of community involvement.

Following the press conferences, the event transitioned to panel discussions that engaged a wide range of stakeholders from local non-profits, the travel industry, and the gaming & hospitality sectors. These panels delved into various strategies for combating human trafficking, ranging from community efforts to industry-wide innovations. Discussions highlighted collaborative strategies within the travel industry, the role of technology and training in the gaming and hospitality sectors, and community-driven approaches to tackling the complexities of human trafficking.



The It's a Penalty team from the left; Tania Andre, US Operations Director, Dana Hoyes, US Campaign Director, Sarah de Carvalho, CEO, Anisa Easterbrook, Communications and Marketing Director

"At about 3 a.m. this morning, I received a call notifying me of another homicide related to sex trafficking. This is a significant problem in our Valley" Said Sheriff McMahill at the press conference



**As a result of our media outreach efforts, we secured 16 pieces of coverage and reached an audience of 1,152,077. The PR Newswire release was picked up by 377 outlets and reached an audience of 152.7 million. We reached a total combined audience of over 153.8 million people!**

Heather Rapp from Caesars Entertainment opened the event, introducing MC Kimberly Small, Director of Signs of HOPE/RISE. Kimberly led us into a series of presentations starting with It's a Penalty CEO, Sarah de Carvalho, who shared an impactful video and opening remarks. This was followed by insights from Attorney General Aaron Ford and Sheriff Kevin McMahill, each providing their perspectives on our mission.

The program continued with Piper Overstreet-White from the Raiders discussing community relations, and a keynote by Annie Lobert of Pink Chair, offering a survivor's viewpoint with Dr. Halleh moderating the Q&A. Panel discussions featured experts across various sectors. Sarah moderated the first panel on NGO impacts, while Dr. Halleh guided a conversation on the travel industry's efforts against human trafficking, with participation from representatives of Southwest Airlines, American Airlines, Airbnb, and Harry Reid's office.

The final panel, led by Anna Blue of AHLA, focused on the hospitality industry's initiatives with speakers from Wynn, Caesars, MGM, and G6. Todd Fasulo from Wynn provided closing remarks. The event not only highlighted our collaborative fight against human trafficking but also set the stage for impactful partnerships and solutions, culminating in a session for refreshments, networking, and volunteer activities.



**Annie Lobert, Survivor and CEO of Pink Chair, also spoke at the launch. She gave a powerful insight based on her lived experience on the Vegas strip.**

# VOLUNTEERING



## HOTEL KIT PACKING

On January 29th, 2024, volunteers from our partners and the community came together at Caesar's Palace to pack awareness kits that included "Know the Signs" business cards, "How to Report" It's a Penalty Posters, mirror clings, and pens and wristbands with a local hotline number. Tangible kits were distributed to **45 hotels and motels** across the Las Vegas area.

Additional digital kits were sent to all partners to distribute to their networks of resorts, hotels, and motels across Las Vegas and the larger Southern Nevada area. In addition to Wynn Las Vegas, MGM Resorts International, Caesars Entertainment, IHG, Hilton, and G6 Hospitality receiving our digital kits, resources were shared with the Nevada Resorts Association to be distributed to their 74 member properties throughout Nevada.

Digital kits included:

- Campaigns posters featuring NFL Ambassadors
- 'Know the Signs' business cards
- Mirror clings with the hotline number
- Access to the online database of missing children in the Las Vegas area provided by NCMEC

## SURVIVOR KIT PACKING

On February 1, 2024, volunteers from partner organizations including Wynn Las Vegas, Caesar's Entertainment, MGM, and St. Jude's Ranch for Children came together to pack over **500** survivor kits. Kits included hygiene products and other items identified by local NGOs as high need items for survivors. Donations were made by local partners including Wynn Las Vegas, Signs of Hope/RISE, B.E. A S.H.E.R.O Foundation, and Project Marilyn.



*It's a Penalty was joined by over 100 volunteers from the local Las Vegas community throughout the week*

# TRAINING



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



## MGM RESORTS INTERNATIONAL®

On January 30th, MGM hosted a training at their New York New York property for 121 security staff and other employees across all of their nine Las Vegas properties. The training developed by It's a Penalty was geared towards hotel employees and the specific signs they can look out for in their different roles such as security, front desk, and housekeeping. Lieutenant Brian Boxler of LVMPD's VICE division spoke to supplement the training by including the perspective of LVMPD and their victim-centric approach to combatting human trafficking.

## Hilton

On January 26th, Hilton held a human trafficking training for 80 employees. An overview of the It's a Penalty campaign was provided to all attendees including the 'Signs to Look out For' and reporting mechanisms.



It's a Penalty conducted a virtual training with security directors from six G6 Hospitality properties across the Las Vegas area.

**200+**  
**hotel and**  
**resort**  
**employees**  
**trained**





**It's a Penalty raises awareness by covering the travel touch points including airlines, airport, transportation and hotels and accommodation during the lead-in period and during major sporting events.**

## **AIRLINES & AIRPORTS**

It's a Penalty partnered with three airlines who showed our 30 second PSA film in-flight during the months of January and February. American Airlines showed the film in-flight on all screens and their in-flight entertainment app featured on international and national flights, Southwest showed the film on their in-flight entertainment app available on all flights, and British Airway played the film on all in-flight screens.

In addition to airlines, the campaign was featured throughout Harry Reid International Airport (LAS) beginning Sunday January 28th. LAS is the 8th busiest airport in the U.S. with more than 141,000 visitors per day. The city was expecting 330,000 visitors for the Super Bowl, many of which will be arriving and departing through LAS coming in contact with the campaign throughout the airport including the airport tram.



**The airline film is estimated to have been viewed by 2M+ people on board British Airways, American and Southwest Airlines flights.**

# UBER/TAXIS



## The taxi tops resulted in 3,780,000 impressions

Ground transportation plays an important role in combating human trafficking. It is crucial to equip taxi and ride share drivers with the training to identify signs of human trafficking and the skills to respond effectively. It's a Penalty partnered with Uber to distribute **2,500** rear view mirror hang tags to drivers from their Las Vegas Uber Greenlight location. These hangtags feature the National Human Trafficking Hotline number and raise awareness about human trafficking to drivers and passengers alike.



From January 29 through February 11 2024, It's a Penalty's campaign appeared on 50 digital taxi tops. This eight second campaign feature on the taxi tops resulted in 3,780,000 impressions throughout the two week run.

**It's a Penalty partnered  
with Uber to distribute  
2,500 rear view mirror  
hang tags**

# CAMPAIGN LEGACY FUND FOR SURVIVORS



Due to the continued support of our partners, It's a Penalty is proud to launch the It's a Penalty Legacy Fund. **The Legacy Fund** represents a continuation of the impactful initiatives spurred by the It's a Penalty Las Vegas Super Bowl campaign. By providing financial support to registered nonprofit organizations dedicated to assisting survivors of human trafficking, this fund directly contributes to the campaign's legacy of advocacy and action. Recognizing the ongoing need for comprehensive support for survivors in host cities like Las Vegas, this initiative aims to bolster the efforts of NGOs committed to combating human trafficking and aiding those affected by it. Through the provision of essential services such as safe shelter, counseling, legal advocacy, and vocational training, these organizations play a pivotal role in empowering survivors and facilitating their journey towards healing and reintegration into society.

Supporting NGOs in campaign host cities like Las Vegas and prioritizing survivor-centric initiatives are integral to the overarching goals and objectives of the It's a Penalty campaign. By directly engaging with local organizations deeply rooted in the community, this fund ensures that resources are allocated where they are most needed and can have the greatest impact. Furthermore, by promoting collaboration among stakeholders and fostering sustainable solutions, the fund not only addresses the immediate needs of survivors but also works towards preventing future instances of trafficking. Through this grant opportunity, the It's a Penalty campaign continues to uphold its commitment to raising awareness, mobilizing resources, and effecting positive change in the fight against human trafficking.



## IT'S A PENALTY

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, tourism and hospitality 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](mailto: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](http://ppf.org/pp)). Contributions to It's a Penalty are tax-deductible to the fullest extent of the law.

