beauty for freedom®
2016 ANNUAL REPORT

“GIVING

A WORLD WITHOUT SLAVERY

A VOICE

WHERE EVERY PERSON CAN KNOW

TO THE

THEIR FULL POTENTIAL.

VOICELESS.”

WHAT IS
HUMAN
TRAFFICKING?

Human trafficking is the exploitation-by force, coercion, or deception - of one person by another for labor or sex. It is an estimated $150 billion industry that exists in every country and enslaves over 40 million people.

Considering the hidden nature of trafficking, experts agree, these statistics are estimates at best and the actual numbers of those enslaved may be even higher. In 2016, the number of people enslaved grew by 14 million. Experts cite growing income disparity, natural disasters, and the inability for the poorest of the poor to have economic opportunities and self-agency as factors in this growth/ in the growth of human trafficking.

Countries with the highest absolute numbers of people in modern slavery are India, China, Pakistan, Bangladesh, and Uzbekistan. These countries provide low-cost labor that produces consumer goods for overseas markets—Western Europe, Japan, North America, and Australia. Women and girls account for 71% of trafficking victims. According to the U.S. Department of Labor, 68% of raw materials, such as, cotton, cocoa, and coffee are produced by using forced or child labor.

LETTER FROM OUR FOUNDERS

Dear Friends of Beauty for Freedom,

You are the network of individuals and organizations partnering with us to end modern day slavery and human trafficking.The Beauty for Freedom community is growing and your generous support has been invaluable. With your support our team is well on the way to empowering 1,500+ women and young survivors of human trafficking within the last two years.

Our programs are working and we are making a significant impact on the ground in the trafficking hotspots in Cambodia, Haiti, Hong Kong, India, Dominican Republic, and Ghana as we partner with local non-profits in those regions. Our arts curriculum serves as a great tool that helps effectively build skills, lift survivors' spirits, and cultivate self-confidence and self-esteem while providing survivors with a fundraising mechanism utilizing their own creativity.

This year, we launched the Beauty for Freedom Design Academy Program in NYC for high school and college students and we are currently working towards publishing our first Photography Book called "Illuminate: India" from the photography lessons we taught to the survivors in Kolkata, India.

We have the brightest and most committed individuals on our team from the arts and photography fields who travel with us and empower survivors of human trafficking via our arts curriculum. We teach survivors some vital skills that will assist them in gaining employment and living more independent and empowered lives.

Having our roots in the ethical fashion movement, many beauty and fashion brands are joining this movement by partnering with us and supporting our programming and campaigns and in the process enhancing their brand value. Our domestic partners that are on the frontlines of the fight against human trafficking are greatly benefitting.

For example, our Keep the Girls Safe Campaign, a partnership with Cambodia NGO together1heart, Prinkshop and Parson's School of Design raised funds and awareness for the fight to end trafficking in SE Asia with over 150,000 media impressions and the celebrity support of Susan Sarandon, AnnaLynne McCord, Serinda Swan and Diandra Forrest and was featured on FOX News, The Observer and Huffington Post.

In furtherance of our mission our goals for 2017 are to strengthen our fundraising and programming and secure more valuable partnerships with brands and organizations that are like-minded and whose mission align with ours.

With your support and our commitment we are confident that we can fight and end human trafficking and create a freer and better world for our future generations and help improve victims and survivors lives.

Sincerely,
Monica Watkins
Co-Founder & Executive Director

Jerry Chu
Co-Founder & Dir. of Communications

WHY
WE
EXIST

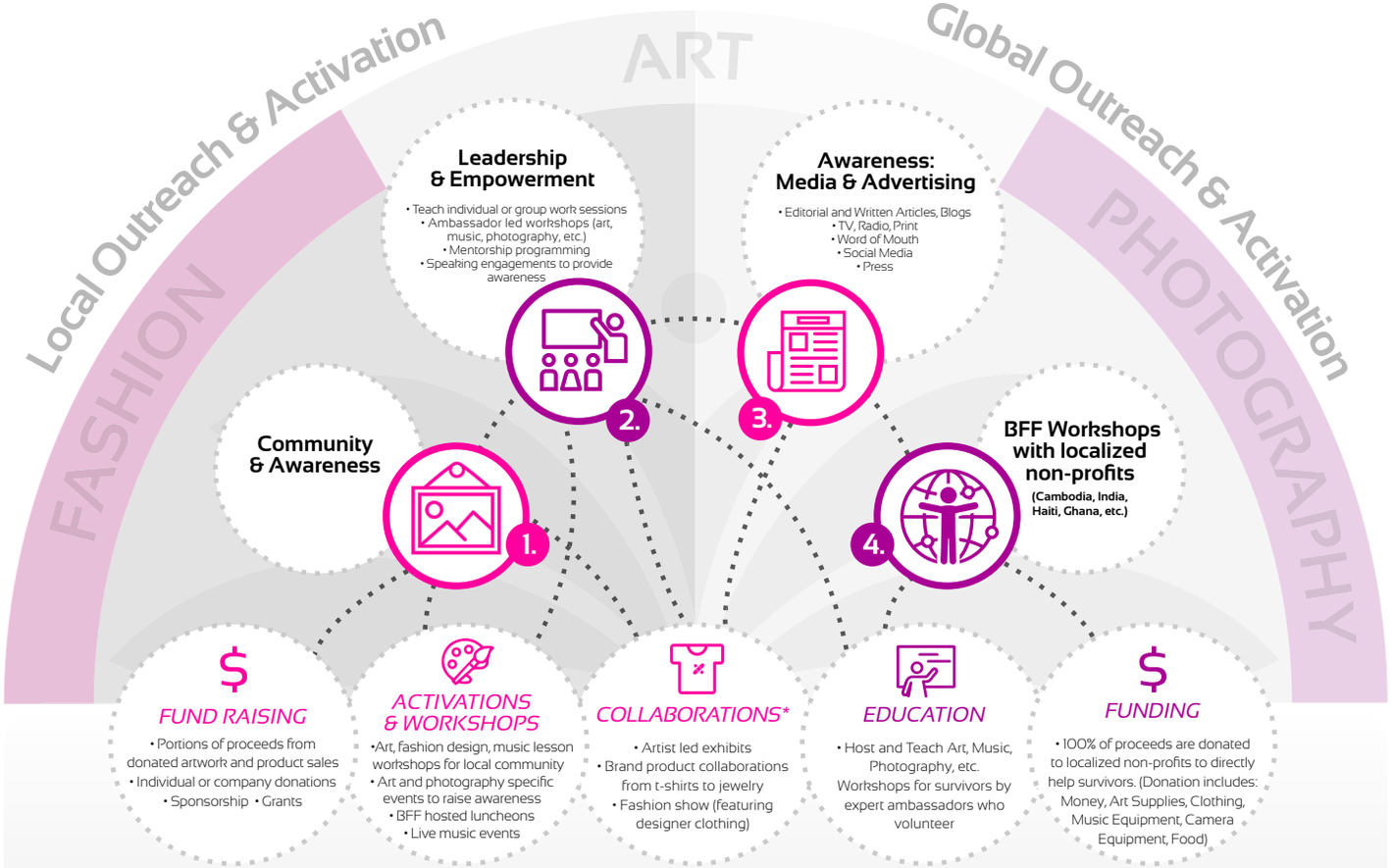
Beauty for Freedom exists to empower survivors and at-risk youth of trafficking through creative expression and art therapy. We work to bring about community awareness on the issue of human trafficking and engage community to help improve lives of victims and survivors. We focus on skill development and improving self-esteem for victims/survivors.

We work in areas where there are high instances of human trafficking. Our activities focus on empowering women whereby they develop courage to stand up against their abusers and learn to protect their children from being trafficked. Additionally, the Art and Creative Therapy provide opportunities for survivors to discover new talents, interests, and strengths while their recovery and reintegration process in underway.
Our program participants create their own artworks. Although their art making journeys are not always pleasant and remind them of their traumatic experiences, they still keep going and complete their art projects successfully/ with much passion. This whole process gives them a great sense of joy and pride. They become more confident and motivated. They achieve greater clarity about their interests and goals, learn skills, and achieve a more positive self-image and improved self-esteem.

beauty for freedom® ecosystem

Key values:

- *ONE BFF PLATFORM FOR GIVING A "VOICE TO THE VOICELESS"*
- *EMPOWER LOCAL AND GLOBAL INDIVIDUALS, VOLUNTEERS, AMBASSADORS AND SURVIVORS*
- *CREATE EDUCATIONAL CURRICULUM AND WORKSHOPS AND SERVICES FREE OF CHARGE*
- *PROVIDE 100% OF DONATIONS TO GLOBAL PARTNER NON-PROFITS AND PROGRAMMING*



OVER 2500 HOURS
OF VOLUNTEERISM
WITH SURVIVORS IN 2016 THROUGH AMBASSADORSHIP PROGRAMS

100%
OF PROCEEDS ARE DONATED TO SUPPORT THE CAUSE.

DONATED OVER
$50K
IN ART, MUSIC & SELF-CARE SUPPLIES TO NON-PROFITS SINCE 2014

CREATED WORKSHOPS FOR OVER
1500 SURVIVORS
OF HUMAN TRAFFICKING AND AT-RISK YOUTH SINCE 2014

CREATIVITY

BFF curricula are expressive and creative in nature. Our creative courses aim to help survivors find a form of expression beyond words or traditional therapy.

Creative therapy is as limitless as the imagination in finding appropriate modes of expression. Our teachings include art, music, filmmaking and photography workshops. Creative art experiences can give survivors an opportunity to accept and integrate their traumatic experiences into a larger context of the purpose for their lives.

CONFIDENCE BUILDING

BFF's mission is to promote individual empowerment and personal creative development in the arts to underserved youth and survivors. Beauty for Freedom leads with a fresh approach of self-worth, empowerment and self-expression.

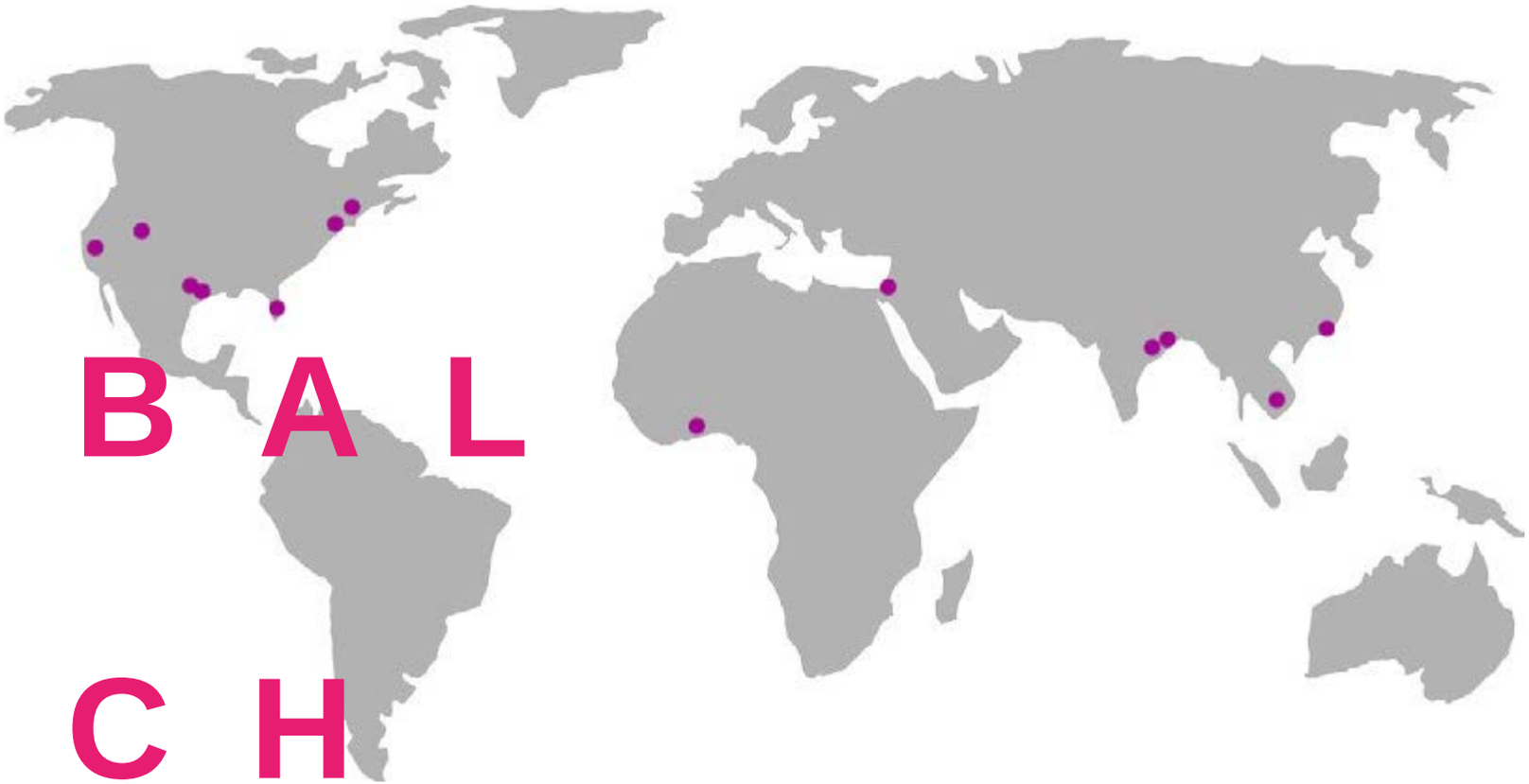
Helping survivors realize the beauty of living life as a survivor, rather than hiding this aspect of their life narrative, can motivate them towards living with passion to accomplish life goals and even help others by teaching acceptance and tolerance.
This builds confidence and empowers youth to know their full potential.

COMMUNITY

Working with our on-the-ground support/ non-profit partners, we supplement survivors' educational curriculums and recovery programming to bring the youth closer to their communities through artistic expression.

The BFF curriculum & workshops teach life skills to youth and their mentors while also teaching them art, music and photography that culminates in a presentation of their work to their communities via mural arts, photography books, fashion capsule collections, exhibitions, etc. Communities are ultimately strengthened and boosted through this process.

BFF GLOBAL REACH



We start by choosing our international partner organizations very carefully. Beauty For Freedom has a strict vetting process (see FAQ page). The on-the-ground partners identify high-risk youth and survivors who are recovering from the horrors of trafficking. These organizations provide services that include education, health care needs, nutritional support, recreational facilities, legal aid, and advocacy.

MAJOR MOMENTS THIS YEAR

1.

Proving that education through the arts and global survivor services does matter,our Beauty for Freedom Board Rings Opening Nasdaq Bell.

2.

Launch of Project Cambodia Art Therapy Program for Survivors of Sex Trafficking in Phnom Penh, Cambodia (Serving over 150 girls 3-19 years old).

3.

Food and Condom Distribution to Victims of Sex Trafficking in Cambodia's Red Light Districts.

4.

Education Mentoring Program for City-As High School Youth in New York, NY (A mentorship program utilizing the the innovative tools of the arts to support survivors of trafficking and sexual/domestic violence through Denim Day NYC).

5.

Beauty for Freedom team donates “Denim Day NYC” Advocacy Campaign to the Denim Day Alliance (Photographed and Filmed by the Students of City-As High School Produced by BFF).

6.

Beauty for Freedom Launches the “Keep The Girls Safe” Campaign
(A Partnership with Prinkshop, Parsons School of Design and BFF)

7.

Beauty produces the “I Want to Break Free” Influencer Advocacy Campaign raising awareness for the fight to end human trafficking.

8.

“I Want to Break Free” Launches at BeautyCon and BFF is one of the few non-profits globally sponsored by the event.

BEAUTY FOR
FREEDOM
PROGRAMMING
ABROAD

REDEFINING FREEDOM THROUGH CREATIVITY:

Since survivors of human trafficking and at-risk youth we serve have very limited access to education and lack skills, our workshops are designed to fill this gap and equip them with skills through the creative arts.

We bring in experts from around the world who teach various art related courses to participants. Participants greatly benefit as they learn to open up and articulate their emotions. They create beautiful, though-provoking artworks which are a reflection of their life experiences. Their artworks become an excellent source of income as they can sell their art pieces and raise funds to support their educational and personal needs.

We culminate our Art Therapy workshop series with a community art, mural, and a photography exhibit where participants' artworks are showcased for their community, family and friends. Additionally, their artworks are sold globally which benefits them significantly and supports the cause of human trafficking. Based on our experience our Art Therapy workshop series have proved to be a great platform for survivors and at-risk youth that help redefine themselves.

Each Course Includes:

- Group Discussions on Freedom
- Creative Writing (Hopes & Dreams)
- Community Portrait Series (Photography Workshops)
- Mural Workshops
- Painting Workshops
- Community Exhibition

Benefits for participants:

- Cultivate Self-Expression, Self-esteem, and Communication Skills
- Problem Solving: participants learn problem solving skills to dissect problems into manageable tasks while identifying possible solutions
- Nurture Mindfulness: Survivors learn how to focus in the present moment. This ability to be fully present and attentive is an act of mindfulness
- Personal Development: Improved leadership, empowerment, and interpersonal skills
- Confidence Building: Motivation developed through the creative process helps survivors work harder in other areas of life with greater confidence and competence
- Cathartic Relief: The experience of cathartic relief.

Breaking the cycle of pain through healthy and productive activities can help survivors gain skills to seek out positive creative activities in their lives when they feel overtaken by emotions /when they feel emotionally vulnerable

BEAUTY FOR
FREEDOM
PROGRAMMING
USA

BEAUTY FOR FREEDOM DESIGN ACADEMY AND YOUTH LEADERSHIP MENTORING PROGRAM
(US- HIGH SCHOOL AND COLLEGE STUDENTS)

Our programming in the U.S. focuses on Youth Education & Mentorship for high school and college students.
We have partnered with local nonprofit organizations that address issues such as domestic and sexual violence, youth empowerment and equality.

Our 10-12 week mentoring and leadership program curriculum teaches life skills to high school and college students through our mentorships and workshop series.
This platform cultivates change-making ideas as our students execute their own ideas for advocacy campaigns and product lines supporting human rights activism.
The youth are nurturing their advocacy and activism skills as they empower and support local non-profits, on-campus youth groups, local advocacy platforms and their own hopes and dreams of changing the world.

Our students are encouraged to utilize their innovative ideas on philanthropy and advocacy in a creative open space and to collaborate with fellow classmates building confidence and a sense of community within their teams and schools. A large part of our Beauty for Freedom platform includes mentoring and nurturing high school students and college students engaging them in advocating for human rights as equal rights. These youth are uplifting their schools with positive messaging around equality, tolerance, freedom and many other issues affecting communities locally and globally.
They are the future voices for global issues.

EACH COURSE INCLUDES:

- Group Discussions on Youth Issues
- Creative Writing & Creative Arts
- Design, Production & Marketing
- Advocacy & Activism Campaign Creation
- Ideation Sessions
- Call-To-Action

BENEFITS FOR STUDENTS:

- Creative Thinking, Design Planning and Design Execution
- Communication & Networking Skills
- Campaign Marketing, Branding, Social Media, Photography, Filmmaking, Post-Production, Music Production & Graphic Design
- Personal Development: Leadership, Empowerment, Interpersonal Skills and Socializing through Collaboration and Teamwork
- Development of Student Advocacy and Activism Platforms

BEAUTY FOR
FREEDOM
PROGRAM
PARTNERSHIPS

Beauty for Freedom partners with local nonprofits, non-government organizations, and social enterprises in countries such as China, Cambodia, India, West Africa, Dominican Republic, France and Haiti.

Our partners tackle all forms of modern day slavery, including forced labor, sex trafficking, debt bondage, and child labor.

COUNTRIES & PARTNERS WE HAVE SERVED:

USA PARTNERS

NYC:

- GEMS
- Somaly Mam Foundation
- Life Preservers Project
- BK Style Foundation
- Parsons School of Design
- The New School
- City-As High School
- Harbor Lab NYC
- stand4education
- Closets for Causes
- HAUP

Florida:

- Little Haiti Cultural Center
- PATH (Preserving, Archiving, & Teaching Hiphop, INC.

GLOBAL PARTNERS

Cambodia:

- Together1Heart
- AFESIP

Haiti:

- Pou Soley Leve
- Diakonos Orphanage

Hong Kong:

- HandsOn Hong Kong

France:

- Paris Girls Rock

India:

- New Light
- Destiny Foundation Reflection

Dominican Republic:

- Batey 106 Project
- Feed My Starving Children

CAMBODIA - AFESIP

Cambodia is ranked third in the world for prevalence of modern day slavery among its population. It is a source, transit, and destination country, where men, women and children are at extremely high risk of being trafficked for sex or forced labor. The sex industry, while largely operating underground, preys upon the poor and most vulnerable–women, adolescent girls, and even young children. Forty years later, the country is still recovering from a brutal genocide (1975-79) and its aftermath which killed 1.7 million of the population.

Debt plays a significant role in Cambodia's trafficking problem. The poorest families, when faced with a crisis, have a very few alternatives but to borrow from informal moneylenders who charge extremely high interest/ high interest rates. Soon the debt becomes insurmountable, leaving them vulnerable to traffickers who offer cash in exchange for a family member.

PARTNER HIGLIGHTS - CAMBODIA

AFESIP Cambodia works to care for and secure the rights of victims and at risk of becoming victims of sexual trafficking, violence, abuse or indentured slavery and exploitation. It works to successfully in aiding victims' overall recovery and reintegration process- helping them obtain the necessary education and training and reintegrating them into the mainstream society based on financial independence in a sustainable and innovative manner.

BFF IMPACT IN URBAN CAMBODIA IN 2016

- More than 100 participants completed a total 12 classes- Art Workshops, Photography Training, and Mural Design
- Our Art program helped participants achieve self-realization as they observed their own potential in action.
- Our program helped pacify fears of failure, develop healthy coping skills, and rekindle a desire to learn more about who they are.
- Our Creative Arts program offers immense encouragement, support, and soul-refreshing, in some cases soul-searching experiences for our participants which puts them on a positive trajectory of life.

Nonprofits such as AFESIP receive our services, art supplies, photography materials, food and self-care materials for the survivors we serve through our on-the-ground in-country partnerships. AFESIP sees education and training as an opportunity for each young woman and girl to (re)build their lives. Education is a powerful tool that can improve the young woman and girl's quality of life as well as that of those around them. Education also helps break the cycle of poverty.

1.

Beauty for Freedom Mural Workshops for 80 young survivors of sex trafficking taught by Muralist Magda Love, created 2 girl's empowerment murals with all supplies donated by Beauty for Freedom

2.

Beauty for Freedom conducted condom and food distributions for sex workers and victims of sex trafficking in two Phnom Penh Red Light Districts. Over 125 women and girls were served through this program.

3.

2-Week Art Workshop Series culminated in an outdoor exhibition featuring all of the young survivors'

4.

Beauty for Freedom conducted photography workshops for all AFESIP youth and staff (100+ students)

INDIA – NEW LIGHT KOLKATA

Of all the countries in the world, India has the largest number of people living in slavery - more than 18 million - roughly the population of New York State or the Netherlands. All forms of modern day slavery still exist in India, including intergenerational bonded labor, forced child labor, commercial sexual exploitation, intergenerational prostitution, forced begging, forced recruitment into armed groups, and forced early marriage.

Over 1.2 million children are exploited in prostitution throughout India today.

Almost 20,000 women and children were victims of human trafficking in India last year.

India alone is home to 40 percent of the world‘s estimated over 40.3 million slaves.

Beauty for freedom is leading the charge by implementing this programming into their platform.

PARTNER HIGLIGHTS - INDIA

Beauty for Freedom + New Light Kolkata

New Light is a registered public charitable trust operating from the terrace of a temple deep inside the red-light district of Kalighat, Kolkata that offers comprehensive community development services. The project provides the children of sex workers with a safe haven, particularly in the evening hours when the streets are most dangerous and their mothers are working.

Beauty for Freedom has been working with the New Light since 2014. We help with raising awareness, mobilizing support and producing fundraisers for New Light.

In October 2016, Beauty for Freedom travelled to Kolkata, India with a team of 9 professional artists and instructors to work with over 100 New Light Kolkata's young survivors of human trafficking and at-risk youth. Our team helped them cultivate their hopes and dreams through art, music, photography and empowerment initiatives/ activities. This was a 21 day workshop series that included vision boarding, music theory, abstract watercolor classes, and youth community activism workshops.

Additionally, a one-day conference (The "Lavanyashakti" Empowerment Initiative) was conducted at The Park Hotel Kolkata serving over 50 survivors of trafficking and at-risk youth expanding and exploring all aspects of beauty with a focus on nutrition, yoga, meditation, physical fitness, skin care, hair care, grooming and make-up application. The conference facilitated by Beauty for Freedom and New Light promoted a building of self-esteem and an appreciation of inner beauty with the survivors.

Beauty for Freedom's intensive photography program instructed 40 youth ages 9-27 over a 5-day course and yielded over 5000 images. The final collection of images and the "Illuminate" book project will be produced by Beauty for Freedom and published Summer 2017.

"Illuminate" will launch in Mumbai August 2017 with a traveling exhibition and book signing events in the US at New York Fashion Week, Boston, Houston, etc. beginning September 2017.

1.

BFF Sponsored Outdoor Photography Exhibition featuring 40 photographs from shot by New Light youth during Project India Photography Workshops. The entire community had an opportunity to celebrate these youth with a community activation.

2.

BFF Abstract Watercolor Painting Workshops taught to 150+ youth in 4 of New Light's shelter homes across Kolkata, India

3.

BFF Co-produced The "Lavanyashakti" Empowerment Initiative which was conducted at The Park Hotel Kolkata serving over 50 survivors of trafficking and at-risk youth expanding and exploring all aspects of beauty with a focus on nutrition, yoga, meditation, physical fitness, skin care, hair care, grooming and make-up application.

4.

Vision Boarding and Poetry workshops led by journalist Karen Francis for the young survivors of human trafficking at the Hogar Meridional-Soma Memorial Girls Home.

5.

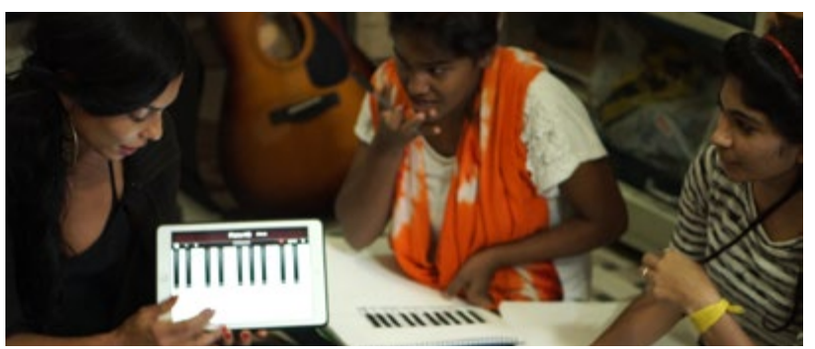
BFF Sponsored Outdoor Photography Exhibition featuring 40 photographs from shot by New Light youth during Project India Photography Workshops.
The entire community had an opportunity to celebrate these youth with a community activation.

6.

Youth Social Development Community Outreach Project: Youth were tasked with interviewing community members with the goals of identifying community issues and possible resolutions. This 3-week course led by BFF Ambassador Shaun Mader engaged the youth of New Light in problem-solving and community engagement.

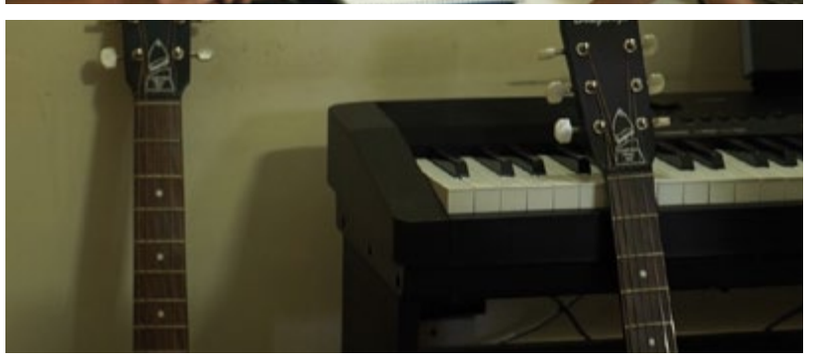
7.

Music courses taught by BFF Ambassador Scarlett De La Torre served over 120 youth in 3 of New Light's shelter homes.



8.

Beauty for Freedom donated $2000+ in musical instruments to 3 of New Light's shelter home facilities.



PROJECT
INDIA:
“ILLUMINATE”

“Illuminate” has a transcendent quality that engages the viewer to see beyond the difficult circumstances surrounding life in Kalighat and leaves us all with a lasting impression that love truly exists in this place and that life is not as polarizing as one might think, given the fact that creativity, culture and pride thrive in Kalighat.

The photography students were welcomed into homes and gained entrance into the daily lives of the people of the community because many of the youth were born and raised in Kalighat before moving into New Light’s CRECHE CUM SHELTER located as a permanent structure above a temple situated deep inside the Kalighat red light district. The shelter offers comprehensive care and support to the children ranging from a few months old to sixteen years.

“ILLUMINATE”, a collection of photographs created by young survivors of trafficking and at-risk youth in Kolkata will culminate in an inspirational photography book that we will promote to raise awareness and funds for the youth of New Light.

These amazing children will become published photographers and have been empowered by the fact that their work could possibly sustain their education for the next year. It gives them hope, as it would to any one of us for a bigger and brighter future.

Apsara • 14

“I want to become a singer, and my favorite movie is Bajrangi Bhaijaan."

Ashim • 14

“I want to be a footballer. Christiano Ronaldo is my favourite player. I also like to draw and paint."

Barsha • 18

“I want to become an actor, and I admire Priyanka Chopra. Barfi and PK are my favorite movies."

Indira • 19

“I want to be a dancer like Remo D'Souza. I love to dance to Hip Hop."

Karan • 15

“When I grow up, I want to become a police officer."

Ujjwal • 15

“I want to become a shopkeeper."

Priyanka • 18

“I would like to become a fashion designer."

Puja • 14

I want to be an English teacher when I grow up."

Puja • 20

“I want to become a documentary photographer."

SALMA • 11

“I want to become an engineer."

SHABNAM • 24

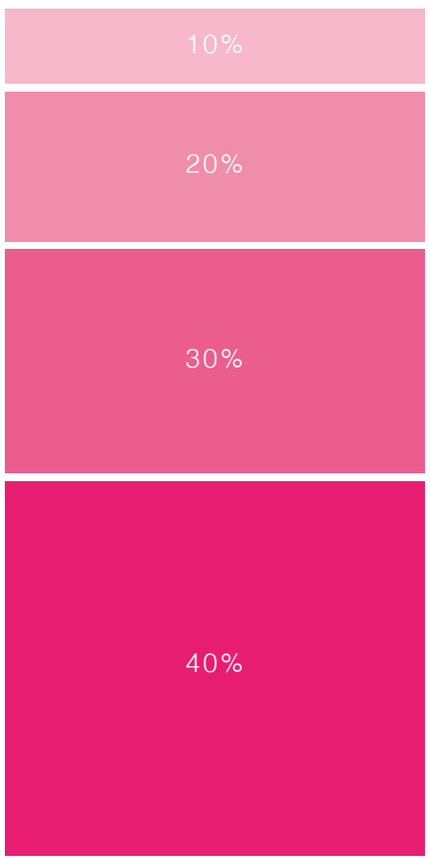
“Now that I’ve had my first opportunity, I think I’d like to be a professional photographer.”

SIMA • 26

“I am currently a playgroup teacher, and wish to improve the kids’ experiences with time."

FINANCIALS

INCOME SOURCES



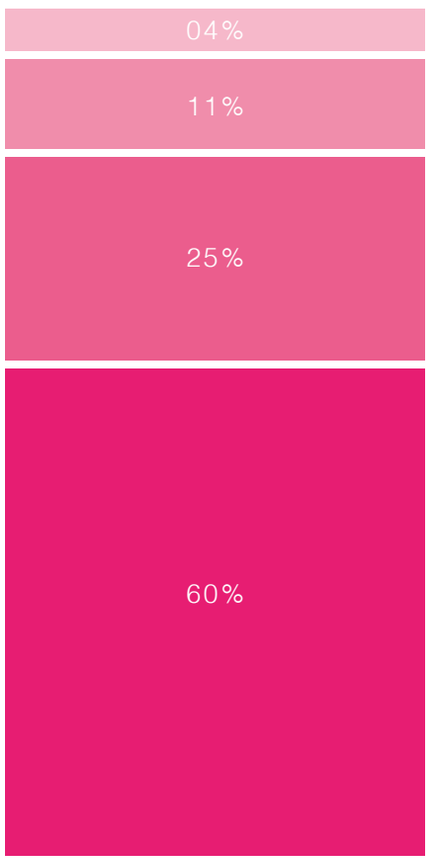
10% IN-KIND DONATIONS

20% DONATIONS

30% PERSONAL CONTRIBUTIONS

40% FUNDRAISING

EXPENDITURES



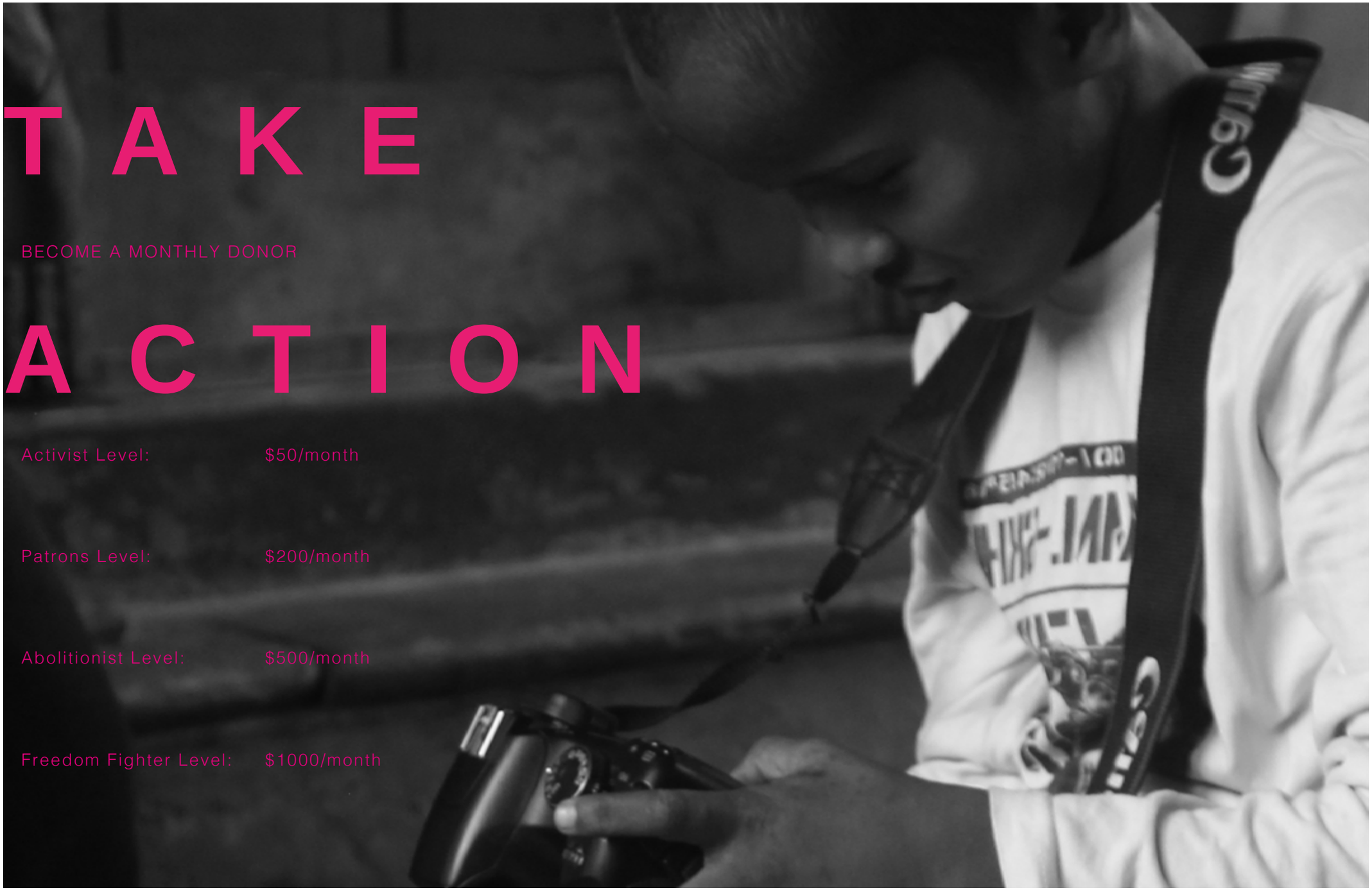
04% OPERATIONAL COST

11% FUNDRAISING

25% DOMESTIC PROGRAMS AND ADVOCACY

60% ABROAD WORKSHOP PROGRAMS

TOTAL 2016 INCOME $55,324.35 / * 2016 990 FORMS UPON REQUEST



TAKE ACTION

BECOME A MONTHLY DONOR

Activist Level:	$50/month
Patrons Level:	$200/month
Abolitionist Level:	$500/month
Freedom Fighter Level:	$1000/month

YOUR IMPACT

$35

a month will provide medical care to a woman in prostitution

$ 60

school fees for one child per month

$ 150

will buy school uniforms and shoes for a child for one year

$ 180

will buy a child one year's school supplies (school bag, note books, textbooks, pens, pencils, other stationery etc)

$ 250

will meet a rescued girl's living expenses for one month (food, clothes, healthcare, counseling, recreation etc)

$ 300

will provide basic health care for one child for one year

$ 450

will support a child's school education for one year (tuition fees and expenses on extra and co- curricular activities)

$ 900

will buy food for one year for one child

$ 1000

a year will provide vocational training to a young boy/girl after high school per year

$ 1500

per year will support a young person's college tuition per year

$2500

a year will provide monthly art therapy programming per shelter home (Approximately 150 youth)

T H A N K

THANK YOU TO OUR SPONSORS AND DONATIONS

Y O U

FROM SUPPORTERS WHO HAVE PROVIDED US WITH CRITICAL SUPPORT.

GET INVOLVED!

CONTACT US AT info @beautyforfreedom.org

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beauty for freedom®

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