



beauty for freedom®

MEDIA KIT



PREMIUM COMMUNITY



Established in 2014, we empower survivors & at-risk youth in 8 countries



100M+ Media Impressions (National + International)

SPECTRUM
NEWS 1

THE HUFFPOST

Daily Mail

THE independent

Bravo

VICE IMPACT

BAZAAR

INSIDE OUT



100M+ Spectators who have attended 1 or more BFF Events, Exhibitions, Panel Discussions, etc.



65K+ On-site Reach and 40K+ online & social (70% Engagement)

Beauty
Fashion
Art
Photography
Design
Music



70% Female



30% Male

Celebrities
Millennials
Artists
Photographers
Athletes
Influencers
Executives

CELEBRITY SUPPORTERS | AMBASSADORS



Susan Sarandon



Adrian Grenier



Serinda Swan



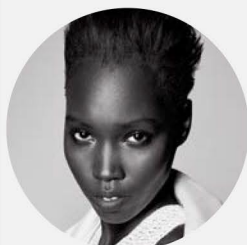
Ty Hunter



Diandra Forrest



Dorinda Medley



Mari Malek



Sean James



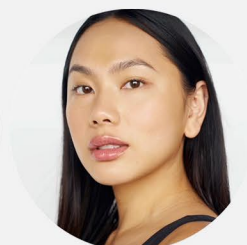
Capri Cafaro



Bradley Theodore



Loan Chabanol



Joanna Pauline



Beauty for Freedom is a 501(c)(3) anti-trafficking non-profit dedicated to empowering survivors of human trafficking and at-risk youth through the creative arts in the USA and Abroad.

BEAUTY FOR FREEDOM IMPACT

WHAT PEOPLE ARE SAYING



SURVIVOR
BFF ART PARTICIPANT
NEW YORK



BFF ADVOCATE



NGO PARTNER
RESCUE FOUNDATION
INDIA



NGO PARTNER
CHALLENGING HEIGHTS
AFRICA

IMPACT BY NUMBERS

WE ARE RESULTS DRIVEN

OVER 30,000
HOURS

OF VOLUNTEERISM WITH SURVIVORS
AND AT-RISK YOUTH THROUGH
AMBASSADORSHIP PROGRAMS SINCE
2014

CREATED WORKSHOPS FOR
OVER 3,500
SURVIVORS

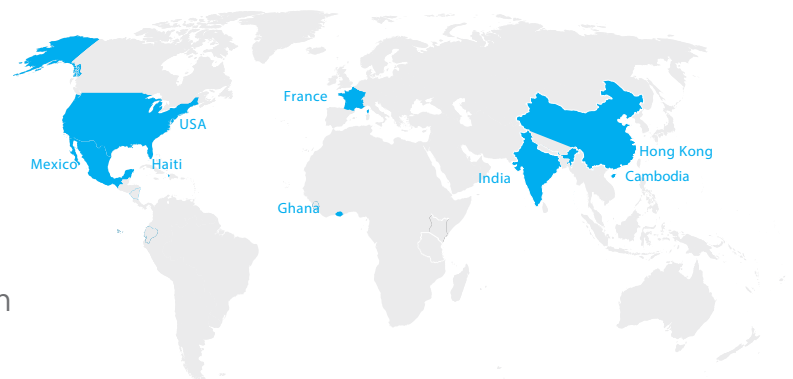
OF HUMAN TRAFFICKING AND AT-RISK
YOUTH SINCE 2014

DONATED
OVER \$400K

IN ART, PHOTOGRAPHY, MUSIC & SELF-
CARE SUPPLIES TO NON-PROFITS SINCE
2014

Established in 2014, we empower survivors and at-risk youth in 8 countries (USA, Africa, Cambodia, France, Haiti, Hong Kong, India, and Mexico).

Additionally, we partner with Universities and embark on a multi-city tour across the USA to teach and educate Advocacy & Social Activism to students.





Beauty for Freedom is a 501(c)(3) anti-trafficking non-profit dedicated to empowering survivors of human trafficking and at-risk youth through the creative arts in the USA and Abroad.

BEAUTY FOR FREEDOM PARTNERSHIPS

SOCIALLY CONSCIOUS BRANDS JOIN THE MOVEMENT

KAREN MILLEN



FASHION RETAIL +
EVENT PROGRAM

wework



EVENT SPACE

INSIDE OUT



PROJECT PARTNER

RIALTO
JEAN
PROJECT



FASHION RETAIL +
ART WORKSHOP

SPONSORS & SUPPORTERS

THE LINE

lululemon

LAGUNITAS
BREWING COMPANY

Moët Hennessy

airbnb

HELEN
YARMAK

Morgan Stanley

VITA
COCO

essentia
hydration perfected

charles
SCHWAB

MACARI
VINEYARDS

Artist
& CRAFTSMAN
SUPPLY
AN EMPLOYEE-OWNED COMPANY

NETS

BLICK
art materials



HUMAN TRAFFICKING - THE ISSUE

Today, there are an estimated 50 million people living in slavery throughout the world. New York City serves as a gateway and is one of the largest destinations for trafficked women entering the country. In every borough of NYC, women are being exploited for sex. Traffickers often recruit women through deceptive job ads or false promises, exploiting vulnerabilities such as immigration status, debt, education, language, or children.

BEAUTY FOR FREEDOM

Beauty for Freedom 501(c)(3) exists to empower survivors of human trafficking and at-risk youth through holistic creative art therapy programming that equips survivors with the tools they need to lift themselves up. Our team of volunteer artists conduct a series of self-care, health/wellness, fashion, photography and design workshops for survivors. These workshops help strengthen their self-esteem and help them find their creative voice to express themselves freely.

We also work to bring about community awareness on the issues by hosting discussion panels, producing exhibitions featuring art and photography works by the survivors from our workshops and fundraising events. We encourage the community to learn about the issues, share on social media, donate and volunteer.

THE BEAUTY FOR FREEDOM APPROACH



WORKSHOP PROGRAMMING

Deliver a custom 3-4 week creative program for survivors that support the areas that need the most attention.

WORKSHOPS OFFERED:

Art	Photography
Mural Art	Fashion Design
Self-Care	Music
Self-Defense	Job Readiness



WORKSHOP OUTCOME

The program serves to support survivors and aid in their road to recovery. We provide a safe haven for them to be creative and allow for self-discovery.

WHY IT WORKS:

- Allow for Creativity
- Develop Confidence Building
- Foster a Sense of Community



Beauty for Freedom is a 501(c)(3) anti-trafficking non-profit dedicated to empowering survivors of human trafficking and at-risk youth through the creative arts in the USA and Abroad.

GET INVOLVED

WHAT PEOPLE ARE DOING

Beauty for Freedom provides creative programs at **No Cost** to survivors of human trafficking and at-risk youth who have experienced trauma. We need your help in order to meet the demand for services in the areas that we work in the USA and Abroad. Our programming provides a proven therapeutic approach and creative outlet to help heal the most challenged populations. It is designed to empower, help people get back on their feet, teach coping skills, relieve stress and give participants a chance to become engaged, active members of their communities.

Please consider joining our movement. You can choose a variety of options you wish to support, donate or sponsor.

The generosity of supporters will be recognized in the Beauty for Freedom Annual Report and on our website: www.beautyforfreedom.org

VOLUNTEER

- Volunteer at a workshop, exhibition or fundraiser

SPONSOR

- Become a title or supporting sponsor to an event
- Align your brand with a community based event activation
- Receive marketing + press connected to social good

FUNDRAISE

- Share with your network to help us raise funds to meet project goals

DONATE

- Donate Art, Photo, Beauty Supplies (in-kind)
- Become a daily, monthly or yearly donor to provide free programming

PARTNER/COLLAB

- Create customized initiative that integrates your brand
- Teach a workshop + sell the artwork at your retail stores
- Become a title or supporting sponsor to an event

HOST A CAMPAIGN

- Take initiative to rally your network by starting a fundraising campaign online
- Produce a fundraising project or event
- Sell artwork by survivors

For more information, please contact Jerry Chu, Director of Communications at jerry@beautyforfreedom.org



www.beautyforfreedom.org
[@beautyforfreedom](https://www.instagram.com/beautyforfreedom)

