

Hope & Rescue Foundation
a world without slavery

2014

IMPACT REPORT

(our first year of programming,
all accomplished with volunteers)

mission + vision

**WE EXIST TO INSPIRE
PEOPLE TO END SLAVERY
AND CHAMPION JUSTICE,
USING HIGH QUALITY
MEDIA AND EDUCATION.**

**PEOPLE WHO ARE TOUCHED
BY OUR WORK WILL BE
FOREVER CHANGED
IN THE WAY THEY THINK,
FEEL, AND ACT TOWARDS ALL
FORMS OF MODERN SLAVERY.**

WE FULFILL OUR MISSION BY ADDRESSING THE SUPPLY & DEMANDS OF HUMAN TRAFFICKING THROUGH TWO MAIN PROGRAMS:

HOPE+RESQ

1. Media production to create educational and training programs that protect youth and inspire integrity in men.

<http://hopeandresq.org>



2. Awareness and financial support through sporting and music events, and the sale of slave-free products.

According to the US State Department, there are 27 million people trapped in slavery worldwide, and the U.S. is a large contributor. HOPE 27 aims to bring hope to these 27-million victims.

<http://hope27.com>

Building A Safe Community



HopeAndResq.org
twitter: @hopeandresq
Facebook.com/hopeandresq



Place Based
"Building A Safe Community"
Sunday May 3 3-4:30 PM
Spring Lake High School
http://hopeandresq.org/2014/05/03/

PARENT EVENT : May

“Building A Safe Community”

GOAL: To help parents recognize warning signs, and to provide suggestions for preventing children from becoming victims of human trafficking.

Official Partners: Minnesota Department of Health (MDH); Spring Lake Park School (SLP); and many community organizations who had resource tables for parents.

The program featured three national speakers and a panel of experts. It was filmed to be content for Public Television, and to be used for on-going outreach and programming.

The program was marketed to 300,000 people via newspaper articles, flyers to school students, teachers, etc.

OUTCOME: The program reached parents with meaningful information and is running as community programming.



PLANK CHALLENGE : August

“Just Plank It”

Luis Leonardo, an athlete who works with us, held a 27-minute plank (core strength exercise) at an event hosted by STEELE Fitness in Edina, MN, to bring attention to the 27-million people trapped in slavery worldwide.

The plank challenge represents a person's commitment to a healthy society, free of human trafficking. The event was also a fundraiser.

OUTCOME: Several hundred people have since taken the #JustPlankIt challenge across the USA.



A GOOD NAME : September

"A Good Name, a rookie manifesto"

We filmed a short "power talk" video to encourage football players (and men in general) to choose integrity. The video was released during the rocky start of the 2014 NFL season. It featured Steve Fitzhugh, a nationally known motivational speaker and former NFL Denver Bronco player.

Going forward, we are working with Steve to develop training curricula for men who comprise the demand side of the sex trafficking equation.

OUTCOME: The video has a universal appeal and has reached over 100,000 viewers through Twitter, Facebook, Vimeo and YouTube channels and continues to be shared/viewed.

Keep Hope Alive



MUSIC VIDEO : Keep Hope Alive : October Release

“Keep Hope Alive”

We approached XROSS, a GRAMMY-nominated music artist, to write and record a song about human trafficking on our behalf. We then produced and filmed a music video for the moving hip-hop song titled, “Keep Hope Alive”. The video tells the story of a bicyclist who rescues a woman held by her trafficker.

Many volunteers were involved in the video, as bike riders, film crew and editors.

OUTCOME: The song was released on the college radio station (WCLK) at Clark-Atlanta University in Atlanta, Georgia, in conjunction with interviews of XROSS and bicyclist Luis Leonardo during our national bicycle ride. The video resulted in a powerful tool to reach our culture and continues to be played on their station.

2700 Miles / 27 Days / One Speed Bicycle



2700 -MILE AWARENESS BICYCLE RIDE ACROSS AMERICA : September + October

“2700 Miles in 27 Days”

It began in a passionate conversation with Luis (our #JustPlankIt athlete) wanting to use his athletic abilities and desire to ride his fixie (a single-speed bicycle) across America for a cause. As we shared about the plight of human trafficking, he became impassioned to ride for HOPE 27 and bring awareness of human trafficking.

We then incorporated themes using the number 27: a 2700-mile route that started on September 27th, with 27 ride days, ending on October 27th.



Luis chose to ride alone and challenge himself by riding a fixie to identify with victims who often face their pain in isolation. We raised approximately \$10,000 dollars to cover travel expenses and to have a support vehicle alongside him during the trip. This year we did not focus on fundraising for programming, but on national awareness.

OUTCOME: Reached over 2 million people through television coverage, newspaper and magazine articles, radio interviews, social media. Luis also challenged mayors, sheriffs and the public to the Plank Challenge from city to city as he rode across America.

FUTURE OBJECTIVES

It is exciting to see how so much was accomplished during our first year of programming - more than originally envisioned! **With this momentum, our next steps for long-term impact against this crime are to design, test and measure two media-based educational programs under HOPE+RESQ. Under HOPE 27, expand the Plank Challenge and the National Bike Ride.**

- » **Youth Program: Teach youth how to be the voice for the voiceless. Give youth tools to be part of the solution.**
- » **Men's Program: Create training videos that address the demand of trafficking. Inspire men to make better choices.**
- » **Host Plank Challenge fundraising events with youth for awareness and trafficking prevention.**
- » **Stage another national bicycle ride for fundraising and greater youth impact along the route.**

**WE THANK YOU
FOR YOUR SUPPORT
AND INTEREST IN
HOPE+RESQ AND HOPE 27
PROGRAMMING,
AND FOR WANTING
TO MAKE A DIFFERENCE TO
END HUMAN TRAFFICKING
IN OUR LIFETIME.**

**WE ALSO THANK THE
SCORES OF WONDERFUL
VOLUNTEERS AND
BUSINESSES WHO HELPED
MAKE THIS IMPACT AGAINST
HUMAN TRAFFICKING.**

**WE WOULD BE HONORED
IF YOU WOULD JOIN US
FINANCIALLY OR AS A
VOLUNTEER TO SUPPORT
OUR PROGRAMS.**

HOPE+RESQ



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