

FREEDOM TICKET FOR LIFE



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Girls, girls, girls...

No one knows how many girls and young women are trafficked around the world but it is certainly hundreds of thousands. Men and boys are trafficked for things like sexual exploitation, street crime and labour but the fact is, women and girls are statistically more likely to become the victims of trafficking.

When talking about why women are more at risk, it is important to think about cultural and social perceptions of women, demand for the sex industry and a girl's opportunity for equal access to education and vocational training.



Education – a ticket to freedom?

Around the world, girls are less likely to go to school and more likely to be illiterate than their male counterpart. This lack of education and vocational training means girls have less access to legitimate and well-paid employment when they are older.

The fewer and narrower a girl's options, the more vulnerable she is to trafficking.

Although there are many other factors contributing to vulnerability, this relationship between education, opportunity and vulnerability is highly important and can be seen across the world. One study in South Asia for example, found that 65% of trafficking survivors were illiterate or barely literate.¹

This is not something we have only read about. Phil Lane from STOP THE TRAFFIK Belgium has worked in India where he saw the importance of education with his own eyes.

“It was amazing, if we could get a girl in school just the structure it gave to her made her less vulnerable. If we could keep her in school, she became dramatically less likely to be trafficked as new horizons opened up to her. We managed to get one girl, Jyothi, into school at age 12. She was safe for a while but Jyothi's parents decided to take her out of school. Within weeks, someone had tried to kidnap her, twice. Another girl, Shanti lived on the street and was incredibly vulnerable. We got her into school, now she is reaching the end of secondary school and is aiming to go to college. Her whole life changed because she was given the chance to go to school. Who knows what would have happened if she stayed on the streets. In most countries education is taken for granted but in many countries it is a vital way to keep girls safe when they are growing up and as adults.’

¹ Trends in Literacy Rates and Schooling among the Scheduled Tribe Women in India. Aparna Mitra and Pooja Singh

Education is not a cure for all human trafficking but it does bring more safety and choice to women - reducing risks of making wrong decisions and trusting the wrong person.

It's true that literate, qualified and skilled girls who face unequal access to employment may take riskier migration options. That is why Freedom Ticket for Life links a girl's education to vocational training, job creation and lessons on safe migration.

The more we can give girls equal access to education and help them stay in education until employment, either locally or through safe migration, the less likely they are to be trafficked.

Freedom Ticket for Life is STOP THE TRAFFIK's initiative to get as many vulnerable girls across the world educated, traffik aware and safe. Together we can give girls options and a chance to support themselves so they don't fall prey to the lies of traffickers.



What have STOP THE TRAFFIK done?

We have selected 4 projects in trafficking hotspots around the world. Each project reaches at risk girls and young women in different ways; from education and vocational training to supporting victims (find out about the projects on p10 - 11).

Freedom and safety lie in education and choice; help us give as many girls as possible a freedom ticket for life.



What can you do?

Well, that's simple! All you have to do is run, walk, jog, crawl, hobble or race around on wheels!

Around the world, STOP THE TRAFFIK supporters are being sponsored to **run for freedom**.

It can be a kilometre, a mile, 5 km, 15 miles. It can be a relay, a race or a walk round your local park. You can do it on your own, in a group or advertise it to your whole town – we don't mind how you do it, we just want you to do it!

There are many different ways to run for freedom, on the following pages you will find all the information you need to help you organise and advertise your run to raise as much money as possible to support and protect girls vulnerable to trafficking.



Running on your own / as a small group

If you are lone runner or there are a few of you taking part, all you have to do is decide how far you are going to run, get your trainers ready and start collecting sponsorship!

You can run in a park, round a school field, through your city, round a lake, over a hill or round your town. As there are a few people taking part you do not need to think so much about contacting authorities or local emergency services! It might be a good idea however to just double check with your local authorities that what you plan to do will not break any laws.

Think carefully about your route - make sure it is safe, not too dark and within your ability – it's great to challenge yourself but remain realistic!


Even though it is not all relevant for you, there may be some information on the next few pages you find useful.



Join an organised / existing event

If there are local marathons, half marathons, fun runs or walks already planned, you can apply to take part in one of those and just raise money for Freedom Ticket for Life. To find out if there is something happening in a town near you, have a look on the internet by typing 'run marathon walk + appropriate area' into a search engine like Google.

Don't forget to order your sporty wrist band from www.stopthetraffic.org/shop to help you promote the project and to keep you sweat free!



Aiming high: get your town / school / local community involved

Spend time planning your route. If you have friends at your disposal, bring them on board to help with the logistics!

Who are your runners and how can you get more people involved?

Think about who you know that you can ask to join in. This list can include friends, family, neighbours, work colleagues, school friends, people who you see on a regular basis at clubs or societies....

You could also think about advertising your run to people you don't yet know. There is a poster for you to use to help you advertise if you wish. You could put it up

in running / walking / rambling clubs

on community notice boards (found in most supermarkets, town halls, gyms, churches, mosques etc)

at Doctor surgeries

in libraries

on school notice boards

in local magazines / newspapers

It is important runners register so, if it's necessary you can tell your local authority and us how many people will be running and how far.

Make sure you give a contact email on any poster you put up.

When you respond to the willing, send a map of the route so runners know which way to go as well as information on where the race starts, date and time. It is also a good idea to include something to officially state that runners take place at their own risk.



Where will you run and how far?

Think about your local area, is there a track / sports hall / field / school yard you can use? Will you offer a choice of running distances (for example 1km, 5km or 10km) so everyone and anyone can take part?

If you want to use a sports hall or school contact them. Explain why you are running and ask if you can use their facilities.

Think about terrain - check the course isn't too difficult remembering that runners will not all be in the same shape. **It might be a good idea to run or walk around a course before you decide to use it.**

The route you choose should be appropriate for those taking part. For example, if you have a lot of elderly people taking part you may want to avoid too many hills and if you are planning to have lots of runners, you will need somewhere with a wider path. Also, some paths are better suited for walking than running.

If you are in a city, take extra care and don't use streets that have a lot of traffic. You will need to notify local police of your planned route and date – maybe if you asked nicely they could even close down a street or two!

Whether you are in the country or city, there will be thousands of pre-planned walking routes, as well as unmarked walking territories. **Contact local walking, rambling or hiking clubs for tips and suggestions.**



Health, safety and the Law

This section largely depends on how many runners you have and where you will be running. It is a good idea to tell your local authority what you are planning to do. They could have some practical tips for you – or if there are hundreds of runners they may suggest on shutting down the roads and actually stopping the traffic! Local authorities will vary depending on where you are. Don't forget to explain what you're doing and why.

It might be a good idea to contact charity organisations such as St John's Ambulance or your regional equivalent so they can offer advice or services if necessary.

Depending on the number of people taking part and where you do it, it may be a good idea to have people along the route making sure things are going according to plan and handing out water if required / necessary. Work out how many people you will need and at which points of the course you want them to stand. They could all wear the same badge or hat so they are recognizable.

You can try contacting local shops / supermarkets to ask if they will sponsor the run and provide first aid kits and water to hand out along the way / at the end. If you are not going to provide water stops, make sure people know in advance to bring their own refreshments.



Raising money

The reason you will be sweating for freedom is to help keep vulnerable girls safe. To do this you have to collect sponsorship, big bucks, hard cash! We have provided you with a sponsorship form so you can ask as many people as possible. Make sure you tell everyone why you are doing it and what you hope to achieve.

SPONSOR FORMS: the UK sponsor form has all relevant gift aid information already on it. The global one has an extra column for you to use for any tax credit your government may offer. If you don't need it, you can delete the extra column by highlighting, right clicking on your mouse and selecting the 'delete column' option.

Make sure you tell your donors which project you are going to support by ticking the relevant bit on the sponsor form.

Try to collect money when people sign up to sponsor you – it saves a lot of time and means you don't have to chase people after you have finished.

Remember to send STOP THE TRAFFIK your sponsor forms when you have finished so we can keep those who sponsored you up to date with our campaigns and tell everybody involved how Freedom Ticket for Life is changing lives.



Other stuff to think about

If it is a race, do you want someone to be at the finish line?

Do you want any picture of the day to show and inspire others to get involved?

Do you want people to wear a number? If so, can you give them a number when they register and ask them to wear it or would you rather print professional looking ones?



We all love a bit of attention

Try and get coverage in the local media before, during and after you run for freedom.

Before: phone any local media outlet you can think of and tell them about the race and why you are doing it. Invite journalists to come along to take photos / video it / interview someone.

Read the 'how to use your press release' guide and then adapt and send the press release we have drafted for you.

During: it would be great to have some pictures to show people afterwards so make sure someone with a camera is on stand-by!

After: send the press release again with a few alterations telling them what you did, how far you ran, how many people took part and how much you raised, remember to include a picture.

All the time: **freedom runs are an excellent opportunity for you to tell your community about human trafficking and how it affects them on a local and global scale.**



Race day! On your marks, get set, go.....

Depending on your age, availability and how brave you are, you could even stop in a few cafes and pubs along the way to raise awareness and tell people how they can donate. In any private property, it is important to get permission before you start.


If you want to raise awareness amongst onlookers, have information leaflets to hand out and information on how they can donate. You may want to deploy a few stealth spies along the route to assist in this bit! You can download resources from www.stopthetraffik.org/resources.



Money: donating

After you have ran for freedom and you have collected your sponsorship - you are a few clicks away from making the vital donations that will give girls their freedom tickets! You can find detailed project information on the website and a short description on the following pages.

Go to www.freedomticketforlife.org and choose which of projects you want to support. You can split the money between each project or choose to donate to one. The choice is yours but by doing this simple action you are giving choices to people who would otherwise have none.



Additional things event organisers may need to think about

Licensing

If you are planning on holding an event that includes “regulated entertainment”, or is in a public area or if you are planning to sell alcohol you may require a license. Please contact your local authorities for guidance. Do this with plenty of time to ensure that you get it completed in time.

If you do not apply for a license and you should have done so, you are operating outside of the law.

Health and safety

Every event organiser has a legal responsibility to ensure the health, safety and welfare of those working at, attending or affected by the event. As an organiser, you will need to look at what you are planning and consider how you will manage H&S aspects. Your local authority may want to see some documentation before allowing you to use public spaces.

Central to H&S planning will be a Risk Assessment. This does not need to be complicated. You will need to look at the hazards posed by what you are doing, who could be harmed and how, and what you will do to reduce the risk. If you are in the UK, see <http://www.hse.gov.uk/pubns/indg163.pdf> for a simple guide on Risk Assessment.

You may need to create an Event Safety Plan which details how you will implement everything highlighted in the Risk Assessment. It covers organisational structures as well as procedures for fire, evacuations, first aid, stewarding, traffic management and so on. Again, this does not need to be reams of paper but it does need to reflect the nature of the event.

Insurance

Any activity should have appropriate insurance. If you are part of a school, club, society, church etc, you may be covered under existing policies. If not, consider using a specialised broker like www.events-insurance.co.uk. It is also important to specify to your runners that they are responsible for taking part and neither organiser nor STOP THE TRAFFIK accepts responsibility for events or consequences.

Money

To collect money in the street or public place, you will need to obtain a licence from your local authority. As public collections are popular it is a good idea to get permission in advance. Think about how you will store, transport and pay-in significant sums of money.

STOP THE TRAFFIK does not authorise fundraisers to act as agents on our behalf and will not assume responsibility for organising, supervising or hosting fundraising activities.

All activities and participation in them are at the organisers and participants own risk. STOP THE TRAFFIK does not accept any responsibility or liability for any loss or damage to property or for death and personal injury arising from any fundraising activity relating to STOP THE TRAFFIK, except death or personal injury caused by our negligence.