



IT'S A PENALTY

BI ANNUAL

**Impact Report
2022-2023**



It's a Penalty stands as a beacon in the fight against human trafficking, exploitation, and abuse. Our work contributes to prevent these forms of violence through education, awareness-raising and advocacy. So far, we've been able to touch the lives of millions worldwide, reaching an astonishing 180 million people through our programmes and campaign awareness messages. Our approach is based on bringing together stakeholders from various sectors including sports, travel, tourism, law enforcement, and NGOs. Through collaborative efforts, we've made our mark at 18 Major Sporting Events and spearheaded the impactful Liam Neeson 'What is Human Trafficking' campaign, that reached millions globally.

Together with our dedicated partners, It's a Penalty has become a force for good, safeguarding over 17,000 survivors of abuse, exploitation, and trafficking. Beyond this remarkable feat, we've also prevented countless others from being victimised. It's a Penalty aims for a world where the voices of survivors are heard, and human trafficking and abuse becomes a distant memory.

OUR MAIN PROGRAMMES AND WHAT THEY DO

→ Campaigns

Our campaigns during major sporting events harness the unifying power of sports to ignite change on both local and global scales.

With each campaign our aim is to: EDUCATE about the global issues of abuse, exploitation and human trafficking, penalties for offenders and the signs to look out for; EQUIP sporting fans, tourists and the general public with ways to report; ENCOURAGE people to make a report and stand up against abuse, exploitation and human trafficking.

Every It's a Penalty campaign is tailored to suit the host location and local context, with a variety of stakeholders and partners across different sectors coming together to make a difference.

→ **CommonProtect**

CommonProtect is It's a Penalty's advocacy programme focused on legal reform and systems change in order to protect children from sexual exploitation and abuse (CSEA) throughout the Commonwealth.

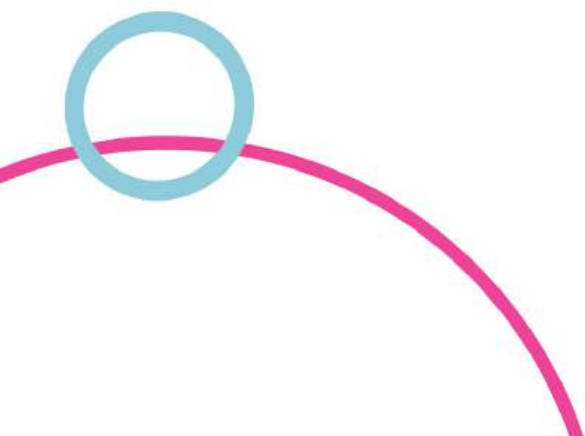
Working in collaboration with governments, civil society organisations, child rights champions and Commonwealth institutions, CommonProtect is the Commonwealth-wide movement to end impunity for CSEA, improve access to justice for survivors and ensure better child protection.

Our ultimate goal is for there to be a comprehensive legal framework in place in each Commonwealth country which criminalises CSEA in every form, no matter where the offender is from or where in the world the offence takes place.

→ **Student Ambassador Programme**

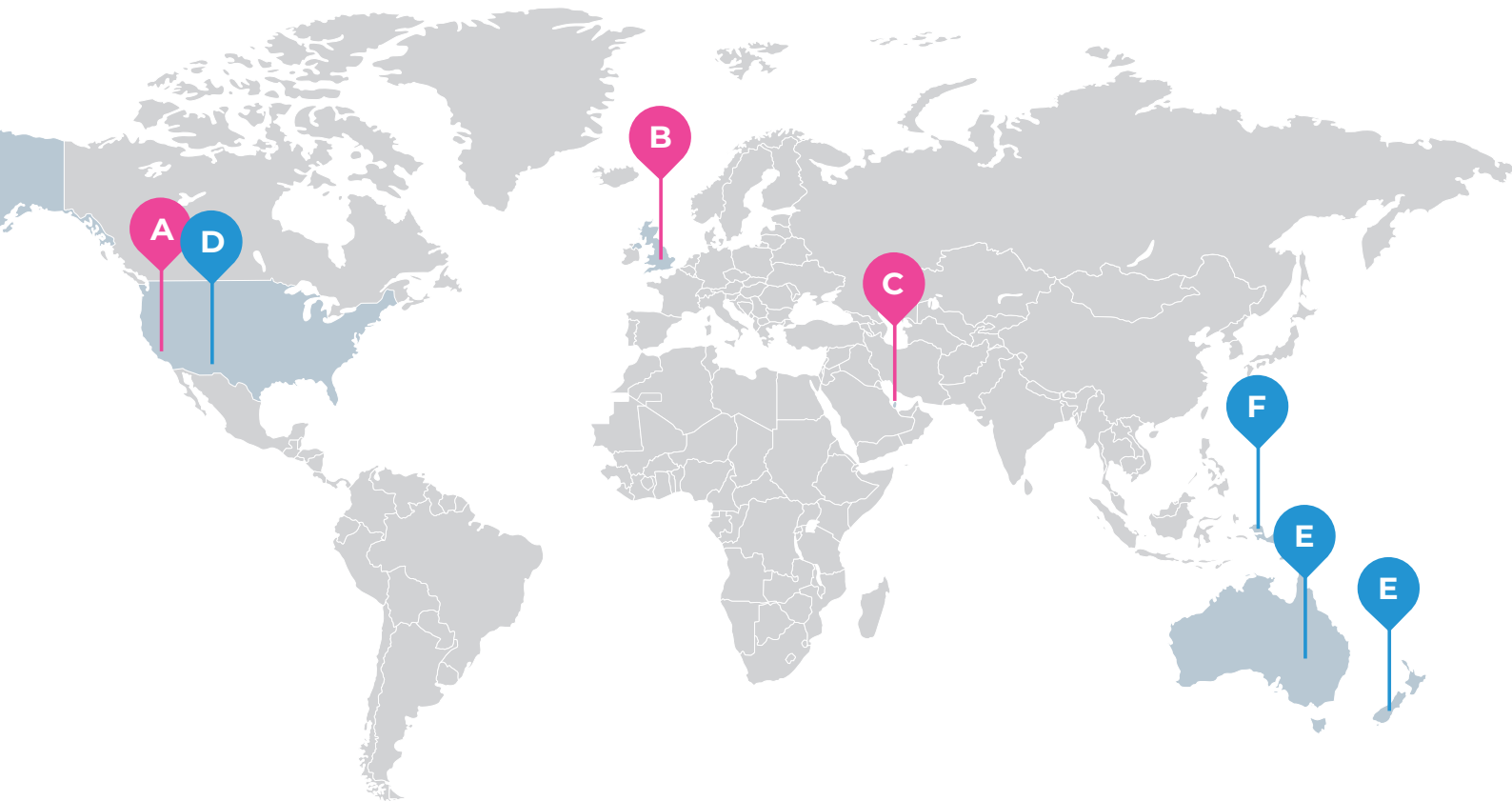
Our Student Ambassador Programme educates and empowers university students to put an end to human trafficking, the world's fastest growing crime. Currently, the Student Ambassador Programme operates in the UK and US, with a total of 63 member universities and an active network of 380 students.

Student Ambassadors first receive specialised training to understand the different types, vulnerabilities and complexities of human trafficking. Students are then supported to put that training into action, choosing their own challenges which can be done individually or as part of a team. These challenges can focus on educating others, creating change or supporting survivors.



OUR GLOBAL CAMPAIGNS

2022 | 2023



2022

- A** Los Angeles, USA
Super Bowl LVI
- B** Birmingham, UK
Commonwealth Games
- C** Qatar
World Cup

2023

- D** Arizona, USA
Super Bowl LVII
- E** Australia/New Zealand
Women's World Cup
- F** Solomon Islands
Pacific Games

CAMPAIGNS 2022

Super Bowl LVI

A Los Angeles, USA

The It's a Penalty 2022 Global Campaign, centered around Super Bowl LVI in Los Angeles, significantly raised awareness on human trafficking, reaching over 737.5 million people worldwide. In collaboration with partners, the campaign utilised the Super Bowl's wide reach to highlight and combat abuse, exploitation, and human trafficking. The campaign featured a range of activities, including a launch event with 427 hoteliers, PSA films on airlines reaching 10.5 million passengers, and targeted educational efforts for Uber drivers and hotel staff. Notably, the campaign facilitated the identification of 14 missing children from the National Center for Missing and Exploited Children list, showcasing the direct impact of awareness efforts. Supported by NFL ambassadors and leveraging platforms across airports, hotels, and media, It's a Penalty focused on educating the public, promoting the recognition of trafficking signs, and encouraging community action, thereby contributing to a significant and lasting positive change.



CAMPAIGN AMBASSADORS



Johnny Hekker
Los Angeles Rams



Chris Godwin
Tampa Bay Buccaneers



Aaron Rodgers
Green Bay Packers



Andy Dalton
Chicago Bears



Nick Foles
Chicago Bears

CAMPAIGN HIGHLIGHTS

14

missing children identified in Los Angeles.

20%

increase of reports to the US Human Trafficking Hotline in the run-up Super Bowl compared to the same time period the previous year.

8

rescues of minors who were being sexually exploited in Los Angeles, 222 of these arrests were made in the Los Angeles County area.

490 MILLION+

people were reached through our press coverage. The campaign generated 175 pieces of TV coverage for a potential reach of over 277 million people. The press release was picked up by 363 online posting, representing a total of 213.2m potential audience impressions.

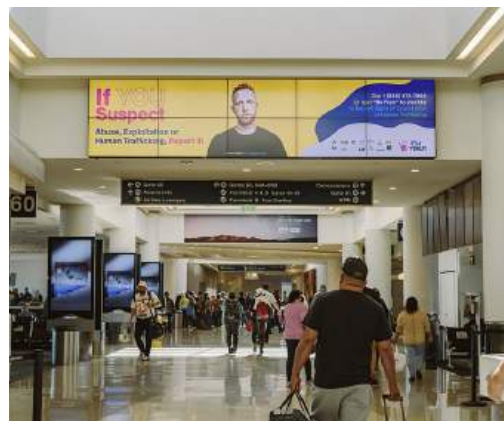
We work with a talented PR agency called The Brand Amp, based in the US, who help us to prepare a press release, prepare for interviews and ensure maximum coverage.

3 MILLION

people reached on social media.

139.5 MILLION

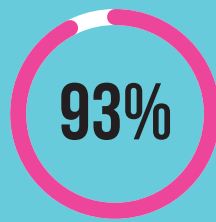
people watched our campaign on airlines, at events, on broadcast media and on social media.



CAMPAIGN EVALUATION



of respondents felt It's a Penalty improved their awareness of the issues of trafficking and exploitation.



of respondents said their knowledge of the signs of these crimes had increased because of It's a Penalty.



of respondents felt more equipped to report crimes of trafficking and exploitation after being exposed to our 2020 campaign.



of respondents felt that It's a Penalty campaign increased their confidence or likeliness to report suspected cases of exploitation and trafficking.

CAMPAIGN PARTNERS

Founding Partners



Headline Partners



Supporting Partners



Friends

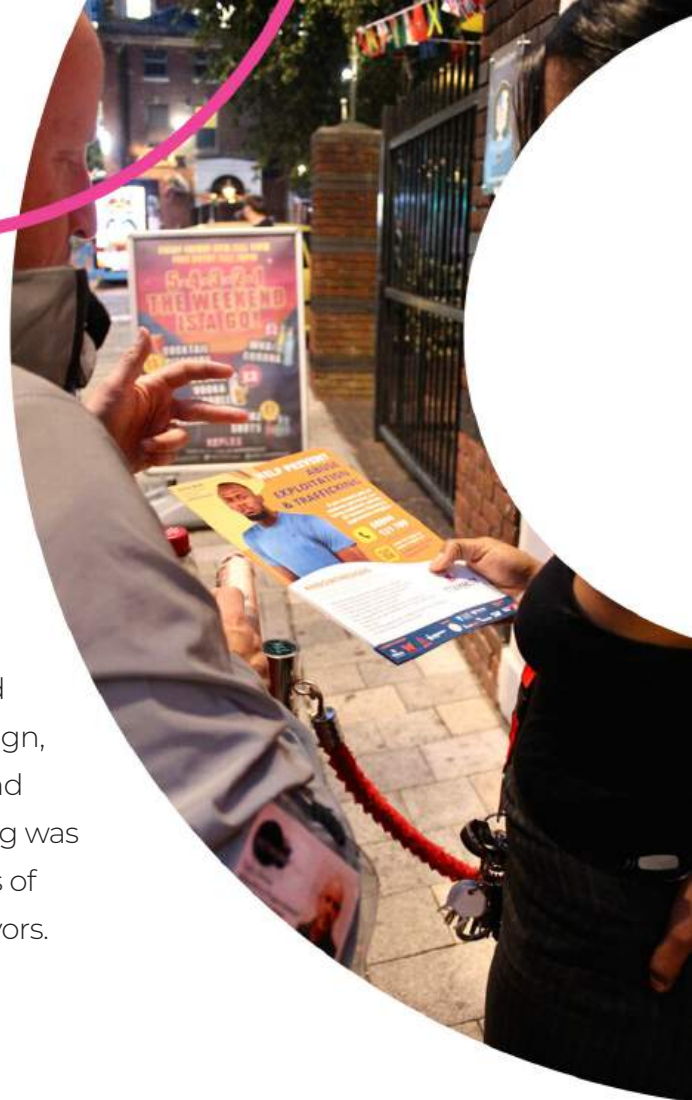


CAMPAIGNS 2022

Commonwealth Games

B Birmingham, UK

The 13th global It's a Penalty Campaign launched ahead of the Birmingham 2022 Commonwealth Games from June-August 2022 to shed light on the issue of modern slavery and exploitation in the West Midlands, the UK and across the Commonwealth. For the Birmingham Campaign, engaging the local community, empowering survivors and reaching those at risk of abuse, exploitation and trafficking was of critical importance as we sought to encourage millions of people to help prevent modern slavery and protect survivors.



CAMPAIGN AMBASSADORS



Usain Bolt
Olympic &
World Champion



Ellie Simmonds
Paralympic &
Commonwealth Champion



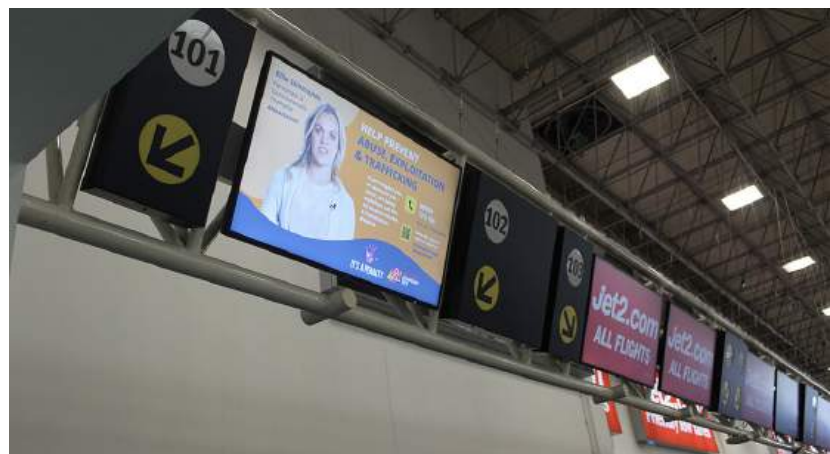
Cathy Freeman
Olympic &
Commonwealth Champion



Asha Philip
Olympic - World &
Commonwealth Champion



**Kadeen and
Sasha Corbin**
Former England
Netball Players &
Superleague Champions



CAMPAIGN PARTNERS

Supporting Partners



Friends



Participating Airlines



CAMPAIGN HIGHLIGHTS

20.6 MILLION

potential reach on campaign posters at Birmingham Airport, West Midlands Metro trams, 5 train stations across Birmingham and distribution of campaign flyers throughout the city centre.

1.5 MILLION

reached through giant billboards at Moto motorway services across the West Midlands.

441

people trained at Hilton and Airbnb hosts to recognise the signs of human trafficking and exploitation and how to make a report.

998

potential victims of modern slavery indicated to the Modern Slavery & Exploitation Helpline during the Birmingham 2022 Campaign.

22

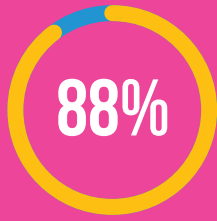
people that Missing People appealed for were found safe and well during the Campaign period.



CAMPAIGN EVALUATION



of respondents felt It's a Penalty improved their awareness of the issues of abuse, exploitation and human trafficking.



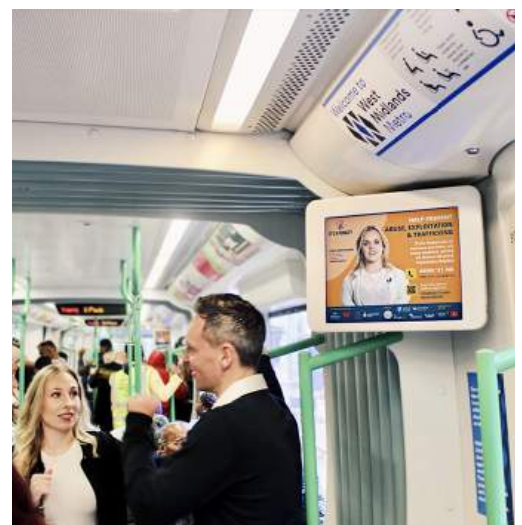
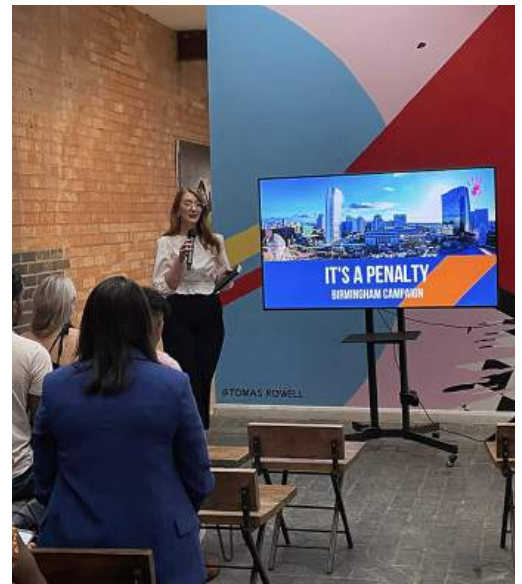
of respondents felt more equipped to report crimes of abuse, exploitation and human trafficking after being exposed to the Birmingham Campaign.



of respondents said their knowledge of the signs of these crimes had increased because of It's a Penalty.



of respondents felt that It's a Penalty Birmingham Campaign increased their confidence or likeliness to report suspected cases of exploitation and trafficking.



CAMPAIGNS 2022

World Cup

Qatar

It's a Penalty and STOP THE TRAFFIK came together to run an information campaign geotargeting football fans attending the 2022 World Cup in Qatar. The campaign consisted of Meta adverts and a number of different media types, including videos, social media posts and web pages containing educational and culturally sensitive information on how to respond appropriately to instances of abuse, exploitation and human trafficking. This appeared in multiple languages, including Arabic, English, French, German, Spanish from 24 November 2022 – 18 December 2022.

The campaign signposted people to STOP THE TRAFFIK's STOP APP.

CAMPAIGN PARTNERS



STOP THE TRAFFIK.
PEOPLE SHOULDN'T BE BOUGHT & SOLD

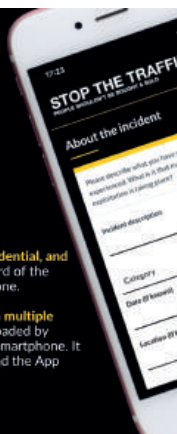


HOW TO SAFELY REPORT A SUSPECTED INCIDENT

If you see something that doesn't look right during your time in Qatar, you can let us know through our **STOP APP**

The app is anonymous, confidential, and secure. There will be no record of the report submitted on your phone.

The STOP APP is available in multiple languages and can be downloaded by anyone who has access to a smartphone. It is available on Google Play and the App store.



HOW IT WORKS

1. Make sure you are in a safe place away from the suspected incident when making the report.
2. You can describe the incident, the type of exploitation in question, the date, and the location.
3. Upload your contact details if you want us to contact you. You have the option to remain anonymous.

4. Please give as much information as possible when filling out the form. We advise against taking photographs or videos, or publishing your concerns on social media, as this could put the worker and yourself at risk.

5. The reports are checked by trained members of our charity, who work in intelligence at the STOP THE TRAFFIK Group. Any safeguarding concerns will be analysed by the team and acted upon accordingly.

CAMPAIGN HIGHLIGHTS

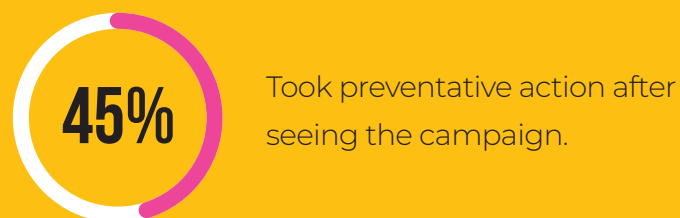
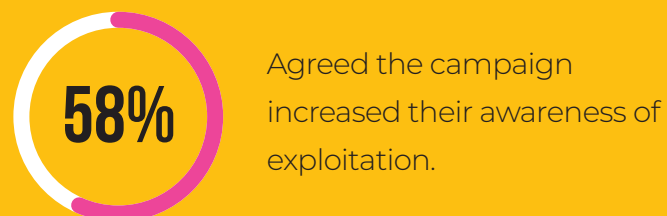
1 MILLION+ reach on online campaign.

25-34 year olds were more likely to watch the video.

NATIONALITIES Arabic and English ads had highest interest.

157,656 unique link clicks. Click-through rate 15x higher than industry average.

CAMPAIGN EVALUATION



CAMPAIGNS 2023

Super Bowl LVII

Arizona, USA

The Arizona Super Bowl LVII Campaign orchestrated by It's a Penalty made a tangible impact in the fight against human trafficking, exploitation, and abuse around the 2023 Super Bowl in Glendale, Arizona. Leveraging the extensive reach of the Super Bowl, the campaign engaged in widespread public education, utilised high-profile sports figures for advocacy and collaborated with local organisations and the hospitality industry to enhance awareness and prevention efforts. Impactful outcomes included training over 200 individuals by It's a Penalty and partners, a potential outreach exceeding 259 million people across various platforms, the discovery of 26 missing children, and a 19% increase in signals to the National Hotline from the previous year. Additionally, law enforcement operations led to 120 misdemeanour arrests related to sex buying, evidencing the campaign's substantial role in protecting and supporting survivors, while also aiming to dismantle trafficking networks and prevent further victimisation.



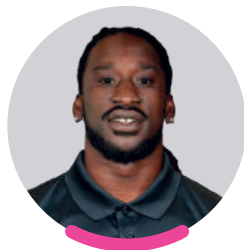
CAMPAIGN AMBASSADORS



Aaron Rodgers
Green Bay Packers



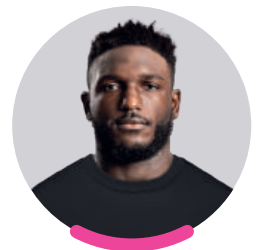
Lois Cook
D.C. Divas



Markus Golden
Arizona Cardinals



Collette V. Smith
NFL's 1st Black female
coach in history



Chris Godwin
Tampa Bay
Buccaneers



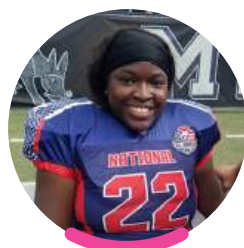
Andy Dalton
New Orleans Saints



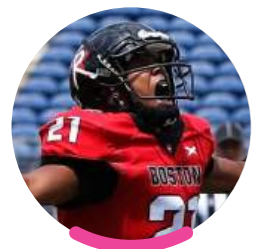
Chatarius Tutu Atwell
Los Angeles Rams



Nick Foles
Indianapolis Colts



Tynequia Roberts
Tampa Bay Inferno



Chante Bonds
Boston Renegades

CAMPAIGN PARTNERS

Main partners



Supporting partners



Friends



CAMPAIGN HIGHLIGHTS

200+

people trained by It's a Penalty and Campaign Partners at following events: Campaign launch, Hilton Hotel, Airbnb Host Safety Forum, Southwest Airlines outreach event at PHX, Stop Traffic Walk.

26

missing children found during It's a Penalty campaign from NCMEC's database. This outcome cannot be attributed to one single intervention.

19%

increase in signals to National Hotline from 2022.

249 MILLION

potential reach of campaign.

120

misdemeanor arrests of alleged sex buyers.

10.5 MILLION

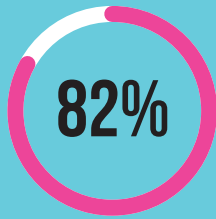
potential reach of campaign film across platforms.

100+

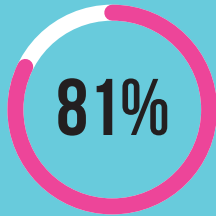
attendees to Campaign Launch event.



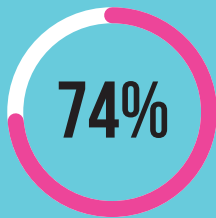
CAMPAIGN EVALUATION



Reported Campaign increased awareness of the issues of exploitation and human trafficking.



Reported Campaign increased awareness of how to report crimes of exploitation and human trafficking.



Reported Campaign increased knowledge of the signs of exploitation and human trafficking.

HOW PEOPLE FOUND OUT ABOUT THE CAMPAIGN:

38% In-person outreach events

12% Airline Travel

33% Facebook

17% Instagram

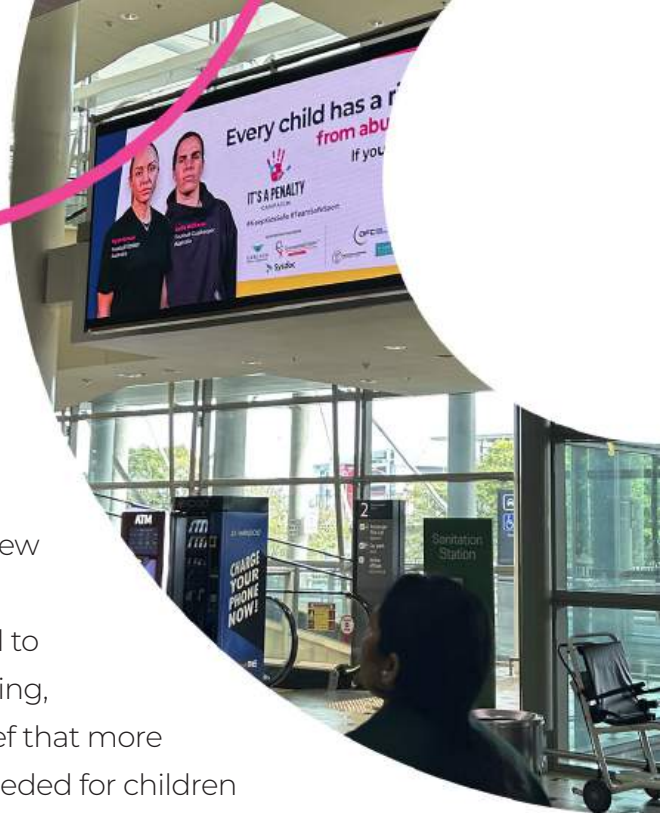


CAMPAIGNS 2023

Women's World Cup

E Australia/New Zealand

From 20th July-20th August 2023, Australia and Aotearoa New Zealand hosted the FIFA Women's World Cup. Our global Campaign harnessed the platform of the Women's Football to highlight the importance of child protection and safeguarding, particularly in sport. The campaign was inspired by the belief that more widespread education to #KEEPKIDSSAFE from harm is needed for children themselves, parents and caregivers, sports institutions and coaches, and the general public.



CAMPAIGN AMBASSADORS



Kyah Simon
Australia Striker



Lydia Williams
Australia Goalkeeper



Ria Percival
New Zealand Defender



Rafaelle Souza
Brazil Defender



Mary Earps
England Goalkeeper

CAMPAIGN PARTNERS

Supporting Partners



Friends



Participating Airlines



Participating Airports



CAMPAIGN HIGHLIGHTS

5.4 MILLION potential reach in-flight on Participating Airlines.

3.7 MILLION potential reach through digital banners throughout Participating Airports.

149,000 reached in communities in 6 Pacific countries through on-the-ground collaboration with the Oceania Football Confederation and This is How We Football.

10,342,500 total potential reach

CAMPAIGN EVALUATION

93%

Increased awareness of abuse and exploitation of children, particularly in sport.

87%

Increased awareness of how to find help and report suspected cases of child abuse and exploitation.

91%

Increased knowledge of the signs of child abuse and exploitation.



CAMPAIGNS 2023

Pacific Games

F Solomon Islands

From 19th November-2nd December 2023, the Solomon Islands hosted the Pacific Games. For this campaign, It's a Penalty, our athlete ambassadors and partner organisations teamed up to highlight the importance of keeping kids safe. The campaign aimed to address child protection issues, particularly the sexual exploitation and abuse of children in sports settings.

CAMPAIGN AMBASSADORS



- Timson Jude Irowane**
Solomon Islands, Triathlon
- Jenly Tegu Wini**
Solomon Islands, Weightlifting
- Rose Daisy Newa**
Solomon Islands, Powerlifting
- Nyrick Zuna**
Solomon Islands, Hockey
- Judith Neuwa**
Solomon Islands, Netball
- Bobby Emerald Sunaon**
Solomon Islands, Para Archery
- Klensman Fugui**
Solomon Islands, Powerlifting



CAMPAIGN PARTNERS

Partners



Other partner organisations



CAMPAIGN HIGHLIGHTS

107,991

potential reach of campaign posters on giant screens throughout Brisbane Airport, reaching passengers travelling to the Pacific Games and beyond.

840

campaign posters featuring local Seif Ples reporting hotline and Pacific athletes distributed by Fexco at their Western Union locations in Honiara, in-flight on Solomon Airlines flights, and by their teams at the Pacific Games booths - 16,000+ potential reach.

COLLABORATIVE ACTIVITIES

included UNICEF Pacific capacity-building training with Seif Ples hotline and creating a Code of Conduct for the Games that prioritised child safeguarding, and Salvation Army delivering community education sessions on the protection of children from abuse, exploitation and human trafficking.

721,465

total potential reach





PROGRAMMES



Our Student Ambassador Programme educates and empowers university students to put an end to human trafficking, the world's fastest growing crime.

380+

Student Ambassadors In just over 6 months, we have grown to over 380 university students who have committed to learning more and advocating about modern slavery. We are so proud of their dedication and passion to creating change and raising awareness not only now during their studies but in their future careers.

OVER 60

universities. We have smashed our original target of 25 universities and can now boast that we are at a staggering 60+ universities!

ACTIVE IN

all regions of the UK. We are active in England, Wales, Scotland and Northern Island and so collectively cover the entire of the United Kingdom.

US EXPANSION

We are extending the Programme into the US through a new and exciting partnership with the University of Central Florida in alliance with their Center for the Study of Human Trafficking and Modern Slavery.

VALUABLE

partnerships. We have partnered with South Western Railway on a poster project for their stations to raise awareness about the signs of county lines drug trafficking on their railway network.

WEST MIDLANDS

Modern Slavery Prevention Hub. In autumn 2023, we launched the West Midlands Modern Slavery Prevention Hub in partnership with the West Midlands Anti Slavery Network, with support from Health Education England, as an output of the West Midlands Slavery Free Campus Alliance (WMSFCA).



PROGRAMMES



CommonProtect

CommonProtect is It's a Penalty's research and advocacy programme, aiming to create a Commonwealth where children and young people are safe from violence, sexual exploitation and abuse.

COLLABORATORS AND PARTNERS

include Commonwealth Lawyers Association, The Commonwealth Secretariat, CMS, Clayton Utz, Commonwealth Human Rights Initiative, International Federation of Red Cross and Red Crescent Communities (IFRC), KPMG NZ, Commonwealth 8.7 Network, Commonwealth Organisation for Social Work, and UNICEF UK.

COMMONPROTECT REPORT

(May 2022) The CommonProtect report analyses the laws and systems in place in 21 Commonwealth countries to protect children from sexual exploitation and abuse, and make recommendations for governments and other stakeholders to take action in order to improve the prosecution, prevention and protection from these forms of violence. The report was produced over a two-year period in partnership with Trust Law, the Commonwealth Lawyers Association, Sysdoc, CMS and Clayton Utz, as well as 21 lawyers and researchers in the focus countries. Spotlight piece contributors to the report included: ICMEC, ECPAT, WeProtect, IFRC, Commonwealth Lawyers Association, Dr. Michael Salter, Human Dignity Trust, Commonwealth Human Rights Initiative & Walk Free Foundation, UNICEF, Commonwealth Organisation of Social Work and the Council of Europe's Lanzarote Committee.



COMMONWEALTH HEADS OF GOVERNMENT MEETING

(CHOGM) Advocacy (June 2022). Working alongside partner to influence the agenda of CHOGM to include the protection of children from sexual exploitation and abuse, resulting in the landmark Kigali Declaration on Child Care and Protection Reform.

COMMONWEALTH CHILDREN'S INTEREST GROUP

(ComCIG) Developing work with ComCIG to highlight children's issues in Commonwealth spaces, including aligning work to take forward the Kigali Declaration on Child Care and Protection Reform.

CONVENINGS AND ROUNDTABLES

March 2022

Organised an expert panel to mark Commonwealth week to highlight the role of the Commonwealth in protecting children from sexual exploitation and abuse.

July 2022

Our partners Clayton Utz hosted a Australia-based launch event to promote the report and its findings, involving regional experts on CSEA and representatives from leading child protection organisations, law enforcement and legal experts.

February 2023

Worked with the Commonwealth Secretariat's Social Development Division and other civil society organisations to convene a roundtable discussion to advance the implementation of the Kigali Declaration in the Commonwealth.

March 2023 and May 2023

In partnership with KPMG New Zealand and ACAMS, expert panels were convened to highlight the CommonProtect Report's findings and the need for reforms in New Zealand and across the Pacific.

August 2023

Marked Safe Sport Day 2023 with an important discussion about safeguarding in sport, with panellists from the Commonwealth Secretariat, Commonwealth Youth Council, International Safeguards for Children In Sport/UNICEF UK, OFC and the Solomon Islands Football Federation.