



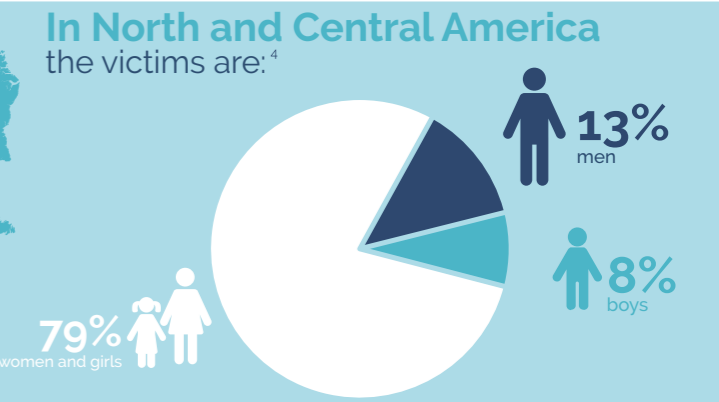
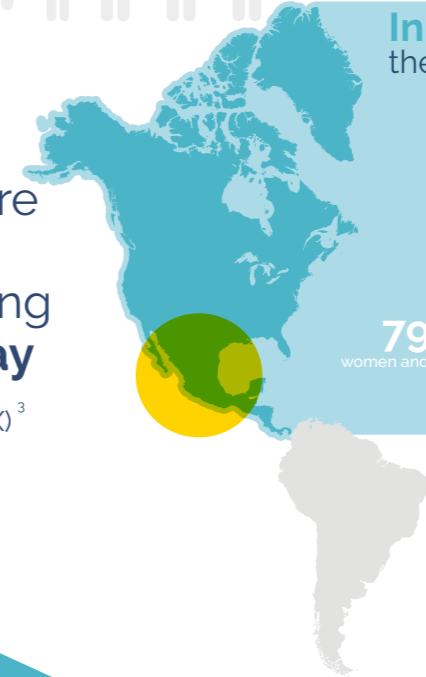
EL POZO  
DE VIDA

2020 IMPACT REPORT

There are  
**40.3 million**  
 people enslaved  
 worldwide



In 2020, there were  
**1.5 reports**  
 of human trafficking  
**in Mexico per day**  
 (most of them coming  
 from CDMX and EDOMEX)<sup>3</sup>



Advocates report  
 a growing trend of traffickers  
 using online social media  
 platforms  
 to recruit and target victims  
 of human trafficking.<sup>6</sup>

1 Global Estimates of Modern Slavery, International Labour Organization  
 2 Global Estimates of Modern Slavery, International Labour Organization  
 3 - Secretariado Ejecutivo del Sistema Nacional de Seguridad Pública.  
 4 Global report on trafficking in persons 2020 UNODC  
 5 "Human Trafficking by the Numbers." Human Rights First.  
 6 Global report on trafficking in persons - UNODC, 2018

# con- tents

- 4** Who we are
- 6** Letter from our founders
- 8** Mission, vision and purpose
- 10** COVID-19 response & adaptations
- 12** 2020 highlights
- 16** How we fight for freedom
- 18** Our solutions
- 30** Prevention
- 24** Intervention
- 27** Restoration
- 32** Finances
- 34** Join the fight
- 36** Thank you



who  
we

are

El Pozo De Vida is an NGO that fights against human trafficking in Mexico and Central America. We are committed to the prevention, intervention, and restoration of children, women, families, and communities who are vulnerable to this crime, so that they can experience freedom and a fresh start in life.

We currently have 9 projects with influence on a national level in Mexico, and we form part of the Regional Coalition against Human Trafficking and Migrant Smuggling in Latin America and the Caribbean.

2020 marked the tenth anniversary of El Pozo de Vida, and the culmination of a decade-long journey for our organization and our beneficiaries. It was a year unlike any El Pozo has ever experienced. The world changed with COVID, and so did El Pozo. But our unflinching vision to end human trafficking, driven by the heart of this organization, never wavered. We will never stop fighting for freedom for all. The forces of evil that perpetuate slavery throughout the world do not stop because of a pandemic, and neither did we.

Instead, El Pozo leveraged our influence and resources to redefine the organization's reach. Our beneficiaries knew that regardless of the outside circumstances, El Pozo would be there for them. COVID underscored how powerful the human connection is, and how crucial it is for the work we do. All the money in the world can't eradicate human trafficking if there aren't dedicated, caring people behind it. We are so proud of the passion, creativity, and commitment of our staff and volunteers.

Our word for 2020 was "Influence," and throughout the year that took on a much different meaning than we anticipated at the beginning. Our prevention platforms moved online, positioning us to expand even further in the future, as we integrate with the transportation, tourism and governmental sectors. Our Justice School 5.24 was offered for the first time as a purely online experience, giving El Pozo the potential to easily reach people across the world. The content we created for Nadie Nace Macho was viewed by over 2 million people. We tailored individual projects to maximize impact for the people that we could reach face-to-face, creating the Dream Kits initiative to help our beneficiaries in La Merced leave prostitution behind forever. In spite of a global pandemic, our influence in Mexico and throughout the world actually increased.

God's favor and provision have always been the key to El Pozo's success. With His provision, and more importantly His vision, doors have been opened and paths pursued that exceed even our wildest dreams. God always has something more rich, more abundant, and more transformative in mind than we can possibly imagine. So join with us in the fight for freedom for all. We are so excited to see what we can accomplish together.



Benny Yu  
Founder



Letter from  
our founders

# mission

Our mission is to fight against human trafficking in Mexico and Central America through holistic strategies of prevention, intervention, and restoration for vulnerable women, children, families, and communities.

# vision

A world free of trafficking where every human being lives with dignity and the freedom to pursue their dreams.

# purpose

To fight for the eradication of human trafficking in Mexico and Central America in order to contribute to the freedom and human dignity of every person.

## Prevention Objective

To prevent human trafficking and violence associated with high-risk situations.

## Intervention Objective

To intervene in communities vulnerable to human trafficking, in order to reduce damage and contribute to their eventual restoration.

## Restoration Objective

To foster the holistic development of survivors of sexual exploitation through comprehensive support and integrated services.

By early March of 2020, the COVID-19 pandemic struck Mexico, forcing a nationwide quarantine. Twenty-two million people in Mexico City saw life come to a standstill. But the sex trade never stops; human trafficking never stops.

So El Pozo transformed our projects, adapting to the needs of our beneficiaries. The main areas of Prevention, Intervention and Restoration all worked together, transforming how they defined their work, and leading to a cross-pollination of impact. For an organization that works on the ground, and prides itself on looking beneficiaries in the eye, offering them a hand and a hug, social-distancing presents unique challenges. But it was also an opportunity for El Pozo to adapt and grow in ways that we never could have anticipated.

Everything that we do as an organization was affected by COVID-19, and that includes our yearly operating budget and expenses. Some projects experienced lower costs, while others saw an increase due to targeted expenditures. Rest assured that we will continue to use all of our resources to bring the most impact, in the most efficient, effective way we possibly can.

# COVID response & adaptations

# 2020

# Highlights

## NADIE NACE MACHO (NO ONE IS BORN MACHO)

We launched our Nadie Nace Macho (No One is Born Macho) campaign to bring awareness to the cultural legacy of toxic masculinity. We believe fighting machismo is one of the key steps towards the eradication of violence against women. Challenging society to be part of the change, we seek to generate a healthy discussion and give people the tools to really engage. We recently launched the Nadie Nace Macho podcast, enabling us to reach a wider audience; together, we can work towards a society without toxic masculinity.

We were able to reach more than 2,070,000 people through our social media campaign, online challenges, and discussion groups.

*"I have high hopes that our culture can change. Starting with me"*  
- Nadie Nace Macho discussion groups participant.

## DREAMKITS

In 2020 we launched the DreamKits initiative. It is the culmination of the accompaniment process for 3 women working in prostitution, who dream of starting their own business. These kits contain all the material resources that, combined with business advice and strategies, will help them leave their current situations behind, make their business dreams come true, and have a positive impact on their lives.

In 2020, we delivered 3 DreamKits with an estimated value of 1560 USD. We are currently working with 4 new women so that they too can have a fresh start in life.

The first recipients of DreamKits have taken great strides; they are empowered, exhibit a more effective decision-making process, and have the ability to adapt and face new challenges. They have the tools to start anew and never look back.

*"I feel so happy with my clothing business. I feel that it has given me another opportunity to support my family and not feel so worried. My first sales gave me peace of mind when my daughter and I got sick, because we had a little set aside to get ahead."*  
- DreamKits beneficiary

## FACEMASKS

In response to the COVID-19 pandemic and the accompanying need for facemasks, El Pozo initiated a sewing project with 10 women living in situations of prostitution. They were hired to make cloth facemasks, eco-friendly bags, and infinity scarves. These women, who had never sewn before, discovered that they are capable of doing so much more than they could ever imagine. They eventually decided to invest in sewing machines to be able to continue making more products on their own. This initiative started at the end of April 2020, and transitioned to the Dream Kits initiative by September of 2020.

Total of masks made: 2,580

*"Before I couldn't even think of having another job because I didn't know how to read or write. Now I can actually share my work with my family, and that fills me with so much pride."*  
- Facemasks project beneficiary

## VIRTUAL PREVENTION PLATFORM

It is crucial that people, especially youth, are equipped with the necessary tools and knowledge to face today's distinct social realities and injustices.

Through distance training on a virtual, accessible and easy-to-use platform, we can bring an uncomfortable reality into focus- that human trafficking is a pervasive crime surrounding us. Prevention, raising awareness, and mobilization of the next generation are critical components of this fight.

Our virtual prevention platform contains a battery of audiovisual resources and accompanying support materials, evaluations of acquired knowledge, and challenges to promote freedom, social transformation, and violence-free communities.

Projected reach: 70,000 in the first trimester



## DESPENSAS

The economic crisis generated by the pandemic left many people without jobs. In early April of 2020 we took the initiative to seek out grocery suppliers, and received donations to meet the needs of affected families. El Pozo offered our beneficiaries despensas that provide a family of four with fresh food and vegetables for two weeks. This biweekly help continues to this day.

In 2020 alone, we delivered:

- Over **40 tons** of food
- Approximately **250,000** individual meals
- More than **1,500** despensas

Special thanks to: Apexis Solutions, Inc., First Assembly of God Indiana, Vista Hermosa Foundation, SG foundation, Tejiendo Pueblos, Love and Grace for the World Foundation, Aqua Solutions Hill, Mister Alimentos, and Vereda Church for making this possible.

*" I sell insurance, but with the pandemic my commissions completely fell apart.  
Now I bake cakes to order. The despensas have been a huge relief.  
I can buy supplies for my cakes because my food is already provided for."  
- Despensas beneficiary*

## JUSTICE SCHOOL 5.24

The Justice School 5.24 is an intensive training program that provides anti-trafficking workers with a holistic skill set needed to develop specialized programs in prevention, intervention and restoration for victims and survivors of human trafficking. This year, alongside 27 million\*, we took the Justice School 5.24 online. We received more than 35 international students from the United States, Canada, Brazil, England and Romania.

*\*27 Million is a partner organization that seeks to unite anti-human trafficking efforts around the world, offering training, support, and the tools to combat modern-day slavery.*

## COLLABORATIONS AND TRAININGS

In 2020 we worked, trained and collaborated with the following institutions:

A21, Aeroméxico, Albergue "La Sagrada Familia", Albergue "Hermanos en el Camino", CAP, CECATIS 25, CNDH, Coalición Regional contra la Trata de Personas y el Tráfico Ilícito de Migrantes, Consejo Ciudadano, Dream Center (Baja California), Fiscalía General de la República, Fiscalía General de Justicia de la Ciudad de México, Fiscalía General de Justicia del Estado de México, Fundación Grupo México, Fundación Palace, Fundación Palabra y Amor (Cali, Colombia), Fundación restauración (Venezuela), Instituto de la Juventud y el Deporte de Tabasco, Instituto Municipal de la Mujer Oaxaca de Juárez, Laboratoria, Observatorio Regional de las Migraciones, Partido del Trabajo para la LXIV Legislatura, Palestra, Reuters TrustLaw, Scalabrin, Servicio Jesuita a Migrantes, Tec de Monterrey Campus Santa Fe, Uber, Washington Office On Latin America.

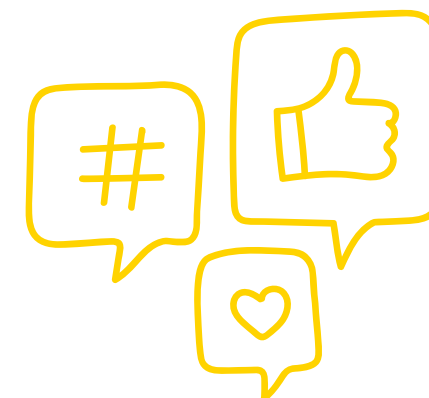
## During 2020 we worked with

**22,431** beneficiaries

**41** staff members

**38** volunteers

who donated **749** hours of work



and we reached up to **3,677,740** people through social media



# How we **fight** for freedom

We help our beneficiaries regain their freedom and through our unique, integral strategy based upon three key approaches:

## **Prevention**

Prevention of human trafficking and associated violence within vulnerable populations, approaching the problem at its source. We go to where the potential victims (and perpetrators) are in order to reach them - to the streets, the plazas, the schools, and the migration centers.

## **Intervention**

Intervention in situations of human trafficking within vulnerable communities, to reduce harm and contribute to restoration. We go where the victims are, extend our hands to help break what binds them, and help them find freedom.

## **Restoration**

We work with human trafficking survivors through our holistic care model, so they can experience freedom and a fresh start in life.

# Our solutions

It is estimated that there are nearly 40 million people enslaved around the world. That is a daunting statistic, and almost impossible to truly comprehend. But every one of those 40 million people has a story; every one of those stories can have a different ending. Our projects offer the potential to rewrite those heartbreaking statistics into a story of redemption, transformation, and purpose fulfilled.

During 2020 we were able to reach a total of **22,431** beneficiaries.

# 22,137 beneficiaries


reached in 2020

Prevention work with students:  
**19,456** beneficiaries (14,592 indirect\*)

Prevention work with migrants:  
**2,307** beneficiaries (1,255 indirect\*)

Prevention work with men:  
**374** beneficiaries (353 indirect\*)

### Average monthly cost per beneficiary:

-  Prevention work with students: \$0.10 USD
- Prevention work with migrants: \$0.42 USD
- Prevention work with men: \$6.16 USD

### 2021 GOAL

Promote our digital platform among target populations in order to train new Leaders of Social Transformation VS. Human Trafficking.

*\*Indirect beneficiaries are family members/community of direct beneficiaries who have received support*

- Education program aimed at primary and secondary schools (students, teachers, faculty, staff)
- Sustainably transforms vulnerable communities from within by educating key agents of change
- In 2021, we will expand our digital platform to Mexican departments of Transportation, Labor, and Tourism

# prevention with students

# prevention with Men

- Men's outreach project in La Merced offering open, vulnerable forum to freely discuss issues without judgment
- Reaches a population otherwise ignored in human trafficking prevention efforts
- Workshops to redefine masculinity, sexuality, fatherhood, gender roles to decrease demand for prostitution
- Spring 2020 launched podcast focusing on men's issues and toxic masculinity

# prevention with Migrants

- Outreach to vulnerable populations, and staff, in immigrant detention centers
- Sexual abuse prevention, human trafficking awareness and education
- March 2020 transitioned to counseling, accompaniment, and psychological support for intervention projects

## 245 beneficiaries

reached in 2020

Community Center:  
**45** beneficiaries (20 indirect)

Intervention in the red light districts:  
**200** beneficiaries (79 indirect)

### Average monthly cost per beneficiary:

**\$** Community Center: \$46.19 USD  
Intervention in the red light districts: \$9.36 USD

### 2021 GOAL

Reestablish contact and accompany 50% of 2019's target population, with whom we had personal interactions. (Because of the pandemic, in 2020 we weren't able to continue in-person contact with many beneficiaries)

- Community center in La Merced (largest red-light district in Latin America)
- Workshops, training, life-skills, therapy, exercise classes, free meals
- August 2020: integrated beneficiaries into sewing project, with accompaniment and counseling support from DREAMS
- October 2020: launch of DreamKits initiative

community  
center

# intervention in the red light districts

- Disrupts the sex industry in a different red-light district of Mexico City for one night per month
- Party on the street for everyone (prostitutes, pimps, clients, homeless, children, potential trafficking victims) with food, drink, music, manicures, raffles
- March 2020: hand delivery of groceries to beneficiaries after halting in-person events due to COVID concerns
- April 2020: employed women from the streets (Block Party attendees) to hand-sew facemasks, eco-friendly bags
- August 2020: transitioned sewing initiative to Community Center

49 beneficiaries

reached in 2020

Safe House

22 beneficiaries (16 indirect)

Transition House

5 beneficiaries


Nunayú:

8 beneficiaries

Sahl+1:

14 beneficiaries (6 indirect)

**Average monthly cost per beneficiary:**

 Safe House: \$811.38 USD  
Transition House: \$836.20 USD  
Nunayú: \$956.37 USD  
Sahl+1: \$180.62 USD

## 2021 GOAL

To systemize internal processes for every restoration project.

restoration

# safe house

- Home for rescued minors who will eventually testify against perpetrators (17 women and children lived at the house in 2020)
- Beneficiaries brought into our care by Mexican government
- Focus on each beneficiary's healing and eventual reintegration to society, with metric to quantitatively measure progress
- On-site education, individual and family therapy, medical attention, spiritual counseling, job training, legal counsel, artistic workshops
- 2020 saw much more complicated cases, including two mothers with toddlers

# transition house

- Next step for women leaving the Safe House
- Supervised setting with much more independence and personal freedom, as legal cases have been closed
- Opportunity to join the workforce, continue education, manage complexities of societal reintegration in a safe, nurturing environment
- Therapy, spiritual counseling, medical attention, legal counsel, job training
- Personal mentorship program added in 2020
- Doubled capacity in 2021 by adding a second transition house



# nunayú

- Microbusiness that employs survivors of human trafficking to design, make and sell jewelry
- Psychological care, art therapy, English classes, counseling, spiritual guidance, social services
- Increased social media presence and digital platform reach in 2020; sold more products than prior years despite pandemic
- After March 2020, women worked from home and received therapy, accompaniment, counseling via telephone, video calls

# sahl+1

- Specialized culinary arts training and mentorship program based on cooking essentials of salt (Sal), water (Agua), flour (Harina), and milk (Leche)
- Located next door to our Community Center in La Merced, serving vulnerable population in need of universal skills for alternative, sustainable income
- March 2020 transitioned to online, pre-recorded classes; remote training via Zoom for transition house beneficiaries; smaller, in-person classes at safehouse to mitigate COVID risk

# Finances

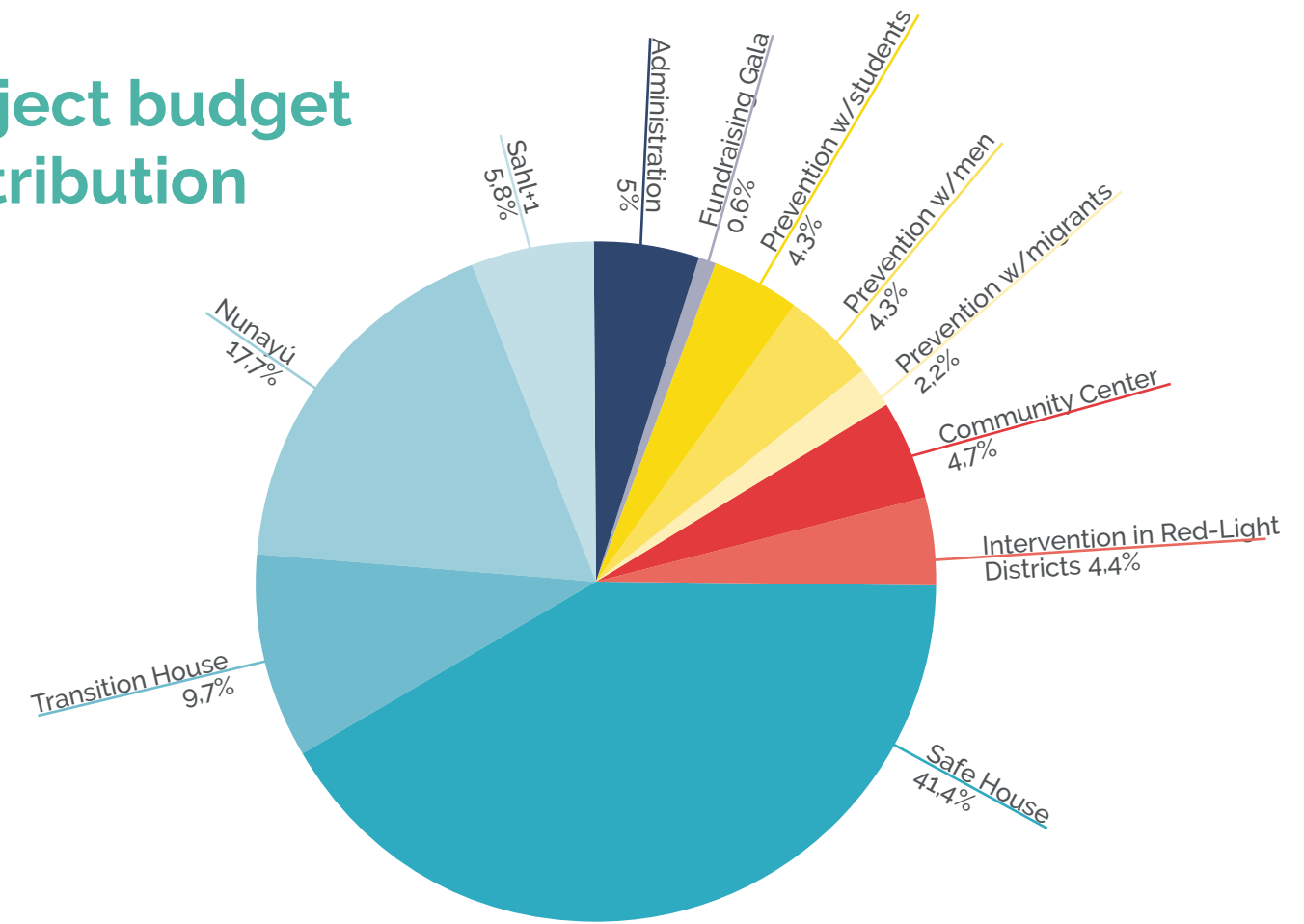
in 2020 our budget was:

## \$ 522,501.89 USD

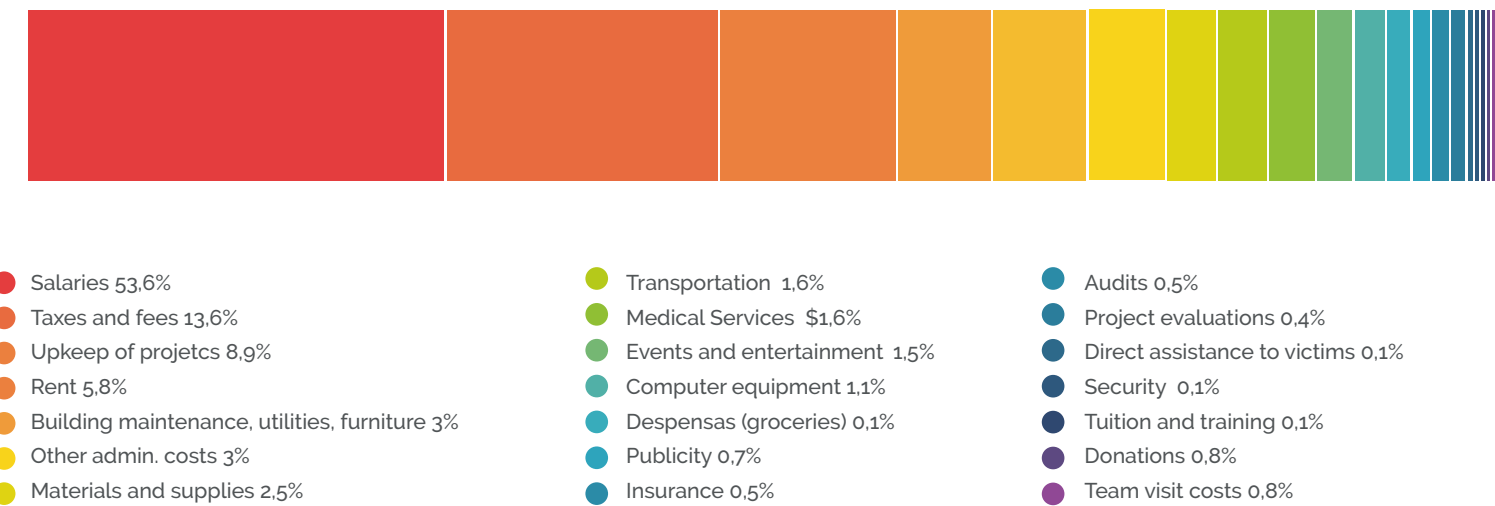
### Cost per project

● Prevention with students \$22,597.31	↓ <b>19.49%*</b>
● Prevention with men \$22,588.90	↓ <b>29.03%*</b>
● Prevention with migrants \$11,347.86	↓ <b>43.12%*</b>
● Community Center \$24,458.35	↓ <b>22.77%*</b>
● Intervention in Red Light District \$22,031.16	↓ <b>21.87%*</b>
● Safe House \$216,281.03	↑ <b>20.22%*</b>
● Transition Home \$50,658.67	↑ <b>34.93%*</b>
● Nunayú \$92,701.34	↓ <b>10.97%*</b>
● Sahl+1 \$30,637.73	↓ <b>27.57%*</b>
● Administration \$26,111.50	↓ <b>37.52%*</b>
● Fundraising Gala \$3,088.04	↓ <b>45.84%*</b>

### Project budget distribution



### Main expenses



# join of the fight

These are some ways you can fight against human trafficking:

## **Donate:**

Your generosity makes freedom a reality. Make financial or in-kind donations to make an impact in our projects.

## **Volunteer:**

We look for people committed to fighting modern-day slavery. If you identify with one of the projects and want to contribute your time, effort, or talents, we invite you to join our team.

[www.elpozodevida.org.mx/donate](http://www.elpozodevida.org.mx/donate)  
Text: FREEDOM4ALL to 44321 (US only)  
PayPal to: [donations@elpozodevida.org.mx](mailto:donations@elpozodevida.org.mx)

## **Investigate:**

Look for the facts, references and information on human trafficking to be aware and take preventive actions in your own life.

## **Share:**

Impact and transform your own community by sharing information on human trafficking. Become an agent of change and mobilization by raising awareness and calling others to action.

## **Consume slavery free products:**

Research where your products come from to avoid using products or services that are sourced, distributed, or sold by people related to this crime or other forms of exploitation.

## **Report:**

If you are a witness to human trafficking, report to the corresponding authorities or call the National Human Trafficking Hotline at 1-888-373-7888 (U.S.)

We are so grateful for each and every one of our supporters; those who have given their time, money, resources, and prayers to keep us operating and expanding. We could not be here without you. A special thanks goes out to all the organizations who have partnered with us in this fight for freedom:

Alkare Foundation  
Aluratek  
Apexis Solutions INC  
Centerpoint Church  
Christ Central Presbyterian Church  
Cornerstone Church of Boulder  
CrossWay Church  
Ecclesia Houston  
Facebook México  
Finding Freedom International  
Fidelity Charitable  
First Assembly of God of Indiana  
First Christian Church  
Fundación Dr. Simi  
Fundación Providencia  
GAP  
Google Employees  
Google México Employees  
Grace & Mercy Foundation  
Joseph Tse Foundation

Kenjohn Jacqueline Wang Foundation  
Koinan  
Leduc Gateway Family Church  
Mister Pistacho  
National Christian Foundation  
Newsong Church Los Angeles  
Newsong Church Santa Ana  
Open Gate International  
The Orphaned Starfish Foundation  
Pregnancy Choices  
Sage Hills Church  
SG Foundation  
TC Energy Employees  
Two Rivers Church  
Uber Employees  
Union Evangelical Church México  
Vereda Church  
Vineyard Church of Houston  
Vista Hermosa Foundation  
Wings of Refuge

Thank  
you!



[www.elpozodevida.org.mx](http://www.elpozodevida.org.mx)



[/elpozodevida](https://www.facebook.com/elpozodevida)



[/elpozodevida](https://www.youtube.com/elpozodevida)



[/pozodevida](https://www.instagram.com/pozodevida)



[/elpozodevida](https://twitter.com/elpozodevida)