



# CONTENTS

<b>WHO WE ARE</b>	<b>1</b>
<b>LETTER FROM OUR FOUNDERS</b>	<b>3</b>
<b>2021 HIGHLIGHTS</b>	<b>5</b>
<b>OUR SOLUTIONS</b>	<b>7</b>
<i>prevention</i>	<b>9</b>
<i>intervention</i>	<b>11</b>
<i>restoration</i>	<b>13</b>
<b>FINANCES</b>	<b>15</b>
<b>THANK YOU</b>	<b>18</b>

# WHO WE ARE

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

We currently have nine 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.





# LETTER FROM OUR FOUNDERS

The past couple of years have been challenging, to say the least, but as an organization we have made important pivots and investments in staff and resources that have allowed us to become a thriving and vibrant non-profit. I am so proud of our staff, who have been so flexible and persistent in their innovative ways to continue to reach the broken with hope-filled solutions. I am also deeply grateful to all of our supporters; the foundations, churches and individuals who generously sow into our work on the ground. You have all extended a lifeline to those who desperately need it with your selfless generosity. From the bottom of all of our hearts, thank you.

The decisive pivots we made during the pandemic are continuing to bear fruit. Our online prevention program continues to cultivate young activist in the fight against human trafficking. The digital platform will soon include content from Spain and other Central American countries to serve as a hub of information and training. And now the teams are developing strategic relationships with federal community centers in high-risk communities to help build peace. Our invention programs thrived during the past year by integrating an entrepreneurship program that provided seed capital and resources so that our beneficiaries can start their own small businesses. Additionally, during the pandemic we were able to distribute over 70 tons of food with the help our key partners. What was most surprising to me was how well our restoration program staff adjusted their work schedules and formats in order to continue the best possible care for our after care beneficiaries.

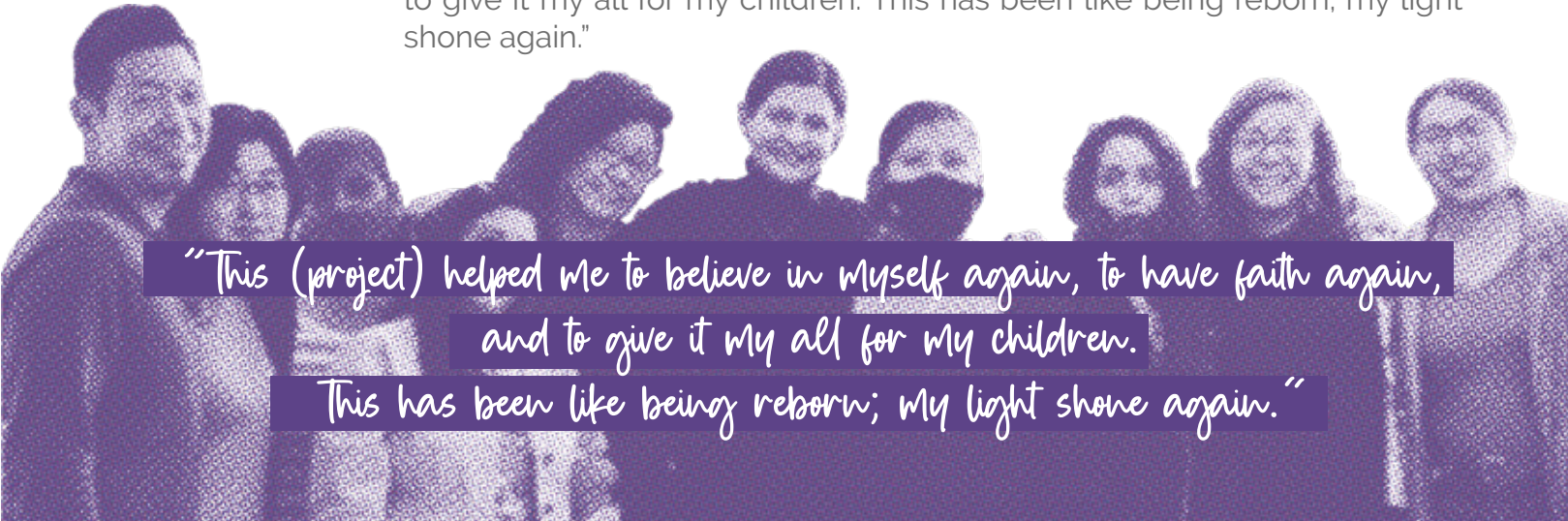
As we look forward into the near future, the horizon seems to glow radiantly. Our new initiative to bring an end to forced child begging in Mexico will not only protect future generations here, but it will become a model for the rest of Latin America. We have great confidence that our hunger and thirst for justice on earth will be satisfied with tangible changes in legislation and societal mindset. We are sensing a transition from a state of hopeful diligence to actually tasting real justice, and we are expectant to the witness the impossible become a reality.

Benny Yu  
Founder

# HIGH LIGHTS 2021

## DREAMKITS

The Dreamkits initiative was born in 2020 as a response to the pandemic. It is part of our comprehensive process of accompanying women who yearn to have the economic freedom to leave prostitution forever. This program provides material resources to help make that dream come true, impacting the quality of life of each woman and their family. In 2021, four new women managed to start the small-business of their dreams thanks to this initiative. "This (project) helped me to believe in myself again, to have faith again, and to give it my all for my children. This has been like being reborn; my light shone again."



*"This (project) helped me to believe in myself again, to have faith again, and to give it my all for my children. This has been like being reborn; my light shone again."*

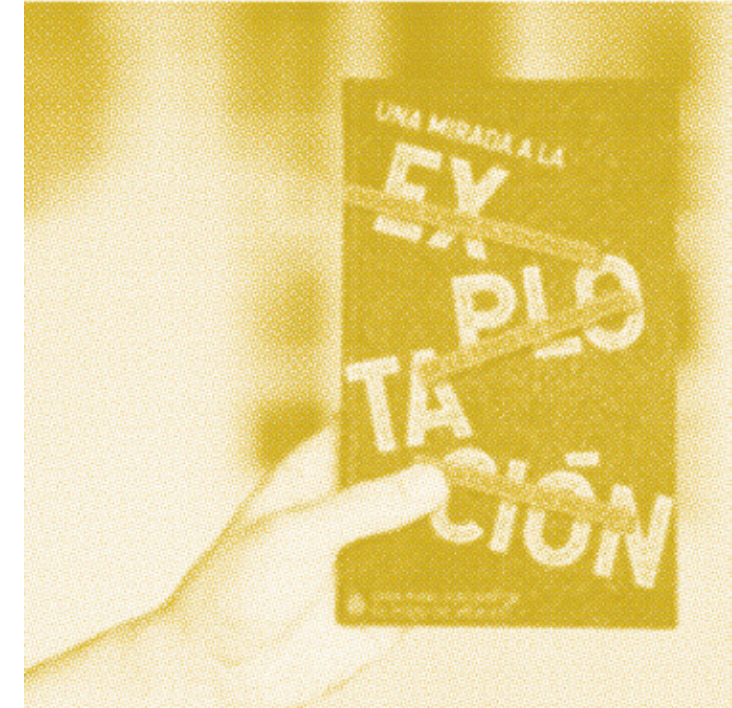
## COLLABORATION WITH LOVE JUSTICE INTERNATIONAL

This year we launched a pilot program alongside Love Justice International, identifying possible victims of trafficking within bus stations in Mexico City. Through this project, we provide human trafficking prevention, awareness and orientation to migrant populations in transit throughout Mexico.



## BOOK LAUNCH "UNA MIRADA A LA EXPLOTACIÓN"

In 2021 we published our first book: "A Look Into Exploitation: Essays on the Phenomenon of Trafficking in Persons in Mexico City". This book is a collection of essays that bear witness to the experiences of our team as they worked directly with victims of trafficking, vulnerable groups and communities, and consumers alike, throughout Mexico City.

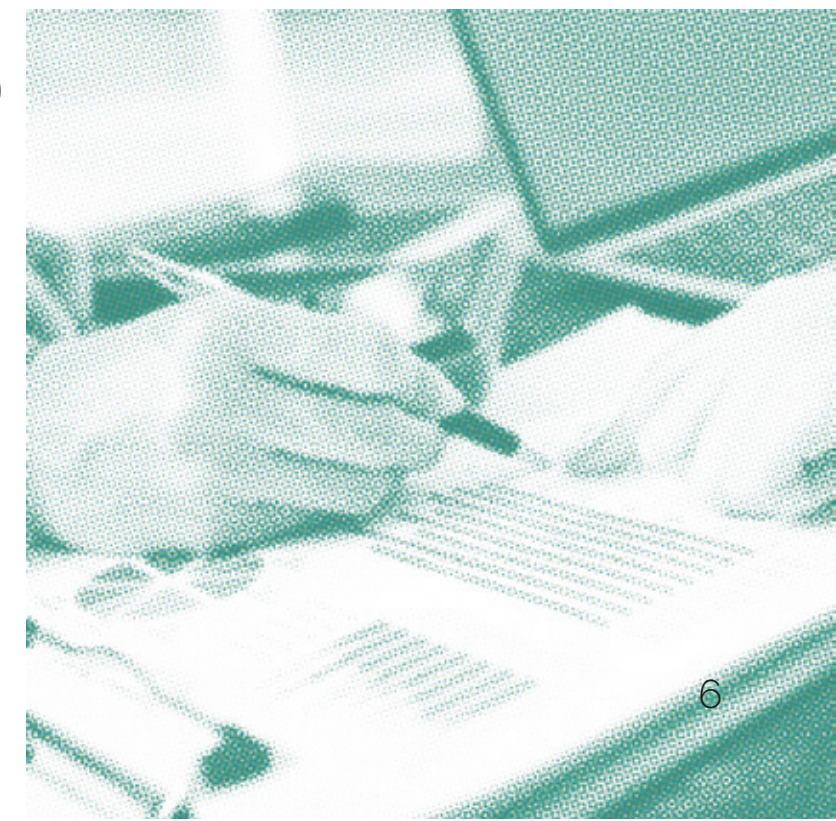


## COMMUNITY CENTER

At the beginning of 2021, for reasons beyond our control, we lost the space that our community center in La Merced occupied. Since 2014, it was our base to serve women involved in the commercial sex industry and those at risk of other forms of human trafficking and exploitation. Without this space, it has been more difficult for us to maintain the relationships and trust that we have built with our beneficiaries throughout all these years.

## INNOVATION AND INITIATIVES

The area of innovation and initiatives is our new research and development arm that aims to expand institutional knowledge, strengthen intervention activities, and compile data on the different forms of human trafficking. This project's intent is to increase our organizational impact in collaboration with government entities and other partners.



# OUR SOLUTIONS

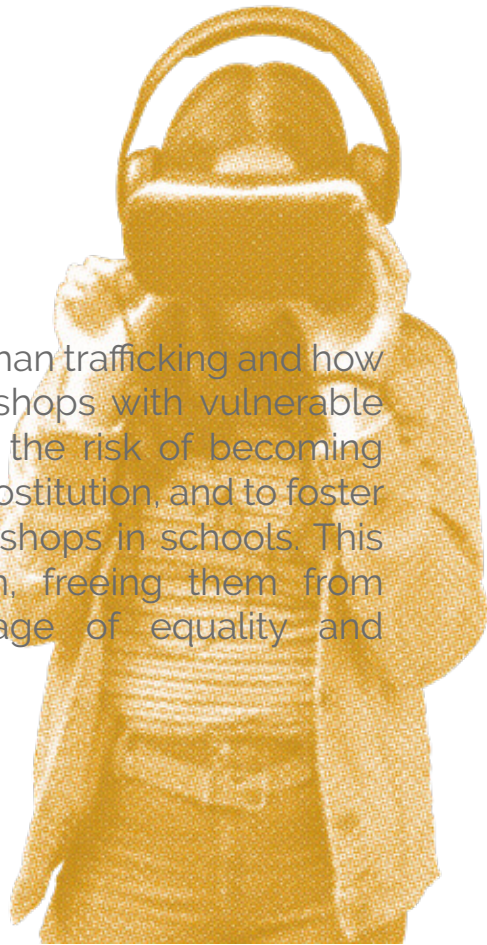
It is estimated that there are nearly 40 million people enslaved around the world. That is a daunting statistic, and almost impossible to truly comprehend. But every one of those 40 million people has a story; every one of those stories can have a different ending. Our projects offer the potential to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

During 2021 we were able to reach a total of **4,955** beneficiaries.

# PREVENTION WITH STUDENTS

We seek to raise awareness about human trafficking and how to fight it through training and workshops with vulnerable populations. Our goal is to minimize the risk of becoming victims, discourage the demand for prostitution, and to foster activism and social mobilization workshops in schools. This transforms communities from within, freeing them from violence while spreading a message of equality and freedom.

**Beneficiaries reached: 3,048**  
**Cost per beneficiary: 11 USD\***



# PREVENTION WITH MIGRANTS

Focused on detecting and supporting victims of human trafficking, as well as preventing child sexual abuse, within immigration centers, soup kitchens, shelters, and migrant houses throughout Central America. We show how vulnerable and exposed those who move from one country to another can be, and then train them to take measures to reduce their risk of becoming victims.

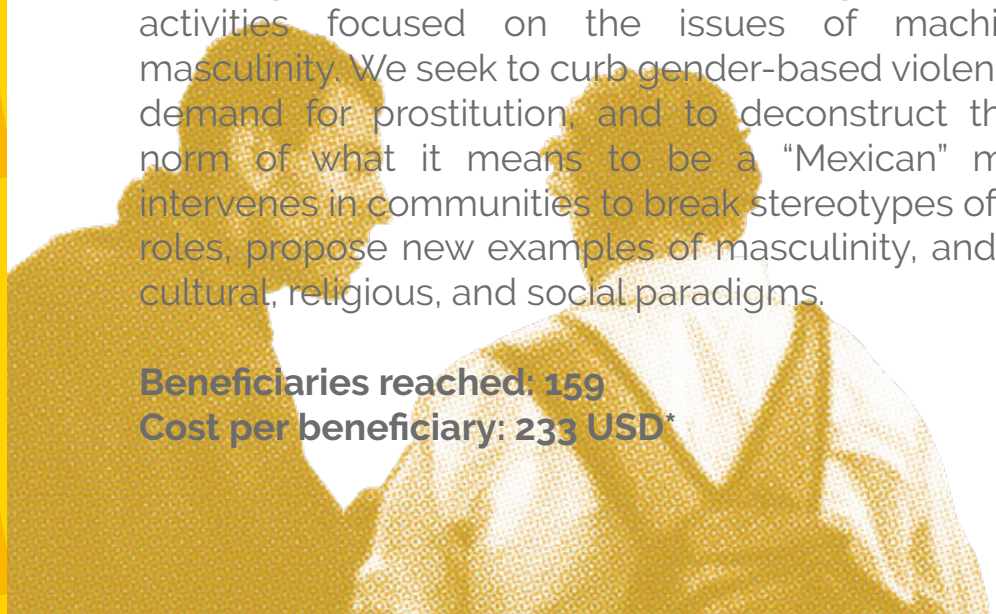
**Beneficiaries reached: 1,139**  
**Cost per beneficiary: 23 USD\***



# PREVENTION WITH MEN

We target the male population through workshops and activities focused on the issues of machismo and masculinity. We seek to curb gender-based violence and the demand for prostitution, and to deconstruct the cultural norm of what it means to be a "Mexican" man. EPDV intervenes in communities to break stereotypes of traditional roles, propose new examples of masculinity, and transform cultural, religious, and social paradigms.

**Beneficiaries reached: 159**  
**Cost per beneficiary: 233 USD\***



(\*Per year, based on total costs of each project, including staff salaries, rent, etc.)

INTERVENTION  
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## INTERVENTION IN THE RED LIGHT DISTRICTS

Within the red-light districts of Mexico City, we throw a party on the streets, where we invite women involved in prostitution. Our aim is to disrupt the sex industry and transform the streets through a new atmosphere of love and hope. We build relationships with the women, showing them how valuable and special they are, while providing support, ministering to their needs and connecting them to vital services. EPDV also reaches out to the men and clients, showing them new examples of the love they so desperately seek, offering them space for reflection and introspection.

**Beneficiaries reached: 426**  
**Cost per beneficiary: 60 USD\***



## COMMUNITY CENTER IN LA MERCED

At the beginning of 2021, through extenuating circumstances, we lost our community center located within La Merced, one of the largest red-light districts in Latin America. This space provided care to women involved in prostitution, or those highly vulnerable to becoming victims of human trafficking. After the loss of this center, we pivoted to provide workshops, therapy, spiritual accompaniment, counseling, and other services to our beneficiaries via telephone. We were still able to form bonds of trust and maintain healthy relationships, establishing support networks and maintaining community connection.

**Beneficiaries reached: 140**  
**Cost per beneficiary: 325 USD\***



(\*Per year, based on total costs of each project, including staff salaries, rent, etc.)



# SAFE HOUSE

The Safe House is a home for minors who have been victims of human trafficking. Girls and teens receive: comprehensive care and education, individual and family therapy, counseling and spiritual formation, medical care, legal advice, and training to acquire the tools and skills needed to move forward in life.

**Beneficiaries reached: 28**  
**Cost per beneficiary: 8,643 USD\***



(\*Per year, based on total costs of each project, including staff salaries, rent, etc.)

# TRANSITION HOUSE

The Transition House employs a halfway house model for girls and women who have moved on from the Safe House. All of them receive support and accompaniment to achieve their dreams, through education and training for social reintegration. Beneficiaries continue with therapeutic treatment, counseling and spiritual formation, medical care, legal advice, vocational training, and employment workshops so that, little by little, they continue their journey towards independence.

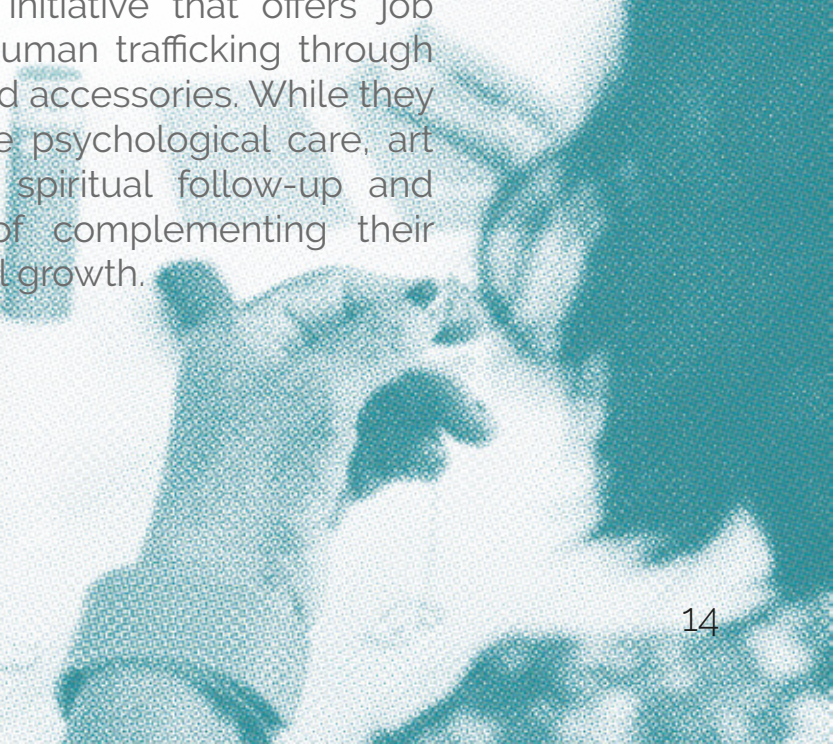
**Beneficiaries reached: 7**  
**Cost per beneficiary: 8,025 USD\***



# NUNAYÚ

Nunayú is a social entrepreneurship initiative that offers job opportunities to women survivors of human trafficking through the design and fabrication of jewelry and accessories. While they work with Nunayú, the women receive psychological care, art therapy, English classes, counseling, spiritual follow-up and social services- all with the goal of complementing their professional development with personal growth.

**Beneficiaries reached: 8**  
**Cost per beneficiary: 13,605 USD**

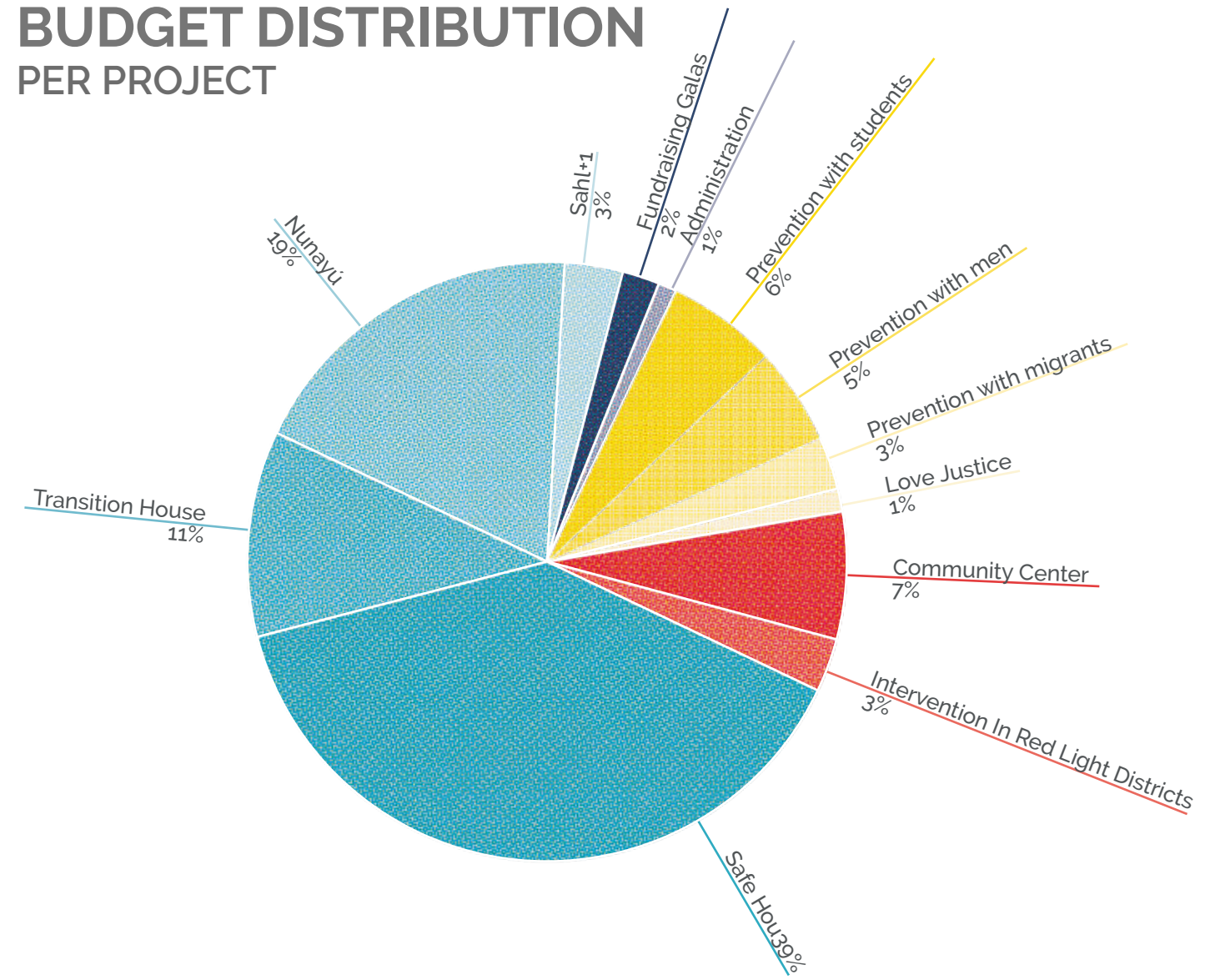


In 2021 our budget was:  
\$ 456,285.95 USD

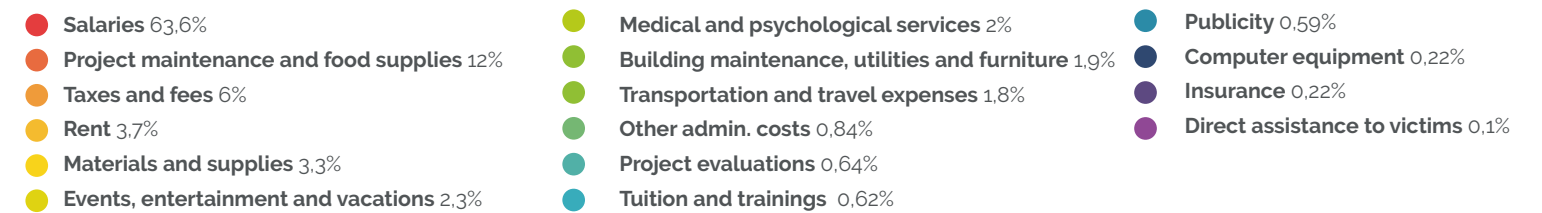
## COST PER PROJECT:

● Prevention with students	\$26,433.61	↑ 19.6%*
● Prevention with men	\$21,244.69	↓ 3.8%*
● Prevention with migrants	\$14,450.44	↑ 30%*
● Love Justice International	\$5,517.96	N/A*
● Community Center	\$32,070.54	↑ 37%*
● Intervention in Red Light District	\$13,417.93	↓ 37.7%*
● Safe House	\$176,416.43	↓ 16.5%*
● Transition House	\$50,006.10	↑ .96%*
● Nunayú	\$89,007.45	↓ 1.7%*
● Sahl+1	\$14,177.29	↓ 52.6%*
● Administration	\$3,885.02	↓ 84.7%*
● Fundraising Galas	\$9,916.89	↑ 228%*

## BUDGET DISTRIBUTION PER PROJECT



## MAIN EXPENSES



# COLLABORATIONS & TRAININGS

The fight against human trafficking is a team effort. We have encountered so many amazing partners along the road who share our vision and have the willingness to collaborate in reaching the same goal. We thank these organizations that have united with us to form a common front against this crime.

## A21 LATAM

Casa de Acogida Formación y Empoderamiento de la Mujer Migrante y Refugiada (CAFEMIN)

Casa Refugiados

Centro de Estudios Tecnológicos Industrial y de Servicios No. 2

Citibanamex

Coalición Regional Contra la Trata de Personas y el Tráfico de Migrantes

Comisión Nacional de Tribunales Superiores de Justicia de los Estados Unidos Mexicanos (CONATRIJ)

Consejo Ciudadano de la Ciudad de México

Fundación Grupo México

Instituto Centroamericano de Estudios Legales y Criminológicos (ICELEC)

Instituto de la Juventud de la CDMX

Instituto Municipal de la Mujer Oaxaca de Juárez

Instituto Mexicano de Investigación Criminal

Instituto Mexicano de la Juventud

International Council of Criminological and Forensic Research Puerto Rico

Love Justice International

Municipio de Valle de Chalco Solidaridad

Museo Memoria y Tolerancia

Red de Asociaciones y Fundaciones Empresariales

Secretaría de Salud del Gobierno de la Ciudad de México

Senado Mexicano

Tec de Monterrey

Tecnológico de Estudios Superiores Chalco

Unidad especializada en Igualdad y Equidad de Género UAM Cuajimalpa

Universidad de Guadalajara

UNODC

World Vision México

We are so grateful for each and every one who supports us; those who have given their time, money, resources and prayers to keep us operating and expanding. We couldn't be here without you. A special thanks to all the people and organizations that have partnered with us in this fight for freedom:

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| Alkare Foundation                    | Koinan                                |
| Benevity Community Impact Fund       | Love Justice                          |
| Boulder Street Church                | MMAS Arte Legal                       |
| Cara LeBlanc                         | National Christian Foundation         |
| Centerpoint Church                   | Network for Good                      |
| Christ Central Presbyterian Church   | Newsong Church                        |
| Cornerstone Church of Boulder Valley | Newsong Los Angeles                   |
| Corporate HQ Support México          | Open Gate International               |
| Covenant Church                      | Operation Latin America               |
| Daniel Chao                          | Orphaned Starfish Foundation          |
| Darlene Anderson                     | Rafael Elias Fajer Camus              |
| EXIT Landmark Realty                 | Sage Hills Church                     |
| Fidelity Charitable                  | Señor Pistacho                        |
| First Assembly of God of Indiana     | Service Management Solutions México   |
| First Christian Church               | SG Foundation                         |
| Fundación Casa Santa Hipólita        | Sonny and Helen Kim                   |
| Fundación del Dr. Simi               | Spencer Lee                           |
| Fundación Grupo México               | Teksar Labs                           |
| Gap Inc.                             | Telecom Espectro y Soluciones América |
| Grace and Mercy Foundation           | Todd and Cassy Lindsey                |
| Hispanic Teleservices de Guadalajara | Tricia Jersak                         |
| Ji Gwak                              | Union Church                          |
| Jim and Linda Bell                   | Vista Hermosa Foundation              |
| Joseph Tse Foundation                | Wolfe Foundation                      |
| Joshua Harder                        |                                       |

# THANK YOU!



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



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