

DREAMS

HOPE

COMMUNITY

LOVE

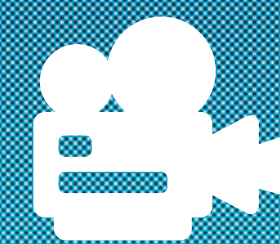
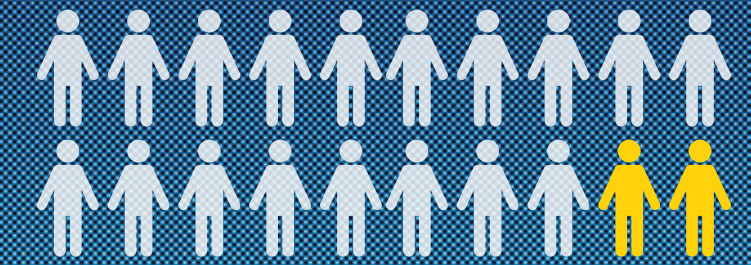
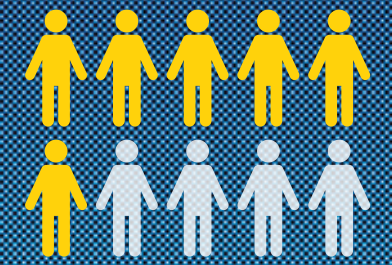
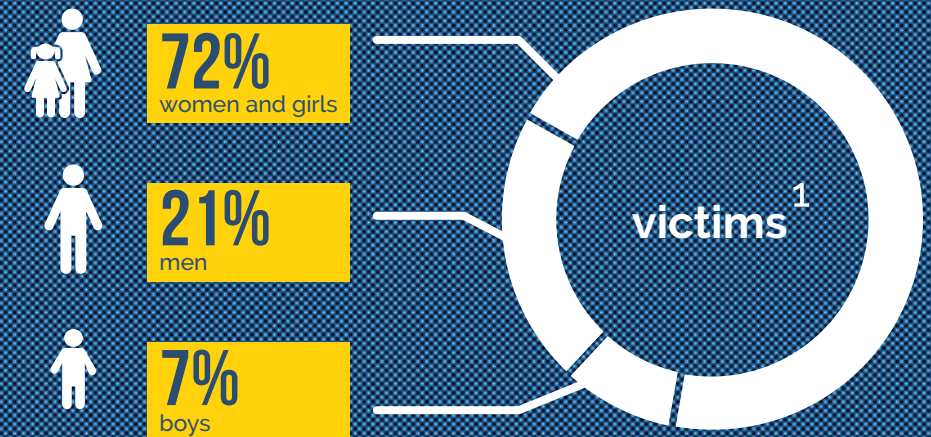
CHANGE

FREEDOM

2019 IMPACT REPORT

THERE ARE 40 MILLION SLAVES IN THE WORLD

It is estimated that there are around
18,000 in Mexico City alone



Mexico
is **number one worldwide**
in the production
and distribution of child
pornography⁴

1 Global report in trafficking in persons (UNODC, 2018) 2 CNDH, 2013 3 UNODC, 2012
4 CNDH, 2013

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WHO

WE

ARE

El Pozo De Vida is a NGO that fights against human trafficking in Mexico and Central America. We are committed to the prevention, intervention, and restoration of children, 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 that allow us to have influence on a national level in Mexico, as well as to be references on a continental level; we form part of the Regional Coalition against Human Trafficking and Migrant Smuggling in Latin America and the Caribbean.

A MESSAGE FROM OUR FOUNDERS

Our word for this past year has been “expansion.” We truly saw this word fulfilled as we experienced growth in several areas. Our safe house has doubled its number of girls and women by taking on more complicated cases. A whole new project was created to reach the male population in the red-light district. Our prevention team has traveled all over Mexico to raise awareness about the realities of human trafficking in schools and businesses. Our immigration project has also expanded its reach by visiting several new detention centers. We held our first Justice School 5.24 in Mexico City. We’ve also increased our involvement in the governmental sector as we contributed to the legislation that prohibited child marriage in Mexico. Since then, we have also initiated dialogue to end child forced begging. Overall we had 50,000 people benefit from our projects in 2019.

This coming year marks El Pozo de Vida’s 10th anniversary and we are going for more. We want to increase our influence to share all of our God-given insight and experience with the rest of the world.

But first we pause and thank God for all He has done within our organization; fulfilling dreams we didn’t even know we had and making this organization way bigger than any of us by including us in His plan for Mexico and the nations.

We will never tire of our goal of seeing justice for every person we come into contact with. Join us in the fight.



Benny and Janice Yu





STRATEGIC
VISION AND
OBJECTIVES

By 2021, El Pozo De Vida aims to expand our impact by achieving four main goals:

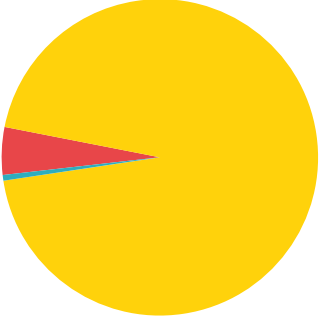
- 1** Create a specific and holistic life plan for our beneficiaries. This allows physical and spiritual healing, as well as emotional, psychological, legal, and financial stability to help them successfully reintegrate back into society.
- 2** Raise awareness about human trafficking and its dangers and consequences among local families and communities. By converting them into strategic allies we can prevent the consumption, discrimination, and re-victimization of survivors, while promoting a culture of freedom, equality, and non-violence.
- 3** Assist Mexico in reforming their judicial system to better prosecute, hold trials and ultimately convict those guilty of this crime, providing justice for survivors and ensuring their restoration and social reintegration.
- 4** Provide continuous internal training to maintain a healthy environment and transform our staff into experts and consultants to combat human trafficking.

HIGHLIGHTS 2019



El Pozo de Vida was one of four groups chosen to receive the first ever Medal of Merit for the Defense of Victims, awarded by Mexico City's Congress through the Commission of Special Attention for Victims. This award recognizes individuals or organizations that stand out in tdefense of victims of any crime while promoting and protecting their rights to justice.

50,000+
beneficiaries



↑ 11%
increase from 2018

■ Prevention: 47,643 beneficiaries
■ Intervention: 2,341 beneficiaries
■ Restoration: 249 beneficiaries

337
volunteers

4,110
volunteer hours

43
staff members



In 2019, we went through an internal auditing process, enabling us to be more transparent and professional in our operations and to strengthen our organization overall.



Since 2018, we have been specialized consultants for the Regional Coalition against Human Trafficking and Migrant Smuggling in Latin America and the Caribbean.

5.24

The Justice School 5.24 is a three-week intensive training program that provides anti-trafficking workers with a holistic skill set needed to develop specialized programs in the prevention, intervention, and restoration of victims and survivors of human trafficking. This training was possible through the efforts of 27 Million and El Pozo de Vida.

16
trained students



from: U.S.A, Canada, Ecuador and Mexico.

Where we've been



Mexico: Tijuana (BCN.), Playa del Carmen (Q. Roo), Hidalgo, Tapachula (Chis.).
U.S.A.: Los Angeles, Kansas City, New York City.
Panamá: Ciudad de Panamá
República Dominicana: Santo Domingo
Guatemala: Momostenango, Cd. de Guatemala, Antigua, Quetzaltenango, San Juan Ostuncalco, Salcajá, San Bartolo, Totonicapán, Chichicastenango.

539

workshops, talks, classes and group activities

Trainings

Seica, Palace Resorts, Tec de Monterrey, Albergue Niños de Fe, Autoridades Municipales Valle de Chalco, Autoridades Municipales EdoMex, Teradata, Museo Memoria y Tolerancia, Fundación Rey.



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STRATEGIC ROADMAP

2017 - 2021

Increase our impact

- In the last three years, we have increased our reach five-fold with students through our intervention programs.
- We have become the public prosecutor's preferred safe house for their most difficult cases in Mexico.

Strengthen our connections and alliances

- We have strengthened our alliance with Mexico's government, which has allowed us to collaborate ones with other governmental entities.

Strengthen and institutionalize our operations

- We have passed a financial audit by PPC Consultants.

Strengthen internal communication

- We periodically update our staff, volunteers, supporters, and donors on new developments in our organization.

Consolidate fundraising

- We consolidated our financial resources, ending 2019 with a small surplus.

HOW WE FIGHT FOR FREEDOM

We help our beneficiaries regain their reedom and equality because we've developed a unique, integral strategy based upon three key approaches:

1. Prevention

Prevention of human trafficking and associated violence with vulnerable populations.

2. Intervention

Intervention in situations of human trafficking in vulnerable communities to reduce the harm and contribute to restoration.

3. Restoration

Restoration of survivors through our holistic care model.

LIVRE

Dreams

HOME

Dunamis

Block Party

Safe House

Transition Home

Nunayú

Sahl+1

**OUR
SOLUTIONS**

LIVRE

LIVRE raises awareness of human trafficking and combats it through informative campaigns that target vulnerable populations. This prevents new victims and discourages demand for prostitution. LIVRE fosters activism and social movement workshops in schools, transforming communities from within by promoting equality and freedom, and spreading a message of change without violence.



34,562 beneficiaries

4253 beneficiaries receiving follow-up

190

Workshops.

4

Agents of Social Transformation
Vs Trafficking clubs with 84 students.



Achievement: Trained and mobilized key community agents and partners to fight against this crime.



Goal: Implement the Agents of Social Transformation program in other educational districts in vulnerable areas.

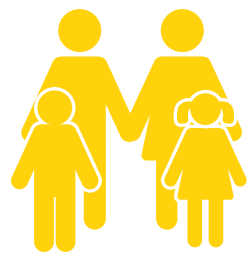


Overall: \$31,115 USD
Cost per beneficiary: \$0.80 USD

“The social transformation workshop is the first place where I felt safe and supported to tell about when I was abused. I had never talked about it with anyone before.”

DREAMS

Dreams is a program that detects and supports victims of human trafficking and child sexual abuse within immigration detention centers and migrant houses in Central America. We educate adults on their increased vulnerability to human trafficking and how they can avoid becoming victims. Through art therapy, we guide them in processing their journey and their trauma, allowing them to look to the future with hope. We carefully address the subject of abuse with children, using stories, games and activities designed to teach them how to speak out loud and prevent it in their own lives.



7,864 beneficiaries

8 beneficiaries receiving follow-up

In Mexico City's immigration detention center, we detected:

- 91** Asylum seekers
(71 women, 20 men)
- 1** Victim of child sexual abuse
- 85** Victims of kidnapping
(Cartel del Golfo involved)
- 8** Victims of human trafficking
(80% women 20% men from Guatemala, Honduras, Ivory Coast and Bolivia)



Achievement: Established a more stable relationship with the National Institute of Immigration which has enabled us to continue our activities with more ease.



Goal: Replicate our program in the northern and southern border of Mexico in Tijuana and Tapachula.



Overall: \$22,116 USD
Cost per beneficiary: \$2.81 USD

"It's very hard and frustrating to be in a place like this, but thanks to your support there are people who can endure a little more and are stronger. That's huge."

HOME

HOME focuses on the male population to combat the issues of machismo, gender violence, the demand for prostitution, and toxic masculinity. We intervene in communities by giving workshops to confront stereotypes and gender roles, along with cultural, social, and religious paradigms, to offer a new definition of masculinity.



930 beneficiaries

26 beneficiaries receiving follow-up

109

Workshops



Achievement: the recipients have built a network of friendship and community, which is the precursor to establishing the project's values within their circles of influence.



Goal: Acquire our own space that is comfortable and welcoming where we can offer therapy and get-togethers, as well as classes, talks, and workshops.



Overall: \$20,283 USD
Cost per beneficiary: \$21 USD

"I have experienced peace and freedom in many ways. I feel capable of doing things differently and continuing with a healthier life."

DUNAMIS

Dunamis is our community center located in the heart of Merced, the largest red-light district in Latin America. We provide a safe place for women working in prostitution who have a very high probability of being victims of human trafficking. Through workshops, therapy, spiritual guidance, tutoring, and a free meal center, our staff builds relationships with these women to become a support network while offering them a way out of prostitution.



591 beneficiaries

47 recipients receiving follow-up

47

Workshops

396

Women contacted in the streets, of which 28% are new to the area in 2019.



Achievement: a healthy and safe community for women in prostitution who identify Dunamis as an extension of their families.



Goal: Manage and support projects initiated by the recipients.



Overall: \$35,108 USD
Cost per beneficiary: \$97.25 USD

INTERVENTION

“I am grateful for the way they treat us and the space they offer us, regardless of our job. I have learned to see things in a different way.”

BLOCK PARTY

Once a month we go to the red-light districts of Mexico City to throw a **Block Party** for women in prostitution. Our goal is to disrupt the current system of the commercial sex industry by creating a new atmosphere of hope and love. We work to build relationships with these women, showing them they are seen and valued, and offering them our support in whatever they need, including a way out of prostitution. We also reach out to the men who are clients to dialogue and show the love they are often looking for.



703 beneficiaries

1 beneficiary receiving follow-up

2

Workshops

13

Parties and our first volunteer training.



Achievement: Improved our data collection system.



Goal: Design an After Party for further follow-up with beneficiaries.



La Merced, Buenavista and Sullivan



Overall: \$31,255 USD
Cost per beneficiary: \$44.45 USD

“It feels peaceful whenever you guys come. This place is usually dark but every time you come you bring a lot of light and peace.”

INTERVENTION

SAFE HOUSE

Our **Safe House** is a place for minors who have been victims of human trafficking. They receive holistic care through education, individual and family therapy, spiritual counseling, medical attention, legal counsel, and job skills. We walk them through our individualized restoration program focused on healing and building resilience to thrive in their reintegration to society.



130 beneficiaries

14 beneficiaries receiving follow-up

236

Workshops



Average length of stay can vary from a few months up to 6 years depending on the case, with an ideal length of 3 years.



Achievement: We had a 60% increase in our number of recipients.



Goal: Inform our recipients about the crime of human trafficking and reduce high-risk behavior by 50%.



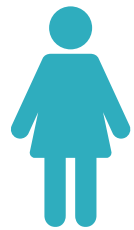
Overall: \$144,292 USD
Cost per beneficiary: \$480 USD

“Everyone here, even though they aren’t my family by blood, has become my wonderful family. I feel loved like I never felt before, like I never felt from my family. I never had the opportunity to receive anything and when I arrived here I received everything.”

RESTORATION

TRANSITION HOME

Transition Home is our program for women coming out of Safe House, employing a similar model to that of a halfway house. They receive financial and social support as they pursue their dreams by continuing their education and learning to manage the joys and trials of their societal reintegration. As in the Safe House, they continue to receive therapy, spiritual counseling, medical attention, legal counsel, and job training to help them work towards independence.



7 beneficiaries

3 beneficiaries receiving follow-up

166

Workshops



Average length of stay: 2 years, but can be extended to finish their studies.



Achievement: All of the beneficiaries are enrolled in school courses and/or job training.



Goal: Guide the recipients in the development of a life plan.



Overall: \$41,620 USD
Cost per beneficiary: 495.50 USD

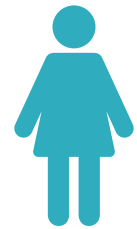
“The purpose of this house is to fulfill our dreams and the dreams of all the girls to come; that we all feel at home and part of the family. I’m discovering my own way and my own dreams.”

RESTORATION

NUNAYÚ

Nunayú is a social entrepreneurship initiative that employs women, survivors of human trafficking to design and create jewelry. Inspired by their own stories, each hand-made piece is a testimony to the freedom and opportunity this project brings. Apart from receiving a living wage, employees are provided with psychological care, art therapy, English classes, counseling, spiritual guidance and social services, to complement their professional growth with holistic personal development.

“I am thankful for the opportunity, for showing me a beautiful path that has made me grow as a human being, and for guiding me to this project, to this work, and to this new life full of changes. It’s a different life that has helped me see the light.”



33 beneficiaries

8 beneficiaries receiving follow-up

234

Workshops

80%

Increase in sales compared to 2018.



Achievement: The launch of two new seasonal collections.



Goal: Establish Nunayú as a business by obtaining articles of incorporation and legal recognition in Mexico.



Overall: \$115,430 USD
Cost per beneficiary: \$177.60 USD

S A H L + 1

Sahl+1 is our culinary arts training program that uses the cooking essentials of salt (Sal), water (Agua), flour (Harina) and yeast (Levadura), to bring transformation, one person at a time. Vulnerable pasts are converted into empowering testimonies through education and mentorship that instills universal skills and entrepreneurship for a sustainable income.



45 beneficiaries

9 beneficiaries receiving follow-up

166

Workshops



We began a new workshop with men in the process of societal reintegration in the red-light district of La Merced.



Achievement: Sahl+1 has had sufficient exposure in Merced and is now recognized as a safe space by many of the women in situation of prostitution, who could potentially become students.



Goal: For students to have an active role in making decisions about the future for themselves and their families through abilities learned in the program.



Overall: \$46,894 USD
Cost per beneficiary: \$177.60 USD

"I feel different here. It's not like in the streets where there is always competition, especially between the women. Now I have learned that we should support one another and be a team working and learning together, achieving our goals in community."

RESTORATION

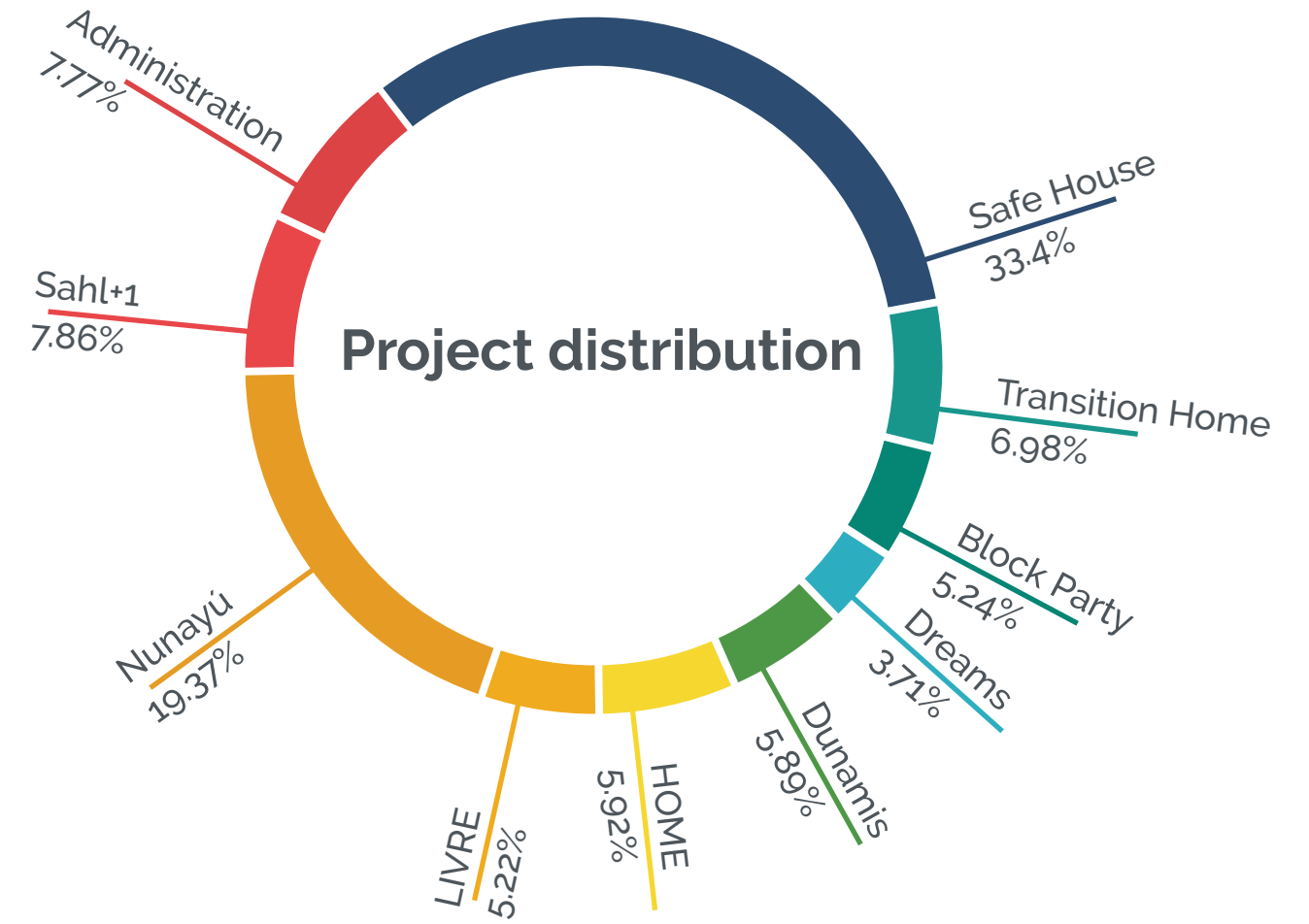
FINANCES

in 2019, our budget was:

\$ 432,549 USD

Main expenses

- Safe House \$144,292 **↑ 22%***
- Transition Home \$41,620 **↑ 31%***
- Block Party \$31,255 **↑ 9%***
- Dreams \$22,116 **↑ 9%***
- Dunamis \$35,108 **↑ 37%***
- HOME \$20,283 **↑ 67%***
- LIVRE \$31,115 **↑ 20%***
- Nunayú \$115,430 **↑ 12%***
- Sahl+1 \$46,894 **↓ 4%***
- Administration \$33,725 **↑ 5%***
- Fundraising Gala \$4,600 **↑ 7%***



In 2019, we went through an internal auditing process, enabling us to be more transparent and professional in our operations and to strengthen our organization overall.

JOIN THE FIGHT

You can be part of the fight against human trafficking by taking one of the following actions:

Donate

Your generosity makes freedom a reality. Make financial or in-kind donations toward one of 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.

Investigate

Look for the facts, references, and information on human trafficking to be informed 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.

A21

The Orphaned Starfish Foundation
Grace & Mercy Foundation
Vista Hermosa Foundation
Open Gate International
Fundación Providencia
Fundación Dr. Simi
National Christian Foundation
Alkare Foundation

Mister Pistacho
Newsong Church
Ecclesia Houston
Centerpoint Church
Sage Hills Church
Vineyard of Houston
Cornerstone Church of Boulder
CrossWay Church



www.elpozodevida.org.mx