

DREAMS

HOPE

COMMUNITY

LOVE

CHANGE

FREEDOM

IMPACT REPORT 2018



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WHO ARE WE?

El Pozo de Vida is an NGO that fights to eradicate human trafficking in Mexico.

El Pozo de Vida is committed to the prevention, intervention and the restoration of children, families, and communities vulnerable to this crime; for them to be free and to build a life project.



MESSAGE FROM THE FOUNDERS

In a few words, we are amazed. We have seen dreams come true, lives transformed, love overflowed and our impact reach more of its potential.

We have been vulnerable and found from there comes our biggest strength. El Pozo de Vida now has 9 different projects combating human trafficking in the areas of prevention, intervention and restoration. Along with 45 staff members and around 100 volunteers, our work has extended beyond Mexico City to 8 different states all around the country.

At the beginning of this year we were selected by UNDOC, IOM, and Save the Children to offer counsel for the Regional Coalition Against Human Trafficking in Mesoamerica, advising on topics of prevention to Panama, Costa Rica, Nicaragua, El Salvador, Honduras, Guatemala, Belize, Dominican Republic and Mexico. It was a huge honor to receive this recognition for our work.

This year we will begin a Justice Training Program in Mexico to help raise up a new generation of freedom fighters.

Growing has not been easy; it's a challenging and sometimes painful process but it's always full of learning. When we turn from looking toward the past, we see a future filled with hope. Even though there is a lot left to complete our mission, every little achievement reminds us that God goes before us on this journey.

Get prepared because this is only the beginning.

Benny and Janice Yu

A handwritten signature in black ink, appearing to read 'Benny and Janice Yu', written in a cursive style.

MISSION AND VALUES

Mission: El Pozo de Vida fights against human trafficking through prevention, intervention, and restoration of children, families, and communities, for them to be free, healthy, and able to build a life plan.

Vision: To transform the system of supply and demand of human trafficking; bringing justice to the victims

By **2021**, El Pozo de Vida aims:

For our survivors to attain a higher level of education, have a defined and implemented life plan, and be emotionally stable, physically healthy and able to be assertive.

For families and communities to be aware of the damaging effects of human trafficking so as to prevent them from re-victimizing or discriminating against the survivors and seeing women as sexual objects.

For Mexico's justice system to function adequately so that it fairly judges the traffickers and consumers, and advocates for the victims and their reintegration.

To be an economically stable organization that allows us to take solid steps forward.

To have a healthy and trained team, being references for others to look to.

WALKING
& *slow*
WALKING
well

We are efficient but not impulsive; we move with integrity, speak with truth, do our job with excellence, act with open hands wisely and without being paternalistic.

We have been entrusted with great responsibility; that's why we move by the commission of God. We collaborate and speak with clarity. We understand that our labor is a process and we choose to face it with courage and enjoy the process.

advancing
the kingdom
of God

• values •
THE PERSON
AND THEIR
GROWTH

We see each other as God sees us; filled with talents and abilities. We build giants and we stand up for our team.

Self-care is fundamental in our organization and we invite each other to practice it; to have intimate times with God, be vulnerable and recognize your place and the place of others, and to rest.

SEEKS
• intimacy •
with God
FROM VULNERABILITY
&
through rest

THE
family culture
WITH
LOVE, HONOR
&
IDENTITY & CULTURE
OF THE
kingdom

We are a family with many virtues and some difficulties, but we we face these circumstances with love, honor, and recognizing the identity that brings us together.

OUR STORY



2010

We are called to join in the fight against human trafficking in Mexico and we begin the **Safe House** where we tend to girls under age who are rescued out of trafficking.



2011

We open the **Transition House**, a project for the girls who leave the safe house and still need support.



2011

We begin working with the beauty salon Corazon Gomer in the Merced, a project that was later adopted by EDPV and now is known as **Dunamis**.



2016

We help take the program **Awake** to the Olympics in Rio, raising awareness of the problem of human trafficking to many, and contributing to the prevention of this crime.



2015

this year we begin with the first generation of **Nunayú**; a program that empowers women that were exploited as adolescents and were able to leave prostitution.



2013

After an experience in the migrant detention center, one of our founders organized a team to visit the center in Iztapalapa and began the program **Dreams**. This same year we began, together with OB Mexico, the program 1^a1 to prevent human trafficking in thousands of adolescents.



2017

We buy our own safe house to have more security and stability for the girls.



2018

We start two new projects, **HOME** specializes in raising awareness of '*machismo*' among men who are consumers of human trafficking; **Sahl+1**, has an objective of providing training in culinary arts with women whom have been subject to situations of prostitution and human trafficking. Both projects are located in the red light district called Merced.



2018

We officially become counselors to the **Regional Coalition Against the Trafficking of Migrants in Mesoamerica**.

STRATEGIC ROUTE 2017-2021

ADVANCES IN 2018

○ **Increase our impact**

Currently we are one of most influential NGOs that specializes in anti-trafficking, not only in Mexico but in the whole region, being the only one that forms part of the Regional Coalition Against Human Trafficking. (Coalicion Regional Contra La Trata de Personas).

○ **Strengthen our connections and alliances**

We continue to build our relationship with the government to sign strategic agreements with prosecutors, different government offices, as well as with other NGOs like A21 International and World Vision.

○ **Strengthen and institutionalize our operations**

During 2018 we prioritized strengthening our strategic plans and budgets which gave us a clear and defined plan of what we want to achieve. At the beginning of 2019, we will start an auditing process to have solid evidence of our efforts.

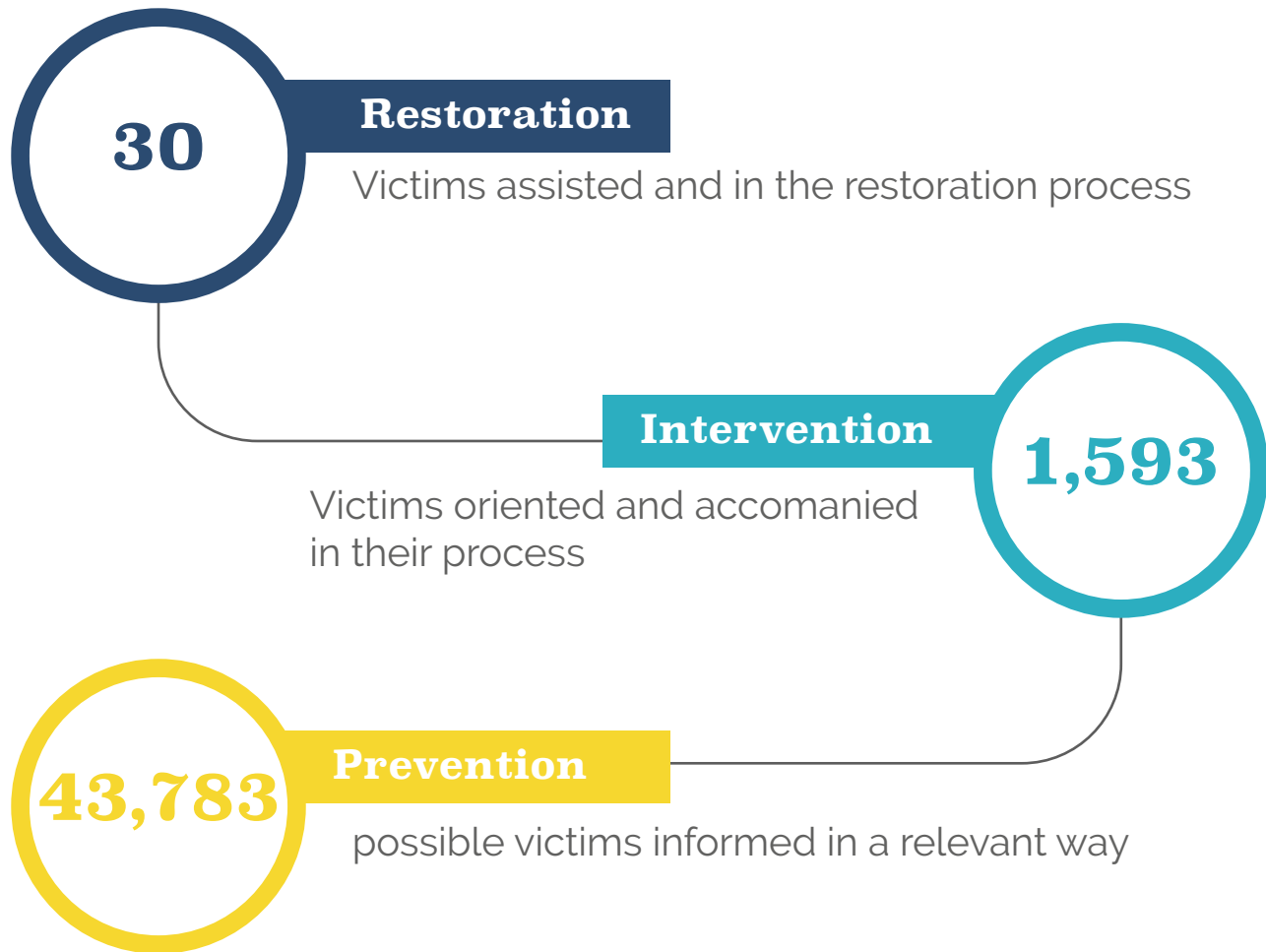
○ **Strengthen communication**

We revamped our technology and media and currently reach more than 100 thousand people with our publications.

○ **Consolidate fundraising**

We currently have the finances for 6 months of operation, which helps provide security to our beneficiaries and staff.

OUR QUANTITATIVE IMPACT 2018



HOW WE BRING FREEDOM

What would you do if you saw children floating in a river?

First, you would go in and bring them to safety.

There are around 27 million victims of modern slavery in the world, and our objective is to go where they are and extend them our hands to help them break what binds them and find freedom.

We have interviewed and helped re-orient more than **35 thousand** possible victims in the last 5 years.

Intervention

Then, you would put them in a safe place, making sure they survive and have everything to grow.

The damage provoked by slavery goes very deep, affecting a person socially, psychologically, emotionally, and spiritually. For that reason, we have different areas where the rescued women can find safe support to heal, rediscover who they are, and realize their potential.

219 girls and women have been restored through our programs in these last 5 years.

Restoration

Finally you would go upstream to try and stop the flow of children.

We look to approach the problem from its source. We go to where the victims are; to the streets, the plazas, and the migrant detention centers to be able to reach them.

In the last 5 years we have reached over **128,783** adolescents.

Prevention



OUR SOLUTIONS

Prevention

Dreams

Home

Block Party

Dunamis

Safe House

Transition House

Nunayú

Sahl+1



MOBILIZATION AND PREVENTION

Information isn't enough, we need to create a change of consciousness about human trafficking and its risks.

We go to the places where the pimps lure their victims, in the middle of the most marginalized neighborhoods and the poorest schools; in places where the police and government are too afraid to intervene, our team informs students about human trafficking and encourages them to join in the fight.

Since 2016, we have been using technology to raise awareness about human trafficking on a global scale through AWAKE VR Experience, a series of virtual reality videos where various victims recount their testimonies.

In collaboration with Independence Studios and Operación Bendición México, we bring the program AWAKE VR Experience to places where raising awareness about the issue of human trafficking is key; such as schools and universities. The objective is to connect the users with the victims so they can hear the voices of those who were taken, to be made aware of their experiences, and to share their stories that were once kept silent.

Noteworthy from 2018

- We reached 6,348 students from schools in Mexico City and the State of Mexico.
- We presented the program in the eastern zone of the State of Mexico, one of the most dangerous places for students.
- Awake has been used in 42 countries on 6 continents.

DUNAMIS

A place where women create bonds of friendship and trust, along with support networks and healthy relationships.

An oasis in the Merced—this is how the women in the largest red-light district in Latin America describe our community center. Located right in the heart of human trafficking in Mexico City, this center offers a place of rest for the victims, while also serving as a bridge for them to be able to report the crimes committed against them. It's a place where they feel supported knowing they have someone by their side.

In this center, we offer individual and group therapy, counseling, meals, education, training for job searching, and the opportunity to build relationships with the staff. The center has become known as a safe place where women are empowered in a harmonious and warm community.

The women can discover their abilities and develop them with the purpose of leaving prostitution through various workshops.





Noteworthy in 2018

- Approximately 740 women visited the center last year, which is up 260% from last year.

Year 2016 150

Year 2017 280

Year 2018 740

DREAMS

Stories that transform you

Migrating is an enormous risk, so we help accompany the migrants in their process of deportation within the migrant detention centers in Mexico and some places in Central America.

We supply the migrants with necessary information about human trafficking and its link with migration. We talk about the varying types of this crime, its statistics, and plans of action to avoid falling victim to it. On the other hand, we provide the children with tools to speak out against any probable threat of sexual violence that they could be susceptible to; we achieve this through stories, games, and crafts that explain and help to prevent this abuse.

With art and dialogue as our tools, we create significant bonds of trust with the people; we actively listen to their life stories and work to detect any “red lights” (indicators) of being possible victims of trafficking. After notifying the authorities of the possible cases, we accompany the migrants and children in their process of restoration.

This year we launched the campaign “Can you See Me?” together with Mexico’s Ministry of the Interior (SEGOB) and A21, to provide information about the risks of human trafficking to around 70,000 migrants and almost 2 million people in total.



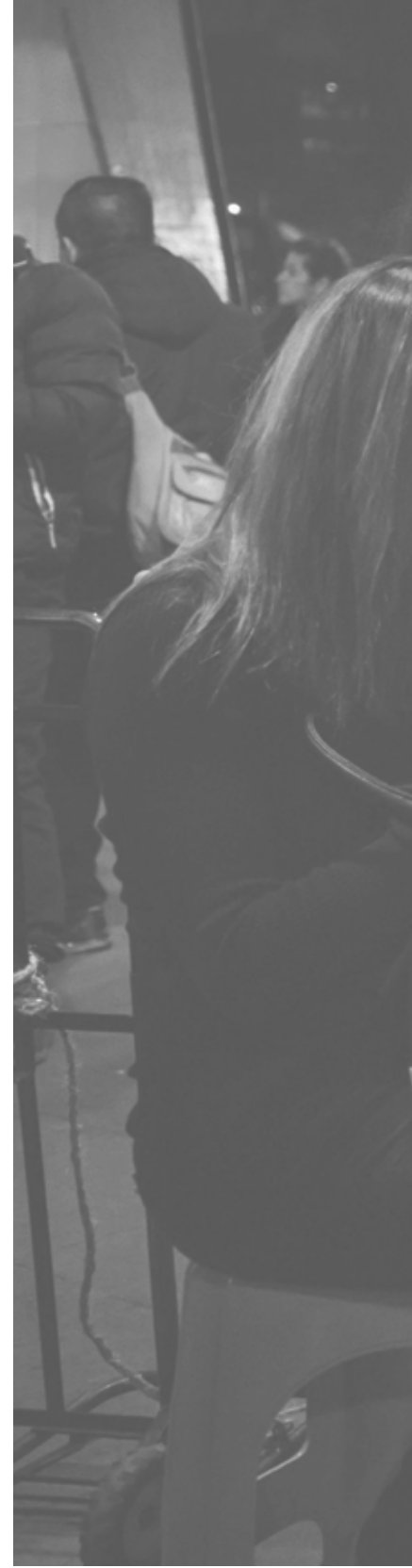
Number of migrants assisted:

Year 2016	5,178 migrants
Year 2017	5,224 migrantes
Year 2018	7,013 migrants

BLOCK PARTY

A light shines in the night when our volunteers celebrate the lives of the victims of human trafficking.

This year more than 200 volunteers were brought to the streets by their passion for freedom to interrupt the sex trafficking in our city. We decorate the street, hand out free food, and play live music. Our desire is to provide an atmosphere to share love and support the women who are working in the streets. We have been witnesses of women who share their needs with us and we have been able to help them get jobs and provide a security so that they can leave the streets.





Notewoerhy in 2018

- 10 Block Parties
- +200 volunteers
- 118 women participated in the parties
- 81 clients received accompaniment

SAFE HOUSE

A home is more than a house, it is a place where we make and become family; a place for development, growth, and restoration of faith.

Specialists in difficult cases; that is our role. Since the government opened its own safe homes 2 years ago, our role of being a home has changed to being an exemplary model of attention, which has given us the opportunity to train and equip the government-run safe homes.

Currently we receive the most difficult cases which other houses can't solve or are considered high-risk for their links with the trafficking rings due to our quality of attention and care model which offers real and concrete opportunities for the girls.

Filling the lives of these minors who have been rescued with hope and light has been the objective of El Pozo de Vida's Casa Refugio. These girls were victims of human trafficking for the purpose of sexual and labor exploitation, and in many occasions they are cases that other homes or the government has deemed very difficult or dangerous.

The survivors receive holistic care that includes medical care, education, social skills, individual and group therapy, spiritual counseling and legal advice.

This year with the help of all of our donors we were able to buy a property where we established the new Casa Refugio and are now able to offer the girls their own place that they can call their home; a place that is more comfortable, spacious, that allows for more development and a place with better quality of living.



Every girl receives holistic care:

Food and clothing
Medical care
Education
Individual therapy
Family therapy
Spiritual counseling
Life Skills
Employment assistance

**Survivors that have been
assisted:**

2014 - 20
2015 - 21
2016 - 18
2017 - 14

2018 - 12

TRANSITION HOUSE

A place to grow, go out into the world, show your face and try again.

What happens when a girl from Casa Refugio turns 18? In 2011, we opened the first transition house in Latin America.

The house is open for survivors who are over 18 and need support to be able to live independently. The women choose to live in the house voluntarily and have the option of staying anywhere between 3 and 24 months while they look for opportunities to maintain themselves, enroll in school and save money to start a new life.

In May 2011 the Casa Transitoria opened its doors to the first women leaving the Casa Refugio with a Model of Biopsychosocial Care, which is handled from two perspectives:

A General Process of Attention and Treatment: we work to offer a safe and dignified shelter, emotional and spiritual support, recreation and access to medical care, as well as accompaniment in the process of social reintegration, the formation of social skills, and the formation of support networks and possible family bonds.

An Individualized Plan of Action: considering that every one of the women have distinct problems and needs, every case is treated in a personalized manner which includes: medical care, psychological and psychiatric attention, education, and job training.



Each woman receives holistic services:

- General care and attention
- Social attention
- Psychosocial therapy
- Academic and personal development
- Justice and advocacy

Number of survivors that have been assisted:

2014	-	20
2015	-	21
2016	-	18
2017	-	14
2018	-	12

NUNAYÚ

Rocks, metal, and string take the form of new dreams for the women who participate in this program.

Nunayú was born in March 2015 as a micro-business project to give job opportunities to women who have been exploited sexually and never rescued. Our first generation is made up of 8 women who work in designing and creating jewelry.

Nunayú was born out of the necessity to offer work to these women who lack opportunity or experience in any other career and find themselves unable to advance in other job opportunities.

We focus on the population of women who were victims of human trafficking but never rescued, responding to the women who were trapped in the industry 10, 20 or 30 years ago; when human trafficking was thought to be a myth.

We also offer them workshops of art therapy, nutrition, English, Zumba (taught by our own women), bible studies, counseling and social work.



Noteworthy in 2018

- 11 women form part of the project
- Sales have increased 200% in comparison with last year

SAHL+1

*Salt, water, flour, water, and the special ingredient, +1 life transformed.
We want to bring new dreams and a new hope.*

Sahl+1 trains in the culinary basics with women in vulnerable situations; through a three month course so that they can find jobs in the hospitality industry or even start their own business.

In Mexico, there are very few programs and resources for adults in vulnerable situations, reducing the job opportunities for them. Discrimination exists due to their inability to explain time-lapses in the resume and lack of job skills.

We are working to provide them with education, training, and tutoring so that they can have a sustainable income. We recognize that many people in vulnerable situations want to return to their communities or relocate for a variety of reasons. The program provides the resources to create universal skills to help them succeed in their vocational transition.

In 2018 we celebrated the 1st generation of 3 women who received culinary training and currently we have an alliance with World Vision to be able to offer them employment opportunities in the best hotels in Mexico City.



Noteworthy from 2018

- 3 women form part of the first generation

Remodels

- We remodeled the building to be fit for a culinary school

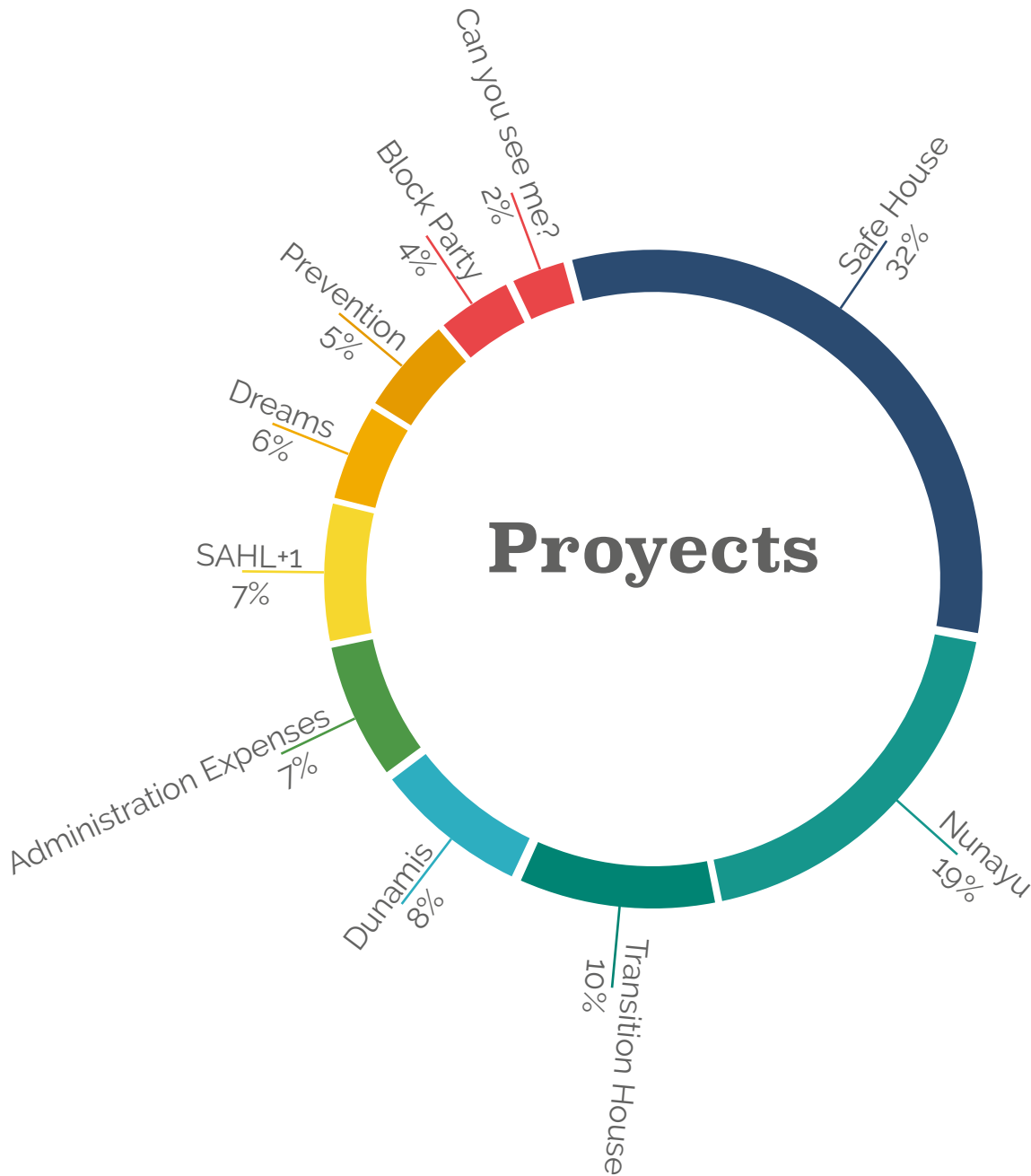
TRANSPARENCY



Main expenses

Salary	\$230,174	50%
Rent	\$32,797	7%
Taxes	\$27,045	6%
Food	\$26,179	6%
Medical care	\$21,004	5%
Education and training	\$16,814	4%
Travel allowance	\$15,832	3%
Accounting	\$14,876	3%
Transportation	\$10,507	2%
Services	\$7,885	2%

Distribution per project



OUR DREAMS FOR 2019

Together we can bring more freedom and make visible the light for the victims of human trafficking and we want your help to continue restoring lives and bringing freedom.

Safe House. Widen our work and help for the girls between the ages of 18 and 21, training the staff to offer better attention.

Transition House. Have a bigger space where the women can receive attention through a better equipped and solid team.

Dunamis. Offer a wider range of workshops and reach more women within the Merced (red-light district).

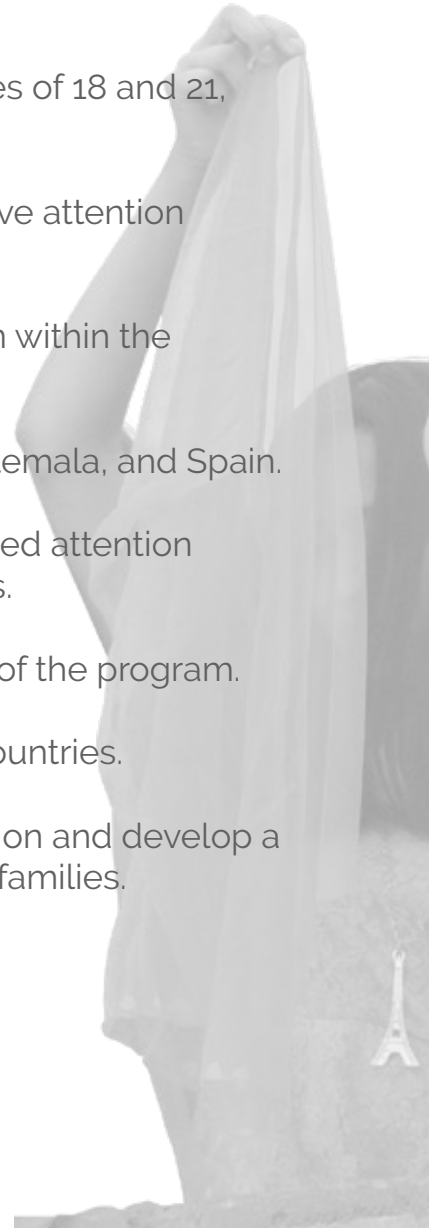
Dreams. Add our service to more detention centers in Mexico, Guatemala, and Spain.

Nunayu. Consolidate the business plan and offer a more personalized attention model, creating a link between the community and the participants.

SAHL. Start culinary training with the 2 first generation participants of the program.

Block Party. Throw 12 block parties this year and reach two more countries.

Social Work. Start impacting the lives of the consumers of prostitution and develop a case-by-case work with the women in prostitution along with their families.





JOIN

*You too can join the fight
against human trafficking.*

These are some of the ways that you can take action

Donate

Your generosity makes freedom possible. Make a donation to our campaigns and support our dreams for freedom.

Become a volunteer

We are always looking for ambitious and talented volunteers to join our mission. If you are passionate and ready to change the world, join us in one of our projects.

Get your facts

Equip yourself with the facts about human trafficking, what are the indicators and how to prevent it.

Educate others

Bring prevention, education and awareness to your community.

Shop ethically sourced products

Know where everything you buy comes from, in order to end slavery and human trafficking we must demand change from the companies that promote it.

Report to the authorities

If you are witness to the crime of human trafficking in any of its forms, report it to the corresponding authorities.

**WE WERE CALLED TO
RESPOND AND TAKE
ACTION.**

BENNY Y JANICE YU



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