

 **Rahab's Daughters**

# OLYMPICS MISSION 2024



# #DONTBEASPECTATOR

RAHAB'S DAUGHTERS AND  
SPORTSFAITH

*"For to be free is not merely to cast off one's chains, but to live in a way that respects and enhances the freedom of others."* **Nelson Mandela**

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#DONTBEASPECTATOR



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# WHAT WE DO?

**Rahab's Daughters** : Launched in 2015 by a survivor, we aim to eradicate the trafficking industry using technology, education, and proactive outreach.

## **Our Services Include:**

- **Safe Housing:** A sanctuary for those in need.
- **Life Skills Training:** Equipping survivors for a new start.
- **Survivor Mentorship:** Guidance and support from those who understand.
- **Counseling:** Access to direct support and resources.

**Our founder** Sharmila (Sam) Wijeyakumar, a survivor of human trafficking. Partnering with her husband, Dr. Denardo Ramos, an expert in Human Services, and their daughter, Indira, they are passionate about rescuing survivors of human trafficking. They have developed a program that has resulted in over 500 women and children exiting trafficking situations at major sporting events over the last decade. Sam's personal experience as a survivor of human trafficking allows the Rahab's Daughters team to apply a survivor's perspective to everything they do, ensuring that all actions are taken with the survivors in mind. Rahab's Daughters became a 501(c)(3) registered charity in 2015. Our Tax ID is 47-3954009.



# THE TENACITY OF A

# PARA OLYMPIAN

As the spotlight intensifies on the Paris Olympics 2024, the subsequent Paralympics demand an even sharper focus due to the heightened vulnerabilities of its participants and spectators. Individuals with disabilities, including those who are neurodiverse, face increased risks, not only of human trafficking but also of sextortion, cyberbullying, and other forms of exploitation. The unique challenges faced by these groups necessitate tailored strategies and heightened vigilance.

The Paralympics, a celebration of resilience, skill, and spirit, unfortunately, also attract those who seek to exploit the vulnerabilities of others. Individuals with disabilities may be perceived as easier targets by traffickers and cyber criminals due to various factors, including societal marginalization, potential communication barriers, and the need for care or assistance. This vulnerability is further exacerbated for those who are neurodiverse, who may have difficulties in social interaction or discerning malicious intent, making them particularly susceptible to manipulation and abuse.





# TENACITY ..

Addressing these challenges requires a multi-layered approach. Awareness campaigns must be inclusive, ensuring that information about the risks of human trafficking, sextortion, and cyber bullying is accessible to all, including those with sensory, cognitive, and physical disabilities. Training for law enforcement, security personnel, and volunteers must include modules on the specific vulnerabilities and needs of people with disabilities, enhancing their ability to identify and respond to potential exploitation or abuse.

Furthermore, the collaboration between Olympic and Paralympic organizers, disability rights organizations, technology experts, and cybersecurity professionals is crucial. Together, they can develop and implement protective measures that are both effective and respectful of the rights and dignity of individuals with disabilities. For instance, creating safe, accessible reporting mechanisms for victims or witnesses of trafficking and exploitation, and ensuring that online platforms associated with the games are secure and monitored for signs of cyberbullying or sextortion, are essential steps.

# ***DON'T BE A SPECTATOR***

Our theme this year for everyone is **#dontbeaspectator**

With several high-profile cases in the last few years along with Hollywood weighing in on the topic, human trafficking has become slightly more mainstream. We need to collectively join forces to speak out and fight against this blight on humanity.

**YOUR voice matters.**

**The question is ... will you use YOURS?  
#dontbeaspectator**

We are running a series of initiatives that you or your organization can partner with us on

The key aim is to enlighten parents and children on the risks of trafficking, scheduled before, during, and after the **Paris 2024 Olympics**.

## **Key Initiatives:**

- Sports Workshops: Interactive sessions that promote safety in sports.
- Awareness Campaigns: Focus on the perils of sextortion and cyberbullying.
- Community Support: Encourages active engagement and provides support.
- Empowerment Programs: The AUDACIOUS program is designed to uplift young women.
- Partnership with Law Enforcement: Implementing a support hotline, inspired by the successful Tokyo 2022 initiative.

## **Human Trafficking Annual Profit:**

A staggering \$150 billion.

### **Sex Trafficking:**

Generates \$99 billion

### **Labor Trafficking:**

Accounts for \$51 billion.

### **Victims Worldwide:**

40 million caught in this web.

### **Sexual Exploitation:**

4.8 million lives overshadowed.

### **Labor Exploitation:**

16 million people struggling.

### **State-Imposed Forced Labor:**

4 million souls trapped

## **French Statistics:**

141 investigations into human trafficking in 2021

24 trafficking networks dismantled in 2021

A company charged in 2022 for forced labor regarding World Cup infrastructure

215 prosecuted and 105 convicted of trafficking in 2021

Average sentence: 3.8 years for trafficking convictions (2015-2021)

## **EU Statistics**

In 2022, there were 10 093 registered victims of trafficking in human beings in the EU and 2 097 convicted traffickers.

In 2022, 63 % of registered victims of trafficking were female while only 22 % of convicted traffickers were female.

In 2022, 37 % of registered victims of trafficking in the EU were citizens of Member States.

A black and white photograph of a swimmer underwater, with bubbles around their head and arms. The swimmer is wearing a dark cap and goggles. The background is slightly blurred, showing the water's surface and some light reflections.

# GLOBAL CRISIS : LOCAL ACTION

As the **Paris Olympics 2024** draws near, we're reminded of the urgent need to address the global human trafficking crisis, which annually amasses a staggering **\$150 billion in profit, exploiting 40 million victims worldwide, including 4.8 million in sexual exploitation and 16 million in labor exploitation.**

## **Turning Passion into Global Impact: Rahab's Daughters' Strategic initiatives:**

- **Awareness Campaigns:** Leveraging the global stage of the Paris Olympics to highlight the signs of human trafficking, Rahab's Daughters amplifies the call for vigilance among millions of spectators and participants.
- **Specialized Training and Response:** Collaborating with national and local law enforcement, Rahab's Daughters facilitates training programs designed to identify and respond to trafficking incidents swiftly, ensuring the safety and dignity of all individuals.
- **Building Robust Partnerships:** By forging strong alliances with various organizations and NGOs, Rahab's Daughters spearheads the global fight against trafficking, advocating for the enforcement of stringent labor laws and protective policies.

**Empowering Local Global Communities:** Through its comprehensive approach, Rahab's Daughters not only combats the current crisis but also sets a precedent for future international events, demonstrating the power of collective action against human trafficking.

**Join the Fight:** The initiatives of Rahab's Daughters during the Paris Olympics 2024 are a beacon of hope and action. Support their efforts to eradicate human trafficking and protect those most vulnerable to exploitation.

# THE OLYMPICS

MISSION PARIS 2024



## Rahab's Daughters Collaboration at the Paris Olympics 2024:

### Pre-Olympics Preparation and Coordination:

- Establish a joint task force between SportsFaith and Rahab's Daughters to strategize and coordinate efforts.
- Engage with local and international corporations and non-profits for comprehensive planning.

### Women Empowerment through Audacious Initiative:

- Implement the AUDACIOUS program focusing on empowering women and girls.
  - **Aspire:** Aim high and dream big.
  - **Unique:** Embrace your individuality and uniqueness.
  - **Daring:** Be brave and take risks.
  - **Ambitious:** Set goals and strive to achieve them.
  - **Courageous:** Face challenges with strength.
  - **Inspiring:** Be a positive role model for others.
  - **Optimistic:** Maintain a hopeful and positive outlook.
  - **Understanding:** Show empathy and compassion.
  - **Self-Respecting:** Value yourself and your worth.
- Conduct workshops and seminars on self-esteem, rights awareness, and personal safety.

### Anti-Cyber Bullying Training to Prevent Grooming:

- Provide educational sessions on the dangers of cyberbullying and its role in the grooming process by traffickers.
- Equip individuals, especially youth, with tools and strategies to recognize and safely respond to online exploitation.



# THE OLYMPICS

## MISSION PARIS 2024

### **Sports Workshops and Camps:**

- Host sports workshops, including self-defense classes, to teach practical skills for personal safety.
- Organize soccer, basketball camps, and other team sports activities to promote teamwork and the concept of being an 'upstander'.

### **Awareness and Advocacy Campaigns:**

- Launch awareness campaigns at Olympic venues and online, highlighting the signs of human trafficking.
- Advocate for attendee vigilance and encourage the reporting of suspicious activities.
- Train the hospitality industry on signs to look for and implement training for home host websites for both hosts and renters.

### **Community Engagement and Support:**

- Mobilize community volunteers to assist in awareness efforts and support the initiatives.
- Set up support booths and information centers at Olympic sites for education and assistance.

### **Ongoing Evaluation and Adaptation:**

- Continuously monitor the effectiveness of the initiatives and adapt strategies as needed.
- Conduct a post-Olympics debrief to assess outcomes and plan for future collaborative efforts against trafficking.





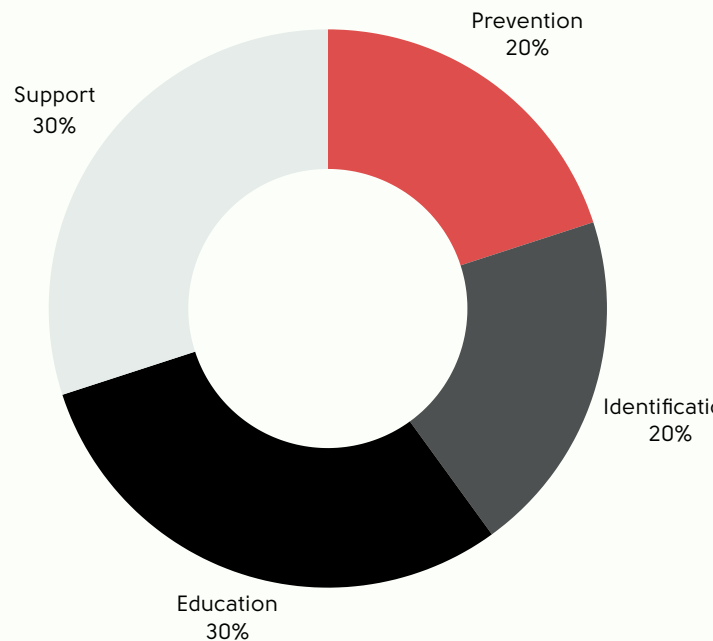
# HOW YOUR SPONSORSHIP SUPPORTS US

## FUND ALLOCATION PRIOR DURING & POST PARIS OLYMPICS MISSION 2024

Our approach is to Identify, Educate, Prevent & Support - ALL our funding is funneled back into supporting, assisting, and empowering survivors.

### Planned Initiatives

- 5 cyber bullying & sextortion sessions
- 5 sports workshops/camps
- 5 AUDACIOUS sessions
- 4 community engagement sessions
- Victim Hotline for 12 weeks
- 200 volunteers trained
- 3 month awareness campaign outreach
- Providing case management services for survivors





## SPONSORSHIP OPPORTUNITIES

### **SILVER : \$15,000 – (2 OPPORTUNITIES)**

#### **Branding and Marketing:**

- Strategic logo placement on select event-related materials and website, linking your brand with the hope and empowerment of survivors.
- Mention in major press releases and media campaigns, showcasing your support at the forefront of our initiatives.
- Social media highlights emphasizing your commitment to the cause.
- Logo placement on volunteer attire.
- Newsletter inclusion x 2 (across the full calendar year).
- Podcast & LinkedIn live inclusion x 2 (across the full calendar year)

#### **Custom Engagement Opportunities:**

- Participation in a community project, enhancing your impact on anti-human trafficking efforts.

#### **Long-term Recognition:**

- Acknowledgement in key publications and reports, spotlighting your crucial role.
- Priority option for future event sponsorships, maintaining a strong partnership and continued support.

### **GOLD : \$25,000 – (1 OPPORTUNITY)**

#### **Branding and Marketing:**

- Prime logo placement on all event-related materials & website, showcasing your leadership in the fight against human trafficking.
- Feature in all press releases & media campaigns, highlighting your premier sponsorship role.
- Prime branding position across event initiatives during the games
- Prime logo placement on volunteer attire
- Dedicated social media posts
- Newsletter inclusion x 3 (across the full calendar year)
- Podcast & LinkedIn Live inclusion x 3

#### **Custom Engagement Opportunities:**

- Option to co-create a specialized workshop or seminar, driving forward the mission against human trafficking.
- Collaboration on a joint community project or initiative, making a tangible impact in the lives of survivors and at-risk populations.

#### **Long-term Recognition:**

- Prominent acknowledgement in annual reports and future publications,
- First right of refusal for sponsorship in future events, ensuring ongoing partnership in our shared mission.





## **IRON : \$8,000 – (4 OPPORTUNITIES)**

### **Branding and Marketing:**

- Logo featured on event website and selected materials, celebrating your commitment to unity in the face of human trafficking.
- Shared social media stories emphasizing community and collaborative effort.
- Newsletter inclusion x 1
- Logo placement on volunteer attire worn throughout the games
- Invitation to participate in community-focused discussions, sharing in the mission of unity.

### **Custom Engagement Opportunities:**

- Chance to be part of a collaborative community project, enhancing the collective impact on our cause.

### **Long-term Recognition:**

- Mention in selected publications and event summaries, highlighting your supportive role.
- Opportunity for early engagement in future sponsorship opportunities, strengthening our united front.

## **BRONZE: \$10,000 – (3 OPPORTUNITIES)**

### **Branding and Marketing:**

- Logo placement on a selection of event materials and a dedicated section of the website, symbolizing your strength and steadfast support.
- Inclusion in selected press releases and media segments, acknowledging your valuable partnership.
- Logo placement on volunteer attire worn throughout the games
- Grouped social media mentions, highlighting your role in bolstering our efforts.
- Newsletter inclusion x 1 (across the full calendar year)
- Podcast & LinkedIn live inclusion x 1
- Invitation to participate in community-focused discussions, sharing in the mission of unity.

### **Long-term Recognition:**

- Recognition in annual and event-specific reports, appreciating your support.
- Consideration for renewal of sponsorship for upcoming events, fostering a lasting relationship.





## **TITANIUM : \$6,000 – (5 OPPORTUNITIES)**

### **Branding and Marketing:**

- Logo on specific outreach materials and website, aligning your brand with resilience against human trafficking.
- Mention in relevant press releases and a selection of media campaigns, underlining your support.
- Social media mentions, recognizing your contribution to resilience.
- Logo placement on volunteer attire worn throughout the games

### **Long-term Recognition:**

- Acknowledgement in community outreach and specific reports, valuing your partnership.
- First look at upcoming event sponsorships, continuing our collaborative journey.

## **TIN: \$3,000 – (8 OPPORTUNITIES)**

### **Branding and Marketing:**

- Mention on the event website and outreach communications, associating your brand with hope and proactive action.
- Inclusion in community-focused press highlights and social media updates, spotlighting your active role.
- Grouped social media stories, sharing your commitment to action and support.
- Logo placement on volunteer attire worn throughout the games

### **Long-term Recognition:**

- Recognition in community updates and specific action reports, acknowledging your essential support.
- Priority consideration for community-based sponsorship opportunities, reinforcing our shared commitment to action.





## **COPPER : \$1,000 – (10 OPPORTUNITIES)**

### **Branding and Marketing:**

- Logo on specific outreach materials and website, aligning your brand with resilience against human trafficking.
- Mention in relevant press releases and a selection of media campaigns, underlining your support.
- Social media mentions, recognizing your contribution to resilience.

### **Long-term Recognition:**

- Acknowledgement in community outreach and specific reports, valuing your partnership.
- First look at upcoming event sponsorships, continuing our collaborative journey.

## **BRASS: \$500 – (15 OPPORTUNITIES)**

### **Branding and Marketing:**

- Mention on the event website and outreach communications, associating your brand with hope and proactive action.
- Inclusion in community-focused press highlights and social media updates, spotlighting your active role.

### **Long-term Recognition:**

- Recognition in community updates and specific action reports, acknowledging your essential support.



# **VOLUNTEER OPPORTUNITIES**

## **FOR CORPORATE ORGANIZATIONS**

- **Corporate Volunteer Teams:** Opportunities for corporate teams to engage in awareness campaigns, logistics support, and fundraising events.
- **Sponsorship and Partnerships:** Options for financial support, in-kind donations, or collaborative events to raise awareness and funds.
- **Employee Engagement Programs:** Encourage employee participation through company-supported volunteer days or matching donation programs.

## **FOR INDIVIDUALS**

- **Event Volunteers:** Roles include event staffing, distribution of educational materials, and assistance in awareness booths.
- **Advocacy and Awareness Ambassadors:** Volunteers to engage with event attendees, share information about human trafficking, and promote Rahab's Daughters' mission.
- **Logistical Support:** Assistance with the coordination of events, volunteer teams, and support activities.

## **IMPACT**

- **Raising Awareness:** Elevating the conversation around human trafficking, reaching an international audience during the Paris Olympics 2024.
- **Supporting Survivors:** Directly contributing to Rahab's Daughters' efforts to provide rescue, rehabilitation, and reintegration services for survivors of trafficking.
- **Community Engagement:** Fostering a sense of global community and shared responsibility in combating human trafficking.

## **HOW TO GET INVOLVED**

- **Contact Information:** Please contact us here- [+1-224-333-0911](tel:+12243330911) or <https://www.rahabsdaughters.org/volunteer/>

# SPONSORSHIP OPPORTUNITIES

Organization/Individual Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email Address: \_\_\_\_\_

Logo for branding (please submit your high resolution logo that is print ready by May 31 2024): \_\_\_\_\_

Phone \_\_\_\_\_

Sponsorship Selection:

- Gold Silver Bronze Iron Titanium Tin

Total Contribution \$ \_\_\_\_\_

Payment Options:

\_\_\_\_ Check enclosed \_\_\_\_ Invoice \_\_\_\_ MasterCard, \_\_\_\_ Visa \_\_\_\_ Discover

Signature \_\_\_\_\_

Date \_\_\_\_\_

Rahab's Daughters is a 501-3 nonprofit, Tax I.D. Number 47-3954009;  
All donations are tax deductible based upon the IRS.



# Want an Ad in our T-shirts?

Please submit logo in high-resolution file that is adjustable.

\_\_\_ \$1500 Logo on every shirt of the participants and Volunteers in our onsite prevention programs

\_\_\_ I am Interested in Sponsorship Opportunities

Payment Options & Mailing Information:

\_\_\_ MasterCard

\_\_\_ Visa

\_\_\_ Discover

\_\_\_ Invoice (prior approval)

\_\_\_ Check enclosed

Name on card \_\_\_\_\_

Card No# \_\_\_\_\_

Exp date

\_\_\_/\_\_\_/\_\_\_\_\_ 3 digit # \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

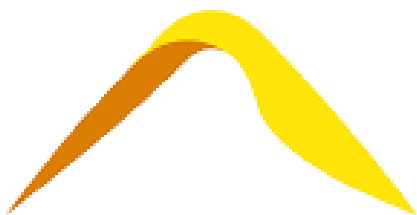
Make cheques payable

to Rahab's Daughters 509 Old Northwest Highway Suite LL1 Barrington, IL 60010-5286 email [samw@rahabsdaughters.org](mailto:samw@rahabsdaughters.org) for Donations in countries outside of the USA we are a registered Charity in Canada and the UK



Rahab's Daughters **Partners**

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**BILL GOSLING**  
OUTSOURCING



**#DONTBEASPECTATOR**

