



2022 IMPACT REPORT

Freedom For All

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**We are a licensed
501(c)3 non-profit
that fights against
human trafficking
in Mexico and
Central America.**

We are committed to prevention, intervention and restoration for women, children, families and communities that are vulnerable to this crime, so they can experience freedom and a new start in life.

Right now, we have 9 projects with national influence in Mexico, and we are part of the Regional Coalition Against Migrant Trafficking in Latin America and the Caribbean.

LETTER FROM OUR FOUNDERS



Dear Friends of El Pozo de Vida,

So much has happened for us in 2022! We want to take this moment to express our heartfelt gratitude for your support and continue to engage with you throughout 2023. We want to share with you some key highlights as the year comes to a close:

Our prevention programs conducted 245 activities, reaching 18,456 individuals with education and awareness content. Invention programs held 40 outreaches, reaching 963 beneficiaries in red-light districts. El Pozo de Vida's restoration programs served 36 young girls in our safe and transition homes. And our campaign to eradicate forced child begging in Mexico reached 7,021,535 people. Another big win for us this year, along with the campaign to eradicate forced child begging, was the law reform we have been working on with the senator who chairs the committee on youth and children. On November 9th, the law reform passed the Senate and now we are awaiting for Congress to vote so the reform can be formalized. Many of you may have heard that during the pandemic we have been searching for anew location for our community center in La Merced. We have great news! This fall we inaugurated our new community center and signed a 5 year lease! In addition to that someone donated to cover the entire 5 years of rent! As our projects have grown, so has our staff. We have grown about 10% throughout this year. And with all of the post-pandemic inflation, we have given out raises across the board to help cover the rise in prices for food, transportation and rent.

As we look forward to 2023, we have a strong sense of increased authority to fight human trafficking in Mexico and the Central American region. Recently, we have been given special access by the federal government into a municipality where most of the human-traffickers originate. Currently, we are developing strategies to help build intrinsic value and worth within the community so that people will make their own choice to stop trafficking people. With that, our focus word for this coming year is "intuit" -to know sense, work or understand by intuition. We believe that sometimes the most logical or strategic solutions are the not the always the most effective. We need the guidance of the Holy Spirit to give us supernatural wisdom and knowledge to be applied against the issue of human trafficking. Beyond your prayers and continual donations, this coming year we are looking to provide more grocery assistance for our 45 member staff, which would cost us approximately \$14,000/year. In addition to that, we are looking to purchase one more vehicle for staff that are working on the field doing trainings, field studies and monitoring for potential trafficking victims in high transit areas. We are so grateful for your belief in our mission and for the time, energy, and resources you have invested in us. Your contributions have allowed us to make significant progress and achieve important milestones, and we could not have done it without you.

We are deeply grateful for your partnership and look forward to continuing to work together in the coming year.

Benny & Janice Yu
Founders

HIGHLIGHTS

2022

“It’s In Your Hands” Campaign: In mid-2022, we launched the “It’s In Your Hands” campaign to raise awareness and motivate society to combat child begging. The goal is to inform people of the risks that minors face, and how child begging affects their development and human rights. In addition, we have been collecting signatures to introduce a citizen’s initiative before the Congress of Mexico City. It proposes modifications to the General Law on the Rights of Girls, Boys and Adolescents, creating public policies to protect vulnerable minors from begging. We reached up to 7,021,535 people and 15% of total signatures required have been collected.



Ukraine : Armed conflicts are often a breeding ground for human trafficking. They result in massive migrations, creating the perfect environment for traffickers to capture and exploit victims.

In response to the conflict that broke out in Ukraine, we undertook the task of generating informative materials to raise awareness among the population about the dangers of human trafficking. These included tips, warning signs, telephone numbers and help websites, and were distributed at Ukrainian border crossings with neighboring countries.

Collaborations

The fight against human trafficking is a collective effort. We have found committed partners that share our vision to combat this crime.



“Voices Crossing Borders” Podcast: “Voces Crossing Borders” is a podcast that aims to share the testimonies of migrants during their journey through Mexico. Mexico is a country of origin, transit, and destination for migrants. Each year, around 500,000 people enter irregularly (outside of established migratory policies). In this podcast, experts on migration issues analyze the testimonies of migrants, exploring the injustices and dangers they face during their arduous journey.

Mexicali: During 2022, our prevention team worked with local leaders in the city of Mexicali, in the state of Northern Baja California. We met with various governmental agencies, social organizations and churches. Among these were the Undersecretary of Public Education of Baja California, the Mexicali police force, the Secretary of Popular Culture, and civilian representatives, including churches and youth ministry leaders.



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SOLUTIONS

Around the world, more than 50 million people are in slavery. This overwhelming number is almost impossible to truly comprehend, but behind each of those 50 million cases lies a unique and different story that needs to be told.

Our projects have the potential to transform these heartbreaking statistics into stories of transformation and purpose.

PREVENTION

Our **prevention** strategy seeks to neutralize human trafficking at its roots, by working with different vulnerable populations, potential victims and even perpetrators.

18,456 people reached

245 distinct prevention activities

61 conferences

7 masculinity discussion groups

Prevention with vulnerable populations

We seek to prevent this crime at the point of origin, by raising awareness about the different forms of violence that can lead to human trafficking. We provide activism workshops in schools, reaching students, parents and teachers, with the aim of reducing the risk of them becoming victims or perpetrators.



Prevention with migrants

Our objective is to offer support for migrants transiting through Mexico, providing them with information on how to avoid human trafficking and prevent child sexual abuse. We visit migrant shelters and soup kitchens to offer workshops to both staff and at-risk populations.



Prevention with men

We focus on promoting workshops on machismo and masculinity in order to combat gender violence and reduce the demand for prostitution, two elements that we consider vital in the fight against human trafficking.



INTERVENTION

Our **intervention** strategy focuses on areas in Mexico City with a high incidence of prostitution. We seek to develop a rapport with women in these red light districts, by building relationships based on trust, and offering a support network to leave exploitative situations on their own terms.

- Reached **963** people involved in prostitution
- 40** activities in the field
- 12** activities in the field
- 28** visits to red-light districts
- 12** beneficiaries in the community center
- 2** women successfully left exploitative situations by starting their own businesses

Community Center

Our community center is in the heart of La Merced, the largest red light district in Latin America. It provides a safe place of respite for women involved in prostitution who are at high risk of becoming, or have been, victims of human trafficking. We offer a community dining service, workshops, therapy, spiritual accompaniment, and educational services to improve their quality of life, while providing them the tools to get out of exploitative circumstances.



Intervention Activities in Red Light Districts

We throw a party on the streets of Mexico City's red light districts, inviting everyone (prostitutes, pimps and clients), with the aim of interrupting the commercial sex trade for one night. We seek to transform the environment through an atmosphere of love and hope, building relationships of trust with the women, and providing support and follow-up for the needs of each of our attendees.



RESTORATION

In the area of **restoration**, we understand that the effects of human trafficking are profound, spanning so many aspects of women's lives. That's why we have different avenues of support where they can find a safe space for healing and personal revelation, giving them the opportunity to rediscover themselves and reach their potential.

36 girls, adolescents or women in the restoration process

22 minors living in the Safehouse

6 teens on their way to independence at the Transition House

3 teenagers preparing for college

8 women working at Nunayú



The Safehouse

The girls and adolescents under our care are all minors and victims of human trafficking. They receive 24/7 care including on-site education, medical and psychological treatment, legal advice, and life-skills training.

The Transition House

Employing a halfway house model for girls and adolescents over the age of 18 who have moved on from the Safehouse, the Transition House is the next step in their process of societal reintegration. Here, we provide the necessary support and accompaniment so that they can achieve their goals and see their dreams realized. Through education and tools for personal development, we promote independence and autonomy.



Nunayú

Our social entrepreneurship initiative that aims to employ female survivors of human trafficking. Nunayú is dedicated to the design and production of jewelry in order to offer a fair and competitive employment alternative. Psychological care, social services and workshops help enrich their skills.



FINANCES

Total expenses:

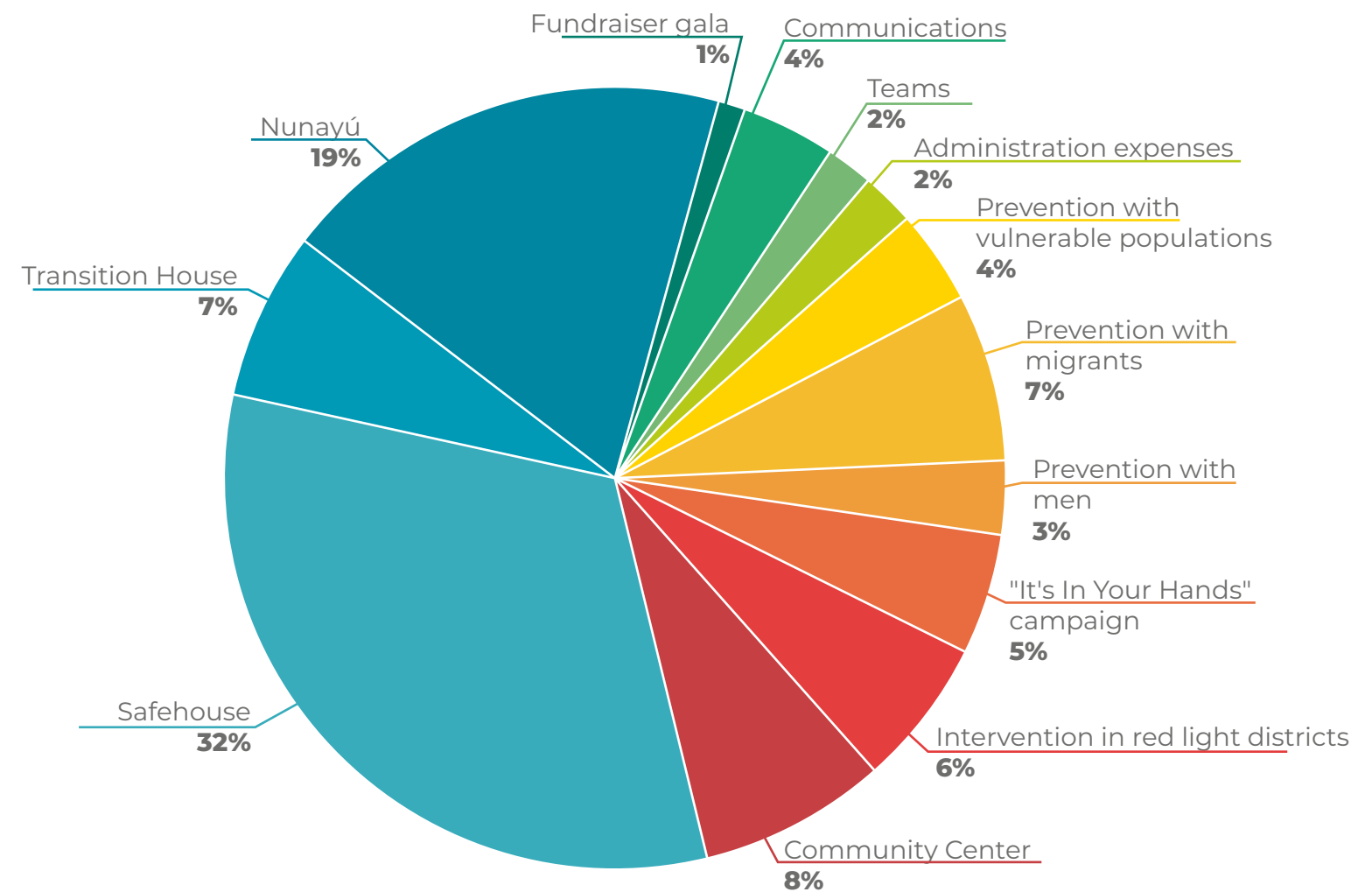
\$704,041.08 USD

● Prevention with vulnerable populations	\$31,126.30
● Prevention with migrants	\$46,364.80
● Prevention with men	\$24,191.92
● "It's In Your Hands" Campaign	\$585,594.13
● Intervention in red light districts	\$33,276.74
● Community Center	\$54,300.53
● Safehouse	\$224,635.14
● Transition House	\$50,085.46
● Nunayú	\$131,198.85
● Fundraising (gala & concerts)	\$10,404.32
● Communications	\$26,015.46
● Teams	\$16,218.32
● Administration expenses	\$10,766.01

Cost per beneficiary

- Prevention with vulnerable populations \$3.04 per beneficiary
- Prevention with migrants \$11.12 per beneficiary
- Prevention with men \$18.01 per beneficiary
- "It's In Your Hands" campaign \$0.0045 per person
- Intervention in red light districts \$164.11 per beneficiary
- Community Center \$37.09 monthly per beneficiary
- Safehouse \$850.89 monthly per beneficiary
- Transition House \$695.63 monthly per beneficiary
- Nunayú \$1,366.65 monthly per beneficiary

Budget distribution per project



We are deeply grateful for each and every supporter; those who have donated their time, money, resources, and prayers, all of which allow us to keep striving and expanding. We couldn't have made it this far without you.

We especially want to acknowledge all the individuals and organizations that have joined with us in this fight for freedom.

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- Tricia Jersak
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- Willis Shu
- Yen Ling Shek
- Yuwen Chang





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