

2025 IMPACT REPORT



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WE FIGHT AGAINST HUMAN TRAFFICKING IN MÉXICO & CENTRAL AMERICA

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

We currently have nine projects with influence at the national level in Mexico, and we are part of the Regional Coalition against Human Trafficking and Migrant Smuggling in Latin America and the Caribbean.



LETTER FROM OUR FOUNDERS

Hello friends and family of Pozo de Vida!

2025 was a memorable year for us at Pozo de Vida! We officially celebrated our 15th anniversary, reached 21,267 beneficiaries through our programs, and are planning to reach many more next year. There were so many highlights this year that I encourage you to follow us on our social media channels to stay up-to-date with all the news and updates.

I wanted to thank you from the bottom of my heart for making 2025 such a successful year.

We appreciate your generosity, your prayers, and your visits. We encourage you to share your support with us with your friends, family, and colleagues.

Throughout this year, we will be offering some tangible ways to do so, so stay tuned.

Here are some important things to keep in mind for 2026:

1. Promoting the FIFA World Cup in Mexico
2. Developing a virtual museum against human trafficking
3. Further developing innovative solutions to combat human trafficking and research/data science

If you would like more information about these initiatives, please let us know! We need everyone's participation to make these dreams a reality.

Finally, we pray for and wish your families a blessed 2026.

We know that your involvement in working for justice increases your capacity to love, give, and serve.

Benny and Janice Yu
Founders

2025 HIGHLIGHTS

33% of the beneficiaries in the restoration area **completed a level of education** (primary, secondary, or high school) during 2025.

75% of the residents from our Safe House reported a greater sense of freedom in terms of health, economic stability, and emotional well-being.

92% of our Safe House beneficiaries evaluated showed **improvements in their mental age** after the specialized cognitive strengthening intervention, with average progress of 2.4 years (range 0.4–5 years).

The Cognitive Strengthening Pilot Program for Girls and Adolescents Victims of Human Trafficking was developed and launched, an innovative program in collaboration with the United Nations Office on Drugs and Crime (UNODC) and the United Nations Voluntary Trust Fund for Victims of Trafficking (UNVTF).

We held the **Second Edition of the “Creciendo Libres”** Prevention Fair, within the framework of World Day against Trafficking in Persons, bringing together more than 180 attendees for workshops, conferences and interactive activities for the whole family, raising awareness about this crime and providing tools for its prevention.

COLABORATIONS

The fight against human trafficking is a collective effort. During the past year, we've partnered with a variety of public and private entities that share our vision, collaborating to combat this crime.

ADO Central del Norte · ADO Eduardo Molina · ADO Pantitlán · ADO Vallejo · Albergue Casa Mambré · Albergue Casa Peñas · Albergue Constitución · Albergue Hospitalidad y Solidaridad, Tapachula · Albergue Plaza de la Belleza · Alcaldía Cuahutemoc · Alfonso Sierra Partida · Amazon México · Apenas AAP · APICAM · Biblioteca Bunko · Biblioteca Pública Amado Nervo · Botani · Campamento Central Vallejo · Campamento Metro Candelaria · Campamento Plaza de la Soledad · CANACAR · CANAPAT · Casa Cuna DIF · Casa Hogar Las Mercedes · J.A.P. · Casa INDI, Monterrey · Casa Refugiados CEAHPAZ · Casa Refugio Citlaltépetl · Casa Xochiquetzal · CECATI · CECATI #3 · CEDIC Santa Ursula Xitla · Centro PRODH · COESPO · Colegio Algarí · Colegio Bridge-Way · Colegio Salesiano · Comedor Comunitario TLALPAN · Conalep Tláhuac · Consejo Ciudadano · Círculo de Arte Feminista · DIF Coyoacán · Dirección del Registro del Estado Civil · Escuela Nacional de Trabajo Social UNAM · Escuela Primaria Río Pánuco · Escuela Primaria Vidal Alcocer · Escuela Secundaria Tenancingo Jaime Torres Bodet · ESXFE · Facultad de Arquitectura, UNAM · Facultad de Derecho, UNAM · Facultad de Odontología, UNAM · FGECAM · Fundación ADO · Fundación Freedom · Fundación Vista Hermosa · Grupo Gaby · Hospital de Especialidades · Hospital Dr. Manuel Campos · Hospital Gral Zona 1 IMSS · Hospital Patricio Trueba ISSSTE · Hospital Patricio Trueba ISSSTE · Hospital Vossan · Iglesia Encuentro · Iglesia Vereda · Iglesia “El Divino Salvador” · IMPI · Instituto Campechano · José María Luis Mora · Kingdom City · La Cana · Miguel Ramírez Castañeda · Municipio de Guadalupe Victoria, Puebla · Museo del Estanquillo · Museo Memoria y Tolerancia · Plural T.V. · Poder Judicial de la Federación · Primaria Ateneo de la Juventud · Primaria Club de Leones de la Villa Núm. 2 · Primaria Club de Leones de la Villa Núm. 4 · Primaria Cristóbal Colón · Primaria Daniel Ramírez Pérez · Primaria Efraina Rocha Martínez · Primaria Estado de Colima · Primaria Estado de Querétaro · Primaria Fray Bartolomé de las Casas · Primaria José Azueta · Primaria Lic. Álvaro Gálvez y Fuentes · Primaria Luis G. Ramírez Valadez · Primaria Miguel Ramírez · Primaria Moisés Sáenz · Primaria Niño Artillero · Primaria Pípila Verde · Primaria Ramos Arizpe · Primaria República de Costa de Marfil · Primaria República de la India · Primaria Saúl Venancio Anchondo · Primaria Vicente Riva Palacio · Primaria Vidal Alcocer – Ignacio Rodríguez · Proyecto ZNRED, Tijuana · Reina Madre · SANNAFARM · Secundaria 105 · Secundaria Técnica 96 · Secundaria Técnica 105 · SEMAIG · SICT · Tapachula Migrantes EMBAJADA · Tapachula Migrantes NNA · Tapachula Organizaciones · Tec. de Estudios Superiores de Ecatepec · Tecnológico de Ecatepec TESE · Terminal de Autobuses del Norte · Thomson Reuters · UACAM · UNICACH · Unidad de Igualdad Sustantiva SPSC · Universidad de la Salud de la CDMX · Universidad · Hermilo Zavalza del Valle · Universidad Mexiquense Bicentenario, Unidad Cuautitlán · Voluntariado México

OUR REACH



- ★ **Prevention**
- ★ **Intervention**
- ★ **Restoration**

OUR SOLUTIONS

Around the world, more than 50 million people are in slavery. This figure is difficult to even take in, but there's a different and unique story hiding behind each of those 50 million cases. Our projects have the potential to transform these heartbreaking statistics into stories of transformation and purpose through 3 areas: prevention, intervention and restoration.

prevention

We seek to combat human trafficking at its origins, working with different vulnerable populations, potential victims and perpetrators, and key actors in the decision making process in the fight against this crime.

Total beneficiaries reached 21,044

intervention

We focus on areas of Mexico City with a high incidence of prostitution. We seek a rapprochement with the women who are in this situation, with the intention of creating bonds of trust, offering them a support network to help them get out of exploitative situations.

Total beneficiaries reached 257

restoration

We understand that the effects of human trafficking are profound, encompassing different areas of women's lives. That's why we have different support projects where they can find a safe space for healing and self-discovery, giving them the opportunity to find themselves and reach their potential.

Total beneficiaries reached 119

PREVENTION WITH VULNERABLE COMMUNITIES



We fight human trafficking at its source, working with vulnerable populations to prevent it. We seek to raise awareness about the different forms of violence that can lead to this crime, and offer workshops in schools throughout Mexico. Aimed at students, parents and teachers, the objective is to reduce the risk of them becoming victims or victimizers. We also train government officials and personnel from private companies, who have the influence and authority to make decisions to promote the fight against this crime.

Between 80 and 85% of workshop participants reported an increase in their knowledge about:

- Human trafficking
- Child sexual abuse
- Digital violence prevention

They also stated that they have more tools to protect themselves.

12,739 beneficiaries reached in 2025

The objective of this project is to provide support to migrants transiting through Mexico, along with information on how to prevent human trafficking and child sexual abuse. We visit shelters, camps, migrant houses and other spaces where these populations are concentrated, offering workshops and information aimed at both migrants and the staff working in these locations. Our goal is for our beneficiaries to recognize the risk signs associated with human trafficking, and to take appropriate preventive measures.

- Prevention activities were carried out in shelters in Mexico City, Tapachula, Monterrey, and Tijuana.
- 9 shelters and 3 camps were visited during the year, with over 100 direct outreach sessions with the migrant population.

2,200 beneficiaries reached in 2025

PREVENTION WITH MIGRANT POPULATIONS



PREVENTION WITH CHILDREN



We focus on protecting the population of children most vulnerable to becoming victims of human trafficking. We seek to empower children to recognize and protect their rights, strengthen their self-protection tools, and identify support networks. We carry out strategic visits to vulnerable communities, offering discussions and playful workshops in primary schools, with events aimed specifically at raising awareness among children.

- 7 out of 10 children participating in our activities know who to turn to if they are in danger while on the street.
- 57.3% of participants in primary school workshops reported feeling more capable of protecting themselves.
- 100% of direct participants recognize at least one safe space near their workplace.

1,423 beneficiaries reached in 2025

We are dedicated to promoting workshops on machismo and masculinities in order to combat gender violence and discourage the demand for prostitution- essential aspects in the fight against human trafficking. In addition, we carry out activities in red light districts where there is a high demand for prostitution, interacting with men who are consumers. We seek to demystify some deep-rooted beliefs about prostitution, and how certain attitudes, including toxic masculinity, perpetuate this practice.

- 2,277 men reached
- For the first time, we directly assisted 283 children.
- 44.4% of the participants in the workshops reported some change in their sexual practices.

4,682 beneficiaries reached in 2025

PREVENTION WITH MEN



In the heart of La Merced, the largest red light district in Latin America, lies our **community center**- a safe and relaxing place for women in situations of prostitution who have been, or are at high risk of being, victims of human trafficking. We offer free lunches, workshops, therapy, spiritual accompaniment and educational tutoring. The goal is to improve their quality of life and provide them with resources to get out of exploitative situations.

- 1,153 meals served
- 25 mentorships
- 85% of our beneficiaries have an increased knowledge and exercise of their rights

110 **beneficiaries**
reached in 2025

COMMUNITY CENTER



INTERVENTION IN RED-LIGHT DISTRICTS



In the streets of the **red light districts** of Mexico City, we organize activities for women in situations of prostitution, with the purpose of interrupting, even for just one night, the industry of buying and selling sex. We seek to transform the environment through an atmosphere of love and hope, building relationships of trust with those women, as well as providing support and follow-up to the needs of each of our attendees.

- 62 visits to the different red light districts in CDMX
- Three social support programs were carried out, two of which are in the process of entrepreneurship to leave the red light district

147 **beneficiaries**
reached in 2025

SAFE HOUSE



Our **Safe House** serves minors who have been victims of human trafficking. The girls and adolescents under our care receive education, psychological counseling, medical care, legal advice, and diverse training to acquire tools and skills useful for their future.

- 9 beneficiaries in high school and 9 in middle school
- 92% with a healthy diagnosis (general medicine, gynecological and nutritional).

25 beneficiaries reached in 2025

The **Transition House** has a model of temporary housing for adolescents and young women who have left the Safe House, turned 18, and need to continue with their process of societal reintegration. Here, we provide the necessary support and accompaniment so that they can achieve their goals and dreams, fostering independence through education and tools for personal development..

- 1 beneficiary with a stable job
- 4 beneficiaries obtaining their middle and high school diplomas
- 1 beneficiary attending university

7 beneficiaries reached in 2025

TRANSITION HOUSE



Nunayú is a social entrepreneurship initiative that aims to employ female survivors of human trafficking. It is dedicated to the design and manufacture of jewelry, with the purpose of offering a fair and competitive employment alternative, while also providing psychological care, social services and workshops to enrich their skills.

- 87% more women participated in workshops

80 women reached through workshops

7 survivors employed

NUNAYÚ



FINANCES

In 2025, our total expenditures were

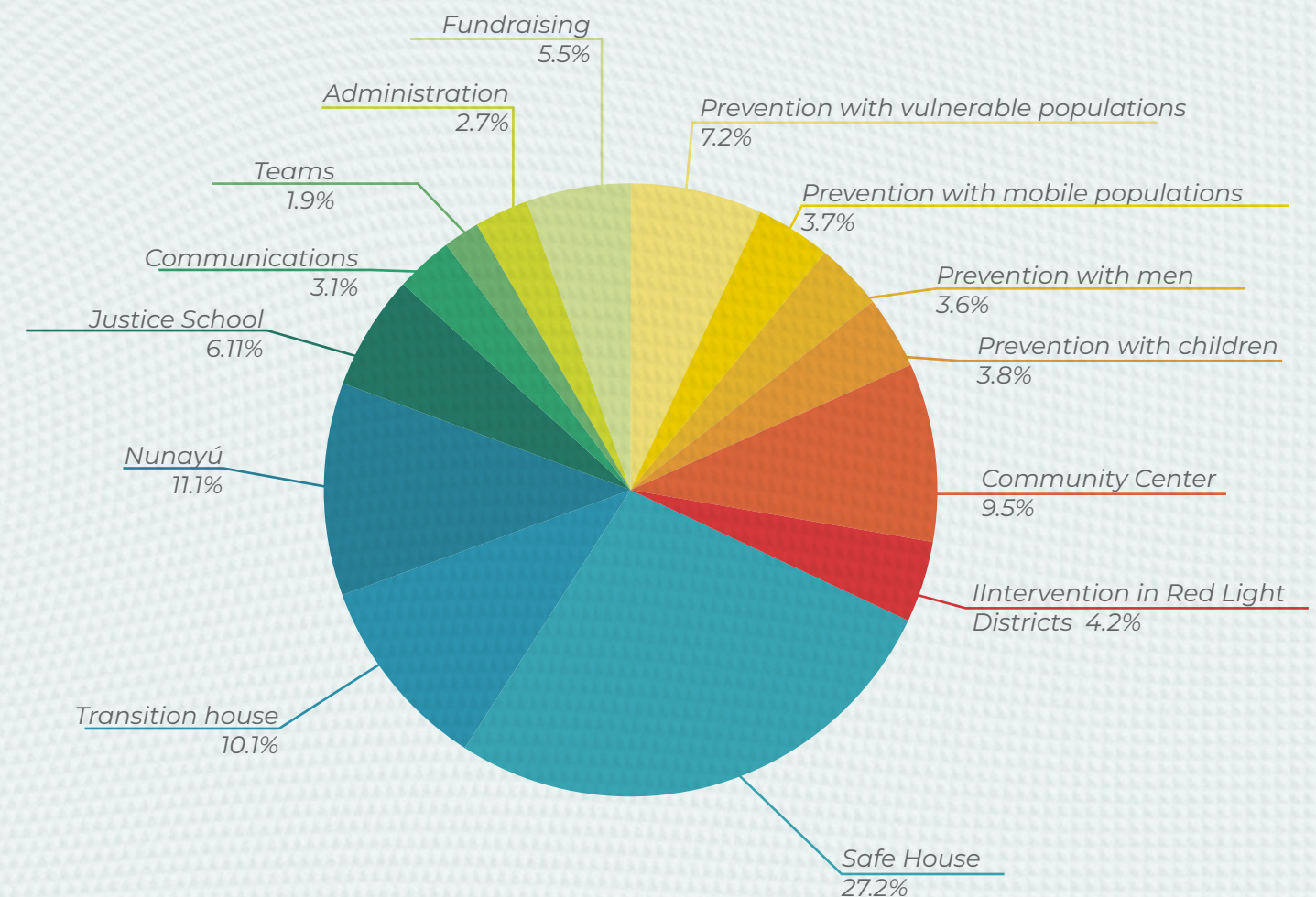
\$1,106,873 USD

Prevencción con comunidades vulnerables	\$80,294
Prevencción con población en movilidad	\$40,950
Prevencción con hombres	\$40,106
Prevencción con infancias	\$42,671
Centro Comunitario	\$106,017
Intervención en Zonas Rojas	\$47,345
Casa Refugio	\$302,779
Casa Transitoria	\$112,382
Nunayú	\$123,197
Escuela de Justicia 5.26	\$68,240
Comunicaciones	\$34,895
Gastos de administración	\$25,409
Equipos	\$21,359
Recaudación de Fondos	\$61,231

COST PER BENEFICIARY

Prevention with vulnerable populations	\$6.3 (one-time cost per beneficiary)
Prevention with mobile populations	\$18.61 (one-time cost per beneficiary)
Prevention with men	\$8.56 (one-time cost per beneficiary)
Prevention with children	\$28.98 (one-time cost per beneficiary)
Community Center	\$963.79 (monthly cost per beneficiary)
Intervention in Red Light Districts	\$322 (monthly cost per beneficiary)
Safe House	\$12,111.16 (annual cost per beneficiary)
Transition house	\$16,054.57 (annual cost per beneficiary)
Nunayú	\$1,539.96 (annual cost per beneficiary)

DISTRIBUTION BY PROJECT



THANK YOU!

We are profoundly grateful for each and every one of you who has supported us by donating your time, money, resources, and prayers, allowing us to keep operating and expanding.

We want to give a special mention to all the people and organizations that have joined us in this fight for freedom.

Grace and Mercy Foundation · Marlew, LTD. · Cornerstone Trust · Cornerstone Church · Institute For Survivor Care · Centerpoint Church · AirBnb · Sage Hills Church · Kristopher Walsh · National Christian Foundation · Bernadette Cole · Daniel Chao · Crossway Church of Orange County · Evangelical Covenant Church · Joseph Tse Foundation · Kenjohn and Jacqueline Wang Foundation · Newsong Church Santa Ana · Orphaned Starfish Foundation · Elsie Feng · Arlene Chen

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