

2024 IMPACT REPORT

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We fight against human tra in Mexico and Central Ameri

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.

trafficking



As we reflect on this eventful year, we're feeling a consolidated clarity about where we are headed in the near future. Last year, our projects did an overwhelming job in reaching tens of thousands of beneficiaries to address human trafficking in Mexico and beyond. The direct services we provide are a fundamental part of our face-to-face engagement with the problem.

We are able to fine-tune our response based on the actual experiences of our beneficiaries. Recently we've recognized a great need to improve our approach even more, including solutions that help change the landscape of exploitation by cultivating justice. We've seen this through growth in the training we provide to the public and private sector in various industries. Of particular note is our work in the distribution, logistics and transportation industries. We believe that in the coming years, our work in these fields will increase, so that we can create the conditions for lasting change.

Likewise, we always share with our staff and supporters our one-word vision for the year, and for 2025, the word is "cultivate". As I mentioned earlier, El Pozo de Vida has been prepared to cultivate and create the conditions for lasting change. This means that we engage with ecosystems that can establish justice, where people are equipped to detect and report human trafficking, industries ensure their supply chains are free of forced child labor, and public policy is driven by relevant data science. Cultivate also applies to our staff and volunteers, because we know how important it is to maintain a healthy team culture.

We are looking forward to what lies ahead in 2025. This year, we will celebrate our 15th anniversary, a truly historic moment for us as an organization. We thank God for the faithfulness and the fruit that has sustained our labor of love. We want to encourage you to stay tuned for all the festivities and ways you can participate as we celebrate together.

Benny and Janice Yu

2024 HIGHLIGHTS

Launched a new course on **PrevenirLaTrata.com** about digital violence and how we can take care of ourselves, aimed specifically at parents. Education is crucial to prevent harassment, grooming and other forms of online violence.

For World Day Against Trafficking in Persons, we held our first ever **Prevention Fair, entitled "Growing Free".** Gathering more than 270 attendees for workshops, conferences and interactive activities targeting the whole family, this fair raised awareness about human trafficking and provided tools for its prevention.

Nunayú taught **jewelry courses** at both a women's penitentiary and at our Community Center in La Merced, where 43 women in vulnerable situations took part in training. Through this initiative, we provided tools for their economic empowerment and personal development, offering new opportunities to rebuild their lives with dignity and autonomy.

For the third consecutive year, we released new episodes of the podcast **"Voices Across Borders"**, in which we share real testimonies of migrants, making visible the injustices and difficulties they face on their journey.

COLABORACIONES

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 - Casa Peñas Shelter - Constitución Shelter - Plaza de la Belleza Shelter - Solidarity And Hospitality Shelter (Tapachula, Chiapas) - Ines María Gasca Infant Shelter - Child Helper IAP - Amado Nervo Library - Bunko Children's Library, Roma Condesa - Central del Norte migrant camp - Colonia Vallejo migrant camp - Plaza Giordano Bruno migrant camp - Citlaltepetl Safe House - Casa Tochán - CECYT 20 (Chiapas) - CEDART Diego Rivera - Ampliación Community Center - Campo Xóchitl Community Center - Capulin Community Center - Cri-Cri Community Center - Mayan Culture Community Center - Padierna Community Center - Verano Community Center - Hocaba Community Center - Hopelchen Community Center - La Fama Community Center - Lomas Hidalgo Community Center - Luis Donaldo Colosio Community Center - Maní Community Center - Mesa Los Hornos Community Center - Morelos Park Community Center - Parres Community Center - Santa Úrsula Community Center - Tepeximilpa Community Center - Topilejo Community Center - Xitle Community Center -Centro Escolar del Lago - Centro Pro HyF - CERESO Nezahualcóyotl Bordo de Xochiaca Social Readaptation Penitentiary - High School 58 (Chiapas) - Algari High School - Lancaster High School - Xóchitl Soup Kitchen -Sant'Egidio, Mexico Community - Chiapas Indigenous Community - Otomí Community - CONALEP High School (Chiapas) - Fray Eusebio Francisco Kino Middle School - Miguel Ramírez Middle School - Moisés Sáenz Middle School - Larrainzar Normal Middle School (Chiapas) - Alfonso Sierra Partida Elementary School · Daniel Ramírez Pérez Elementary School · Querétaro Elementary School · Artículo 115 Middle School (Chiapas) · HyS en Centro Prodet · Community of Faith Church · HF Church · Nazareth Church · Newsong Church · Campillo Kindergarten · YWAM · Logrando Más, Luis Molina · Misión Oaxaca · Orden de Malta · Orphan's Promise · State of Campeche Judiciary · Alberto Truenas Urbina Preschool · High School No. 1 (Chiapas) - High School No. 2 (Chiapas) - Cristobal Colón Elementary School - Efrén Nuñez Mata Elementary School - Florencio M. Del Castillo Elementary School -José Azueta Elementary School - Pipila Elementary School - Profesor Sóstenes Elementary School - Saúl Venancio Anchondo Lozoya Elementary School - Republic of India - J. Luis Mora High School - Miguel Utrilla (Chiapas) High School - No. 105 High School - No. 125 High School - No. 26 High School (Chiapas) - Francisco I. Madero Middle School No. 26 - Middle School No. 261 - Middle School No. 289 Cuajimalpa - Middle School No. 29 - Middle School No. 331 - Middle School No. 80 (Chiapas) - Yuri Gagarín Middle School No. 173 - Teleschool Octavio Paz - Marista University - Utopía Meyehualco

CDMX





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: 18,163

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: 907

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: 36

PREVENTION

with unlnerable 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, 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.

261 prevention workshops in 80 different institutions Training sessions with employees of the State of Campeche Judiciary Department

12,428 beneficiaries reached

WI

measures.

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

2024 saw a 106% increase in informative workshops compared to 2023 Sex abuse prevention activities resumed with child

2,651 beneficiaries reached

with child

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.

65% more children reached than prior year
 Collaboration with 2 female activists from indigenous communities

592 beneficiaries reached

with men

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.

¿QUÉ VIOLENCIAS?

OCIGNES

y psieniocies

Launched a permanent men's reflection group
50% more connections with individual men for the creation of new reflection groups

13

2,492 beneficiaries reached

ERVENTION

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 therapy, lunches, workshops, 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.

- 50 women participated in courses an workshops
- 45 close relationships forged with women in situations of prostitution
- More than 1000 meals prepared

peneficiaries

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 ne night, the industry of buying and selling for ius seek to transform the environment through 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

intervention in red-light districts

51 personalized follow-up visits in red light districts 172 women in situations of prostitution received follow-up and direct support

855 beneficiaries reached

16 *

RESTORATION

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.

- 7 admissions from the specialized prosecutors' offices of Texcoco, Cuautitlán, Toluca, and DIF (Department of Integral Family Development) San Luis Potosí and State of Mexico 16 academic exams for elementary, middle, and high
- school accreditation
- beneficiaries served

transition

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 started college
- 1 beneficiary has a permanent and stable job 75% of beneficiaries have completed high school in the
- last 2 years

skills.

beneficiaries served

huhayú

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

 Launch of Mirarnos Collection Increased annual sales by 12% compared to previous vear

One employee obtained her primary education certificate and took the corresponding exams to complete her secondary education

beneficiaries servec

FINANCES

COST PER BENEFICIARY

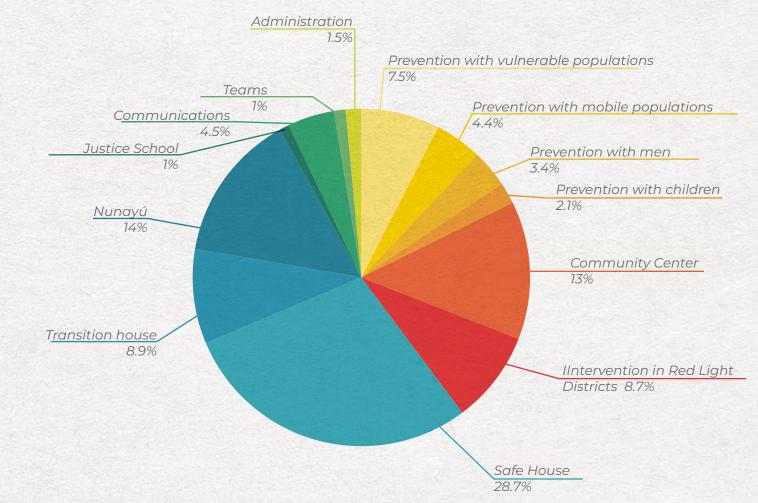
Prevention with vulnerable populations \$5.81 (cost to serve one beneficiary) **Prevention with mobile populations** \$16.09 (cost to serve one beneficiary) **Prevention with men** \$13.30 (cost to serve one beneficiary) **Prevention with children** \$34.37 (cost to serve one beneficiary) **Community Center** \$352.59 (monthly cost per beneficiary) **Intervention in Red Light Districts** \$99.02 (monthly cost per beneficiary) Safe House \$12,081.77 (annual cost per beneficiary) Transition house \$21,582.63 (annual cost per beneficiary) Nunayú \$5,923.10 (annual cost per beneficiary)

In 2024, our total expenditures were:

\$969,679.71

Prevention with vulnerable populations	\$72,261.63
Prevention with mobile populations	\$42,634.49
Prevention with men	\$33,139.24
Prevention with children	\$20,337.94
Community Center	\$126,291.91
Intervention in Red Light Districts	\$84,698.15
Safe House	\$278,005.89
Transition house	\$86,248.94
Nunayú	\$136,171.44
Justice School	\$8,949.94
Communications	\$43,182.51
Administration	\$14,038.19
Teams	\$9,270.44

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.

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Grace and Mercy Foundation · Elizabeth Myong Chon · Vista Hermosa Foundation · Cornerstone Church · Centerpoint Church · EverFree · Joseph Tse Foundation · Orphaned Starfish Foundation · Sage Hills Church · Daniel Chao · Evangelical Covenant Church · Christ Central Presbyterian Church · Thompson Reuters · Arlene Chen · Glenn Sonny Lemasters, Jr. Gemini Trust Co. · Marlew, LTD. · Alkare Foundation · Ruth Kwak · Stephen Lau · Kristopher Walsh · Sue Chen · Tricia Jersak · Harvest Vineyard Church · David Warren · Ron Alford · Elsie Feng · Paul Kim · Newsong Church · Daniel Huang · SG Foundation · Newsong Los Angeles Covenant Church · National Christian Foundation · White & Ivory Fine Jewelry · Zhi-Shing Hsu · Grace Lee · Sharon Joo and Bobby Tsai · Jamie Gauss · Rosa Rivera Flores · Taryn McElvany · Hong Kim · Katherine Irao · Ken Klein · Miranda Eads · Christine Ju Susie Jang · Keechan Suong · Helen Kaminski · Mercedes Mafara · Darlene Anderson · Daniel Kim · Marcy Su · Anna Keeny · Karen Walt · Joshua Cheng · Yan-Shek Hoh

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