

# Annual Report

2017/2018



Empowering girls and  
women escaping  
human trafficking with  
HOPE, DIGNITY &  
FREEDOM



# INTERNATIONAL SANCTUARY ANNUAL REPORT 2017/2018

Since 2007, International Sanctuary has been empowering girls and women escaping human trafficking. The social enterprise, PURPOSE Jewelry, generates funds which provides economic freedom, while the social program simultaneously provides a safe, loving workplace community.

“Here I know that I am valued and respected.”

- Survivor of  
Human Trafficking,  
India Sanctuary



## 2017/2018



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# OUR MISSION

International Sanctuary empowers girls and women escaping human trafficking to embrace their true identity and worth.

As an organization, International Sanctuary strives to demonstrate the following behaviors:

## HEART TO SERVE

We demonstrate our genuine care for one another by affirming each other, celebrating together, and putting other's needs ahead of our own.

## HANDCRAFT BEAUTIFUL CREATIONS

We empower girls and women escaping human trafficking by helping them see themselves as God sees them – worthy, dignified, beautiful, and strong – by creating loving, trauma-informed workplace communities full of peace, joy, hope, fun, respect, and dignity.

## PASSION WITH PERSPECTIVE

Moved by compassion and a passion for justice, we genuinely believe that our contributions are significant in the fight against human trafficking. We are able to be discerning and optimistic by keeping a long-term perspective and measuring successes along the way.

VALUES

Dear Friends of International Sanctuary,

One of the most challenging of our three core values at International Sanctuary is “passion with perspective.” We are committed to our mission by empowering women escaping human trafficking to embrace their true identity and worth. But passion isn’t enough. In the words of C.S. Lewis, “The heart never takes the place of the head; but it can, and should, obey it.”

It is with our heart that we decided, over ten years ago, to enter the fight against human trafficking. However, it is with our head that we decided not to offer job training but to offer jobs. We understood then as we do now that employment is the means - not the end - to true freedom. By providing employment, we create a reason for women to come together everyday – all day. It is within the context of our safe and loving workplace community that the real healing is accomplished.

It is with our heart that we invest in the lives of our participants. However, it is with our head that we realized that financial independence for our participants equates to financial sustainability for the organization. We are able to fundraise for growth and not operations because the product made in our sanctuaries is designed, branded, and marketed to appeal to a broad base of fashion-forward customers who, increasingly, care not only about the product but the manner in which it was made. Our 5-year compounded sales growth of 36% reflects the power behind the beauty of our product and the incredible women who handcraft it.

It is with our heart that we allow our participants to be employed with us for as long as it takes for healing to occur. However, it is with our head that we operate like a business, with marketplace standards of pay and standards of performance, so that our participants will be able to leave and thrive in other workplace settings. We don’t give handouts, but provide emergency loans and teach financial planning to foster empowerment, not dependence.

It is with our heart that we strive to expand our impact as quickly as possible. However, it is with our head that we have paced our expansion to confirm the replicability of our model and to strengthen our organizational capabilities. Behind the scenes of our two new sanctuaries in Kampala, Uganda and Tijuana, Mexico, is an organization that is stronger than ever before due to enhancements in leadership, measurement and evaluation, supply chain and financial management.

“Passion with perspective” helps us celebrate the daily victories that, over time, add up to restored lives. During the last decade, we have seen the generational impact of our program as it is reflected in the families and children of the hundreds of women we have helped escape human trafficking. Furthermore, we see our customers wearing freedom and sharing the purpose behind their purchase, raising awareness and protecting others from being victimized.

Thank you for partnering with us! We are confident that in reading this report, you will see your reflection in our impact and will be inspired to continue the fight as well as gather those around you to do the same. There are millions of women who need help escaping human trafficking, but we refuse to let the magnitude of the challenge dampen our passion and perspective. With each day, our focus will remain - one woman, one piece of jewelry, and one supporter at a time.

  
**SUSAN CRAMM**

Board Treasurer & Chief Operating Officer



# THE SOCIAL PROGRAM

## INCOME

66 jobs provided to survivors of human trafficking  
9,601 hours of professional training provided  
98% of survivors have personal bank accounts

When survivors enter the work environment they are treated with dignity and respect. Healing immediately begins to occur as they develop safe, trusted relationships. They receive regular paychecks, open a personal bank account, and are taught to save for their future.



## EDUCATION

3,794 hours of education provided through the Academy and individual tutoring  
240 hours provided by eTutions  
85% of survivors are literate in their native language

Girls and women, regardless of age or ability, are provided access to education. Subjects include reading, math, computers, English, life skills, and personal finance.

eTutions, an online tutoring program allows our U.S. based volunteers to tutor our Mumbai participants once a week for an hour.



## HEALTH

Assessments showed 88% of survivors have an average or above self esteem

1,299 hours of case management provided

1,680 hours personal skills group sessions provided

181 hours of specialized workshops provided

International Sanctuary provides quality ongoing healthcare for girls and women, as well as mental health care, counseling, life training skills, and one-on-one mentoring.



## COMMUNITY

24 survivors are in leadership roles

94% of survivors are highly engaged in the Sanctuary community

89% of participants agree the mission of the organization makes them feel they are important

At International Sanctuary our workplace is our community and engagement in the community is crucial to achieving our mission. Each Sanctuary provides a trauma-informed community where participants can begin to foster relationships, build trust, and safely grow.



# STORIES OF FREEDOM

"I did not understand anything that was happening around me in the world but within a month's time, I learned a lot about work and was a fast learner. Today, I make all kinds of jewelry and travel all over the city on my own. **I have reached a place where my life choices have become better, and I have grown to now manage a team!** When I started working here I never interacted with people but that's all in the past. Now I have lots of friends. International Sanctuary has always helped me financially and for my health and education. I'm so confident now. I was even able to buy my own house!"

- \*Kira Mumbai, India Sanctuary

## JOYCE IS ON A PATH TO LEADERSHIP

"From day one, we knew there was something special about Joyce\*. She showed up early and always stayed late to help sweep or clean up. Whenever she struggled with a new skill, she'd request to be assigned that task the next day so she could perfect it and teach others. Joyce quickly got promoted, taking on the task of teaching new participants how to solder. Joyce is on the path to a permanent staff role as jewelry teacher. She truly loves her job and is looking forward to steady employment, providing a quality education for her daughter, and growing her family."

- Sarah, Program Coordinator  
Kampala, Uganda Sanctuary

PATH TO  
LEADERSHIP

Mumbai Sanctuary Leadership Team





“INTERNATIONAL SANCTUARY NOT ONLY MADE ME INDEPENDENT, BUT TAUGHT ME ABOUT GIVING AND RECEIVING LOVE.”



“It was in 2008. **The happiest day of my life was when I received my first salary from International Sanctuary.** It made me financially independent, and I finally had the freedom to choose.

When I started at International Sanctuary, I was an introvert, and I could never express myself. I wasn't aware of what independence was and what it was to be respected. I was living, until, in a hostel that was run by nuns. They cared for me but I was dependent on them to make decisions and to point me towards all I had to do. I needed them for all kinds of support.

International Sanctuary not only made me independent but grew and challenged me about the idea of giving and receiving love.

We attend an Academy at International Sanctuary where we are encouraged to grow in the habit of learning life skills. If it were not for these lessons, I may have been married at a very young age and would probably not have been happy with my life. I say this because now I have a better understanding of people and I try to make rational decisions in most situations. I understand myself and other people better now.

I had given up on studies, but then my mentor at International Sanctuary made me realize that it's never too late to study, and she supported my educational goals. I'm so confident now. Earlier I was too scared to fail but now I allow myself to fail because if I don't try I'll never learn.”

- \*Regina, Mumbai, India Sanctuary

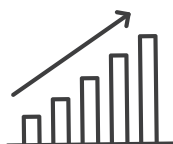
\* All names have been changed to protect anonymity

# ORGANIZATIONAL GROWTH



## ENHANCE AND EXPAND PROGRAMS

- Opened NEW Sanctuary in Kampala, Uganda
- Opened NEW Sanctuary in Tijuana, Mexico
- Added 31 NEW participants
- Hired new Executive Director in Mumbai, India
- Hired new Assistant Leader in Kampala, Uganda



## BRAND GROWTH: SUSTAINABILITY

- Sales increased by 20%
- Database grew to 19,698
- Social media following grew to 26,800
- 154 new retail accounts
- 265 active retail accounts



## DONATIONS: FUND GROWTH

- Increased contributions by 153%
- Raised \$150,00 through successful campaign to fund Uganda Sanctuary
- 138 Founding Members contributed to the Uganda Sanctuary opening
- Held 10th Anniversary Celebration Gala, raising \$160,000

This past year, we provided

# 9,173 DAYS OF WORK

to survivors of human trafficking!

# PURPOSE

*wear freedom*

September 2017 launched PURPOSE Jewelry's Premier Collection plated in 14k gold and rhodium. The Premier Collection is beautifully packaged, signed by the artisans, and make meaningful gifts.

## PREMIER LINE

*beautifully  
handcrafted  
with love*



In International Sanctuary's 10th year, PURPOSE Jewelry launched the Premier Collection increasing the quality, value, and profit margin. Loyal customers value the premium products made with love.

The strength of a growing brand offers sustainability. Brand growth fuels job creation for girls and women who need economic freedom. Customers are guaranteed an ethically made product, while their purchase transforms lives. Financial partners can give confidently, knowing the organization is not infinitely dependent on their donations, but rather these funds are invested in the future to reach more girls and women.





# 2017/2018

## THE SOCIAL ENTERPRISE



### ORANGE COUNTY, U.S.A.

OC Sanctuary:  
Support +  
Distribution Center

**48,002** units sold

533 days of work  
provided

720 hours of  
professional  
training provided



### KAMPALA, UGANDA

12 Full-time  
Apprentice Artisans

8 Full-time Artisan  
Trainees

2,877 days of work  
provided

**7,427** hours of  
professional training  
provided

13,987 units  
manufactured



### TIJUANA, MEXICO

Opened September  
2017

5 Full-time Artisan  
Trainees

161 hours of  
professional  
training provided

**1,200** units  
manufactured

589 days of work



### MUMBAI, INDIA

19 Full-time  
participants

3 Full-time emerging  
leaders

15 prevention  
participants

**1,293** hours of  
professional training  
provided

5,174 days of work  
provided



In Sanctuary centers around the world, girls and women obtain healing in loving workplace communities. The power of social enterprise is the conduit for life transformation. As the brand grows, sales increase. The demand for product drives production, thus fueling job creation. The model is simple: the more product sold, the more survivors gain economic freedom.

**THIS PAST YEAR, INTERNATIONAL SANCTUARY PROVIDED 9,173 DAYS OF WORK TO SURVIVORS OF HUMAN TRAFFICKING!**





## TIJUANA, MEXICO

### TIJUANA, MEXICO OPENED SEPTEMBER 2017

589 days of work provided  
 100% of women received annual medical exams and vision check ups  
 100% of women demonstrate above basic literacy in their native language  
 80% of women are highly engaged at work (according to Gallup Q12 survey)  
 184 hours of 1:1 case management provided  
 110 hours of life skills group sessions provided



## KAMPALA, UGANDA

### KAMPALA, UGANDA OPENED APRIL 2017

Doubled the number of participants from 10 to 20 women in the first 12 months  
 2,877 days of work provided  
 100% of women hold a personal bank account  
 7,427 hours of professional training provided  
 95% of women demonstrate self esteem of average or higher: "I am a person of worth at least equal to others."  
 75% of women show evidence of spiritual growth: "I have a relationship with God and am confident I am loved."



## ORANGE COUNTY, U.S. OPENED OCTOBER 2010

533 days of work provided (women work part-time)  
66 hours of personal skills training  
100% of participants are highly engaged in the Sanctuary community  
100% of participants hold personal bank accounts  
720 hours of professional training  
100% of participants have achieved basic computer proficiency



## MUMBAI, INDIA OPENED SEPTEMBER 2007

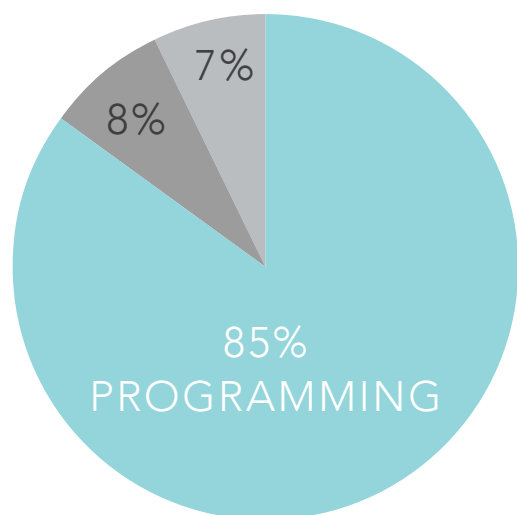
5,174 days of work provided  
91% of girls and women hold personal bank accounts  
3,794 hours of education provided through The Academy  
240 hours of 1 on 1 online tutoring provided  
84% of women received annual check ups: medical, dental, and vision  
85% of women are highly engaged in the community  
95% of women express they have had the opportunity to learn new skills, responsibilities, and grow professionally  
82% of women are in leadership or hold a specialized role



## FINANCIAL STEWARDSHIP & EXPENSES

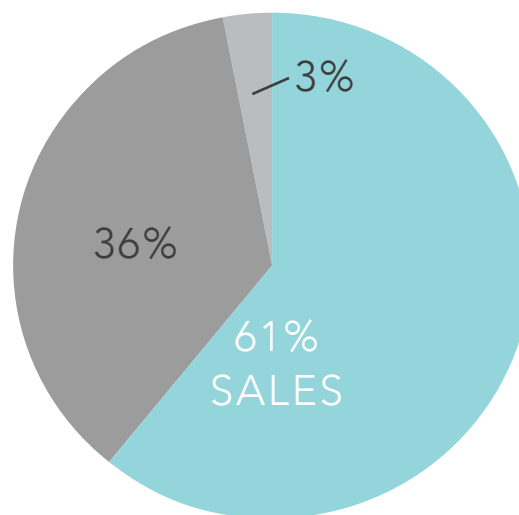
International Sanctuary is committed to maintaining the highest level of financial integrity. Every dollar entrusted to us, through purchase or donation, bears the responsibility to invest wisely in empowerment, employment, and expansion. Our expansion efforts would not be possible without the generosity of our partners and the faithful giving of our financial supporters. The brand has grown by faithful retailers who share the cause with their customers and loyal advocates who proudly wear PURPOSE and wear freedom.

FISCAL YEAR 2018 PERCENTAGES



- PROGRAMMING
- SUPPORT & ADMIN
- FUNDRAISING

REVENUE BREAKDOWN

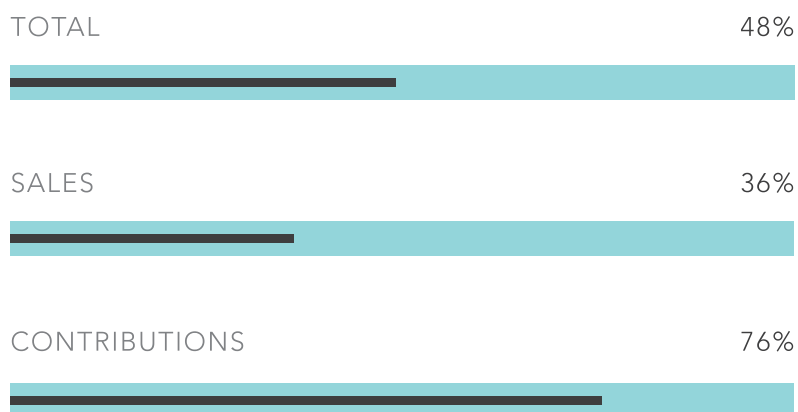


- SALES
- CONTRIBUTIONS
- OTHER

## SUSTAINABILITY

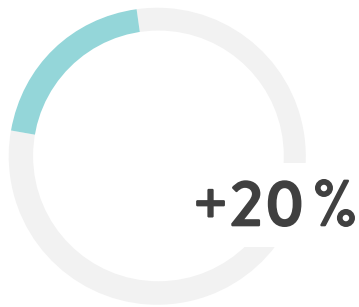
International Sanctuary believes in sustainability for both their supporters and empowered population. We have seen through the efforts of growing the Mumbai Sanctuary, that our model is entirely sustainable. However, increased growth, scaling the organization, and opening more Sanctuaries requires capital.

## 5-YEAR ANNUALIZED GROWTH RATE

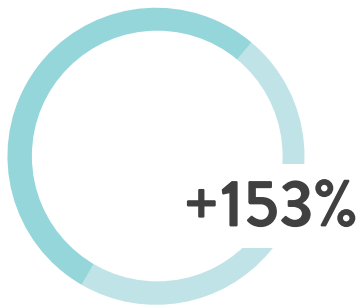


100% of donated dollars go toward funding the growth of the organization.

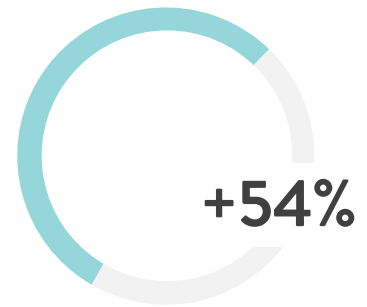
# REVENUE GROWTH



SALES

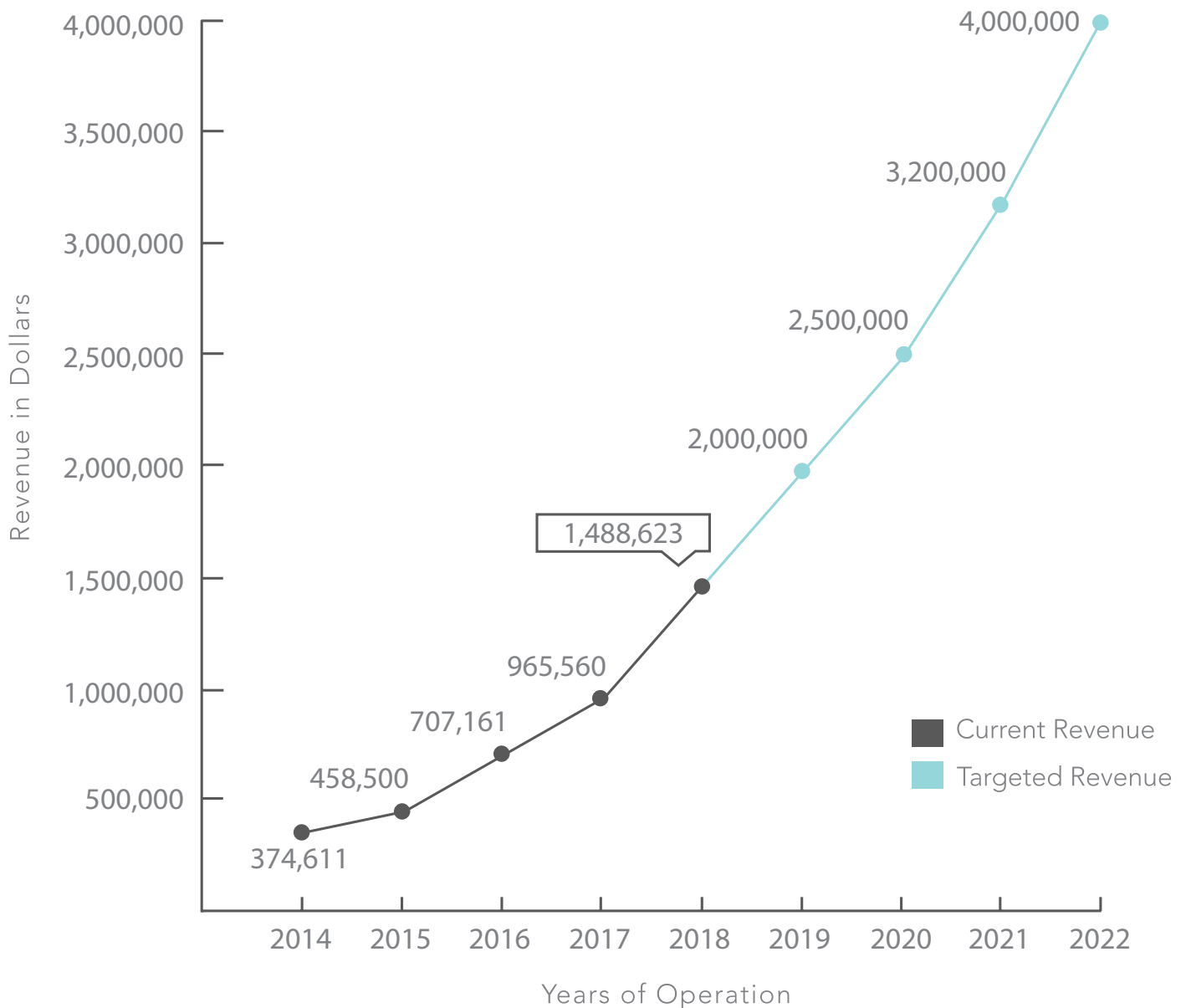


CONTRIBUTIONS



REVENUE

# TOTAL REVENUE



# STATEMENT OF ACTIVITIES

<b>REVENUES</b>	<b>* FYE 2018</b>	<b>FYE 2017</b>	<b>FYE 2016</b>	<b>FYE 2015</b>
Sales	902,954	749,437	511,634	357,814
Contributions	542,485	214,824	193,233	99,943
Other	43,184	1,299	2,294	743
<b>TOTAL REVENUES</b>	<b>1,488,623</b>	<b>965,560</b>	<b>707,161</b>	<b>458,500</b>
<b>EXPENDITURES</b>				
Program Services	1,066,035	815,924	458,190	307,032
Supporting Services	107,933	78,886	44,854	85,366
Fundraising Services	88,883	65,333	55,510	26,622
<b>TOTAL EXPENDITURES</b>	<b>1,262,851</b>	<b>960,144</b>	<b>558,554</b>	<b>419,020</b>
<b>CHANGE IN NET ASSETS</b>	<b>225,772</b>	<b>5,416</b>	<b>148,607</b>	<b>39,480</b>
<b>NET ASSETS</b>				
Beginning of Year	350,807	345,391	217,145	177,665
Increase/Decrease in Net Assets	225,772	5,416	148,607	39,480
Prior Period Adjustment	- 8,169	-	- 20,361	-
<b>NET ASSETS, END OF YEAR</b>	<b>568,410</b>	<b>350,807</b>	<b>345,391</b>	<b>217,145</b>

\*FYE - Fiscal Year End

# STATEMENT OF FINANCIAL POSITION

<b>ASSETS</b>	<b>FYE 2018</b>	<b>FYE 2017</b>	<b>FYE 2016</b>	<b>FYE 2015</b>
Cash	406,548	162,370	268,210	135,876
Accounts Receivable	48,739	64,090	34,286	13,470
Pledged Receivable	0	50,000	0	0
Inventory	181,796	91,036	48,168	72,696
Prepaid Expenses/Loans Receivable	6,213	27,989	6,030	3,235
Fixed Assets	15,544	14,051	10,850	7,105
Accumulated Depreciation	- 11,686	- 6,201	- 4,950	- 3,499
<b>TOTAL ASSETS</b>	<b>647,154</b>	<b>403,335</b>	<b>362,594</b>	<b>228,883</b>
<b>LIABILITIES AND NET ASSETS</b>				
Accounts Payable	69,340	51,093	16,263	11,074
Deferred Revenue	9,404	1,435	940	664
<b>TOTAL LIABILITIES</b>	<b>78,744</b>	<b>52,528</b>	<b>17,203</b>	<b>11,738</b>
<b>NET ASSETS</b>				
Net Assets, Unrestricted	418,410	350,807	315,391	217,145
Net Assets, Temporarily Restricted	150,000	0	30,000	0
<b>TOTAL NET ASSETS</b>	<b>568,410</b>	<b>350,807</b>	<b>345,391</b>	<b>217,145</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>647,154</b>	<b>403,335</b>	<b>362,594</b>	<b>228,883</b>



# 2020 OUR VISION FOR THE FUTURE

International Sanctuary continues to receive invitations from anti-trafficking organizations to join forces with their efforts. International Sanctuary's unique model of providing freedom through economic empowerment is the missing link to reintegration. Survivors are unable to rebuild their lives without a pathway to self sufficiency.

**CEBU, PHILIPPINES**  
**PHNOM PENH, CAMBODIA**  
**SOUTHERN CALIFORNIA, USA**

As we grow, the landscape of our work continues to change and evolve, such as our partnerships, language, culture and laws. The needs of the girls and women we serve are constantly shifting. However, the purpose of our work - providing hope, dignity, and freedom to girls and women escaping trafficking remains the same.





Dear Friends and Family of International Sanctuary,

This past year was a landmark year as we celebrated our 10th anniversary! We reflected on accomplishments over the past decade, as well as milestones achieved during 2017. We opened our doors in two new regions: Kampala, Uganda and Tijuana, Mexico. We enhanced the infrastructure supporting the growth of the organization, and we grew our team of dedicated leaders entrusted with the care of the girls and women.

Because of hundreds of committed supporters, International Sanctuary has been able to welcome girls and women into a safe, loving workplace community in four regions around the world. We celebrate the hope, dignity, and freedom that was brought to 31 new women this past year. From these Sanctuaries, lives will forever be changed for generations to come.

As we look ahead to the next decade, we invite others to stand with us. More girls and women await the opportunity to achieve freedom. We invite you to join us as we step out answering the local and global invitations from anti-trafficking partners around the world. Our collaborative model promises sustainability and comprehensive care for each and every woman. Thank you for partnering with us as we open the doors of 10 Sanctuaries around the world by 2020.

*Wendy Dailey*

**WENDY DAILEY**  
President & Co-Founder





# THANK YOU FOR YOUR SUPPORT

International Sanctuary empowers girls and women escaping human trafficking to embrace their true identity and worth.

International Sanctuary is a 501(c)(3) non-profit. All charitable gifts are tax deductible.

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