

*"I strongly believe that love is the answer and that it can mend even the deepest unseen wounds. Love can heal, love can console, love can strengthen, and yes, love can make change."* –Somaly Mam

**The Somaly Mam Foundation (SMF)** is a nonprofit organization committed to ending sex slavery and empowering survivors as part of the solution. Our multilateral approach includes direct services for victims, survivor-driven advocacy, and eradication of slavery through strategic partnerships, grassroots activism, and social media. We focus efforts in Southeast Asia, where the trafficking of women and children is widespread.

- Cambodian survivor and activist Somaly Mam personally endured nearly a decade of exploitation and abuse in Cambodia's sex trade. But she escaped – and dedicated her life to assisting other women and children who faced a similar fate. She is now a global leader in the anti-trafficking movement.
- Somaly's first Non-Governmental Organization, AFESIP (Agir pour les Femmes en Situation Précaire), established in 1996, has become the largest shelter network in Southeast Asia. AFESIP's holistic and survivor-led approach has been recognized as 'best in class.'
- Somaly has been recognized as a Glamour Woman of the Year, one of TIME Magazine's 100 People of the Year, one of Fortune Magazine's Most Powerful Women, recipient of the World Children's Prize, and by the US Department of Homeland Security and the US State Department for her work.
- Somaly and her team have rescued over 7,000 women and children from sex slavery and exploitation since 1996. Somaly has raised awareness of human trafficking with millions worldwide through speaking engagements, media coverage, and her bestselling memoir, *The Road of Lost Innocence*.
- While human trafficking is a global epidemic, SMF's work focuses primarily on Southeast Asia, where the trafficking of women and children is widespread.

### **Human Trafficking & Sex Slavery**

- Human trafficking is considered the world's second largest, fastest growing organized crime. An estimated 2 million women and children are sold into slavery each year.<sup>1</sup>
- Profits from human trafficking business are as high as \$32 billion annually.<sup>2</sup> Sex trafficking alone is estimated to generate \$7 billion per year, but INTERPOL believes the number to be closer to \$19 billion.<sup>3</sup>
- The Asia Pacific region (which includes South Asia) has the largest number of victims in forced labor – 11.7 million. Additionally, 55 percent of forced labor victims are estimated to be women and girls, as are 98 percent of sex trafficking victims.<sup>4</sup>
- Children as young as three or four can be sold for as little as \$100 and forced to serve up to 30 clients per day.<sup>5</sup>

### **A Multi-tiered Approach**

The SMF has developed a long-term, multi-tiered approach to combat human trafficking and sex slavery, working closely with partners on the ground in Southeast Asia and leveraging technology, social media, and US resources to educate and engage individuals worldwide and reach critical mass.

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<sup>1</sup> UN estimate.

<sup>2</sup> p.2 of H.R. 5575.

<sup>3</sup> p.34 of TIP 2008 report.

<sup>4</sup> US State Dept. 2012 *Trafficking in Persons Report* <http://www.state.gov/documents/organization/192587.pdf>

<sup>5</sup> notes from case studies; fieldwork.

### 1. Victim services

- SMF supports eight victim service organizations in four countries: all are a part of the AFESIP network started by Somaly nearly two decades ago.
- SMF's partners in Southeast Asia have rescued thousands of victims from situations of slavery and provided food, shelter and psychological care.
- Once basic needs have been met, education and vocational training programs prepare survivors for independent and sustainable lives of dignity in trades such as hairdressing and tailoring. Job placement officers and start-up kits also support a successful reintegration.

### 2. Survivor empowerment

SMF's survivor empowerment program, **Voices for Change**, is training 14 survivors of sex slavery to become activists, advocates and educators. These women play a critical role in assisting the team in areas from rescue to recovery to reintegration, and in lending a survivor voice to local and international events, TV and radio, and anti-trafficking efforts by local police and government. They represent the next generation of anti-trafficking activism. The women have already shown great developments in leadership qualities, public speaking, English, advocacy and knowledge of anti-trafficking laws, rescue tactics, administrative duties, and are beginning to travel and represent SMF worldwide.

### 3. Eradicating slavery

- SMF works with government officials, law enforcement agents, and local communities to educate and drive action around of the complex issue of human trafficking, prevent further cases and reduce stigmas that surround its victims and survivors. We tackle the issue from the top-down and the bottom-up.
- SMF also engages mass media, celebrities and online networks to fight trafficking on a global scale, working directly with technology partners and high-profile activists.
- SMF's PROJECT FUTURES global platform engages a passionate network of volunteers, students, and young professionals in joining and leading grassroots events, campaigns, and learning opportunities.

### **Some Outcomes from 2011**

- Social workers presented educational training messages on personal hygiene, STD/STIs, HIV/AIDS, unwanted pregnancy, drug abuse, basic human rights and domestic violence to 68,943 women and nearly 1,000 men.
- The medical clinic gave 1,844 free consultations, treatments, and counseling sessions, plus administered 668 STD tests to victims of exploitation in the sex trade. Each woman was diagnosed and advised on treatment.
- On December 10, SMF and its partners sponsored the third annual Anti-Trafficking Day, with actor and supporter Susan Sarandon in attendance. Over 4,000 community members, government officials, media — and even current victims — participated in critical dialogues on the issue of human trafficking and how to combat it. Somaly was acknowledged for her work and given an award by the government.
- 358 women and children received comprehensive care in SMF-sponsored shelters, including medical treatment and counseling, basic education and skills training.
- 120 women and children were reintegrated into the community, including 60 who were eligible for 'start-up kits' to help them launch a new business. Before reintegration, survivors work with job placement officers and can be eligible for internships and workplace visits. After reintegration, the team's regular follow-up visits greatly improve chances of a successful business and healthy transition.
- Voices For Change leaders trained nearly 300 police officers on combating human trafficking.
- Over 800,000 condoms were distributed to women, and to clients of prostitution (usually cost to woman).
- Each center in Cambodia now has agricultural amenities geared at longer-term self-sustainability.
- Each Cambodian center now has a computer lab, where both residents and underserved children in the community receive basic computer training. All residents take basic English literacy classes and mathematics.
- In 2010, the SMF directed \$837K to victim services. In 2011, the level of support increased to \$924K.