



## HUMAN TRAFFICKING & MODERN-DAY SLAVERY

- There are more people enslaved today than at any other point in human history.
- Human trafficking is the world's second largest criminal enterprise, after drugs and weapons. <sup>1</sup>
- There are an estimated 600,000 to 800,000 children, women and men trafficked across international borders annually. <sup>1</sup>
- An estimated 14,500 to 17,500 individuals are trafficked into the USA each year. <sup>1</sup>
- Approximately 80 percent of human trafficking victims are female, and up to 50 percent are children. <sup>1</sup>
- Sex trafficking is an engine of the global AIDS epidemic. <sup>1</sup>
- The total market value of illicit human trafficking is estimated to be in excess of \$32 billion. <sup>2</sup>

1. US Department of State  
2. United Nations

**THE NOT FOR SALE CAMPAIGN** equips and mobilizes Smart Activists to deploy innovative solutions to re-Abolish slavery - in their own backyards and across the globe.

**THE PROBLEM** | There are more people enslaved today than at any other point in human history. We cannot stand by idly while tens of millions worldwide are forced into lives of captivity.

**THE VISION** | End slavery in our lifetime.

**THE STRATEGY** | Not For Sale equips, empowers, and mobilizes an international grassroots social movement that effectively combats human trafficking and slavery through "smart activism." The campaign deploys innovative solutions on the front lines internationally to combat modern-day slavery, while developing tools that equip, empower, and mobilize every individual to become a modern-day Abolitionist.

**Together, we can end slavery in our lifetime.**

**THE CAMPAIGN** | Not For Sale is a movement of students, artists, entrepreneurs, people of faith, athletes, law enforcement officers, politicians, social workers, skilled professionals, and all justice seekers united to fight the global slave trade.

**THE CALL TO ACTION** | Not For Sale believes that every individual has a skill to contribute that can free an individual living in bondage, and together we can end slavery in our lifetime.

Join the campaign to re-Abolish slavery at [www.notforsalecampaign.org](http://www.notforsalecampaign.org).

**WELCOME TO THE MOVEMENT.**