

— THE —  
SOLD PROJECT  
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*come inspire with us*  
an invitation to partnership

# FROM OUR STAFF

When The SOLD Project began in 2008 to prevent child exploitation in Thailand, the facts were dismal, to say the least. Not only were we working in a village with a long history of being a source destination for human trafficking and sexual exploitation, but the education levels were shockingly low. Nearly 50% of students were dropping out of school before grade 9, leaving them uneducated and vulnerable to traffickers.

We began by offering scholarships, since we knew there was a direct correlation between education levels and vulnerability. Little did we know that over the next seven years we would develop a holistic prevention program that worked. In under a decade The SOLD Project has seen the drop out rate decrease to 7%. Plus 98% of our students finish grade 9 to continue on to High School or Vocational School.

As students continue to higher education The SOLD Project is facing new challenges. We're finding that what puts a High School or University student at risk are things like unhealthy relationships, living apart from family (dormitory or campus housing), lack of student knowledge to navigate the higher education system, lack of mentorship or support, etc.

The Resource Center (SOLD's headquarters in Thailand) is far removed from the city - in the rural village where many of our now higher education students studied for their primary education. These higher education students are finding it increasingly difficult to participate in our programs for a variety of reasons - they don't arrive home until after dark, when the RC has closed, or perhaps they don't have transportation to come to the village from the city where they live. Whatever the circumstance preventing them from participating in our programs the need is clear: we need to expand.

We want to grow with our students. Our radius has expanded from 2 kilometers in 2008 to about 50 kilometers in 2015. The majority of our students are now attending High School, Vocational, or University in Chiang Rai City. We want to move and grow with our students so that we can continue to offer the best prevention programs, the best mentorship, and the best resources for our students.

Our goal is twofold: to continue providing the level of mentorship and resources necessary to strengthen the resiliency in our students that leads to prevention, as well as to provide a safe house for students who have no where to go and would be vulnerable to traffickers and recruitment.

We need your help to expand our reach and disrupt child exploitation at the source. Will you partner with us in this journey? We look forward to making history with you.

May their dreams become yours as well,

Rachel Goble  
President, The SOLD Project



# ABOUT US

## OUR MISSION

Our mission is to prevent child exploitation through culturally relevant programs for vulnerable children and to share their stories to inspire creative, compassionate people to act.

## OUR VALUES

To intentionally invest in **relationships**: with the students, the community, our investors and each other.

**Transparency** with our finances, our needs, our successes and our challenges.

Decisions made in the best interest of providing **dignity** to the children and communities we seek to serve.

To provide **sustainability** and additional economic opportunities to the communities we work in, recognizing that long term change is the result of entire community effort.

To represent and share **positivity** and hope amidst the harsh realities our students face.

To be **inclusive** of all people: we remain open to helping all people, and this help is not based on or restricted by any gender, religion, race, etc.

To remain **adaptable** and flexible to the needs of the students and community. To keep a posture of listening and learning.



**I want to be a good example to my village. Most of my village focuses purely on earning money right away and doesn't pursue school. I want to show them a different way."**

**- Boonta, University Student**

# Inspired by Win

*“I studied law because I want to help those that don’t understand the law. For me, being Akha (minority group) doesn’t make me feel bad. I feel I have the same rights as everyone else. The only thing that made me feel different is the fact that I didn’t have citizenship. I don’t feel like I’m less than others. I still have the same education as others, and I have a lot of friends. SOLD has helped me achieve all of this.”*

# Inspired by Thanarat

*“Without SOLD, I would not have graduated, would not have succeeded and I don’t know what would have happened to me. You [SOLD] gave me an opportunity to have new hope. Thank you so very much and I wish for SOLD to have good things in return.”*



THEN

When Win first applied for a scholarship from SOLD he had **no citizenship** or ID card and his family was **living under the poverty line**. Last year, he lost his brother in a tragic accident as a result of **drug trafficking**.

NOW

Today, Win not only **graduated with his law degree** but has **gained citizenship**. He owns his own pineapple farm and **works with The SOLD Project** as both a mentor and legal advisor for other undocumented students.



THEN

When ‘Nok’ first applied for a scholarship from SOLD she was one of our **most at-risk** students. Living **under the poverty line, hilltribe**, her **parents divorced** and unable to provide for her, her options looked limited as she desired to provide for her family.

NOW

Today, Nok not only **graduated with her Bachelor’s degree** but is working with Destiny Rescue (an organization fighting trafficking) in Bangkok.

# PROGRAMS

SOLD has identified key factors that place a child at risk - like poverty, lack of education, and the absence of positive role models - and has developed a holistic model to address those risk factors.

## SCHOLARSHIP

Many children are forced to drop out of school due to poverty. Uneducated, yet often expected to help provide for their families, children are easily lured into the sex industry. Providing these children with educational scholarships helps put an end to this cycle by reducing their vulnerability and giving them opportunities they would otherwise not have.

## RESOURCES

The FREEDOM Resource Center is the hub of SOLD in Thailand. Our first center, on the outskirts of a small village, offers children a safe place to hang out after school and on weekends. Here, students have access to educational resources, art supplies, tutoring, a safe and positive environment, and staff/volunteers. The goal is to provide a center in each region as SOLD continues to expand.

## MENTORSHIP

The power of a positive role model in an at-risk child's life is not to be undervalued. Statistics show that there are significant positive outcomes for those who have a mentor. At-risk young people with mentors are more likely to aspire to attend and to enroll in college. They are more likely to report participating in sports and other extracurricular activities. They also are more likely to report taking leadership roles in school and extracurricular activities and to regularly volunteer in their communities.<sup>1</sup> All of our students are mentored by our staff, with regular home visits and activities to help deepen and strengthen these relationships.

## AWARENESS

Discussing the realities of human trafficking and educating those who are at risk is one of the most important aspects of preventing exploitation. We offer the entire community human trafficking awareness training to help them resist the factors that put them and their children at risk for exploitation. Additionally, we facilitate family camps that provide a safe place for families who may be having problems at home to learn communication techniques. Studies have found that 56 percent of prostituted women were initially runaway youth and similar numbers have been identified for male populations. Runaway and homeless youth lack a strong supportive network and are particularly at risk of trafficking. For this reason, SOLD works to restore the home to prevent runaway and at risk youth.

## SUSTAINABILITY

Through our Sustainability and Community Development Programs at The SOLD Project, we aim to empower people in the community so they might never have to go elsewhere to find adequate employment. Helping communities expand and thrive with resources abundant and available right at home is critical to preventing the flight of talent, raising up the local standard of living, and hopefully reducing, if not extinguishing, the lure of traffickers. Our mission is to utilize natural resources in the local environment as well as to build upon the existing skills of the families with whom we work.

## STORYTELLING

We identify the beauty that rises from otherwise difficult circumstances and tell these stories through photography and film for two purposes. First, to provide healing and dignity to the communities we work in and secondly to provide awareness to advocates of the power of prevention.

# WHERE WE WORK

## Bong Prae, Thailand

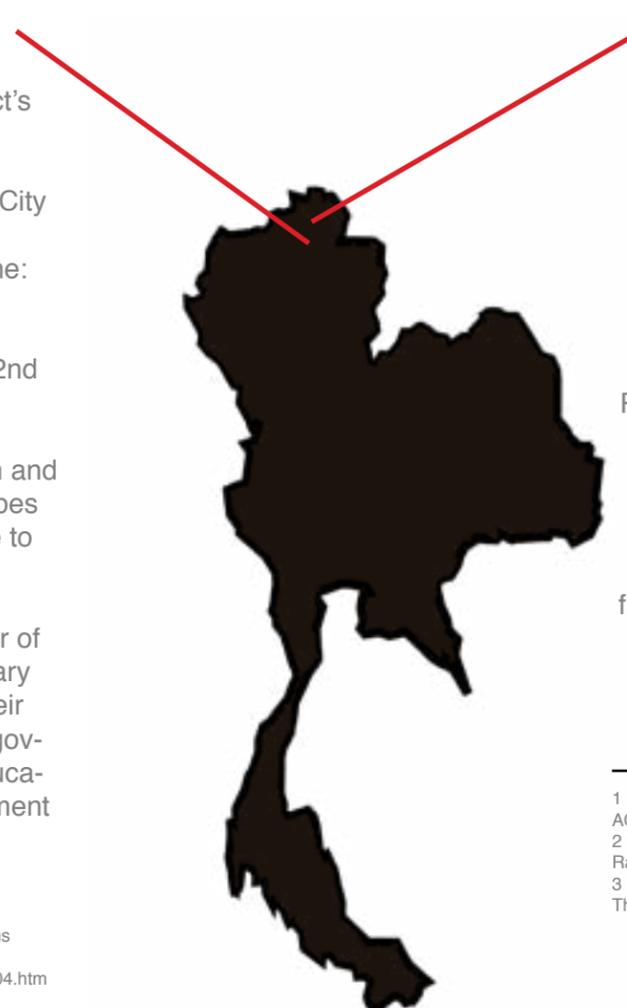
- Home of The SOLD Project's first resource center.
- 30 KM south of Chiang Rai City
- Average Household Income: \$6/Day
- Average Education Level: 2nd Grade
- Ethnic minorities and women and girls from the northern Hill Tribes are especially vulnerable due to their lack of citizenship.<sup>1</sup>
- While an increasing number of hill tribe children attend primary schools at the initiative of their communities and of the Thai government, access to higher education and to post-study employment are still limited.<sup>2</sup>

<sup>1</sup> 2011 Department of State Trafficking in Persons Report  
<sup>2</sup> <http://www.fao.org/docrep/004/ak216e/ak216e04.htm>

## Chiang Rai, Thailand

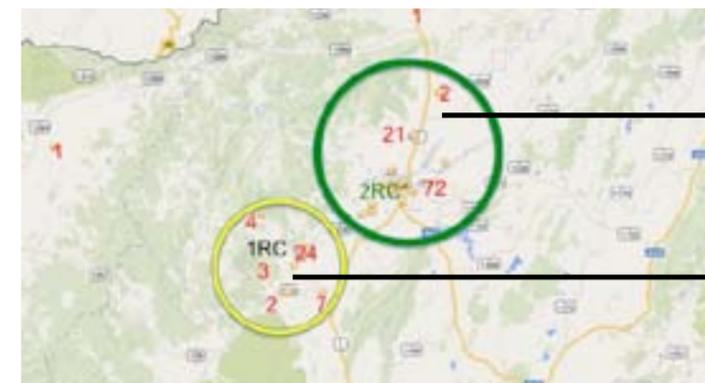
- The city is expected to experience rapid economic growth and urbanization as trade corridors to Myanmar and China expand.<sup>1</sup>
- Chiang Rai city is the capital city and business center of the Chiang Rai Province, home to 1.1 million residents.<sup>2</sup>
- There is an issue of rural-to-urban trafficking, where ethnic Thais are trafficked from the relatively poor areas of Chiang Rai, Phayao and Nong Khai to urban and tourist areas.<sup>3</sup>

<sup>1</sup> [http://www.tei.or.th/w\\_cc/ACCCRN/2012-ACCCRN\\_CR\\_eng.pdf](http://www.tei.or.th/w_cc/ACCCRN/2012-ACCCRN_CR_eng.pdf)  
<sup>2</sup> [http://en.wikipedia.org/wiki/Chiang\\_Rai\\_%28city%29](http://en.wikipedia.org/wiki/Chiang_Rai_%28city%29)  
<sup>3</sup> UNIAP: The Human Trafficking Situation in Thailand



# WHERE OUR STUDENTS ARE

Since 2008, 22 students have graduated from either High School or University. Drop-out rates have decreased from 50% to 6% since SOLD began in 2008.



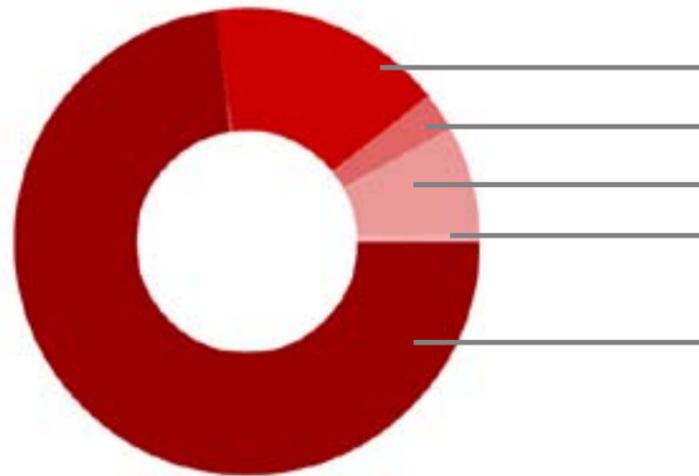
CITY CENTER EXPANSION

RESOURCE CENTER  
 Opened in 2009

# 2014 FINANCIALS

# PRESS AND NETWORKS

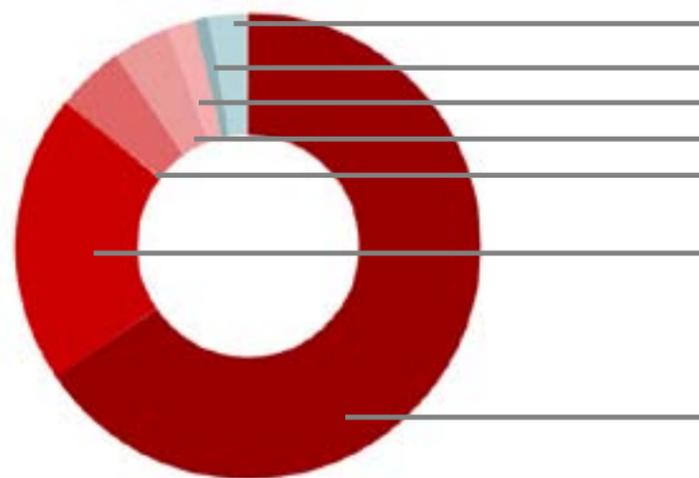
## INCOME BREAKDOWN



- ONLINE FUNDRAISING PLATFORMS: \$54,946
- SPECIAL EVENTS: \$9,119
- GRANTS: \$25,000
- MERCHANDISE: \$2,073
- INDIVIDUAL DONORS: \$243,844

TOTAL: \$333,929

## EXPENSE BREAKDOWN



- EVENT: \$8,967
- INSURANCE: \$3,277
- MERCH: \$6,440
- OFFICE & MARKETING: \$13,027
- TRAVEL: \$15,431
- U.S. SUPPORT STAFF: \$65,435
- PROGRAMS AND MISSION: \$213,814

TOTAL: \$326,391



**“Not having SOLD in my life would make me very sad. With SOLD I have a counselor that I trust, computer access, sports, and someone to talk to.”**

**Ploy  
Elementary School**



# INVITATION TO PARTNERSHIP

The SOLD Project is inviting you to partner with us in prevention through education, mentorship and awareness through storytelling. Prevention of child exploitation must be a collective response to a global crises as we work to protect the most vulnerable.

## INDIVIDUALS

- Become a Stand 4 Freedom donor, join our Freedom Associates, or sponsor a student
- Host a 'Party With a Purpose' in your home by screening our film and telling our story (party kits are available in our online store)
- Donate your birthday, wedding, graduation or special event to raise funds for SOLD

## CHURCHES AND FAITH COMMUNITIES

- Advocate for freedom through prayer and financial support
- Invite a SOLD Project representative to speak at your church, small group or conference
- Became a partner to provide FREEDOM to vulnerable children
- Sponsor a one-time project or program in your church or faith communities name

## SCHOOLS & UNIVERSITIES

- Start a campus chapter to raise awareness about the importance of prevention
- Fundraise to support SOLD's prevention programs
- Invite a SOLD Project representative to speak at your conference, gathering or chapel
- Host a screening of our film(s) and a discussion of what prevention might look like in your own community
- Sponsor a project or program in your school's name

## CORPORATIONS

- Invite a SOLD Project representative to speak in your office during lunch or an organized happy hour
- Many corporations have matching gift programs, which doubles an individuals giving impact
- Sponsor an event, film, or special project in your corporation's name
- Invite us to submit a request for sponsorship

See next page for breakdown of dreams and opportunities to partner and invest in our work.

For more information on any of the above, please email us at [contact@thesoldproject.com](mailto:contact@thesoldproject.com).

# OUR DREAMS

## 2015 Financial Goals

### BONG PRAE | CURRENT PROGRAMS

Provide educational opportunity for 120 students (elementary - university)	\$110,000
Sustain a community center that provides a safe place for students and their families	\$30,000
Continue training and providing staff as mentors and educators for our students	\$90,000

### CHIANG RAI | PROGRAMS

Train, develop and hire staff for mentoring and prevention activities	\$45,000
Establish and launch a Chiang Rai community center	\$25,000
Equip a library, computer lab and art room for city center	\$15,000
Establish and launch a safe house in Chiang Rai	\$40,000

### AWARENESS AND STORYTELLING

Storytelling through film	\$10,000
Activist Exposure trips	ATTENDEES

### US | SUPPORT OPERATIONS

Salaries and staff support	\$90,000
Fundraising, events and marketing (events, social media, translation, Activist Trips, etc)	\$30,000
Insurance, taxes, utilities, legal, etc.	\$20,000
Misc. emergency fund	\$10,000

TO MEET OUR OBJECTIVES IN PROVIDING A HOLISTIC PREVENTION MODEL THAT INCLUDES EDUCATION, MENTORSHIP, RESOURCES, AWARENESS AND STORYTELLING, THE AVERAGE PROGRAM AND OPERATING COST IS:

# \$4,290 PER STUDENT

TOTAL \$515,000 BUDGET FOR 2015

# PARTNERSHIP LEVELS

## STAND FOR FREEDOM

Pledge \$16/month (or \$4/week) to join our Stand 4 Freedom Campaign. 100% of your donation goes to our prevention programs in direct impact of students. Stand 4 Freedom Sponsors receive quarterly newsletters with exclusive updates from the ground.

## FREEDOM ASSOCIATE PARTNERS

A FREEDOM Associate Partner is an individual or corporation passionate about the mission of The SOLD Project. You believe in the long-term sustainability of the organization and are committed to its excellence as well as expansion of programs to prevent child trafficking in Thailand and globally as opportunities arise.

### \$1,200 ANNUALLY | BRONZE

*Funds one Saturday tutor for our English program for an entire year.* You will receive advance invitations for events, travel opportunities, etc. You will also be invited to participate in bi-annual conference calls that provide updates to all Freedom Associates.

### \$5,000 ANNUALLY | SILVER

*Supports administrative needs on the field for an entire year.* You will receive advance invitations for events, travel opportunities, etc. The SOLD Project commits to speaking at your faith community, school or business annually. You will also be invited to participate in bi-annual conference calls that provide updates to all Freedom Associates. *Travel expenses not included.*

### \$12,000 ANNUALLY | GOLD

*Funds one scholarship staff to mentor the youth, improve the scholarship program, collect metrics and data, assess community needs and visit community homes and schools.* The SOLD Project commits to speaking at your faith community, school or business bi-annually. You will receive complimentary tickets and invitations to all events and screenings. You will also be invited to participate in bi-annual conference calls that provide updates to all Freedom Associates. *Travel expenses not included.*

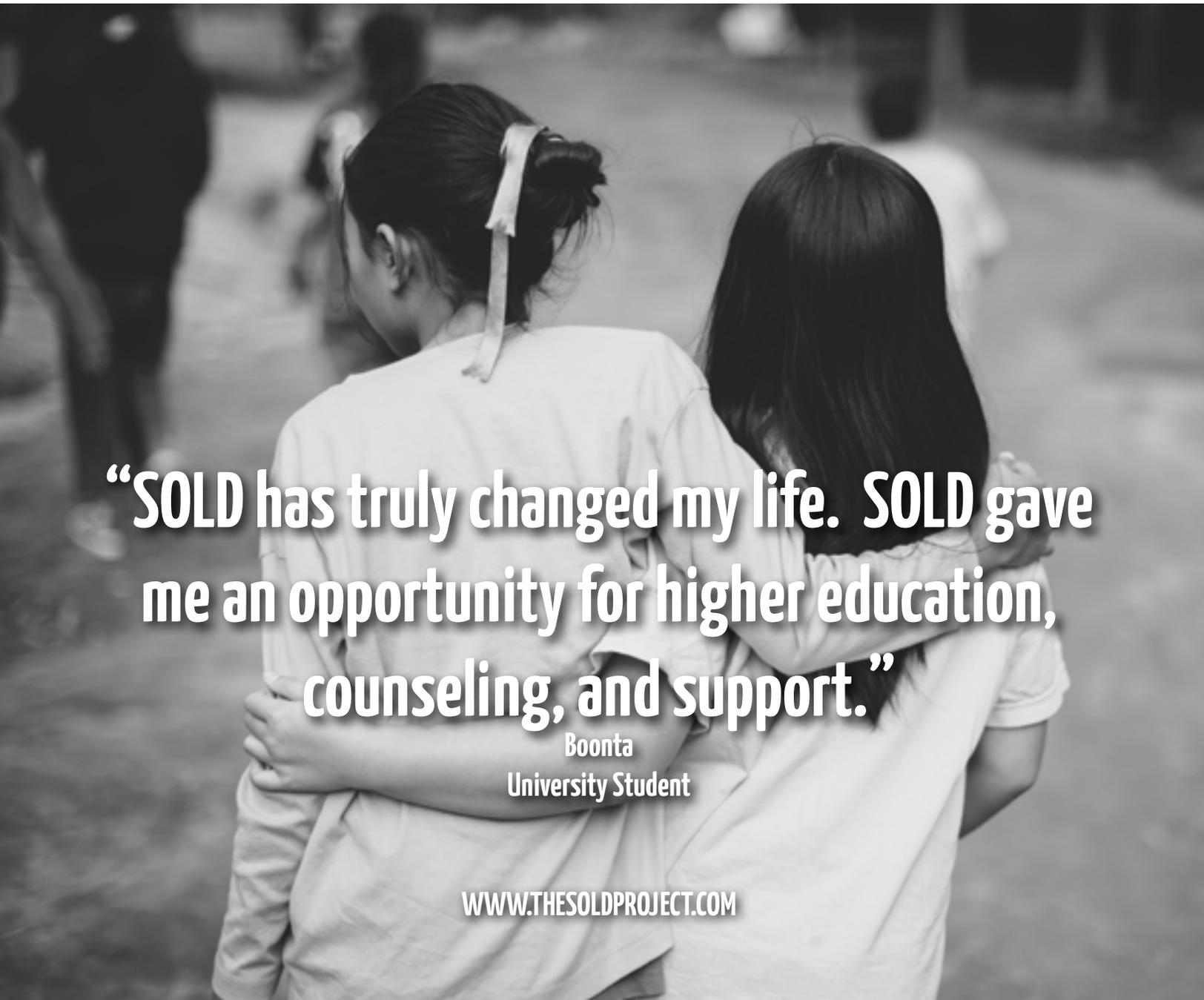
### \$20,000 ANNUALLY | PLATINUM

*Supports our expansion to Chiang Rai City by providing a community space for an entire year.* The SOLD Project commits to speaking at your faith community, school or business bi-annually. You will receive complimentary tickets and invitations to all events and screenings. You will also be invited to participate in bi-annual conference calls that provide updates to all Freedom Associates. The SOLD Project will host your faith community, school or business representative in Thailand to meet with our staff and students. *Travel expenses not included.*

TO BECOME A PARTNER, CONTACT RACHEL AT [RACHELG@THESOLDPROJECT.COM](mailto:RACHELG@THESOLDPROJECT.COM) OR 925.452.7653

THE SOLD PROJECT IS A 501(C)3 PUBLIC BENEFIT CHARITY REGISTERED IN CALIFORNIA.  
DONATIONS ARE TAX DEDUCTIBLE.

THE SOLD PROJECT  
3037-T HOPYARD ROAD  
PLEASANTON, CA 94588



**“SOLD has truly changed my life. SOLD gave me an opportunity for higher education, counseling, and support.”**

Boonta  
University Student

[WWW.THESOLDPROJECT.COM](http://WWW.THESOLDPROJECT.COM)