



Join us on the move for freedom

Corporate Toolkit



About the cause

Worldwide over 21 million people are trapped in modern slavery – more than ever before in history. The poorest women and children are most vulnerable – tricked, sold or stolen, and made to work long hours in forced labour.

Join us this year to help break the cycle of poverty, and bring freedom to people trapped in trafficking and exploitation – people like Maya.



Maya found herself in the wrong place at the wrong time. The 14-year-old accompanied her best friend to the city to meet the man her friend was pledged to marry. Both young girls had no clue the marriage offer was a lie, and they were trafficked into an Indian brothel. It was a nightmare beyond her imagination.

This beautiful Nepali teenager was living in hell, unable to leave, starved, beaten and repeatedly and viciously abused. Maya suffered a cruelty she “wouldn’t wish upon demons”.

Maya’s escape from the brothel didn’t bring the freedom she had hoped. Like many young trafficked girls, Maya returned home only to face profound shame and disgrace. Maya was now an outcast; rejected by the community she was stolen from.

Twenty years on, the Maya that walked shamefully back to her village is no longer recognizable; she is a vibrant and flourishing woman. The love and support of Tearfund’s partner over the years has meant that Maya is empowered to share her story, teaching her community and her daughters about the dangers of trafficking.



Nepal



54

**People
freed**



30

**Offenders
charged**



155

**Survivors
back home**



2,000

**Survivors
counselled**

Funds raised from the last Poverty Cycle helped free 54 people trapped in trafficking and helped charge over 30 offenders.

It also helped 155 survivors reintegrate back into their communities and provided counselling for over 2,000 trafficking survivors.

Together, we helped to bring life-altering change into the lives of those people.

This year, we can do it again.

The 2019 Poverty Cycle is going nationwide as a virtual event, so you can take part from anywhere in New Zealand, and help those trapped in trafficking and exploitation to experience freedom.

**Will you and your workplace join us
on the move for freedom?**

India



Fundraising Ideas

It's up to you how you'd like to complete your challenge. You can participate using any kind of movement – from running, to cycling, swimming, jump-roping, or another physical activity. You can also choose the length of your challenge, but we'd suggest focusing on well-worn trafficking routes as the basis.

For example, 620km is the real distance between Vientiane in Laos and the red light district in Bangkok, Thailand and this is often used as a trafficking route. Perhaps your challenge could involve each participant (or group) covering part of this distance.

A few more ideas: Tick the ones you like the sound of!

Inter-departmental competition –

Challenge each other to see which group will reach their chosen target the fastest by biking, or walking.

Host a bikeathon/ walkathon at your office.

Create fun races, invite friends and family to join in, and let your staff know what their money is helping to achieve.

Set up a spin bike

and posters near your workplace's lunch area and collect donations as people join the move for freedom.

Participate in a match-funding scheme,

and for every dollar your employees raise, match it to show your support!

Participate as an individual, and get sponsored to cover a certain distance over a week or a month. E.g. You could cycle, skateboard or scooter every day for a month.

Ask your colleagues to join your team, then get sponsored to collectively cover 620km, each owning a length of the route. It's easy to set up a team page on our website.

For more information, ideas, downloadable images, stories and resources, visit povertycycle.org.nz.

Have fun, get fit and make a difference!



A light gray map of South Asia, including India, Nepal, and Bangladesh. A dashed purple line connects Kathmandu, Nepal, to Kolkata, India. Two purple location pins mark the start and end points of the route. A horizontal purple line extends from the text 'Route 1' to the start of the route.

Route 1

**Kathmandu, Nepal
to Kolkata, India**

867km

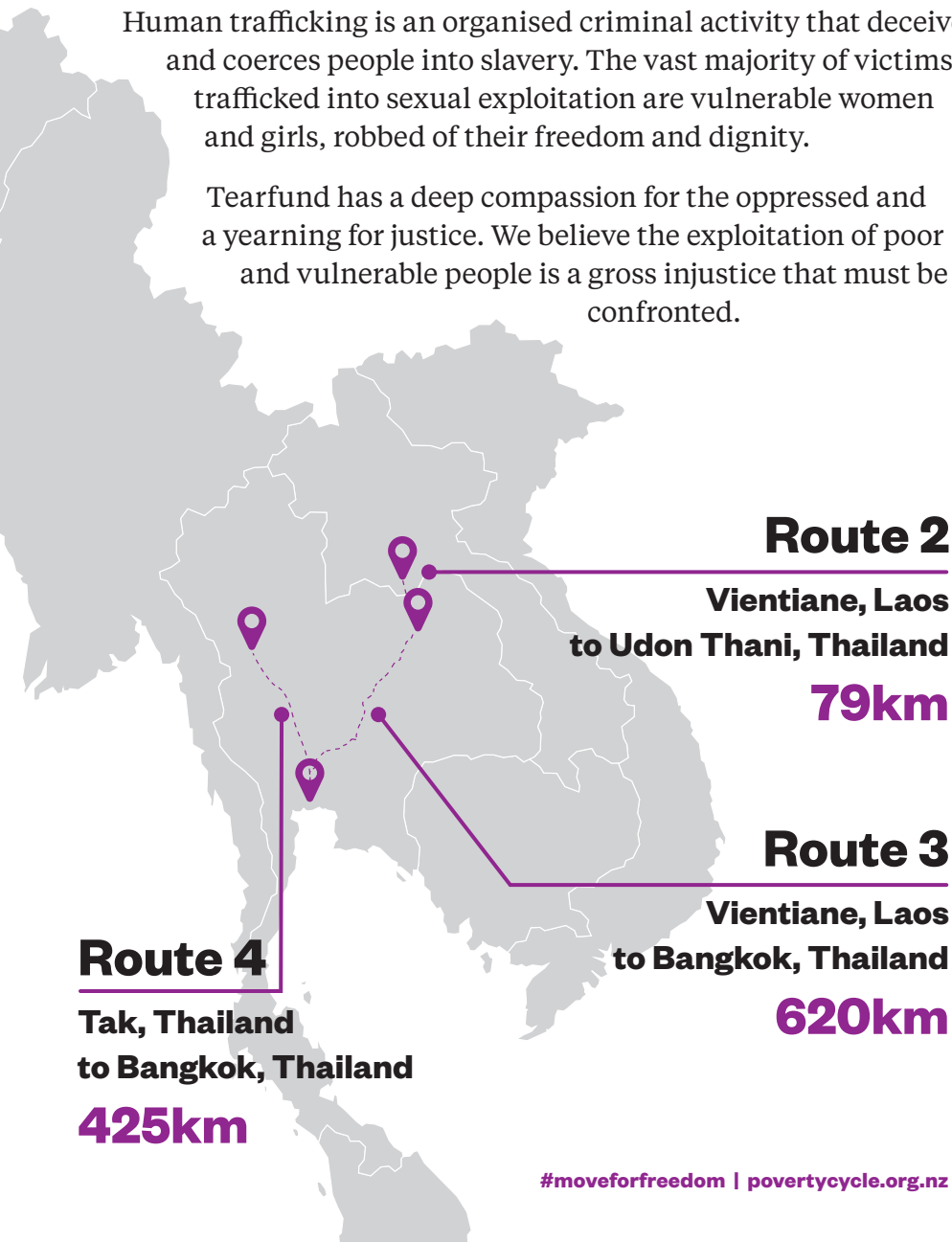
Want the map for just one of these routes?
Download it from the **'Stuff to Help'** tab at
povertycycle.org.nz.

Common Trafficking Routes

Help protect vulnerable people from exploitation.

Human trafficking is an organised criminal activity that deceives and coerces people into slavery. The vast majority of victims trafficked into sexual exploitation are vulnerable women and girls, robbed of their freedom and dignity.

Tearfund has a deep compassion for the oppressed and a yearning for justice. We believe the exploitation of poor and vulnerable people is a gross injustice that must be confronted.





#moveforfreedom

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