A woman in a red sari is shown in profile, looking out of a window. The scene is bathed in a teal or cyan light, creating a dramatic, high-contrast atmosphere. Her hands are resting on the window frame. The overall mood is contemplative and hopeful.

**FREE  
A  
GIRL**

# **ANNUAL REPORT 2019**

*“As an innovative model of social inclusion, the Special Rapporteur has been impressed by the work carried out by the Free a Girl NGO, in the context of the School for Justice project implemented in India and Nepal.”*

- Report to the UN Human Rights Council by the Special Rapporteur on trafficking in persons,  
Dr. Maria Grazia Giammarinaro

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# 1. VISION, MISSION AND CORE VALUES

Free a Girl campaigns for a world free of the sexual exploitation of children. We rescue girls who are imprisoned in brothels and give them back their freedom. We focus on the worst forms of sexual exploitation, such as Indian brothels frequented only by local men, dance bars in Nepal, and Brazilian favelas where thousands of girls are abused.

Free a Girl was active in six countries in 2019. We work through local rescue organizations that cooperate with the police, and the rescued girls are cared for in shelters. The care they receive ranges from medical and psychological assistance to education and vocational training. In addition, our partners provide legal support and prepare the girls for their return home. If the latter proves impossible, they are helped to return to society and build an independent life.

Free a Girl also invests in prevention schemes, by informing boys and men about gender equality and issues such as sexual violence. In addition, Free a Girl invests in education to prevent girls from falling victim to sexual exploitation, and to reintegrate them into society.

Free a Girl tackles impunity. In the countries where we work, few perpetrators are convicted for the suffering they cause. This is changing, thanks to Free a Girl's campaigning. The victims play a central role in our campaigns. After training in law, sociology or journalism, or as a police officer or social worker, the girls speak out and make the difference themselves.

## 1.1 Mission

Free a Girl fights the sexual exploitation of children.

## 1.2 Vision

Our vision is of a world free of child prostitution. Every child has the right to grow up in a safe environment. All children around the world must be protected from every form of exploitation.

## 1.3 Core values

- **Action-oriented.** We take action to prevent and fight the sexual exploitation of minors. If we need to, we shake up established systems.
- **Results-oriented.** We are a professional organization with objectives that we strive to achieve, and we expect the same from our partners.
- **Effective.** We've proved ourselves since Free a Girl was founded, eleven years ago. There are places where very few minor girls are abused anymore, more people in local communities are aware of how human traffickers operate, and 4,500 girls have been rescued from brothels in Asia. Thousands of girls can look forward to the future again.
- **Transparent.** We are an open organization, both in terms of how we work and our operational management. Figures, facts and activities are recorded each year in the annual report, which is published on the website.
- **Distinctive.** Free a Girl is a small organization with global ambitions. Compared to other organizations, we can respond quickly and we are not afraid to speak out.

## 1.4. Objectives

Free a Girl has two global objectives:

1. Stop the sexual exploitation of children: at Free a Girl we pursue our objective of stopping sexual exploitation by working together with partner organizations.
2. Confront the public with the existence of child sexual exploitation, so that they support the fight against it.

### 1.4.1 Stop the sexual exploitation of children

To stop the sexual exploitation of children Free a Girl divided the projects in programme countries into six pillars: prevention, rescues, liberation, tackling impunity, lobbying & advocacy, rehabilitation and reintegration.

- **Prevention:** by 'prevention', we mean carrying out awareness-raising activities in areas that are home to many girls who are at an increased risk of being trafficked. In these, we pay particular attention to children growing up in red-light districts: children whose mothers work in brothels, putting them at an increased risk of joining the next generation of prostitutes. In order to carry out these activities successfully, we need to work with partners that have been operating in red-light districts for some time. Often, these are not our rescue partners. The activities consist of programmes that focus on education and creating a safe environment for the girls.
- **Rescues:** by raiding brothels and rescuing victims, Free a Girl stays true to its word and takes action to tackle the problem of child prostitution. We believe in this approach, because it allows us to send out a clear signal. We have to take a tough line on child prostitution, and all the girls who are detained must be rescued now.
- **Tackling impunity:** impunity is one of the most important reasons why child prostitution continues to exist. Our research shows that in India in 2015, just 55 lawsuits on the commercial sexual exploitation of children resulted in the perpetrators being convicted. Free a Girl helps victims to get hold of the legal documents they need and to report their cases to the police, gives legal advice and prepares them for their lawsuits (by doing practice lawsuits). By working with the police and the legal system in this way, Free a Girl wants to ensure that human traffickers, pimps and brothel-keepers are arrested and convicted. This tactical focus on impunity means that the supply side of child prostitution is tackled.
- **Lobby & advocacy:** as we want to create sustainable change, we believe that it is important to have local support in the fight against child prostitution. Lobbying & advocacy activities will be used to draw local attention to the problem. Where possible, money will also be raised locally.
- **Rehabilitation:** rehabilitation covers the funding of shelters, vocational training, life-skills training, medical assistance, counselling/trauma therapy, non-formal education and formal education.
- **Re-integration:** as well as continuing to focus on breaking through the stigma affecting victims, we will focus on employment opportunities. This is an essential element of successful reintegration. In poor regions where work is limited, implementing this element is a great challenge.

Free a Girl works with local partner organisations. Because our partners are familiar with the culture, speak the language and have the necessary experience, they are best placed to offer the girls the help they need. The six pillars and results per country will be dealt with in chapter 2.

### 1.4.2 Confront the public with the existence of child sexual exploitation

Through various alliances and communication projects, such as high-profile PR and free publicity campaigns. We use campaigns to raise awareness of the problem and this will be further elaborated in chapter 3.

At Free a Girl, we pursue our objective of stopping child prostitution by working with partner organizations.

## 2. STOPPING SEXUAL EXPLOITATION

Our projects in the program countries are divided across six pillars: prevention, rescues, tackling impunity, lobbying & advocacy, rehabilitation and reintegration.

### 2.1 BANGLADESH

Poverty is rife in Bangladesh. Many children are trafficked with their parents' 'permission', as their child is often promised a marriage or a well-paid job. But the children are in fact sold to brothels in their own country or trafficked elsewhere in South Asia, where they are sexually exploited. Although there are no official data on the number of victims of human trafficking, various studies show that more than 1 million women and children have been trafficked out of the country in the past 30 years. According to a report by ECPAT, around 400 women and children are trafficked every month<sup>1</sup>. Traffickers often force their victims to take drugs, to make them addicted and dependent. The leading annual American report on human trafficking shows that child sexual exploitation is still widespread in Bangladesh. The Bangladeshi government does not register all cases of sexual exploitation. Notwithstanding the lack of data, 2,860 cases of human trafficking were identified by the government and civil society organizations in 2018<sup>2</sup>.

Despite several government initiatives to protect children, insufficient progress has been made to date in tackling the commercial sexual exploitation of children. As a result, there is a desperate need for Free a Girl's activities and those of our local partner in the form of rescues, shelter and care, awareness-raising and education.



<sup>1</sup> ECPAT International (2011). Global monitoring report on the status of action against commercial sexual exploitation of children: Bangladesh.

<sup>2</sup> United States Department of State (2019). Trafficking in persons report: Bangladesh. Washington, D.C.: Office of the Under Secretary for Global Affairs.

## Results 2019

### Results: shelter and prevention project

In order to prevent children from (repeatedly) falling victim to sexual exploitation, Free a Girl supports a shelter north of Dhaka. In addition to improving care for survivors, Free a Girl focuses on raising awareness in local communities in Bangladesh.

The plan was to provide care for 25 survivors. Thanks to Free a Girl, 19 survivors could stay in the shelter between January and July 2019. Between August and December 2019, the shelter was funded by the Dutch store Zeeman. During this period, there were 28 survivors in the shelter. Not all of the survivors stayed in the shelter for the entire year; fortunately, some of them were able to reintegrate after two or three months.

#### Results: January-July

-  7 survivors were repatriated from India.
-  19 survivors were given shelter, food, clothing, care products and psychosocial and medical care.
-  13 survivors were given education.
-  16 survivors took part in vocational training (embroidery, sewing lessons, and jewelry- and bag-making).
-  16 families were identified.
-  16 survivors were reintegrated.
-  497 men, women and children from high-risk areas were reached with information campaigns.
-  458 schoolchildren were reached during information meetings at two schools in areas where child trafficking is prevalent<sup>3</sup>.

#### Results: August-December

-  12 survivors were repatriated from India.
-  28 survivors were given shelter, food, clothing, care products and psychosocial care. The budget was used to provide 27 survivors with the medical care they needed.
-  27 survivors received the necessary medical care within this budget.
-  16 survivors received education.
-  18 survivors were given vocational training (embroidery, sewing lessons and jewelry- and bag-making).
-  The families of 13 survivors were traced.
-  Contact was facilitated with the parents or guardians of 16 survivors.
-  11 survivors were reintegrated in Bangladesh.

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<sup>3</sup> Bangladesh - Narrative Report -1 June 2018 – 31 July 2019 Min Midterm Report 015-18-001 Shelter – 2018 (see appendix).



664 men, women and children from high-risk areas were reached with information campaigns.



250 schoolchildren were reached during information meetings at two schools in areas where child trafficking is prevalent<sup>4</sup>.

Throughout the year, the shelter also paid attention to important days such as International Human Trafficking Day, Child Rights Week, National Victory Day, International Mother Language Day, Independence Day and Bangla New Year. Finally, the survivors created and maintained a vegetable and flower garden.

### Results: Educate, Empower, Lead

The three-year Educate, Empower, Lead program is a partnership between the Malala Fund and Free a Girl. The program is funded by participants in the Dutch National Postcode Lottery (NPL). The aim is to empower girls who are at risk of, or who have fallen victim to, commercial sexual exploitation in Bangladesh, India and Nepal. This is achieved by:

- 1) strengthening the girls' self-confidence and leadership skills, and raising their awareness of the importance of education;
- 2) working to increase access to education and providing the girls with support and coaching;
- 3) involving governments and other key community figures in order to increase support for girls' education – particularly for girls who are at risk of, or who have fallen victim to, commercial sexual exploitation. Educate, Empower, Lead will run from 1 August 2017 until 1 August 2020.



110 sex-workers' children growing up in red-light districts took part in workshops on the importance of education and their rights, and they were informed about how to get help to prevent sexual exploitation.



101 sex-workers' children growing up in red-light districts participated in advocacy and leadership training, in order to learn to stand up for themselves and their rights.



87 mothers in red-light districts took part in information meetings about the importance of education for their children and attended empowerment training, where they developed their leadership skills.



75 children were given items for school, such as books and uniforms.



50 children received study coaching, helping them to perform better at school.



38 representatives of relevant ministries (Ministry of Education and Ministry of Social Welfare) attended meetings, where they were reminded about their responsibility to provide access to good education for children who are at risk of sexual exploitation.



90 teachers and school managers attended two meetings at which two sex-workers' children from red-light districts talked about the discrimination they experience at school. The teachers and school managers subsequently made it clear that they were keen to help prevent discrimination against children from the red-light district.



25 children and mothers attended 2 meetings of the 'girls group', where they discussed the problem of sexual exploitation and how to prevent it<sup>5</sup>.

<sup>4</sup> Bangladesh - Shelter and Prevention Report – August to December 2019 (see appendix).

<sup>5</sup> Bangladesh - Final Report – Program of EEL project DEC 2018 – February 2020 (see appendix).

## Results: rescue project

In 2019, we set up a rescue team in cooperation with our partner organization. This was desperately needed, as research showed that there were many minor victims of sexual exploitation in the red-light districts. Our partner organization has a good network in the red-light districts and receives tip-offs from informants. The team then carries out rescues in cooperation with the local police, after which the victims are given the care and support they need. The perpetrators are arrested and the survivors receive legal support.



20 children were rescued from sexually exploitative situations, given the medical and psychosocial care they needed and received legal support (6 of the rescues were funded by the NPL).



4 perpetrators were arrested.



A rescue team was set up and trained. This included a visit to an experienced rescue organization in India, to exchange knowledge and experience.



11 red-light districts were assessed, to establish the exact situation with regard to sexual exploitation and how many children live and work in the brothels.



A network of local informants was formed in the brothels. These people live or work in the brothels, and are well-informed about the situation there. If minors are set to work in a brothel, they pass on this information to the rescue team.



Awareness-raising sessions were held for the police (both local and regional), because police cooperation plays a crucial role in rescues. The rescue team is also establishing a network with the chief inspector of the police.



A large proportion of the rescued girls were reunited with their families<sup>6</sup>.

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<sup>5</sup> Bangladesh - Final Report – Program of EEL project DEC 2018 – February 2020 (see appendix)

<sup>6</sup> Bangladesh - One yearly report -2019 Program (Investigation and Rescue project) en Rescue Reports (see appendix).

### **Nazia**

Nazia is 17 years old and goes to school. Her father is a truck driver and her mother works in the sex industry. Nazia was rescued from a brothel in Faridpur when she was 15. Born in the brothel, she was forced into prostitution from the age of ten. She suffered abuse and sexual exploitation there, and was given drugs so that she would not put up a fight.

She suffered physical and mental harm. When she was discovered by our partner organization (SMS), they informed our other local partner organization (BNWLA), and rescued her with the aid of the local police. She was then taken to the Proshanti Shelter Home, where she has been staying for two years.

In the shelter she has received counselling, medical care, psychiatric care and education, and she participates in recreational activities. She also helps in the garden and at children's rights events. She still lives in the shelter. When she arrived two years ago, she was depressed and traumatized, but now she's doing much better. She comes over as spontaneous, and feels safe and happy. She is doing a vocational course, and would like to work in a beauty salon in the future.



## 2.2 BRAZIL

Street children and children from the favelas are vulnerable to sexual abuse and exploitation. Every year, thousands of children fall victim to commercial sexual exploitation. The city of Fortaleza (in Ceará) has one of the highest reported rates of sexual violence against children and adolescents in Brazil.

When the new Brazilian government came to power in 2019, an already dire situation only seemed to get worse. The dismissive attitude to human rights of the new president, Bolsonaro, has caused many to fear what the future has in store.

As the government is failing to address sexual violence and has not guaranteed the care that victims of sexual violence need, it is all the more important that NGOs such as Free a Girl take the initiative and try to alleviate the problem.

In 2019, together with our local partners in Brazil, Free a Girl contributed to survivor rehabilitation and awareness-raising. We also started local fundraising in Brazil.



## Results 2019



2 local fundraising teams were set up in 2 cities, aiming to increase local awareness of the issue and raise financial support.



A local campaign was developed and rolled out, with information, education and communication material.



1,314 new donors registered.



36 girls were cared for in the shelter, given medical care and education, and took part in relaxing activities.



The 36 girls had group therapy sessions each month.



The 36 girls received weekly psychosocial counselling.



Legal documentation for priority citizenship rights was also provided for the 36 girls.



318 medical checks were carried out.



14 girls took courses on citizenship, entrepreneurship and autonomy.



7 girls did vocational training and found a job on the formal labor market.



Several partnerships for psychological rehabilitation were improved.



A reorganization of the personnel policy greatly improved the quality of care.



After increasing threats from criminal groups, the security of the shelter was improved, resulting in a safer and more comfortable environment for the children.



The shelter staff received capacity training so they could guarantee the highest quality of care.



The shelter's database was improved and updated, in order to provide a better service.



Local fundraising, partnership events and a growing business network further boosted the services' financial sustainability<sup>7</sup>.

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<sup>7</sup> Brazil - Report 2019 Final Free A Girl, Report BE LIGHT (1) - clarifications quarterly report – updated (2) (see appendix).

### Emily

Sixteen-year-old Emily from Fortaleza was rescued after suffering sexual abuse and neglect. Emily didn't attend school and was not fed properly, and there was inadequate hygiene at home. She often went into the street to look for food, where she encountered violence and was sexually exploited.

Emily currently works as a bank intern in the mornings and attends school in the afternoons. She wants to study and work in the future, so that she can support her family financially.

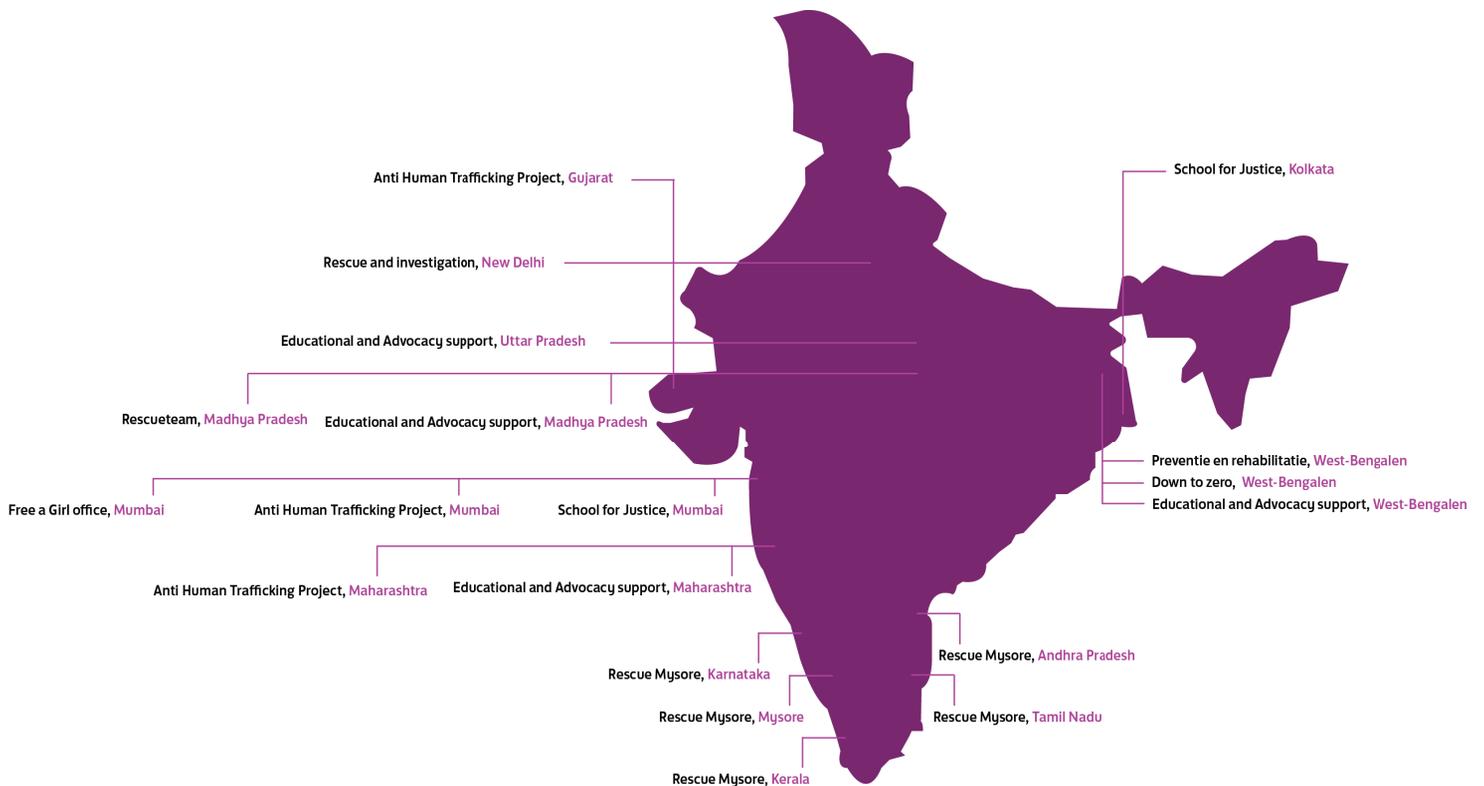


## 2.3 INDIA

It is estimated that 1.2 million underage girls are sexually exploited in India. Child sexual exploitation in India is the result of many factors, including poverty, lack of education, social prejudice against women, impunity, the caste system and even religious ritual. Vulnerable girls from poor socio-economic backgrounds are often sold, kidnapped or lured into sexual exploitation under the false promise of marriage or a well-paid job. They are then raped on a daily basis, and suffer extreme physical and psychological trauma.

As in other countries, in India we are seeing a shift to the use of online tools to recruit victims and bring about the sexual abuse of minors.

Our rescue teams make every effort to rescue the girls and get the police to take action. They also provide rehabilitation services (such as counselling and vocational training) and work tirelessly to tackle impunity, by helping the girls to bring court cases against their traffickers.



## Results 2019

### Results: rescue activities



64 successful rescues were carried out.



426 investigations were carried out.



95 victims were rescued (60 of whom were minors).



74 survivors were helped with repatriation and reintegration (21 of whom were minors).



113 perpetrators were arrested.



A man who earned money by creating hiding places where brothel owners could hide minor victims during police raids was found and arrested.



After ten years of lobbying, the government of Karnataka announced that it would make funds available for survivors of sexual exploitation to follow education. The measure applies to all universities in Karnataka.



The first workshop was given on tracing and tackling the sexual exploitation of children facilitated by online services. Free a Girl will focus on this issue in the coming years, for example by funding the establishment of the Child Protection Research Center<sup>8</sup>.

### Results: Down to Zero

Together with the Dutch Ministry of Foreign Affairs, Free a Girl, Terre des Hommes, Plan International Nederland, Defense for Children-ECPAT and ICCO Cooperation are combining their specialized knowledge, skills and experience to rid eleven countries in Asia and Latin America of sexual exploitation. The five-year program started in January 2016.



23 girls were rescued from sexually exploitative situations.



8 boys were intercepted in the border regions between India and Nepal and India and Bangladesh, and protected from the risk of potential exploitation.



28 perpetrators were arrested.



220 victims of sexual exploitation were supported with accommodation, health services, educational services or legal assistance.



657 boys and girls were given training on the sexual exploitation of children and how to report cases to the police.



666 boys and girls were given training on how to inform peers about child sexual exploitation.



128 boys and girls were trained on advocating for children's rights and protection against child sexual exploitation.



815 members of the community (with children at risk of sexual exploitation) participated in awareness-raising activities.



56 meetings were held with officials, police and the judiciary on improving policy and practice in relation to tackling child sexual exploitation.



700 police officials were given training on child sexual exploitation.



318 government officials were given training on child sexual exploitation.



12 businesses were involved in the fight against child sexual exploitation.



190 employees of companies in the travel and tourism sector were given training on child sexual exploitation and how to fight it.



7 effective referral mechanisms were established.



15 children's protection committees were set up and supported<sup>9</sup>.

<sup>8</sup> India - Free a Girl India results 2019 & Report on December 2019 Delhi workshop Free A Girl (see appendix).

<sup>9</sup> India - Narrative Report DtZ July - Dec 2019 final version (see appendix).

## Results: Educate, Empower, Lead



71 children were enrolled at school.



103 children received informal education.



594 children received study coaching.



399 young women were given vocational training.



515 children were given empowerment training on self-confidence, leadership qualities and the importance of education.



284 survivors of sexual exploitation received rehabilitation services (including safe accommodation, health care, legal support and trauma counselling)<sup>10</sup>.

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<sup>10</sup> India - EEL Final Report 2018 -2020 (see appendix).

## Khajel

'Everyone at home thought that I only needed to learn how to do household tasks, and that my ultimate goal should be to get married. They didn't consider education to be important for a girl. Now I know that education is very important, so I'm able to look after myself. I'm the person who decides how I will live my life.'



## School for Justice

In recent years, Free a Girl has played a major role in fighting child prostitution by rescuing thousands of girls from brothels. The trade in young girls remains very lucrative, however, because the legal system is failing to punish perpetrators of commercial sexual exploitation. Every day, new girls are being traded and sold to brothels for prostitution. The clients, human traffickers, pimps and brothel-owners are rarely prosecuted and convicted. In 2015, for example, sentences were passed in just 55 cases. That's why Free a Girl founded the unique 'School for Justice' for victims of child prostitution, to break the cycle of impunity.

The School for Justice was officially launched in Kolkata, India, in 2017. The program consists of preparatory training and five years of legal training to become a lawyer or public prosecutor. The students can use their training to change the legal system from the inside, by prosecuting the perpetrators of commercial sexual exploitation and demanding justice. Since mid-2018, the school has been offering three additional courses – journalism, social work and police academy training – to have even more impact on breaking the cycle of impunity.

The other aspect of the School for Justice is the awareness-raising campaign. This innovative campaign is raising awareness of the commercial sexual exploitation of children in India, and the impunity that surrounds it. The students at the School for Justice play an important role in this campaign. With their personal stories, they can initiate the conversation about commercial sexual exploitation – something that is taboo in India. The aim of the campaign is to ‘break the silence and mobilize society to rally behind the girls who have fallen victim to this crime, and demand justice’. The students regularly follow media training to prepare them for the media spotlight.

All students receive counselling, English lessons and extra coaching in their subject. In their free time, they can participate in self-defense, dance and/or singing lessons, and they go on study-related and recreational excursions and trips. These include visits to police stations and courts, and holidays in Shantiniketan.

### Results: School for Justice



18 students enrolled at the School for Justice India.



6 students are studying law at university.



1 student is preparing for the law entrance exams at the university.



7 students are in the final phase of secondary school and are exploring further study options.



2 students are studying social work.



2 students are preparing for the police academy’s entrance exam<sup>11</sup>.

### Mother Teresa Memorial Award for Social Justice

Free a Girl has won the prestigious Mother Teresa Award for Social Justice for our work in India in general, and for the School for Justice in particular. Previous recipients of the prize include the Dalai Lama and Malala Yousafzai. Evelien Hölsken, founder and director of Free a Girl, received the prize in Mumbai together with Sinaj, one of the students at the School for Justice.

<sup>11</sup> India - SFJ India Annual Report Jan to Dec 2019\_FINAL v2 (see appendix).

## Rana

'I am a survivor and I lead a meaningful life!

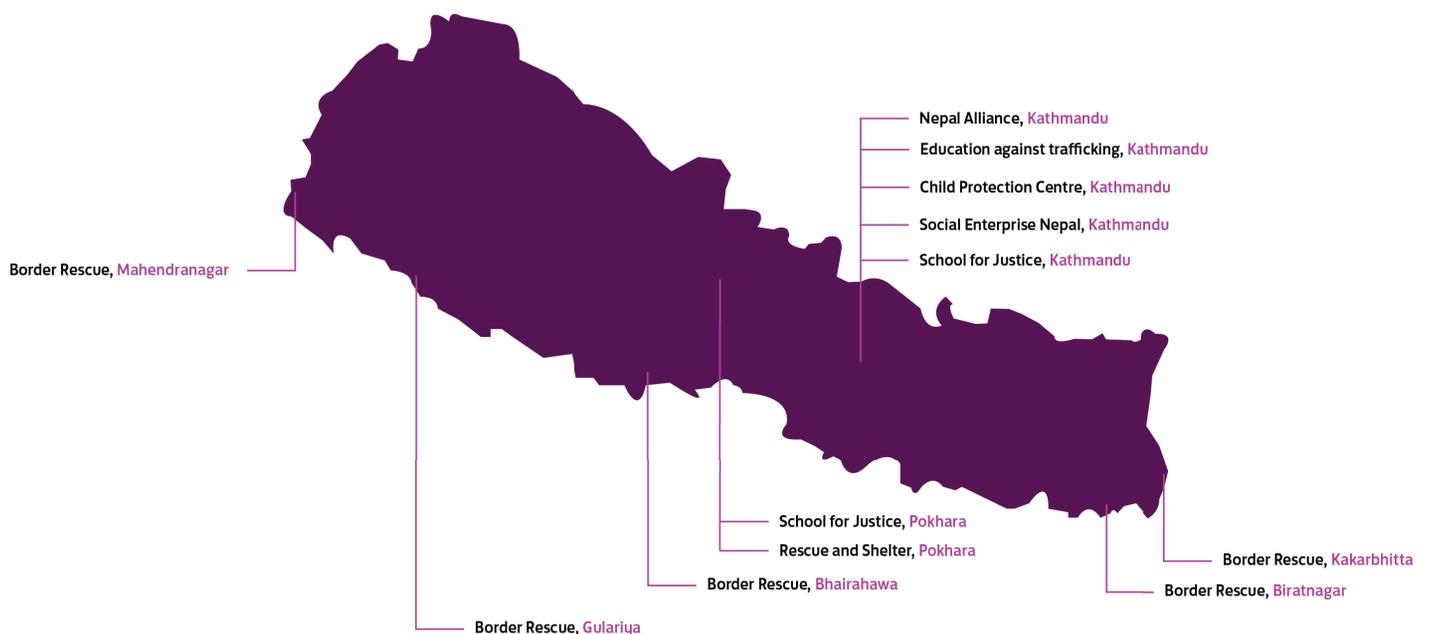
'I was 15 when I was asked for my hand in marriage. I was abused by my in-laws and by my husband. My husband sexually exploited me and forced me to have sex with his friends, who paid him for this. I wasn't allowed to go to school. I got pregnant and had a miscarriage. In the end, I was able to get divorced when I was 17. Now I am determined to complete my legal studies!'



## 2.4 NEPAL

Women and children in Nepal are vulnerable to human trafficking as a result of poverty, illiteracy, natural disasters and patriarchal social norms. The problem of child sexual exploitation is increasing due to demand in Nepal and abroad, and the children are often made dependent on drugs and drink. Every year, 6,000-12,000 girls are trafficked from Nepal to various locations around the world, mainly in India and the Middle East, for various forms of forced labor and commercial sexual exploitation. The Nepalese government is failing to implement policies or protect the victims. The influence of technology is also growing; the Internet and other online spaces, especially social media, are used to lure victims and make contact.

Survivors are often accused of wrongdoing, rather than viewed as victims of exploitation. Threats from perpetrators mean that survivors are scared to take cases to court. Due to the lack of any substantial evidence, it is rare for cases of commercial sexual exploitation, human trafficking or violence against women to get to court. As the problem in Nepal worsens and its dimensions change, today’s situation demands a powerful response.



## Results 2019<sup>12</sup>

### Results: rescue activities



274 young women (34 of whom were minors) were rescued and repatriated from situations of sexual exploitation and human trafficking in India and Kanchanpur, and following raids in Kathmandu and Pokhara.



392 women (105 of whom were minors) were intercepted in the border region between Nepal and India as they were being trafficked, and protected from the risk of sexual exploitation. They were also given information about safe migration.



21,932 public vehicles were inspected for potential victims of human trafficking.



22,000 people were given information about safe migration at the border between India and Nepal.

<sup>12</sup> Nepal - Final Narrative Report Child Protection Center July To Oct 2019 & Rescue Reports (see appendix).

### Results: tackling impunity



65 people were arrested for human trafficking and sexual exploitation.



231 sessions were held with victims to provide them with legal information about children's rights and child prostitution.



805 victims were supported with legal cases (human trafficking, domestic violence and rape).



59 cases of human trafficking were taken to court.



2 people were convicted of human trafficking.



429 missing persons were found.

### Results: rehabilitation activities



588 children were taken into the shelter and given basic services, healthcare and psychosocial support (12 of these were aged under 4).



11 children were referred to hospital for medical care, and an additional 12 children received antiretroviral HIV treatment.



237 children took daily dance lessons, 25 children took music lessons, 50 children took self-defense lessons (4 children went for the black belt this year!) and there was meditation and music therapy for all in the evenings.



674 children and women received temporary shelter (and psychosocial, legal and medical support) before being reunited with their families.



1 youth club was run by the children themselves, offering lots of mutual support and leadership practice.

### Results: reintegration activities



10 young women received vocational training based on their interests, abilities and needs (hotel management/catering, beauty therapy, dressmaking and smartphone repairs).



100 girls received non-formal education.



58 girls were reintegrated (with their families) and 1 girl and 5 boys were referred for long-term care.



In the case of the reintegrated girls, contact was made 12 times after reintegration to assess their security and wellbeing.



After vocational training and/or an internship, 2 girls immediately found jobs.



24 parents followed a family interaction program to boost reintegration.



Information boards were installed in 8 locations to inform people about human trafficking and gender-based violence.



During monitoring visits, informative posters were put up in 301 catering establishments in high-risk areas to raise awareness of the exploitation of women and children.



6 meetings, attended by hundreds of participants, were held with the national press to provide information about and raise media awareness of domestic and foreign human trafficking and the reintegration of victims.



18 meetings and training sessions were held with NGOs, the Nepalese police, judicial authorities and local and national governments about jointly combatting human trafficking and sexual exploitation.



15 national and international days of activism to fight human trafficking and the sexual exploitation of children were actively observed.



300 survivors of human trafficking and sexual exploitation were given a platform at the National Conference for Survivors of Human Trafficking, where they addressed governments, NGOs, media and civil society organizations.



A new deep-well was constructed at the shelters, to provide the 600+ beneficiaries with water every day for the coming years.

### Results: School for Justice Nepal

In 2019, 23 girls once more enrolled at the School for Justice in Nepal. Twenty of these girls study in Kathmandu and 3 study in Pokhara. For more on this project, see the description in the section on projects in India (2.3).

### Results: Rescue and Shelter Pokhara

In Nepal, we also rescue girls from sexual exploitation and care for them. This program is funded by participants in the Dutch National Postcode Lottery.



37 young women were rescued, including 26 minors, by means of 6 monitoring visits.



46 women (12 of whom were minors) were intercepted as they were being trafficked in the border region between Nepal and India, and protected from the risk of sexual exploitation. They were also given information about safe migration.



6 people were arrested for human trafficking and sexual exploitation.



29 sessions were held with victims to provide legal information about children's rights and child prostitution.



2 cases of human trafficking were taken to court.



29 children were taken into care and given basic services, healthcare and psychological support.



20 young women received vocational training based on their interests, abilities and needs (hotel management/catering, beauty therapy).



18 girls found a job after vocational training and/or an internship<sup>13</sup>.

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<sup>13</sup> Nepal - Semi-annual report of pokhara shelter home.docx\_FG\_comment\_4 Feb (see appendix).

### Results: Educate, Empower, Lead



118 girls took part in empowerment workshops on trafficking, sexual exploitation and the importance of education.



49 survivors were given education and everything they needed for school. Fourteen girls also received extra lessons.



15 girls were given computer training on computers purchased for this purpose, substantially boosting their job prospects.



454 children from high-risk communities took part in an orientation program on human trafficking and the importance of education. Thanks to this program, 18 children could attend school again.



30,000 Information, Education and Communication leaflets and two informative short movies to prevent child sexual exploitation were developed and made ready for use in 2020<sup>14</sup>.

### Results: Social enterprise

Maiti Café is a social enterprise that opened its doors in 2019, in a successful collaboration with the private sector. The cafe is an information and vocational training center for survivors of sexual exploitation, and a visible beacon of hope for survivors. This social enterprise is funded by participants in the Dutch National Postcode Lottery.



13 survivors took vocational courses at Maiti Café.



10 survivors are currently employed by the cafe.



There has been great media interest in the project, the problem and the innovative reintegration model, both in and beyond Nepal.



New partnerships have been launched with the business sector to add to the project's future sustainability.



Thousands of guests have been made more aware of the problem during visits to the cafe.

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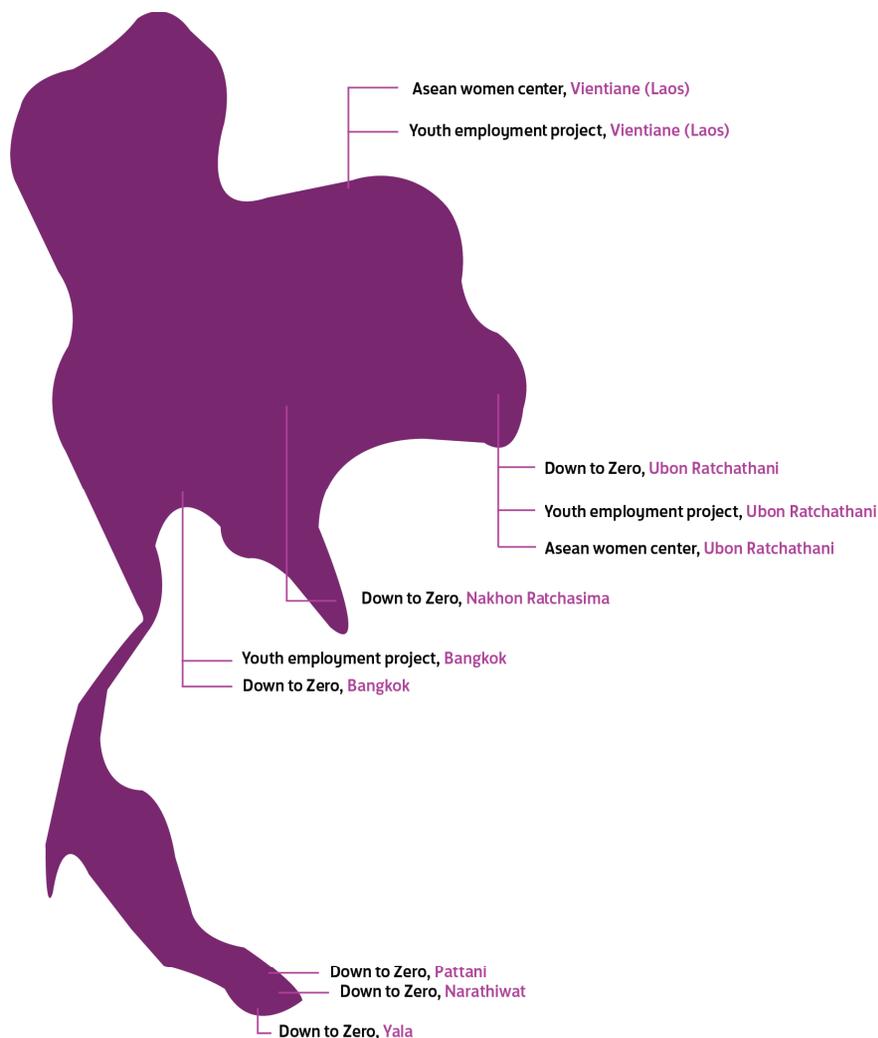
<sup>14</sup> Nepal - EEL\_Progress Report\_2019 (see appendix).

## 2.5 THAILAND

Thailand is an origin, transit and destination country for children who are trafficked for sexual exploitation. Although the exact number of minor victims in Thailand is not known, in 2007 it was estimated that at least 60,000 children were being sexually exploited.

One important trend that is influencing the work of our Thai project partner is the increasing number of cases in which human traffickers use social media and chat services (such as Facebook and Line) to recruit minors and bring clients into contact with children. The abuse then takes place in hotels and private rooms. As a result, fewer and fewer children are being found and rescued from karaoke bars and massage salons. For this reason, we are adjusting how we implement rescues, and training our partners in online research.

The age of the rescued Thai girls appears to be younger on average (sometimes as young as 12), and traffickers are increasingly recruiting children via schools. Most Thai victims of sexual exploitation come from broken homes or have mothers who themselves work in the sex industry. These girls have serious mental problems even before they fall victim to sexual exploitation.



## Results 2019

### Results: Down to Zero



26 minor girls and 44 (young) women were rescued in 2019.



8 perpetrators were arrested.



135 victims of sexual exploitation received support in the form of shelter, healthcare services, educational services or legal assistance.



34 leaders of communities from which many victims come were trained as 'watchdogs'; as such, they report suspicions of sexual exploitation or child trafficking to our partner.



Facebook has asked our partner organization to become a trusted safety partner. This means that if they have a case in which Facebook is/was used to contact the victims, they can report this directly to Facebook and action will be taken<sup>15</sup>.

### Results: vocational training scheme

A vocational training scheme has been developed in Thailand, based on a social employment agency and a network of NGOs, governmental authorities, educational institutions and reliable businesses. The aim is for survivors of sexual exploitation to find jobs and become economically independent. The program is funded by participants in the Dutch National Postcode Lottery.



91 girls from Thailand and Laos received vocational guidance and information.



60 girls from Thailand and Laos received education, vocational training and/or got a job this year.



2 vocational catalogues were developed for careers orientation and vacancies for survivors: 1 catalogue for Thailand and 1 for Laos.



19 NGOs in Thailand started working together in order to boost results in the area of economic reintegration.



45 companies pledged to join the network and indicated their willingness to provide vocational training, internships and/or jobs for survivors.

The Thai government is extremely interested and is cooperating to make the scheme a success. Job orientation is held in 5 government shelters and at the 2 vocational coordination centers. The 2 vocational coordination centers help to place the girls in companies. Universities, schools and the government are extremely interested in participating in the project.

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<sup>15</sup> Thailand - Narrative Report DtZ July - Dec 2019 final version (zie bijlage)

## Bia

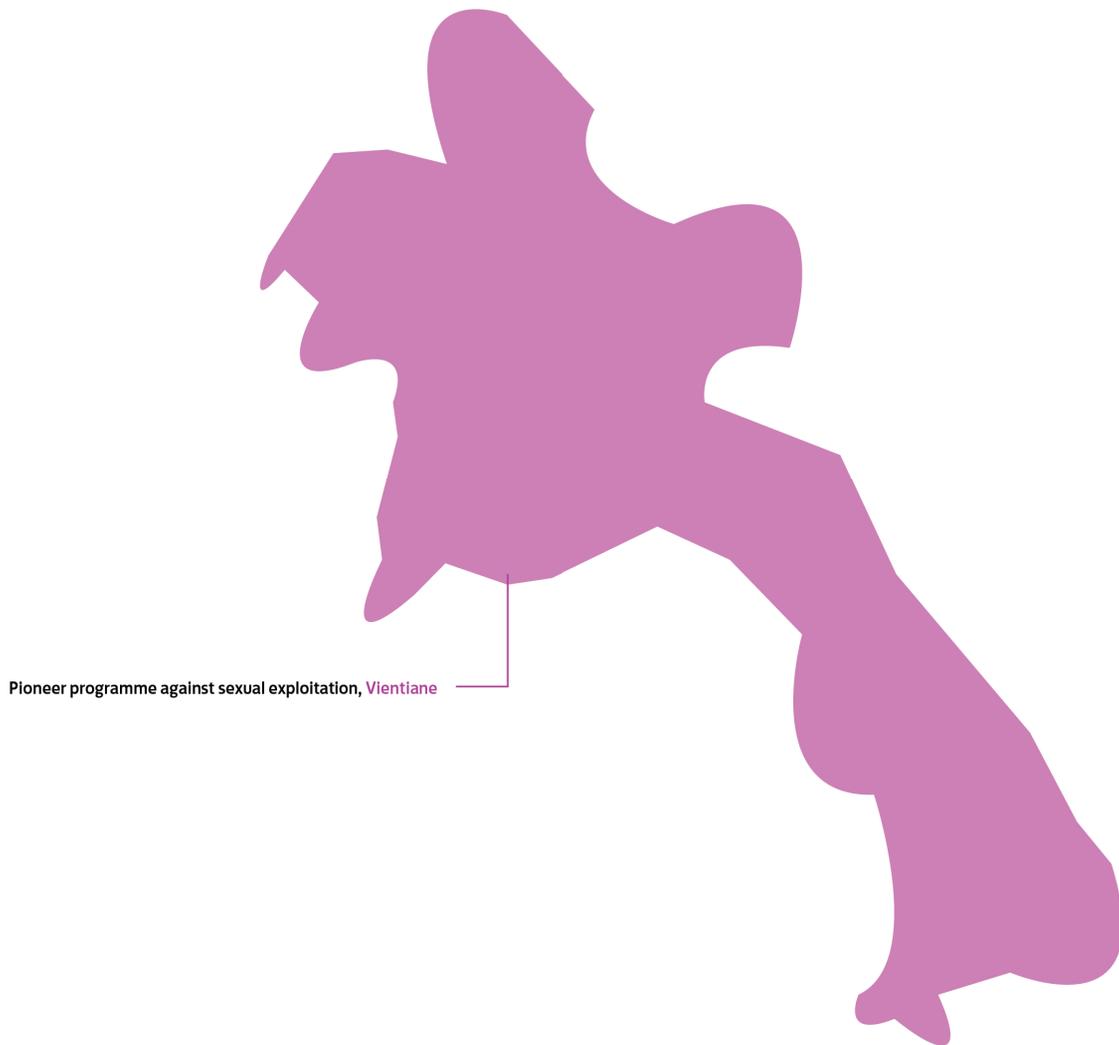
Bia, from the poorest region in Thailand, fell victim to sexual exploitation aged 15. She comes from a broken home and was abandoned by her parents. When she came to our partner organization, she was traumatized and had little self-confidence. She believed she no longer had a future. After counselling and art therapy, her situation gradually improved and she wanted to learn new things. She is taking vocational courses, is learning English and can look to the future again; she would like to open a bakery or become a nurse.



## 2.6 LAOS

Free a Girl has been rescuing Laotian girls in Thailand for years. We are seeing fewer and fewer minor victims from Laos being trafficked to Thailand, but the number of victims in Laos itself is growing. Among other things, this is due to increasing Chinese tourism in Laos and the Thai government's stricter policy on fighting cross-border trafficking (zero-tolerance) and crackdown on the use of illegal migrant labor (large fines for companies that employ illegal migrants). As well as tourism from China, Laos is also visited by sex tourists from England, Australia and the United States, who abuse children there.

This means that Laotian children are increasingly being abused in Laos itself. Poverty is rife in the countryside in Laos. Children are lured to towns under false pretenses, whereupon they end up being sexually exploited.



## Results 2019

### Results: AFAS FOUNDATION

Thanks to the AFAS Foundation, Free a Girl is now active in Laos. The program will run from October 2019 to September 2022. The first quarter of the project period (October-December 2019) already saw great results.



The rescue team in Laos has been established and trained by our Thai partner organization in evidence and data-gathering, management, and investigations and rescues. The Laotian team accompanied our Thai partner on rescues, to learn from their experience.



62 entertainment venues were visited in Vientiane, to map out potential locations for sexual exploitation. Seven locations were subsequently investigated more thoroughly. Minor girls were being sexually exploited in these karaoke bars, hotels and resorts.



7 Laotian survivors were rescued from situations of sexual exploitation.



An agreement was signed with an organization of lawyers in Laos (LDP), so that survivors and their families could receive legal support.



11 Laotian survivors participated in vocational training.



14 survivors were visited in their communities in the province of Vientiane, to prevent them from (repeatedly) falling victim to sexual exploitation. They were helped to explore various vocational courses and job opportunities, to allow them to live free of exploitation. Our partner also prevented two girls from falling victim to sexual exploitation. The girls were on the verge of being trafficked. This was fortunately avoided, as they were visited in time and given information<sup>16</sup>.

### **The National Postcode Lottery**

In 2017, Free a Girl received 1 million euros from the National Postcode Lottery of the Netherlands for a period of three years. Thanks to this support, we have been able to rescue hundreds of girls, provide education and promote economic independence in Nepal, India, Bangladesh and Thailand.

The projects funded by the National Postcode Lottery represent the result-oriented, sustainable and innovative approach that distinguishes Free a Girl in the fight against the sexual exploitation of children. Thanks to the participants in the National Postcode Lottery, Free a Girl was able to continue the fight in 2019, in close cooperation with our partners.

### **Rescues**

With the help of the National Postcode Lottery, three projects were carried out in 2019 to identify, rescue and shelter victims of human trafficking in Nepal and Bangladesh. As a result, 89 young victims of human trafficking and sexual exploitation were rescued in 2019.

### **Educate, Empower, Lead**

The three-year Educate, Empower, Lead program is a partnership between the Malala Fund and Free a Girl, with financial support from the National Postcode Lottery. The aim is to empower girls who are at risk of, or who have fallen victim to, commercial sexual exploitation in Bangladesh, India and Nepal. In 2019, we reached tens of thousands of girls in Nepal, Bangladesh and India with awareness-raising activities, extra-curricular coaching and reimbursement of education costs and items for school.

### **Reintegration**

For many survivors, real freedom cannot be achieved without economic independence. Two newly-developed projects were launched in 2019. In Thailand and Nepal, new employment schemes were developed and/or strengthened in partnership with the business community, responding to local needs and contexts. Working with the business community means that the expertise and strengths of social and economic specialists can be combined all three projects. This means that economic reintegration can be achieved in a more efficient and sustainable way.

<sup>16</sup> Laos - 1st October to 31 December 2019 Update report for the protection project in Laos (see appendix).

### **Thailand**

In Thailand, the reintegration scheme for survivors was in need of a far-reaching reorganization. Ensuring that the girls could find a job and become financially independent was crucial, but also virtually impossible.

By developing a completely new model in recent years, in cooperation with the government, the private sector and NGOs, and taking all interests into account, we have created a 'social employment agency'. All of the parties benefit from the system's effective processes.

For the vulnerable target group of young women, the scheme is a pathway to a free and independent future. We are already achieving results, and others are taking notice. For example, the Thai government and other parties are extremely interested in this new reintegration model.

### **Nepal**

In 2019, Maiti Café opened its doors in the heart of Kathmandu. The slogan of this social enterprise is 'Fill your belly, nourish your soul'. Maiti Café is a sustainable response to the need for gradual, safe economic reintegration, and has been developed in close cooperation with the private sector. By doing an internship and taking a first job in the cafe, survivors can take key steps towards real independence. At the same time, it's also somewhere that provides the right support when they need it. This crucial intermediary step towards real freedom already produced fantastic results in 2019, and Maiti Café hopes to continue to support many survivors successfully in the years to come.

### Special Rapporteur to the United Nations

In January 2019, Free a Girl was invited to attend the UN expert consultation on the social inclusion of victims of trafficking in Addis Ababa. The consultation was organized by the UN Special Rapporteur on trafficking in persons, especially women and children, Ms. Maria Grazia Giammarinaro, for her report to the Human Rights Council. Free a Girl's School for Justice is explicitly mentioned in this report as an innovative model (p. 16)<sup>17</sup>:

*'As an innovative model of social inclusion, the Special Rapporteur has been impressed by the work carried out by the Free a Girl NGO, in the context of the School for Justice project implemented in India and Nepal.*

*'In India, the project is carried out together with its partner Sanlaap, and in Nepal with its partner Sasane. The project provides survivors of trafficking for sexual exploitation with courses in the fields of law, social work, police work and journalism, with a view to training them to become public prosecutors and lawyers and to work in other related professions. Around 15 students have enrolled in the first two Schools for Justice operating in the two countries, and the NGO now aspires to open more schools.*

*'This unique project empowers beneficiaries professionally and gives them the opportunity to play a significant role in fighting impunity [...] Projects of this kind should be replicated on a larger scale and more funds should be invested into providing scholarships for university, as not all survivors wish to be employed after being trafficked but would rather invest in their formal education, especially in cases where they were compelled to abandon school as a result of being trafficked and were never given the chance to complete their studies afterwards.'*

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<sup>17</sup> United Nations General Assembly (23-04-2019), Report of the Special Rapporteur on trafficking in persons, especially women and children. A/HRC/41/46 (see appendix).

## 3. RAISING AWARENESS

### 3.1 Target group

Our target group for communication is everyone in the Netherlands who is concerned about the fate of the missing girls and their distraught parents. A sub-target-group for communication is mothers aged 30-55 years; this remains the largest group in our pool of donors. Additional target groups include large donors and the business market. Thanks to the social media followers of our founders and ambassadors, we have increased our visibility on these channels and expanded our target group to include engaged young people aged 15-25.

### 3.2 Alliances

#### 3.2.1 Down to Zero

Together with the organizations Terre des Hommes, Defense for Children/ECPAT, ICCO and Plan International Nederland, Free a Girl forms part of the 'Down to Zero' alliance. The alliance is committed to fighting the commercial sexual exploitation of children in eleven countries in Asia and Latin America. In 2019, all of the NGOs' social media channels were used to inform supporters about Down to Zero. Various online and offline messages were created to inform the Dutch public about the alliance and its approach. For example, the five NGOs organized various trips to gather content. Photos of these trips were then included in the photography exhibition 'This is Me', which gave visitors an opportunity to understand the gravity of the situation up close. The exhibition was held in De Hallen in Amsterdam and at the WTC in Rotterdam. Stories about and photos of the trips were also included in an online and offline publication collaboration with VROUW magazine (Telegraaf); the collaboration will continue in 2020. Free a Girl visited the projects in India and wrote an article about the trip. The article, 'Kinderen van de rekening [child victims]', has been included as an appendix.

#### 3.2.2 Don't Look Away

Since 2015, Free a Girl has been holding an annual campaign with the Dutch Ministry of Security and Justice, the national police, the military police, the office of the national rapporteur on human trafficking and sexual violence against children, the ANVR, TUI Netherlands, Defense for Children-ECPAT, Terre des Hommes and Plan International Nederland, to inform the Dutch public about child sex tourism and how to report suspicions. The aim is to increase the number and quality of reports of child sex tourism, so that we can contribute to criminal investigations and prosecutions. The 'Don't Look Away' campaign calls on the Dutch public to report suspicions of the sexual exploitation of minors in tourist destinations, in as much detail as possible, at [www.meldkindersekstoerisme.nl](http://www.meldkindersekstoerisme.nl).

Every summer, all of the partners use social media to draw attention to the helpdesk. After being assessed by Defense for Children-ECPAT, every report received by the helpdesk is forwarded to the police.

### 3.3 Online communication and free publicity

Free a Girl generates considerable media interest with our campaigning, activities, events, articles and the efforts of our ambassadors. Our PR ensures an active media value that is monitored each month in collaboration with Clipit. Clipit oversees the balance in our communication and media strategy in conjunction with current trends, environmental factors and developments.

#### 3.3.1 Ambassadors 2019

Our ambassadors are Dutch celebrities with a large online and/or offline presence, who command considerable media interest. Free a Girl's ambassadors are Anna-Alicia Sklias, Belle Perez, Gwen van Poorten, John Ewbank, Jojanneke van den Berge, Monica Geuze, Niels Geusebroek, Thomas Berge, Tim Hofman, Wesley Snejder and Wimmy Hu.

The ambassadors campaign voluntarily for the foundation, drawing attention to the distressing problem of human trafficking and forced prostitution. They regularly appear in the media and play a key role in Free a Girl campaigns and events. They also use their own websites and social media channels to draw attention to our work. They devote time and energy to sharing activities and campaigns via their own channels, giving interviews and participating in fundraising campaigns.

### 3.3.2 Media value 2019

According to Clipit, we generated a total media value of €1,692,606 in 2019. This included both online and offline channels. Free a Girl was mentioned in 7,377 reports with the potential to reach an audience of 157,696,933 people<sup>18</sup>.

### 3.3.3 Website

The website freeagirl.nl provides information about the organization's structure and projects, and focuses on fundraising. Free a Girl will launch a new website in 2020; most of the preparation for this was done in 2019. The website was in need of updating, because it failed to project the image of the organization sufficiently. The website also lacked functionality, simply as a result of being out of date. Our core values are action-oriented, result-oriented, effective, transparent and distinctive, and these are communicated by the new website. We believe that it is important that the website reflects our identity as an organization.

### 3.3.4 Social media

As part of our communication strategy, Free a Girl is active on the following social media channels: Facebook, Twitter, Instagram, LinkedIn and YouTube. We raise awareness of the problem by sharing victims' stories, among other things. We also use our channels to fundraise or to thank sponsors. We sometimes offer exposure, which is often desired, in exchange for sponsorship. Free a Girl has a powerful image and strong brand awareness. We use social media to share information about campaigns, activities and events. We created a house style for our posts in 2019, to achieve even more impact with the brand we have built.

Channel	Followers	Followers	Growth
	2019	2018	
Facebook	11,375	10,100	13%
Twitter	4,512	4,400	3%
YouTube	662	500	32%
LinkedIn	1,960	1,400	40%
Instagram	11,100	6,000	85%
<b>Total</b>	<b>29,609</b>	<b>22,400</b>	<b>32%</b>

## 3.4 Communication with stakeholders

Free a Girl believes that it is important to be transparent with sponsors and other stakeholders about the foundation's expenditure and results. As well as all the sponsors and donors, our stakeholders include the foundation's employees, the Supervisory Board, volunteers, partner organizations in the Netherlands and abroad, alliance partners, the press and the general public in the Netherlands.

The most important beneficiaries are the children who are sexually exploited, or children at a high risk of sexual exploitation.

### 3.4.1 Donors

The website and social media are used to keep existing donors connected with the foundation.

<sup>18</sup> Clipit Media Monitoring 01-01-2019 – 31-12-2019, Free a Girl Statistics (see appendix).

### **3.4.2 Business partners**

Business partners make monthly donations to Free a Girl, linked to one of the themes that contribute to the fight against child sexual exploitation. As well as becoming business partners, companies can choose to cooperate with us on a tailor-made basis. Business partners are sent reports once or twice a year, to keep them informed. Free a Girl also maintains a network of business partners by organizing events.

### **3.4.3 Foundations and private charitable foundations**

Foundations and private charitable foundations are sent an intermediary and a final report on a particular project twice a year, to keep them informed. In addition, we make two personal appointments with our donors a year, on average, for relationship management and to update them in person on project progress.

### **3.4.4 Alliance partners**

Free a Girl maintains a number of structured partnerships with strategic alliance partners. These partnerships are based on a common aim, and either directly or indirectly benefit the partners or target groups in the countries where the partners are working. Our current strategic partners are Terre des Hommes, Defense for Children/ECPAT, ICCO and Plan International Nederland.

### **3.4.5 Ambassadors**

Free a Girl has a number of ambassadors who have pledged to draw attention to the problem of child sexual exploitation several times a year, and to raise funds. They are extremely important to the foundation, because they voluntarily generate media attention and spread the word about our mission in the Netherlands and abroad. We keep our ambassadors actively informed about changes, events and developments within Free a Girl by means of project trips and personal meetings once or twice a year.

### **3.4.6 Regional ambassadors**

Our regional ambassadors campaign voluntarily for the foundation and raise awareness of the problem in their region. They play a key role in our most important annual fundraising event, Lock me Up – Free a Girl.

### **3.4.7 Employees**

Performance appraisals and reviews are held for all employees. There is scope for training and courses for permanent employees, should these be needed.

### **3.4.8 Partner organizations**

Free a Girl works to fight the sexual exploitation of children in partnership with local organizations. The latter are more familiar with the culture and country in question, and are therefore able to gauge how to achieve change. These organizations are in direct contact with the children and have local networks that allow them to carry out rescues and provide shelter, medical care, education, group training, trauma-processing and victim reintegration.

Our partner organizations also work with the police and judiciary to catch and convict human traffickers and pimps. In addition to financial support, Free a Girl shares its knowledge and experience to keep nurturing, optimizing and expanding these partnerships. The partners are selected carefully, based on selection criteria drawn up by Free a Girl.

### 3.4.9 Integrity and complaints procedure

Free a Girl attaches great value to maintaining good contact with donors, sponsors and other relations. This includes dealing with complaints and suggestions properly and in good time, something we take very seriously. We see a complaint as a signal that can be used to improve how we operate, and we take steps to improve our services, if necessary.

Free a Girl has a strict integrity policy that applies to members of the Supervisory Board, our employees, our partners and others, such as hired-in third parties and visitors to projects. This policy includes a code of conduct, a policy on the protection of children and young people, an anti-fraud and corruption policy, a whistleblowers' policy and a sanctions policy. These policy documents are available on Free a Girl's website and form a standard part of all contracts concluded by Free a Girl.

In 2019, there was one anonymous report of fraud at a partner organization. The report was investigated thoroughly, but no evidence was found of the allegations. The cooperation with the partner organization resumed.

## 3.5 Highlights

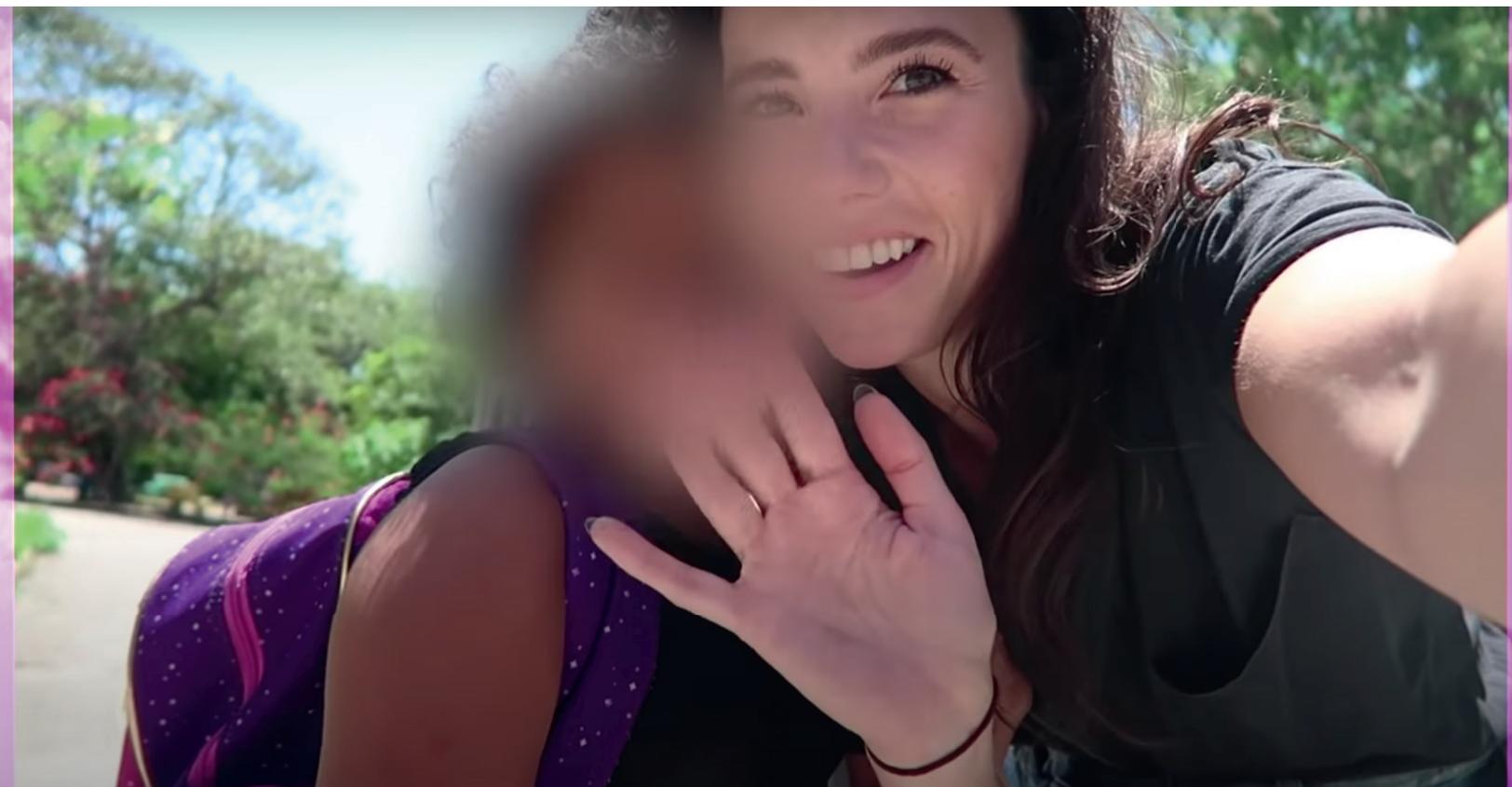
### 3.5.1 Fight as if she was your own

In a social experiment, Free a Girl and DDB Unlimited confronted the public with an issue that's usually dismissed as 'nothing to do with me'. A digital out-of-home screen displayed a young girl, sitting on a bed in a brothel in India. This time, though, the girl on the screen was not anonymous. Instead, Face Swap was used to replace her face with that of young girls passing by: daughters out with their mothers, fathers or grandparents. Hence the message: 'Fight child prostitution as if she were your own.'



### 3.5.2 Fighting child prostitution in Laos and Thailand

Free a Girl and Gwen van Poorten, the Dutch presenter and Free a Girl ambassador, travelled to Laos and Thailand to visit the projects. 'Sometimes it was dreadful to see the situation and difficult to talk about it, but we mustn't close our eyes to what is happening.' Gwen made an insightful vlog about her trip, among other things.



## 4. FUNDRAISING ACTIVITIES

We achieved our fundraising objective for 2019 with revenues from private individuals and companies, the Lock me Up – Free a Girl campaign, support from the National Postcode Lottery, the government grant, support from institutions and foundations and international fundraising.

### 4.1 Income from individuals

In accordance with a strategy that has remained unchanged since Free a Girl was founded, we do not actively recruit regular private donors. Revenues from the private market are increasing slightly each year, because Free a Girl is attracting more donations than it is losing.

### 4.2 Companies

Revenues from companies increased again, but not as much as we had hoped and budgeted for. This was because a large sponsor was forced to withdraw. We launched a new concept in 2019 with the aim of generating structural income: the business partnership. Each month, business partners donate a fixed amount to Free a Girl. As well as business partnerships, companies can also choose to work with us on a tailor-made basis.

#### 4.3 Lock me Up – Free a Girl

On 13 May 2019, the official run-up to the annual Lock me Up – Free a Girl campaign was held at The Red Sun in Blaricum. During the exclusive benefit, we achieved record takings of €507,934 on the first day of campaigning.

During the campaign, now its 9th year and held from 13-19 May 2019, more than 700 participants throughout the Netherlands joined Free a Girl in the fight against child prostitution. In 30 locations across the Netherlands, 300 of the 700 participants volunteered to be locked up in 1-by-2-meter cages for 12 hours. Many restaurants supported the campaign by hosting cages, but companies such as ABN AMRO also worked hard to raise as much money as possible.



The cages symbolize the imprisonment of children who are forced to sell their bodies every day. The locked-up participants can drink as much water as they like, have a 5-minute break every two hours, and are given one bowl of white rice mid-way through the day. The participants give up 12 hours of their freedom and raise at least €2,500 in sponsor money to fight child prostitution. Together, all of the Freedom Fighters raised more than €700,000.

#### 4.4 Lottery organizations

In 2019, we received almost €320,000 from the National Postcode Lottery. This sum was made available from the €1 million grant that was awarded in 2017 for educational projects, reintegration projects and rescues. We submitted a new funding application in September 2019. In March 2020, we were awarded a new one-off sum of €1 million from the National Postcode Lottery to fight child prostitution.

#### 4.5 Government subsidies

In 2019, Free a Girl received a grant from the Ministry of Foreign Affairs for our part in the Down to Zero program, which will run until 2020. The Dutch House of Representatives passed the Voordewind amendment in 2019, with the aim of intensifying the fight against child prostitution. The amendment intends to make €27 million available to organizations that fight child sexual exploitation. In 2020, Free a Girl will submit a grant application for the period 2021-2025, together with our current coalition partners.

#### 4.6 Institutions and foundations

We received contributions from many institutions and foundations in 2019, a number of which wish to remain anonymous. Large institutions and foundations included the Tony Robbins Foundation, the Soroptimists and the AFAS Foundation.

##### Soroptimists

The Soroptimists are sisters, 'Sorores', who strive to do their best (optimum). As the world's largest voluntary service organization of female professionals, Soroptimist International works around the world to promote human rights and improve the position of women and girls. Their activities are based on themes of Action, Awareness and Advocacy. The Soroptimists have been supporting the School for Justice for several years.



##### AFAS Foundation

The AFAS Foundation inspires and acts. It inspires people to do better; to seize opportunities to improve the way things are done. Always with a large impact, because many people are helped, or, by contrast, because many people are inspired to change.

Free a Girl has been active in Thailand since our founding. Our Thai rescue teams work in partnership with local police to rescue girls from sexual exploitation. Many of the girls are trafficked from Laos, something that has increased in recent years. The average age of the girls is also younger, because virgins are lucrative. Despite the growing problem, no other organizations are actively rescuing girls. In order to change this, in 2019 the AFAS Foundation and Free a Girl launched the 'Pioneer program to fight sexual exploitation in Laos'. With our Thai partner, Free a Girl will respond to the problem with rescues, by tackling impunity, lobbying and advocacy, prevention, education and vocational training. The program is funded by the AFAS Foundation in strategic partnership with Free a Girl.



## Key partners in 2019



### 4.7 International fundraising

In 2019, Free a Girl continued to widen our opportunities for international fundraising. Work is still underway to establish Free a Girl India. In the United States, an independent not-for-profit entity has been founded and launched: Free a Girl USA. Free a Girl already receives substantial financial support from the United States, and an American not-for-profit such as Free a Girl USA. will be better placed to raise donations. Jessica Reijnders is the executive director of Free a Girl USA.

## 5. LOOKING AHEAD TO 2020

In early 2020, Free a Girl expected to keep sailing in smooth waters and grow gradually, as we had in 2019. In March 2020, the National Postcode Lottery announced that Free a Girl would receive another one-off donation of 1 million euros to fight child sexual exploitation. We are extremely grateful to the participants in the National Postcode Lottery for this contribution!

In 2020, the Ministry of Foreign Affairs made a one-off sum of 2 million euros available for the fight against child prostitution. This resulted from the amendment on child prostitution proposed in 2019 by Joël Voordewind, which was passed by the House of Representatives with broad support. The Down to Zero Alliance was awarded the sum in March. Free a Girl will receive €378,700 of this, to be spent in 2020 and 2021. With the amendment, the House of Representatives intends to make a total of 27 million euros available for the fight against child prostitution. The House of Representatives and the government are in talks on the remaining 25 million euros. At present it is unclear whether the amendment will be implemented in full as intended, and whether the Down to Zero Alliance will receive this amount, in whole or in part.

In the wake of these positive developments, the world changed as the new coronavirus (COVID-19) took hold. This global pandemic will have an enormous impact on all children, our work and all our partners. Many people have to stay at home as a result of the pandemic, and hardly any children can attend school anymore. This means that our projects are on hold and it is even harder to reach children. The pandemic will have a massive economic impact and will affect many families and children. The number of vulnerable children will rise as a result, and more children will fall victim to child trafficking and sexual exploitation. We are working with our partners to adjust our working methods and strategy, so that we can respond as effectively as we can.

The expectation is that Free a Girl and our partner organizations will have to manage with much less income than we had previously hoped. We have had to cancel the annual Lock me Up campaign, and revenues from private charitable foundations, private individuals and businesses are also under pressure. Free a Girl has adopted a revised budget and liquidity plan based on expenditure levels that are in line with our fundraising, so that the organization's liquidity is not put at risk. We are not only reducing spending on projects for this, but we are also cutting costs in the organization. We will apply for government support for labor costs as part of the Dutch government's emergency cost-bridging scheme (Noodfonds Overbrugging Werkgelegenheid).

One new and unavoidable expense is the rental of office space. After ten years, our sponsor has decided to stop subsidizing our office space, and we have been unable to find a new free location. As of May 2020, Free a Girl will be renting the office where we are currently based.

We are urging all our relations to keep supporting us, and we are developing new fundraising campaigns that respond to the changes affecting our everyday lives and economic reality.

One important new project that will continue is the founding of the Child Protection Research Center. This research center will facilitate the data-driven tracing of sexually exploited children and identify the perpetrators. Free a Girl is covering 100% of the cost of founding the center, and we will work with the center to raise funds from third parties. The organization will start simultaneously in the Netherlands and India, and will collaborate with many other NGOs. By developing an IT platform that can be used by a number of organizations, we expect to be able to combat child sexual exploitation and trace perpetrators more effectively. Cooperating with the police and judiciary will also lead to arrests and convictions, and this will further reduce impunity for child sexual exploitation.

In 2020, the world is changing in ways that no one had expected or predicted. At Free a Girl, we built up our reserves again in 2019, something that is now proving particularly fortunate. The liquidity of Free a Girl will not be put at risk, because we can reduce expenditure in good time. The impact on children around the world will be enormous, however, and we and our partner organizations will have to adapt to this new, ever-changing reality. And we are ready to meet that challenge – until the last child has been rescued.

## 6. ORGANIZATION

### 6.1 Personnel

In 2019, the organization employed 7.42 FTE, supplemented by interns and volunteers. The average number of employees is based on a 36-hour working week.

Free a Girl staff receive salaries that are similar to average salaries at other charities of a similar size, based on the Dutch government's salary scale (Civil Servants' Pay Decree/BBRA). The foundation's remuneration policy and terms and conditions of employment are set out in the employment package, which also applies to the director.

## 6.2 The executive

The executive is made up of the director. The director of Free a Girl is employed for 36 hours a week (1 FTE). Every two weeks, the director consults with the Projects department and the MarCom department.

## 6.3 Supervisory board

The Supervisory Board focuses on the following areas:

- Finance
- HR
- Communication
- Fundraising
- Projects

Members of the Supervisory Board have extensive experience in at least one of these areas. They have a large relevant network, but do not hold positions at the foundation's partners. Members of the Supervisory Board perform no executive activities other than monitoring and advising the personnel, and approaching members of their own network. They do not receive any remuneration, but they can declare expenses. Members of the Supervisory Board are appointed for five years and can be reappointed once after this period. After this, they may not sit on the Supervisory Board for at least two years. The Supervisory Board monitors the executive and has a number of specific powers. It approves the policy plan, the annual plan, the budget and the annual accounts, and appoints the executive. The division of competences is set out in the statutes and regulations of the foundation.

The Supervisory Board meets four times a year. In consultation with the chair of the Supervisory Board, the executive decided to move the 4th meeting with the Supervisory Board (10-12-2019) to January 2020. This meeting took place on 28-01-2020.

Regular themes of the consultations include financial management reporting, fundraising, project development, human resources and legal affairs. In addition, at each meeting one specific partner country is examined, and the projects that are supported in that country are discussed.

The Supervisory Board's audit committee, whose responsibilities include the determination of the annual accounts, consists of Mr. H.G. Klinkhamer and Mrs. S. Kersten-van Santen. The remuneration committee is made up of Mr. H.G. Klinkhamer and Mrs. A.M. Mellema.

### Members of the Supervisory Board:

**Mrs. Y. Cabau** – honorary member – co-founder Free a Girl – actress – model – presenter

**Mr. H.G. Klinkhamer** – chair – managing partner at Grehamer & Company

**Mr. M. Witvliet** – member – retired

**Mrs. A.M. Mellema** – member – owner of The Conflict Factor

**Mrs. L.M. van der Helm** – member – director of SIRE, board member DDMA and food entrepreneur

**Mrs. S. Kersten-van Santen** – member – CFO at Beddinghouse – chair of the parents' council of Altijd Lente daycare

## 6.4 Committee of recommendation

The Committee of Recommendation was established in 2018 and is chaired by Mr. Junior Zegger. The members are Petra Goldschmeding and Rattan Chadha.

## 6.5 Freedom fighters

Alongside the Free a Girl team, in 2019 10 ambassadors, 17 regional ambassadors and an administrative support volunteer devoted their time and energy to the foundation. As Freedom Fighters, they represent Free a Girl's cause at Lock me Up – Free a Girl, and at other events and presentations around the country.

## 6.6 Transparency

As a transparent organization, we are proactively open about our activities and developments within the organization. Free a Girl satisfies the requirements made by various bodies, including the Dutch Central Bureau on Fundraising, the Dutch tax authorities (ANBI status) and various funds in the Netherlands and internationally.

This means that Free a Girl:

- Spends a maximum of 25% of revenues raised on fundraising.
- Ensures that there are no family or similar relations between and within the executive and the Supervisory Board.
- Is open about revenues obtained, expenditure incurred and the remuneration of the director.
- Is a public benefit organization (ANBI status) and bears the hallmark of the Dutch Central Bureau on Fundraising (CBF-Keurmerk).

## 6.7 Policy documents

Free a Girl subscribes to the Partos code of conduct, which was updated on 1 January 2019. In addition, Free a Girl has a travel policy, a child safeguarding policy and an anti-fraud and corruption policy that apply to all of our employees and partners. An integrity policy was drawn up in 2020.

## 6.8 Risk analysis

If we consider the risks faced by Free a Girl, these are falling revenues and fraud/corruption.

We have covered the risk of falling revenues by minimizing our fixed costs; just four employees have permanent contracts, for example. The financial resilience must amount to 50% of the total fixed costs per year, and this was achieved in 2019.

Fraud and corruption are risks that require permanent attention. This is not only the case for Free a Girl, but also for our international partner organizations.

All employees are responsible for ensuring that funds are managed and spent correctly. The monitoring of this has been entrusted to different managers, who also monitor one another. Separate processes are used to prepare, authorize and pay invoices. Each year, the external accountant audits the annual accounts and operating procedures. Partner organizations are monitored thoroughly, in accordance with the requirements set by the CBF and the Ministry of Foreign Affairs, for example. Our Program Officers and the director monitor projects on the basis of descriptive and financial reports. Project partners are also required personally to carry out on-site checks each year, to ensure that everything is done as described in the reporting. All partners are externally audited each year by a company appointed by Free a Girl. Every partner signs Free a Girl's anti-fraud and corruption policy, and strict partner criteria are applied at the organizational and project levels.

## 6.9 Finances

The solvency ratio as of 31-12-2019 was 0.70 (2018: 0.13). The liquidity ratio as of 31-12-2019 was 2.74 (2018: 0.99). After a fall in 2018, the solvency and liquidity ratios were restored in 2019. This was achieved by further reducing the organization's personnel costs; i.e., it was not achieved at the expense of project commitments. In 2018, over €800,000 was still spent on personnel costs; in 2019, this figure was €550,000. No new activities were undertaken to achieve this in 2019; the development was a consequence of changes initiated in 2018. The organization's own funds are now sufficient to bear the fixed costs of the organization for 6 months, providing sufficient space to respond to change and falling revenues.

As well as the savings on personnel costs of more than 30%, in 2019 we succeeded in achieving further growth in revenue, which rose from €2.33 million to €2.95 million. The costs of fundraising rose by €161,000; this was mainly related to the collaboration with Emolife for the Lock me Up campaign and the activities surrounding the expansion and opening of the New York office. The costs of management and administration rose by €47,000.

We note with satisfaction that the reorganization undertaken in 2018 proved particularly successful. The size of the team and of the reserve are again in line with the organization as it is. We are cooperating effectively with the external parties that help us to achieve the same results, despite the smaller team.

#### **Notes on events after the balance sheet date**

After the major grants from the National Postcode Lottery (€1 million) and the Ministry of Foreign Affairs (€378,700), in March we faced the implications of the new coronavirus (see also chapter 5). Free a Girl immediately drew up a new budget, in which we are taking no risks. Final commitments to partners are only made after receipt of funds, meaning that this risk is limited for us. As we have built up the reserves, we will not experience difficulties meeting fixed costs, either. Due to the reduced revenues, we have made an appeal to the government's emergency cost-bridging scheme, which has since been granted for the month of May to cover part of the personnel costs. We are preparing for various scenarios, on the assumption that the new coronavirus will shape how we live, and thus how we raise funds and carry out projects, for a long time to come. We have had to cancel the annual Lock me Up event due to the measures surrounding the coronavirus. This cancellation will affect the budget for 2020, as we had budgeted €700,000 for the campaign. A revised budget has been drawn up for 2020, so that we can adapt to the new situation.

Haarlem, 18-06-2020

Foundation Free a Girl

Evelien Hölsken

## **7. ANNUAL ACCOUNTS**

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#### **Appendix**

Auditor's report

Balance sheet as of 31 December 2019	No	31/12/2019	31/12/2018
<b>ASSETS</b>		<i>Euro</i>	<i>Euro</i>
<b>FIXED ASSETS</b>			
Tangible fixed assets	1		
Renovations		20,220	22,876
Inventory		44,403	33,780
		<b>64,623</b>	<b>56,656</b>
<b>Financial fixed assets</b>	2	1	18,000
<b>CURRENT ASSETS</b>			
Accounts receivable			
Debtors	3	40,000	93,435
Taxes and social insurance contributions	4	4,101	3,225
Other accounts receivable and accrued income	5	1,020	300
		<b>45,121</b>	<b>96,960</b>
Cash at bank and in hand	6	321,985	377,659
<b>TOTAL ASSETS</b>		<b>431,730</b>	<b>549,275</b>
<b>LIABILITIES</b>			
The foundation's capital	7		
Continuity reserve	8	297,670	70,784
Short-term liabilities			
Amounts payable to suppliers and project partners	9	89,855	68,372
Taxes and social insurance contributions	10	14,876	15,845
Other amounts payable and deferred income	11	29,329	394,274
		<b>134,060</b>	<b>478,491</b>
<b>TOTAL LIABILITIES</b>		<b>431,730</b>	<b>549,275</b>

Statement of income and expenditure	No	Actual 2019	Budget 2019	Actual 2018
		<i>Euro</i>	<i>Euro</i>	<i>Euro</i>
<b>Income</b>	12			
Income from individuals		968,440	810,000	893,750
Income from companies		468,002	465,000	394,895
Income from lottery organizations		319,771	200,000	360,000
Income from government grants		393,818	375,000	423,678
Income from other non-profit organizations (institutions/foundations)		743,276	750,000	223,792
Income in return for the delivery of products and services		0	0	36,015
Other income		60,290	0	0
<b>TOTAL INCOME</b>		<b>2,953,597</b>	<b>2,600,000</b>	<b>2,332,130</b>
<b>Expenditure</b>				
Spent on objectives	13	2,101,589	1,830,000	2,311,204
Expenditure for acquisition of income	14	454,938	340,000	294,237
Costs management and administration	15	170,184	149,822	122,745
<b>TOTAL EXPENDITURE</b>		<b>2,726,711</b>	<b>2,319,822</b>	<b>2,728,186</b>
<b>Balance of income and expenditure</b>		<b>226,886</b>	<b>280,178</b>	<b>-396,056</b>
Result allocation				
Continuity reserve				
Credit: Balance after addition of appropriated reserve		226,886		-396,056
<b>TOTAL</b>		<b>226,886</b>		<b>-396,056</b>

Key figures	Actual 2019	Actual 2018
Cost of own fundraising as % of income own fundraising (excl. income third-party actions)	18%	15%
Expenditure on objectives as % of total income	71%	99%
Expenditure on objectives as % of total expenditure	77%	85%
Costs of management and administration as % of total expenditure	6%	4%

Cash flow statement 2019	2019	2018
<b>Cash flow from operational activities</b>		
Balance of income and expenditure	226,886	-396,056
<b>Adjustments for</b>		
Impairment of participating interest	17,999	
Depreciation on intangible, tangible fixed assets and investment property	40,025	10,465
Change in working capital		
Mutation in accounts receivable	51,839	12,782
Mutation in short-term liabilities (excluding banks)	-344,431	-309,906
	<b>-292,592</b>	<b>-297,124</b>
Cash flow from operational activities	<b>-7,682</b>	<b>-682,715</b>
<b>Cash flow from investment activities</b>		
Investments tangible fixed assets	-47,992	-37,300
Investments financial fixed assets	0	-18,000
<b>Cash flow from investment activities</b>	<b>-47,992</b>	<b>-55,300</b>
<b>Mutation in funds</b>	<b>-55,674</b>	<b>-738,015</b>
<b>Development of mutation in funds</b>		
Balance at start of financial year	377,659	1,115,674
Mutations in financial year	-55,674	-738,015
<b>Balance at end of financial year</b>	<b>321,985</b>	<b>377,659</b>

## Principles of valuation and determination of results

Statement regarding the legal entity

### Location and registration in trade register

Foundation Free a Girl is actually and statutorily based on Hendrik Figeeweg 3-G10, 2031 BJ Haarlem. The foundation is registered at the Chamber of Commerce with the registration number 34308169.

## General notes

### Statement regarding continuity

The principles applied to the valuation and determination of the Foundation's results are based on the going concern assumption. In view of the positive result for the 2019 financial year, the continuity of the Foundation is not at risk in 2020. If necessary, measures will be taken by the director of the Foundation to secure the continuity for the coming 12 months.

## General accounting principles

### The standards used to prepare the annual accounts

The annual accounts are presented in accordance with accounting principles that are generally accepted in the Netherlands. The annual accounts have been prepared in euros.

Assets and liabilities have generally been valued at the acquisition or manufacturing price, or the current value. If no specific accounting principle is stated, the valuation is made at the acquisition price.

The annual accounts have been prepared in conformity with the guidelines for financial reporting by non-profit organizations (RJ 640) and the guidelines for fundraising institutions (RJ 650), as well as the general guidelines such as those issued by the Dutch Council for Accounting Standards.

### Fiscal status

Free a Girl is classified by the Dutch tax authorities as a public benefit organization (ANBI). The foundation is exempt from corporation tax.

### Financial instruments

Financial instruments comprise receivables, funds, loans and other financial obligations, liabilities and other payables. In the initial accounting, financial instruments have been recorded at real value. After the initial accounting, financial instruments have been valued at the amortized cost, based on the effective interest rate method. Since the real value of short-term financial instruments hardly differs from the nominal value, the nominal value has been used for this. Income and expenditure are allocated to the period to which they relate.

## Principles

### Tangible fixed assets

Other tangible fixed assets are valued at acquisition or manufacturing price including directly attributable costs, minus linear depreciation during the expected future useful life and special depreciation.

### Financial fixed assets

Participations over which no significant influence can be exercised are valued at acquisition price. The result takes account of the dividend of the participation declared in the year under review, whereby dividends not paid in cash are valued at real value.

The receivables listed under financial fixed assets are initially valued at real value after deduction of transaction costs. These receivables are subsequently valued at the amortized cost, which is generally equal to the nominal value. The valuation takes account of any depreciation.

### Accounts receivable

Receivables are initially valued at real value after the deduction of transaction costs. These receivables are subsequently valued at the amortized cost, which is generally equal to the nominal value, after deduction of provisions for bad debts. The accounts receivable are used for operational management and directly in the context of the objective.

### Cash at bank and in hand

Cash at bank and in hand consists of cash, bank balances and deposits with a term of less than twelve months. Current account debts in banks are listed under debts to credit institutions under short-term debts. Cash at the bank and in hand is valued at the nominal value.

### Other reserves

The continuity reserve is used to guarantee the continuity of the foundation if there is a temporary fall in fundraising.

**Short-term liabilities**

Short-term liabilities are valued at real value in the initial accounting. After the initial accounting, short-term debts are valued at the amortized cost, this being the amount received considering the premium or discount and after deduction of the transaction costs. This is usually the nominal value.

Project obligations consist of actual grants received in advance that relate to 2020 and projects that were awarded in 2019 but have yet to be spent in full.

**Principles for the determination of the result**

In principle, income and expenditure are allocated to the periods to which they relate.

**Income**

By income from own fundraising, we mean those funds received and/or pledged in the financial year by sponsors, donors, private charitable foundations and own events.

Donations and gifts are accounted for in the year in which they are received.

Sponsorship in kind is accounted for as income from fundraising and the associated costs at real value. These income and costs are only accounted for insofar as the Free a Girl Foundation would have purchased these services had they not been offered free of charge.

Income from grants is allocated in proportion to progress with the activities for which the grant has been awarded. Government grants are fully included as income in the statement of income and expenditure, for the year to which they relate.

**Expenditure**

The distribution of organizational costs as 'costs own fundraising', 'costs for raising other income', 'costs of management and administration' and 'costs objectives' is made on the basis of the de facto assignment of these costs and a substantiated allocation of the number of hours spent.

**Expenditure related to employee remuneration**

The remuneration of the personnel is accounted for as expenditure in the profit and loss account in the period during which the work was undertaken and, in so far that it has not yet been paid, listed on the balance sheet as an obligation. If the amounts that have been paid exceed the remuneration owed, the excess is listed as accrued income, in so far as the amounts will be reimbursed by the staff or deducted from future payments by the foundation.

**Cash flow statement**

The cash flow statement has been prepared using the indirect method. The funds in the cash flow statement consist of cash at the bank and in hand.

Notes on the balance sheet as of 31 December 2019

ASSETS	Renovations	Inventories	Total
<b>Fixed assets</b>			
<b>1. Tangible fixed assets</b>			
Balance as of 1 January 2019			
Acquisition value	26,566	84,037	110,603
Cumulative depreciation	-3,690	-50,257	53,947
Book value as of 1 January 2019	<b>22,876</b>	<b>33,780</b>	<b>56,656</b>
<b>Mutations</b>			
Investments	0	47,992	47,992
Depreciation	-2,656	-10,749	-13,405
Special depreciation		-26,620	-26,620
Disinvestment cum. depreciation cages		36,300	36,300
Depreciation acquisition value cages		-36,300	-36,300
Balance mutation	<b>-2,656</b>	<b>10,623</b>	<b>7,967</b>
<b>Balance as of 31 December 2019</b>			
Acquisition value	26,566	95,729	122,295
Cumulative depreciation	-6,346	-51,326	-57,672
Book value as of 31 December 2019	<b>20,220</b>	<b>44,403</b>	<b>64,623</b>
<i>The tangible fixed assets consist of renovations, office inventory, furnishings and electronics. The following depreciation schedule is used:</i>			
-	<i>Renovations - 10 years;</i>		
-	<i>Office inventory - 5 years;</i>		
-	<i>Lock me Up cages - 5 years;</i>		
-	<i>Electronics - 3 years.</i>		
<b>Special impairments:</b> <i>On 7 April 2019 Free a Girl's warehouse was hit by a major fire, in which all of the cages and promotional material for the Lock me Up campaign were destroyed.</i>			

2. Financial fixed assets	31-12-2019	31-12-2018
Other participations		
Participation Vrouwen Macht Private Limited	18,000	18,000
Book value as of 1 January	18,000	0
Mutations		
Impairment of participating interest	17,999	18,000
Balance as of 31 December	1	18,000
Concerns an 85% participation in Vrouwen Macht Private Limited, based in Mumbai, India.		
Current assets		
Accounts receivable		
<b>3. Debtors</b>		
Trade debtors	40,000	93,435
<b>4. Taxes and social insurance contributions, sales tax</b>		
Sales tax	3,204	3,225
Wage tax	897	0
<b>5. Other accounts receivable and accrued income</b>		
Other accounts receivable	0	6,652
Accrued income	1,020	300
The receivables have a term of less than one year.		
<b>6. Cash at the bank and in hand</b>		
Rabobank, checking account #799	104,093	64,951
Rabobank, savings account #251 (closed)	0	251,850
Rabobank, checking account #574 (closed)	0	544
Triodos Bank, current account #164	217,892	59,908
Triodos Bank, account-return (closed)	0	65
Triodos Bank, account-benefit (closed)	0	341
The cash at the bank and in hand is at the disposal of the foundation.		

LIABILITIES	31-12-2019	31-12-2018
<b>7. The foundation's capital</b>		
The overview below shows the development of the foundation's assets:		
Continuity reserve		
Balance as of 1 January 2019	70,784	
From result allocation	226,886	
Balance as of 31 December 2019	<b>297,670</b>	
<b>8. Continuity reserve</b>		
	<b>31-12-2019</b>	<b>31-12-2018</b>
Balance as of 1 January	70,784	466,840
From result translation	226,886	-396,056
Balance as of 31 December	<b>297,670</b>	<b>70,784</b>
<b>Statement regarding other reserves</b>		
The executive aims to ensure that sufficient funds are maintained in the continuity reserve to cover the fixed annual costs of the foundation for at least six months, in order to guarantee the continuity of the foundation in the case of a temporary fall in fundraising.		
<b>Short-term liabilities</b>		
<b>9. Amounts payable to suppliers and trade credits</b>		
Accounts payable	28,638	68,372
Project costs due	61,217	0
<b>10. Taxes and social insurance contributions</b>		
Sales tax	0	0
Wage tax	14,876	15,845
Holiday reserve	4,448	5,758
<b>11. Other amounts payable and deferred income</b>		
Auditing costs	23,256	36,784
Grants received in advance	0	351,575
Deferred income	1,625	157
	<b>24,881</b>	<b>388,516</b>
<i>The short-term liabilities have a term of less than one year.</i>		

## Rights, obligations and arrangements not included in the balance sheet

The cost of renting the office was €2,000 per month. This was linked to a donation of the same amount by the owner of the office, however, meaning that there was ultimately no expenditure on office rental. The donation to cover the rental will end as of 30/04/2020.

In addition, the foundation has entered into two long-term lease obligations for two cars:

- As of 1 September 2017, for a period of 36 months. The obligation amounts to c. €5,285 per year.
- As of 15 June 2018, for a period of 12 months. The obligation amounts to c. €3,968 per year. The contract has been terminated and will end on 17/06/2020.

## Notes on the statement of income and expenditure for 2019

12. STATEMENT OF INCOME AND EXPENDITURE	Actual 2019	Budget 2019	Actual 2018
<b>Income</b>			
Income from individuals	968,440	810,000	893,750
Income from companies	468,002	465,000	394,895
Income from lottery organizations	319,771	200,000	360,000
Income from government grants	393,818	375,000	423,678
Income from other non-profit organizations (institutions/foundations)	743,276	750,000	223,792
Income in return for the delivery of products and services	0	0	36,015
Other income	60,290	0	0
<b>Total income</b>	<b>2,953,597</b>	<b>2,600,000</b>	<b>2,332,130</b>

### Statement regarding income

The income from individuals was higher than budgeted and in the previous year. This was mainly due to the gradual annual increase in one-off donations, thanks to growing awareness of the Free a Girl brand. The regular donations remain almost level each year.

- The income from companies was in accordance with the budget.
- The income from lottery organizations was higher than budgeted, due to the three-year gift from the National Postcode Lottery that began in 2017.
- The income from other non-profit organizations (institutions/foundations) was as budgeted.
- 'Other income' concerned the damage compensation for the Lock me Up cages that were destroyed in the fire.
- The total income rose by 27% compared to 2018.

### The incidental or structural nature of the grant income

Together with the organizations Terre des Hommes, Defense for Children/ECPAT, ICCO and Plan International Nederland, Free a Girl forms part of the 'Down to Zero' alliance. The 2016-2020 subsidy is structural in nature and has an annual budget. Within the Down to Zero alliance, Free a Girl works in Bangladesh, India and Thailand and reports to Terre des Hommes, the program secretary. Each year, a report is sent to the Dutch Ministry of Foreign Affairs to account for the funding. The accounts for 2016, 2017 and 2018 have been approved. The accounts for 2019 have been sent to the Ministry and are being assessed.

<b>13. Spent on objectives</b>	<b>Actual 2019</b>	<b>Budget 2019</b>	<b>Actual 2018</b>
Free a Girl Projects	471,635	395,178	658,432
Projects partner organizations	1,629,955	1,434,822	1,652,772
	<b>2,101,589</b>	<b>1,830,000</b>	<b>2,311,204</b>
<b>14. Expenditure for acquisition of income</b>	454,938	340,000	294,237
<b>15. Costs management and administration</b>	170,184	149,822	122,745
<b>TOTAL EXPENDITURE</b>	<b>2,726,711</b>	<b>2,319,822</b>	<b>2,728,186</b>

<b>Wages and salaries</b>	<b>Actual 2019</b>	<b>Budget 2019</b>	<b>Actual 2018</b>
Wages and salaries	420,890	400,000	523,324
Social insurance contribution	68,826	50,000	86,370
Pension	3,346	3,000	7,780
Other personnel costs	57,330	47,000	197,223
<b>Total</b>	<b>550,392</b>	<b>500,000</b>	<b>814,697</b>

#### **Average number of employees (FTE)**

At the end of the 2019 financial year, Free a Girl employed an average of 6.7 FTE, based on a 36-hour working week. Due to the reorganization, this number fell compared to 2018; in 2018, Free a Girl had 10 employees, on average.

## Remuneration of the director

	31-12-2019	31-12-2018
Name	E.Hölsken	E.Hölsken
Function	Director	Director
Type	Indefinite period	Indefinite period
Hours	36	40
Part-time percentage	100%	100%
Period	1/1-31/12	1/1-31/12
Annual income	€	€
Gross income/salary	87,456	89,974
Holiday pay	6,688	6,811
Retirement savings scheme	2,346	5,380
<b>Total</b>	<b>96,490</b>	<b>102,165</b>
SI employer's share	10,665	9,956
Taxable allowance/addition	1,820	1,820
<b>Total</b>	<b>108,975</b>	<b>113,941</b>
In 2018, 40 hours were full-time employment and in 2019 this was 36 hours.		

The taxable allowance concerns the addition to taxable income for the private use of the lease car. No loans, advances or guarantees have been granted to the director or to members of the Supervisory Board. Members of the Supervisory Board can submit claims for travel expenses.

On the advice of the Remuneration Committee, the Supervisory Board has determined the remuneration policy, the level of the director's remuneration and the level of other salary components. From now on, the policy will be periodically updated on an annual basis.

When determining the remuneration policy and determining pay, Free a Girl applies the salary scales used by the Dutch government (BBRA). In order to be able to assess whether the remuneration falls within the permitted limits of the regulations on the remuneration of directors of charitable organizations, the Hay method for job evaluation is used, as set out in the regulations on the remuneration of directors of charitable organizations.

The regulation sets a maximum norm for the annual income, based on strict criteria. The situation at Free a Girl was appraised by the Remuneration Committee. This produced a so-called BSD score of 370/375 points with a maximum annual income of € 93,157 - € 103,905 (1 FTE/12 months).

For the test against the applicable maximum, the actual annual earnings of the director in 2019 were €93,338.76 gross on an annual basis. This amounts to €6,688.07 gross per month, excluding holiday pay and the annual bonus, based on 1 FTE/12 months. This remuneration remains within the applicable maximum.

For Evelien Hölsken, the annual income, the taxed allowances and additions, the employer's pension contribution and other long-term benefits, with the addition to taxable income of €1,471.90 for the personal use of a lease car on an annual basis, remains within the set maximum amount.

The taxed allowances and additions, the employer's pension contribution and the other long-term benefits are in reasonable proportion to the annual income.

Allocation	Spent on objectives		Income fundraising	Management and administration	Total	Budget 2019	Actual 2018
	Projects	Free a Girl Partner Organizations					
Grants and contributions	1,447,673	60,539	193,526	0	1,701,737	1,434,822	1,245,697
Personnel costs	170,182	172,758	148,611	58,841	550,392	500,000	828,386
Publicity and communication	0	82,044	21,849	4,880	108,773	180,000	171,647
Office and general costs	66,171	19,147	18,469	6,909	110,696	110,000	137,684
Housing costs	18,216	5,271	5,084	1,902	30,473	30,000	24,750
Subcontracted work	110,358	31,933	30,802	11,522	184,615	25,000	89,054
Depreciation	23,926	6,923	6,678	2,498	40,026	40,000	10,464
<b>Total</b>	<b>1,836,526</b>	<b>378,614</b>	<b>425,019</b>	<b>86,553</b>	<b>2,726,711</b>	<b>2,319,822</b>	<b>2,507,682</b>

### Continuity assessment

In 2019, more measures were taken to secure the continuity of the organization and projects in the coming months and years. Last year we undertook a successful reorganization, whereby we reduced our personnel costs from €814,697 to €550,392. This is a fall of 32%; expressed in terms of FTE, a fall from 10 FTE to 6.7 FTE in 2019. The positive result of €226,886 for 2019 will be added to the continuity reserve. We are keen to continue to build up the reserves until the end of 2021, up to a sum of €500,000, so that there are sufficient buffers in place to allow us to continue our activities for a period of at least six months. Finally, new projects will only go ahead and be approved if a back donor can be guaranteed.

## INDEPENDENT AUDITOR'S REPORT

To: the board of directors of Foundation Free a Girl

### A. Report on the audit of the financial statements 2019 included in the annual report

#### Our opinion

We have audited the financial statements 2019 of Foundation Free a Girl based in Amsterdam.

In our opinion, the accompanying financial statements give a true and fair view of the financial position of Foundation Free a Girl as at 31 December 2019 and of its result for 2019 in accordance with the 'RJ-Richtlijn 650 Fondsenwervende organisaties' (Guideline for annual reporting 650 'Fundraising organizations' of the Dutch Accounting Standards Board).

The financial statements comprise:

1. the balance sheet as at 31 December 2019;
2. the profit and loss account for 2019; and
3. the notes comprising of a summary of the accounting policies and other explanatory information.

#### Basis for our opinion

We conducted our audit in accordance with Dutch law, including the Dutch Standards on Auditing. Our responsibilities under those standards are further described in the 'Our responsibilities for the audit of the financial statements' section of our report.

We are independent of Foundation Free a Girl in accordance with the Verordening inzake de onafhankelijkheid van accountants bij assurance-opdrachten (ViO, Code of Ethics for Professional Accountants, a regulation with respect to independence) and other relevant independence regulations in the Netherlands. Furthermore we have complied with the Verordening gedrags- en beroepsregels accountant (VGBA, Dutch Code of Ethics).

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### B. Report on the other information included in the annual report

In addition to the financial statements and our auditor's report thereon, the annual report contains other information that consists of:

- the management report;
- other information.

Based on the following procedures performed, we conclude that the other information:

- is consistent with the financial statements and does not contain material misstatements;
- contains all information that is required based on Title 9 Book 2 of the Dutch Civil Code.

We have read the other information. Based on our knowledge and understanding obtained through our audit of the financial statements or otherwise, we have considered whether the other information contains material misstatements.

By performing these procedures, we comply with the requirements of the Dutch Standard 720. The scope of the procedures performed is substantially less than the scope of those performed in our audit of the financial statements.

Management is responsible for the preparation of the other information, including the management report in accordance with RJ-Richtlijn 650 Fondsenwervende organisaties.

### **C. Description of responsibilities regarding the financial statements**

#### **Responsibilities of management for the financial statements**

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the 'RJ-Richtlijn 650 Fondsenwervende organisaties' (Guideline for annual reporting 650 'Fundraising Organization' of the Dutch Accounting Standards Board). Furthermore, management is responsible for such internal control as management determines is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

As part of the preparation of the financial statements, management is responsible for assessing the foundation's ability to continue as a going concern. Based on the financial reporting framework mentioned, management should prepare the financial statements using the going concern basis of accounting, unless management either intends to liquidate the foundation or to cease operations, or has no realistic alternative but to do so.

Management should disclose events and circumstances that may cast significant doubt on the foundation's ability to continue as a going concern in the financial statements.

Management is responsible for overseeing the foundation's financial reporting process.

#### **Our responsibilities for the audit of the financial statements.**

Our objective is to plan and perform the audit engagement in a manner that allows us to obtain sufficient and appropriate audit evidence for our opinion.

Our audit has been performed with a high, but not absolute, level of assurance, which means we may not detect all material errors and fraud during our audit.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. The materiality affects the nature, timing and extent of our audit procedures and the evaluation of the effect of identified misstatements on our opinion.

We have exercised professional judgement and have maintained professional critical throughout the audit, in accordance with Dutch Standards on Auditing, ethical requirements and independence requirements. Our audit include among others:

- identifying and assessing the risks of material misstatement of the financial statements, whether due to fraud or error, designing and performing audit procedures responsive to those risks, and obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- obtaining an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the foundation's internal control;
- evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management;
- concluding on the appropriateness of management's use of the going concern basis of accounting, and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the foundation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause a foundation to cease to continue as a going concern;
- evaluation the overall presentation, structure and content of the financial statements, including the disclosures; and
- evaluating whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with management regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant findings in internal control that we identify during our audit.

's-Hertogenbosch, 29 June 2020  
Q-Concepts Accountancy B.V.

Originally signed by

M. Boelhouwers RA