

MOONRISE RUN AND WALK TO FREEDOM

HELLO TRAFFIC JAM STUDENTS!

On April 26th you are helping to organize the Moonrise Run and Walk to Freedom. DREAM House, DREAM Project Foundation, and Starfish Foundation are so very grateful for your involvement. at 7:09pm and the 3.2km run and walk will commence around the beautiful community of Nichada Thani and ISB. This is an anti-trafficking awareness event and fundraiser for DREAM House Children's Home in Sangkhlaburi, Thailand.

- * Run/Walk starts at 7:09pm
- * 200 Baht registration fee
- * Registration opens at 6pm
- * Prizes for those who fund-raise the most
- * Free t-shirt with registration

All students who are participating in this event are asked to help fundraise. The minimum for the event is the 200 Baht registration fee, but for those who want to really make a difference, we will have a competition to see who can raise the most. The top 3 fundraisers will receive prizes from our gracious sponsors!

Prizes:

1. A trip to Sangkhlaburi, Thailand to DREAM House, to meet the kids
2. A painting from David, our 16 year old artist who is a brilliant painter
3. Gift Certificates

All students participating are asked to hold their donations at home or with parents and submit them to Anthony Giles by April 25th at 4pm in order to be counted and win prizes. Use the attached sponsorship form to keep track of those who will donate on your behalf. If they would like to make a Thai bank account transfer, this information is listed on your form. You may even need to collect some donations after the race is completed.



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BASICS OF RAISING FUNDS

Welcome to the Fundraising and Event Planning Guide for DREAM Project Foundation. We are excited to have you on board and wish you much success with your events. Please don't hesitate to get in touch with your Volunteer Coordinator with any questions or concerns.

There are a hundred and one books about fundraising and how to go about starting. It can be a difficult feat, but dedication and perseverance will light your way. Research on the internet, ask friends or acquaintances for tips, ask our team, but most of all, use the resources you have at hand so you don't have to reinvent the wheel.

Start with friends and family

In the end, most people or organizations will give their funds or expertise to you because they know and trust you. While your cause is important, people who know you will give to you because they know you are responsible and trustworthy. Recent research shows over 50% of people give because a friend told them to. So, take time to develop relationships with donors or spread the word among your friends and family. People you know, or have something in common with are a good place to start, and use your personal networks, such as Facebook, LinkedIn, University, etc.

Provide something in return

The best programs or activities for people are when you can provide something to the donors that they receive for their money. It can be products, thank you cards, pictures, stories, or even guarantees. Something the donor can engage in is even more important; becoming part of the group, learning, or gaining a personal connection will go far.

Don't get discouraged

Most fundraisers across the world will average about a 10% success rating. The trick is to ask for the maximum amounts and work down from there. Who knows, you might get lucky and have the company fund the entire project – there's no harm in asking. So when you start hitting 15, 20 and 30% success rates, you'll know you're a great fundraiser!

You will have to ask for money

It can be a difficult thing for most people to say the words, "Will you give my organization xxx dollars?" It's something you may have to practice, and it's something that will have to be said at some point in the conversation. But don't worry; the trick is timing and knowing when to ask. Once you're comfortable with timing, you'll never find yourself waiting for a yes or no answer; the answer you'll be waiting for is how much will the donor give!

FUNDRAISING IDEAS

Write letters or send emails to friends and family

We expect that your main supporters on the DREAM House will be the same people who are the biggest supporters in your life. Our experience shows that writing letters or emails to individuals or to small groups (send these directly to people with their email addresses showing and their name in the body of the email) is most effective; it tells your supporters that you are asking THEM for donations, not a large, faceless group of people of everyone you've ever met.



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Ask a company, friends and family to give you bigger donations based on time or laps

Get your family to give you more money if you finish your run in less time; or if you walk more laps around the course, they can give you money per lap!

Give something up with a group of friends

It's always a good idea to give up unhealthy habits, and it's definitely easier to do it with a friend or two. You'll be more motivated if you know the money is going to a good cause as well. Perhaps you and a group of friends have a mocha every morning before work. Stop buying coffee for a week, or month, then donate the money you would have spent to DREAM House; this can bring in 4 or 5 times the funds if you ask a group of co-workers to do it with you!

Ask your friends and family to donate gift or Christmas money

Instead of exchanging gifts, or having your loved ones spend money on Christmas jumpers you'll have to return, get them donate to DREAM House, and they will receive a thank you card from one of our kids who paint!

Ask your local media to cover your involvement in DREAM Project Foundation

Get in touch with reporters at your local paper (or national media!). Tell them you are taking part in fundraising for DREAM House, and ask whether they may be interested in covering it.

Ask local businesses to donate on your behalf

Tell local businesses that donations to DREAM House are tax deductible in some countries. If you are also reaching out to local media, offer to mention these companies in interviews that you do, so that they get recognition for their efforts.

Set up a booth at a local shopping centre or other public space, asking for small donations

If a local public space allows you to set up a booth, be sure to print out information about DREAM House and human trafficking to give to prospective donors.

Ask local companies if they would be willing to do an "add-on" donation at their cash registers

Ask the management at your local supermarkets or other big chains whether they would be willing to ask customers to add a set amount to their final bill, with the funds going to DREAM House. This may be a more time-intensive process and will require some back-end set-up on the company's computer system, so if this is something you are interested in, start making calls now!

Need more ideas?

Search the internet or purchase books such as *Fundraising for Dummies...*

We suggest you make a list of everyone that you plan to ask for donations, and then write individual emails or make phone calls to each of them. This should be your primary starting point for reaching your personal fundraising goal. If, after reaching out to your network, you still haven't met your goal, consider some of the suggestions later in this guide.

You may want to include on that list:

- Friends (don't forget to ask them to send your request on to their parents, who may be in a better position to donate!)



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- Family members (again, ask them to share your request with their networks)
- Teachers from school and/or professors from university
- Mentors
- Past and current employers
- Past and current co-workers
- Peers from extracurricular activities (sports teams, dance classes, volunteer associations, etc.)

And remember to tailor your message to individual people.

Add information about DREAM Project Foundation to your email signature

Our DREAM Project Foundation organizers have added the following sentences to their email signatures. Consider doing the same or writing your own.

(Name)

Fundraising for Moonrise Run and Walk to Freedom

Please help to support our efforts, click [here](#) to learn more. Thank you for your support!

Use your Facebook, Twitter, and other social media sites to spread the word about DREAM Project Foundation and encourage supporters to donate

Change your profile picture to the DREAM Project Foundation [logo](#) , Traffic Jam Logo, or a picture of people being trafficked

Good Luck with your fundraising!



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ABOUT DREAM House

DREAM Project Foundation helps support a home for stateless children along the Thai-Burmese border who are at high risk, or survivors of, trafficking. DREAM House is run by UK Starfish Asia Foundation, Thailand and currently houses over 30 children who all have different reasons as to why they have come into care. Some are orphans, their parents killed due to the issues in Myanmar, others have been sent to Thailand in the hopes of earning an education better than they could ever hope to earn in Myanmar, or they come because their families cannot and are incapable of caring for them.

But one thing these children have in common is that they have nowhere else to go. The majority of them are from various hill tribes in Myanmar, which aren't recognized by the Burmese government, and so they are regarded as stateless, with absolutely no entitlements. They have no belongings, passports, and some don't have last names or know when their birthdays are. Places like DREAM House exist to keep these children safe, give them access to an education, and hope they are able to grow up and lead a life free from the fear of having no food, no family, or of being trafficked.

We would love to tell you that this is unusual, but the cruel truth is that it's not. There are children in much worse situations all over SE Asia than these kids, who are actually considered to be the lucky ones. UK Starfish Asia is in the process of building a new DREAM House, which will be able to house up to 60 children in a safe and loving environment, allowing more children to be given a second chance at life. Dream Project Foundation supports our partners and want to help them complete their cause.

Who we are

DREAM Project Foundation is a small, American registered, non-profit organization made up of skilled and passionate people all devoted to one cause...

...making the DREAM of freedom a reality

We aim to break the cycle of human trafficking through our 5 maxims:

1. Develop communities and individuals, improving living standards
2. Respect the societies in which we work, and create a cultural exchange
3. Educate these communities and individuals to be responsible citizens
4. Aid those who are in need, and provide opportunities
5. Maintain our projects and empower communities to control their own futures



www.dreamprojectfoundation.org



www.facebook.com/dreamProjectF



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ABOUT HUMAN TRAFFICKING

In order to raise funds for anti-human trafficking and community development work, it is important that you understand what trafficking is – and isn't.

Human trafficking is a crime that was first defined at the international level by the United Nations' Protocol to Prevent, Suppress and Punish Trafficking in Persons, especially Women and Children, supplementing the United Nations Convention against Transnational Organized Crime. The "Palermo Protocol," as it is known, can be found [here](#). The heart of it is excerpted here, with key parts underlined:

- "Trafficking in persons" shall mean the recruitment, transportation, transfer, harboring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labor or services, slavery or practices similar to slavery, servitude or the removal of organs;
- The consent of a victim of trafficking in persons to the intended exploitation set forth in subparagraph (a) of this article shall be irrelevant where any of the means set forth in subparagraph (a) have been used;
- The recruitment, transportation, transfer, harboring or receipt of a child for the purpose of exploitation shall be considered "trafficking in persons" even if this does not involve any of the means set forth in subparagraph (a) of this article;
- "Child" shall mean any person less than eighteen years of age.

Some key things that the above language says, translated from legalese, are:

- "Trafficking" is not synonymous with "movement." A person can be trafficked without ever leaving the room in which they reside, if they are held by means of the threat or use of force or other forms of coercion, or by fraud, deception, etc.
- "Trafficking" is not just for sex. Individuals can be trafficked for forced labor or services, slavery or practices like it, servitude, or organ removal.
- A person cannot consent to being trafficked; the two are mutually exclusive.
- Children under 18 are automatically considered victims of trafficking if they have been recruited, transported, transferred, harbored, or received, regardless of what "consent" they have given to work.
- This means that all children engaged in sex work under the age of 18 are automatically considered victims of trafficking.

The Palermo Protocol does not hold the force of law. Rather, since 2000, countries have taken the Palermo Protocol and adapted it, with various changes, to create national (and, in some countries, state-level) laws against human trafficking. The Protection Project has a helpful resource of anti-trafficking law by country – you can find it [here](#).



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The ILO has recently estimated that **20.9 million** people are in forced labor worldwide. Of those, the ILO estimates that 4.5 million (22%) are in forced sexual exploitation, and 14.2 million (68%) in forced labor exploitation in activities such as agriculture, construction, domestic work and manufacturing.

The United States [Office to Monitor and Combat Trafficking in Persons](#) publishes an annual Trafficking in Persons Report. You can view every report from 2001-2012 [here](#). According to the U.S. State Department, The TIP Report is “the U.S. Government’s principal diplomatic tool to engage foreign governments on human trafficking. It is also the world’s most comprehensive resource of governmental anti-human trafficking efforts and reflects the U.S. Government’s commitment to global leadership on this key human rights and law enforcement issue. It represents an updated, global look at the nature and scope of trafficking in persons and the broad range of government actions to confront and eliminate it. The U.S. Government uses the TIP Report to engage foreign governments in dialogues to advance anti-trafficking reforms and to combat trafficking and target resources on prevention, protection and prosecution programs. Worldwide, the report is used by international organizations, foreign governments, and nongovernmental organizations alike as a tool to examine where resources are most needed. Freeing victims, preventing trafficking, and bringing traffickers to justice are the ultimate goals of the report and of the U.S Government’s anti-human trafficking policy.”

The TIP report is a politicized document, and it has its critics – anthropologist [Laura Agustin](#), for example, argues that the report’s methodology is secretive and unscientific. However, it remains an important document in anti-trafficking work.

We suggest you read through the introductory materials of the 2012 report to get a sense of where the anti-trafficking movement is, and a few country narratives of countries that particularly interest you (a good place to start would be the US, Thailand, UK, or any SE Asian country).

Donors may ask you about the number of victims of trafficking worldwide, or the number of victims in a particular country. Counting trafficking survivors is extremely difficult, as most cases go unreported. However, the International Labor Organization has recently come out with a new estimate whose methodology has been well received by experts.

As we write, the ILO estimates that **20.9 million** women, men and children are trapped in jobs into which they were coerced or deceived and which they cannot leave. Their estimate captures the full realm of forced labor and human trafficking for labor and sexual exploitation, or what some call “modern-day slavery.” (Slavery and trafficking are related, but are not synonymous.) The figure means that, at any given point in time, around three out of every 1,000 persons worldwide are suffering in forced labour. A press release around this new estimate, with links to explanations of the methodology and the full report, can be found [here](#).

FURTHER INFORMATION

For any further information please don’t hesitate to contact your Volunteer Coordinator or go to our [website](#) and social media to learn more about our organization and our field.

Happy Fundraising!

DREAM Project Foundation Team

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www.dreamprojectfoundation.org



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QUICK FACTS FOR FUNDRAISING

- **DREAM Project Foundation** was founded in 2011
- Our 5 maxims are: **Develop, Respect, Educate, Aid, Maintain**
- We are **non profit and tax deductible** as 501(c)(3) in the US, and UK (1151154)
- We have close ties with SE Asia,
- **DREAM House Children's Home** is a primary fundraising project. To educate, feed, house, and develop skills for the current **38 children**. These children are mostly from the hill tribes of Myanmar, and they are considered stateless as the government doesn't grant them citizenship or representation.
- SE Asia, especially Thailand, is a major hub for human trafficking; **forced labor and sex**
- Thailand Sex Tourism, Manufacturing, and Fishing Industries are among the **largest abusers**
- The USA receives **20% of its Shrimp, Mackerel, and Anchovies** from Thailand
- It's cheaper for companies to have their agriculture or manufacturing in other countries where laws are relaxed and exploitation is common – but as a consumer we can add to the problem, by not questioning where products come from
- US wages cannot compete with the low wages or exploitation of other countries, so jobs are sent overseas to achieve higher profit margins
- Right now, conservative estimates range between **21-30 million people** being forced to work against their will; **57%** in Asia, **8%** in North America – **THIS HAPPENS IN EVERY COUNTRY**
- Of this, **68%** is forced labor, **22%** is forced into sexual exploitation
- The human trafficking business is estimated at **\$32 Billion per year** (2nd largest criminal industry)

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Join the Traffic Jam
student organization in a



**MOONRISE RUN &
WALK TO FREEDOM**

What: 3.2 Km run/walk

Where: At the International School Bangkok

When: 26 April 2013, 7:09pm (Moonrise)

Why: An anti-trafficking awareness event and fundraiser for DREAM House Children's Home

DREAM Project Foundation is an American non profit organization aiming to help end human trafficking through community development and aid.

