Annual Report
2017/2018

Empowering girls and women escaping human trafficking with HOPE, DIGNITY & FREEDOM
INTERNATIONAL SANCTUARY ANNUAL REPORT 2017/2018

Since 2007, International Sanctuary has been empowering girls and women escaping human trafficking. The social enterprise, PURPOSE Jewelry, generates funds which provides economic freedom, while the social program simultaneously provides a safe, loving workplace community.

“Here I know that I am valued and respected.”

- Survivor of Human Trafficking, India Sanctuary

2017/2018
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OUR MISSION

International Sanctuary empowers girls and women escaping human trafficking to embrace their true identity and worth.

As an organization, International Sanctuary strives to demonstrate the following behaviors:

HEART TO SERVE

We demonstrate our genuine care for one another by affirming each other, celebrating together, and putting other’s needs ahead of our own.

HANDCRAFT BEAUTIFUL CREATIONS

We empower girls and women escaping human trafficking by helping them see themselves as God sees them – worthy, dignified, beautiful, and strong – by creating loving, trauma-informed workplace communities full of peace, joy, hope, fun, respect, and dignity.

PASSION WITH PERSPECTIVE

Moved by compassion and a passion for justice, we genuinely believe that our contributions are significant in the fight against human trafficking. We are able to be discerning and optimistic by keeping a long-term perspective and measuring successes along the way.
Dear Friends of International Sanctuary,

One of the most challenging of our three core values at International Sanctuary is “passion with perspective.” We are committed to our mission by empowering women escaping human trafficking to embrace their true identity and worth. But passion isn’t enough. In the words of C.S. Lewis, “The heart never takes the place of the head; but it can, and should, obey it.”

It is with our heart that we decided, over ten years ago, to enter the fight against human trafficking. However, it is with our head that we decided not to offer job training but to offer jobs. We understood then as we do now that employment is the means - not the end - to true freedom. By providing employment, we create a reason for women to come together everyday – all day. It is within the context of our safe and loving workplace community that the real healing is accomplished.

It is with our heart that we invest in the lives of our participants. However, it is with our head that we realized that financial independence for our participants equates to financial sustainability for the organization. We are able to fundraise for growth and not operations because the product made in our sanctuaries is designed, branded, and marketed to appeal to a broad base of fashion-forward customers who, increasingly, care not only about the product but the manner in which it was made. Our 5-year compounded sales growth of 36% reflects the power behind the beauty of our product and the incredible women who handcraft it.

It is with our heart that we allow our participants to be employed with us for as long as it takes for healing to occur. However, it is with our head that we operate like a business, with marketplace standards of pay and standards of performance, so that our participants will be able to leave and thrive in other workplace settings. We don’t give handouts, but provide emergency loans and teach financial planning to foster empowerment, not dependence.

It is with our heart that we strive to expand our impact as quickly as possible. However, it is with our head that we have paced our expansion to confirm the replicability of our model and to strengthen our organizational capabilities. Behind the scenes of our two new sanctuaries in Kampala, Uganda and Tijuana, Mexico, is an organization that is stronger than ever before due to enhancements in leadership, measurement and evaluation, supply chain and financial management.

“Passion with perspective” helps us celebrate the daily victories that, over time, add up to restored lives. During the last decade, we have seen the generational impact of our program as it is reflected in the families and children of the hundreds of women we have helped escape human trafficking. Furthermore, we see our customers wearing freedom and sharing the purpose behind their purchase, raising awareness and protecting others from being victimized.

Thank you for partnering with us! We are confident that in reading this report, you will see your reflection in our impact and will be inspired to continue the fight as well as gather those around you to do the same. There are millions of women who need help escaping human trafficking, but we refuse to let the magnitude of the challenge dampen our passion and perspective. With each day, our focus will remain - one woman, one piece of jewelry, and one supporter at a time.

SUSAN CRAMM
Board Treasurer & Chief Operating Officer
THE SOCIAL PROGRAM

INCOME

66 jobs provided to survivors of human trafficking
9,601 hours of professional training provided
98% of survivors have personal bank accounts

When survivors enter the work environment they are treated with dignity and respect. Healing immediately begins to occur as they develop safe, trusted relationships. They receive regular paychecks, open a personal bank account, and are taught to save for their future.

EDUCATION

3,794 hours of education provided through the Academy and individual tutoring
240 hours provided by eTutions
85% of survivors are literate in their native language

Girls and women, regardless of age or ability, are provided access to education. Subjects include reading, math, computers, English, life skills, and personal finance. eTutions, an online tutoring program allows our U.S. based volunteers to tutor our Mumbai participants once a week for an hour.
HEALTH

Assessments showed 88% of survivors have an average or above self esteem
1,299 hours of case management provided
1,680 hours personal skills group sessions provided
181 hours of specialized workshops provided

International Sanctuary provides quality ongoing healthcare for girls and women, as well as mental health care, counseling, life training skills, and one-on-one mentoring.

COMMUNITY

24 survivors are in leadership roles
94% of survivors are highly engaged in the Sanctuary community
89% of participants agree the mission of the organization makes them feel they are important

At International Sanctuary our workplace is our community and engagement in the community is crucial to achieving our mission. Each Sanctuary provides a trauma-informed community where participants can begin to foster relationships, build trust, and safely grow.
STORIES OF FREEDOM

“I did not understand anything that was happening around me in the world but within a month’s time, I learned a lot about work and was a fast learner. Today, I make all kinds of jewelry and travel all over the city on my own. I have reached a place where my life choices have become better, and I have grown to now manage a team! When I started working here I never interacted with people but that’s all in the past. Now I have lots of friends. International Sanctuary has always helped me financially and for my health and education. I’m so confident now. I was even able to buy my own house!”

- *Kira Mumbai, India Sanctuary

JOYCE IS ON A PATH TO LEADERSHIP

“From day one, we knew there was something special about Joyce*. She showed up early and always stayed late to help sweep or clean up. Whenever she struggled with a new skill, she’d request to be assigned that task the next day so she could perfect it and teach others. Joyce quickly got promoted, taking on the task of teaching new participants how to solder. Joyce is on the path to a permanent staff role as jewelry teacher. She truly loves her job and is looking forward to steady employment, providing a quality education for her daughter, and growing her family.”

- Sarah, Program Coordinator
  Kampala, Uganda Sanctuary
“INTERNATIONAL SANCTUARY NOT ONLY MADE ME INDEPENDENT, BUT TAUGHT ME ABOUT GIVING AND RECEIVING LOVE.”

“It was in 2008. The happiest day of my life was when I received my first salary from International Sanctuary. It made me financially independent, and I finally had the freedom to choose.

When I started at International Sanctuary, I was an introvert, and I could never express myself. I wasn’t aware of what independence was and what it was to be respected. I was living, until, in a hostel that was run by nuns. They cared for me but I was dependent on them to make decisions and to point me towards all I had to do. I needed them for all kinds of support.

International Sanctuary not only made me independent but grew and challenged me about the idea of giving and receiving love.

We attend an Academy at International Sanctuary where we are encouraged to grow in the habit of learning life skills. If it were not for these lessons, I may have been married at a very young age and would probably not have been happy with my life. I say this because now I have a better understanding of people and I try to make rational decisions in most situations. I understand myself and other people better now.

I had given up on studies, but then my mentor at International Sanctuary made me realize that it’s never too late to study, and she supported my educational goals. I’m so confident now. Earlier I was too scared to fail but now I allow myself to fail because if I don’t try I’ll never learn.”

- *Regina, Mumbai, India Sanctuary

* All names have been changed to protect anonymity
ORGANIZATIONAL GROWTH

ENHANCE AND EXPAND PROGRAMS

- Opened NEW Sanctuary in Kampala, Uganda
- Opened NEW Sanctuary in Tijuana, Mexico
- Added 31 NEW participants
- Hired new Executive Director in Mumbai, India
- Hired new Assistant Leader in Kampala, Uganda

BRAND GROWTH: SUSTAINABILITY

- Sales increased by 20%
- Database grew to 19,698
- Social media following grew to 26,800
- 154 new retail accounts
- 265 active retail accounts

DONATIONS: FUND GROWTH

- Increased contributions by 153%
- Raised $150,000 through successful campaign to fund Uganda Sanctuary
- 138 Founding Members contributed to the Uganda Sanctuary opening
- Held 10th Anniversary Celebration Gala, raising $160,000

This past year, we provided 9,173 DAYS OF WORK to survivors of human trafficking!
September 2017 launched PURPOSE Jewelry’s Premier Collection plated in 14k gold and rhodium. The Premier Collection is beautifully packaged, signed by the artisans, and make meaningful gifts.

In International Sanctuary’s 10th year, PURPOSE Jewelry launched the Premier Collection increasing the quality, value, and profit margin. Loyal customers value the premium products made with love.

The strength of a growing brand offers sustainability. Brand growth fuels job creation for girls and women who need economic freedom. Customers are guaranteed an ethically made product, while their purchase transforms lives. Financial partners can give confidently, knowing the organization is not infinitely dependent on their donations, but rather these funds are invested in the future to reach more girls and women.
THE SOCIAL ENTERPRISE

ORANGE COUNTY, U.S.A.
OC Sanctuary: Support + Distribution Center
48,002 units sold
533 days of work provided
720 hours of professional training provided

TIJUANA, MEXICO
Opened September 2017
5 Full-time Artisan Trainees
161 hours of professional training provided
1,200 units manufactured
589 days of work

KAMPALA, UGANDA
12 Full-time Apprentice Artisans
8 Full-time Artisan Trainees
2,877 days of work provided
7,427 hours of professional training provided
13,987 units manufactured

MUMBAI, INDIA
19 Full-time participants
3 Full-time emerging leaders
15 prevention participants
1,293 hours of professional training provided
5,174 days of work provided
In Sanctuary centers around the world, girls and women obtain healing in loving workplace communities. The power of social enterprise is the conduit for life transformation. As the brand grows, sales increase. The demand for product drives production, thus fueling job creation. The model is simple: the more product sold, the more survivors gain economic freedom.

**THIS PAST YEAR, INTERNATIONAL SANCTUARY PROVIDED 9,173 DAYS OF WORK TO SURVIVORS OF HUMAN TRAFFICKING!**
TIJUANA, MEXICO
OPENED SEPTEMBER 2017

589 days of work provided
100% of women received annual medical exams and vision check ups
100% of women demonstrate above basic literacy in their native language
80% of women are highly engaged at work (according to Gallup Q12 survey)
184 hours of 1:1 case management provided
110 hours of life skills group sessions provided

KAMPALA, UGANDA
OPENED APRIL 2017

Doubled the number of participants from 10 to 20 women in the first 12 months
2,877 days of work provided
100% of women hold a personal bank account
7,427 hours of professional training provided
95% of women demonstrate self esteem of average or higher: “I am a person of worth at least equal to others.”
75% of women show evidence of spiritual growth: “I have a relationship with God and am confident I am loved.”
ORANGE COUNTY, U.S.
OPENED OCTOBER 2010

533 days of work provided (women work part-time)
66 hours of personal skills training
100% of participants are highly engaged in the Sanctuary community
100% of participants hold personal bank accounts
720 hours of professional training
100% of participants have achieved basic computer proficiency

MUMBAI, INDIA
OPENED SEPTEMBER 2007

5,174 days of work provided
91% of girls and women hold personal bank accounts
3,794 hours of education provided through The Academy
240 hours of 1 on 1 online tutoring provided
84% of women received annual check ups: medical, dental, and vision
85% of women are highly engaged in the community
95% of women express they have had the opportunity to learn new skills, responsibilities, and grow professionally
82% of women are in leadership or hold a specialized role
FINANCIAL STEWARDSHIP & EXPENSES

International Sanctuary is committed to maintaining the highest level of financial integrity. Every dollar entrusted to us, through purchase or donation, bears the responsibility to invest wisely in empowerment, employment, and expansion. Our expansion efforts would not be possible without the generosity of our partners and the faithful giving of our financial supporters. The brand has grown by faithful retailers who share the cause with their customers and loyal advocates who proudly wear PURPOSE and wear freedom.

SUSTAINABILITY

International Sanctuary believes in sustainability for both their supporters and empowered population. We have seen through the efforts of growing the Mumbai Sanctuary, that our model is entirely sustainable. However, increased growth, scaling the organization, and opening more Sanctuaries requires capital.

5-YEAR ANNUALIZED GROWTH RATE

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>TOTAL</td>
<td>48%</td>
</tr>
<tr>
<td>SALES</td>
<td>36%</td>
</tr>
<tr>
<td>CONTRIBUTIONS</td>
<td>76%</td>
</tr>
</tbody>
</table>

100% of donated dollars go toward funding the growth of the organization.
REVENUE GROWTH

- **SALES**: +20%
- **CONTRIBUTIONS**: +153%
- **REVENUE**: +54%

TOTAL REVENUE

Revenue in Dollars

<table>
<thead>
<tr>
<th>Years of Operation</th>
<th>Current Revenue</th>
<th>Targeted Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>374,611</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>458,500</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>707,161</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>965,560</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>1,488,623</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>2,000,000</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>2,500,000</td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>3,200,000</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>4,000,000</td>
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</table>
### Statement of Activities

#### Revenues

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<thead>
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<th>FYE 2017</th>
<th>FYE 2016</th>
<th>FYE 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>902,954</td>
<td>749,437</td>
<td>511,634</td>
<td>357,814</td>
</tr>
<tr>
<td>Contributions</td>
<td>542,485</td>
<td>214,824</td>
<td>193,233</td>
<td>99,943</td>
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<tr>
<td>Other</td>
<td>43,184</td>
<td>1,299</td>
<td>2,294</td>
<td>743</td>
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<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td>1,488,623</td>
<td>965,560</td>
<td>707,161</td>
<td>458,500</td>
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</table>

#### Expenditures

<table>
<thead>
<tr>
<th></th>
<th>FYE 2018</th>
<th>FYE 2017</th>
<th>FYE 2016</th>
<th>FYE 2015</th>
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</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>1,066,035</td>
<td>815,924</td>
<td>458,190</td>
<td>307,032</td>
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<tr>
<td>Supporting Services</td>
<td>107,933</td>
<td>78,886</td>
<td>44,854</td>
<td>85,366</td>
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<tr>
<td>Fundraising Services</td>
<td>88,883</td>
<td>65,333</td>
<td>55,510</td>
<td>26,622</td>
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<tr>
<td><strong>TOTAL EXPENDITURES</strong></td>
<td>1,262,851</td>
<td>960,144</td>
<td>558,554</td>
<td>419,020</td>
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#### Change in Net Assets

<table>
<thead>
<tr>
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<th>FYE 2018</th>
<th>FYE 2017</th>
<th>FYE 2016</th>
<th>FYE 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td>225,772</td>
<td>5,416</td>
<td>148,607</td>
<td>39,480</td>
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</table>

#### Net Assets

<table>
<thead>
<tr>
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<th>FYE 2017</th>
<th>FYE 2016</th>
<th>FYE 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning of Year</td>
<td>350,807</td>
<td>345,391</td>
<td>217,145</td>
<td>177,665</td>
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<tr>
<td>Increase/Decrease in Net Assets</td>
<td>225,772</td>
<td>5,416</td>
<td>148,607</td>
<td>39,480</td>
</tr>
<tr>
<td>Prior Period Adjustment</td>
<td>- 8,169</td>
<td>-</td>
<td>- 20,361</td>
<td>-</td>
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<tr>
<td><strong>NET ASSETS, END OF YEAR</strong></td>
<td>568,410</td>
<td>350,807</td>
<td>345,391</td>
<td>217,145</td>
</tr>
</tbody>
</table>

*FYE - Fiscal Year End*
# STATEMENT OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>FYE 2018</th>
<th>FYE 2017</th>
<th>FYE 2016</th>
<th>FYE 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>406,548</td>
<td>162,370</td>
<td>268,210</td>
<td>135,876</td>
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<tr>
<td>Accounts Receivable</td>
<td>48,739</td>
<td>64,090</td>
<td>34,286</td>
<td>13,470</td>
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<tr>
<td>Pledged Receivable</td>
<td>0</td>
<td>50,000</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Inventory</td>
<td>181,796</td>
<td>91,036</td>
<td>48,168</td>
<td>72,696</td>
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<tr>
<td>Prepaid Expenses/Loans Receivable</td>
<td>6,213</td>
<td>27,989</td>
<td>6,030</td>
<td>3,235</td>
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<tr>
<td>Fixed Assets</td>
<td>15,544</td>
<td>14,051</td>
<td>10,850</td>
<td>7,105</td>
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<tr>
<td>Accumulated Depreciation</td>
<td>-11,686</td>
<td>-6,201</td>
<td>-4,950</td>
<td>-3,499</td>
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</table>

**TOTAL ASSETS**

<table>
<thead>
<tr>
<th>FYE 2018</th>
<th>FYE 2017</th>
<th>FYE 2016</th>
<th>FYE 2015</th>
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<tbody>
<tr>
<td>647,154</td>
<td>403,335</td>
<td>362,594</td>
<td>228,883</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>69,340</td>
<td>51,093</td>
<td>16,263</td>
<td>11,074</td>
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<tr>
<td>Deferred Revenue</td>
<td>9,404</td>
<td>1,435</td>
<td>940</td>
<td>664</td>
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</tbody>
</table>

**TOTAL LIABILITIES**

<table>
<thead>
<tr>
<th>FYE 2018</th>
<th>FYE 2017</th>
<th>FYE 2016</th>
<th>FYE 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>78,744</td>
<td>52,528</td>
<td>17,203</td>
<td>11,738</td>
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</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Net Assets, Unrestricted</td>
<td>418,410</td>
<td>350,807</td>
<td>315,391</td>
<td>217,145</td>
</tr>
<tr>
<td>Net Assets, Temporarily Restricted</td>
<td>150,000</td>
<td>0</td>
<td>30,000</td>
<td>0</td>
</tr>
</tbody>
</table>

**TOTAL NET ASSETS**

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Our Vision for the Future

International Sanctuary continues to receive invitations from anti-trafficking organizations to join forces with their efforts. International Sanctuary’s unique model of providing freedom through economic empowerment is the missing link to reintegration. Survivors are unable to rebuild their lives without a pathway to self sufficiency.

CEBU, PHILIPPINES
PHNOM PENH, CAMBODIA
SOUTHERN CALIFORNIA, USA

As we grow, the landscape of our work continues to change and evolve, such as our partnerships, language, culture and laws. The needs of the girls and women we serve are constantly shifting. However, the purpose of our work - providing hope, dignity, and freedom to girls and women escaping trafficking remains the same.
Dear Friends and Family of International Sanctuary,

This past year was a landmark year as we celebrated our 10th anniversary! We reflected on accomplishments over the past decade, as well as milestones achieved during 2017. We opened our doors in two new regions: Kampala, Uganda and Tijuana, Mexico. We enhanced the infrastructure supporting the growth of the organization, and we grew our team of dedicated leaders entrusted with the care of the girls and women.

Because of hundreds of committed supporters, International Sanctuary has been able to welcome girls and women into a safe, loving workplace community in four regions around the world. We celebrate the hope, dignity, and freedom that was brought to 31 new women this past year. From these Sanctuaries, lives will forever be changed for generations to come.

As we look ahead to the next decade, we invite others to stand with us. More girls and women await the opportunity to achieve freedom. We invite you to join us as we step out answering the local and global invitations from anti-trafficking partners around the world. Our collaborative model promises sustainability and comprehensive care for each and every woman. Thank you for partnering with us as we open the doors of 10 Sanctuaries around the world by 2020.

WENDY DAILEY
President & Co-Founder
THANK YOU FOR YOUR SUPPORT

International Sanctuary empowers girls and women escaping human trafficking to embrace their true identity and worth.

International Sanctuary is a 501(c)(3) non-profit. All charitable gifts are tax deductible.

949.752.7788 | info@isancuary.org | isancuary.org