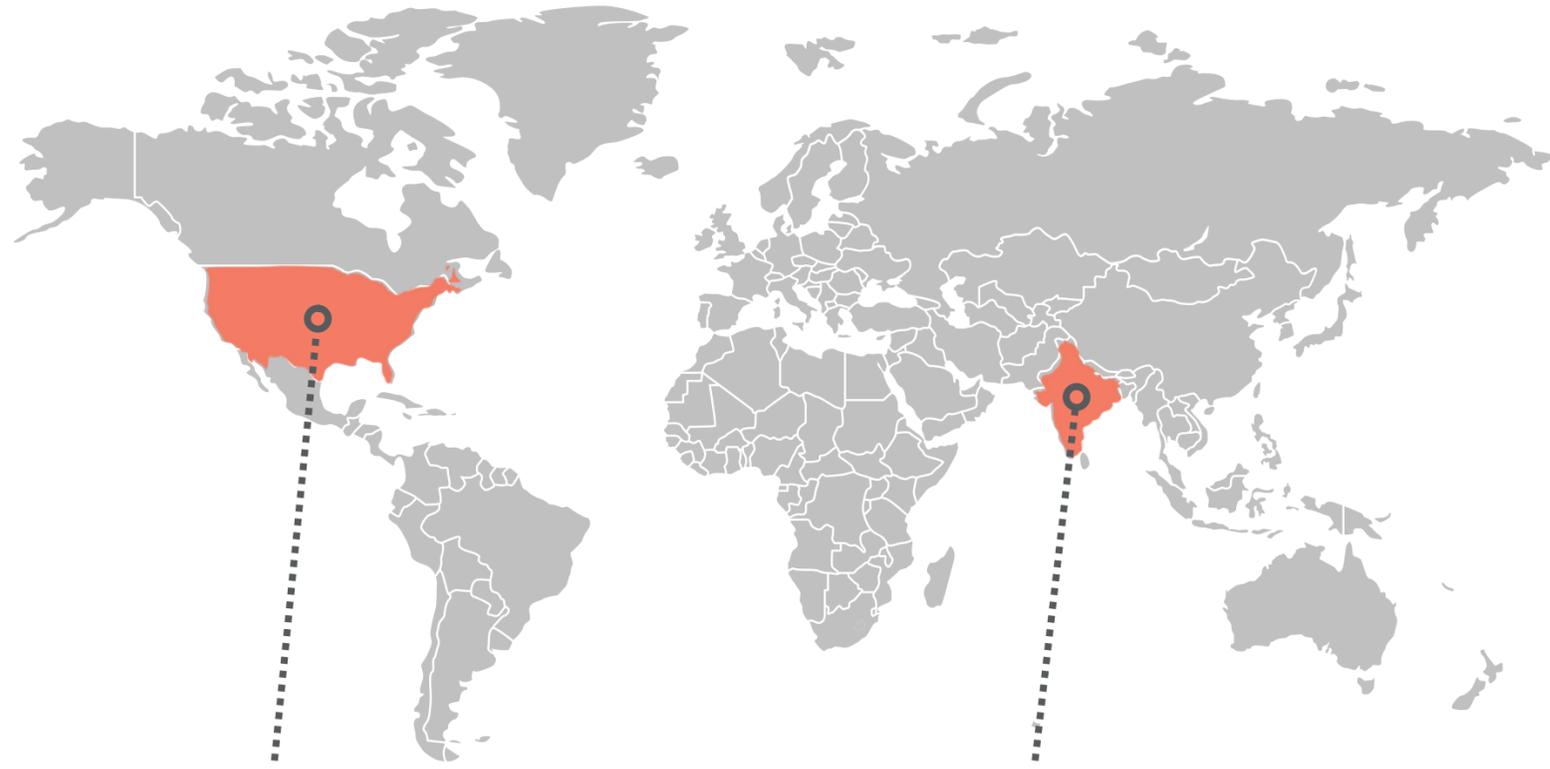


*Aruma*

A nonprofit creating lifelong freedom for trafficking victims and survivors through employment supported by holistic care.

# Global Issue

Human trafficking is a global issue affecting every country in the world. In certain locations systemic issues like abject poverty, gender inequality, lack of educational opportunity, and government instability coalesce creating an environment where trafficking thrives.



**50**

The number of states where human trafficking has been reported in the US.

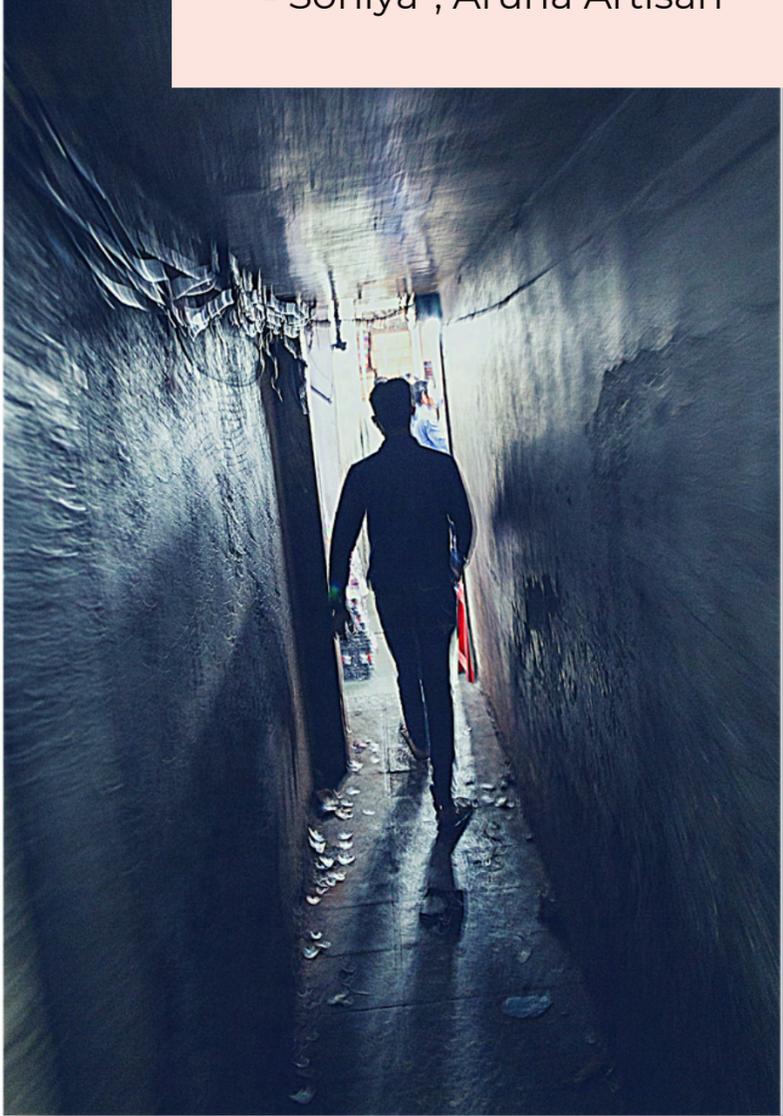
**8,000,000**

The number of people living in modern slavery in India, accounting for 1/5th of the world's victims. Seventy percent of these victims are women and girls.

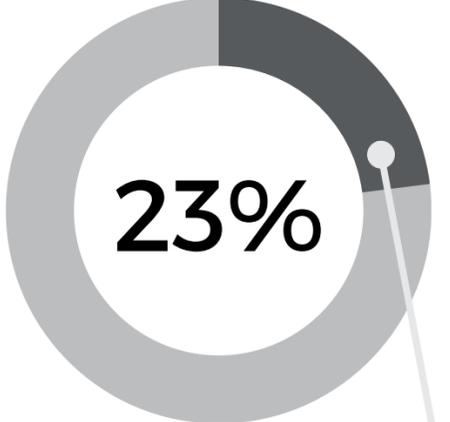
Source: Fondation Scelles, Sexual exploitation: New Challenges, New Answers, 2019.

*I escaped, but in months was taken back to the same place. It was terrible. It's like hell. I thought I would die in that place.*

- Soniya\*, Aruna Artisan



**Few experience sustained freedom.**



Research suggests in some locations re-trafficking rates can affect almost eight out of ten women previously freed. That's only a 23% success rate.

**This is one of the most pressing problems facing the anti-trafficking movement.**



## Context Determines the Process:

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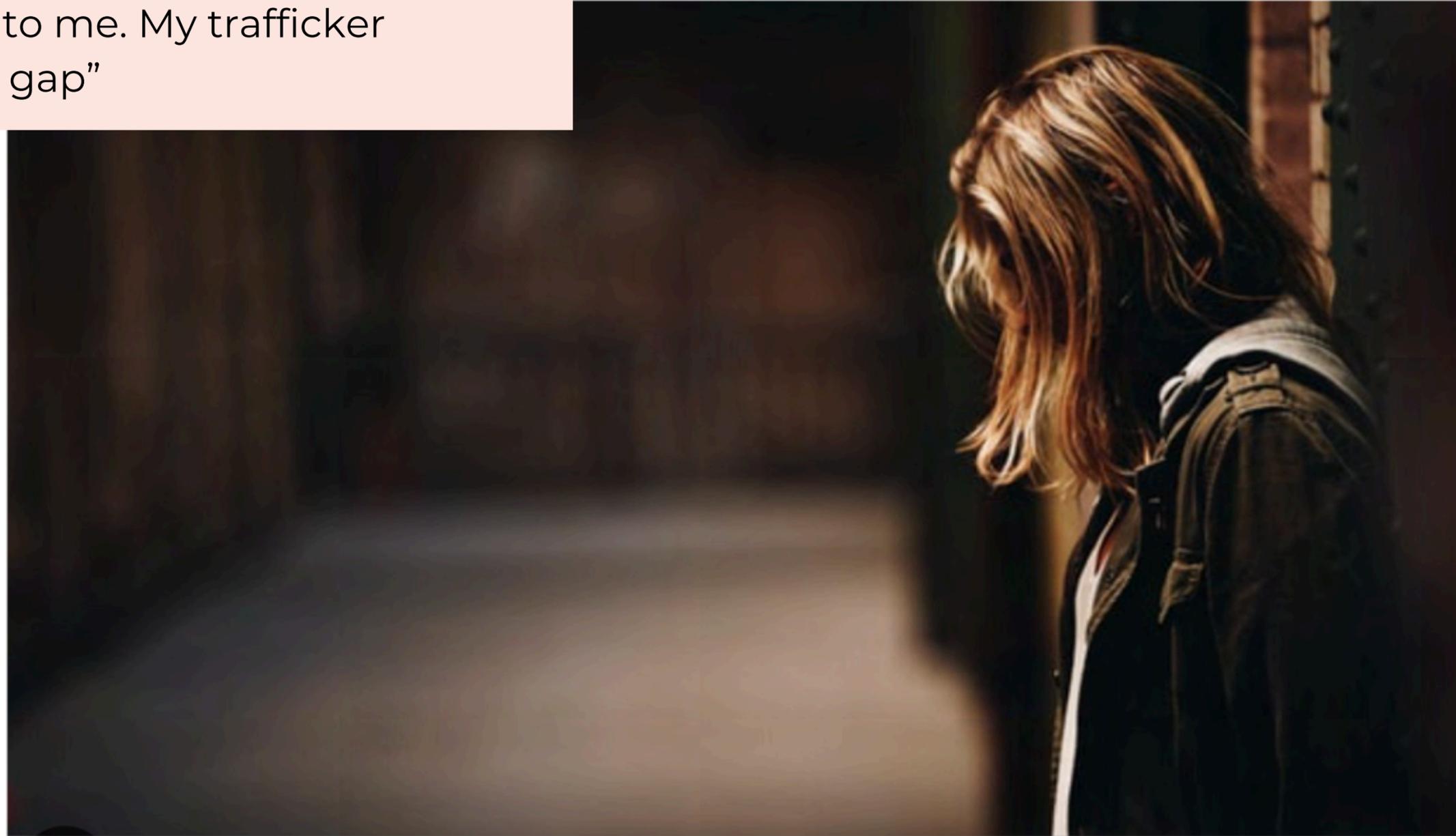
### Trafficking in the US

- Target Vulnerability
- Gain Trust (time, attention, gifts)
- Isolate & Alienate
- Manipulate & Desensitize
- Exploit
- Maintain Control
  - Debt Bondage
  - Drug Dependency
  - Psychological Control
  - Physical Violence

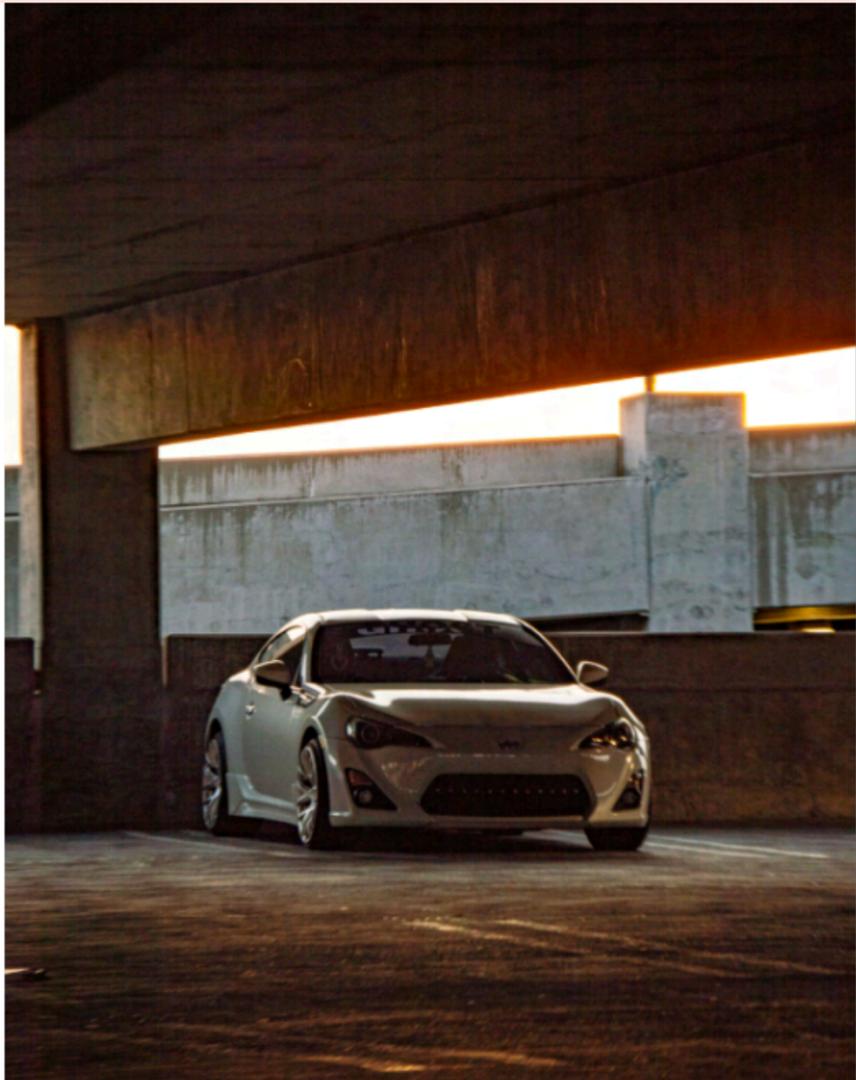
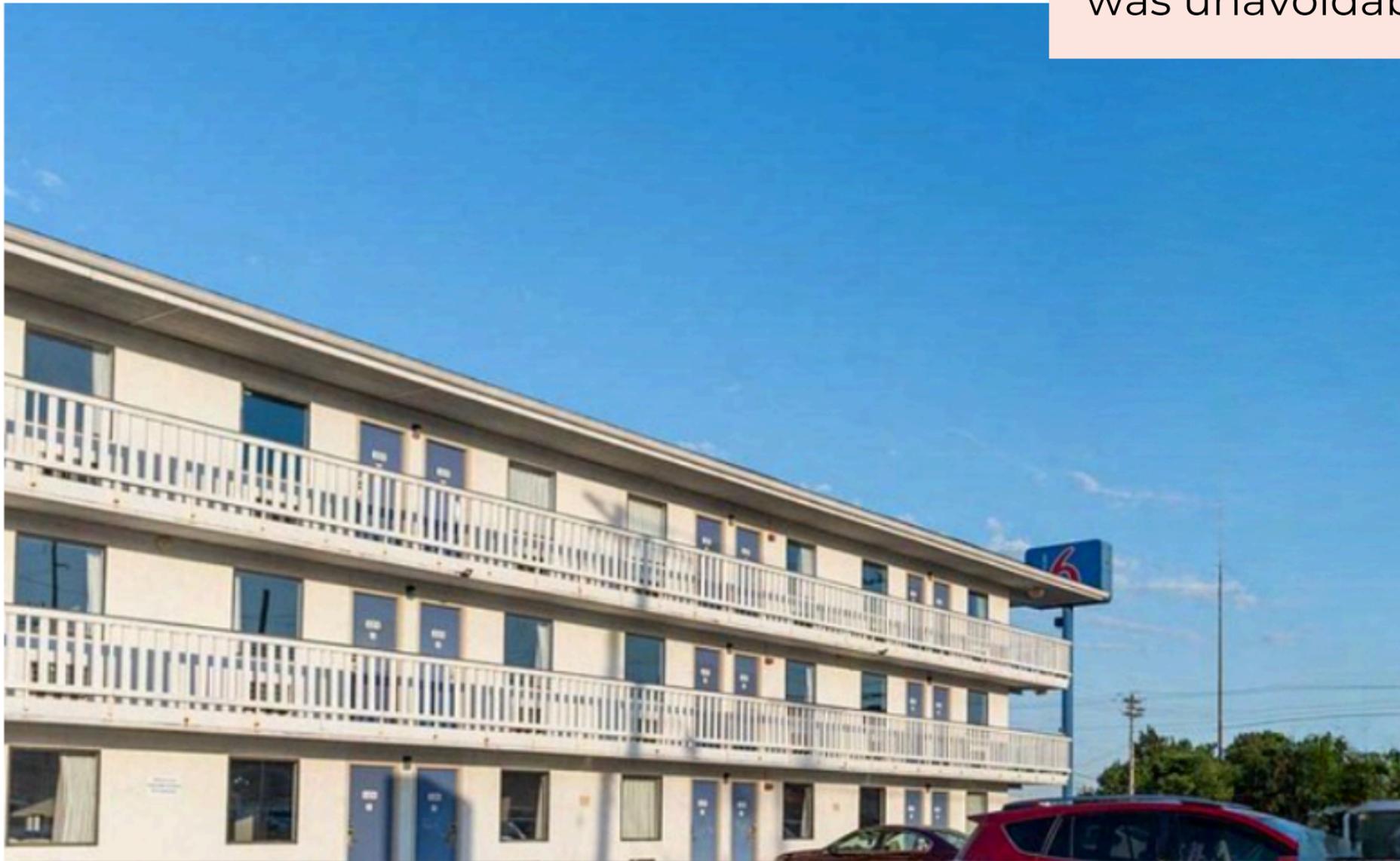
### Trafficking in India

- Target Vulnerability
- Hold Captive
- Isolate & Alienate
- Exploit
  - The Box
  - The Room
  - The Street
- Maintain Control
  - Debt Bondage
  - Psychological Control
  - Physical Violence

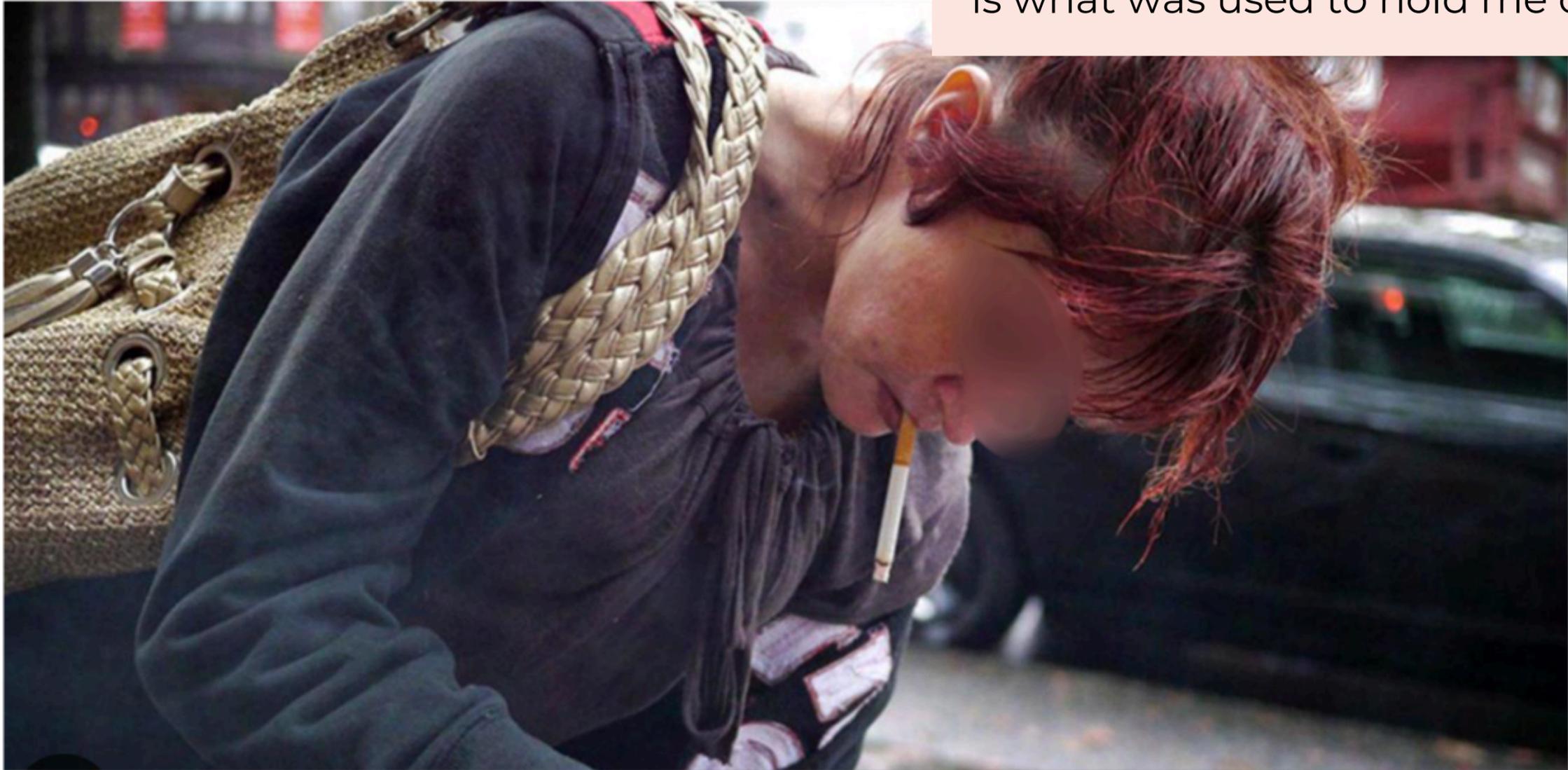
“My mom had too many of her own issues to give any thought to me. My trafficker was quick to fill that gap”



“Car dates were terrifying... the violence was unavoidable.”



“I thought the meth was my escape, but it is what was used to hold me captive.”

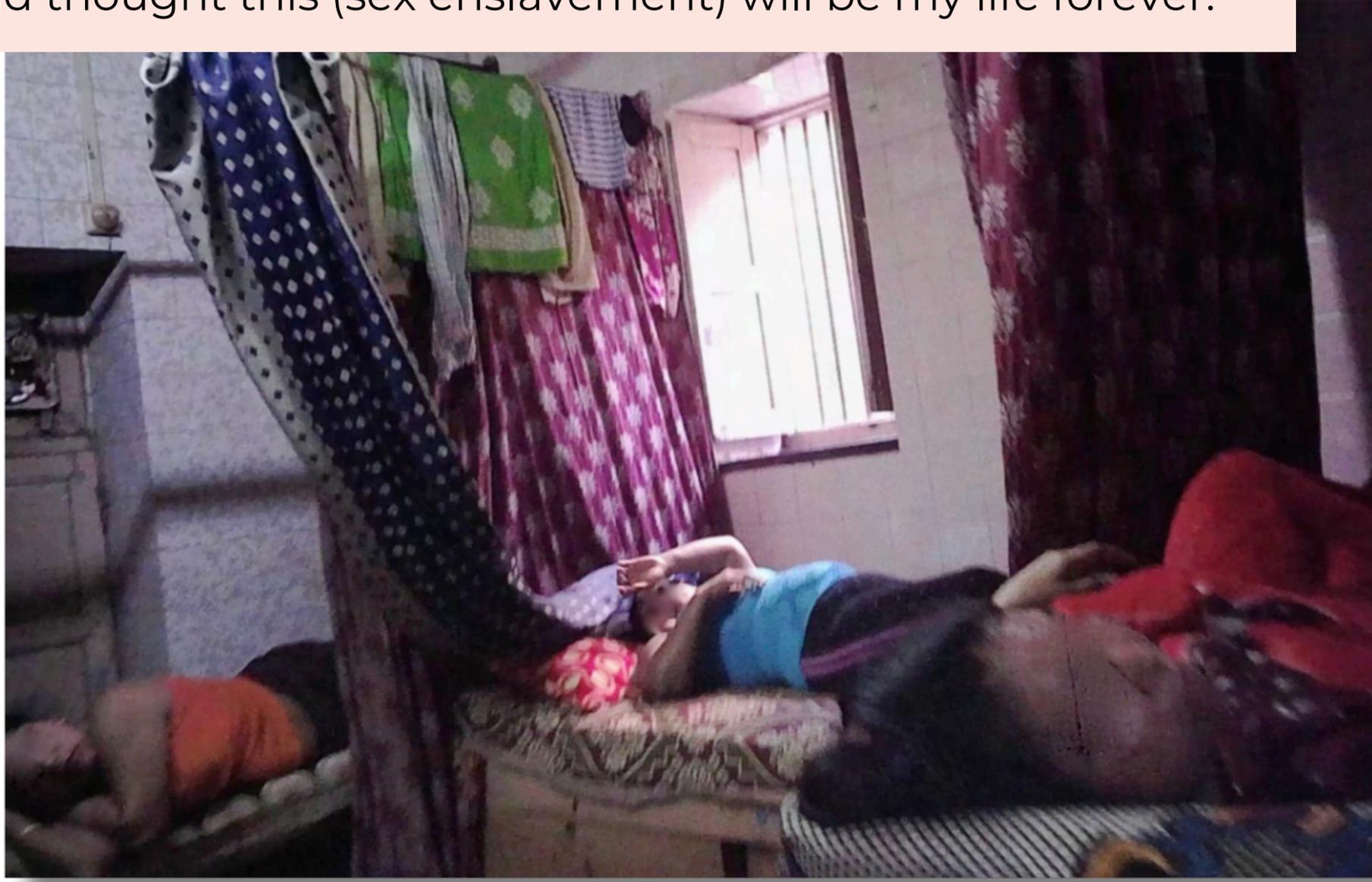


“At my age it was impossible for me to think how to escape from there.”



# India - The Room

"I gave up hope as I couldn't see any help from anybody and thought this (sex enslavement) will be my life forever."



India - The Street

“Life on the street is hell. It is simply survival.”



# The Breaking Process

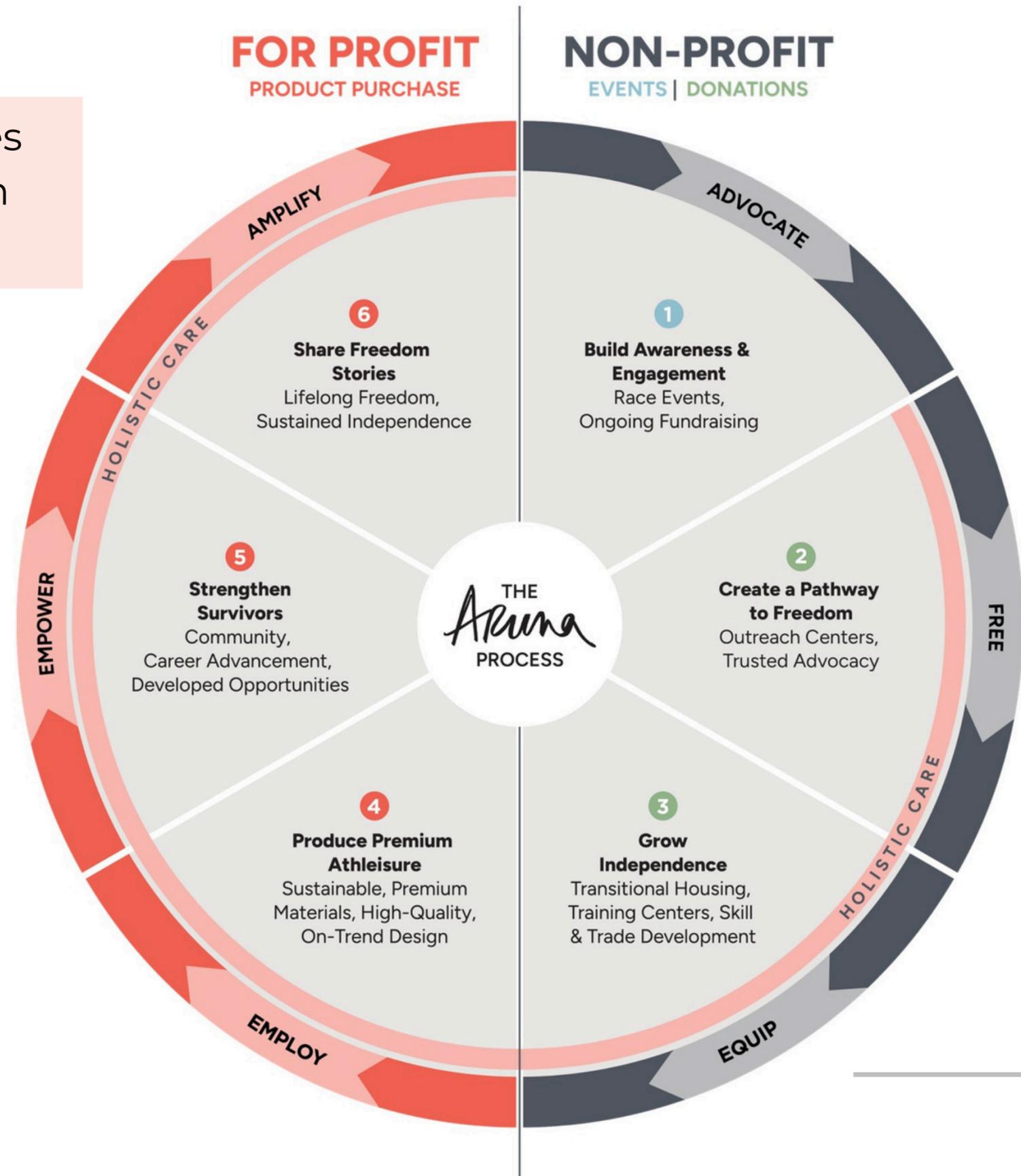
“I cried out for help, but no one ever came... so I stopped. I thought I would die in that place.”



Result of the trauma:  
A known evil is safer than unknown good.

**Objective:** Combine the best of nonprofit services and business solutions to create lifelong freedom through employment supported by holistic care.

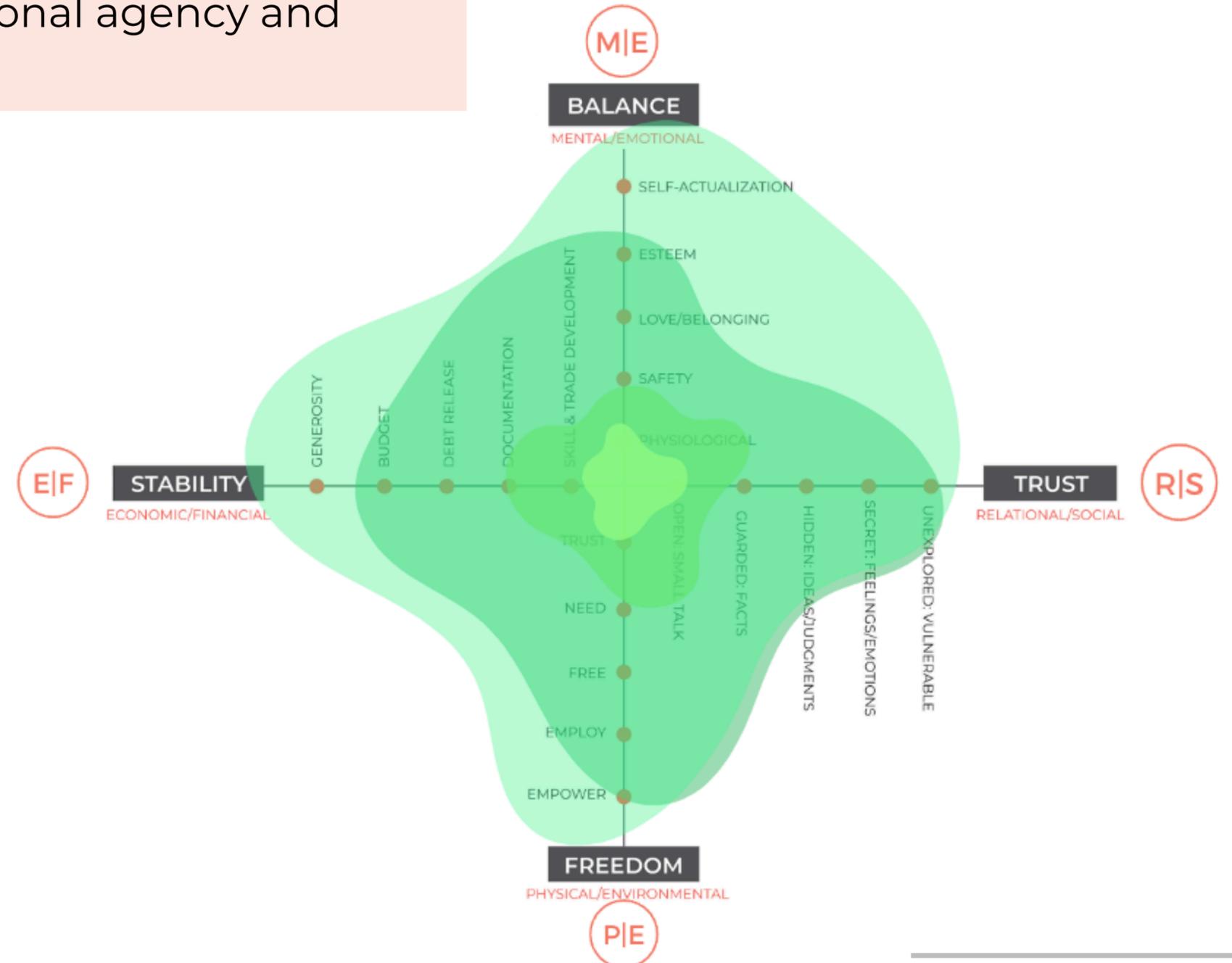
- 1 ADVOCATE - US**  
 > Build Awareness and Engagement through Aruna Runs & Fund Raising Events
- 2 FREE - India**  
 > Create a Pathway to Freedom through Aruna Outreach Centers
- 3 EQUIP - India**  
 > Grow Independence through Aruna Training Centers and Apprenticeship Program
- 4 EMPLOY - India & US**  
 > Produce and Sell Premium Athleisure products leading to financial stability for Survivors
- 5 EMPOWER - India & US**  
 > Strengthen Survivors through Community and Development Opportunities
- 6 AMPLIFY - India & US**  
 > Share Freedom Stories to expand impact both internationally and domestically



# Aruma 4 Pillars of Holistic Care

**Objective:** Provide trauma informed direct services that support a survivor's entire freedom journey leading to personal agency and lifelong freedom.

- M|E** Mental | Emotional  
Mental and emotional **balance** aiding in self-actualization
  - Assessment of Survivor Outcomes Tool
  - Individualized Care Plan
  - Trauma Counseling (CBT, EMDR)
- R|S** Relational | Social  
Relational and social bonds with appropriate **trust** and vulnerability
  - Cohort Relational Development
  - Big Sister Mentorship Program
  - Life Skill Development
- E|F** Economic | Financial  
Economic and financial **stability** marked by generosity
  - Identification Credentials
  - Paid Apprenticeship with deferred living expenses
  - Strengths, Skills, and Industry Interest Assessment
  - Onsite Industry specific exposure
- P|E** Physical | Environmental  
Physical and environmental **freedom** empowered with agency
  - Optional Transitional Housing with supervision
  - Independent living Process Program
  - Safe and Stable Training Environment



**Objective:** Engage local communities to raise awareness and take action to help create lifelong freedom for trafficking victims and survivors.

**Strategies:**

- Volunteer led teams
- Corporate Sponsorships
- Individual Introductions

**Benefits:**

- Fund Development
- Brand Equity
- Product Target Market
- Data Capture

**Impact:**

- 35 Runs in various cities across the US
- Funds Outreach and Training Centers



**Objective:** Create a pathway to freedom for sex trafficking victims through daily outreach in the brothel systems.

**Strategies:**

- Secondary Needs Philosophy
- Primary Wants Conversations
- Vision for a Future

**Services:**

- Initial Medical & Trauma Care
- Introduction 4 Pillars of Holistic Care
- Introduction to Employability Training with a financial stipend
- Documentation creation to ensure participation in the formal economy

**Impact:**

- 6 Outreach Centers providing services in 5 concentrated areas of trafficking, 1 location in the Government Aftercare
- Direct Service: 8500+ women



**Objective:** Provide a safe place, unhurried time, and exceptional care and training, to ensure survivor employability and personal agency.

**Strategies:**

- Safe and Secure Transitional Housing
- Trauma Counseling with Individualized Care Plans
- Advanced Soft Goods Manufacturing Training

**Services:**

- Indepth 4 Pillars of Holistic Care
- Transitional Housing with Life Skill Development
- Paid Soft Goods Apprenticeship Program with Employment Placement
- Educational Opportunities in areas of Personal Interest

**Impact:**

- 88% Graduation Rate
- 100% Employment Placement
- 51% Increase in Personal Development Growth Rate



**Objective:** Provide a safe, fun, professional work environment supported by holistic care to ensure lifelong freedom while excelling at producing premium Athleisure bags and accessories.

**Strategies:**

- Continued Skills and Education Development
- Financial & Relational stability
- Excellent Product Production and Design competing in Markets in the West

**Services:**

- In-depth 4 Pillars of Holistic Care with Individualized Care Plans
- Transitional Housing leading to Independent Living
- Employee Benefits: Salary, Retirement Savings, Health Care.

**Impact:**

- 86% Sustained Freedom Rate
- 88% Personal Development Growth Rate
- 900+ Women free + Family & Friends no longer at Risk of Trafficking



**Objective:** Create premium athleisure bags and accessories to serve as the economic engine to sustain lifelong freedom for survivors of sex trafficking. *Each bag has a story and a name.*

## Strategies:

- Sustainable Business Solutions to provide economic stability
- Capture % of CAGR of Athleisure industry
- Meet current Target Market desire to change brands for direct human impact
- Uniquely positioned - Only premium Athleisure brand in the world with 100% of products made by trafficking survivors

## Products:

- Premium Bluesign certified recycled fabric
- Functional design for everyday use
- Interior lining with Artisan names

## Performance:

- Sales in all 50 US States
- Over 1000+ 5 star reviews
- Growing list of select retailers
- Partnerships - (national) Uncommon Goods, (global) Mastercard



**Objective:** Provide safe and secure employment for US Survivors in Aruna headquarters to ensure lifelong freedom supported by a robust Survivor Advocacy Program.

**Strategies:**

- Survivor Advocacy Program
- Employability Skills Development
- Education Development to pursue high school and/or college completion
- Financial & Relational stability

**Services:**

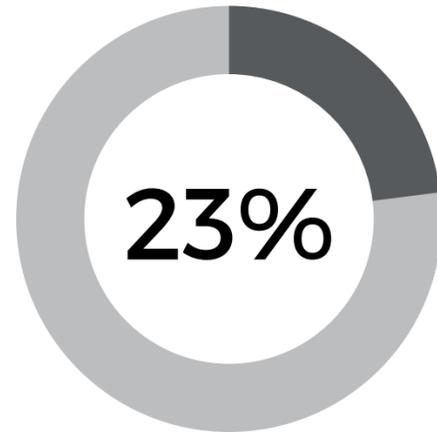
- Individualized Care Plans to create a continuum of care with current providers
- Relational development inside and outside of the survivor community
- Employee Benefits: Salary, Retirement Savings, Health Care.

**Future Direction:**

- Corporate Gifting Customization Department

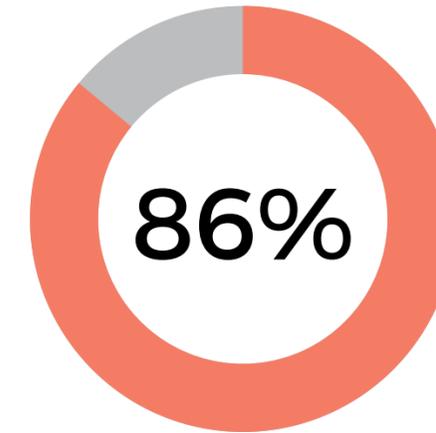


## Trapped. Exploited.



Re-trafficking rates can affect almost 8 out of 10 victims, resulting in less than 23% experiencing freedom.

## Lifelong Freedom.



Aruna is seeing an 86% success rate. That is over a 63% increase in survivors experiencing lifelong freedom.



**900+**

Survivors domestically and internationally who have been freed, employed, and empowered. Plus, family and friends no longer at risk of being trafficked.

**8500+**

Victims who have received direct services in the brothel systems.

**250,000+**

Days of Freedom for Aruna Artisans