

SOPHIE HAYES
FOUNDATION

2019

A YEAR-LONG JOURNEY

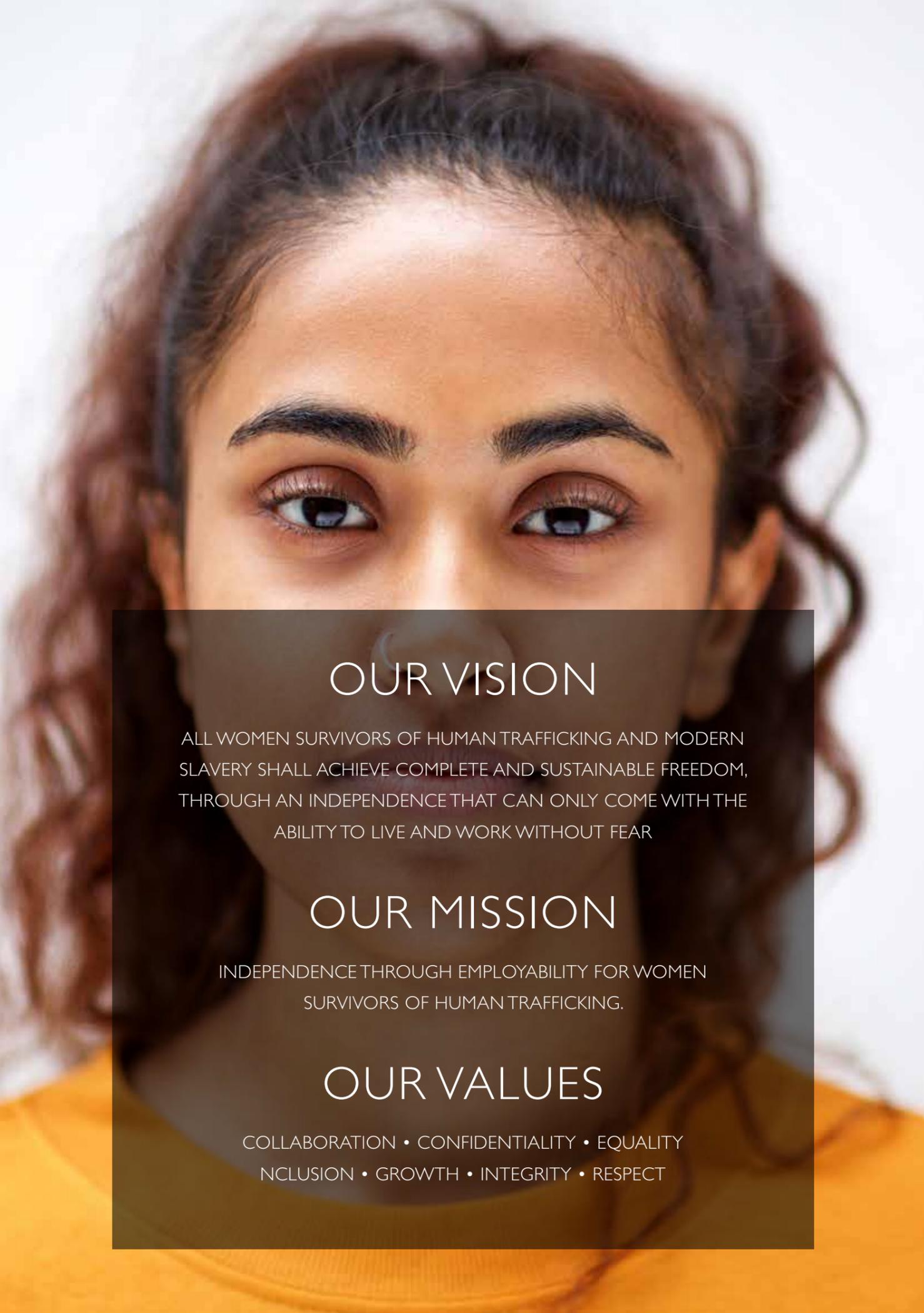
HOPE

CONFIDENCE

RENEWAL

INDEPENDENCE

FREEDOM



OUR VISION

ALL WOMEN SURVIVORS OF HUMAN TRAFFICKING AND MODERN SLAVERY SHALL ACHIEVE COMPLETE AND SUSTAINABLE FREEDOM, THROUGH AN INDEPENDENCE THAT CAN ONLY COME WITH THE ABILITY TO LIVE AND WORK WITHOUT FEAR

OUR MISSION

INDEPENDENCE THROUGH EMPLOYABILITY FOR WOMEN SURVIVORS OF HUMAN TRAFFICKING.

OUR VALUES

COLLABORATION • CONFIDENTIALITY • EQUALITY
INCLUSION • GROWTH • INTEGRITY • RESPECT

RED GODFREY-SAGOO, CEO

Reflecting on 2019, during a Covid-19 impacted 2020, I continue to be amazed at the resilience of our survivors and I am grateful for the commitment of our staff, volunteers, board, and supporters.

In a year which saw the start of our ongoing transformation, the charity stayed true to its mission of independence through employability. Additionally, we recognised "rescue from abuse does happen, people are freed, we do have survivors, however rescue does not mean freedom". The journey for survivors from rescue to sustainable freedom sadly continued to be challenging and unequitable.

Launching programmes in multiple locations, with invaluable new and existing referral partners, the challenges of supporting survivors from over 40 nations became all too apparent. In response, we committed to a greater understanding of cultural differences, which enabled programmes to be more sensitive, uplifting, and educational. Part of this new approach meant acknowledging that the journey to sustainable freedom for our eldest survivor, aged 67, was quite different from the pathway of our youngest survivor aged 18. It also meant that delivering to mothers struggling with preschool child-care required rethinking the traditional approach of programme delivery.

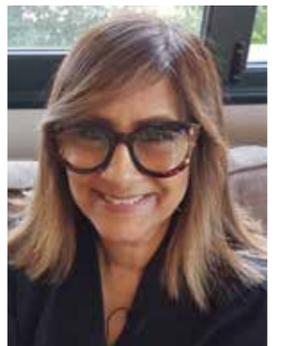
Throughout the year, I heard from survivors who wanted to become everything from train drivers, accountants and hairdressers to carers and small business owners. However, despite this wide variety of goals, all survivors echoed the words of one; "I want to be the boss of me".

By supporting 19 women into further education in the autumn, the organisation embraced the desire for survivors to start their journeys to independence through education. For many this would be their first experience of learning beyond grade school.

Building partnerships to expand opportunities for work experiences, and placements through organisations as diverse and pioneering as Shiva Hotels and Bright Futures, highlighted the inequities of access to career environments across the country. These are life-changing challenges which require the continual raising of awareness to the needs of survivors once they are rescued.

2019 was a year of building and creating, and with the generous support of our donors and funders, we were able to focus on steps towards exiting survivors out of long-term support and begin our ambitious goal of supporting 1000 Women in 1000 Days. Despite Covid-19, this goal has not been diminished, if anything, it has made us more determined to succeed as the needs of thousands of women are so great. Sustainable freedom is the only solution to ensuring survivors exit long term support without becoming victims again.

Anything less for every survivor is not an option at the Sophie Hayes Foundation.



136,000 VICTIMS OF HUMAN SLAVERY ESTIMATED TO BE IN THE UK

99% OF VICTIMS EXPLOITED FOR SEX ARE WOMEN AND GIRLS

1 in 4 MODERN SLAVES ARE CHILDREN



ADAM CROSSLEY, BOARD OF TRUSTEES CHAIR

As I write this statement following several months of lockdown resulting from the COVID-19 pandemic, it's easy to reflect that the world Sophie Hayes Foundation operated in during 2019 was different to the world we now encounter. Unfortunately, one thing that hasn't changed is the increase in modern slavery, even as this crime adapts to the new world. From this perspective our progression in 2019 takes on a new significance, not only in the sense of continually improving our capability of supporting survivors to independence, but in creating an operational and governance platform that has provided us with the agility to grow stronger through this pandemic and keep supporting survivors in new ways.

2019 saw as our excellent CEO Red Godfrey-Sagoo complete her first full-year, during which she has led the charity through a step-change in the development of our people, process and systems, as well as using the Sophie Hayes Foundation brand to raise awareness of modern day slavery both in society and across the sector.

We are immensely proud to have worked with 164 survivors, mostly women, many of whom found their own routes to independence, progressing to further education, vocational placements and employment. We brought all this together in the November launch of our '1000 Women in 1000 Days' campaign hosted by one of our work placement provider, partners Shiva Hotels. This banner campaign will provide momentum over the coming years for all fundraising, campaigning and survivor support activities. It is a commitment we are very proud of and motivated to deliver.

The funding environment for charities remains extremely tough and in 2019 more than ever we had to ensure our funds were used in the most effective way for the benefit of survivors, particularly as we began to grow our services faster than our funding pipeline. Through a momentous effort from the team and many volunteers, we ended 2019 with many new funding lines and engagements with large corporations. Most notably, we were absolutely delighted to be named one of 2 key recipients to Liberty London's 'Liberty for Life Initiative' for 2020, and we look forward to working with Liberty in the future.

Ultimately, the success of Sophie Hayes Foundation comes from people and the shared hope for a better future. I am continually impressed by our people, their hope and their capacity to match it with commitment, humanity and skill. Our team and our volunteers are the only real asset we have, this is my opportunity to publicly thank them, I am humbled by what they achieve. 2019 saw the Sophie Hayes Foundation pass its 8th anniversary, and whilst I'm continually saddened by the need for our services, I'm glad to report the charity is well positioned to support survivors over the next 1000 days and beyond.



2019 - A YEAR OF HIGHLIGHTS

12 MONTHS, 52 WEEKS, 365 DAYS 8,760 HOURS

- every minute spent in the pursuit of our mission. The enormous scale of Modern Slavery and Human Trafficking can be daunting. How does anyone combat a barbaric industry that affects more than forty million people across the globe and over 100,000 in the UK?

**The answer is one day at a time,
one life at a time.**

The Sophie Hayes Foundation launched in 2011 – the concept of Sophie, a British woman who was trafficked from the UK to Italy for the purposes of sexual exploitation by a boyfriend who told her he loved her. She managed to escape and move on to a better life. Most are not so lucky, and far too many of those who do escape are re-captured and trafficked again and again.

Sophie saw the desperate need for an organisation to guide those who do escape towards a life of freedom and true independence. A way to move forwards without fear of re-capture. The Sophie Hayes Foundation was born. Our journey began. Every survivor success story is another step towards the defeat of modern slavery and human trafficking.

2019 was a busy year at SHF.
Here are just a few of the highlights.

49 | WORKSHOP ATTENDANCES DURING 2019

44 | WORK PLACEMENTS SECURED FOR SURVIVORS

19 | SURVIVORS STARTED FURTHER EDUCATION PROGRAMMES IN SEPTEMBER 2019

2019 HIGHLIGHTS

JANUARY: BIRMINGHAM OFFICE OPENS

SHF's expansion to the West Midlands late 2018, continued with our first cohort of women survivors entering 121 coaching for life changing employability placements.

FEBRUARY: 2 LOCATIONS

SHF celebrates women survivors starting work placements and further education in both Birmingham and London.

MARCH: SHF PARTNERSHIPS GROW

Our Birmingham office saw the start of a new collaborative partnership with The Salvation Army. And our London team extended its reach with a recruitment event in Canterbury to enable the provision of the SHF programme in Kent.

APRIL: 1ST LONDON MARATHON RUNNER

SHF got into the sporting mood with the recruitment of its first London Marathon entrant. Loudly supported by the entire Sophie Hayes team and members of their families, our runner Kirsty Branch successfully completed the 26.2 miles distance.

MAY: 1ST SURVIVOR SCHOLARSHIP TO KING'S UNIVERSITY

A big month for the organisation.

It began with our first survivor to receive a scholarship to a major London University after receiving SHF coaching and a placement within the hospitality industry.

This success was followed by the opening of our men's pilot programme Future Forward*, and the participation of our CEO at City University of London's Common Purpose Programme, where students learnt of the harsh facts of human trafficking.

Partnership with Medaille Trust grows to delivering our programme at one of their locations

Finally, SHF began placement training with the management staff of Shiva Hotels – a SHF partner organisation.

JUNE: DAY 46 PROGRAMME BECOMES EMPLOYABILITY PROGRAMME

The long-running SHF 'Day 46' programme changed its name to the 'Employability Programme' – or EP – after legal challenges forced the UK Government to abandon their 45 days survivor rehabilitation services cut-off target.

JULY: LAUNCH OF COMMONWEALTH 8.7 NETWORK

Sophie Hayes CEO, Red Godfrey-Sagoo represented the Commonwealth's European members on the 8.7 Network at Australia House for the launch of Commonwealth 8.7 – a global initiative to eradicate modern slavery.

The men's pilot programme came to a successful close, with the entire class graduating and then being interviewed by journalists from Thomson-Reuters Group.

AUGUST: SHF ON TV IN DOCUMENTARY 'SNATCHED'

SHF CEO Red Godfrey-Sagoo and an SHF survivor take part in the TV documentary 'Snatched and Sold for Sex'. Airing on the 5 Star channel this 60 minute film provides a no-holds barred look at the tragedy of women enslaved for the purposes of sexual exploitation.

SEPTEMBER: LARGEST SINGLE ENROLMENT IN FURTHER EDUCATION

19 survivors start further education, our largest single enrolment.

Partnership with Bramber Bakehouse continues with a new cohort of participants.

Sophie Hayes CEO Red Godfrey-Sagoo appointed Chair of the Commonwealth 8.7 Network.

OCTOBER: ANTI-SLAVERY DAY

On the biggest day of the year for all those fighting human trafficking – Anti-Slavery Day – Sophie Hayes Foundation team members, volunteers and more importantly survivors raised awareness through on-site events at-Vertex Pharmaceuticals, Barclays Bank and United Utilities.

NOVEMBER: LAUNCH OF '1000 WOMEN/ 1000 DAYS' CAMPAIGN

SHF launched its major long-term campaign '1000 Women, 1000 Days' with a premium event at Shiva Hotels Canary Wharf. Guests in attendance included partners, funders, supporters, team members and board members. SHF survivors told their emotional stories to great effect.

We were proud to announce the expansion of our Board of Trustees with the appointment of Co-op Policy Director, Paul Gerrard.

DECEMBER LIBERTY LONDON PARTNERS WITH SHF FOR 2020

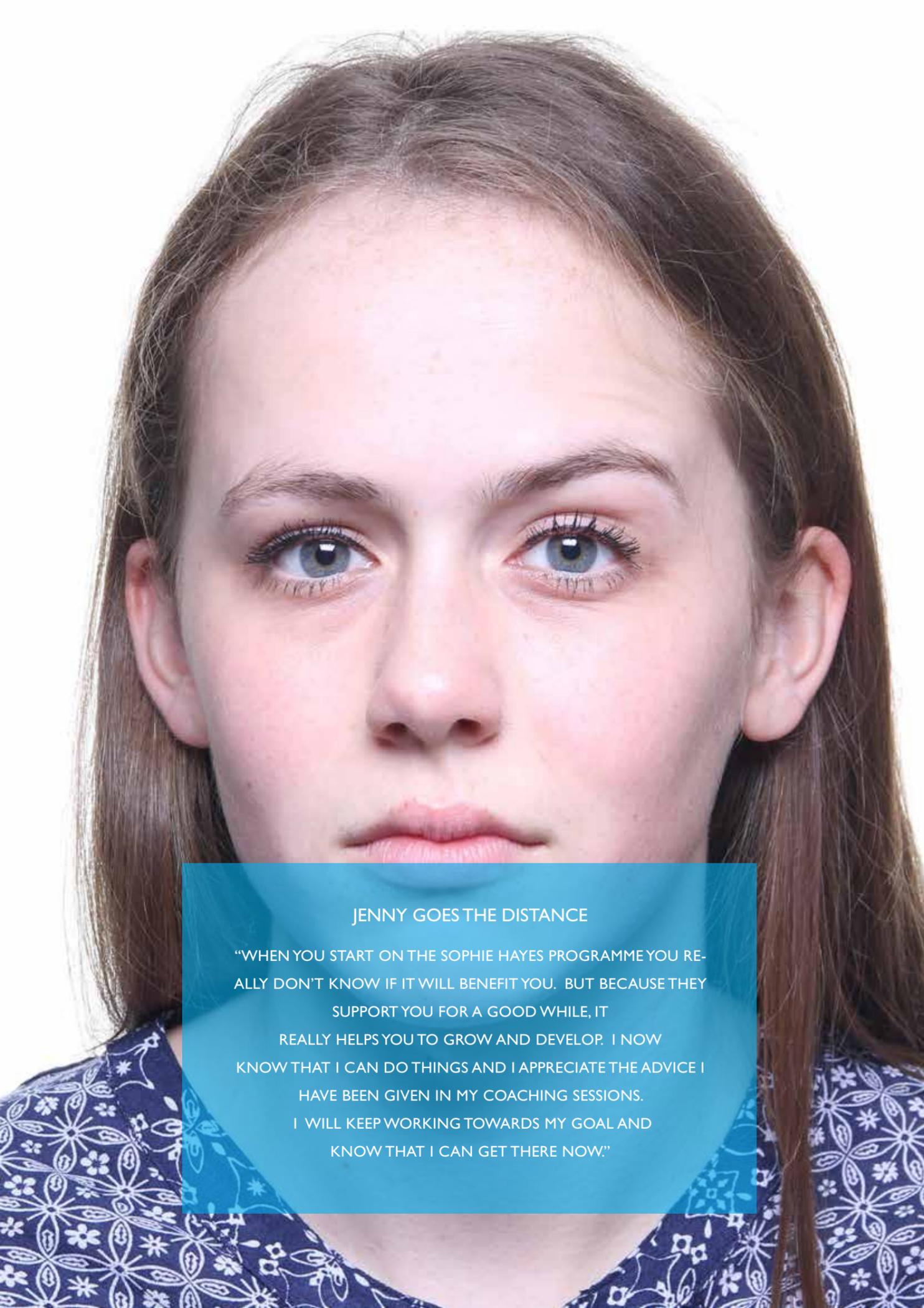
The year finished on a high note, as world famous retailer Liberty London confirmed that the Sophie Hayes Foundation would be their partner charity and recipient of support in 2020.

* SHF conducted its first male programme in 2019. Even though it was outside the SHF mission, this small, pilot scheme was operated as a 'one-off' to obtain core data and share the outcome with the sector. From the onset, it was notable that the male survivors shared many of the same concerns as their female classmates. They typically had matching fears, anxieties and concerns and were seeking the same support mechanisms. The harsh realities of Human Trafficking are not limited by gender. We are pleased to report that all members of the men's group graduated from the Employability Programme.

Participants of the Sophie Hayes Foundations's employability programme were referred by: THE ADAVU PROJECT • BRAMBER BAKEHOUSE •

BLACK COUNTRY WOMEN'S AID • HESTIA • HIBISCUS • THE MEDAILLE TRUST • RESTORE • RAPE AND SEXUAL VIOLENCE PROJECT •

THE JERICHO FOUNDATION • HELEN BAMBER FOUNDATION • THEIR VOICES • RAHAB UK • THE EQUIANO PROJECT • THE SALVATION ARMY •



JENNY GOES THE DISTANCE

“WHEN YOU START ON THE SOPHIE HAYES PROGRAMME YOU REALLY DON'T KNOW IF IT WILL BENEFIT YOU. BUT BECAUSE THEY SUPPORT YOU FOR A GOOD WHILE, IT REALLY HELPS YOU TO GROW AND DEVELOP. I NOW KNOW THAT I CAN DO THINGS AND I APPRECIATE THE ADVICE I HAVE BEEN GIVEN IN MY COACHING SESSIONS. I WILL KEEP WORKING TOWARDS MY GOAL AND KNOW THAT I CAN GET THERE NOW.”

SOPHIE HAYES EMPLOYABILITY PROGRAMME – THE IMPACT

The Employability Programme offered workshops, one to one coaching sessions and placements into industry, education, peer to peer support, and life enrichment experiences.

Skills learned included

COMPILING A CV
EDUCATIONAL/VOCATIONAL QUALIFICATIONS
EMPLOYMENT
ENTRY TO COLLEGE OR UNIVERSITY
I.T. SKILLS
SELF-RELIANCE AND CONFIDENCE
SOCIAL SKILLS
MENTORING FOR NEW BUSINESS
WORK AND VOLUNTARY EXPERIENCE

The positive impact of these opportunities can be life-changing. Survivors who felt lost and vulnerable to further abuse were given recognition and a new beginning. Where there once was uncertainty, there was now confidence and resilience. The Sophie Hayes Employability Programme gave survivors more than independence.

It gave them hope.

The results speak for themselves.

HOURS OF WORKSHOPS	WORKSHOPS ATTENDANCES	HOURS OF COACHING SESSIONS	PLACEMENTS SECURED	ENRICHMENT OPPORTUNITIES ATTENDED	POTENTIAL UNLOCKED
215	491	363	44	20	LIMITLESS

THE CLASS OF 2019. SURVIVOR SUCCESS

Throughout the year, many survivors graduated from the Sophie Hayes Employability Programme. Here are some of their stories and conclusions.

AIMIE GREETING GUESTS

Amie had always wanted to work in the hotel and hospitality industry, and she was keen to expand her customer service experience. Working with her Sophie Hayes Coach, she completed a 6 weeks work experience placement with an international hotel chain. In her placement she learnt all aspects of running a front desk and the many other skills required to work as part of a team. By the finish, she had obtained a Certificate of Completion in the Adult Learning Programme.

"I REALLY LOVED THIS PLACEMENT, THE OPPORTUNITY WAS DIFFERENT, BUT SPECIFIC TO WHAT I WANTED TO DO"

ESTA'S STYLE

Esta knew her passion was fashion, even though her sense of style had been eliminated during her life of abuse and violence. However, despite her trauma, she still had a love for the clothing industry. Our coaching gave Esta the confidence to apply for a role at a major fashion store. The position restored her sense of style and showed her how to advise customers on theirs.

LULU'S BAKING

Many trafficked women gravitate towards the catering sector and SHF helps them to develop their skills for future employment. The SHF coach accompanied Lulu to an open day for a baking course and following an initial assessment, Lulu was offered an interview and a place. She is continuing with baking workshops and further developing her kitchen skills.

TINA'S ROUTE TO COLLEGE

Tina passed her Functional Skills & Health & Social Care - Level II course with distinction.

"I WAS ALWAYS NERVOUS ABOUT GOING TO COLLEGE. HAVING COACHING WITH SOPHIE HAYES HELPED ME TO OVERCOME THAT FEAR. I AM SO HAPPY THAT I PASSED. IT PROVES THAT ALL THE EFFORT HAS BEEN WORTHWHILE."

ZARA'S HUMAN RIGHTS

Zara wanted to help others and was interested in Human Rights. Ultimately, she would like to be a lawyer and through SHF, she was able to secure a placement in a human rights charity, where she conducted research on other charities to identify potential collaborations, and gain knowledge of the sector.

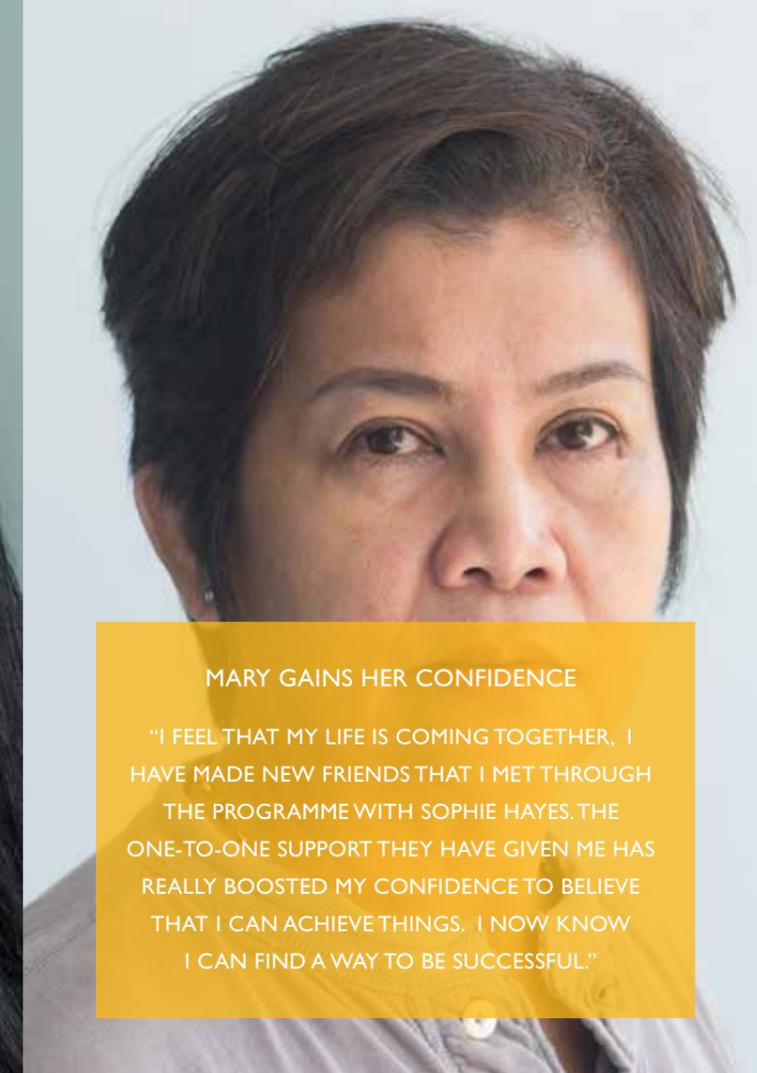
"I LEARNT HOW TO WORK AS PART OF A TEAM, CONDUCT ESSENTIAL RESEARCH AND OBTAIN THE VALUABLE SOFT SKILL OF LISTENING TO OTHERS."

All survivors featured are portrayed by actors



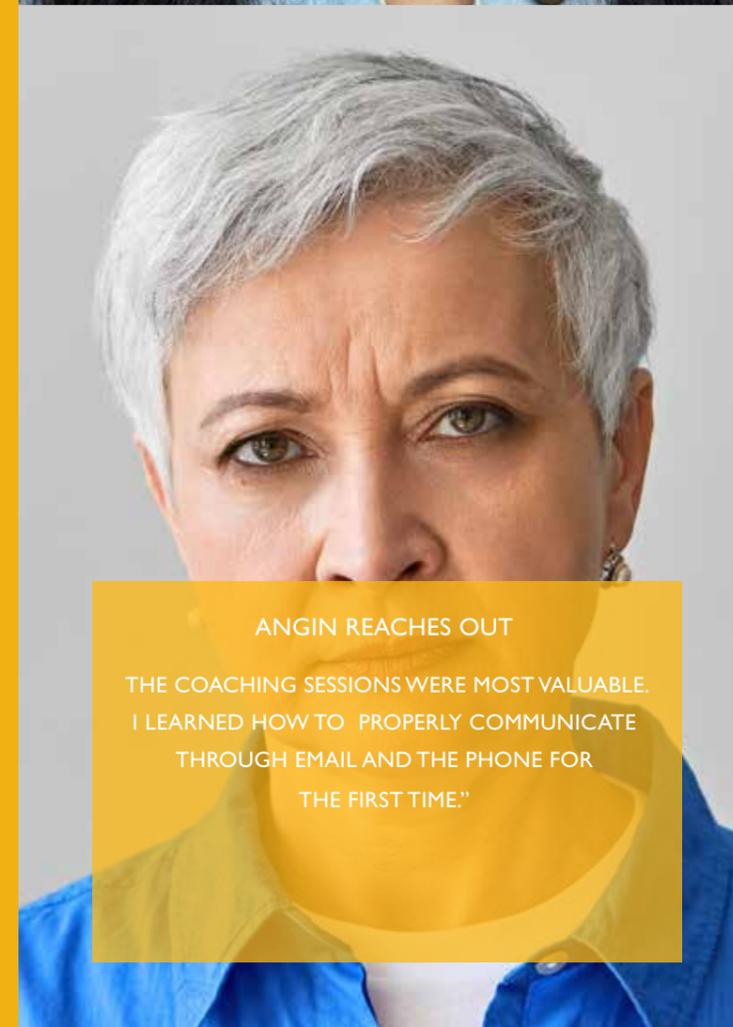
PRIYA FINDS HER FUTURE

"SOPHIE HAYES HELPED ME UNDERSTAND WHAT I HAVE TO DO. IF I HADN'T TALKED TO THEM, I WOULD HAVE STUCK WITH HOTEL MANAGEMENT RATHER THAN FINDING OTHER COURSES. IT'S IMPORTANT TO KNOW WHERE I'M HEADING. SOPHIE HAYES HAVE BEEN REALLY HELPFUL."



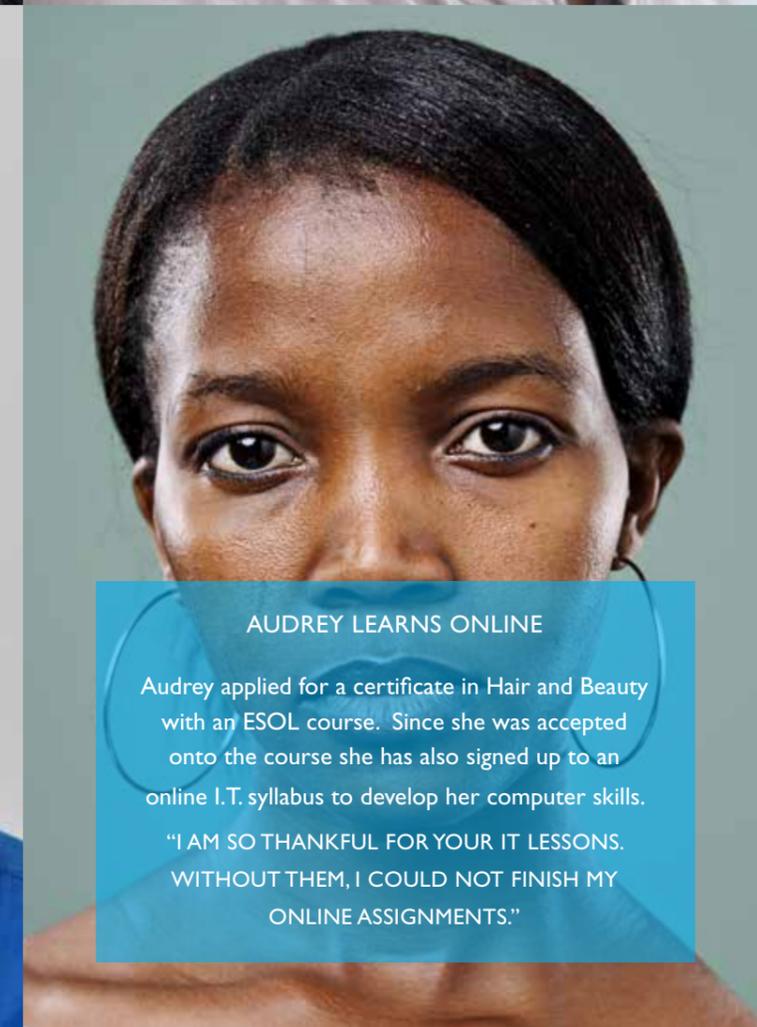
MARY GAINS HER CONFIDENCE

"I FEEL THAT MY LIFE IS COMING TOGETHER, I HAVE MADE NEW FRIENDS THAT I MET THROUGH THE PROGRAMME WITH SOPHIE HAYES. THE ONE-TO-ONE SUPPORT THEY HAVE GIVEN ME HAS REALLY BOOSTED MY CONFIDENCE TO BELIEVE THAT I CAN ACHIEVE THINGS. I NOW KNOW I CAN FIND A WAY TO BE SUCCESSFUL."



ANGIN REACHES OUT

THE COACHING SESSIONS WERE MOST VALUABLE. I LEARNED HOW TO PROPERLY COMMUNICATE THROUGH EMAIL AND THE PHONE FOR THE FIRST TIME."



AUDREY LEARNS ONLINE

Audrey applied for a certificate in Hair and Beauty with an ESOL course. Since she was accepted onto the course she has also signed up to an online I.T. syllabus to develop her computer skills. "I AM SO THANKFUL FOR YOUR IT LESSONS. WITHOUT THEM, I COULD NOT FINISH MY ONLINE ASSIGNMENTS."

MANY JOURNEYS. MANY NUMBERS

Sophie Hayes Foundation gave support to 164 women and 7 male survivors in 2019. Their stories were as varied as their nationalities, ethnicities, and religions, but their statistics made it clear – modern slavery knows no boundaries. It can afflict anyone, anywhere.

The trafficking hotspots – where did most SHF survivors come from? 104 of the 171 of the male and female survivors who were supported by SHF in 2019 – a remarkable 62% came from just five nations:



HUMAN TRAFFICKING DOES NOT RESPECT AGE.

The youngest survivor in the 2019 SHF Programme was 18 years old. The eldest was 67. The survivors who gave their age revealed vulnerabilities across the full adult life span:



ALL RELIGIOUS GROUPS REPRESENTED.

SHF survivors followed all religious faiths. The largest group identified as Christian/Catholic, the smallest was Rastafarian. The variety of religious beliefs debunks the myth that victims all follow one faith.



ETHNICITY WAS NO DEFENCE

African, Asian, European, Caribbean, Middle-Eastern - the victims of Human Trafficking reflect the multi-cultural world. Many of the survivors that SHF worked with in 2019 defined their ethnicity as black. The second most common ethnic definition was white. These figures mirror the nations where so many came from – Nigeria and Albania.

African	Other Asian Background	Other Asian Background	Other Mixed Background	Other White Background	Bangladeshi
64	11	1	4	37	2
Black African and White	Caribbean	Indian	Other	Pakistani	Not Captured
5	3	8	4	2	23

THE SUFFERING AND MISERIES WERE SPREAD ACROSS MANY DIFFERENT ROLES.

Sexual exploitation of the victims of Human Trafficking is common - almost half the 2019 SHF survivor group had faced this ordeal. However, it is not the only reason people are enslaved. Victims also face domestic servitude, forced labour, forced begging, forced marriage and other brutalities. Often, these crimes are combined.

Domestic Servitude, Forced Labour, Sexual Exploitation	Domestic Servitude	Domestic Servitude, Sexual Exploitation	Domestic Servitude, Forced Marriage	Domestic Servitude, Forced Begging	Domestic Servitude, Forced Labour	Domestic Servitude, Sexual Exploitation, Other
5	33	6	1	1	2	1
Forced Begging	Forced Labour	Forced Labour, Sexual Exploitation	Forced Labour, Forced Marriage	Other	Sexual Exploitation	Not Captured
11	12	3	1	2	70	25

HUMAN TRAFFICKING DOES NOT RESPECT AGE,
ETHNICITY, RELIGION, BORDERS OR STATUS

MORE THAN 45 MILLION PEOPLE ARE IN MODERN DAY SLAVERY TODAY

136,000 ARE IN UK

Without committed supporters, donors and funders, the work the
Sophie Hayes Foundation delivers would not be possible.

Thank you on behalf of all the women supported in 2019

Anton Jurgen Charitable Trust

Allen Lane Foundation

Big Lottery Fund

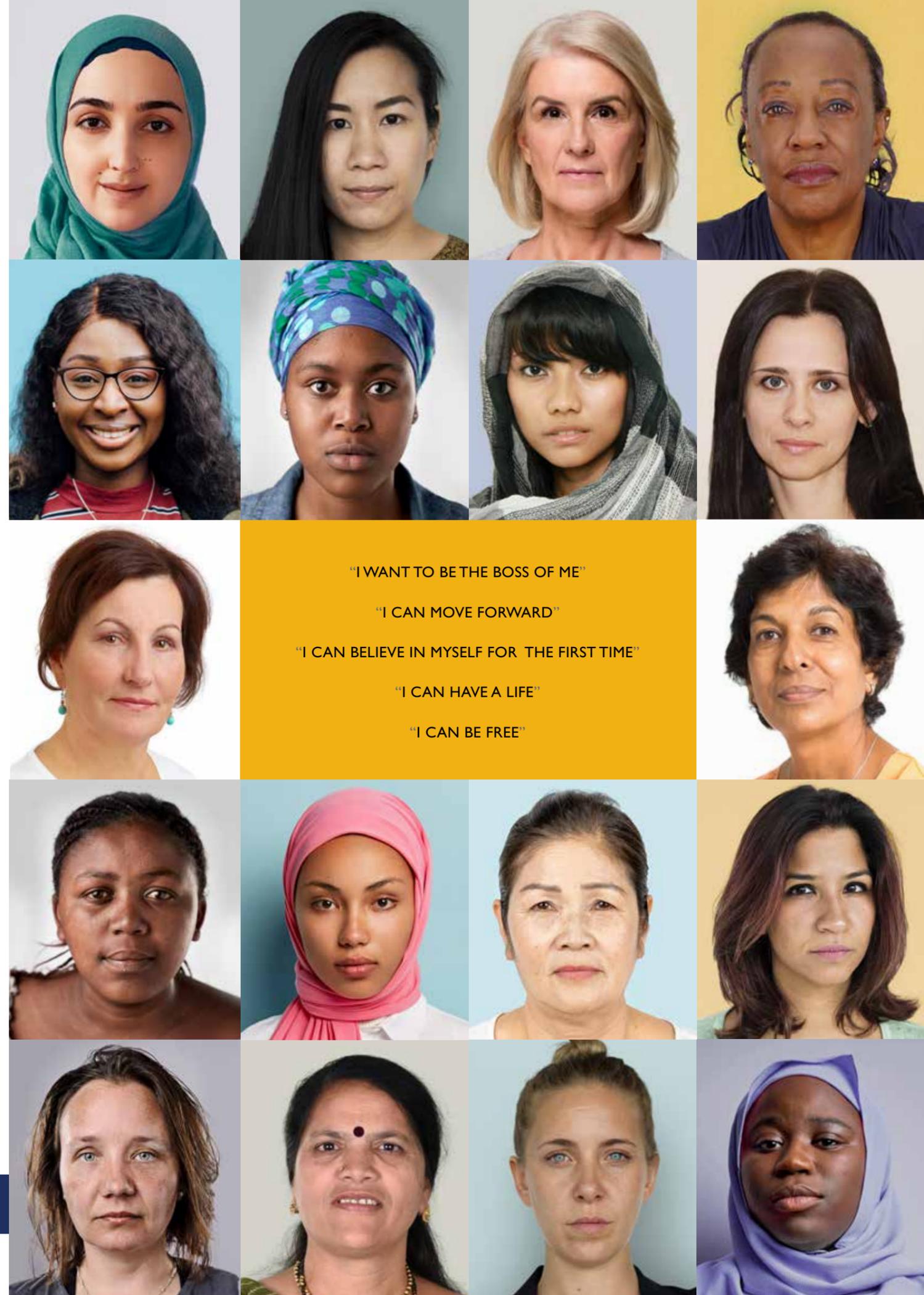
Co-op

London Catalyst

Garfield Weston Foundation

People's Postcode Lottery

Woodward Trust



"I WANT TO BE THE BOSS OF ME"

"I CAN MOVE FORWARD"

"I CAN BELIEVE IN MYSELF FOR THE FIRST TIME"

"I CAN HAVE A LIFE"

"I CAN BE FREE"

SHF'S MISSION IS TO DRIVE FOR INDEPENDENCE THROUGH EMPLOYABILITY FOR WOMEN SURVI-
VORS OF HUMAN TRAFFICKING.

HOPE > CONFIDENCE > RENEWAL > INDEPENDENCE > **FREEDOM**

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INDEPENDENCE THROUGH EMPLOYABILITY FOR
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