



Envisioning a world where women and children are safe from slavery.



Dear Friends,

Over two million women and children are sold into slavery each year. This unspeakable crime has grown exponentially and will continue to grow unless good people take on this challenge against evil and say “no more.”

The Somaly Mam Foundation has taken on this challenge. Cofounded in 2007 by trafficking survivor Somaly Mam, the Foundation is dedicated to ending slavery around the world with a results-oriented, three-step approach: Victim Services, Survivor Empowerment, and the Eradication of Slavery.

The common thread woven through all of our programs is the collective voice of the survivors. We model our vision after Somaly’s inspiring life, ensuring that survivors take charge in reclaiming their lives, fighting back against their former oppressors, and refusing to turn their backs on those who remain behind.

Realizing this vision is simply not possible without your support and generosity. With the active engagement and collaboration of global stakeholders, including concerned individuals,

philanthropic organizations, and generous corporations, the Somaly Mam Foundation is a light in the dark.

We trust that after reviewing our efforts and accomplishments, you will be inspired to stand with us in eradicating this evil. We invite you to join the power of your voice with ours as we say “no more.”

With every good wish,

A handwritten signature in black ink that reads "Rigmor E. Schneider". The signature is written in a cursive, flowing style.

Rigmor E. Schneider
Interim Executive Director
Somaly Mam Foundation





*“I don’t want to go
without leaving a trace.”*

{ *Somaly Mam* }

about somaly mam

Born to a tribal minority family in the Monduliri province of Cambodia, Somaly Mam began life in extreme poverty. With limited options as a severely marginalized ethnic group and living in unimaginable despair, her family often resorted to desperate means to survive. This confluence of dire circumstances led to the unspeakable horrors that would mark Somaly’s early years. A man who posed as her grandfather sold Somaly into sexual slavery. To this day, due to the passing of time and a wounded memory, Somaly still does not know who this man was to her. Yet his actions set her on an unimaginable path fraught with danger, desperation, and ultimately...triumph.

Forced to work in a brothel along with other children, Somaly was brutally tortured and raped on a daily basis. One night, she was made to watch as her best friend was viciously murdered. Fearing she would meet that same fate, Somaly heroically escaped her captors and set about building a new life for herself. She vowed never to forget those left behind and has since dedicated her life to saving victims and empowering survivors.

In 1996, Somaly established a Cambodian non-governmental organization called AFESIP (AgirPour

les Femmes en Situation Précaire). Under Somaly’s leadership, AFESIP employs a holistic approach that ensures victims not only escape their plight but also have the emotional and economic strength to face the future with hope. With the launch of the Somaly Mam Foundation in 2007, Somaly has established a funding vehicle to support anti-trafficking organizations and to provide victims and survivors with a platform from which their voices can be heard around the world.

For her tireless efforts, Somaly has garnered worldwide respect and is now a renowned leader at the forefront of the anti-trafficking movement. Universally recognized as a visionary for her courage, dignity, ingenuity, and resilience, Somaly was honored as one of Newsweek magazine’s 150 Women Who Shake the World (2011) and one of Time magazine’s 100 Most Influential People (2009). In 2011, in celebration of the 100th anniversary of International Women’s Day, Somaly was named to the Women Deliver 100, a list of the hundred most inspiring people who have delivered for girls and women. Somaly has been featured as a CNN Hero and is also the recipient of the Prince of Asturias Award for International Cooperation,

The World’s Children’s Prize for the Rights of the Child (WCPRC), Glamour magazine’s 2006 Woman of the Year Award, and has won accolades from the U.S. Department of Homeland Security. Somaly’s writings have appeared in various publications such as The Huffington Post, The Guardian, and Newsweek.

But Somaly’s success has come at a price. She and her family have faced terrifying death threats and violence. When asked why she continues to fight in the face of such fierce and frightening opposition, Somaly resolutely responds, “I don’t want to go without leaving a trace.”

Despite the fact that she is known the world over and has certainly earned a life of luxury and repose, Somaly continues to lead a simple life and works hard in the Cambodian recovery centers, living among the women and children she rescues and staying by their side as they walk the difficult path to recovery and freedom.



what we do

The Somaly Mam Foundation (SMF) focuses on three critical program areas: Victim Services, Survivor Empowerment, and the Eradication of Slavery. These programs operate in conjunction with our Voices for Change (VFC) initiative, which ensures survivors are included in each program area and have a hand in the Foundation's work.

VICTIM SERVICES

Rescue and Recovery

The Somaly Mam Foundation is committed to rescuing and supporting victims of human trafficking. To date, Somaly Mam has saved over 7,000 girls from sexual slavery. The Somaly Mam Foundation supports over ten shelters in four countries, providing resources and funding to six victim service providers.

By funding organizations such as AFESIP in Cambodia, the Somaly Mam Foundation supports efforts to rescue victims and provide them with food, shelter, and medical/psychological care. AFESIP has provided comprehensive services to thousands of sex trafficking victims in Cambodia since its inception, and SMF is honored to help support AFESIP's critical programs.

Rescue:

The first step in saving a life begins with a rescue mission conducted by AFESIP's legal and investigations department. The investigations team visits sex establishments undercover and gathers information about the status and nature of the women and girls present. Once victims have been identified, the team prepares an investigative report and submits it to legal workers who engage the police and appropriate agencies, setting the legal process in motion.

Recovery:

Once rescued, the victim is taken to one of AFESIP's recovery centers in Southeast Asia. In addition to safety and protection, the recovery centers offer a medical and psychological assessment, evaluation of educational and social development, childcare, and legal assistance.

SURVIVOR EMPOWERMENT

Education

After basic needs are met, SMF provides funding for education and vocational training programs to prepare survivors for reintegration into the mainstream. Vocational training is directly linked to local market opportunities, and includes trades such as hairdressing and tailoring. Recognizing that an academic education is of vital importance in tackling the high illiteracy rate among survivors, SMF funds primary and secondary education opportunities for survivors. If survivors choose to continue their studies further, SMF assists in facilitating that process.

With the understanding that English language skills can provide a distinct advantage and be attractive to global employers who will pay a professional wage for translation or other services involving

English language competence, we provide English training. Working in conjunction with Regis University in Denver, Colorado, AFESIP is developing a comprehensive "English as a Second Language" program that will be made available to survivors going through the reintegration process.

Helping survivors become self-sufficient both emotionally and financially, these education and training programs translate into sustainable employment and provide alternative long-term solutions to reduce the risk of a return to the sex industry.

Reintegration

After completing a comprehensive recovery process, survivors are ready to make the transition back into mainstream society as productive, thriving citizens. AFESIP ensures these survivors have the means to start a new life. SMF funds ongoing

medical and psychological services as needed and continues to support and monitor survivors for a period of at least three years to ensure long-term success and holistic reintegration.

Sustainable Employment: Secure, long-term employment for survivors is critical in warding off the threat of the trafficking industry. SMF helps fund small operations in Southeast Asia to employ reintegrated survivors in trades such as hairdressing and tailoring. A reintegration team carries out societal and market assessments to gauge the practicality of reintegrating the survivor into her preferred local community, as well as to measure the potential business options in that geographical area. The work SMF undertakes with survivors' families and the local community is vital in helping to develop sustainable livelihoods and income generation for these at-risk women and their families.

"Human trafficking is a vicious crime that claims so many innocent victims each year. To see young innocent children forced into a life of sexual slavery is something that is so profoundly sad that one cannot help but want to do everything in their power to put an end to this crime that is so easily ignored. I have been personally inspired by the work of Somaly Mam and I encourage anyone who can devote time and money to help Somaly continue to make a difference in this world. Please give unselfishly to this vital cause and take great pleasure in knowing that there is no more important mission than helping the victims forge a new life."

Susan Sarandon { actress }



what we do *(cont.)*

Voices for Change

Survivors of trafficking are not weak and helpless. They are strong, resilient, and have demonstrated incredible courage in overcoming their tortured past and building a promising future for themselves. The Somaly Mam Foundation provides survivors with a platform from which their voices can be heard around the world. Our Voices for Change (VFC) program is that platform. Modeled after Somaly's life example, VFC is designed to give survivors an opportunity to help themselves by helping others, to have their voices heard in the courts of law and public perception, and to have influence and impact on effectuating change. It is our vision that from those who have struggled through the pain of slavery will arise a new generation of leaders who stand for justice and free will.

Survivors who have undergone rescue, recovery, education, and reintegration can choose to join our Voices for Change initiative and help in the Survivor Services program area by speaking to new victims brought to the centers, completing intake forms, teaching classes, and sharing life skills training.

Survivors join legal training seminars and courageously share their stories with magistrates, judges, and other members of the legal community brought together to better understand sex slavery. The first-hand accounts of the horrors of life as a slave in the sex trade serve as dramatic wake-up calls to those in the legal profession who have pledged themselves to the cause of justice.

Survivors host public service announcements in Cambodia and Southeast Asia. They also accompany Ms. Mam to fundraising and awareness

events to share their experiences, educate the public, and show that this is happening to real people—not just nameless, faceless individuals.

Sina Vann is Co-Director of the Voices for Change program. In 2009, Sina was awarded the Frederick Douglass Award by Free the Slaves. In 2011, Sina was co-speaker at the DLD conference with Somaly Mam in Munich, Germany.

“This horrible crime plagues humanity and claims so many victims each year. There is no easy solution—only a monumental battle fought each day by courageous heroes like Somaly Mam. Each of us can make an important difference by giving whatever amount we can afford to give. \$5, \$10 and \$20 goes a long way towards helping rehabilitate a victim and put them back on a track towards a more normal life. I call upon each of you to do whatever you can to help Somaly fight this important battle by giving freely of your time, money and voice.”

Petra Nemcova { *model* }





what we do (cont.)

Eradication of Slavery

The Somaly Mam Foundation believes that the Rule of Law is crucial in the fight against trafficking, and the Foundation is dedicated to supporting and promoting the Rule of Law in regions where the concept is threatened or non-existent. With that in mind, SMF has established a powerful network of domestic and international partners. While initial efforts are focused in Cambodia, advocacy campaigns will gradually expand to encompass other regions.

We have been engaging global and local legal communities to apply pressure on the Cambodian government and justice system to aggressively combat corruption and complicity on the part of public officials. We work with local groups to demand that the government enact or amend legislation to effectively address the issue and

to allocate more resources toward enforcement of these laws. Our advocacy goals are to make it more difficult and costly to engage in the crime, to increase the likelihood of apprehending criminals, and to make prosecution faster, safer, and more efficient.

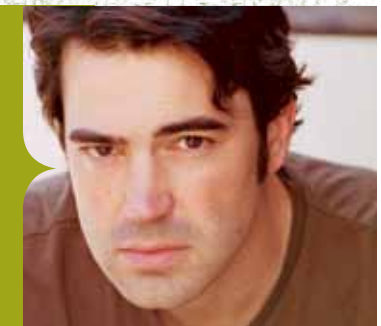
To that end, SMF has established public-private partnerships designed to be effective alliances against trafficking. Cambodian governmental agencies work closely with SMF's main beneficiary in Cambodia (AFESIP) including the Ministry of Health, Ministry of Interior and Justice, Ministry of Social Affairs, Ministry of Women's Affairs, Ministry of Labour and Vocational Training, and the Ministry of Education, Youth and Sport. SMF engages legal experts from around the world to conduct legal training seminars to ensure these governmental agencies are well informed on the issue.

(Opposite) Lanh Chhayleng, a survivor from Cambodia, on her wedding day. View a video on her story at: www.somaly.org/shaymitchell/survivorwedding.



“The sexual trafficking and slavery of children is one of those evils that most of us are either too squeamish to acknowledge, too cowardly to challenge, or too comfortable to address. Somaly Mam is none of those things. She is one of the true bona fide heroines of our time, and is making a real difference in the lives of real children. I urge each of you to give freely and generously to this very worthy cause. Every contribution helps to make a difference.”

Ron Livingston { actor }





survivor letter

Somana is a Cambodian survivor of trafficking. Many years ago she lost an eye due to violence and abuse from a brothel owner. Her story is tragic: while begging for a night off from taking clients after undergoing her second abortion, the brothel owner reacted with anger and violence, grabbing Somana by the hair and gouging out her eye with a rough piece of metal. Somaly saved Somana and Somana has become a leader in the Voices for Change Program. The Somaly Mam Foundation was able to secure pro bono treatment by specialists in NYC for her eye socket, which continues to cause her much pain. She flew to New York and took up residence with one of the SMF staff.

The following is an excerpt from the journal Somana kept during her stay in New York City, while she took English classes and underwent extensive medical consultations to determine the best treatment for her eye.

"I never believed I could come to New York, but now I here, I very happy. Because in New York, it's so beautiful and I very happy – I go to school, I study English, I have friends at the school.

Before I don't know how to talk English, but I now talk a little bit. I thinking all my life I am very happy to come here and go to the doctor. When I stay in New York, you give me new life. I can go to the doctor, I can help the eye. For so long I look and it's not good. Now I have glasses and I can see. Before I cannot see anything. Yesterday, I have to go see the doctor. I was happy to see him, doctor help me, talk about me again....

Now I go to school, I met a new teacher, I think teacher so good.

I don't think he's bad man because he is so good. I thought all men are bad but teacher is good. Teacher speak Khmer sometimes with me, and I have a lot fun. I like study so much very love. I learn lots of words, and I learn to write with teacher not so good right now but I hope I write better in more weeks....

I like talking, speaking and I have new friends. Friends are so good they help me a lot.

In Cambodia, we all girls in the center so good, so beautiful. I study English now, and then I can talk about all the girls and be able to help all the victims, to tell their stories. Not to help

myself, but to be team leader and talk about all the victims so that people everywhere can know their stories. This is my dream.

Now my heart is in Cambodia because I like all in the center of Cambodia. But I like America too because it is here, I love New York but I really miss Cambodia.

Somana is an extraordinary example of courage and hope despite the trials and tribulations she has faced in her young life. She exemplifies the character and strength of spirit that these girls are capable of attaining, and the SMF Voices for Change program has given her the opportunity to share her story with the world. Changing one life can in turn change so many others. Somana is not just a survivor, she is an activist, a young leader and most importantly a friend to other victims and survivors alike, One day she hopes to follow in Somaly's footsteps as a leader for change.

project futures

PROJECT FUTURES global, a program of the Somaly Mam Foundation, empowers a passionate network of socially-engaged volunteers, activists, and young professionals to raise awareness and funds to combat human trafficking and sex slavery worldwide. The program launched in spring 2011 through the partnership and best-practice models of SMF's Young Professionals with the Australian-led PROJECT FUTURES.

SMF's Young Professionals Network formed as a socially responsible group of successful New Yorkers in fashion, finance, hospitality, mixed martial arts, and technology, united by their desire to support the Somaly Mam Foundation. They have produced four "Cocktails for a Cause" fundraisers in the past two years, as well as women's self-protection seminars and corporate awareness presentations, generating more than \$100,000 for SMF and reaching thousands of NY-based young professionals. At the same time, the Australian-led PROJECT FUTURES was established in Sydney, Australia, by a group of young professionals committed to ending sex trafficking. The volunteer-run charity organization uses fundraising events, media outreach, video

campaigns, and school presentations, and has raised \$175,000 through charity cycle rides in Cambodia, which has been donated to the Somaly Mam Foundation.

Modeled on the best practices of these two groups, SMF's newest program, PROJECT FUTURES global, empowers volunteers to take action and join the fight against slavery. Through PROJECT FUTURES global, students, activists, and young professionals can use their skills and interests, engage their communities, and tap into their social networks to raise awareness and funds. Activities can take many forms: online campaigns and media outreach, hosting awareness events and film screenings, running or walking for the cause, forming campus groups, and more. By using what they know and who they know, PROJECT FUTURES global empowers a generation of activists, students, and young professionals to shape their world into one where women and children are safe from slavery. All proceeds from activities benefit the Somaly Mam Foundation.



get involved

To learn how you can support our work, please reach out to us at:

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Somaly is a modern day heroine who has turned her own horror story of victimization into one that is both profound and inspirational. She fearlessly challenges the system, raiding brothels and rescuing thousands of young women and children from evil sexual predators. She is relentless in her dedication to love and empowerment, restoring dignity to the life of each and every person she saves.

Laurie Holden { *actress* }





The Somaly Mam Foundation is committed to ending slavery. With the vision and leadership of world renowned Cambodian activist, Somaly Mam, the foundation focuses on eradicating the root of human trafficking, exemplifying a global vision and dedication that will allow its work in the United States and South East Asia to expand to other countries around the world.

Our Vision: A world where women and children are safe from slavery.

Our Mission: To give victims and survivors a voice in their lives, liberate victims, end slavery, and empower survivors as they create and sustain lives of dignity.

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The Somaly Mam Foundation is a registered 501(c)(3) nonprofit organization