



IJM

STAND FOR FREEDOM

EVENT KIT



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WELCOME

THANK YOU FOR WANTING TO STAND FOR FREEDOM!

There are over 40 million people in slavery today. That's more than at any other time in history, more than the number of people enslaved throughout the whole of the Transatlantic Slave Trade.

But we are beginning to see captives set free again. International Justice Mission (IJM) works to rescue victims of slavery and oppression, but also to protect those who are vulnerable by training law enforcement officials to effectively handle these cases.

Over the course of the last two decades, IJM has seen more than 57,000 people freed. We may not all become undercover investigators, lawyers or social workers (though some may!), but we are each called to stand for freedom.

Stand for Freedom is a movement that raises awareness of modern day slavery by taking a literal stand against it. Groups like yours stand for 24 hours in public in their communities for the millions of people around the world who are denied freedom. There are endless ways you can engage your community through your Stand for Freedom, so we have created this kit to help guide you through your planning.

Gary Haugen, IJM's Founder and CEO once said: **"Nothing happens just because we are aware of modern day slavery, but nothing will happen until we are." Let's tell our cities that slavery exists and it can be ended.**



**I STAND
FOR FREEDOM**
#STAND4FREEDOM

HOW TO STAND FOR FREEDOM

Pre-event

- 1. Choose a date on which to hold your Stand for Freedom.**
 - a. We recommend holding your event either on this year's UK Anti-Slavery Day or just before Lent, as these are times when IJM UK provides great opportunities for people to get involved.
- 2. Gather a planning team.**
 - a. Gather passionate individuals and delegate tasks according to their strengths.
- 3. Secure a central location for your event.**
 - a. Ask permission to hold your Stand for Freedom publicly for 24 hours.
 - i. University/School - reach out to your student union and find out who you need to contact to request to stand in a specific place on campus.
 - ii. Town/City - reach out to your local council and ask if you need permission to stand in your chosen location.
- 4. Make sure you know what your "Ask" is.**
 - a. This could include, but is not limited to: petitioning your school, university or other organisation to examine their supply chains, raising awareness of slavery and asking people to support IJM's fight to end it, advocating for buying ethical products, or signing up to an IJM campaign (reach out to an IJM member of staff to find out what campaigns are currently running).
 - b. Consider having a follow-up event the week after your Stand for Freedom – you can invite people who stop by and they can hear more about the issue and IJM's work!
- 5. Share your event on social media.**
 - a. See Appendix for templates of Facebook headers, Instagram posts/stories, etc.
 - b. Include in captions: dates, times and facts about modern day slavery such as: "There are more than 40 million people held in slavery today". Be sure to tag @ijm_uk in your posts!
 - c. See Appendix for more Facts & Figures.
- 6. Think of other ways to build momentum.**
 - a. For example: send out personal invites to the event, write a blog, organise a film night, hold a launch night, get sponsorship, send a press release to your local/university press (see Appendix for press-release template).
- 7. You could choose to divide your 24 hours into slots. If so, create a sign-up sheet for people to register for slots beforehand (but remind people that they are free to stand at any time).**
 - a. New arrivals every hour or two will bring fresh energy to your Stand for Freedom!
- 8. Unite other groups around your Stand for Freedom.**
 - a. Announce your Stand for Freedom at meetings of local churches, societies, campus ministries and other community groups.
- 9. Plan and prepare props.**
 - a. Prepare a fact, survivor story, activity, quote, song, verse or prayer for each hour of the event.
 - b. Make signs with attention-grabbing messages such as: End Slavery in Our Lifetime, One Day for Their Everyday, I Stand For Freedom.
 - c. Have a large sign that shows how long you've been standing. Update it each hour.
- 10. If you pray, cover your event in prayer.**

During

- 1. Have a clear, concise way to talk about IJM and your “Ask”.**
 - a. See [How to Talk About IJM](#) on pg. 12
- 2. Update social media.**
 - a. Take photos with your props and signs and post on social media throughout the 24 hours.
 - b. Take photos unique to your area - be sure to include landmarks, university/school banners, or your local church.
 - c. Don't forget to tag @ijm_uk in your posts!
- 3. Group photo.**
 - a. Invite everyone who stood to come back and celebrate the 24th hour together. Get some group photos and celebrate what you've accomplished together!
- 4. Have fun!**
 - a. Make the most of your Stand for Freedom and enjoy the conversations in which you engage, as well as the time spent with your team!

After

1. If you chose to write a letter to an institution or organisation, or encouraged people to sign up to an IJM campaign, do **let us know** how many signatures or sign-ups you received so we can celebrate with you!
2. **If you raised money during your campaign**, please post any cheques within a week of your event to our office, or bank transfer any cash to our account:

Postal Address

International Justice Mission UK
PO Box 12251
Witham
CM8 9BX
United Kingdom

Bank Details*

Account Name: International Justice Mission UK
Sort Code: 60-01-31
Account Number: 50554204

**If you choose to bank transfer, drop us an email to let us know that it is coming from you and what it is for!*

3. **Thank each participant, leader and organisation for helping make your Stand for Freedom a success.**
 - a. Feel free to encourage them to keep up with IJMUK by registering for updates at **IJMUK.org/get-updates**
4. **Celebrate!**
 - a. Celebrate your efforts in standing for freedom and all of the amazing stories that will come from it!

If you need to contact us at any stage:

INTERNATIONAL JUSTICE MISSION UK
PO Box 12251, Witham, CM8 9BX
0203 405 9080
contact@IJMUK.org

IJMUK.org

IJMUK:    

HOW TO STAND FOR FREEDOM

Virtually



Virtual Stand for Freedom

While you might not be able to take a literal stand in a public place, we have got some alternative ideas about how you can continue to take a stand against slavery and raise your voice from your home!

ACROSS THE 24 HOURS

Why not set yourselves a collective challenge to complete by the end of the 24 hour period? Perhaps you could run, walk or cycle the distance from London to Paris, or 324.6 miles to represent the 3246 people who are enslaved every day.

HOURLY BY HOURLY ACTIVITY IDEAS:

A virtual Stand For Freedom gives loads of opportunities for different people to take part, lead sessions and encourage others to think about what we can do to learn, raise awareness, take action and pray for the end of slavery. Below are some ideas for what you could do across the 24 hours. We recommend having a Zoom call running throughout the 24 hour period for people to drop in and out of as they take part in the sessions and to create a sense of community.

1. What is modern slavery?

What actually is it? Why have you chosen to partner with IJM? Introduce the 24 hour period and what is going to be happening.

2. Labour Trafficking

Over 25 million people are trapped in forced labour slavery. Read more about where this is occurring, some stories of survivors and, if appropriate, spend some time praying.

3. Justice Systems Around the World

IJM is working to strengthen justice systems to ensure that they can effectively protect those who are most vulnerable. What does this mean and what does this look like? Spend some time looking at IJM's work in tackling police abuse of power in Kenya to learn what happens when laws are not effectively enforced and corrupt police frame, falsely accuse or even kill innocent people they are sworn to protect.

4. 'I am Brave' Documentary

Joy is a global advocate, speaker and survivor of cybersex trafficking. Watch the 20-minute film of her story and hear the message she has for each of us today. Spend some time discussing the video and, if appropriate, praying for her.

5. Slavery in South Asia's Brick Kilns

IJM is working across various parts of South Asia to combat slavery in brick kilns. Entire families are often enslaved over small loans of money that lead to terrible debt bondage. Watch our video and read about our teams' work in transforming justice systems.

6. Artistic Hour

Could you draw, paint, write, tell a story about the issue of slavery? What would you say?



7. Dinner Hour

Slavery is hidden throughout the supply chains of many of our favourite foods. Consider making an ethical meal for dinner, whether that's using Fairtrade and sustainable products and brands, being conscious of waste and leftovers, or buying locally. Spend some time thinking about how we can make our eating and shopping habits #SlaveFree.

8. Child Slavery on Lake Volta

Hundreds of children are trapped in Ghana's illegal fishing industry on Lake Volta. In an industry where fishing nets cost more than the price of a child, slavery is flourishing. Children who should be in school and playing with their friends, are forced to dive into deep seas to untangle fishing nets; many drown and die. Watch Foli, Esther and Geoffrey's stories and find out what IJM is doing to stop slavery on Lake Volta.

9. How do people become trapped in slavery?

An estimated 40 million people are held in slavery today, but how does this happen? Who are they? What makes slavery profitable? Spend some time considering these questions.

10. Fast Fashion and Sustainable Fashion

In 2016 Ethical Trading Initiative estimated that 77% of UK businesses thought that there was a likelihood of slavery being in their supply chains. Spend some time learning about who makes our clothes. The True Cost, an Andrew Morgan documentary, highlights this issue really clearly. Perhaps look into IJM's Make #SlaveFree Normal campaign and consider emailing or tweeting your favourite brands to ask about how they are tackling slavery in their supply chains.

11. Slavery through the Ages

We know that slavery is not a new issue, in fact the Bible tells us it's been an injustice practiced for thousands of years. Spend some time looking at slavery across time, including the breakthroughs we have seen, and where we are heading next.

12. Gary Haugen Sermon

Gary Haugen spoke at New Wine United Breaks Out in July 2020, sharing a message on being certain of our purpose in an uncertain world. Listen to his talk here, and spend some time praying and reflecting on how this challenges you on your walk of faith and justice.

13. Slavery in the Sex Industry

Watch IJM's Warrior video and learn more about IJM's work in combating sex trafficking across the world. Spend some time learning what signs we can be looking out for of people held in the sex trafficking industry.

14. Worship Hour

If you are a Christian group, spend an hour creatively worshiping God with music, writing, drawing - however you want to express an overflow of praise and adoration for the God of justice.

15. Scripture Hour

The story of justice is weaved throughout the Bible. For thousands of years God has been calling his people to stand up and say, 'let my people go'. If you are a Christian group, you could use this hour to look at what God says in the Bible about pursuing justice and the vision for a new heaven and a new earth.

16. Prayer Hour

If you are a Christian group, you could spend the hour praying for a variety of different areas: those held in slavery, for IJM's teams fighting for justice on the frontlines, for the logistics and practicalities of rescue operations, and the recovery of survivors. Also, a great opportunity to sign up for IJM prayer updates if you haven't already! [IJMUK.org/Pray-For-Justice](https://www.ijmuk.org/Pray-For-Justice)

17. Gary's Ted Talk

IJM's Founder and CEO Gary Haugen delivered a Ted Talk in 2015 that explains the problem of everyday violence effecting those in poverty. Watch the 22-minute video and then spend some time discussing and responding.

18. Cybersex Trafficking

Cybersex trafficking or Online Sexual Exploitation of Children (OSEC) is one of the darkest and most urgent crimes that IJM is working to eradicate. Our world is more connected than ever before thanks to the rise of technology and social networking platforms. This however has led to the rise in a new form of slavery - one that expands across borders and continents. Whilst before abusers would travel abroad to exploit children, they can now do it from their homes. Western paedophiles are paying to direct the abuse of young children in the Philippines online via a livestream video. Read about IJM's work tackling OSEC in the Philippines.

19. Slavery in the UK

Slavery is a crime that exists in every country in the world, including in the UK. Spend some time looking into what is happening in the UK, including the steps that have been taken by our government to stop slavery, and the organisations that are working hard to stop it right here on our doorstep.

20. Using our Words

If you love creative writing, storytelling, poetry or books, use this hour to reflect on what you have learnt about slavery – could you write something about pursuing justice? If creative writing isn't your thing, then perhaps you could write a letter to your MP or the government and ask what further actions they could be taking to stop slavery at home and abroad.

21. Lifestyle Changes

Building on IJM's Make #SlaveFree Normal campaign, spend the hour considering what lifestyle changes you might consider making. Whether it's to not buy any new clothes and learn how to upcycle old ones, or committing to supporting some brands that are taking great steps to stop exploitation in their supply chains, such as Blue Bear Coffee, Tony's Chocolonely and Know the Origin – think about what action you could take going forward. You could also download the Good on You App, which rates highstreet brands' commitments to ethical and environmental concerns.

22. Slavery in our Food

Slavery is in many of our everyday items, from the clothes we wear, the phones we use and even the food we eat. Some of the most common items that are at risk of slavery in their supply chains include coffee, chocolate, rice and prawns. Spend the hour looking into these items and perhaps research some recipes and companies that help you to cook and eat your favourite dishes and foods while helping to stop exploitation.

23. Aftercare

Spend an hour writing a letter of encouragement to some of the survivors of trafficking and violence. Send them into IJM, and we will pass these along to our teams.

24. Stories of Survivors

End the 24 hours of taking a stand against modern slavery by reading some of our amazing stories of rescue. Thank you for helping to make freedom possible.





Freedom is...

justice

having purpose

Knowing Jesus

having purpose

HOW TO TALK ABOUT IJM

How to Talk About IJM

INTERNATIONAL JUSTICE MISSION (IJM) is a global organisation that protects people in poverty from violence. IJM partners with local authorities in 21 programme offices in 13 countries to combat slavery, violence against women and children, and other forms of abuse against those living in poverty. IJM works to rescue and restore victims, hold perpetrators accountable, and help strengthen public justice systems.

In the face of this abuse, IJM and our partners protect people living in poverty from violence. We collaborate with local authorities to build communities where all people can expect to be safe and protected.



STRENGTHEN JUSTICE SYSTEMS

We collaborate with justice system and community leaders to respond effectively to violence. Together, we design improvements that serve survivors, deter criminals and dramatically decrease violence.



RESCUE AND RESTORE VICTIMS

We partner with local authorities to rescue individual victims of violence and restore survivors to safety and stability.



BRING CRIMINALS TO JUSTICE

We work alongside justice system officials to ensure that criminals are held accountable, stopping the cycle of violence and deterring others from abusing vulnerable people.



SCALE DEMAND FOR PROTECTION

We convene and equip champions to advocate for protection as an essential and tangible future for everyone.



IDEAS & INSPIRATION

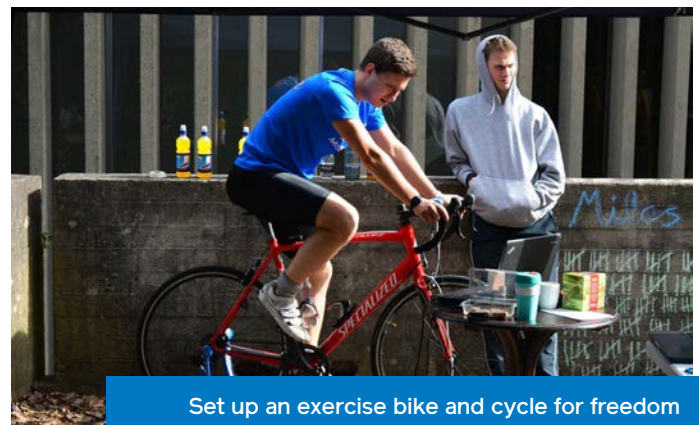
Ideas & Inspiration

Here are some photos from previous groups who have held a Stand for Freedom to give you some ideas of how to get creative!

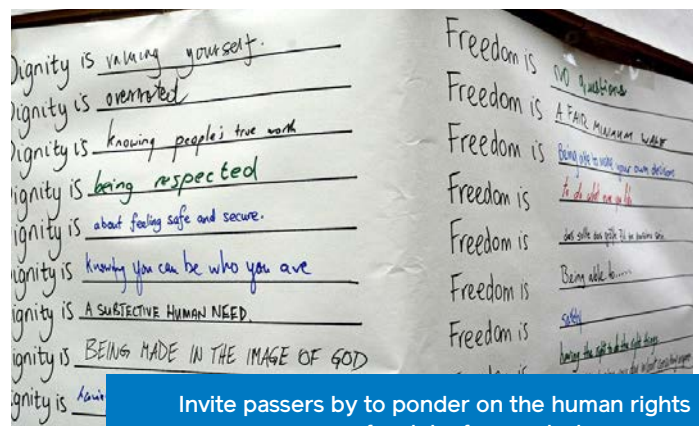
***If you are curious about what other groups have done for their Stands for Freedom, we can help you get in contact with them.**



Create a petition with thumbprints and send it to your local MP - remind politicians that each person trapped in slavery is a unique individual just like every person who signed the petition



Set up an exercise bike and cycle for freedom



Invite passers by to ponder on the human rights many of us take for granted



Invite others to think about where our daily products come from and who made them



Raise money for IJM by selling coffee and get your customers thinking about who makes the coffee they drink everyday



Use art as a platform for your Stand for Freedom



APPENDIX



Social Media/Promotion

FACEBOOK EVENT HEADERS



INSTAGRAM POSTS



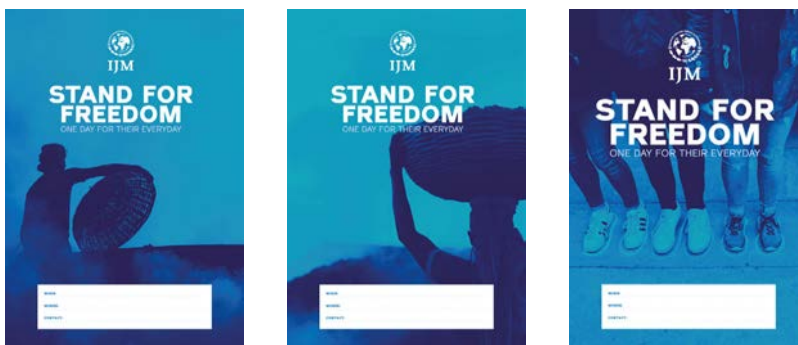
INSTAGRAM STORIES



POSTS FOR TWITTER OR FACEBOOK



A4 PROMO POSTERS



PRESS RELEASE EXAMPLE



**DOWNLOAD
ALL RESOURCES BY
CLICKING HERE**

FACTS AND FIGURES

There are **40 MILLION PEOPLE** trapped in slavery **TODAY.**

1 IN 4 victims of forced labour **IS A CHILD.**

Almost **71%** of modern slavery victims are **WOMEN AND GIRLS.**

1997 IJM founded by Gary Haugen.

1,000+ local national lawyers, investigators, social workers, community activists and other professionals make up our IJM global team.

79,000+ law enforcement and government officials have **RECEIVED TRAINING** from IJM to recognise and respond to violence since 2012.

21+ IJM PROGRAMME OFFICES across Africa, South Asia, South East Asia and Latin America.

57,000+ PEOPLE HAVE BEEN RESCUED FROM SLAVERY AND OTHER FORMS OF VIOLENT OPPRESSION by IJM and our trained partners. Today we are helping local authorities to **PROTECT 150 MILLION PEOPLE** globally from violence.

We have seen **SLAVERY DROP BY UP TO 86%** in places where we have worked.





IJM

INTERNATIONAL JUSTICE MISSION UK

PO Box 12251
Witham, CM8 9BX

0203 405 9080
contact@IJMUK.org

IJMUK.org

IJMUK:    

Company Limited by Guarantee No: 04310900.
Registered Charity No. 1099126 (England & Wales)
No. SC049311 (Scotland)

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Highlighted as one of 10 non-profits “making a difference” by U.S. News and World Report, IJM’s innovative work has been featured by *the BBC*, *The Guardian*, *The Economist*, *The Financial Times*, *Forbes*, *The Oprah Winfrey Show*, *The Today Show*, *National Public Radio*, *CNN* and many other outlets.