



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 during the whole of the Transatlantic Slave Trade put together.

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 the vulnerable by training law enforcement officials to effectively handle these cases.

Over the course of the last two decades, IJM has seen more than 50,000 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 you 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 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. 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. 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. 8
- 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 you engage in, 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
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!*

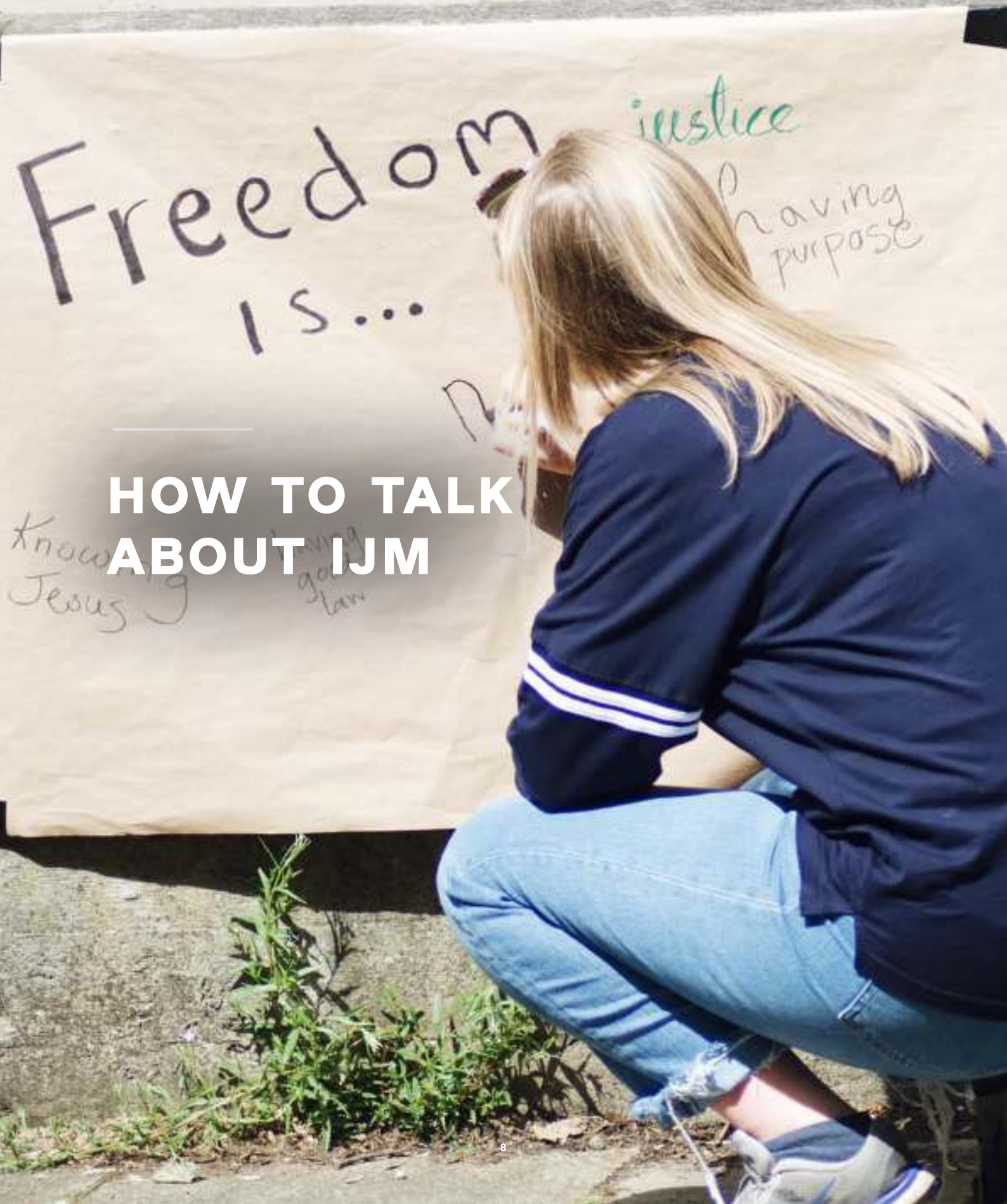
3. **Thank each participant, leader and organisation for helping make your Stand for Freedom a success.**
 - a. Feel free to encourage them to keep up with IJMUK by registering for updates at **IJMUK.org/get-updates**
4. **Celebrate!**
 - a. Celebrate your efforts in Standing for Freedom and all of the 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:    



Freedom
is...

injustice

having
purpose

knowing
Jesus

having
godly
law

HOW TO TALK ABOUT IJM

How to Talk About IJM

INTERNATIONAL JUSTICE MISSION (IJM) is the largest anti-slavery organisation in the world. We have a plan to end slavery for good. We're a team of undercover investigators, lawyers, social workers, and advocates working in 19 different communities across the world.

RESCUE & RESTORE

We work with local law enforcement to rescue people trapped in slavery and oppression. We then partner with local organisations to ensure survivors receive everything they need to thrive, including medical care, counselling, a safe home and education. Over the last 20 years, IJM has partnered with police to free over 50,000 people.

WORK WITH POLICE TO PROSECUTE SLAVE OWNERS

We make sure criminals cannot continue to harm their victims. We support police in investigating, arresting and charging slave owners, traffickers and violent abusers. We've helped local authorities arrest more than 3,500 slave owners and perpetrators.

PUT THE SLAVE TRADE OUT OF BUSINESS FOR GOOD

Slavery continues because slave owners know they can get away with their crimes. However, when laws are enforced, slavery is no longer profitable. It becomes legally and financially impossible for slave owners to stay in business. IJM is working to ensure that justice systems around the world can enforce the law, stopping slavery for good. We have seen slavery decrease by up to 86% in the places we have worked.



END SLAVERY

26%
UNDER
18

**IDEAS &
INSPIRATION**

for every student in
Durham we are 610
miles today

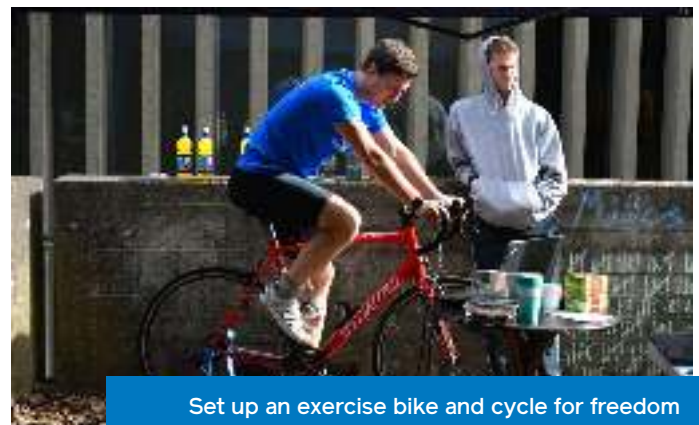
Ideas & Inspiration

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

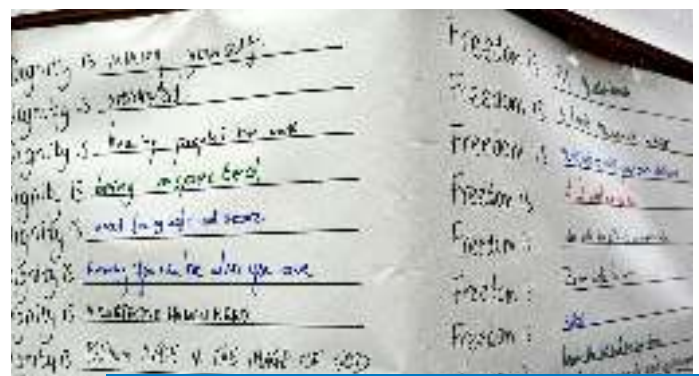
***If you are curious about what other groups have done for their Stand's for Freedom, we can help you get in contact with them.**



Create a petition with thumbprints and send it to your local MP- remind politicians that each slave 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

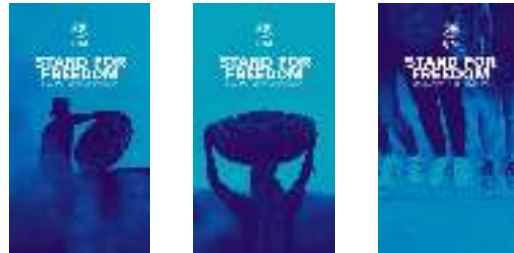
FACEBOOK EVENT HEADERS



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.

5 INTERNATIONAL ADVANCEMENT OFFICES located in Australia, Canada, Germany, the Netherlands, North America and the U.K. Across our international advancement offices we mobilise prayer, build strong advocacy programmes, and provide strategic partnerships and financial resources to fuel the global movement to end slavery.

66,000+ law enforcement and government officials have **RECEIVED TRAINING** from IJM to recognise and respond to violence since 2012.

18+ IJM FIELD OFFICES across Africa, South Asia, South East Asia and Latin America.

50,000+ 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 86%** in places that we have worked.





IJM

INTERNATIONAL JUSTICE MISSION UK

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Witham, CM8 9BX

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contact@IJMUK.org

IJMUK.org

IJMUK:    

Company Limited by Guarantee No: 4130900.
Registered Charity No. 1099126 (England & Wales)
No. SC049311 (Scotland)

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INTERNATIONAL JUSTICE MISSION is a global organisation that protects the poor from violence throughout the Global South. IJM partners with local authorities to rescue victims of violence, bring criminals to justice, restore survivors and strengthen justice systems.

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.