

RUNNING TO STOP THE TRAFFIK

SEPTEMBER 2018 - AUGUST 2019

# Annual Report



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**RUN IT. RAISE IT. END IT.**

EST 2010

\*24 HOUR RACE AND PEAK24 ARE BOTH ORGANISED BY RUNNING TO STOP THE TRAFFIK LIMITED

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# MESSAGE FROM THE BOARD CHAIR



"While this has been a year of challenges for the world, I can't help but look back at these past 12 months and feel gratitude for you and all: our donors, sponsors, community members and partners, who choose to partner with the 24 Hour Race to respond to the needs of slavery victims across our planet.

Thank you for believing in our cause, vision, and us a charity. In 2018, we were able to fundraise more than HKD 1.6 million to fight modern day slavery. This past year we were able to free 326 people from slavery across Thailand, India, and Latin America. Of those rescued, 164 were minors who are now in recovery shelters on a journey to start new lives.

I would like to extend a big thank you to the 125 student directors and leaders who took part in the 24 Hour Race experience last year. The world is yours. Take the experiences learned at your time with the 24 Hour Race and go make an even bigger difference.

Thanks to the love and support of our entire community, hundreds of men, women and children around the world have been able to start a new page in life with opportunities of survival, recovery and hope. On behalf of the 24 Hour Race, thank you.

We stay committed to bringing the same hope to thousands more."

Christopher Schrader  
Board Chair

# ABOUT US

We are a generation informed, motivated, mentored, and equipped to lead the movement to end modern slavery.



## INTRODUCTION

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# OUR MISSION

To challenge our generation  
to lead global action  
against slavery through the  
24 hour race movement



# OUR VISION

Millions of Young  
People. 24 Hours.  
The End of Slavery.



# OUR YEAR IN NUMBERS

September 2018 - August 2019

**6**

Races

**56**

Schools participated

**125**

Student leaders trained  
and equipped

**503**

Rescues and arrests

**1,998**

Race day participants

**1,638,000.00**

HKD raised to combat  
modern day slavery



# OUR IMPACT SINCE 2010

**248**

Schools involved

**706**

Student leaders trained  
and equipped

**2000+**

Rescues and arrests

**12,000**

Race day participants

**105,000**

Youths directly engaged

**10.6 MILLION**

HKD raised to support anti-  
slavery NGOs



# Financial Breakdown

## REVENUE

### DONATIONS

HKD 1,935,000

### 24 HOUR RACE

HKD 535,750

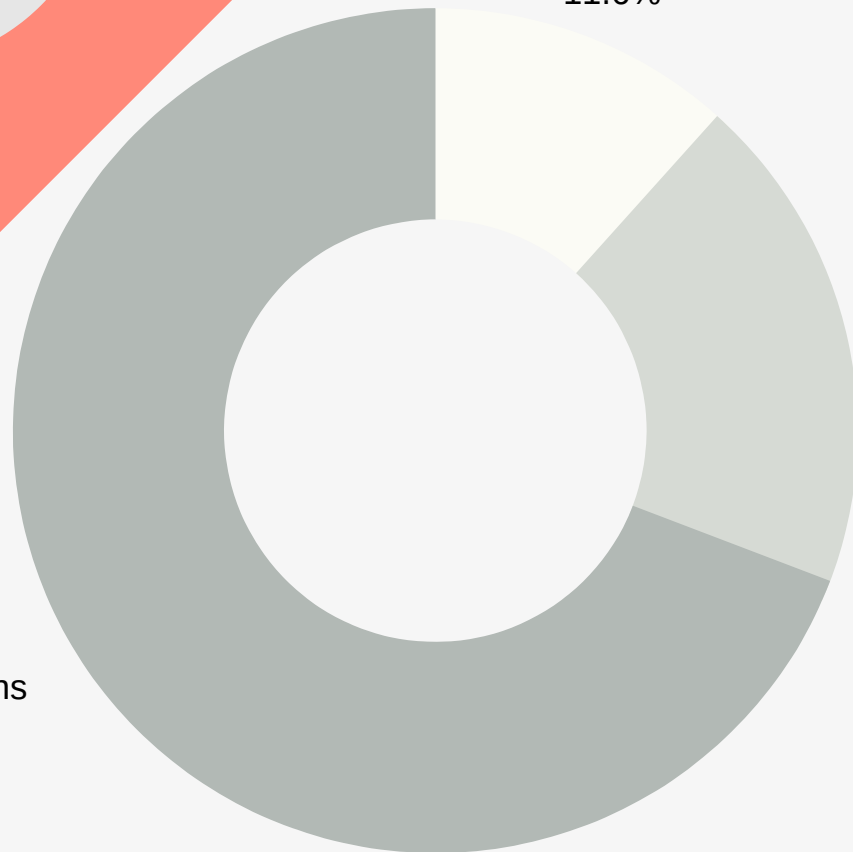
### PEAK24

HKD 325,000

Donations  
69.2%

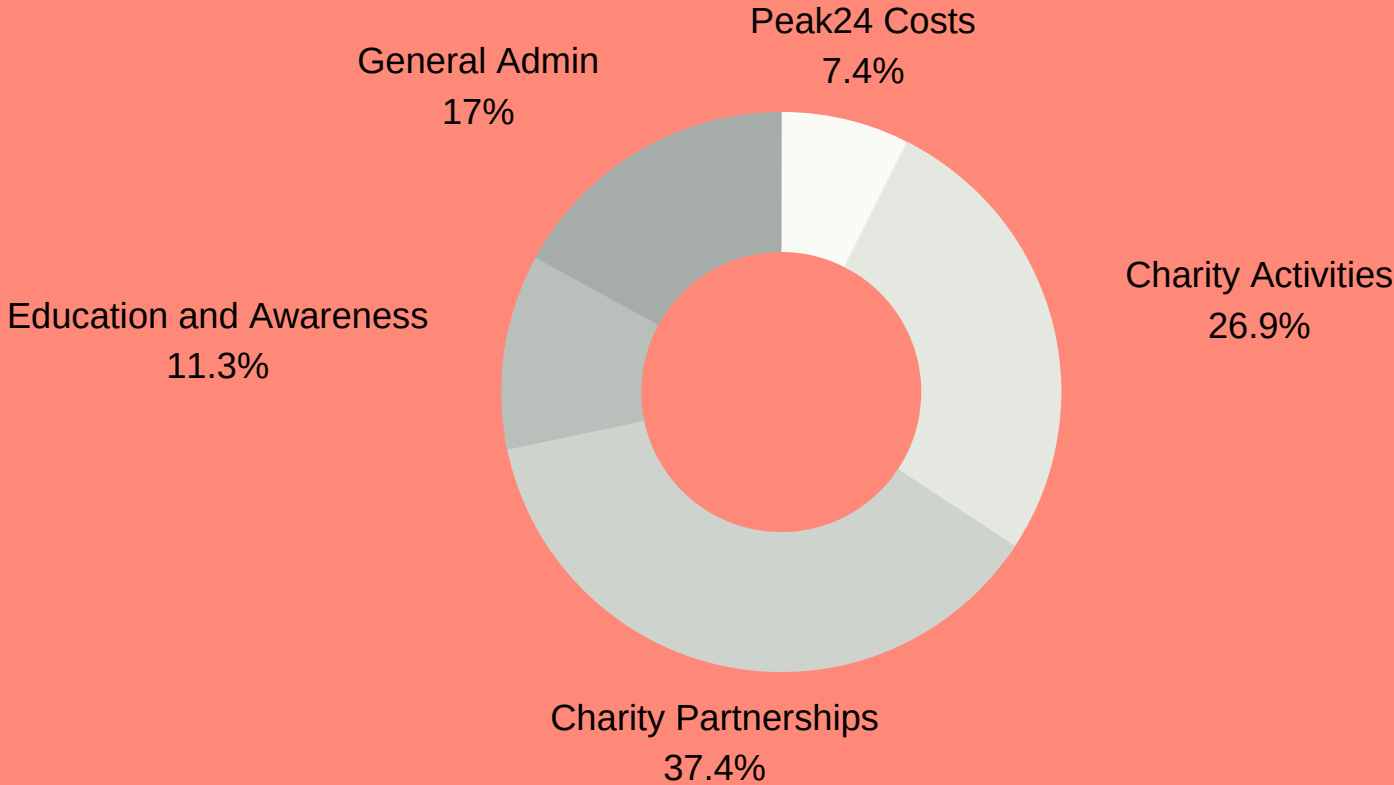
Peak24  
11.6%

24 Hour Race  
19.2%



# Financial Breakdown

## EXPENDITURE



# Operation24

"The girls were drugged daily and forced to have sex in nearby hotels. They had been tricked into slavery when they were only 14 years old."

Operation24 story



# OPERATION24

**USD 100,000**

**Thailand, India, Latin  
America, USA**



The Exodus Road®

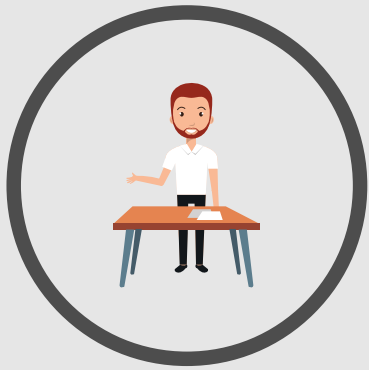
This Summer we concluded our project, Operation24 - our longest fundraising project to date.

Operation24 had a significant impact on fighting human trafficking all around the world from August 2018 through August 2019. This project, where the 24 Hour Race dedicated USD 100,000 to The Exodus Road, empowered and equipped investigative teams to work with local police in India, Thailand, United States, and Latin America to help find and free victims of sex trafficking.

The 24 Hour Race remains incredibly grateful for the partnership with The Exodus Road.

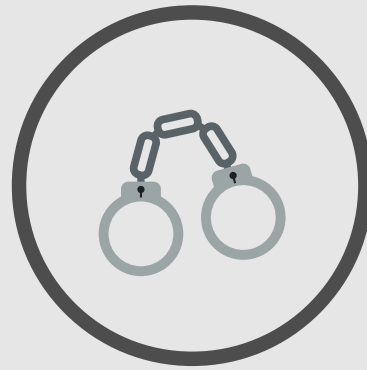


# OPERATION24 SUMMARY



**37**

Operatives  
Empowered



**177**

Traffickers &  
Offenders  
Arrested



**326**

Victims  
Rescued



**21,400+**

Hours of  
investigation



# Operation24 story

Thailand  
February 2019

"On an Operation24 mission, The Exodus Road's police partners in Thailand and months of investigation, evidence gathering, and gaining the trust of a trafficker, four boys were freed from human trafficking on July 11, 2018. The boys, aged 12, 14, 15, and 16, were found through an online group where they would be sold for sex and exploited on video. Investigators worked for months to gain the trust of the trafficker, and the moment they had enough intelligence to provide to local police, a rescue was able to take place."

# Operation24 story

Thailand

February 2019

"This mission took place on March 22, 2019, in Latin America. Because of security and our governmental partnerships, we are unable to share the exact country. This operation involved the rescue of two minors from sex trafficking.

"These two girls were part of a group of younger girls that stood on a certain street corner and were controlled by a group of pimps. These young women had to proposition themselves to men passing by, then they took the men to a nearby hotel where they rented rooms for a short time. After providing sexual services, the girls gave a large portion of the money earned to their pimps and were only allowed to keep a percentage...





# Operation24 story

Thailand

February 2019

"...The Exodus Road (TER) operatives gathered evidence, took video footage, and worked with police to coordinate the mission. Five TER team members were present during the operation, which also resulted in the arrests of two perpetrators.

"The Exodus Road team described the survivors during the operation by saying, 'The victims were confused, afraid, and nervous, cried and then laughed. One of the girls needed to get money for her baby, the other was afraid of her pimp. It was a bittersweet feeling.'"





# HONG KONG 2018

December 1-2

The Peak

**21**

Schools

**79**

Teams

**640**

Runners

**12,423**

Kilometers run

**65,000**

Students Linked

**1,220,000**

HKD raised

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# KUALA LUMPUR 2018

November 21-22  
IGB International School

**25**

Schools

**83**

Teams

**664**

Runners

**15,503**

Kilometers run

**52,000**

Students Linked

**466,000**

HKD raised

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# SINGAPORE 2019

January 19-20

Sentosa

**11**

Schools

**20**

Teams

**158**

Runners

**4,378**

Kilometers run

**15,000**

Students Linked

**175,000**

HKD raised

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# SAN FRANCISCO 2019

April 27-28

Granada High School

**5**

Schools

**12**

Teams

**85**

Runners

**1000+**

Kilometers run

**8,000**

Students Linked

**33,000**

HKD raised

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# PEAK24 2019

May 18  
The Peak

**23**

Companies

**26**

Teams

**190**

Runners

**325,000**

HKD raised

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# Health & Safety

## UPDATES

The 24 Hour Race is constantly updating its Health & Safety SOPs to ensure that the highest standards of Health & Safety are met at each race.

Here are a few updates to be incorporate into the 2019/20 cycle of races.

## SECURITY

Races held at public venues will have security guards patrolling the events throughout the entirety of the event.

## TENTS

Participants may no longer bring personal tents on race day. To ensure safety, we require runners and volunteers to be visible to staff, security, and responsible adult leaders at all times during the race.

## DISQUALIFICATION

All participants caught with the possession of any illegal substances (drugs or alcohol) will be disqualified and dealt with according to local laws. Our previous rules only stated disqualification as a result of 'influence, use and consumption'.



## Esha

Executive Director, Kuala Lumpur

"The biggest impact the 24 Hour Race leadership experience had on me was that it stirred me to step up and take on responsibility beyond anything I'd ever imagined or experienced, and I grew so much as a leader, gaining lots of confidence along the way.

"The greatest impact of the race, apart from the usage of funds in things like Operation24, is the amount of awareness it brings to hordes of young students and how it instills in them the desire to work together to make the world a better place."



# Shloka

Executive Director, Hong Kong

"The 24 Hour Race is making changes on several levels. Obviously, its collaboration with and fundraising for certified NGOs working with prevention and rescue in countries prone to human trafficking has direct impacts on vulnerable regions. However, the implicit impact on student directors, runners, organisers, and volunteers is the propagator of the ripple of change this movement has created. As long as more students, adults, athletes are inspired by the sheer message this event sends out, the 24 Hour Race will continue to transform lives of people from all walks of life in its own unique manner.

"I was surprised at the general lack of concern and awareness regarding human trafficking amongst the general public. I came to realise that privilege brings with it the comfort of ignoring the harsh realities that those without privilege live in everyday. Planning and running the event reminded me of the dark side of privilege, wherein those who generate demand for the trafficking industry were likely least concerned about it."





# Thea

Community Director, Hong Kong

"We always learn about slavery in the classroom. But while working with the 24 Hour Race I was exposed to the modern day realities of slavery which are not brought to light often. I learnt that all issues, global or local, need a voice in order for it to get the attention and help it needs to aid it. Working with the 24 Hour Race team, I realised we were that voice for modern day slavery."



# Andrea

Marketing Director, Kuala Lumpur

"When I tell people about the race's mission and I mention the word 'slavery', most people are taken aback because they think that slavery is something of the past, that it is outdated and nonexistent but they forget that many atrocities such as child labour and sex trafficking (which still occur to this day) are also forms of slavery. Slavery is not something that impacts the average person directly, hence it is not an issue that most people immediately think to care about. The 24 Hour Race helps remind people of the importance of helping others reach the freedom that we have, and it is also a demonstration of the power that youths are able to enact - seeing a thousand plus people from schools all over KL come together to support our cause is visual evidence of how even just the average student (such as myself!) can contribute in helping to make the world a better place. As cheesy as it sounds, it's true!"



# Daanyal

Operations Director, Hong Kong



"The 24 Hour Race had a huge impact on me, not only as a student looking for experience in the field, but as a holistic person. You learn more than just logistical procedures, you get to experience the heart and spirit for an organisation that gives its all to the people it serves and the cause it supports, which is truly a special thing to be a part of.

"In addition to fundraising projects like Operation24, the 24 Hour Race makes a difference by the impact it has on the people in the cities that participate in the race. Whether it is a runner, a student leader or a partnering business, we show people the difference they can make the world. We show them that we are in such a privileged position to develop the next generation of leaders to make a huge difference in the world, and keep the fight against human trafficking going for years to come."

# WHAT'S NEXT?

## NEW RACES COMING THIS YEAR



### CARDIFF, WALES

The Cardiff 24 Hour Race will be held at UWC Atlantic College this March 2020



### LONDON, ENGLAND

London 24 Hour Race is developing and will look to take place spring 2020



### TOKYO, JAPAN

Tokyo 24 Hour Race will be our 4th city in Asia in 2019/20

# WHAT'S NEXT?

BIGGER. BETTER. MORE IMPACT.



## NEW PARTNERSHIP

Following the success of Operation24, the 24 Hour Race is looking for a new partner to create a bigger blow on modern day slavery



## 24 DAY CHALLENGE

Runners around the world will have the opportunity to join our real-time, virtual race



## PIONEER24

After a successful year, Pioneer24 is back. Our mini-MBA formatted webinar program for our students leaders aims to give real insight into relevant topics like career growth and entrepreneurship





**RUN IT. RAISE IT. END.**

Contact us at [hello@24horrace.org](mailto:hello@24horrace.org) with your questions

Running To Stop The Traffik Limited is a Hong Kong registered charity with Section 88 exemption of the Inland Revenue Ordinance. (Ref No.: 91/13801)