

**Protection and Education Against Colombian Human Sex Slavery**

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Colombia

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June 3, 2014

Mr. Patrick Pichette

Senior Vice President and Chief Financial Officer

Google Inc.

1600 Amphitheatre Parkway

Mountain View, CA 94043

Dear Mr. Pichette:

Thank you so much for your interest in Protection and Education Against Colombian Human Sex Slavery (PEACHSS). We have asked you to be a primary funder of this organization because the corporation you work for, Google, has exhibited various efforts to ameliorate the problem of sex trafficking.  The most notable being the global human trafficking helpline and data network Google has built up joining forces with other NGOs.  We are both working towards the same goals, and with your financial support PEACHSS can continue to provide its services in Colombia and improve its programs.

PEACHSS prevents sex trafficking with a comprehensive education program led by volunteers in local villages.  The program focuses on education to prevent young girls from becoming the victims of sex trafficking in Colombia.  PEACHSS addresses sex trafficking in Colombia, because it holds the third largest number of trafficking victims in Latin America.

Colombia has endured civil unrest for decades. This instability has led to millions of Colombians becoming internally displaced persons, who are very vulnerable to sex trafficking. Colombia is a source, destination, and transit country for sex trafficked persons.  The United States’ State Department listed sex trafficking as a serious problem in Colombia in the Colombian Human Rights Report of 2013.

PEACHSS aims to prevent sex trafficking in Colombia through a culturally relevant, strategic, and comprehensive education program. We have established partnerships with schools and refugee camps throughout Colombia to present our workshops. Our educational workshops educate young women on how to recognize early signs of sex trafficking as well as giving them information on sexual health. We connect any victims we meet with local existing NGOs in the region that can be resources for rehabilitation.

A compact NGO with fourteen paid employees, PEACHSS operates with little overhead costs, allowing more funds to be redistributed to the target population. Supplemented by interns and volunteers, the employees of PEACHSS present our workshops affordably to a sizeable audience. A five member Board directs the campaign and implements in-depth self-regulatory protocols to ensure high quality of work.

We are requesting $800,000 to start PEACHSS and stay active for the first year.  This money will be allocated towards educational workshops, administrative costs, and management, as detailed in our GRANT PROPOSAL.  With your help PEACHSS aims to reduce sex trafficking in Colombia by five percent in the next five years.

Thank you for your time.

Sincerely,

Protection and Education Against Colombian Human Sex Slavery (PEACHSS)

Alex Cervantes Ciara Macken

Shane Ransbury Jenn Syvertsen

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**5.  Funding Plan**

PEACHSS is an NGO that receives its funding from a variety of sources in order to carry out its operations and cover its costs.  A large portion of the funds come from larger corporations, NGO funding agencies, and governmental and intergovernmental organizations.   About $600,000 have been received in the form of contributions or grants.  PEACHSS also relies on funds that are acquired through donations made via the online websites such as Facebook and Instagram, as well as the NGO’s own website ([www.peachss.org](http://www.peachss.org)).  Multiple fundraising events are set-up during the year at various locations with sponsors who also aid in funding PEACHSS.  These financial contributions will be used to improve the programs already in place, cover administrative and overhead costs, and to further expand PEACHSS so it can continue to educate young women in Colombia about sex trafficking.

***Budget: USD 800,000.00***(1 USD = 1926 COP)

Included are the estimated costs for starting up the organization and staying active for the first year.

***5.1 Expenses***

There are certain expenses that will be accrued during the PEACHSS start-up and for the further duration of its existence as an NGO dedicated to educating the people of Colombia about sex trafficking.  The staff, working hard in achieving the PEACHSS mission, needs to be paid adequately and taken care for.  These people include not only the board of directors in charge of the decision making, but also those working diligently in the field.  In order to continue the services and activities PEACHSS strives in doing, extensive costs are also accrued.  This includes the large portion of expenses in running any everyday business, taking into account the operational and administrative expenses that need to be made in order ensure the survivability of PEACHSS and in aiding us achieve our goals.

***Wages and Salaries of Staff***

194,940,000 COP (~101,000 USD) of the budget is dedicated to salaries each year.

***Operation Spending***

*(Table 5.1.1)*

|  |  |
| --- | --- |
| **Operation Spending** | **Amount in USD** |
| Management & General | 387,450 |
| Program Services | 180,000 |
| Fundraising | 7,000 |
| Social Media | 700 |

***Management & General***

This amount includes the expenses listed in ***Wages and Salaries of Staff*** and ***Administrative Costs***.  PEACHSS consists of a five position Board of Directors and their subordinates.  The five Board positions are Director, Treasury Officer, Administrative Officer, Communications Officer, and Project Officer.  These officers work intently putting in long hours in the office assuring operations run smoothly.  There are also the Field Workers who travel the state working directly with students and the Field Managers who oversee them.  There are interns and volunteers who work under these positions and by supervision of certain Officers.  Early at this stage of the organization, however, the only internships offered at PEACHSS are unpaid.  The ***Administrative Costs*** accrued apply to the everyday costs involved in building and sustaining any business organization.  A detailed list of these costs is listed in **Table 5.1.2**.

***Program Services***

This area of expenses is specific to the programs PEACHSS provides to the victimized people of Colombia.  This section will incur a large portion of the expenses because starting and sustaining the educational workshops requires a decent amount of money.  The volunteers leading these workshops still need to receive adequate training and attend various retreats.  Travel and lodging is also included in this amount, as these workers will need safe shelter and efficient transportation to reach the communities affected by sex trafficking.  Furthermore in maintaining the lesson plan developed supplies and equipment need to be purchased.  These include software and projectors for presentations, paper and ink for pamphlets and flyers, and basic writing utensils.

*(Table 5.1.2) Administrative Costs*

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***5.2 Funding Sources***

**Larger Corporations and Organizations**

PEACHSS plans to reach out to corporations and organizations it to receive sufficient funds.  Written letters will be sent to these companies pleading for financial support.  These letters will outline PEACHSS mission and goals and how their support could provide for mutual benefits such as tax write-offs and improving their image.

*Delta Airlines*

This organization already plays an active role in improving the lives of children worldwide. It has developed a Signature Partner program to increase support of deserving organizations; criteria include a focus on youth leadership development and youth wellness (Signature Partners, 2014).  Sex trafficking in Colombia is an issue that primarily affects the younger demographic in Colombia.  Having Delta as a primary funder is very beneficial to PEACHSS in carrying out its mission and increasing awareness.  A large contribution definitely aids in establishing a sufficient and successful NGO.

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**NGO Funding Agencies**

Agencies exist that provide grants to NGOs that work to right injustices nationally and internationally.  Agencies that have similar values and focus on a similar population are eager to provide necessary funds to PEACHSS in order to complete its own mission.  PEACHSS will reach out to agencies that have a focus on women and children.

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*Fondo para la acción ambiental y la niñez F*[*PAA*](http://www.fundacionesperanza.org.co/financiadores.shtml?apc=d-xx-1-&x=69)

This organization is situated in Colombia and allocates funds to organizations that work on projects that will improve Colombia’s society.  Originally created as a bilateral agreement between the United States and Colombia, the organization has grown and aids many NGOs globally (Fondo para la Acción Ambiental y la Niñez, 2000).  PEACHSS started up quite similarly, and this relation provides helpful advice in enhancing our own organization.

**Governmental Organizations and Intergovernmental Organizations (IGOs)**

PEACHSS also plans to petition for grants from organizations that are supported by the American government, the Colombian government, and even a coalition of united governments such as the United Nations (UN).  These organizations provide grants to NGOs that meet the necessary qualifications for humanitarianism.  Proposals will be submitted via online websites focusing on the educational and protective aspects of the organization's programs and how the beneficiaries consist of vulnerable persons such as women, children, refugees, and IDPs.

*US  Bureau of Population, Refugees, and Migration*

This organization “provides aid and sustainable solutions for refugees, victims of conflict and stateless people around the world” (Bureau of Population, Refugees, and Migration, 1994).  In Colombia those most vulnerable to sex trafficking are IDPs, people removed from their homes but still within the state.  This Bureau’s goal is to provide support to NGOs who aid these people in their struggle.  PEACHSS presents its educational workshops not only to schools but also to refugee camps and IDP shelters.  PEACHSS has a focus on this group of people and could assist them further with aid from the Bureau.

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***5.5 Partnerships***

PEACHSS plans to partner up with corporations, local organizations, and pre-existing NGOs that are already working to solve some of the issues that sex trafficking has caused the nation.  Partnering up with well-established businesses and organizations aids in the development of PEACHSS and its further improvement.  These partners can not only aid in the mutual battle against sex trafficking by exchanging resources and information, but they could also provide much needed financial support.  A spokesperson is also being negotiated with giving a face to the organization.  This person will publicly work to further the PEACHSS image and mission.

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**Local Organizations**

In order to act effectively within the confines of the nation, PEACHSS plans to receive support from various local organizations in the area.  These organizations can aid in reaching out to those most vulnerable to being victims.  Most notable are the schools located in rural regions of Colombia and places where young women and children find shelter from physical or political distress.  These are the organizations to partner up with because they house those most likely to become victimized.

*FANA (Fundación para la Asistencia de la Niñez Abandonada)*

This is the Foundation for the Assistance of Abandoned Children located in Bogotá.  “FANA has strived to improve the lives of more than 13,000 children in need with housing, recreation, food, clothing, health and education service, and ensuring they receive adequate social and psychological care.” (FANA in Bogotá, 2011).  Children associated with this organization are at a higher risk to being victimized by sex trafficking, a crime highly prevalent in Colombia.  PEACHSS can provided a much need service to these children and both organizations can combine efforts to better the situations of these misfortunate children.

*Middle Schools and High Schools*

It is important to reach out to schools where a large portion of potential victims could be reached.  Presenting the educational workshops alongside the teaching curriculum of the school greatly aids in facilitating the learning process as well.  The action plan involves field workers caravaning throughout the state following routes leading North, East, and South.  PEACHSS intends to partner up with various schools in many of these communities.  As of now only a few partnerships have been established, but as operations are furthered and PEACHSS grows into a larger NGO more schools will be reached out to.

* *Gimnasio Villa Fontana*

This is a school located in Tunja, a city in the easternmost part of Colombia.  The caravanning group of field workers and volunteers make a stop here while they travel East.  It is a popular school that many children attend.  This school would act as a great partner to PEACHSS as mutual benefits could be reached by working together.  Gimnasio Villa Fontana provides a large base of vulnerable young women who are consistently targeted by traffickers.  The age group of students ranges from pre-K children to teenagers.  As a partner, Gimnasio Villa Fontana can facilitate PEACHSS preventative education and aid in our goal to reach out to the larger community and find more partners that work directly with these children.

*(Image 5.5.1)*



*(GIMNASIO VILLA FONTANA, 2010)*

**Pre-existing NGOs**

There already exists NGOs working against sex trafficking in Colombia.  These NGOs work to combat the issue but focus on the problem at different levels.  PEACHSS is an NGO that focuses on education and awareness.  PEACHSS plans to partner up with NGOs combating the issue at different fields, such as therapy and rehabilitation, so victims can be directed to organizations that best fit their needs.

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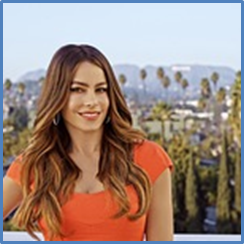
*Fundación Esperanza (Hope Foundation)*

This organization works to limit the number of women and children trafficked out of Colombia.  It also works in providing aid to those victim to sexual exploitation. “The organization conducts legal research for a publication on the issues of trafficking and sexual exploitation and offers counseling, advice, and information through a toll-free hotline” (Fundación Esperanza, 2008).  This could be a valuable partner to PEACHSS in providing a resource for those in the program to turn to.  PEACHSS provides preventative education, while Fundación Esperanza provides publications and services.  Victims could be channeled between both organizations to provide the help they need.

**Spokesperson**

PEACHSS is negotiating with international celebrity Sofia Vergara to be the voice of the NGO.  She is a Colombian native and is very knowledgeable about the issues going on in her country.  Sexual slavery is an issue she finds especially heinous and works diligently on various project and awareness campaigns in hopes of ameliorating the issue.  She already is strong supporter of various charities such as theAlzheimer's Association and the American Foundation for Equal Rights.  She has also won the Outstanding Achievement Award from the National Association of Latino Independent Producers for her tireless work of creating positive Latina images (Humanitarian News, 2011, p. 1).  She is obviously someone that could be looked up to and strengthen PEACHSS campaign and mission.

*(Image 5.5.2) Sofia Vergara, humanitarian*



*(*[*Sofia Vergara Raises Awareness Of Hypothyroidism, 2013)*](http://www.bibme.org/)