



THE FREEDOM PROJECT ANNUAL IMPACT REPORT 2021-2022

REPORTING PERIOD 1 APRIL 2021 – 31 MARCH 2022

Contents

Executive Summary	Page 1-2
India Project Overview	Page 3
Impact Story	Page 4-5
Australia Overview	Page 6
Financial Overview	Page 7-8
Organisation Details	Page 9

WAYS YOU CAN GET INVOLVED



Learn



Donate



Take Action



Volunteer

EXECUTIVE SUMMARY

VISION & MISSION

Compelled by love, we see a world free from modern slavery, with justice and hope for all.

We are a global movement of justice advocates; ending slavery by transforming lives and empowering communities, focused on prevention, rescue and restoration.

A NOTE FROM OUR TEAM

*In 2021-22, our programs were hit harder than ever before by Covid, hardship, overseas bureaucratic interference and so much more. By September of last year, every single member of our field team had lost a family member or loved one to Corona Virus, and tragically, even our field auditor succumbed as well. Not to mention, our anti-trafficking programs were put on hiatus for over 4 months due to India's appalling second wave of Covid 19. **And yet**, with thanks to our small but mighty army of supporters we were able to transform countless lives (see our achievements section for more) and make it through the other side of so many challenges.*

*Amazingly, our EOFY Appeal during this reporting period raised over \$100,000 and we not only met our fundraising goal for our '21 Christmas appeal as well, but actually raised more than the Christmas Appeals of 2019 and 2020 **combined!** It is only with the ceaseless support of social justice advocates like yourself that we have been able to achieve so much. The immense appetite for generosity speaks to the likewise immense size of the hearts of our supporters.*

Undoubtedly, we will continue to face countless more challenges as, even now, Covid continues to impact daily life. Despite this, we remain hopeful for the future of our programs. Time and time again our supporters have shown through thick and thin, how much they value our essential work. If you are one of these wonderful people who have supported us in prayer or with your finances, we thank you for your steadfast provision.

Here at The Freedom Project, we continue to pray that you and your loved ones are safe, joyful, healthy and seeking more and more each day to be a voice for the voiceless. Standing with us - as you have done for over a decade now - as we work hard to end slavery one life at a time. So with that; Here's to what the next year has in store!

In the name of freedom,



Sara Ralphs
Head of Marketing & Communications



EXECUTIVE SUMMARY

PROJECTS OVERVIEW

In 2021-2022 the main focus of our international work continued to be through *The Freedom Project India*. By the grace of God, our field team and projects there continue to flourish despite India's devastating 2nd wave of Covid-19, which temporarily suspended our *Sports for Life* program and rescue operations for more than a quarter of the year. In response to the immense need our team once again switched from coaches and undercover informants to become cooks, critical carers and distribution aids as we served local slum communities dispensing emergency essentials.

The women in our *Azadi Safe House* were not only supported year-round, but also once again assisted in our Covid-relief efforts, crafting delicious home cooked hot meals which were then hand-delivered to Covid-positive people, who were otherwise left without food by local authorities. In addition, *The Heart Of Baking Enterprise* also continued to provide vocational training and vital life skills for the women in our safe home as well.

It is solely due to the generosity of supporters like yourselves, that *The Freedom Project* made it through a year more challenging than we've ever experienced and improved the lives of so many.

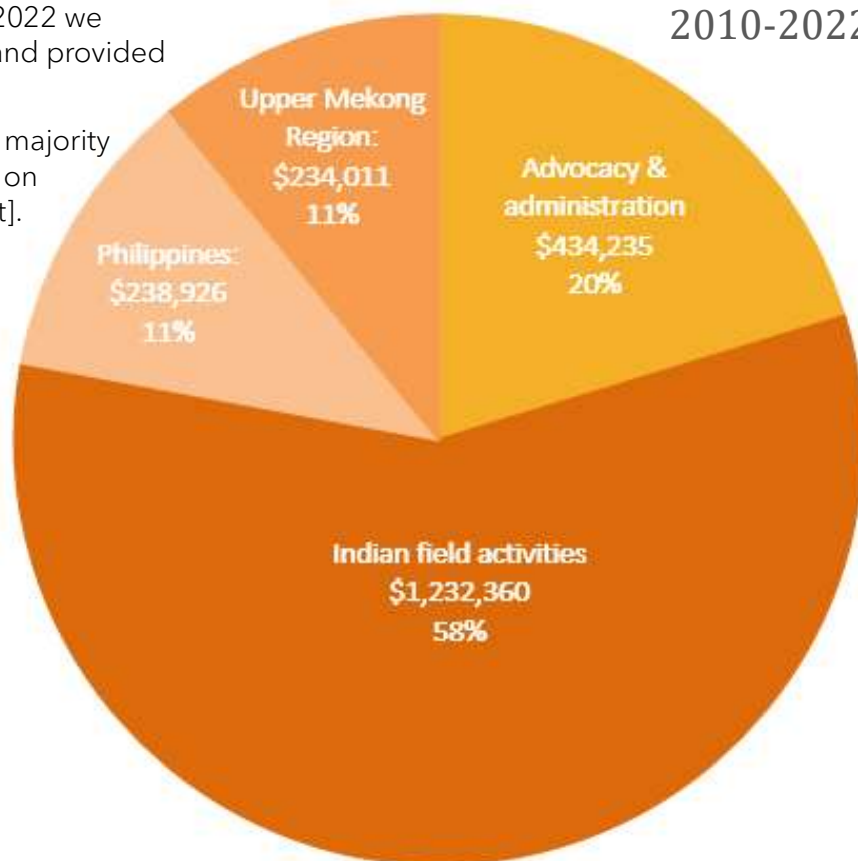
FINANCIAL SUMMARY

Throughout the financial year 2021-2022 we received total revenue of \$256,774 and provided grants to our India Project \$160,000.

Since our inception in 2010, the vast majority of the funds we received were spent on our field activities, as illustrated [right].

For further details of our 2021-2022 finances, please see pages 7-8 of this report or view online on the [ACNC website](#)

History of Expenditure:
2010-2022



INDIA PROJECT OVERVIEW



KEY ACHIEVEMENTS:

Due to India's devastating second wave of Covid-19, all our usual anti-trafficking programs - except our Azaadi Safe home - were put on hold by lockdowns for almost 4 months of this reporting year, during which time we switched from this work to emergency relief in India.

- 120 women rescued in 5 identified areas where girls and women were forced into sexual slavery.
- 4 *Sport For Life* (SFL) camps run with more than 40 kids at each camp
- 60 youth attending life skill training; up 20 from last year
- 1,200+ children in the SPL program
- 12 women and 4 children in the Azadi Safe house
- Approx. 1085 SFL house visits each month
- Approx. 12,000 people given emergency supplies in the height of India's 2nd wave.

PROJECT OVERVIEW:

The Freedom Project's overarching aim in India is to work alongside the local community towards the prevention, rescue and restoration of those vulnerable to the human-trafficking industry. We continue to achieve this through rescue operations as well as a community education; including our SFL mentoring program run for at-risk underprivileged boys, and educating over 2000 people in India on effects of the rampant human trafficking industry at various speaking events. Also in 2021-2022, our Heart of Baking program continued to provide restorative vocational training and employment for the women in the safe house.

In addition, when Government-enforced lockdowns shut down the majority of our programs, our staff team - and even the women in our safe home - moved all their efforts into providing emergency relief for the people of Bangalore. Cooking and hand-delivering homemade hot meals as well as ration kits to those who were most in need. We also provided local under-resourced hospitals with various medical equipment and PPE.

PROJECT GRANTS *The Freedom Project* India were provided with grants amounting to \$160,000 in the reporting period. This was used across our Covid emergency relief, the Sports For Life program, the Safe House ministry, the Heart of Baking, and other anti-trafficking programs.



INDIA PROJECT - SOPHIE'S STORY



“I have now found joy, confidence and hope.”

Meet Sophie, one of the rescued women living in our Azadi safe home, seen above with her 3 year old son Joshua.

“I have been a student of the Heart of Baking classes for many months now and I have personally noticed a big transformation in my life. When the classes first started I felt like it was too hard and I would never be able to learn such complicated recipes because I didn't know how to take measurements or how to do the math required for doubling or halving recipes and so on.

‘However, there was one particular baking trainer, Neha Didi [meaning ‘older sister Neha’], who was extremely patient with me and took great interest in making sure I learned something new every day. Even when I made mistakes with the recipes and measurements, she would not give up on me and she still gave me opportunities to do the steps again and learn from my mistakes. Because of her encouragement, as the training went on my confidence levels started to improve and I began to believe that maybe I too could bake, and with that confidence came the knowledge that I could one day provide for myself and Joshua.’

Sophie came to our care after being rescued from human trafficking. Prior to *The Freedom Project* entering her life, the horrors she faced were unimaginable and beyond dehumanizing. The life she leads now is so different to the one she lived only a year ago. Today her life is filled with joy, baking and education: learning literacy, numeracy and even how to run a small business through the *Heart Of Baking* program.

INDIA PROJECT - SOPHIE'S STORY

The *Heat of Baking* program provides work and vocational training to the previously-trafficked women living in our safe home, giving them employable skills so they can one day live a self-sufficient life once leaving our care.



"I have learnt so much since coming to the safe home and getting to work for the Heat of Baking. My favourite dishes to make and to taste are the cinnamon scrolls and veggie rolls. I really enjoy working at our bakery, it's the first time in my life that I've been able to make a wage of my own!"

'So now, even on the days where the recipe does not work out and things don't go according to plan, I try my best not to lose hope but to stay focused on re-doing tasks till I finish them well. I am so happy to see the change in my own attitude: I have now found joy, confidence and hope.

'Living in Azadi, I am glad my son, Joshua, gets the opportunity to see me happy and doing something I enjoy. Feeling that sense of fulfilment from my work also helps me to be the best mother that I can be for him. The flexibility with my hours means I can spend enough time with Joshua and be there for him when he needs me. This way I do not miss out on this important phase of his childhood while still having the opportunity to practice my craft and develop my skills.

'When I think about my own future, I don't especially have a dream to start my own bakery but I am definitely interested in working in other bakeries if the opportunity comes my way. I also hope to share what I have learned with other women like me. Women who have been able to put so much fear and hopelessness behind them, and want to put hard work and hope in front of them. Watching my baking trainers teach has inspired me to do the same for those less fortunate than I am, so that they too can find the self-assurance, joy and hope that I have found through this baking training program.'

Sophie and her beautiful boy Joshua are now on a new trajectory thanks to the generosity and support of our many donors.



AUSTRALIA OVERVIEW: INSIGHTS & ACHIEVEMENTS

KEY INSIGHTS

- 1,500+ subscribed supporters
- 310+ active donors
- 800+ Instagram followers
- Educated 500+ people as various speaking events through the year
- Cont. operations as a Public Benevolent Institution (since March 2018)
- 3,000+ Facebook likes

The NSW Modern Slavery Act passed

Mid-to-late last year, *The Freedom Project*, in a joint initiative with *International Justice Mission*, *Be Slavery Free*, and numerous other anti-trafficking NGO's campaigned key politicians and like-minded groups to ensure the signing of the NSW Modern Slavery Act (MSA) into law.



TFP co-founders Mike & Liz Newton Brown, with Paul Green when he first introduced the bill to the house in 2018

Back in 2018, Rep. Paul Green introduced the MSA into NSW's Parliament. Despite being passed at the time by both the Upper and Lower House with bipartisan support, the bill was never signed into law due to interference from special interest groups seeking to benefit big business.

Once the situation came to light that 3 years on, the bill had never been signed into law, *The Freedom Project* and numerous other like-minded NGO's, religious groups and small business owners, rallied in a massive campaign, (called #GetItDon after the minister in charge, Don Harwin) spanning across several months.

We negotiated directly with the government and were able to make a tangible difference in this common sense legislation to help better protect some of the world's most vulnerable people. Safe to say the campaign got the attention it deserved and on the 19th of November 2021, it was signed off on once again with bipartisan support. The act was proclaimed and commenced on 1st January 2022.

The final version of the NSW Modern Slavery Act ensured a strong and independent anti-slavery commissioner, supply chain reporting requirements for local councils and state-owned corporations, support for survivors, provisions around the online sexual exploitation of children and an official commitment from the NSW Government to lobby the Federal Government to strengthen the Commonwealth Modern Slavery Act when it comes up for review in 2022.

There is still more to be done, but this victory is definitely worth celebrating!



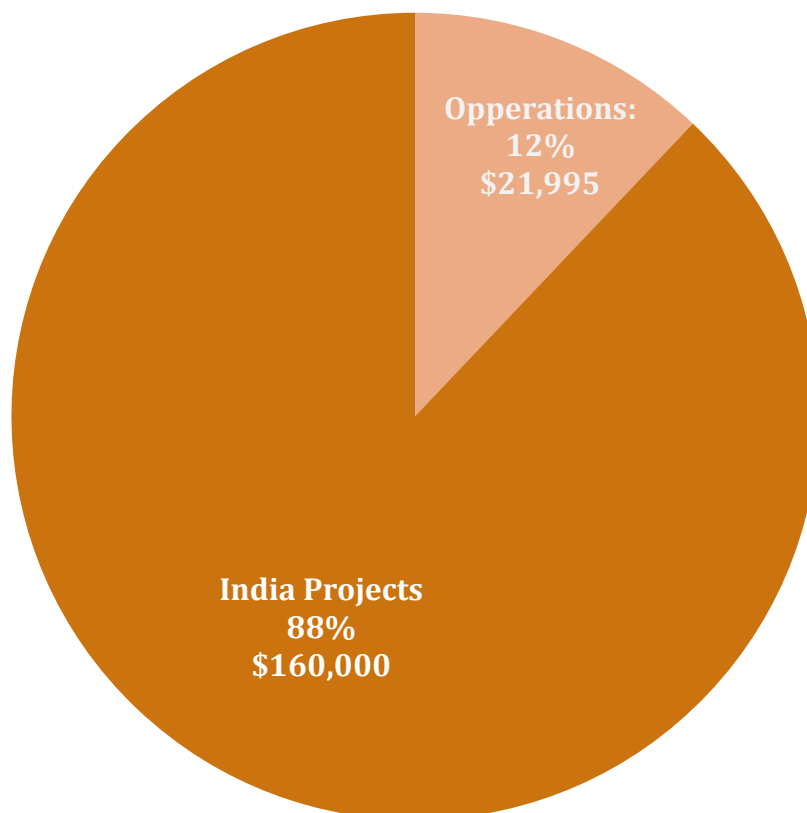
The MSA is passed again, 19/11/2021

FINANCIAL SUMMARY

INCOME AND EXPENDITURE SUMMARY (YEAR ENDED 31 MARCH 2022)

Income (AUD) 1 Apr 2021 - 31 Mar 2022		Expenditure (AUD) 1 Apr 2021 - 31 Mar 2022	
Donations	\$256,774	India Grant	\$160,000
		Operational Costs	\$10,761
		Other Expenses	\$11,234
Total Income	\$256,774	Total Expenses	\$181,995
		Net surplus/(deficit) for the year after grants	\$74,779

OVERVIEW OF EXPENDITURE: 1 APRIL 2021 - 31 MARCH 2022



FINANCIAL SUMMARY

FINANCIAL STATEMENT SUMMARY (YEAR ENDED 31 MARCH 2022)

STATEMENT OF COMPREHENSIVE INCOME

• Total revenue from ordinary activities:	\$256,774
• Total expenses from ordinary activities:	\$21,995
• Net surplus/(deficit) for the year prior to grants:	\$234,779
• Grants paid:	\$160,000
• Net surplus/(deficit) for the year after grants:	\$74,779
• Total comprehensive income/(loss):	\$74,779

BALANCE SHEET

• Total Assets:	\$136,193
• Total Liabilities:	\$195
• Total Equity:	\$135,998

STATEMENT OF CHANGES IN EQUITY

• Balance as at 1 April 2021:	\$61,219
• Total Comprehensive income for the period:	\$74,779
• Balance as at 31 March 2022:	\$135,998

STATEMENT OF CASH FLOWS

• Net cash inflow/(outflow) from operating activities:	\$71,525
• Cash at the beginning of the financial period:	\$51,462
• Cash at the end of the financial period:	\$122,987

For full audited financial statements see our submission at ACNC.gov.au via [this link](#).

ORGANISATION DETAILS

LEGAL INFORMATION

Trading Name: The Freedom Project Limited ABN: 22147261989

Legal Name: The Trustee for The Freedom Project Ltd. ABN: 37220 593 382

We are a public company limited by guarantee, incorporated and domiciled in Australia.

We are registered with the Australian Charity & Not-for-profit Commission as a deductible gift recipient (DGR) and Public Benevolent Institution. All donations \$2 and over are tax-deductible.

See our charity profile at acnc.gov.au by searching The Freedom Project or via the following links: [The Trustee for The Freedom Project](#) and [The Freedom Project Ltd.](#)

CONTACT INFORMATION

Postal Address: 19 Collins Rd, St Ives
Telephone: 0427 233 733 (0427 BE FREE)
Web: www.thefreedomproject.org
Email: info@thefreedomproject.org

BOARD

Michael Newton-Brown, Co-Founder & CEO
Michael Codling, Chairman
Erica Sainsbury, Secretary †
Dave Broadbridge, Board Member
Dave Parker, Board Member

STAFF

Liz Newton-Brown, Co-Founder & Director of Public Relations
Sara Ralphs, Head of Marketing & Communications

