

# STOP THE TRAFFIKO

PREVENTING HUMAN TRAFFICKING

## Big Give 2025 Case Study





OUR HISTORY WITH BIG GIVE

**WE HAVE TAKEN PART IN  
THE BIG GIVE FOR THREE  
YEARS RUNNING, AND  
RAISED £132,566 TO  
PREVENT TRAFFICKING.**

The Big Give has offered us a structured platform and opportunity that has significantly strengthened our relationship with existing donors and helped us secure new support for our mission to create a world where people are bought and sold.

Critically, the Big Give has also challenged us to become more creative and more effective fundraisers.



SHINE A LIGHT

**EXPLOITATION  
INCREASES AT  
CHRISTMAS**

Double Your Impact  
DECEMBER 2-9

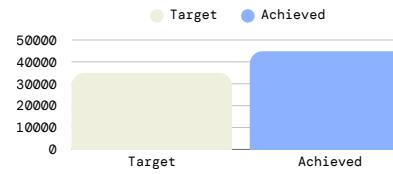




## OUR HISTORY WITH BIG GIVE

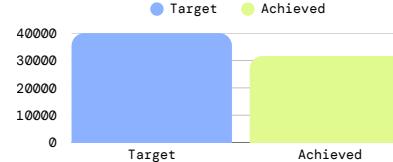
THIS YEAR, WE  
SIGNIFICANTLY OVER-  
DELIVERED, BUT IT WASN'T  
ALWAYS THAT WAY.

2023



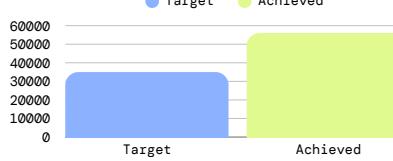
OVER-DELIVERED BY 28%

2024



UNDER-DELIVERED BY 21%

2025



OVER-DELIVERED BY 60%

STOP THE  
TRAFFIK

Match Funded

IMAGINE SEEING YOUR DONATION DO DOUBLE

A future where people are not bought or sold

By STOP THE TRAFFIK

Match Funds Remaining £0

Total Funds Raised £44,853

Match Funded

Unwrap the Truth

By STOP THE TRAFFIK

Match Funds Remaining £4,185

Total Funds Raised £31,630

Match Funded

SHINE A LIGHT THIS CHRISTMAS

Double Your Donation 12-19 December

Shine a Light

By STOP THE TRAFFIK

Match Funds Remaining £0

Total Funds Raised £56,083



## OUR HISTORY WITH BIG GIVE

# IN 2024, WE UNDER- DELIVERED & WE LEARNED FROM IT.

While we had met and exceeded our target in 2023, our first Big Give, 2024 taught us some valuable lessons. As a team, we took a step back, fully debriefed, and reflected on how to improve.

### What was working well from the 2023 & 2024 campaigns?

- **Strong Pledger Relationship:** Our pledge funder loved taking part in 2023, and was committed to pledging funds in future years. We built a strong and meaningful relationship, and they now pledge annually through the Big Give.
- **Regular Donor Base:** Through strong communications, our regular donors knew this opportunity was annual, and were therefore prepared to give during this time each year - eager to have their donations doubled - and forming a reliable source of funds.
- **Creative Message:** We know that exploitation rises during the holidays and therefore felt we had a strong opportunity to share a uniquely relevant campaign message.

### Where were our key challenge points?

- **Holiday Giving Fatigue:** We knew that holiday giving fatigue was real - and we needed to find ways to cut through that noise to drive our unique message.
- **Lack of New Supporters:** We were reliant on long-term donors, but needed to identify and secure new supporters to reduce risk of donor drop-off, and grow.
- **Advance Planning:** We needed to execute stronger advance planning, with earlier communications and better follow-ups. In 2024 we experienced a number of supporters saying they had missed the opportunity to give during the campaign and donated separately, so we lost £4k worth of match funds.





## WHAT MADE 2025 DIFFERENT?

01

### A STRONG START

Determined to exceed 2025's target, we started reaching out for pledges and commitments in **January of 2025** from **individuals and corporates**.

04

### IN-PERSON ACTIVATION

Across the year, we'd developed a pipeline of potential donors and supporters for the Big Give, but we needed to convert them.

We delivered a successful, **in-person auction** on the day of our 2025 Big Give launch with our CEO & Founder present to drive energy and momentum.

02

### UNIQUE CAMPAIGN MESSAGE

We needed to create a unique campaign to stand out in a saturated time. We worked with a creative agency pro-bono (Fold7) to workshop messaging.

Christmas is defined by sparkly lights so we decided to **#ShineALight** on the hidden crime of human trafficking.

05

### PERSONAL MOBILISATION

Thanks to pre-planned and scheduled communications, we could spend all of our energy during the live campaign dates to **personally connect** with donors via formal and informal channels.

03

### STRATEGIC COMMUNICATIONS

We prepared all forms of communication in advance (newsletter, social media, targeted donor communications) **scheduling across key dates**.

However, in a post-Covid world, we decided to diversify our strategy and invest in a physical event.

06

### THANK YOU & IMPACT

Having raised more than ever before, we wanted to keep these supporters engaged long-term. We ensured strong personal and digital thank you messaging, including handwritten cards where possible, and pro-actively shared the **specific impact these funds would achieve** and ways to follow that impact long-term.



WE PARTNERED WITH FOLD7, A PRO-BONO CREATIVE AGENCY TO REFRESH OUR MESSAGING.

PLAYING WITH THE CONCEPT OF CHRISTMAS LIGHTS, WE CREATED A CAMPAIGN TO **#SHINEALIGHT** ON THIS HIDDEN CRIME.

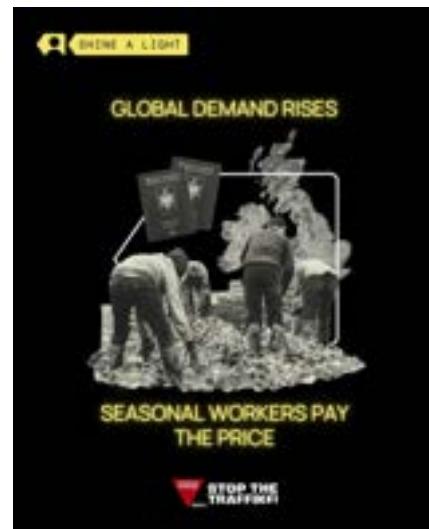
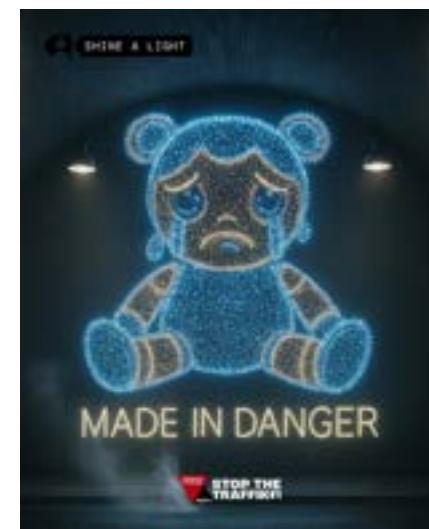




2025 CAMPAIGN CREATIVE HIGHLIGHTS

OUR MESSAGE  
WAS SIMPLE.  
EXPLOITATION  
INCREASES  
DURING THE  
HOLIDAYS.

TOGETHER, WE  
CAN  
**#SHINEALIGHT**  
AND CREATE A  
SAFER UK FOR  
AT-RISK  
CHILDREN.





STRONG IN-PERSON ACTIVATION

IN A WORLD OF DIGITAL SPACES, WE CREATED HUMAN CONNECTION.

WE HOSTED A CAMPAIGN KICK-OFF FEATURING A LIVE AUCTION.

WE RAISED AN INITIAL £10K, BUILDING CAMPAIGN MOMENTUM FOR THE WEEK.





UPLIFTING OTHERS

TRUE TO OUR VALUE OF  
**COLLABORATION**, WE  
OFFERED SUPPORTERS  
OTHER ROUTES TO  
POSITIVE ACTION.

WE UPLIFTED PARTNERS  
AND ENCOURAGED  
**ETHICAL GIFTING**,  
DISTINGUISHING OUR  
CAMPAIGN TO BE ABOUT  
MORE THAN US, BUT  
ABOUT OUR MOVEMENT.





## SUMMARY OF OUR TOP TIPS

# Meeting & Exceeding Your Big Give Target

### SOCIAL MEDIA

- Create an evergreen campaign concept that is unique in a time of saturation
- An evergreen concept also helps by avoiding “re-creating” a new campaign each year
- Use a mix of post types: photos, short videos, countdowns, polls, and live updates across the campaign
- Create a consistent hashtag
- Pre-schedule all posts ahead of the campaign, so you can spend more time personally engaging donors during the campaign
- Ensure your team, trustees, and network are ready to interact online to boost engagement, the first 60 minutes after posting is critical
- Engage with those commenting and sharing

### NEWSLETTERS & DIGITAL COMMUNICATIONS

- Give your regular donors advance notice that their holiday gift can be doubled if they time it right and lay this foundation early
- Pre-schedule all newsletters or similar communications in advance, but make sure to leave flexibility for tweaks with updates as the campaign raises funds



### IN-PERSON CONNECTION

In today's online world, we found that a space to physically **connect with others** inspired energy and momentum that truly set 2025 apart from previous campaigns. We hosted a live auction where all funds raised went into the Big Give on the first day.



### DONOR ENGAGEMENT

**Secure Commitments of Support in Advance:** Donors are more likely to organically support a cause when their goal is close to being reached. Secure donations in advance, so you have confidence that the majority of gifts have been committed, and increase likelihood of organic gifts for the final percentage.

**Personal Connection:** Plan and schedule all digital communications in advance so you can spend more time personally reaching out to connections, making direct asks from your CEO, Founder, or key team members.

**Corporates:** Many of corporates have CSR budget at the end of the year and are looking for causes to support during the festive season. Lining up these donations in advance is a helpful way of pre-securing funds and easing pressure during the week.

**Gratitude:** We thanked donors actively, calling them and sending handwritten cards where possible. We also spotlighted certain donors online, especially corporates, to encourage others to follow suit.



## SUMMARY OF OUR TIMELINE

# HIGH-LEVEL TIMELINE OF ACTIVITY

### JAN-MAR

- Set goal target
- Set strategy to achieve target
- Define campaign creative message
- Define any event plans (i.e., physical auction)
- Determine timeline & resource

### APR-JUN

- Secure pledger
- Actively identify and nurture potential donors
- Gather auction prizes (donated) and begin planning physical event

### JUL-SEP

- Prepare all creative including photos, videos, countdowns, polls, etc.
- Continue to nurture pledger and donors
- Prepare all event invitations and logistics

### SEP-NOV

- Send relevant event invitations
- Schedule all creative and digital assets
- Begin formal notifications to donors about the opportunity coming up to match all gifts

### DEC

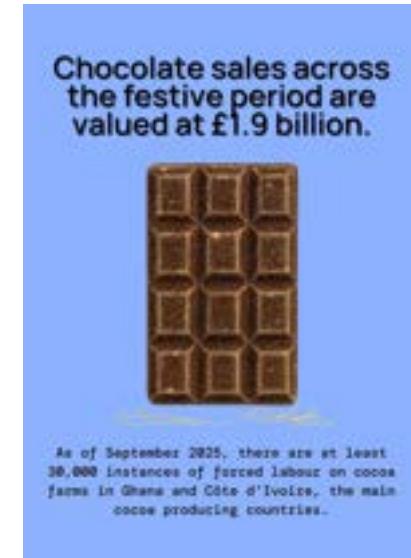
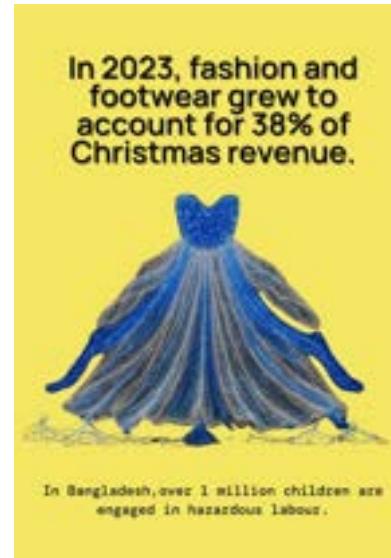
- Execute event on Day 1
- With all digital comms scheduled, spend time personally reaching out to key contacts
- Thank donors actively and spotlight live on socials
- Final thank you and share impact



### THE PROBLEM

Modern slavery and human trafficking (MSHT) is a **\$498 billion** global criminal industry.

- **50 million people** are trapped in exploitation today.
- **140,000** of those victims are here in the UK.
- Most victims are women and girls.
- 1 in 3 is a child.



### OUR CAMPAIGN MESSAGE

#### Exploitation increases during Christmas.

Human trafficking is a criminal business. Put simply, when demand increases – supply increases.

During this festive season, labour exploitation, child criminal exploitation, sexual exploitation, and county lines all rise amidst the demand for gifts, increase in travel, and increase in cash flow.

Unfortunately, our intelligence shows a devastating truth: children are being targeted younger than ever before. The average age of grooming and recruitment in the UK has dropped from 16 to just 13, and we are now seeing victims as young as six.

**Everyone deserves to feel the safety and love of the holidays, and children should certainly feel that year-round.**



## THE IMPACT OF OUR CAMPAIGN



## STOP THE TRAFFIK'S SOLUTION

At STOP THE TRAFFIK, we believe prevention is better than cure. For 20 years, we have leveraged the power of data and technology to undermine the criminal business of trafficking and to improve the safety of at-risk individuals.

In the last two years alone, our targeted, online prevention campaigns have reached 1.07 million people. We have delivered life-saving safety information to over 70,000 individuals and have protected more than 3,000 people from harm who otherwise may have been trafficked.

We work with our extensive, trusted global network of partners, including frontline partners, financial institutions, commercial partners and law enforcement, to disrupt trafficking networks. By doing so, we are degrading the traffickers' business model, making it higher-risk and lower-profit.

Human trafficking devastates lives, tears families apart, and threatens the safety of our communities. Our mission is clear: to create a world where no one is bought and sold. But we can't do it alone - we need support to drive lasting change.



## THE IMPACT OF OUR CAMPAIGN

# BIG GIVE 2025 WILL FUND A SAFER UK FOR AT-RISK CHILDREN.

The **£56,083** raised this year will directly fund our **nation-wide prevention programme** to reduce the exploitation of at-risk and marginalised youth in the UK.

We estimate being able to **reach over 500,000 at-risk young people in 2026** with lifesaving information, young people who may otherwise be vulnerable to exploitation, grooming, and harm.

This is not just a total.  
**It's a turning point.**

It means more children walking safely to school, more families are protected, and more futures are lit with possibility instead of fear.

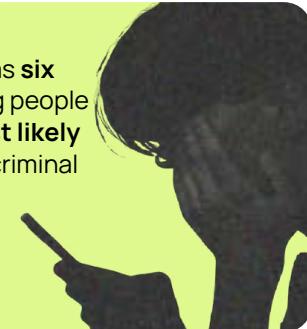
**Follow our work in 2026** to for results on how many individuals are prevented from harm, learn key insights, and hear stories from those we guide to safety.

Traffickers target our most vulnerable.  
**Over 140,000 people** are trafficked and exploited here in the UK.

Over **46,000 children** in the UK are trapped in criminal exploitation.



Children as young as **six** are targeted. Young people **aged 12-17** are **most likely to be targeted** by criminal groups.



**4,000 teenagers** are being criminally exploited in London alone.





## OUR AMAZING SUPPORTERS



To me, it's intolerable to accept that we are powerless to help those living in situations of exploitation. Supporting STOP THE TRAFFIK made perfect sense - from their work gathering data and intelligence to their targeted prevention programmes, everything they do makes a practical, powerful difference in the fight against modern slavery.

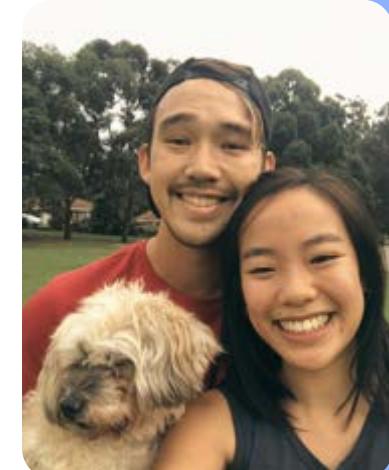


HENRY

I felt the issue of Human Trafficking become more and more pressing on my heart, and I wondered - what can I do? I literally cannot fathom what it would be like to be a victim of trafficking. When I searched "STOP THE TRAFFIK" on Instagram.....I thought this was my opportunity to contribute in a small way!



DEBBIE





## EXAMPLE OF STT IMPACT



# Support Helps Bring Vulnerable People to Safety

Ali\* was 17. A refugee from Afghanistan. Alone, scared, and desperate. He had just been told he had to pay for a lawyer or risk being deported. He had no money. And he was starting to think the only way out was to sell one of his organs.

Then, scrolling through his phone, he saw a message. A story. In Farsi. About a teenager just like him. It was from STOP THE TRAFFIK.

There was a link, a way to get help, and Ali reached out. He told them what he was going through, and because they reached him at that moment, they could step in.

We helped him find a shelter and a lawyer - one who didn't expect a kidney in return.

That was three years ago. Ali's 20 now. And he is on a completely different path - one without fear, one without exploitation.

\*Name change to protect identity



## EXAMPLE OF STT IMPACT



# Support Makes Vital Interventions Possible

Akello\* had left Uganda with hope in his heart, clutching the promise of a new job in Thailand, for which he had just been recruited. The journey felt like the start of a brighter future. But the moment he arrived, the dream turned to a nightmare. He was kidnapped, taken across the border into Myanmar, and trapped in a heavily guarded compound. There, the reality was brutal. He was forced to spend his days conducting online scams, enduring constant abuse.

Akello managed to get a message to STOP THE TRAFFIK, and we helped facilitate a targeted intervention. We mobilised our network, alerting international banks to freeze the traffickers' illegal funds, cutting off the money that powered their crimes. At the same time, we worked with global law enforcement and trusted local organisations, coordinating an operation to rescue Akello and others who had been suffering alongside him.

\*Name change to protect identity



THANK YOU TO THE REED FOUNDATION

**WE WERE HONOURED TO BE  
CHAMPIONED BY THE REED  
FOUNDATION THIS YEAR.**

**SIR ALEC REED LEFT AN  
INCREDIBLE LEGACY, AND  
HIS VISION AND IMPACT  
TRULY LIVES ON.**

**THE BIG GIVE IS A POWERFUL  
EXAMPLE OF THE CHANGE  
POSSIBLE WHEN WE WORK  
TOGETHER.**



TOGETHER WE CAN

**STOP THE  
TRAFFIKO**