



**FREEDOM  
BUSINESS  
ALLIANCE**

IMPACT REPORT | 2022



“  
*I am liberated from the trade,  
so I want all women trapped  
in the brothels to be  
liberated as well.*

— BELIKA, THE LOYAL WORKSHOP

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# Scale the Freedom Business Movement.

FBA MISSION

EMPLOYING SURVIVORS IS A PIONEERING ENDEAVOR FRAUGHT WITH CHALLENGES THAT MUST BE OVERCOME. AS AN INDUSTRY FACILITATOR FOR 115 FREEDOM BUSINESSES AROUND THE WORLD, FBA REMOVES THE MANY BARRIERS TO GROWTH AND SCALE THAT NO SINGLE BUSINESS CAN ADDRESS ON ITS OWN.

"NIGHTLIGHT COLLECTION IS GRATEFUL TO BE PART OF FBA BECAUSE THROUGH IT, WE ARE CONNECTED TO BUSINESSES THAT UNDERSTAND THE COMPLEXITIES AND CHALLENGES BUT ARE COMMITTED TO WORKING THROUGH BUSINESS TO BRING FREEDOM AND DIGNITY TO SURVIVORS OF HUMAN TRAFFICKING."

**ANNIE DIESELBERG**, NIGHTLIGHT FOUNDER/CEO — THAILAND

"ALL WOMEN SHOULD HAVE THE OPPORTUNITY TO DO FINE WORK, TO LIVE WITH DIGNITY AND RESPECT, AND BE ABLE TO REALIZE THEIR OWN VALUE."

**BALIKA**, THE LOYAL WORKSHOP — INDIA

FBA: VISION



# A life-giving job. for every survivor of human trafficking & exploitation.

FBA VISION

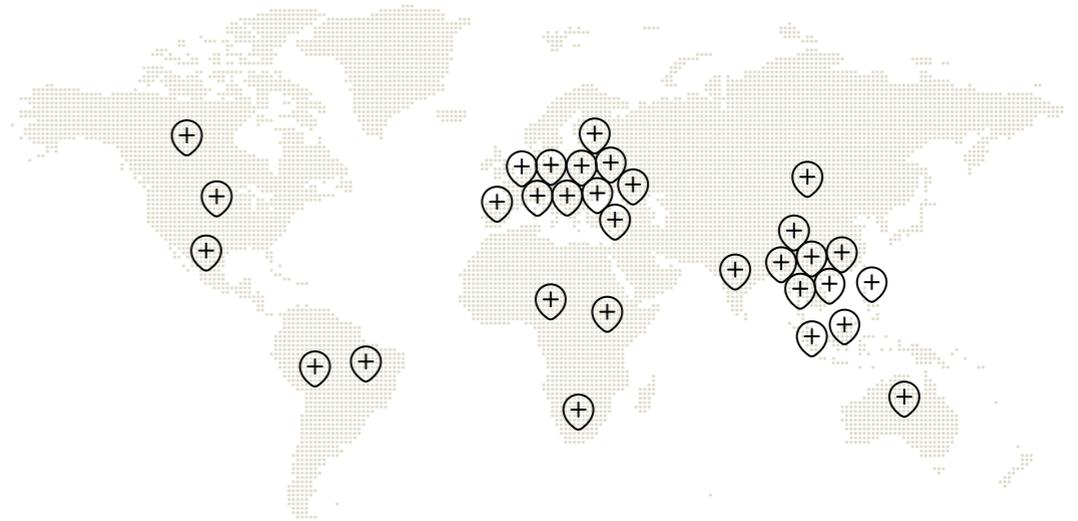
MAKE NO MISTAKE, HUMAN TRAFFICKING IS A BUSINESS.  
IT GENERATES MORE THAN 150 BILLION USD PER YEAR.  
AN ECONOMIC PROBLEM NEEDS AN ECONOMIC SOLUTION.  
FREEDOM BUSINESS IS THAT SOLUTION.

FBA MEMBERS CURRENTLY  
EMPLOY 2000+ SURVIVORS  
OF HUMAN TRAFFICKING



LOCATION OF MEMBER BUSINESSES:  
30+ COUNTRIES

NUMBER OF MEMBERS: 115  
(INCREASE OF 19% IN 2022)



INDUSTRIES MEMBER  
BUSINESSES ARE WORKING IN:

- REAL ESTATE
- AGRICULTURE
- BUSINESS SERVICES
- DAIRY
- COFFEE
- TOURISM
- FASHION
- HOSPITALITY
- FOOD & BEVERAGE
- TECHNOLOGY
- HEALTH & WELLNESS
- BEAUTY
- HOME GOODS
- JEWELRY & ACCESSORIES
- VOCATIONAL TRAINING
- RETAIL



# looking—back

at a glance



“  
*I’m thankful to God that I have the opportunity to work at NightLight. I’m thankful that I got out from a dark place, encountered the light, and have gotten to know God. And I’m thankful that I’ve met many friends.*

— NIGHTLIGHT ARTISAN, THAILAND

LOOKING BACK—  
STRATEGIC PRIORITIES: **RESEARCH**, AWARENESS, TRAINING



## RELEASE OF CODE OF EXCELLENCE

FREEDOM BUSINESS EXISTS TO EMPLOY SURVIVORS  
OF HUMAN TRAFFICKING AND THOSE AT RISK.

FOR MORE DETAILS, ALONG WITH IMPLEMENTATION  
GUIDELINES FOR EACH COMMITMENT, SEE THE FULL  
FREEDOM BUSINESS CODE OF EXCELLENCE ONLINE:  
[FREEDOMBUSINESSALLIANCE.COM/CODE-OF-EXCELLENCE](https://FREEDOMBUSINESSALLIANCE.COM/CODE-OF-EXCELLENCE)

The Freedom Business Code of Excellence defines the business practices that sustain holistic freedom and distinguish the work of Freedom Business. It contains six Commitments upheld by Freedom Businesses, defines common terms used within our industry, and provides a framework for implementation. It was developed with full participation from Members of Freedom Business Alliance and released in January 2022

The work of Freedom Business is considered by many of our Members to be more than just a business, but a calling. While most businesses seek to hire the best and brightest, Freedom Businesses seek first to create employment opportunities for those who are most often unskilled and have experienced trauma, upholding a commitment to the vulnerable in society and a belief in the inherent high worth of every human being.

Therefore our Members work to create workplaces that are safe and trauma-informed. And while safe employment is a vital component of freedom, they believe true freedom requires more. It requires a belief in one's own worth that grows with professional, intellectual, emotional, and spiritual development, most effectively achieved in a community that offers love, hope, and healing. This is why our Members go further than simply offering a job, but endeavor to create this type of supportive and formative community within their places of work.

Thus, they uphold the belief that business, when intentional, can serve as an optimal vehicle for healing and transformation. These intentions require incredible sacrifice and investment. The Code of Excellence describes the high standards and commitments undertaken in pursuit of this calling.

THE  
GLOBAL  
CRISIS:

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50 M  
TRAFFICKED  
WORLDWIDE



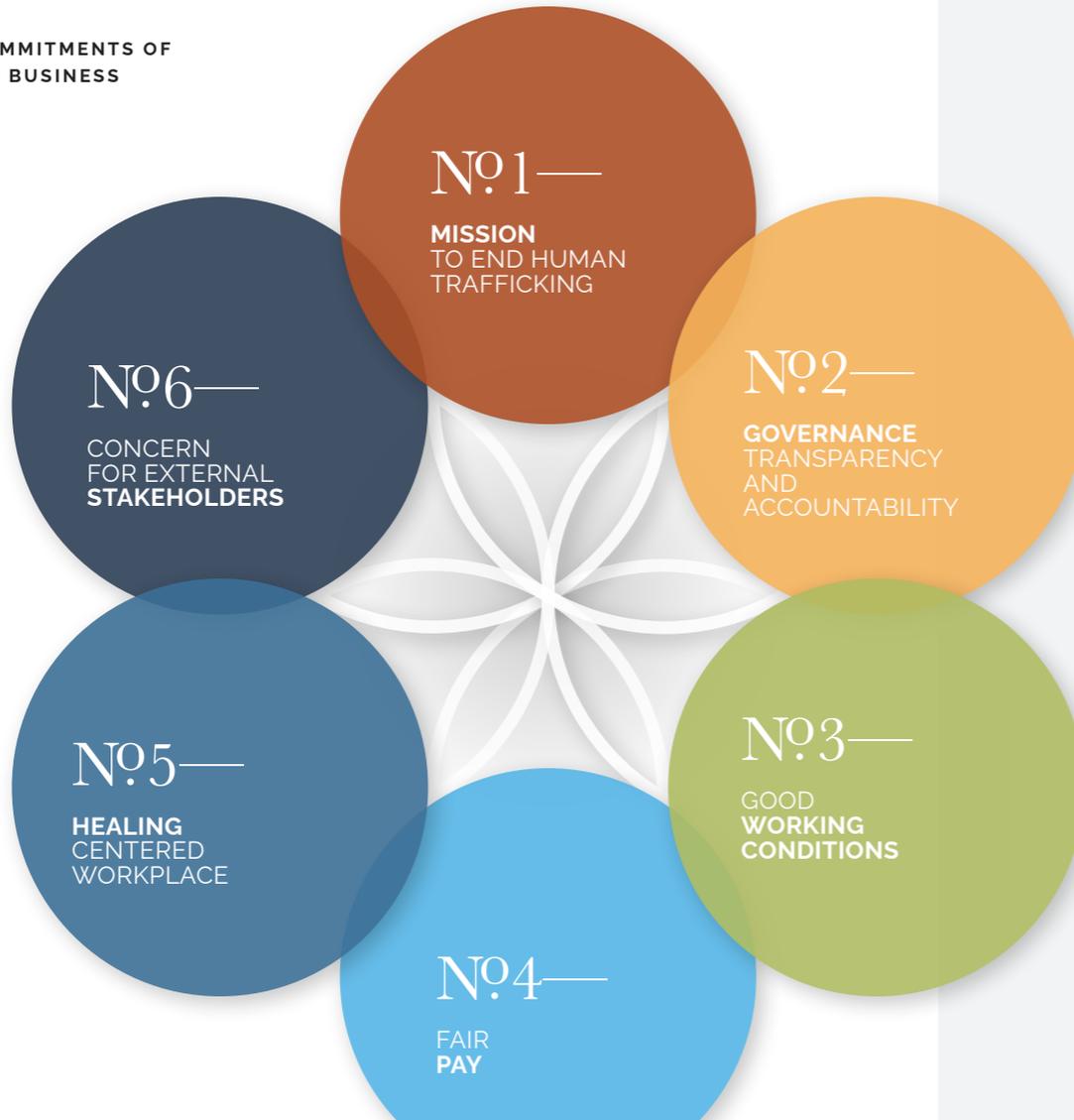
80%  
RETRAFFICKED AFTER  
RESCUE ABSENT SAFE  
EMPLOYMENT

### THE SOLUTION:

TO FIGHT HUMAN TRAFFICKING AND EXPLOITATION WE NEED A STRATEGY THAT INCLUDES MORE THAN RESCUE, ONE WHICH ADDRESSES THE ECONOMIC ROOTS OF THE PROBLEM. FREEDOM BUSINESS IS THAT STRATEGY, BUT IT IS NOT UNDERTAKEN WITHOUT INCREDIBLE CHALLENGES. FREEDOM BUSINESSES FACE THOSE CHALLENGES WITH DEDICATION TO UPHOLDING THE HIGH STANDARDS AND COMMITMENTS OF CARE TO THEIR EMPLOYEES AND OTHER STAKEHOLDERS AS OUTLINED IN THE FREEDOM BUSINESS CODE OF EXCELLENCE.

## RELEASE OF CODE OF EXCELLENCE

THE 6 COMMITMENTS OF  
FREEDOM BUSINESS



### **No. 1** MISSION TO END HUMAN TRAFFICKING

Creating jobs for survivors of Human Trafficking and those At Risk is a central, stated aim of the organization. It has developed structures, processes, programs, and resources to accomplish plans of action to carry out this mission.

### **No. 2** GOVERNANCE TRANSPARENCY AND ACCOUNTABILITY

The organization has a governance structure that oversees its strategic direction toward achieving its mission, identification and management of risks and opportunities, and its financial and social performance. There is transparency in how it conducts trade, in its supply chain, and in management of the organization. The organization welcomes and seeks accountability from its Stakeholders. It fosters meaningful participation of Personnel to facilitate fulfillment of its mission. It commits to ongoing learning and development as an organization to raise the standard of practice in the Freedom Business Movement together with other Freedom Businesses.

### **No. 3** GOOD WORKING CONDITIONS

The organization commits to protecting the safety, human rights, health, as well as the mental, physical, social, and spiritual well-being of its Personnel. It conforms, at a minimum, with all relevant laws on health and safety, working hours, and working conditions for its Personnel.

### **No. 4** FAIR PAY

The organization commits to paying an equitable and fair wage to all its Personnel which meets the legal minimum wage and strives toward the Local Living Wage. It provides social security and benefits, not counting the provision of any extra programs and services toward minimum wage requirements.

### **No. 5** HEALING CENTERED WORKPLACE

The organization has a trauma-informed, healing-centered workplace demonstrated by fully integrating knowledge about trauma and recovery practices into its policies, procedures, and practices, seeking to actively reduce the possibility of re-traumatization of Beneficiary Personnel.

### **No. 6** CONCERN FOR EXTERNAL STAKEHOLDERS

The organization commits to business practices that evidence concern for external Stakeholders including suppliers, business partners, donors, investors, fellow Freedom Businesses, and the environment, always seeking to minimize negative impacts created by its operations and increase mutual benefit.

LOOKING BACK—  
STRATEGIC PRIORITIES: RESEARCH, AWARENESS, TRAINING

## RELEASE OF CODE OF EXCELLENCE

### THE 4 TYPES OF FREEDOM BUSINESS

THE FREEDOM BUSINESS CODE OF EXCELLENCE OUTLINES 4 UNIQUE TYPES OF FREEDOM BUSINESS, EACH PLAYING A VITAL ROLE IN THE MOVEMENT.

8

### Nº1— FREEDOM BUSINESS ENTERPRISE

EXISTS TO EMPLOY  
BENEFICIARY PERSONNEL



### Nº2— FREEDOM BUSINESS CHAMPION

EXTENDS THE WORK OF  
FB ENTERPRISES



### Nº3— FREEDOM BUSINESS STARTUP

AN ENTERPRISE IN OPERATION  
LESS THAN ONE YEAR



### Nº4— FREEDOM BUSINESS INITIATIVE

UNDERTAKEN AS PART OF  
CORPORATE SOCIAL  
RESPONSIBILITY EFFORTS



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## FREEDOM BUSINESS BEST PRACTICES RESEARCH



RACHEL

### PHASE 1

#### ELEMENTS OF A PROFITABLE HEALING-CENTERED WORKPLACE

CREATED IN PARTNERSHIP WITH DR. LAUREN PINKSTON (LIPSCOMB UNIVERSITY), THIS RESEARCH PROVIDES INSIGHT DIRECTLY FROM INTERVIEWS WITH BUSINESS PRACTITIONERS EMPLOYING SURVIVORS OF HUMAN TRAFFICKING AND ANSWERS THE QUESTION, "HOW DO FREEDOM BUSINESSES BUILD A SUSTAINABLE BUSINESS MODEL WITH SOCIAL SIGNIFICANCE?"

PHASE 1 WAS PRESENTED AT THE *INTERNATIONAL HUMAN TRAFFICKING AND SOCIAL JUSTICE CONFERENCE* (FALL 2022) BY RACHEL ROSE NELSON AND DR. LAUREN PINKSTON.



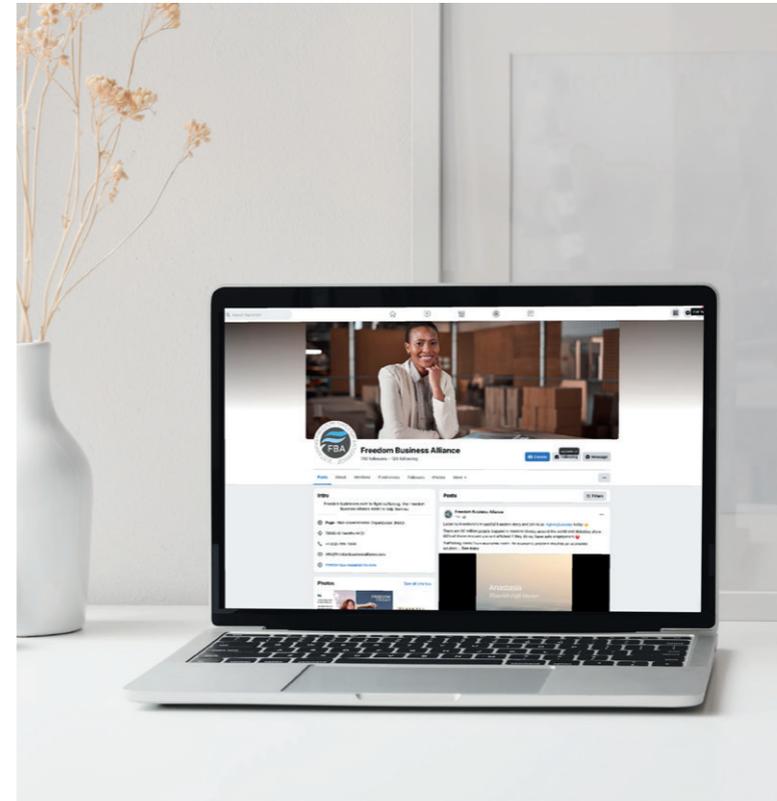
DR. LAUREN

LOOKING BACK—  
STRATEGIC PRIORITIES: RESEARCH, AWARENESS, TRAINING

## WEBSITE NEW LOOK



## SOCIAL MEDIA GROWTH



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70%  
GROWTH ACROSS SOCIAL  
MEDIA PLATFORMS



(FB, IG, AND LI)  
NEW ON TWITTER

FOLLOW US:  
@FREEDOMBUSINESSALLIANCE

HASHTAGS:  
#SHOPFREEDOM  
#FORFREEDOMSAKE

LOOKING BACK—  
STRATEGIC PRIORITIES: RESEARCH, AWARENESS, TRAINING

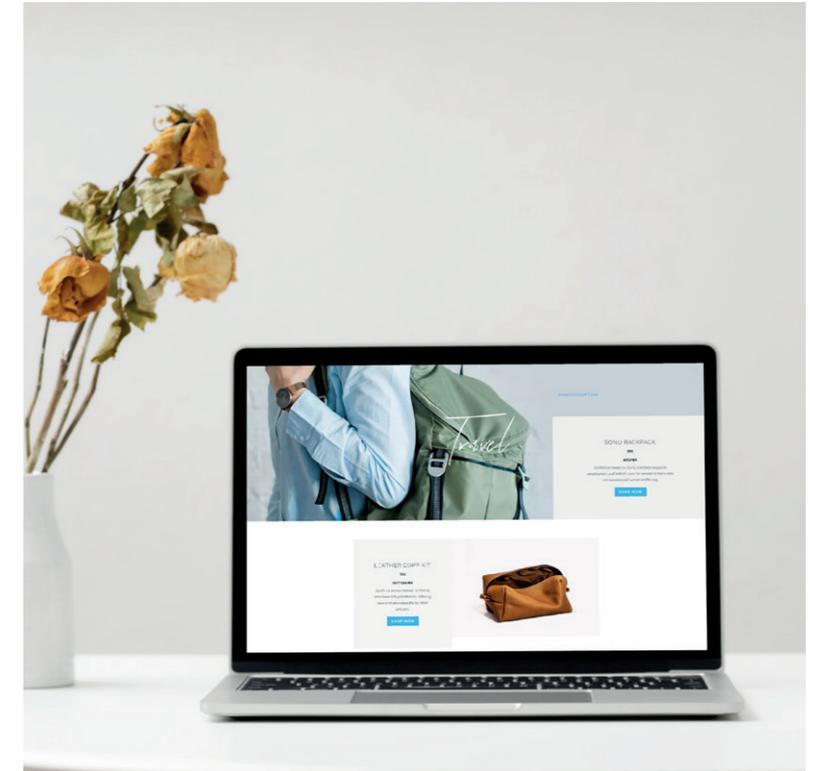
## FREEDOM BUSINESS MAGAZINE ISSUE 2

SHARING STORIES OF TRANSFORMATION IN  
THE FREEDOM BUSINESS MOVEMENT



## HOLIDAY GIFT GUIDE

20 FEATURED MEMBER BUSINESSES



## COLLABORATE

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- Dressemer
- Dark Bali
- IBEC
- Lipscomb University
- The Market Project
- BAM Canada
- PEARL Indonesia

### IG LIVE:

- Dr. Lauren Pinkson – Human Trafficking Awareness
- Ida – House of Diamonds
- Dr. Vanessa Bouché – Combining Business and Research to Implement Successful and Replicable Practices
- Kristy Alexander – Apple Rose Beauty
- Dr. Courtney Skiera-Vaughn – Creating a Healing-Centered Workplace
- Dalaina May – State of Human Trafficking in Indonesia
- Rhonda LaBatt – Redemption Market

## PRESENT

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- Mission ConneXion Northwest, January
- The Business as Mission Podcast with Mike Baer, January
- Unchained Modern Slavery Webinar Series, March
- She Works 4 Him Podcast, April
- BAM Global Fireside Chat with Mats Tunehag, May
- BAM Vancouver Keynote, June
- Central Java Freedom Business Gathering, July
- Indonesia Anti-trafficking Coalition – Freedom Business Facilitator, July
- Christian Economic Forum – Strategy Group on Anti-Human Trafficking, July
- BAM Global Conference Panel, September
- International Human Trafficking & Social Justice Conference Workshop, September
- Pelita Harapan University, October
- Lion’s Den Panel, October

LOOKING BACK—  
STRATEGIC PRIORITIES: RESEARCH, AWARENESS, TRAINING

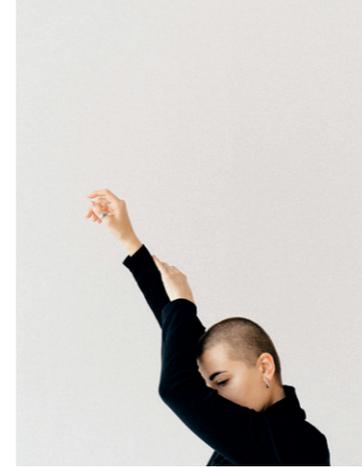
## SURVIVOR INCLUSION & LEADERSHIP TRAINING

SURVIVOR INCLUSION AND LEADERSHIP  
TRAINING FACILITATED BY SURVIVOR ALLIANCE  
(SURVIVORALLIANCE.ORG) — ALL MEMBERS

## FREEDOM BUSINESS ROUND TABLES:

FREEDOM BUSINESS IN THE MARKETPLACE  
— FREEDOM BUSINESS CHAMPIONS

BEST PRACTICES IN THE FREEDOM BUSINESS  
MOVEMENT: UNPACKING THE FREEDOM BUSINESS  
CODE OF EXCELLENCE — ALL MEMBERS



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### QUOTES

*“I found myself saying “YES!!” to so many things people were expressing.”*

*“This training had incredible value in helping our organization consider what it looks like to create “a workplace that does not necessarily distinguish between survivor or not... that it is a workplace designed for the well being of all employees. This has challenged the way we are thinking about holistic care, specifically trauma counseling and where, when, and how it is provided.”*

*“It was very valuable to hear other freedom businesses express thoughts and challenges they are facing that resonate very much with our experience.”*

*“In this training I found the most value in finding out what really matters and what to focus on in my organization to serve those who I want to serve in the best way possible.”*

## DEPLOYING OUR PROGRAMS IN STRATEGIC REGIONS

In 2022, we launched our Regional Engagement Strategy in Indonesia. This replicable strategy will be the framework for Freedom Business growth in areas around the world where women, men and children are most vulnerable to human-trafficking.

There are an estimated 1,220,000 Indonesians enslaved today. In the 2022 Trafficking in Persons Report, Indonesia was downgraded from Tier 2 to Tier 2 watchlist, reflecting the growing need for a coordinated, comprehensive strategy that sustains long-term freedom for survivors. Freedom Business is an integral part of that strategy.

### YEAR 1 INDONESIA REGIONAL ENGAGEMENT:

- Increase FBA Membership in the region
- Visit FBA Member sites
- Translate the Freedom Business Code of Excellence into Bahasa Indonesia
- Attend the Indonesian Anti-Trafficking Coalition Gathering
- Present on sustaining long-term freedom through business at PEARL (Central Java)
- Present on Freedom Business at Pelita Harapan University
- Initiate Collaborative Partnerships

### QUOTE FROM MEMBER IN INDONESIA:

*“When we started HoD, we didn’t really identify as a specific kind of business. Yes, we were a social enterprise, but somehow we were more than that. We didn’t think there were other business models out there similar to ours—offering an economic solution to survivors of human trafficking and those who are vulnerable. We felt so alone. From just seamstresses without any knowledge and experience, to running House of Diamonds felt overwhelming. And then in 2017 we learned about the Freedom Business Alliance and we got so excited in running our business because we could connect with other businesses on the same journey. We became a Member that year.*”

*Connecting with so many other amazing business owners, professionals and people with knowledge in running a Freedom Business has been a blessing to us. The FBA has graciously helped us to develop our knowledge and competency in running House of Diamonds. Learning from the FBA has been a game-changer for our business. I can’t wait to grow more with the FBA. We are not lonely any more!”*

**IDA AND LILA,**  
OWNERS OF HOUSE OF DIAMONDS,  
INDONESIA

LOOKING BACK—  
STRATEGIC PRIORITIES: RESEARCH, AWARENESS, TRAINING



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“  
*I thank God for what NightLight has done for me. NightLight helps me grow and love others. I thank God that NightLight helps people achieve their goals and dreams, and the most important thing they do is LOVE.*

— NIGHTLIGHT ARTISAN — THAILAND





# *looking—forward*

what does the future look like  
if we build it together

“*I found my freedom at  
starfish project*”

— MAE LEE, PHOTOGRAPHERN STARFISH PROJECT



## MESSAGE FROM LARRY

CHAIRMAN OF FBA BOARD

Dara looked up with tears and queried, “*Do I really deserve love and care?*” She had just been rescued from the seedy bars of Phnom Penh where she was enslaved in forced prostitution and was overcome by the kindness of those who had rescued her.

I cried for her and thousands like her—trafficked into the underground world of hopelessness and despair.

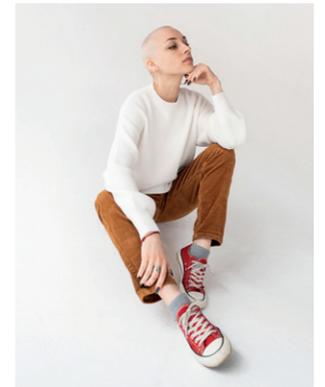
Many incredible agencies are working to bring freedom to Dara and others like her who have been trafficked. But without safe jobs they are still vulnerable. 80% of those rescued will be re-trafficked.

That is where the Freedom Business Alliance (FBA) comes in. We facilitate more than one hundred businesses providing freedom, dignity and hope for a future through safe and sustainable jobs.

A few years back I had the privilege of visiting one of our FBA Members, Outland Denim in Cambodia, who employs more than 150 survivors of human trafficking and those at risk. While there I was impacted by the smiles of the survivors as they worked and I marveled at what can be done when a couple like owners James and Erika pursue their calling.

I am excited about the FBA because it is the hand of God to bring freedom to victims of an unjust world. We have already accomplished great things together and have some incredible plans for 2023—facilitating training for Freedom Business startups and helping established businesses serve with excellence.

I believe there is a place for everyone in the Freedom Business movement and I invite you to join us. How will you give your time, talent or treasure to ensure every human has the opportunity to live free?



LOOKING FORWARD—  
WHAT DOES THE FUTURE LOOK LIKE IF WE BUILD IT TOGETHER?

## EXCITING PLANS FOR 2023

### TRAINING:

1. Hands That Heal Trauma-Informed Training – Indonesian Members
2. Creating a Healing-Centered Workplace – All Members
3. Ethical Storytelling – All Members
4. Freedom Business Resource Hub – All Members
5. Year Two Regional Engagement – Indonesian Members

### AWARENESS:

1. Regional Engagement Discovery Trip – Indonesia
2. Freedom Business Lunch & Learn – Various Locations

### RESEARCH:

1. Freedom Business Code of Excellence 2.0
2. Freedom Business Enterprise Model Phase 1
3. Elements of a Profitable Healing-Centered Workplace Phase 2

## GIVE FREEDOM: FUEL THE MOVEMENT

### ALLY

Our Allies are individuals and organizations that enable the work of Freedom Business through regular financial contributions that help move our programs forward.

BECOME AN ALLY:

[WWW.FREEDOMBUSINESSALLIANCE.COM/ALLY/](http://WWW.FREEDOMBUSINESSALLIANCE.COM/ALLY/)

### PARTNER

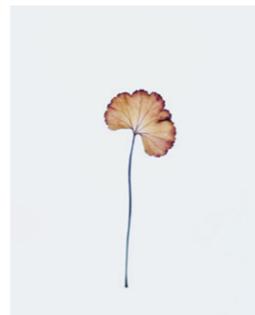
Our Partners are the individuals who share their time, talent and treasure, providing the financial and human capital that allows us to take on the global crisis of human trafficking by creating business solutions.

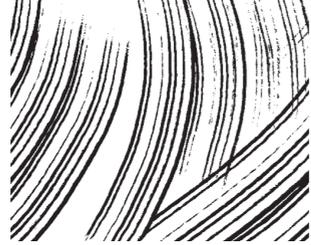
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*thank—you*



“  
*The opportunity to learn how to use a computer in the vocational training program was one of the reasons I decided to leave the brothel and join Starfish Project.*

— LONI, STARFISH PROJECT QUALITY CONTROL - EAST ASIA

