



## Creating a charity partnership with Unseen UK

Unseen's life-changing work wouldn't be possible without the important generosity of our partners. Donations from businesses make a significant contribution towards the fight to end modern slavery. Unseen develops partnerships with companies across a wide range of industries, to deliver clear business benefits for them, and secure vital funds for preventing slavery and helping victims. Read on to find out about how you as a business can partner with Unseen.

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Since 2008, Unseen has been exposing the hidden crime of modern slavery. Slavery impacts people in every country in the world and vulnerable people, targeted by traffickers, are forced to work in terrible conditions.

Every single survivor has a story to tell. Stories of terrible hardships, and exploitation, but also stories of overcoming adversity, of hope and starting a new life. We've helped survivors get reunited with their families, move into new homes and get decent jobs so they can become independent once again.

Every victim identified, police officer trained, and modern slavery policy implemented means we are a step closer to a world without slavery. With tens of thousands of victims in the UK alone, it's a big task, and we can't do it without others. So, we collaborate. And we could not succeed without our many supporters and partners. Thank you for wanting to join us in our mission.

With your help, we can learn faster, share more knowledge and grow bigger so that we can support more survivors. Together, we can fight modern slavery and end this unseen crime.

Andrew Wallis OBE  
CEO of Unseen UK

# What is modern slavery?

Modern slavery is the abuse and exploitation of women, men and children for profit or gain. It encompasses sexual exploitation, labour exploitation, criminal exploitation, domestic servitude, forced labour and servitude.

## The scale of the issue globally

**\$150 billion** generated a year from this crime against humanity

**25 million** victims of forced labour

**1 in 4** victims of modern slavery are children

*(Source: International Labour Organization)*

**Tens of thousands** of victims right here in the UK at any one time

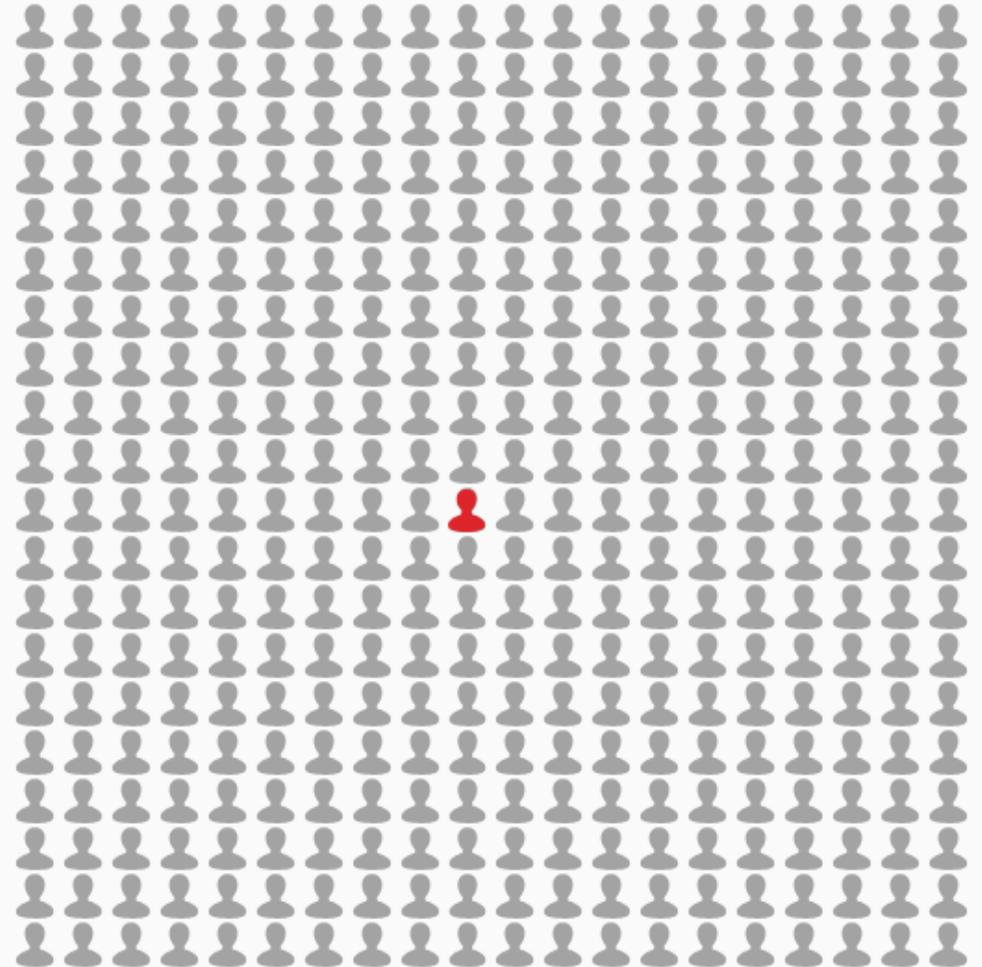
*(Source: National Crime Agency)*



40 million people in the world are trapped in modern slavery.

That's 1 in every 200 people.

*(Source: International Labour Organization)*





## What we do

WORKING TOWARDS A WORLD WITHOUT SLAVERY

### Our vision

#### A world without slavery

It's a big goal. But with your help, we believe it can be done. By concentrating our efforts on three main areas - **supporting**, **equipping** and **effecting systemic change** - we can start to tackle the issue in a way that makes a real difference.

### Supporting survivors, prevent exploitation

We **support** survivors of modern slavery through a 24-hour Helpline, safe housing, outreach services, and the practical support trafficked people need. We offer a haven for survivors, supporting them to find a life beyond slavery.

### Equip & effect change

We **equip** businesses and government through training and resources so that slavery is recognised and reported. We **effect systemic change** to end slavery for good by influencing governments and decision makers to implement policies that prevent slavery, protect survivors and prosecute perpetrators.

# Frank's Story

Frank found himself in terrible debt; struggling to pay his bills. His wife was diagnosed with cancer and he realised he simply needed to earn more money. One day a friend offered him work in the UK and even said he'd pay for his flight. With no other options, he decided to leave his family for what he thought was a 6 month job. But when he arrived, he realised something was wrong.

Frank was put to work on a construction site. His 'employer' said he would hurt his son if he refused to work. Labouring for sometimes 18 hours a day, 7 days a week, doing back breaking work, he grew weaker and weaker. His 6 months turned into 6 years. Eventually, he became so ill, his 'employer' dumped him at the side of the road.

He managed to get to a hospital and was later referred to Unseen. Frank came to our men's safehouse where he could safely rest and start to recover from his ordeal. Our Support Workers helped him to get medical treatment and legal support. He also had therapeutic sessions to start processing what he'd been through and help with his post-traumatic stress disorder.

Frank said "Before Unseen, I felt so alone. I needed a friend, and that's what Unseen were to me. They looked after me, listened to me, and made me feel valued again."

When he is able to, Frank wants to return home to be with his family.

Like Frank, so many people are tricked or coerced into slavery. Vulnerable by poverty, lack of opportunities, poor mental health, conflict or homelessness, victims often work long hours in dangerous, traumatising environments; separated from their loved ones and with no knowledge of who to turn to for help.

Exploited people like Frank can easily end up in anyone's supply chain. Unseen works with businesses who want to stop this injustice, provide support to survivors and end slavery for good. Don't let traffickers infiltrate your business for their gain. Protect people like Frank, protect your brand, and start a partnership with Unseen.



\* The survivor's name has been changed to protect his identity

# The perfect partnership

## Make the biggest impact

The ideal partnership is one that is both charitable and improves your business; raising much needed funds to support Unseen's safehouses, helpline and outreach services as well as raising awareness and reducing the risk of slavery in your supply chain.

## Mix and match

We understand that everyone has different priorities when entering into a partnership, so read on to find out more about our different services. You can mix and match services to create the partnership package that works for you.



# How a charity partnership adds value to your business



Nurture a long-term strategic charity partnership to demonstrate your values and social objectives to your customers and colleagues



Receive a discount for our services which help you achieve best practice in reducing modern slavery risks and succeeding in business tenders



Stand out against your competitors as an ethical company by linking donations to the sale of a product or service



Attract and engage the best workforce through pro bono volunteering, challenge events and fundraising



Join forces with an award-winning organisation and increase brand value



Lead the way in doing good, ethical business – it's the future!

# Charitable partnerships

Work with Unseen to help deliver key themes in your sustainable business strategy including; social impact, transparency and sustainability in supply chains and best practice in modern slavery reporting. This can be delivered either through funding partnerships or consultancy.

## Financial Donations

A corporate donation to Unseen is a powerful **social investment**. We'll work with you to agree how to best tackle our shared social objectives and maximise the benefits it brings to your company.

## Long term sustainability

Be the company that **leads the way** in tackling modern slavery in your supply chain and encourage others to do the same – it's the future of business.

## Shared social objectives

Make sure your employees and customers know you're **collaborative, honourable, ambitious, dynamic, insightful** and that you won't stand for exploitation or injustice.

## Campaigns



Your many united voices give us more influence and power when calling on local, national and international leaders for change.

## Brand value

Tell your customers how you're supporting a **national charity** with **international influence**. We'll work with you on joint communications initiatives and social media to shout about our shared successes.

## Donate products or services

Your business can bring about dramatic change for survivors of modern slavery by **donating products** or **professional expertise**. From clothes and toiletries for survivors to **pro bono** design or legal work, donate your products and services to help survivors of slavery to restart their lives.

**Get in touch to start a strategic partnership**

# Commercial partnerships

## Sales promotions

Teaming up with Unseen to market a new or existing product or service could boost your sales while raising awareness and vital funds for survivors of modern slavery.

Most consumers agree that, price and quality being equal, they are more likely to buy a product or service associated with a good cause.

Simply link donations to sales - the more you earn, the more you give.



## Sponsorship

Associating your brand with a leading organisation tackling modern slavery could be really beneficial for your business.

By sponsoring one of our campaigns, publications or events, you can enhance your brand profile while helping us raise awareness of slavery risks.

Sponsorship opportunities are a great way of connecting with target audiences while demonstrating good corporate citizenship and building positive media attention.

Increase your reach and exposure to new clients, customers and businesses by starting a sponsorship-based partnership with Unseen and help end slavery sooner.

“Unseen see the big picture and look for shared solutions. They’re a team player and we’re delighted to work with them as part of a growing team of organisations collaborating to tackle modern slavery.”

Eric Anderson, BT

“We have been greatly impressed by the work of Unseen. As part of our commitment to the community, we felt that contributing 10% of our eLearning sales to Unseen would help fund the great work that this charity performs to eradicate Modern Slavery. We are proud to support Unseen.”

Thomas Player, Partner  
Eversheds Sutherland

# Employee engagement

Recruit, engage and retain the best employees through an employee engagement partnership. Make your company stand out from your competitors by building a partnership with Unseen into your corporate social responsibility programme.

## Employee fundraising

Whether it's marathons, bike rides, bake sales, leg waxing or fancy dress, employee fundraising is fun, engaging and a great way for different teams to meet and form closer working relationships.

By matching donations raised by your team's fundraising efforts, your company will build motivated and engaged employees and develop their personal and professional skills.



## Volunteering

If your employees want to use their volunteering days by making a meaningful contribution to ending modern slavery, get in touch to find out about volunteering opportunities.

## Donate your time

Your company is full of people whose time, expertise and specialist skills can help us have a real and lasting impact on fighting for a world without slavery.

## Events

Whether it's organising a music fundraiser, cheering on our marathon runners or hosting a dinner, we have a great events programme for you to get involved in.



## Payroll giving

Payroll Giving is a simple and cost-effective way to donate monthly to charity through your salary. You can set up payroll giving through your employer.

# A-Z of fundraising ideas

**A** Abseiling  
Auction

**B** Bid for the Boss  
Bake off  
Bacon butties breakfast



**C** Coffee Morning  
Colour Run  
Car Wash

**D** Dress Down Day  
Dragon Boat Race

**E** eBay for Charity  
Easter Egg Hunt  
E-mail Signature

**F** Fancy dress  
Football Tournament  
Family Fun Day

**G** Golf Tournament  
Guess the number of..  
Give it up

**H** Head Shave  
Halloween Party  
Host a bingo night

**I** It's a Knock-out  
Instagram takeover

**J** Jailbreak  
Jumble Sale  
Jaunty Jumper Day

**K** Karaoke Night  
Knitting Competition  
Kayaking

**L** Litter Picking  
Learning Lunch talks  
Limbo competition



**M** Marathon Match Funding  
Music Night

**N** Name the baby photo  
Netball Match  
Night run

**O** Open Mic Night  
Odd Job Day  
Office Olympics

**P** Press-up challenge  
Pedometer competition  
Poetry Competition

**Q** Quiz Night  
Quit something  
Quidditch Match

**R** Raffle  
Rounders Match  
Run a 10k

**S** Skydive  
Sponsored silence  
Sponsor a safehouse room

**T** Three Peaks Challenge  
Talent Show  
Triathlon

**U** Unwanted Gifts sale  
University Challenge

**V** Variety Show  
Vintage sale

**W** Walk it  
Wear it  
Wax it

**X** Xmas Party  
Xmas Cards  
X- Factor Competition



**Y** Yoga Marathon  
Yacht Racing

**Z** Zumbathon  
Zip Lining

# Business Services

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## Slavery reporting

We have an elite team of human rights, policy, legislation and business specialists with access to first hand data on modern slavery. We can help your business to identify the most effective ways to minimise modern slavery risk within your operations and supply chains.

We understand a one size fits all approach won't work, so we've developed a range of services that help you take realistic, practical and progressive steps to continually improve.

## We work with

- Large and global businesses
- Small and medium sized businesses
- Businesses with a legal requirement to report on modern slavery
- Suppliers to other businesses

## Our services

- Review, support and assist in producing modern slavery statement
- Operational and supply chain risk management
- Impact assessment and due diligence
- Modern slavery reduction strategy
- Policy review and development
- Training and awareness building
- How to deal with instances of modern slavery in your business

## Back2Source

Unseen has a continuous improvement assurance scheme for businesses who want to tackle modern slavery. Get recognised externally as working towards reducing slavery through appropriate and effective due diligence, risk mitigation and management strategies.

## The Modern Slavery Act 2015

### More than compliance

If you're a business operating in the UK with a global turnover of £36m or higher, you must publish a statement every year saying how you've reduced modern slavery risk in your operations and supply chain and upload it to your homepage.

We can support you to write a strong and clear statement based on the actions you have taken.

# Modern Slavery Training

Unseen delivers practical CPD-accredited training on modern slavery and human trafficking.

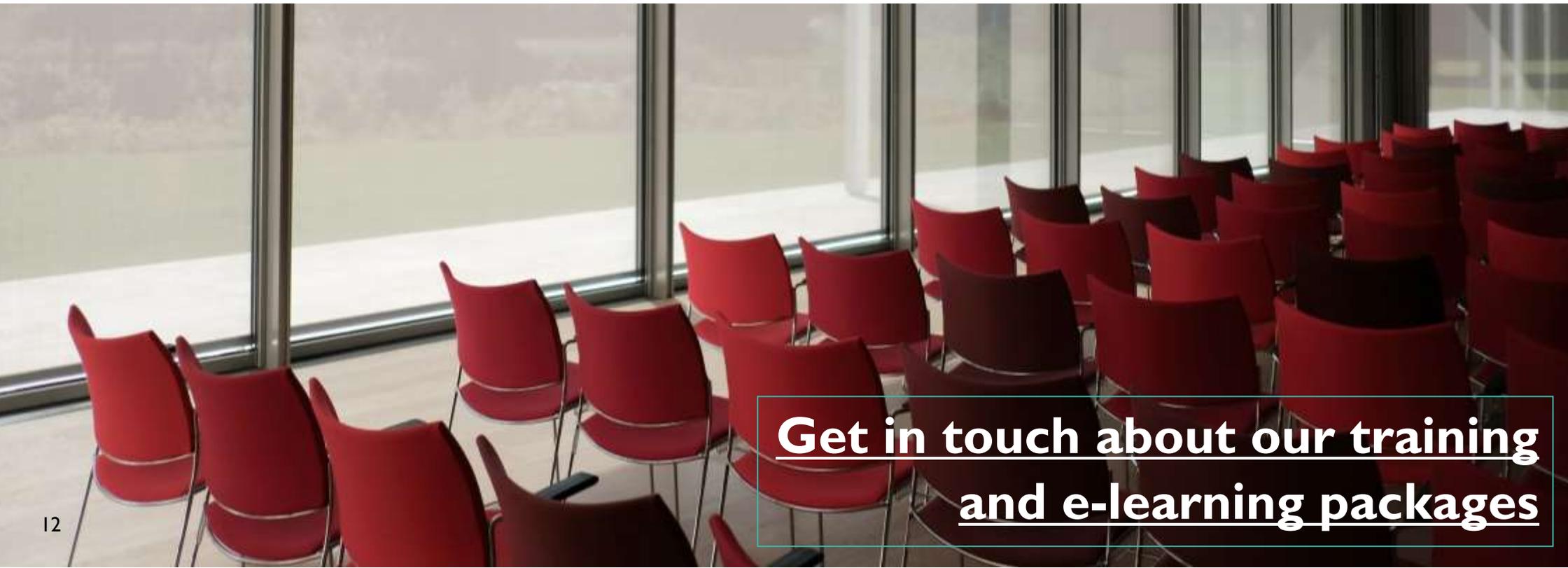
We offer bespoke training sessions, depending on your needs and priorities. Our training can be tailored for senior leaders, corporate social responsibility specialists, compliance, HR or procurement teams.

We can provide training or a bespoke e-learning tool for your wider team to help raise awareness of modern slavery and how it impacts you and your business.

We have years of experience working with survivors, contributing to research and policy, and running the Modern Slavery Helpline.

A half-day session covers:

- What modern slavery is
- How to correctly spot the signs of exploitation
- What to do when you find exploitation
- How to reduce slavery risk in operations and supply chains



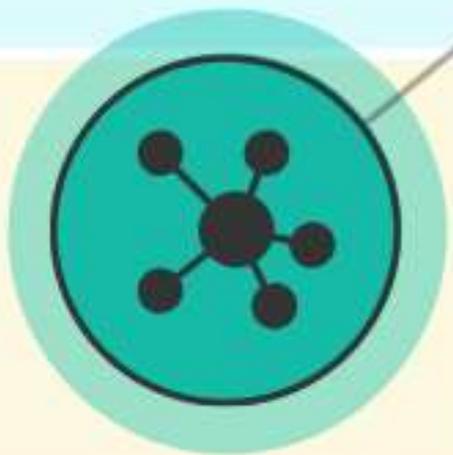
**Get in touch about our training  
and e-learning packages**



Modern Slavery Helpline receives information on forced labour



Geographical data is analysed for hotspots and trends



Information is fed back to businesses to investigate potential exploitation and take action

## Modern Slavery Helpline Business Portal

Unseen runs the UK-wide Modern Slavery Helpline, which opened in 2016. As awareness of the helpline improves, the number of calls has increased 161% since its first year of operation.

We also analyse the data obtained in these calls, such as types of exploitation and geographical location to identify hot spots and rising trends.

Trend analysis is fed back to businesses who are members of the helpline portal to help them investigate potential forced labour in their supply chains, so they can implement appropriate action as quickly as possible.

When we take a collaborative approach, we can truly start to tackle forced labour.

# How we communicate our shared success

Your partnership with Unseen will have an incredible impact on improving the lives of survivors of slavery, the sustainability of the Modern Slavery Helpline, our safehouses and outreach services, and ultimately tackling modern slavery.

We believe that the impact of your support should be communicated in an engaging way. We want you to know what's happening throughout our partnership, feel informed, inspired and like you're a part of the Unseen team.

We'll work with you to develop a bespoke calendar of communications activities and create engaging content that you are free to share amongst your colleagues, clients and customers on social media and in print.

## We can provide you with

- Videos
- Newsletters
- Inspiring survivor stories
- Lunch and learn sessions
- Help to build up an internal team of ambassadors
- Event invitations
- An annual impact assessment

You can also meet key members of Unseen's senior leadership team, who are sector leaders in modern slavery, and your dedicated partnership officer will listen to your needs and help you to communicate the impact of your support in the way that you want.



# What a difference your gift will make

We hope that one day our work is no longer needed. But while there are still victims of slavery, we will be here to offer them safety, hope and choice.

**£30,000** pays for our women's safehouse accommodation for the year. Giving survivors a safe place to rest and recover.

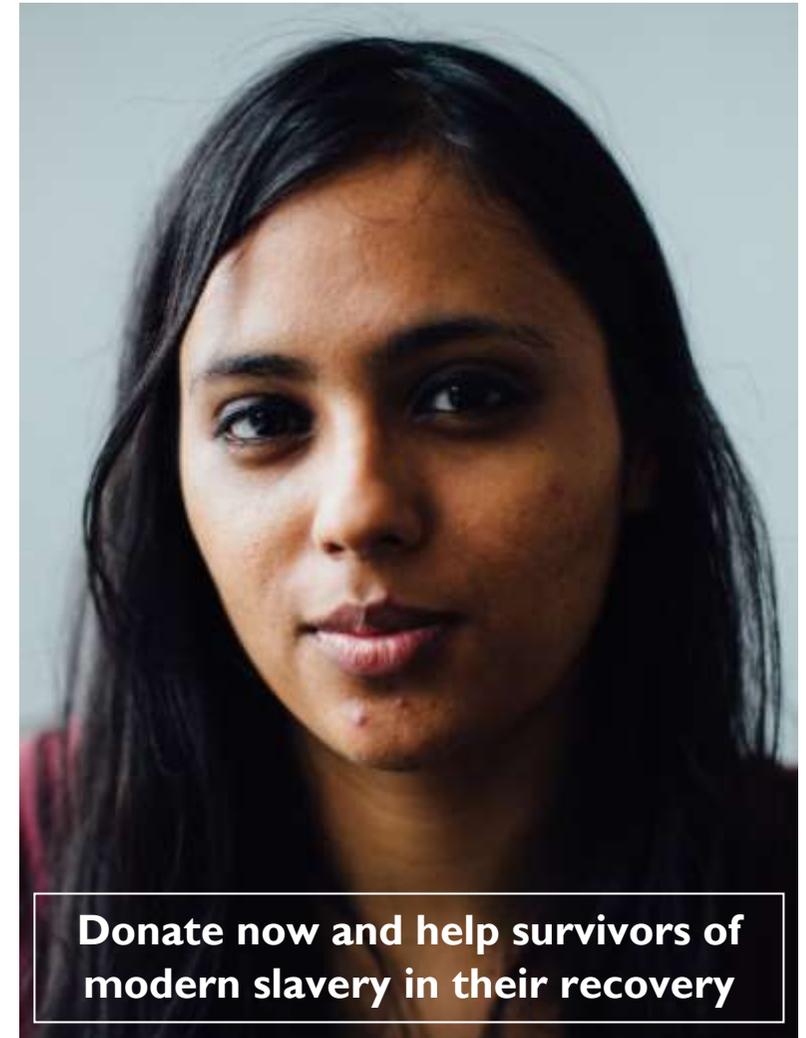
**£20,000** pays for our school programme in over thirty schools, increasing students' awareness of child exploitation, trafficking, signs of grooming and how to stay safe.

**£10,000** pays for childcare, travel and activities for the survivors we support through our and Outreach programme which helps to improve health and wellbeing.

## One off gifts & multi-year partnerships

**£100,000** pays for five full time Helpline Advisors for the Modern Slavery Helpline for one year. The whole team answers roughly 7,000-8,000 calls every year, offering advice and helping victims to leave their exploitation safely.

**£40,000** pays for two Support Workers in our men's safehouse for a year, providing life changing support, care and advice to survivors of modern slavery during their recovery.



**Donate now and help survivors of modern slavery in their recovery**

## What our partners say about us

“We are proud to partner with Unseen, not only to raise much-needed funds, but to raise awareness and tackle misconceptions. Thanks to the support of Unseen we are now thought leaders amongst our industry peers.

The amazing team has supported us on our journey to good practice; hosting colleague seminars, visiting our customers, sharing intelligence and embracing our wild fundraising ideas.

The work Unseen do is influential, admirable and heart-warming - they're more than just a charity, they're a support network and a family, and we're delighted to be part of that!”

**Jamie Reynolds**

**Managing Director, PMP  
Recruitment**

## Next Steps



### Get in touch

If you want to start a charity partnership, book in training, or find out more about how our consultancy can help you reduce your modern slavery risk, get in touch with Unseen today.

Carrie Brassley

[c.brassley@unseenuk.org](mailto:c.brassley@unseenuk.org)

0303 040 2888

### Don't need any more convincing?

You can [make a donation](#) to Unseen on our website.

Registered Charity Number: 1127620 Company Number: 06754171