

A close-up portrait of a young Black woman with short, curly hair, looking slightly off-camera with a calm expression. The background is blurred, showing other people in a public space.

empowering society to **eradicate slavery**



IMPACT REPORT 2023

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building a world free from slavery – together

Andrew Wallis OBE
CEO, Unseen

Welcome to Unseen's 2023 impact report. Thanks to your support, you'll find stories of transformation, empowerment, and justice. At Unseen, we believe a world without slavery is not a utopia, but a reachable goal. We can achieve this only through a collective effort; a whole society response that unites individuals, organisations, and policymakers.

In 2023, our work spanned diverse yet interconnected areas. One highlight was our influence on business practices. Our team collaborated with companies of all sizes, equipping them with strategies and practices to eradicate forced labour from their supply chains. This culminated in the inaugural Unseen Business Awards at The Oval, celebrating businesses at the forefront of ethical practices.

Our communications activities empowered individuals to report their concerns on potential cases of exploitation to our Modern Slavery & Exploitation Helpline. Notably, our work highlighting exploitation in the care sector shone a light on the vulnerability of migrant workers while caring for our most vulnerable members of society. Our widely read report, 'Who Cares?', sparked a national conversation and prompted collaboration with key stakeholders to develop solutions.

Our commitment to protecting vulnerable groups extends beyond borders. Our Ukrainians Welcome campaign, a collaboration with BBD Perfect Storm, telecom providers, and NGOs, continued to offer vital support to Ukrainian refugees arriving in the UK and won multiple awards in 2023 for its effectiveness around the globe.

Despite an increasingly hostile political climate, Unseen secured a significant advocacy victory in 2023. Our collaboration with partners led the Home Office to withdraw and reconsider new regulations that hindered victims' access to support. Additionally, our advocacy efforts with partners played a crucial role in shaping the Health and Care Act, banning the NHS from purchasing goods produced by forced labour.

While the fight against modern slavery continues, every step brings us closer to a world free from exploitation. We express our heartfelt gratitude to our dedicated donors and supporters – individuals, organisations, and partners – whose generosity fuels our mission. Together, we are creating lasting change, one life story at a time.

Andrew Wallis OBE
CEO, Unseen

AT A GLANCE

2023 in numbers

918

potential victims of modern slavery indicated in the care sector via the Helpline, a rise of 30% from 2022

106

nationalities reported to the Helpline as potential victims

316

survivors supported in our safe houses and outreach support

20%

increase in calls to the Modern Slavery & Exploitation Helpline, including contacts via the service's web form and app, compared to the previous year



160%

increase in opportunities
to read about Unseen's
work in the media in
comparison to 2022

9,067

referrals and signposts from
our Helpline to organisations
and agencies including law
enforcement, local authorities,
government bodies, and NGOs

20

worker wellbeing site visits
completed, interviewing
workers and gaining
anonymous intelligence
on modern slavery and
labour abuse risks

22,000

people benefitted from our
training services, both in
person and online

EDUCATING SOCIETY

empowering people through training

In 2023, we trained 22,000 individuals in over 100 organisations through in-person events and e-learning modules. A new major partnership with NHS England and clinician-led organisation VITA supported the development of an e-learning training programme on safeguarding adult victims of modern slavery and provided information about the Modern Slavery & Exploitation Helpline to NHS safeguarding leads. That's thousands added to the number of professionals who know how to recognise and combat modern slavery.

mobilising society to tackle modern slavery

Unseen empowers individuals and organisations to combat exploitation with expert training and creative awareness-raising activities.

Educating society about modern slavery is crucial to protecting vulnerable individuals from exploitation and fostering a supportive environment for victims. Our impactful training programmes empower individuals and communities to recognise and report exploitation, advocate for policy changes, and encourage corporate social responsibility.

"Unseen's modern slavery training was highly informative, well delivered, and eye-opening. It prompted me to think more deeply about this subject, what my role is in making a difference, and how exploitation might truly go unnoticed in my job and outside of work."

Sara Sartore
Senior Events Executive, Burges Salmon

raising public awareness

The Helpline revealed a significant increase in reports of care work related modern slavery. We responded to this development by producing the 2023 care sector report 'Who cares?', which was highlighted in national and local news outlets, including an interview with our CEO Andrew Wallis on BBC Panorama.



▲ CEO Andrew Wallis features on a BBC Panorama episode investigating “Care workers under pressure”, including the exploitation of overseas staff.

Other highlights on awareness raising activity throughout the year included:

- Receiving multiple awards for our Ukrainians Welcome campaign, produced with agency BBD Perfect Storm, which delivered vital safety text messages to Ukrainian refugees arriving in the UK.
- Interviews with Unseen spokespeople on high profile media outlets, popular podcasts and programmes including BBC Crimewatch and BBC News.
- A display of the Helpline number on the BT Tower in London on Anti-Slavery Day.
- An ongoing partnership with fellow anti-slavery charity A21 led to awareness-raising posters being displayed across the London Underground.

These actions meant that millions of people across the UK had opportunities to learn about modern slavery, the work of Unseen, and how to contact the Helpline.

sharing expertise to drive change

Representatives from Unseen were invited to speak at numerous conferences and events in 2023. These included:

- An OSCE (Office of the Special Representative and Co-ordinator for Combating Trafficking in Human Beings) conference in Austria, where Andrew Wallis discussed the impact of the Ukrainians Welcome campaign and the role of helplines in the aftermath of the Russian invasion of Ukraine.
- The launch of the German National Referral Mechanism (the government framework for identifying and supporting potential victims of modern slavery) in Berlin.
- A seminar at RightsCon exploring the role of technology and data in tackling modern slavery, hosted by The Alan Turing Institute.

PARTNERSHIPS

united against modern slavery

By joining forces across sectors, organisations, and communities, we share resources and expertise, and build strong networks of support for survivors.

strategic partnerships and creative advocacy

Unseen plays a central role in the Coalition to Stop Slavery – a group of leading UK charities committed to fighting human trafficking.

Through our collaborative efforts, we raise awareness of modern slavery and drive change in public behaviour, business practices, government policy, and the anti-slavery strategies of frontline organisations like the NHS.

The Coalition's work in 2023 included the commissioning of award-winning spoken word poet Dai Woolridge to create a powerful piece of art to raise awareness of modern slavery.

We also launched an ongoing campaign aimed at tackling the low conviction rate for modern slavery offences and calling for sentences that reflect the seriousness of the crimes.

In addition to our Coalition activities, we collaborated with partner NGOs to present a joint letter to the UK government urging them to reverse the passing of the Safety of Rwanda Bill (now an Act), which we argued undermines existing protections for survivors of modern slavery.



amplifying ethical practices in the chocolate industry



In collaboration with NGO Be Slavery Free, we proudly presented the fifth annual Chocolate Scorecard, an innovative resource that champions ethical business in the chocolate industry and helps consumers make informed choices about their purchases. The annual Scorecard rates the ethics of the world's largest cocoa buyers, and the retailers who sell their products, on areas like child labour, living income, and traceability. In 2023 it achieved international coverage in major publications, bringing this critical human rights issue to a global audience.

anti-slavery partnerships

Partnerships play a pivotal role in the collective effort to combat modern slavery. The Anti-Slavery Partnership (ASP) in south-west England drives the discovery and response to modern slavery through a powerful, collaborative community effort. In 2023, Unseen continued to lead the south-west ASP. As part of this work, we:

- Kept partners informed about significant policy changes, like the implementation of the Nationality and Borders Act and the Illegal Migration Act, and the current or anticipated impacts of the changes.
- Supported partners to understand and respond to the emerging threat of exploitation in the care sector.
- Held feedback sessions for police to learn from survivor experiences and insight.
- Played an integral part in piloting the Bristol Modern Slavery Operational Partnership, which aims to enable proactive responses to modern slavery, encourage cross-disciplinary work among various agencies, and enhance understanding of modern slavery in Bristol.
- Worked with the Eastern Region ASP to tackle exploitation in the care sector - see pg 11.

"I have benefitted enormously from Unseen's expertise and advice in helping to understand the council's responsibilities, and best practice in responding to and supporting potential victims of modern slavery."

Rob Ayliffe,

Director of Policy, Performance and Governance/Monitoring Officer, Gloucestershire County Council.

building a brighter future

Businesses that partner with Unseen have been able to stand out through ethical practices and enhance their reputation as champions of human rights.

Businesses play a crucial role in combatting forced labour within their supply chains, making our collaboration with them essential for driving transformational change.

Unseen's Business Hub, which supports businesses to tackle modern slavery and labour exploitation risks, continued to grow in 2023. In only its second year of operation, the Hub welcomed 45 new member organisations including industry leaders like IHG Hotels and Resorts, Bupa, and Legal & General.

Hub members benefitted from:

Expert insights, helping them stay ahead of the curve on issues from financial crime to legal updates and compliance requirements.

Strategic support, including analyses of policies and processes, helping identify vulnerabilities to modern slavery risks, and navigating legislation.

Training opportunities, equipping employees with the knowledge and skills to identify, report and prevent potential exploitation.

providing businesses with exclusive data on modern slavery

Unseen's Business Portal uses real-time data from our Modern Slavery & Exploitation Helpline to unveil exploitation risks across supply chains. The Portal acts as an early warning system, empowering businesses to take action before becoming unknowingly complicit. Companies benefitting from this exclusive data in 2023 included Aldi, British Land, and The Very Group.

tackling exploitation in the care sector

Following the rise of exploitation in the care sector, Unseen was selected as a partner for the International Recruitment East project. This included delivering training workshops and a comprehensive toolkit to care workers, local authorities, and care providers across the East of England. The initiative equipped workers with the knowledge to identify and respond to instances of modern slavery, ensuring the wellbeing of vulnerable individuals.

celebrating the impact of businesses in tackling modern slavery

Unseen held its inaugural Business Awards in 2023, recognising the achievements of organisations in championing human rights and ethical practices. Awards ranged from celebrating innovative approaches to identifying and mitigating supply chain risks, to individual achievements from professionals striving to drive positive change within their organisations.



▲ Madeline Fitton, Head of Growth at Sodexo, receives the Individual Impact Award at the 2023 Unseen Business Awards, presented by Robin Sundaram, Responsible Sourcing Manager at Nestlé.

"Being recognised by such an important organisation in the modern slavery landscape as Unseen is such an honour. The Unseen Business Awards were a great opportunity to make connections with organisations and individuals who are working purposefully towards exposing and eradicating this heinous crime."

Madeline Fitton,
Head of Growth – Supply Management, Sodexo

2023 in pictures



Andrew Wallis, CEO, speaks about the mission of Unseen at Bath Abbey, concluding a weeklong awareness raising exhibition.



Unseen team cheer on the runners raising vital funds to support our work at the London Landmarks Half Marathon.



Lauren Saunders, Head of Policy and Research, features on BBC Crimewatch live on Anti-Slavery Day.



Andrew Wallis, CEO, speaks on ITV news about the struggles victims of exploitation face in accessing support.



Emily Roberts, Business Engagement Manager, raises awareness of modern slavery at Superdrug's head office on Anti-Slavery Day.



Justine Carter, Director, presents the inaugural Unseen Business Awards, celebrating exceptional efforts in the fight against slavery.



Will Robinson, Senior Fundraising Officer, visits Accenture's office in London for fundraising and awareness activities.



unseen's Helpline — a lifeline to freedom

Our independent Helpline is a safe route to help for potential victims and a vital service for frontline professionals, businesses, and members of the public to report concerns and seek advice.

The UK's Modern Slavery & Exploitation Helpline has proven to be a lifeline for thousands of people. Advisors manage an increasing number of complex calls and contacts related to labour exploitation, sexual exploitation, criminal exploitation, and other forms of modern slavery.

In 2023, the Helpline witnessed an unprecedented surge in demand, with 11,700 calls, web forms and app submissions – a 20% rise from the previous year. This underscores a growing reliance on this vital service and highlights our success in raising awareness and mobilising more people to act.



11,700

calls, web forms and app
submissions to the
Helpline in 2023

working with others to address potential exploitation

The support of the Helpline extends beyond potential victims to the public and professionals too. In 2023, 1,845 referrals were made to various agencies, including police forces, local authorities, HMRC, the Gangmasters and Labour Abuse Authority (GLAA), and other relevant organisations. In response to our increasing concerns about exploitation within the care sector, we established a new referral pathway with the Employment Agency Standards Inspectorate, allowing our Helpline team to refer reports of legislative breaches by employment agencies.

providing reliable support in a challenging landscape

The landscape of modern slavery in the UK grew more complex in 2023, with several legislative changes that made it harder for potential victims of modern slavery to seek government help. In this challenging environment, the Helpline's role became even more crucial, providing a safe first point of contact for many individuals trapped in dangerous situations.

By building trust with potential victims and informing them of their rights and available support options, our advisors empower individuals to escape exploitation. One modern slavery survivor said they felt "completely hopeless" before calling the Helpline, describing Unseen as the "hope of my life".

"We are often the first people to listen to the caller talk about their experiences – the first people who believe them. It's a challenging job as the demand for the Helpline is high. But at the end of my working day, I'm fulfilled knowing that I have supported someone through their distress. When someone has had so much taken from them, it's amazing to be able to empower them to make their own choices."

Unseen Helpline advisor

Helpline identifies forced labour, leading to investigation

Georgi and Ivor* were lured to the UK with promises of employment through a recruitment agency. Deceived and threatened, they ended up becoming victims of forced labour.



the exploitation

Georgi and Ivor were recruited from Eastern Europe to work at a UK food manufacturing site. Their journey was facilitated by a couple, Tsveta and Tomas, who collaborated with the recruitment agency. Upon arrival, Georgi and Ivor were subjected to an intolerable workload. Tomas, who was not an employee at the manufacturing site, demanded they continue working despite their struggles, threatening their lives if they failed to comply.

The accommodation and transport for Georgi and Ivor, arranged by Tsveta and Tomas, further ensnared them in a cycle of debt and fear. Their limited English proficiency made it difficult for them to seek help or understand their rights, leaving them isolated and vulnerable.

breaking the silence

The Helpline received an urgent call regarding the situation at the manufacturing site. Observing the distress of Georgi and Ivor, onsite employees tried to communicate but faced language barriers.

Helpline advisors were able to identify indicators of forced labour. Tsveta and Tomas had been exploiting numerous workers, advertising jobs and accommodation on social media to attract unsuspecting individuals.

the resolution

Recognising the severity of the exploitation, Helpline advisors referred the case to the Gangmasters and Labour Abuse Authority (GLAA) whose role is to protect vulnerable and exploited workers. The GLAA accepted the case and launched an investigation into the allegations.

supporting intervention

The case of Georgi and Ivor highlights the importance of increasing public awareness of the Helpline and the signs of modern slavery. Through referrals, where appropriate, to agencies including law enforcement, the Helpline team has played a key role in driving positive intervention for potential victims.

*Some details changed to protect identities.



◀ Georgi and Ivor were victims of forced labour, enduring threats if they failed to undertake an intolerable workload.

*Image posed by models



unseen's safe houses

Our safe houses provide a safe space for survivors to process their trauma and begin to reimagine and rebuild their lives.

Safety and stability are essential for modern slavery survivors. All of Unseen's safe house residents have endured severe trauma and remain at risk from their exploiters. Some have faced homelessness, while many grapple with challenges such as insecure immigration status, and physical and mental health problems. A secure environment to heal and rebuild their lives is invaluable.

safety, community, and wellbeing

In November, survivors and case workers enjoyed a trip to the Christmas markets, ending with a spectacular fireworks display. One caseworker shared: "It was lovely to see friendships building across different cultures and backgrounds. We know from previous residents that some of the friendships made in the safe house last for years."

"...some of the friendships made in the safe house last for years."

Safe house residents come from diverse backgrounds, each having endured different exploitative situations. In 2023, our women's safe house supported 16 survivors of 14 different nationalities, with domestic servitude being the most common type of modern slavery reported. Residents had also faced sexual exploitation, financial exploitation, and forced labour. In our men's safe house, we supported 10 survivors of 9 different nationalities.

Far more than just a roof over their heads, our safe houses provide a safe space for survivors to begin to heal from the trauma they have experienced. The road to recovery is long and complex for many, but having a safe and secure place to call home is a crucial first step. Our team of caseworkers and accommodation support officers provide both practical and emotional assistance, including support to access healthcare and legal services, as well as activities that promote wellbeing, helping to build a strong foundation for their recovery.

One survivor commented: "The service has been of help to me because I wouldn't know where I would be if Unseen hadn't taken me in. Whenever I need something, I can talk to staff, and they shortly get it done. My caseworker always discusses things with me before taking things forward."



support in the community

Our outreach services provide support for survivors who have been able to move on from a safe house, as well as those who are already living independently, in asylum accommodation, or with friends or family.

Unseen supported 290 people through outreach services in 2023, including support with:

- Mental and physical health issues.
- Immigration claims.
- Accessing legal assistance.
- Sourcing opportunities for further education and training.

We assist with many ordinary things that can be taken for granted, such as being able to open a bank account. In 2023, we worked with Dentaaid The Dental Charity to organise check-ups and essential dental work for survivors.

We also launched the Wellbeing Café – an informal environment where survivors can connect with peers and Unseen staff. People who have experienced modern slavery are often isolated from safe support networks, so opportunities to build friendships and feel part of a community can have a hugely positive impact on the wellbeing of survivors.

We aim to help people achieve independence, empowering them to make their own choices. This involves understanding the needs of those we support by building a trusting relationship and celebrating their progress and achievements.



Upon arrival in the UK, Nguyen was forced to work 16 hours a day without pay, receiving only minimal food and inadequate accommodation in return.



restoring hope through unseen's safe houses

Nguyen's* escape from exploitation and his recovery through Unseen's support highlights the vital importance of safe houses in the fight against modern slavery.

Nguyen, a native of Vietnam, was enticed by the opportunity to work in a hotel in the UK and have his visa and travel arranged for him. He borrowed \$10,000 from an individual who, unbeknown to him, was part of a criminal gang. The promise of legitimate and rewarding work failed to materialise.

trafficking experience

Upon arrival in the UK, Nguyen was forced to work 10 hours a day without pay, receiving only minimal food and inadequate accommodation in return. This exploitation continued for six months until Nguyen managed to escape his captors.

path to freedom

Nguyen's circumstances changed dramatically when he was recognised as a victim of modern slavery and entered into the National Referral Mechanism. The support made available to Nguyen meant he was able to move to a safe house run by Unseen.

safe house support

As a safe house resident, Nguyen has received a wide range of support:

- **Mental health care:** Nguyen has suffered from PTSD following his exploitation, experiencing frequent migraines and nightmares. With Unseen's

support, he's been able to access medication and trauma specialist talking therapies.

- **Education and training:** Thanks to Unseen's intervention, Nguyen has actively engaged in English language classes at a local college and completed a welding course, equipping him with essential skills for future employment.
- **Independent living:** Nguyen has found solace in helping maintain the safe house garden and growing vegetables. These activities not only support his self-sufficiency but also provide therapeutic benefits.
- **Community and support:** Language barriers and mistrust have led to isolation. However, with consistent support and care from staff, Nguyen has begun to access community groups, fostering social connections and combating loneliness.

the transformative power of the safe houses

From mental health care to legal advocacy, each facet of the assistance provided through the safe house has been instrumental in Nguyen's recovery.

His case highlights the profound impact such support can have on the lives of survivors, offering them not only hope but a tangible path to reclaim their lives and dignity.

*Image posed by model. Some details changed to protect identity.



harnessing lived experience, Helpline data, and insights from support services to influence change

Unseen's policy and research initiatives leverage our unique position as a frontline organisation and operator of the UK's Modern Slavery & Exploitation Helpline. Using our experience, research, and Helpline data, we seek to influence government policies and key decision-makers, advocating for systemic changes that are informed by survivor experience and grounded in real-world data and insights.

Unseen's participation in anti-slavery panels, alongside government and law enforcement agencies, helps to shape effective policies to combat modern slavery, championing the rights and dignity of those impacted by exploitation. We regularly discuss policy changes with survivors and use data from the Helpline to feed into our responses and contributions to policy discussions. In one case, Helpline data informed expert witness statements used in the High Court to overturn policy decisions that unfairly impacted survivors.

Unseen's survivor consultants, who have lived experience of modern slavery, are key voices in our policy and research initiatives. Learn more about their invaluable work on page 24.

collaborating to influence change

In 2023, we joined forces with 60 organisations on impactful policy and research projects. Together, we ensured our work was informed by a diverse range of expertise, perspectives, and resources. Highlights from our joint work in 2023 include the following:

- Contributions to a groundbreaking report on the intersection of climate change and modern slavery in public procurement alongside partners like the Universities of Bath, West of England, and Surrey.
- Participation in joint anti-slavery sector letters to MPs, addressing concerns regarding legislative impacts on survivors.

"Through our policy and research initiatives, we are turning the tide against modern slavery, ensuring that every individual can live a life free from fear and exploitation. Your support is crucial in amplifying our impact and ensuring that justice and liberty prevail for all."



Lauren Saunders,
Head of Policy and Research

elevating survivor voices

By empowering survivors to transform their experiences into actionable knowledge, our efforts to combat slavery are rooted in vital insight.

At Unseen, the voices of those with lived experience of modern slavery are central to our mission. One of the ways we ensure that survivors influence and guide our work is through our survivor consultant group. Comprising 13 individuals who have lived experience of modern slavery, the group collaborates with researchers, businesses, and government entities. Their unique insights drive meaningful change and inform the development of more effective anti-slavery laws and policies.

Highlights from our survivor consultants' activities' in 2023 included:

- Contributing to the Home Affairs Select Committee's inquiry into the UK's response to human trafficking.
- Collaborating with the British Institute for International and Comparative Law on a report that highlighted the impacts of a lack of legal advice on survivors.

▼ Three of Unseen's survivor consultants attend Westminster Abbey to share valuable insights as part of a Home Affairs Select Committee inquiry into the UK's response to human trafficking.



growth and opportunity

In 2023, we expanded our group by welcoming new members and introducing lived experience coordinator positions. These roles, designed for individuals with lived experience of modern slavery, closely support our policy and research team and survivor consultants, and include training for employment. One coordinator reflected that: “Collaborating with others to solve a challenge and supporting people to rebuild their lives with an amazing team provides a sense of optimism, making it one of the most enjoyable aspects of my job.”

The impact of our survivor consultants extends beyond research. One survivor’s speech at the London launch of the Survivor Financial Empowerment Hub, drawing on their financial background, emphasised financial independence as a cornerstone of recovery. Another survivor, involved in interviewing applicants for a managerial role at Unseen, found the experience empowering and educational.

We are committed to ensuring that survivor voices lead the way in creating a world free from modern slavery.

“I’d like to describe how it feels for a survivor to transform their wounds into knowledge and use their expertise to help others. It is a great blessing to have your confidence and optimism grow while also helping others to enjoy life.”

Unseen survivor consultant



thank you

Our many corporate partners and funders, listed below, are a beacon of hope for those trapped in modern slavery. We remain deeply grateful to all those who have supported our mission, including individual givers and major donors whose generosity is instrumental in our efforts.

Corporate partners

- Achilles
- Airbnb
- Aldi
- AS Watson Group
- Barrettine
- Berkeley Group
- Bidvest Noonan
- Boohoo
- British Land
- BT
- Bupa
- Burges Salmon
- Cancer Research UK
- Challenge TRG
- Clewer
- Conlon Construction
- Derwent London
- Drax
- EDF
- EG Group
- Entain
- Everest People Solutions
- Facing the Past
- Ground Control
- HH Global
- IHG Hotels and Resorts
- Indeed Flex
- International Recruitment East
- ISG
- JD Sports
- JLP
- Job & Talent
- Legal & General
- Lloyds Banking Group
- Marks and Spencer
- MicroSystem Support
- Morgan Sindall Group
- Nationwide
- NatWest
- Nestlé
- Next
- Ocado
- Phoenix Group
- Sainsbury's
- Sky
- Smurfit Kappa
- Tesco
- Thatchers
- The Co-operative Group
- The Urology Foundation
- The Very Group
- Wellcome Trust
- WSH

Funders

- Avon and Somerset Police and Crime Commissioner
- Big Give
- Bristol City Council Fund
- Dandia Charitable Trust
- G F Eyre Charitable Trust
- Garfield Weston Foundation
- Hilton UK Foundation
- Home Office Modern Slavery Prevention Fund
- JD Foundation
- John James Bristol Foundation
- Marsh Charitable Trust
- Nisbet Trust
- Samworth Foundation
- The Basil Brown Charitable Trust
- The Burden Trust
- The Charles Jacob Charitable Trust
- The Corn Mill Trust
- The Four Winds Trust
- The Gibbs Charitable Trust
- The Helianthus Trust
- The Henry Smith Charity
- The Moondance Foundation
- The Peter Stebbings Memorial Charity
- The Rolfe Charitable Trust
- The Souter Charitable Trust
- The Wixamtree Trust
- University of Leicester
- University of Surrey

reaching new heights

Ian's fight to end slavery



"I've been amazed by the breadth of work that Unseen does with businesses, schools, and the public to combat modern slavery. I have tried to do what I can to educate as many people as possible, while sharing the impact of Unseen."

Ian Hawkins

Peak performance: Ian Hawkins supported the fight against modern slavery by completing the challenge of climbing Mount Kilimanjaro in 2023, raising £1,500 for Unseen.



prepared for the future

unseen's strategy to end modern slavery

While modern slavery is a complex, multi-faceted challenge, our commitment to eradicating it is unwavering.

Unseen's ambitious five-year strategy (2022 to 2027) lays out a dynamic plan to combat human trafficking and exploitation, offering hope to survivors and creating a formidable force for change.

Our strategic vision

By leveraging our reputation as a leading anti-slavery charity, and drawing on our experience and extensive networks, we aim to influence public opinion, shape governmental policies, and transform corporate practices.

Our strategy revolves around five key priorities:

1. **Educating society:** by 2027, we will train a further 50,000 individuals in modern slavery awareness and action, prioritising the education of frontline professionals, statutory agencies, schools, and the public.
2. **Modern slavery support services:** we are dedicated to providing comprehensive support. By 2027, we aim to assist over 1,200 survivors and respond to 40,000 Helpline contacts.
3. **Business engagement:** we will drive higher standards in corporate operations and supply chains by partnering with increasing numbers of SMEs and corporations. Using our unique Helpline data, we will influence business behaviours to prevent forced labour.
4. **Policy, legislation, and operational change:** Unseen will advocate for policy and legislation that prioritise the fight against modern slavery. Informed by survivor experiences and our Helpline data, our evidence-based advocacy will drive meaningful change.
5. **Organisational sustainability and optimisation:** we will enhance our operations through optimised processes and the latest digital technologies to ensure maximum impact and value for money.

How you can help

For 16 years our impact has been significant and recognised with multiple awards, but the fight against modern slavery is far from over. In today's challenging political and legislative environment, support and protection for survivors is under threat.

Your contribution is crucial. By supporting Unseen, you help us stand up for survivors, prevent exploitation, and build safer communities. Together, we can make modern slavery history.

Join us. Make a difference.



David Olusoga presents
Unseen's Radio 4 Big Give
appeal, raising crucial
Helpline funds.

*"Unseen's Helpline is a vital
bridge that enables people
to escape modern slavery,
find safety, and start to
rebuild their lives."*

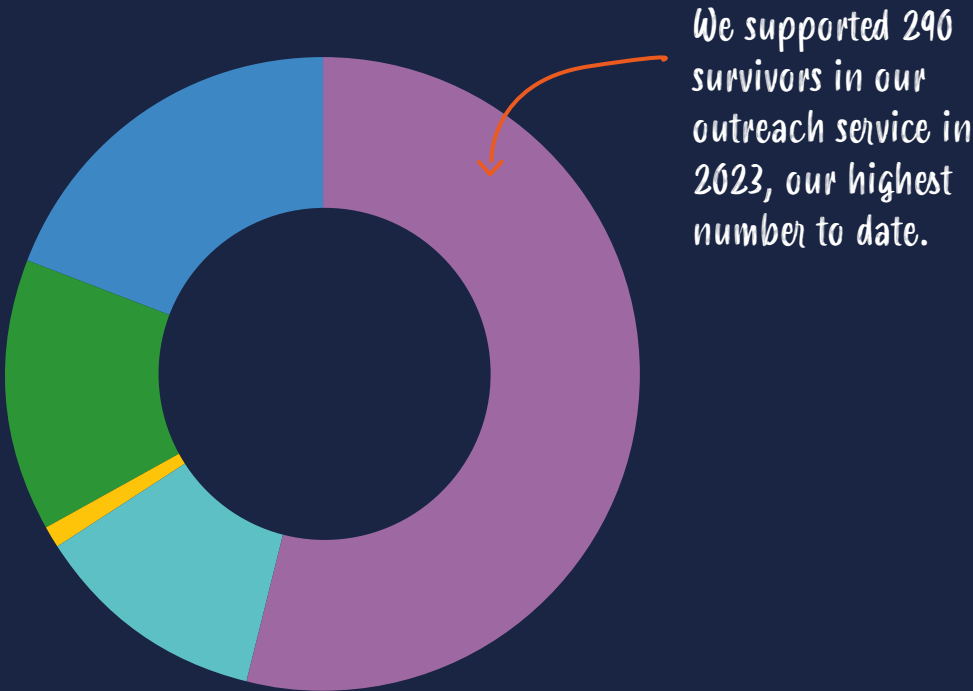
David Olusoga,
Historian, Broadcaster and Unseen Ambassador

income

Service income	54%	£1,758,841
Trusts and grants	12%	£396,526
Educating society	1%	£31,355
Donations and legacies	14%	£462,147
Business services	19%	£614,956
Trading and other income	0%	£15,086

Total Income £3,278,911

Our total income for the year increased by £205,211, or 7% on the previous year.



expenditure

Combined charitable activities: £3,105,902

Educating society	7%	£228,190
Business engagement	10%	£327,133
Support services	61%	£2,116,986
Policy, legislation and operational change	5%	£173,915
Organisational sustainability and optimisation	8%	£259,678

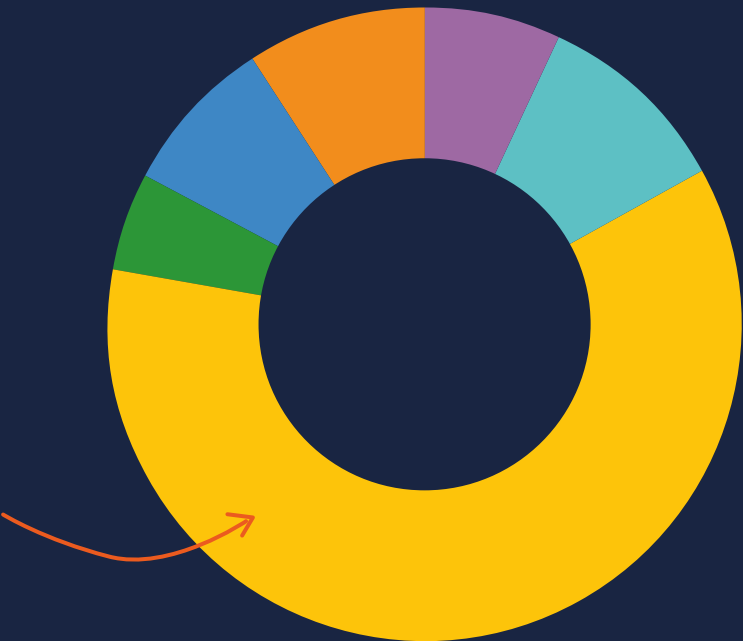
Combined support costs: £303,319

Raising funds	9%	£303,319
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Total expended £3,409,221

Our total expenditure increased by £342,421 or 11% on the previous year. £3,105,902 or 91% of our income was spent on charitable activities.

Our safe houses provide a secure environment for survivors to begin healing from the trauma they have experienced.



*"We are proud to partner with Unseen.
With fundraising from individuals in
the business, we know we have the potential
to create change and contribute to building
a better world, respecting human rights,
and addressing modern slavery. Unseen
works incredibly hard and we are
proud to be a part of their journey."*

Kathryn Cusick,
Operational Support Manager, Bidvest Noonan

**be the change:
support our mission
to end modern slavery**

Together we can build a powerful partnership to support vulnerable people out of exploitation and transform society's response to modern slavery.

To talk about partnerships, philanthropy, investing in change, and supporting our work, please contact fundraising@unseenuk.org



unseenuk.org

