



IJM

STAND FOR FREEDOM

EVENT KIT



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INTRODUCTION

STAND FOR FREEDOM raises awareness of modern-day slavery by taking a literal stand against it. This kit contains everything you need to plan and deliver your Stand for Freedom event.

Groups of passionate students like you **stand for 24 hours in public spaces** in solidarity with the 50 million children, women, and men around the world who are denied freedom.

Gary Haugen, IJM's Founder and Global CEO, once said: ***"Nothing happens just because we are aware of modern-day slavery, but nothing will happen until we are."***

Let's tell our cities, universities, and schools that slavery still exists, and that it can be ended.

Thank you for standing for freedom with us.

The IJM UK Team





WHAT IS IJM?

INTERNATIONAL JUSTICE MISSION (IJM) is one of the largest anti-slavery organisations in the world. Together with local authorities, partners, and survivors around the world, we work to stop slavery and violence.

There are an estimated **50 million people** trapped in slavery today (ILO and Walk Free).

Shockingly, **1 in 4 is a child** – that's the equivalent of every child in England and Wales.

But change is possible.

Since 1997, IJM has worked with police and partners to bring over 98,000 people to safety from slavery and violence. But our work doesn't end when survivors are free.

IJM social workers provide trauma-informed care to help survivors heal. Meanwhile, our lawyers and legal experts work alongside justice system officials to ensure that traffickers and perpetrators of violence are held accountable. This way, we can stop the cycle of violence and protect people from being abused in the first place.

Time after time this theory of change is working:

We've seen **slavery decrease by up to 86%** in places where we've worked.

But to continue this vital work, we need your support.

That's why we're so grateful that you've chosen to **STAND FOR FREEDOM!**



HOW TO STAND FOR FREEDOM

10 steps to PLAN your Stand for Freedom

1. CHOOSE A DATE

You can choose any date that works for you! If you want to be part of a national moment marking the movement against slavery, consider holding your event around **Anti-Slavery Day on 18th October**.

2. GATHER A STRONG PLANNING TEAM

Build a team of passionate people and delegate tasks according to their strengths.

3. SECURE A CENTRAL LOCATION

Ask permission to hold your Stand for Freedom in a public place for 24 hours. There are templates available in [Appendix 2](#).

- If you are a student, reach out to your student union and find out who you should contact to request to stand in a specific place on campus.
- You may also need to reach out to your local council and ask for permission to stand in your chosen location.

4. LET IJM KNOW YOUR PLAN

Email us at contact@IJMUK.org to let us know when and where you're standing and what you need – we'd love to support you by sending you printed information about our work.

5. KNOW YOUR WHY

Why are you standing for freedom? What do you want to achieve? Have some IJM facts and figures at the ready ([see page 9](#)) and choose one clear 'ask', for example:

- Fundraise to stop slavery
- Petition your school, university, or other companies to examine whether slavery exists in their supply chains
- Advocate for buying ethical products
- Encourage passersby to sign up to find out more: IJMUK.org/signup

6. PUBLICISE YOUR EVENT

You can find social media and promotional resources in [Appendix 1](#), and a press release template in [Appendix 3](#). Include in your captions:

- The date and time of your event
- Facts about modern-day slavery ([see page 9](#))
- Be sure to tag [@IJM_UK](#) in your posts!



7. BUILD MOMENTUM

As a team, brainstorm other ways to build momentum around the event, raise awareness, and get people excited about it. For example:

- Send out personal invites
- Write a blog
- Hold a launch night
- Get sponsorship from local businesses
- Send a press release to your local or university press (see [Appendix 3](#) for a template) or write an article for your student newspaper

8. PLAN YOUR TIME

Standing for 24 hours is no mean feat! That's why many groups decide to divide the day into shorter time slots. You can create a sign-up sheet for people to register beforehand, but don't forget to remind them that they are free to stand at any time, for as long or short as they like or are able.

To encourage and motivate those standing, you can also prepare a fact, a survivor's story, an activity, quote, song, verse, or prayer for each hour of your event.

Make sure to bring supplies and appropriate clothing for the time you're standing – and remember it can get very cold overnight if you're standing still! Please also consider the safety of those who are taking part, especially overnight.

9. INVITE OTHER GROUPS

Announce your Stand for Freedom at meetings of local churches, societies, campus ministries and other community groups.

10. PREPARE PROPS

Prepare ways to capture the public's attention as people walk past. Have a think about what props, signs, or activities you could use to do this.

For example:

- Make signs with attention-grabbing messages such as: 'Until all are free', 'Ending slavery in our lifetime' or 'I Stand for Freedom'. You can find inspiration on [page 8](#).
- Have a large sign that shows how long you've been standing which you update every hour
- Add finger/handprints to a poster so the public can say they want to have a hand in ending slavery.

Bonus action point: PRAY!



5 activities to do DURING your Stand for Freedom

1. HAVE A CLEAR, CONCISE 'HOOK' AND WAY TO TALK ABOUT IJM

See 'How to talk about IJM' on [page 9](#).

2. KNOW YOUR ASK

Why are you standing for freedom? Try and make sure that every conversation results in an action – e.g., giving or signing up to find out more.

3. KEEP YOUR SOCIAL MEDIA UPDATED

Take engaging photos with your props and signs and post on social media throughout the 24 hours – don't forget to tag [@IJM_UK](#) in your posts! Please ensure that everyone in your photos has given their consent to have the image posted online and stored by you and IJM UK.

4. TAKE A GROUP PHOTO

Invite everyone who stood to come back and celebrate the final hour together. Get some group photos and celebrate what you've accomplished together!

Please ensure that all in your photos give consent to have the image posted online and stored by you and IJM UK.

5. HAVE FUN!

Make the most of your Stand for Freedom and enjoy the conversations as well as the time spent with your team!

4 actions to take AFTER your Stand for Freedom

1. TELL US ABOUT IT

If you chose to fundraise, to write a letter to an institution or organisation, or encouraged people to sign up to an IJM campaign, let us know the result. We want to celebrate you and your amazing achievement!

2. DO A BANK TRANSFER

If you raised money during your campaign, please get in touch with us so you can bank transfer to IJM UK.

3. SAY THANK YOU!

Thank each participant, leader, and organisation for helping make your Stand for Freedom a success. Encourage them to keep up with IJM UK by registering for updates at IJMUK.org/signup

4. CELEBRATE!

Celebrate your efforts in standing for freedom and all the amazing stories that will come from it!

If you need to contact IJM at any stage of the Stand for Freedom process, please email: contact@IJMUK.org



IDEAS & INSPIRATION

Here are some photos from previous groups who have held a Stand for Freedom to give you some creative ideas!

- Invite passersby to consider the human rights many of us take for granted
- Set up an exercise bike and 'cycle for freedom'!
- Invite others to think about where our daily products come from and who made them
- Raise money for IJM by selling coffee and cakes and get your customers thinking about who makes the coffee they drink every day. To find out more visit IJMUK.org/SlaveFree
- Use art as a platform for your Stand for Freedom



HOW TO TALK ABOUT IJM

INTERNATIONAL JUSTICE MISSION (IJM) is a global organisation working to stop slavery and violence. IJM works in 33 regions across 19 countries to combat human trafficking, slavery, violence against women and children, and other forms of violent abuse against people living in poverty. IJM works with police and partners to:

- Bring people to safety from slavery and violence
- Support survivors to heal with trauma-informed care
- Bring traffickers and perpetrators to justice
- Help strengthen justice systems to protect people from abuse in the first place

Facts & Figures

- There are an estimated **50 million** people trapped in slavery today.
- **1 in 4** is a child – that's the equivalent of every child in England and Wales, or the equivalent of more than twice the population of Scotland.
- **99,000+** people have been brought to safety from slavery and other forms of violence by police, IJM and our trained partners.
- **8,490+** traffickers and perpetrators of violence have been convicted.
- **430,000+** justice system officials and other community partners have been trained to respond to slavery and violence.
- IJM has seen slavery reduce by **up to 86%** in places where they've worked.

Stories to Share

Here are some stories to familiarise yourself with before your event, so you can share real life examples of freedom and justice:

- **MARA*** was trafficked to the UK from Romania. Read Mara's story [here](#) and watch it [here](#).
- **CASSIE*** was trapped in online sexual abuse and exploitation as a child. Watch Cassie's story [here](#).
- **NWAY*** was trafficked as a young child in Southeast Asia, locked up and forced to work as a maid. Read Nway's story [here](#) and watch it [here](#).



APPENDICES



SOCIAL MEDIA/PROMOTION

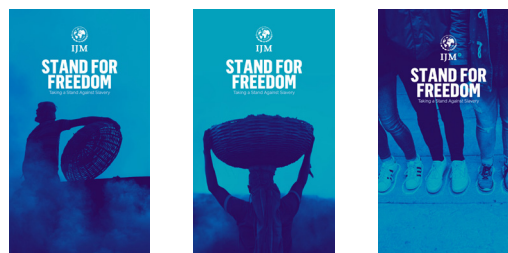
FACEBOOK EVENT HEADERS



SOCIAL MEDIA POSTS



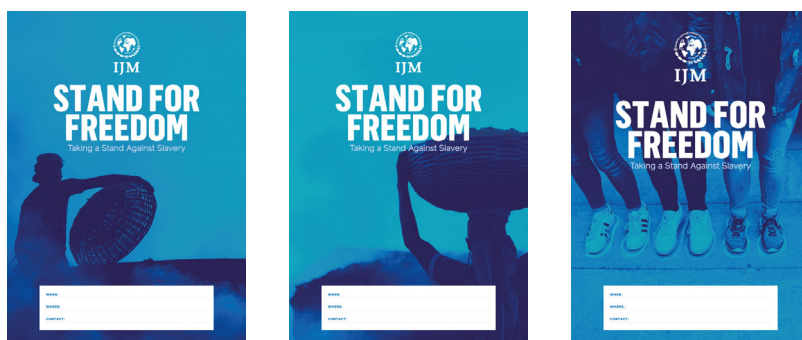
STORY GRAPHICS



SLIDES / POSTS FOR TWITTER OR FACEBOOK



A4 PROMO POSTERS



**DOWNLOAD
ALL RESOURCES BY
CLICKING HERE**

REQUEST TO STAND IN A PUBLIC PLACE TEMPLATE

[Insert your full name]

[Insert your full address]

[Insert your phone number]

[Insert your email address]

[Insert today's date]

[Insert the council's name and address]

Subject: Request for Permission to *[Stand and/or Fundraise]* **in** *[insert public area name]*

Dear Sir/Madam,

I am writing to request permission to hold a 24-hour *[fundraising]* event in *[insert public area name]* on *[insert date]* from *[insert start time]* to *[insert end time]*.

As students at *[insert name of university]*, we would like to raise *[money and/or awareness]* for International Justice Mission UK, a global organisation working to stop slavery and violence. IJM and their partners have worked with police around the world to bring over 98,000 people to safety from slavery and violence, and seen slavery decrease by up to 86% in places where they work.

We are planning to *[insert description of what you would like to do at your Stand for Freedom]*. We understand that we need permission to use this public space *[for fundraising.]* We will ensure that:

- The area is kept clean and tidy
- We do not obstruct any pathways or access points
- We comply with any rules and regulations set by the council
- We are respectful of the public

We would be grateful if you could consider our request and let me know if any further information is required.

Thank you for your time and consideration.

Yours faithfully,

[Insert your signature]

[Insert your name]

PRESS RELEASE TEMPLATE

Students **or insert group name stand for 24 hours in solidarity with 50 million people trapped in slavery today.**

Insert group name, a group of individuals who are passionate about stopping slavery and violence, will be standing for 24 hours by **insert the location** in solidarity with the 50 million people who are trapped in slavery today around the world. This Stand for Freedom event on **date** is in support of **International Justice Mission (IJMUK.org)** – a global organisation working to stop slavery and violence. IJM and their partners have worked with police around the world to bring over 98,000 people to safety from slavery and violence, and seen slavery decrease by up to 86% in places where they work.

Human trafficking is one of the biggest criminal industries in the world, generating more than \$150 billion each year. **Insert group name** will be standing for 24 hours straight to raise awareness about this momentous injustice that is much closer to home than we realise.

From the clothes we wear to the smartphones in our hands, hundreds of products that we use every day are likely to have slavery hidden in their supply chains. An estimated 27.6 million people are trapped in sexual exploitation and forced labour worldwide – making, mining or harvesting products that we consume in the UK every day. Slavery can be found in the supply chains of everything from make-up, roses, clothing, and coffee to jewellery, prawns, rice, smartphones and chocolate.

Insert group name's Stand for Freedom hopes to wake up **insert your city** to the reality that slavery still exists over 200 years after the abolition of the transatlantic slave trade and continues to feature in our everyday lives. The good news is that it can end.

Find **insert group name** members stood outside **the location** from **time** on **date** where they will be inviting people to **insert campaign/ask**.

Explain campaign/ask.

To sign up visit **insert link to campaign/ask/event**

Notes to the Editor:

International Justice Mission is one of the largest global anti-slavery organisations. IJM works with authorities and partners in 33 regions across 19 countries to combat human trafficking, slavery, violence against women and children, and other forms of violent abuse against people living in poverty. Find out more at: **IJMUK.org**

**Insert your group information* (e.g. Just Love is a Christian charity that aims to inspire and release every Christian student to the biblical call of social justice. Find out more: www.justloveuk.com)*



IJM

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IJMUK.org

IJMUK:      

Company Limited by Guarantee No: 04310900.
Registered Charity No. 1099126 (England & Wales)
No. SC049311 (Scotland)

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INTERNATIONAL JUSTICE MISSION is a global organisation that protects people in poverty from violence. IJM partners with local authorities in 33 programme offices in 19 countries to combat slavery and trafficking, violence against women and children, and police abuse of power. IJM works to bring people to safety, support survivors with trauma-informed care, hold perpetrators accountable, and help strengthen public justice systems.

Learn more at **IJMUK.org**