We are a 501c3 non-profit that combats crimes against children. Our mission is to eradicate child exploitation and engage culture in creative solutions. We work in prevention, intervention, aftercare, and advocacy with our international partnerships and projects primarily focused on the U.S. and Mexico.

Exploitation
Human trafficking is the fastest growing crime business in the world generating billions of dollars each year. Victims are exploited through force, fraud, or coercion. Thousands of US minors are victims of sex trafficking each year.

Empathy
The exploitation of our children is not just a criminal problem but also a cultural one. The long term solution requires a cultural shift from apathy to empathy. Sympathy is feeling badly for the suffering of others. Empathy compels us to engage it and work to end it.

Empowerment
We empower sectors of society and regions most affected by the issue. We implement solutions in the field through strategic partnerships. We build tools in the form of documentaries, media based campaigns, curricula, and immersive experiences which enable communities to recognize and respond to exploitation.
Strategic Events & Partnerships

We hosted multiple strategic advocacy events with the government including the following: A film screening with the Attorney General of Mexico, a strategic planning session with the Secretary of the Interior and an anti-trafficking summit with President Calderon. We were featured at a Radiohead and Other Lives concert in Mexico City exposing the issue to the 120,000+ in attendance.

We partnered and collaborated with the following organizations and efforts in Mexico City: Camino A Casa, Casa Hovde, and Ministerios de Amor. We expanded our partnerships to include collaboration with Comunidad Mosaico, Sin Trata and ReIntegra.

Government Response

Mexican Congress’ Commission to End Human Trafficking (MCCEHT): iEmpathize staff monitored potential Mexican election corruption as international observers in strategic precincts. Our campaigns for the MCCEHT continued to influence the Mexican congress, Senate and other government agencies contributing to the passing of mass anti-trafficking legislation signed into effect in July of 2012 by President Calderon.

MEXICO’S organized crime problem has aggressively expanded into child trafficking. Thousands of abandoned children live on the streets of Mexico City and over 90% have had a sexual encounter with an adult. We work with these children through prevention projects. We fund and collaborate with a safe home movement for survivors. IE provides media for the Mexican Congress’ Commission to End Human Trafficking.

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This year, the work of iEmpathize included collaboration with the Mexican Congress’ Commission to End Human Trafficking. We expanded our prevention efforts and binational projects, and continued intervention, investigation efforts and aftercare for survivors.

THIS YEAR

34=
Number of girls who received treatment and restoration through our aftercare partners in Mexico City and our Survivor Fund. Their success is our success.

1=
The number of signatures it took to sign federal anti-trafficking legislation into law. In July, President Calderon signed the legislation sponsored by our partners in the Mexican Congress! iEmpathize’s strategic media campaign played a vital role in this great success!

120,000=
Number of attendees at a Radiohead concert that featured iEmpathize and the issue of human trafficking.

Representatives of iE participated in monitoring the presidential election to ensure transparency. This speaks to the respect Mexican authorities have for our organization.
Industry Specific Training

We engaged the industry through the three largest US trucking shows with a combined attendance of 140,000 trucking industry professionals. At each trucking show we installed the exhibit, funded the outreach, recruited, trained and mobilized volunteers. We partnered with TAT to hold regional trainings connecting law enforcement and the trucking industry. Our training DVD was used by federal and state government agencies, national and regional news channels, as well as television.

Investigations

Investigations: We gathered information from drivers to share with law enforcement. Based on a high concentration of reports from truck drivers, we began an ongoing undercover operation in an oil boom region of the United States.

Media Package Completion

The total of our media package and film suite produced for TAT is valued in excess of $100,000. Our exhibit design and production is valued at $10,000 and funding for our participation at trucking shows in 2012 totaled $30,000.

Thousand of US minors are victims of sex trafficking each year. We equip and engage the transportation industry to recognize and respond in child trafficking scenarios. We directly impact at-risk youth in high schools and through existing youth programs. We participate in and fund child trafficking investigations and law enforcement initiatives.

In 2012 we continued our partnership and strengthened our impact with Truckers Against Trafficking (TAT). With an estimated 2-3 million truck drivers on the road today, they are the eyes and the ears of our nation’s highway systems, targeted by traffickers at truck stops as potential purchasers.
Empower Youth Prevention Program

In 2012 we produced and piloted Phase 1 of our Empower Youth Prevention Curriculum. The curriculum addresses different forms of exploitation with a focus on trafficking. It informs educators and students on what trafficking is, who traffickers are, who their targets are, and what their tactics are. It will challenge attitudes and beliefs that enable exploitation. With this knowledge, students will be empowered to protect themselves and their classmates.

Response

Our multi-media, interactive, and immersive curriculum engaged and empowered the faculty, staff and students of educational institutions. Elements of the program include class room interaction and assessment, an all school assembly, and a week long empathy experience featuring film, photography and artifacts. Our pilot schools involved the most at-risk demographics in an urban environment. The program has proven to be impacting and has set up our phase two development, empowering educators to engage students in the issue through a classroom based curriculum.

Victims and enablers of human trafficking, regardless of gender, are being recruited in our high schools. Students are often unaware of exploitation and human trafficking. With effective strategies being used by exploiters to force, mislead, and coerce vulnerable children into a life of exploitation, victims have no idea what is happening to them until it is too late. Further compounding the problem is society’s glorification of pimp culture while simultaneously condemning female sexuality.

Students

gained an understanding of what it means to be empathetic rather than apathetic”-New America School teacher

2000+ =
Number of at-risk youth impacted by our Empower Youth Program piloted in schools around Denver and Los Angeles.

15=
Number of questions in the Empathy Experiment we developed for students to understand their proximity to different kinds of suffering and grow in empathy for one another.

We developed and piloted the initial content for a comprehensive curriculum that empowers at-risk youth and their educators to recognize and respond to exploitative scenarios.

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Empathy Events engage the public in diverse ways through immersive mixed media experiences. iEmpathize films, photography, and artifacts profoundly impact our audiences as we communicate the specific stories in the exact locations of the children we help. Our media is featured at museums, galleries, universities, faith communities, businesses, government venues, television, radio, and more.

iEmpathize Event Highlights:
iEmpathize was featured at multiple strategic events including Newsweek and the Daily Beast’s Women in the World Summit in NYC, the Stop Modern Slavery Walk in Washington D.C., the Mexican Congress and Attorney General’s Office, and multiple trainings with university students, at-risk youth, the public, businesses, law enforcement and trucking industry professionals.

Final thoughts: While a majority of our work in 2012 centered around the US and Mexico, we are still providing for our partners in Russia and SE Asia. In Russia we built the tools for orphan outreaches to rally support for orphans. We continued the process of implementing our prevention program for orphans aging out of orphanages at the age of 16. In SE Asia we continued to support strategic local prevention and intervention programs who demonstrate profound success in at-risk child populations. View an interactive map of our work here.
THIS YEAR

100+ =
Number of Empathy Events we produced featuring our films, photography and artifact exhibits. We educated and engaged the public at schools, universities, art galleries, conferences, trade shows, faith communities and more.

40,000+ =
Number of people who attended events we produced or that featured us.

100,000’s=
The estimated number of people we reached though television and web.

The iEmpathize team and volunteers at the Stop Modern Slavery Walk in DC.

iEMPATHIZE 2012 Financials

- Advocacy: 34%
- Prevention: 32%
- Intervention: 22%
- Aftercare: 12%

Total Expenses: $255,937.66
- Management & General: $104,389.10
We developed and piloted prevention programs in Spanish for at risk youth in Mexico.

We continued to support our aftercare partners by assisting in meeting the basic needs and restoration of survivors. We provided cultural and educational field trips for survivors including outings to Congress, museums, city tours, universities and historical landmarks.
We saw TAT acknowledged by UNICEF as one of the top 100 strategic organizations combatting human trafficking in the world. We also saw TAT recognized by the Ashoka Foundation and Forbes. Their success is ours.

We continued to provide human trafficking intelligence for Federal and local law enforcement as it pertained to specific areas of Mexico City targeting international perpetrators. We continued our support for our aftercare partners, providing justice and restoration for survivors.
iE ENDORSEMENTS
what are people saying?

iE has specifically strengthened the impact of TAT by the production of the TAT training DVD. The training DVD iE created for TAT is so compelling that it immediately began opening doors in the trucking industry for TAT to form partnerships so that drivers and truck stop employees could be trained. In a day where the medium of technology accounts for a significant portion of how people communicate and learn, iE media has played a vital role in helping us package the TAT message in a compelling and inspirational way, thus enabling TAT to educate, equip, empower and mobilize a major player in the transportation industry to become modern day abolitionists.

Kendis Paris, Truckers Against Trafficking

“The rawness and passion was contagious.” event patron

“iE’s impactful and moving media was incorporated into the Women in the World Summit’s segment on the perils facing women and girls in Mexico and Central America. The brilliant and original footage informed, engaged and inspired our audience. We are so grateful for the partnership with iEmpathize and hope we can work together on women’s issues in the future.”

Alyse Walsh Producer, Newsweek/Daily Beast

“Life changing experience!” event patron

“I have been inspired by the creativity that has emerged from [iEmpathize’s] desire to preserve dignity [of the survivors.] To use artifacts that tell a story takes the viewer out of the usual and expected response of visuals of sad and pitied faces of 8 year old girls into a broader and more diverse way of showing the issues but also those local heroes and their passion to see change in their own country. This inspires us to respond out of passion and hope rather than pity and helplessness…”

Helen Sworn, President, Chab Dai, Cambodia

“Should you choose to host iEmpathize for an Empathy Event, be warned: You will never be the same...”