



40 MILLION VICTIMS.

40 MILLION PENNIES.

\$400,000 TO END
HUMAN TRAFFICKING.

WHO WE ARE:

Freedom 4/24 is a local anti-trafficking nonprofit with the mission of raising awareness, providing prevention education, and expanding the restoration work of their partners

40 MILLION CAMPAIGN:

There are an estimated 40 million victims of human trafficking worldwide. That is more than any other time in history. What if we could get a penny for every single individual who is not free? To not only raise money, but remember that each one has a name, a face, and a story. 40 Million is a change campaign for all ages and occupations to prevent and end human trafficking.



freedom424.org/40million

BRING CHANGE AS A SCHOOL:

1. Email info@freedom424.org or your contact to let us know how many large containers you will need to collect change in classrooms
2. Educate your teachers and staff about 40 Million Campaign, use the video provided on our website, freedom424.org/40million
3. Teachers will use sample verbiage on flyers to encourage classes to bring in change (one flyer is for elementary, one flyer is for middle/high school)
4. Determine goal for your class (Sample goal: # of students X \$24)
5. If class goals are met, Freedom 4/24 will provide gift cards for a class pizza party!
6. School can bring change to a local Coinstar or bank to transfer into an online donation at freedom424.org/40million or if local, Freedom 4/24 can come to pick it up

FOR MORE INFORMATION:

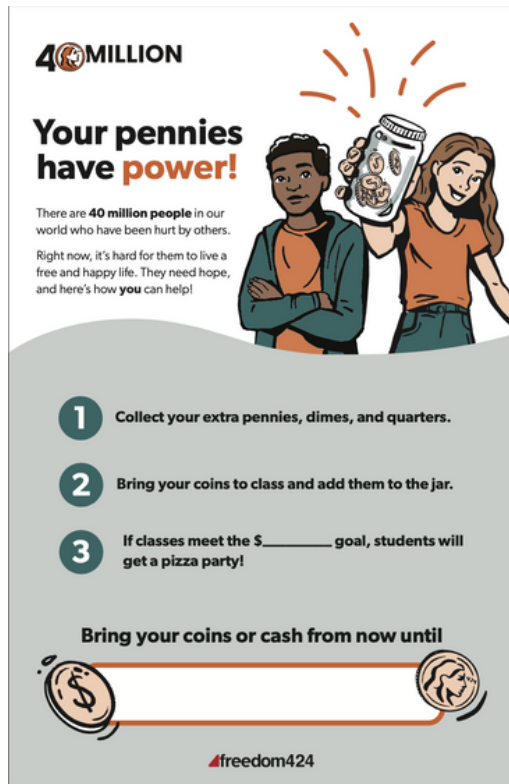
 2306 Bedford Ave, Lynchburg, VA 24503

 info@freedom424.org



Examples of Materials We Provide

Informational Flyers



40 MILLION

Your pennies have **power!**

There are **40 million people** in our world who have been hurt by others.

Right now, it's hard for them to live a free and happy life. They need hope, and here's how **you** can help!

- 1** Collect your extra pennies, dimes, and quarters.
- 2** Bring your coins to class and add them to the jar.
- 3** If classes meet the \$_____ goal, students will get a pizza party!

Bring your coins or cash from now until _____

#freedom424

Content Based on Age

Adult



40 MILLION
A PENNY FOR EVERY VICTIM

40 Million Victims,
40 Million Pennies,
\$400,000 to End Human Trafficking

There are an estimated **40 million victims** of human trafficking in our world today. Learn how your change can bring change to millions.



#freedom424

Children



40 MILLION

There are 40 million people in the world who aren't free.

Your change can change that!

Learn how you can help by visiting the website.
Donate here or online!



#freedom424

Container & Sticker



40 MILLION

There are 40 million people in the world who aren't free.

Your change can change that!

Learn how you can help by visiting the website.
Donate here or online!



#freedom424

Posters



40 Million Victims,
40 Million Pennies,
\$400,000 to End Human Trafficking

There are an estimated **40 million victims** of human trafficking in our world today. Learn how your change can bring change to millions.



#freedom424

40 MILLION
A PENNY FOR EVERY VICTIM