



OPERATION UNDERGROUND RAILROAD

YOUR FUNDRAISING GUIDE





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**JOIN THE
FIGHT**



**You are now in the
fight with Operation
Underground Railroad.**

**We lead the fight against human trafficking
and sexual exploitation around the globe.**

Our work has no boundaries- we go to the darkest corners of the world to assist law enforcement in liberating any person in the grips of exploitation and we strive to ensure ongoing aftercare recovery for all those affected. While our focus has always been children, we continue to empower freeing anyone suffering at the hands of those looking to exploit. We provide vital resources to law enforcement both in the U.S. and around the globe, and work tirelessly to raise awareness and prevent these crimes. Our resolve never falters, **and we will faithfully persevere until those in need are safe.**



We care about the numbers and statistics. They bring light to the reality of how large this criminal enterprise really is. We frequently look to the amazing organizations that specialize in this research to help us understand how the crime of human trafficking is growing and changing. It is estimated that over 40 million people are trafficked worldwide today, 25% are children.

But we wouldn't care if that number was even half a million, five hundred, fifty or even just one. We know it's out there; we see it. It's everywhere. We fight it every day, and until we don't see it anymore, we won't stop trying to find and help these kids. We will continue to go to the darkest places to bring back the light.

DID YOU KNOW?

Human trafficking is the 2nd largest illicit industry in the U.S., 2nd only to the drug trade.
(UNICEF, nd)

There are 40.3 million trafficked persons globally today and 25% of them are children.
(Liberate Children)

International Labour Organization) Forms of Child Trafficking include forced marriage, begging, sweatshops, pornography, migrant farming domestic labor, sex-tourism, armed groups (commonly known as child soldiers).
(Unicef)

Sex trafficking is the most common type of trafficking in the US. In North America 72% of detected survivors were trafficked for sexual exploitation.
(UNODC, HTIP report 2020)

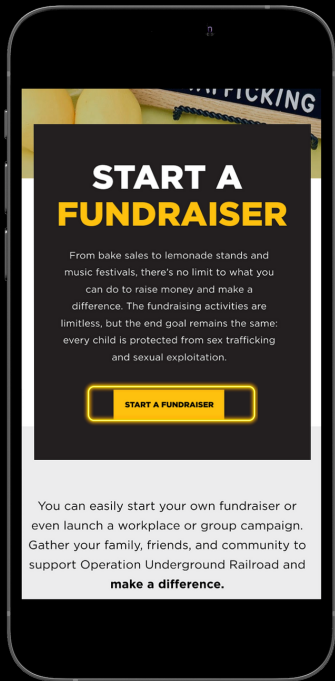
70 million CSAM files are estimated in 2019. 78% of this file are children under the age of 12.
(Thorn)

The extent of family involvement in child trafficking 4x higher than in cases of adult trafficking.
(CTDC)



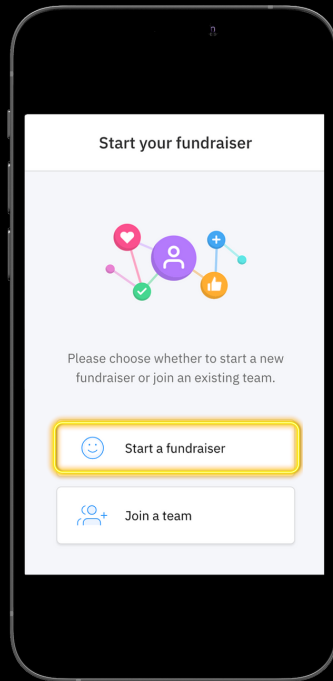
Ready to make a real impact and lead the charge against human trafficking?

Join forces with Operation Underground Railroad and easily raise funds with our hassle-free fundraising page. Say goodbye to logistics stress and donate directly to our mission. As the team captain, you'll inspire, motivate, and recruit others to join the cause.



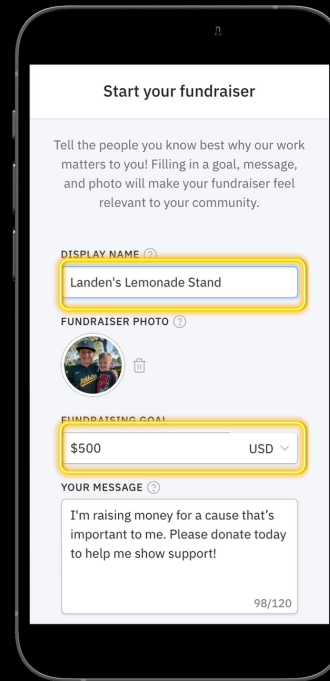
1.

Go to OURrescue.org/fundraise and click "[Start a Fundraiser](#)"



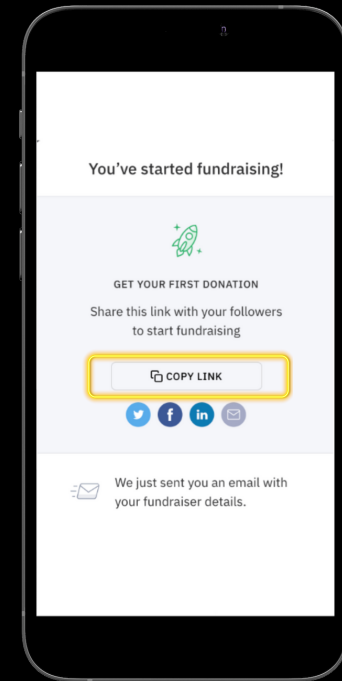
2.

On the start your fundraiser screen click "[Start a Fundraiser](#)"



3.

Create a catchy name, add a photo, and set a meaningful goal for your fundraiser.



4.

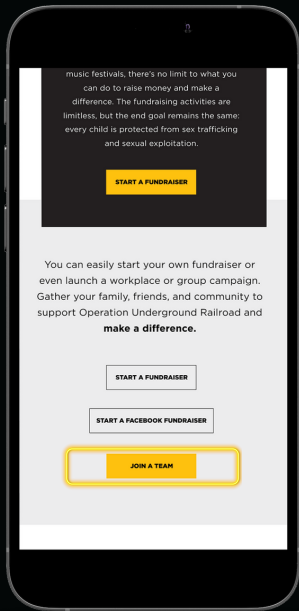
Verify your account with the code sent to your email and start sharing your fundraising link on social media. Be proud of the change you're making!

GETTING STARTED



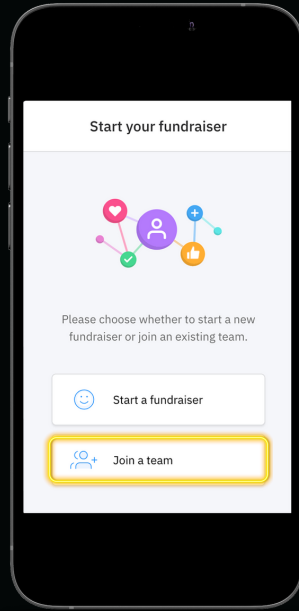
Join in on the fun and strengthen your camaraderie with colleagues or team while making a meaningful impact.

Looking to join an existing fundraiser? Don't wait - find your team now and start raising those funds! Trust us, you won't regret joining In on this important cause.



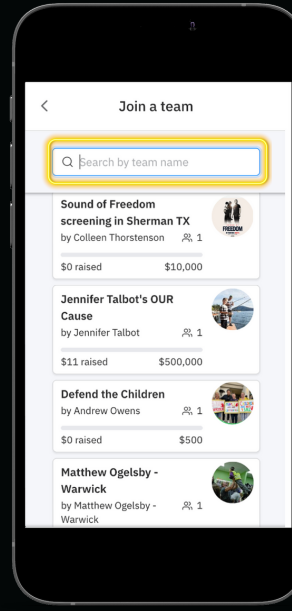
1.

Go to OURrescue.org/fundraise and click "Join a Team"



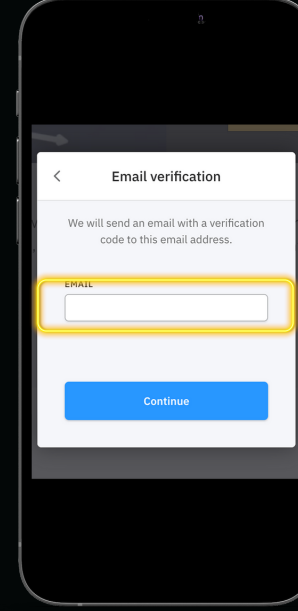
2.

On the start your fundraiser screen click "Join a Team"



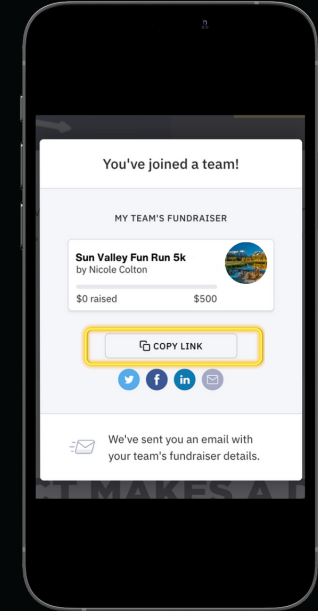
3.

Search by the fundraiser name or browse most recent fundraisers.



4.

Verify your account with a code sent to the email entered and choose a display name.



5.

Start sharing your fundraising link on social media. Be proud of the change you're making!

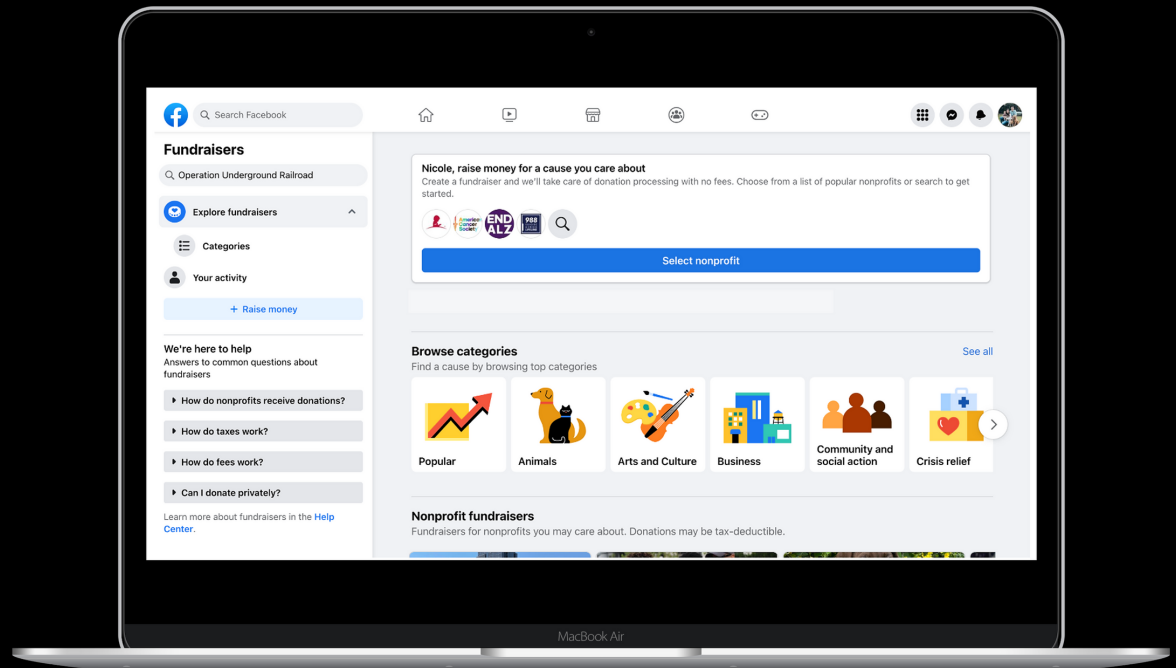
JOIN A TEAM FUNDRAISER

Did you know that using Facebook Fundraising can increase your funds by a whopping 180%?

With Facebook Fundraising, you can easily share your O.U.R. fundraiser profile or create a fundraiser directly on your Facebook account. It's so simple that your friends and family can donate while scrolling through their social media feeds.

Now, head to our fundraising page at OURrescue.org/fundraise and click "Start a Facebook Fundraiser".

Sign in to your Facebook account and follow the prompts. You can also kick off the fundraiser by donating to yourself or posting a pic to your Facebook Fundraiser. Sit back and watch the donations roll in! Join us in making a difference today.



FACEBOOK

FUNDRAISE



HOW TO GET YOUR FIRST DONATION

Are you ready to take a stand and fight against sex trafficking and exploitation?

Gather your tribe - family and closest friends - and start by reaching out to them for support. It's okay if donations come in slowly, most donations do come one at a time.

Here are some steps you can take to get that first donation.

1. Take the lead by making the first donation and challenge others to match it.
2. Share your personal story and reasons for joining the fight, and inspire others to do the same.
3. Raise awareness and spread the facts about sex trafficking in our community and beyond. Together, we can make a difference. Explore our [digital social media toolkit](#) and learn more about how we're fighting against sex trafficking, and how you can help too.

Together, we can make a difference!



Join the Movement and Help Fight Human Trafficking!

At Operation Underground Railroad, we've been amazed by the creative ways our campaigners have raised awareness and funds to combat human trafficking. But we never forget that each person's contributions make a vital impact. That's why we need YOU to get involved!

EMPOWER YOUR TEAM

If you're a business owner or manager, match employee donations dollar-for-dollar, or give a percentage of sales proceeds to the cause. Set a fundraising goal for your team and offer a matching donation as an incentive.

BECOME A O.U.R. VOLUNTEER

O.U.R. Volunteers invite community members to get involved in awareness and prevention efforts in the fight against human trafficking. We offer resources, educational materials, and online and location-specific groups to build a thriving community of people ready to make an impact.

WEAR AND SHARE

Show your support by purchasing from the [O.U.R. store](#). With each purchase, you help fight against human trafficking and exploitation. Represent the cause, raise awareness, and create change!

DONATE

We've been humbled and inspired by the amazing support we've received from people committed to making a difference. We're dedicated to fighting until this crime no longer exists, and will continue to go to the darkest places to rescue children. Your donation makes it possible for us to continue this vital work.

OTHER WAYS

TO GET INVOLVED



OPERATION UNDERGROUND RAILROAD



@ourrescue | ourrescue.org