



WALKHERHOME *Club*

A Toolkit to Starting Your Own Club

Take Action to Fight Human Sex Trafficking & Commercial Sexual Exploitation in the U.S.

Started in 2017 by Susan Ingram, Walk Her Home (WHH) is a 501(c)3 charity governed by a Board of Directors in the state of Pennsylvania. The original mission was to fight human sex trafficking and commercial sexual exploitation in the U.S. by raising awareness of the factors that **drive demand** for trafficking and **support the restoration** of victim-survivors of sexual exploitation.

After two successful 5k Walk/Run events, WHH distributed \$65,000.00 to survivor safehouses and organizations such as **The National Center on Sexual Exploitation** (endsexualexploitation.org) and **National Trafficking Sheltered Alliance** (shelteredalliance.org) who are on the leading edge of promoting solutions and being a collective voice for change.

Currently, the mission has shifted toward education and support. WHH is providing the tools for new organizations to educate their communities on the cause and effect of human sex trafficking and commercial sexual exploitation. Additionally, WHH is providing the resources on how to take action against this epidemic. Through fundraising and supporting leading edge organizations in the fight, together we can walk her home.

The moment Susan Ingram became a sexual assault victim, her purpose changed.
"You have a different perspective getting involved in a cause when you experience it."

INTRODUCTION

Clubs come in a variety of shapes and sizes. Many clubs consist of a small group of leaders who are committed to fighting trafficking & other forms of injustice, while others build coalitions by teaming up with likeminded student and local community organizations. WHH Clubs can work in three areas: raising awareness, raising your voices through advocacy, and raising support/funding for WHH. Whatever your club looks like, know that standing up on behalf of victims of trafficking is the most important step you can take. You are already making a difference.





START YOUR CLUB

8 STEPS TO STARTING YOUR OWN CLUB

1. ORGANIZE

- Reach out to your student life/school activities leadership
- Study up on WHH and educate yourself

2. NETWORK

- Reach out to established groups

3. GET RECOGNIZED

- Use social media and posters to get the club name out there

4. FOLLOW UP

- Every person who shows interest—contact them

5. BUILD YOUR TEAM

- You can't do it alone. Choose a co-leader.

6. MEET REGULARLY & EMPOWER ONE ANOTHER

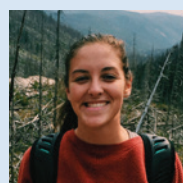
- Choose a consistent day of the week and time
- Share your knowledge, set goals, plan an event

7. HOST YOUR FIRST EVENT

- Take time to gain momentum & support before hosting an event
- Pick time/date/location/type of event.
- Access event ideas through WHH resources
- Publicize the event details early & often and team up with other organizations

8. CELEBRATE YOUR SUCCESS

- Take time to share success stories & accomplishments (big & small)!
- Report on what goals you hit or exceeded
- Tag WHH in social media posts so we can promote what you've done
- Honor individual efforts of members/leaders



"I am thrilled to be involved with the Walk Her Home organization and launch the first Walk Her Home Club."

— Anna,
Co-Founder of Walk Her Home Club,
Senior at West Chester Bayard Rustin
High School

We want you to be in the know so you can educate others about the work of Walk Her Home. Please use the information included below.

Check out walkherhome.org/toolkit for additional fact sheets, posters, social cards and materials.

OUR FIGHT

Sex trafficking is a form of modern slavery that exists throughout the United States and globally.

Sex traffickers use violence, threats, lies, debt bondage, and coercion to compel adults and children to engage in sex acts against their will. Under U.S. federal law, any minor under 18 induced into commercial sex is a victim of sex trafficking—regardless if the trafficker used force, fraud or coercion.



SEX TRAFFICKING

a commercial sex act is induced by force, fraud, or coercion

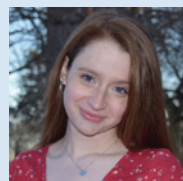
FACTS ABOUT TRAFFICKING

- + Victims may be trafficked for a few days or weeks, or may remain in the same trafficking situation for years.
- + Victims of sex trafficking can be U.S. citizens, foreign nationals, women, men, children, and LGBTQ individuals.
- + Vulnerable populations are frequently targeted by traffickers, including runaway and homeless youth, victims of domestic violence, sexual assault, war, or social discrimination.
- + Sex trafficking occurs in fake massage businesses, online ads, escort services, residential brothels, on the street, truck stops, hotels and motels.
- + **Human trafficking is one of the fastest growing crimes in the world**, second only to drug trafficking.
- + **And while drugs can be sold once, a person can be sold several times a day.**
- + There are more slaves today than any other time in human history. The State Department estimates 2 million women and children are victims of human trafficking every year.
- + It's a business that generates an estimated \$150 billion every year.
- + The average life expectancy of a child sex trafficking victim is seven years.



EVENT IDEAS

- **Movie Night**
- Talent Show
- Cooking Competition
- Trivia Tournament
- Obstacle Course
- Charity Poker Event
- Golf Tournament
- Themed Dinner
- Oddball Events
- Viral Video Challenge
- Bowling for Bucks
- Haunted House
- School Carnival
- Virtual Bake Sale
- Wacky Sports Tournament
- Volunteer Work-a-Thon
- Wreaths & Wrapping
- 5k Walk/Run



"I am passionate about raising awareness of human trafficking and restoring survivors."

— Lena,
Co-Founder of Walk Her Home Club,
Senior at West Chester Bayard Rustin
High School