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THE
freedom
STORY

BRAND & STYLE GUIDE

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The Design Guidelines

These guidelines describe the visual and verbal elements that represent The Freedom Story's brand and voice. Having a consistent and controlled message of who we are is essential to presenting a strong, unified image of our organization.

These guidelines reflect The Freedom Story's commitment to quality, consistency, and style.

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Our Logos

Our logo is the key building block of our identity, the primary visual element that identifies us. We adhere to these following standards.

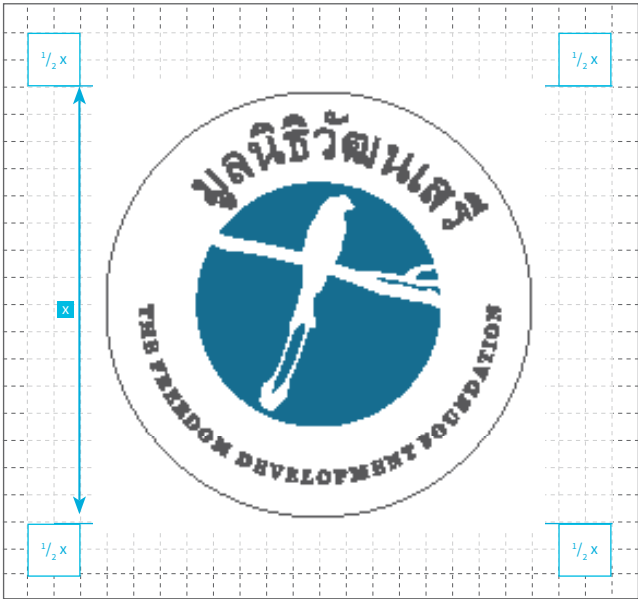


Clearspace

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2)



Do Not:

- Invert the logos
- Alter the logos
- Never change the proportions of the logos vertically or horizontally or alter the appearance in any way

Our Logos on a Background



The Logo Dark Version will be used when the background color is white or a light colored. The same applies for the Watanaseree logo.



The Logo Light Version will be used when the background color is a bright or dark colored. The same applies for the Watanaseree logo.

Attention:
Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency.



Minimum Logo Sizes

THE FREEDOM STORY

Minimum Size:
20mm x 10.45mm



WATANASEREE

Full Logo Minimum Size:
30mm x 30mm

Icon Minimum Size:
20mm x 20mm



Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity

and harmony in all communications. We have selected Proxima Nova and DK Dropdead Gorgeous as the primary and secondary typefaces for The Freedom Story.



PRIMARY FONT

THE FONT

Proxima Nova is a geometric sans-serif typeface distributed by TypeKit. It is not open source, but we have the original font file located in Box.com.

PROXIMA NOVA

Bold

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z

TYPE EXAMPLES

Figures 0 1 2 3 4 5 6 7 8 9 0

Special Characters
 ! “ § \$ % & / () = ? ` ; :
 i “ ¶ ¢ [] | { } ≠ ¿ ‘
 « Σ € ® † Ω ∙ / ø π • ± ‘
 æ œ @ Δ ° ª © f ò , å ¥ ≈ ç
 √ ~ μ ∞ ... – ≤ < > ≥ ~ > < ◇

FONT DOWNLOAD LINK

....

Secondary Typography

SECONDARY FONT

THE FONT
DK Drop Dead Gorgeous is a heavy brush font to emphasise the storytelling aspect of the work we do.

**DK DROP
DEAD
GORGEIOUS**

TYPE EXAMPLES

Regular
**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

Figures
0 1 2 3 5 6 7 8 9 0

FONT DOWNLOAD LINK

thesoldproject.app.box.com/files/0/f/8660908445/Fonts

Typography Hierarchy

Typographic hierarchy is another form of visual hierarchy that presents lettering so that

the most important words are displayed with the most impact and contrast.



Headlines - H1

HEADER

*Proxima Nova Bold - Regular Case
70pt Type / 60pt Leading / 0 Tracking*

Headlines - H2

Secondary Header

*Proxima Nova Bold - Regular Case
40pt Type / 36pt Leading / -25 Tracking*

Headlines - H3

THIRD HEADER

*Proxima Nova Bold - Capital Letter
24pt Type / 28pt Leading / 100 Tracking*

Sublines
Sections - H4

HEADLINE FOR SMALLER HEADERS

*Proxima Nova Bold - Capital Letters
14pt Type / 18pt Leading / 100 Tracking*

Copy Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean hendrerit elementum facilisis. Pellentesque eget condimentum nibh. Interdum et malesuada fames ac ante ipsum primis in faucibus.

*Proxima Nova - Light and Regular, depending on the usage
11pt Type / 18pt Leading - 14pt Type / 22pt Leading - depending on the case*

Caption Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Proxima Nova Regular - 9pt Type / 12pt Leading

Blog Style Guidelines

In order to maintain a consistent look to our articles, we recommend the following style guides.



Headlines - H2

Blog Title

Proxima Nova - Regular Case
40pt Type / 36 pt Leading / -25 Tracking

Sublines
Sections - H4

HEADLINE FOR SUBHEADERS

Proxima Nova Bold - Capital Letters
14pt Type / 20pt Leading / 100 Tracking

Copy Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean hendrerit elementum facilisis. Pellentesque eget condimentum nibh. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Proxima Nova - Light and Regular, depending on the usage
11pt Type / 18pt Leading - 14pt Type / 22pt Leading - depending on the case

Blockquote

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean hendrerit elementum facilisis.

Proxima Nova - Light Italic
17pt Type / 24pt Leading

Featured Image:
500px x 250px



Color System

Consistent use of these colors will contribute to the cohesive and harmonious look of The Freedom Story and Watanaseree brand identity across all relevant media.



BLUE

COLOR CODES

CMYK : C078 M037 Y000 K024
Pantone : Solid Coated 660 C
 Solid Uncoated 2144 U

RGB : R043 G122 B194
Web : #2B7AC2



MEDIUM BLUE

COLOR CODES

CMYK : C079 M038 Y000 K045
Pantone : Solid Coated 7685 C
 Solid Uncoated 294 U

RGB : R029 G081 B141
Web : #1d578d



DARK BLUE

COLOR CODES

CMYK : C072 M035 Y000 K066
Pantone : Solid Coated 534 C
 Solid Uncoated 281 U

RGB : R024 G056 B086
Web : #183856

Secondary Color System

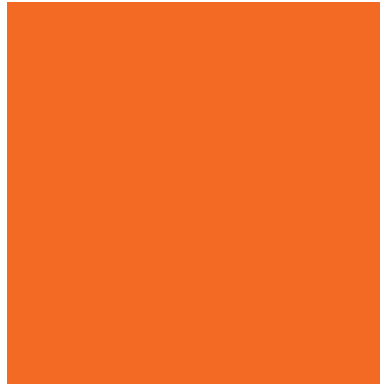


YELLOW

COLOR CODES

CMYK : C0 M20 Y100 K0
Pantone : Solid Coated 7405 C
Solid Uncoated 108 U

RGB : R255 G204 B000
Web : #FFCC00



ORANGE

COLOR CODES

CMYK : C0 M57 Y86 K5
Pantone : Solid Coated 7578 C
Solid Uncoated 152 U

RGB : R242 G103 B33
Web : #f26721



PINK

COLOR CODES

CMYK : C0 M92 Y62 K13
Pantone : Solid Coated 2040 C
Solid Uncoated Strong Red U

RGB : R222 G17 B84
Web : #de1154



LIGHT GREEN

COLOR CODES

CMYK : C12 M0 Y69 Y16
Pantone : Solid Coated 2298 C
Solid Uncoated 381 U

RGB : R189 G214 B66
Web : #bdd642



GREEN

COLOR CODES

CMYK : C57 M0 Y61 K32
Pantone : Solid Coated 361 C
Solid Uncoated 361 U

RGB : R75 G173 B68
Web : #4bad44

Editorial Style Guide

In order to maintain a consistent style for our voice, we recommend the following writing guidelines.

Associated Press Stylebook:

[*www.codot.gov/business/grants/safetygrants/documents/*](http://www.codot.gov/business/grants/safetygrants/documents/)

[*APStyleGuideCheatSheet.pdf*](#)



Grammar and Punctuation

We follow AP Stylebook conventions. (We deviant in some ways, e.g. we use the Oxford Comma.) See the Rules and Common Questions sections below or consult the AP Stylebook overview here. If you run across an issue not addressed in this style guide, Google it with AP Style (e.g. “do I capitalize Parliament using AP Style?”), or check out the AP Stylebook at your local library.

RULES

Rule #1 Use American, not British English.

Right (Do this):

“Our previous colors were red and black, but we’ve decided our new favorite color is blue.”

Wrong (Don’t do this):

‘Our previous colours were red and black, but we’ve decided our new favourite colour is blue.’

Rule #2 Use the Oxford Comma. (We differ from AP Style here.)

GRAMMAR AND PUNCTUATION RULES

Right (Do this):

“The Freedom Story offers scholarships, resources, and mentorship to at-risk youth.”

Wrong (Don’t do this):

“The Freedom Story offers scholarships, resources and mentorship to at-risk youth.”

Rule #3 Use of Punctuation

Never use icons such as smiley faces :). Use exclamation marks cautiously. Seriously! A good rule of thumb is no more than one exclamation mark for every 300-500 words. You should use only one exclamation mark for each page of text or each email. Use it wisely.

Right (Do this):

“The Freedom Story is excited to welcome new students to our family! We look forward to seeing them thrive.”

Wrong (Don’t do this):

“The Freedom Story welcomes new students to our family! We’re looking forward to seeing them thrive! Yay! :) :O) :o) ;o)!”

Rule #4 Periods and commas always go inside closing quotation marks.

This is the American convention. Semicolons, colons, asterisks, and dashes always go outside closing quotation mark. When it comes to question marks and exclamation points, analyze the sentence and make a decision based on context.

Right (Do this):

“Always follow the American convention,” Rachel said, “and include periods and commas inside the closing quotation marks.”

Wrong (Don't do this):

“Always follow the British convention”, Rachel said, “and do not include periods or commas inside the closing quotation marks”. (“No!”)

See Grammar Girl for more on quotation, question, and exclamation marks: quickanddirtytips.com/education/grammar/quotation-marks-with-periods-and-commas?page=1

**COMMON
GRAMMAR AND
PUNCTUATION
QUESTIONS**

Q1. What do I capitalize?

Capitalize the “The” at the beginning of The Freedom Story.

Capitalize the City Center and the Resource Center. If referring to both centers, do not capitalize. Capitalize Northern Thailand and Southeast Asia, but not in the north of Thailand.

Q2. What do I abbreviate and how?

If there is a casual need, i.e. “a.k.a.” or “aka,” then opt for no periods; “aka” would be the right usage. Use only commonly understood abbreviations, e.g. the CIA or FBI. Abbreviations such as TIP Report can be used only after the entire name, Trafficking in Persons Report, has been used first. AP Style conventions suggest using “the report” or “the agency” over abbreviations.

Q3. What about numbers?

In general, spell out numbers one through nine and use figures for numbers 10 on up. Spell out numbers used at the beginning of a sentence: “Sixty thousand children are sexually exploited in Thailand each year.” (Exception: Never spell out years, “2008 was the year that we began.”) Other exceptions take figures as well. Most, but not all, involve units of measurement.

Examples include the following:

Dollars: \$3. (Notice that AP style does not include a period and two zeroes when referring to an even dollar figure.)

Dates: March 4. (Notice that dates take cardinal numbers, not

**COMMON
GRAMMAR AND
PUNCTUATION
QUESTIONS**

ordinal numbers. Don't use 4th).
Dimensions: 5 foot 2, 5-by-9 cell.
Highways: Route 7.
Millions, billions: 6 million people, 7.5 billion dollars

Q5: What do I hyphenate?

Use hyphens to link all the words in a compound adjective: "The five-volume report suggested developing the area over a 10-year period."
Do not use a hyphen if the construction includes very or an adverb ending in -ly: a very big project, barely legal procedures.

Q6: When do I use colons and semi-colons?

Don't. Just kidding. But be careful. Use a semicolon to clarify a series that includes a number of commas; include it before the conjunction: Parts for the carrier are made in Tampa, Fla.; Austin, Texas; and Baton Rouge, La. A colon should only be used after a complete sentence, even when introducing a list:

Right (Do this): The requirements include the following: be helpful, be smart, be punctual.

Wrong (Don't do this): The requirements include: be helpful, be smart, be punctual.

As Grammar Girl says, "A quick and dirty way to decide whether a colon is acceptable is to test whether you can replace it with the word namely. For example, you could say, 'Grammar Girl has two favorite hobbies, namely, watching clouds and seeing how long she can stand on one foot.' Most of the time, if you can replace a colon with the word namely, then the colon is the right choice."

Q4. How do I spell industry words that have no definitive spelling, i.e. websites or web sites? ebooks or e-books?

Opt for the most commonly used version. In this instance, websites or ebooks would be our preferred option.

COMMON
GRAMMAR AND
PUNCTUATION
QUESTIONS

Q5: How many spaces should I use?

One. Always. There is no reason to use two spaces. Not even after a sentence.



Citation

Use in-text quotes.

Examples:

According to surflines.com, “The waves were huge.”

In her [article](#) for The New York Times, “Paul Ryan claims his parents are Ayn Rand and God,” Maggie Smith stated that Ryan “seems to have lost it completely.”

In her book, “[The Whole Truth](#),” Jane Doe wrote, “I will search for it all, eschewing the easy answers and looking into even the most archaic and eccentric sources.”

Link to sources when possible. For the above examples, the following words should be hyperlinked: surflines.com, [article](#), and [The Whole Truth](#).



Style and Tone

We want to keep a consistent style and tone of voice throughout all of our media, from blogs to social posts to marketing pieces.

- The Freedom Story is a team of *trusted and compassionate professionals*.
- We are *formal* but *friendly*. We inform and report. We don’t sensationalize. We don’t gossip.

VOICE HOT POINTS

- Do not use slang words or trend abbreviations of any kind. Totes, fave, etc. are banned.
 - Always use the **first person**: "we" and "you."
 - Keep language simple, clear, and **active**. We are not fighting trafficking through prevention. We fight trafficking through prevention.
-

MESSAGING HOT POINTS

- We seek to bring forth the **dignity** of those we serve.
 - We work in **prevention**, not in rescue and rehabilitation.
 - We are **trustworthy**, with a proven track record of transparency, accountability, international cooperation, and effectiveness.
 - Though many who work for The Freedom Story are Christian, **we are not a Christian nor religious organization.**
-

OUR THREE COMMUNICATION PILLARS:

1. Friendly and straightforward

- Clear, concise, and direct; not rude, dumbed down, or aggressive.
- Be focused and get to the point. Plan your key messages and action points before you create the content. Stick to one theme at a time.
- Think about the audience. Are they donors or supporters, potential donors or supporters, religious or not religious or both? What is important to them? How can you be as simple as possible without losing impact?
- Stay active and use first person.
- Avoid repetition and jargon.
- Try and keep bodies of copy to short paragraphs.
- Steer clear of cliches and overused metaphors; they will dilute your voice.

2. Reassuring

- Relatable, sincere and understanding; not floaty, overly emotional, or passive.
 - Identify with the audience's' daily concerns and needs. Be on their side and honest.
 - Use phrases and language that is commonly used. Avoid jargon.
 - Don't call try to convert often.
-

3. Expert

- Knowledgeable, respected, informative, and trusted; not overly scientific, pretentious, or without a human side.
- Explain research, don't just state facts.
- Put expert knowledge and research into a human and recognizable context.
- Keep sentences short and concise, not verbose.
- Limit jargon; if you do have to explain legal terms, do it quickly.
- Cite external sources to explore further.
- Stay active and use first person.
- Include renowned and recognized sources of research and reference; this intensifies your status as an expert.



Persona

Q1: Who are the members of our target audience?

Those who care about international justice. Those who desire to stop human trafficking. Those who want to be a part of something bigger than themselves.

Q2: What are their pain points?

They want to:

- Give back
- Fight for justice

- Understand current trafficking, sexual exploitation, and the best practices to fight these.
- Not be overwhelmed by the state of the world.

Q3: How do they like to be communicated with?

They like:

- Examples: case studies.
- Interviews: personal insight from experts in the field.
- Infographics: stats and figures able to be consumed quickly.
- Testimonials: give credence to our work.
- Reviews: offer an overview of the anti-trafficking world's views and opinions.
- How to guides: guide audiences through how to volunteer, give, support, learn.



Content types

Content is both information and communication. It is anything that we produces for external use. It should always be valuable, relevant, and consistent.

What does our audience want and need?

- Information: clear and professional. Fact driven and confirmed by trusted sources.
- Reassurance: their contribution makes a difference.
- Validation: others recognize our work and their participation in it.
- Feel like they're part of something bigger than themselves, that they contribute to change.

What content types fulfill this?

- | | |
|----------------------------|---------------------------|
| • Text | • Promo videos |
| • Video | • Constituent POV stories |
| • Blog posts | • Images |
| • Articles and newsletters | • Infographics |
| • Case studies | • Audiobooks / Podcasts |
| • How-to guides | |

Formatting

Formatting Dos:

- Keep titles short — under six words.
- When possible, keep paragraphs short when producing content for the web.
- Use bullet points to list features or addition points.

Formatting Don'ts:

- Never use dashes to list features or addition points.
- Try not to write incredibly long paragraphs. Four lines or less when possible. Even in a long blog post, there is no reason a paragraph should be over about 18 lines.



Approved and unapproved content

If you have any question about the appropriateness of content, run it by Rachel, Alaynah, Jade, Lauren, or Dan.

Email Copy:

EOY Email Blast #1 - Campaign launch - Dec 3

Dear "",

We want to start 2017 right by funding 6 months of resources and mentorship at our Resource Centers. Our matching campaign doubles every dollar you give, and 100% of your gift goes to help at-risk youth in Thailand.

Imagine you're fifteen, in a poor rural village, with absent parents and a sixth-grade education. Someone offers you a job in a bar in the city. You might even earn enough to send your younger siblings to school. What would you do?

What if you had another choice? Our scholarship, mentorship, human rights and sustainability programs provide at-risk children and youth with the freedom of choice that arises from opportunity.

Resources, support and opportunity lead to choice. And having the freedom to choose can make all the difference. Together we can prevent child trafficking and exploitation.

Join the movement today (button)

Email - Film

VIDEO

If you haven't seen our new film yet, you're missing out.

Surachat and Surachai's story highlights the power and hope of prevention. Our scholarships, resources, mentorship, human rights training and sustainable development nurture resilience in at-risk children and their communities, empowering them to pursue lives free of exploitation and abuse.

Join us as we rewrite the human trafficking story together.

CTA: Share this video

CTA 2: Like us on social media

EOY Email Blast #2 - Progress Report - Dec 16

PROGRESS BAR GRAPHIC

Thanks to amazing donors like you, we're getting closer to our goal: funding the first six months of our 2017 Resource Centers' operations.

Thanks to our matching campaign, every dollar you give this holiday season becomes two. Our 100% guarantee ensures your donation goes directly to funding 6 months of our Resource Centers in Thailand, supporting at-risk children and youth as they dare to dream and pursue their dreams.

Donate Today (button)

EOY Email Blast #3 - One week left - money raised - Dec 26

PROGRESS BAR GRAPHIC

It's not too late to double your impact!

Thanks to our matching campaign and our 100% guarantee, you can rest assured knowing that your donation has an enormous impact on the lives of at-risk children and youth in Thailand.

Help us reach our goal of funding our Resource Centers operations for the first six months of 2017.

Together we're rewriting the human trafficking story through the power of prevention.

Support us Today (button)

EOY Email Blast #4 - Only 24 hours left! - Dec 30

PROGRESS BAR GRAPHIC

Get the most out of your 2016 tax break before it's too late!

You still have 24 hours to double your impact on the prevention of child trafficking and exploitation.

With 60,000 children commercially sexually exploited each year, Thailand has a lot of at-risk children in need of support. Through scholarships, resources, mentorship, human rights education and sustainable development we prevent child trafficking and exploitation.

Let's end the human trafficking story together.

Donate Now! (button)

Social Media Copy:

Talk about Announce Film (Used 12/3/16)

The stateless find it hard to get work, move about freely, own a home, access education, open a bank account, get married, see a doctor and the list goes on. 450,000 stateless people live in Thailand today. This is one story.

VIDEO

Talk about Film #2 (Used 12/6/16)

Resilience is the ability to recover quickly from hardships. It's the capacity to bounce back. Our new film highlights the power of resilience in action, encouraging us all to dream and strive for our dreams each day.

VIDEO

Talk about Announce Campaign (Used 12/5/16)

Help us start 2017 off right by funding six months of our Resource Centers operations. With our matching campaign, you double your dollars. With our 100% guarantee, you can rest assured knowing that your gift goes directly to our programs in Thailand, supporting at-risk children and youth.

[LINK](#)

Talk about 100% of money goes towards (Used 12/14/16)

Along with tutoring, classes and counseling, our Resource Centers in Thailand offer a safe space where students connect with their mentors on a weekly, and often daily basis. Double your gift, while knowing that 100% goes directly to our Resources Centers!

[LINK](#)

Talk about 100% of money #2

Double your 2016 impact and help us start 2017 off right. Our matching campaign and 100% guarantee ensure your gift has the most impact on the lives of at-risk youth in Thailand.

[LINK](#)

Talk about Matching Fund (Used 12/12/16)

Why are some children resilient and others not? Researchers have found the most important factor to be at least one stable and committed relationship with a caring and supportive adult. We're so thankful to have donors who are invested in our children's future -- double your impact with our matching campaign this holiday season.

[LINK](#)

Talk about Matching Fund #2 (Using 12/22/16)

Every dollar you give this holiday season is doubled with our matching campaign. Help us start 2017 off right by funding six months of our Resource Centers operations. 100% of your gift goes directly to our ground work in Thailand.

[LINK](#)

Talk about Gift Guide #1 - Promo

Give a gift, change a life. This holiday season, give a gift that keeps giving -- preventing the trafficking and exploitation of at-risk children and youth.

[LINK](#)

Talk about Gift Guide #2 - Promo (Using 12/23)

During this holiday season, give the gift of freedom and opportunity to at-risk children and youth. Purchase in your loved one's name and invite them into the movement to end human trafficking and slavery.

[LINK](#)

Talk about Updated progress report #1 (Used 12/19/16)

We're on our way! But we still need your help. Double your impact this holiday season with our matching campaign. Every dollar you give becomes two.

[LINK](#)

Talk about updated progress report #2 (Used 12/21)

There's still time to double your 2016 impact. With our matching campaign and 100% guarantee, you can rest assured knowing your donation has made an enormous impact.

[LINK](#)

Talk about updated progress report #3 (12/28)

We're almost there! Help us reach our goal of funding six months of our Resource Centers' activities in Thailand. Our matching campaign doubles your impact. And our 100% guarantee ensures your donation goes directly to our programs in Thailand.

Talk about only one week left (Dec 26)

With one week left to double your impact, now's the time to give! Our 100% guarantee ensures your donation goes directly to our ground work in Thailand, preventing the exploitation of at-risk children and youth.

Talk about only 24 hours left (Dec 30)

There are only 24 hours left to double your 2016 impact! Give now and rest assured with our matching campaign and 100% guarantee.

Smattering of hashtags:

#giving #gifts #Christmas2016 #CountDown #Hannukah
#HappyChristmas #HappyHolidays #Holidays #SeasonsGreetings
#Presents #changelives #changemakes #dogood #donate #cause
#mentors #fundraising #goals #giveback #humanrights #humanity
#humantrafficking #peace #joy #love #socialgood #CharityTuesday
#givebig



2016

IMPACT REPORT

THE
freedom
STORY

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OUR REACH

Shane Claiborne Event
Press

FREEDOM FAMILY

Board of Directors
Local Representatives
Partner Organizations
Leadership and Staff

FINANCIALS

Support Income
Expenses
With Gratitude

OUR MISSION



Our mission is to prevent child trafficking and exploitation through culturally relevant programs for vulnerable children and to share their stories to inspire creative, compassionate people to act.

OUR MISSION

Thailand is a microcosm of the global epidemic of human trafficking and modern slavery. Many of its estimated 425,500 slaves are forced laborers in the fish, garment, or shrimp industries. Many others are exploited in the commercial sex industry. While technically illegal in Thailand, the sale of sex happens openly. And it's estimated that up to 60,000 children take part in the Thai sex trade each year. The average age of these children is between 12 and 20 years old. The majority of them come from the less-developed regions of the North.

Northern Thailand has the nation's highest percentage of those who have never attended school: 9.9 percent. It also has the lowest average number of years of schooling: 7.31 for boys and 6.56 for girls.

Dismal education rates and a supply site for traffickers — it's no coincidence that Northern Thailand shares these two characteristics.

"Those who are trafficked are the least educated," writes human trafficking scholar Louise Shelly. "In the triborder area in Thailand, 22 percent of surveyed prostitutes had never attended school, and 41.5% had some exposure to primary education." In a study of sexually exploited children in the northern region of Chiang Rai — where The Freedom Story is located — researcher Simon Baker concurs: "The best data indicating the number of children at risk of being victims of child prostitution are education enrollment figures. Education is a surrogate measure for both child labour and child prostitution."

Many children and youth in the Chiang Rai region are at-risk of being trafficked. Two groups are particularly vulnerable.

Hill tribe kids face greater risk because they often lack citizenship and decent schools. Higher levels of relative poverty, drugs, and poor roads contribute to their vulnerability as well. Girls also face greater risk due to Thai cultural and religious norms. Data from a Thailand Ministry of Public Health survey led to estimates of 3 to 4 male sex workers for every 100 females.

Once trafficked for sex or other forms of exploitative labor, Thai girls and boys can end up anywhere in the world: from Bahrain to Canada, from South Africa to Japan, from Bangkok to San Francisco.

The Freedom Story's mission is a direct response to this reality.



OUR PROGRAMS



SCHOLARSHIPS

An estimated 60,000 children are involved in the Thai sex trade each year. The majority of these kids come from Northern Thailand where crippling poverty forces many to drop out of school at young ages. Uneducated yet often expected to help provide for their families, these children are easily lured into the sex trade or other forms of exploitative labor. Educational scholarships help reverse this trend.



RESOURCES

Both our Bong Prae and Chiang Rai resource centers offer daily after-school programs. These include math, English, and art classes, tutoring and educational games, one-on-one, group, and career counseling, access to books, computers, software, and the Internet. We also offer weekly, monthly, and annual educational opportunities for the entire community.



MENTORSHIP

Statistics show that at-risk children and youth with mentors are more likely to aspire to attend and graduate from college. To participate in sports and other extracurricular activities. To take leadership roles in school and outside activities. And to regularly volunteer in their communities. All of our students are mentored by our staff through daily interaction and intentional activities at our resource centers, regular home visits, and attendance at important events.



OUR PROGRAMS



AWARENESS AND HUMAN RIGHTS

Our legal rights programming teaches students and community members about the Thai law, as well as their legal and human rights. Our awareness and sexual rights programming includes our 3-3-5 program, our counseling programs, and our camps. These programs have taught thousands of students throughout the region their sexual rights. They also facilitate social, sexual, and self-awareness.



SUSTAINABILITY

The Freedom Story's sustainability programming utilizes local resources to build upon the existing skills of the families we work with. This programming includes training, workshops, our Eco Agricultural Learning Center, and business development. It will soon include our first line of sustainably sourced and ethically produced products. Our sustainability programming prevents the flight of talent, raises the local standard of living, and reduces the lure of traffickers in the communities we serve.



STORYTELLING

We identify stories of beauty and hope arising from adverse circumstances and tell these stories through photography and film for two reasons. First, to provide healing and dignity to the communities we work in. Second, to expand awareness of the power of prevention and invite others into this work.



OUR VALUES

Whether our **RELATIONSHIPS** with our beneficiaries in Thailand, with our donors, or with one another, we intentionally invest in our human connections each day.

From our finances to our needs, from our successes to our challenges, **TRANSPARENCY** is central in all we do.

Our individual **DIGNITY** is tied to the dignity of us all. Whether teaching human rights in Thailand or sharing stories in the US, we strive to highlight the dignity of each person.

Systemic problems require long-term, systemic solutions. And in the midst of a changing world, **RESILIENCY** is key. Our programs provide adaptable solutions that last.

Even in the midst of the darkest situations, **POSITIVITY** inspires hope. And hope inspires action

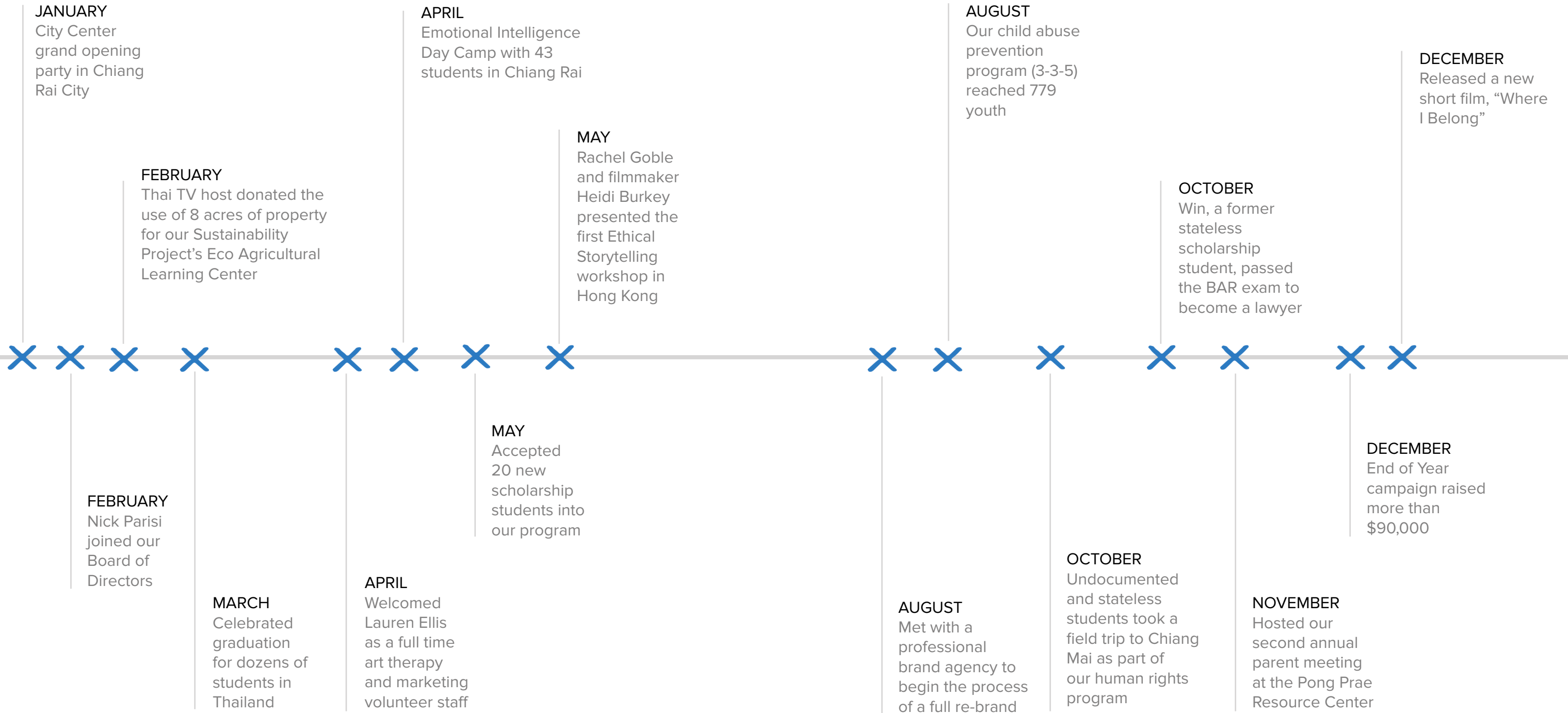
INCLUSION and dignity go hand in hand. We serve those in need without restrictions based on gender, race, religion, sex, age, background, nationality, et cetera.

THE
freedom
STORY

OUR IMPACT

OUR IMPACT

OUR IMPACT



OUR IMPACT

357

Rural Villagers participate in our Sustainability Project, which includes our Eco Agricultural Learning Center, natural dyes, and silkworm programs

682

Children and youth take part in Awareness and Sexual Rights Project, which includes our 3-5-5 Program, and family and other camps.

12

Hours of English Tutoring (on average) are offered per month when school is in session; 21 hrs (on average) are offered when school is on break.

200

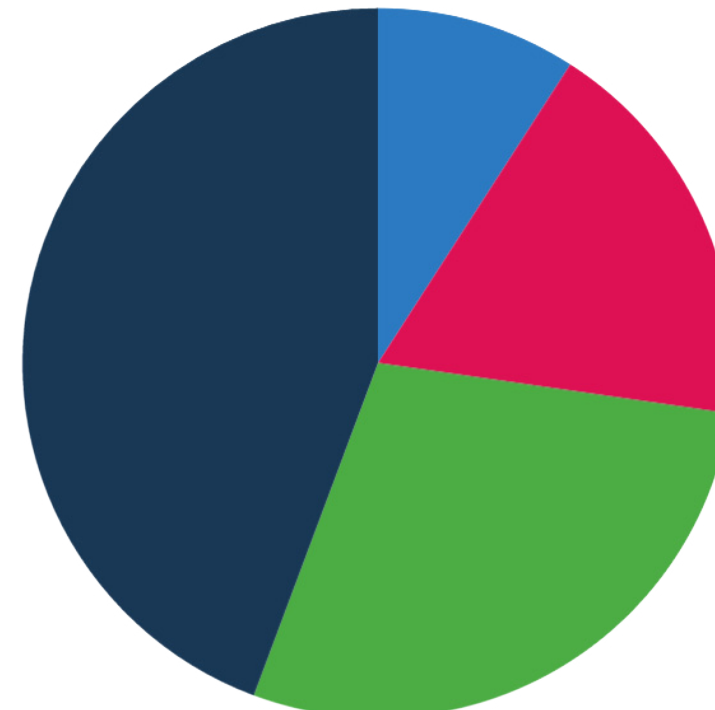
Children take part in our Legal Rights program.

18

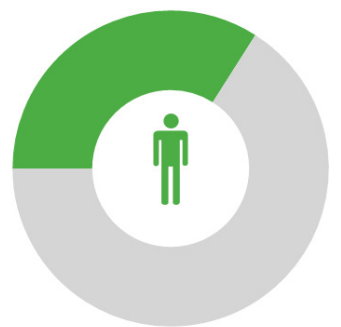
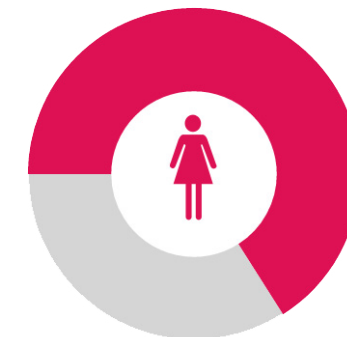
Hours of Math Tutoring (on average) are offered per month when school is in session; 25 hrs (on average) are offered when school is on break.

OUR IMPACT

122 STUDENTS SPONSORED

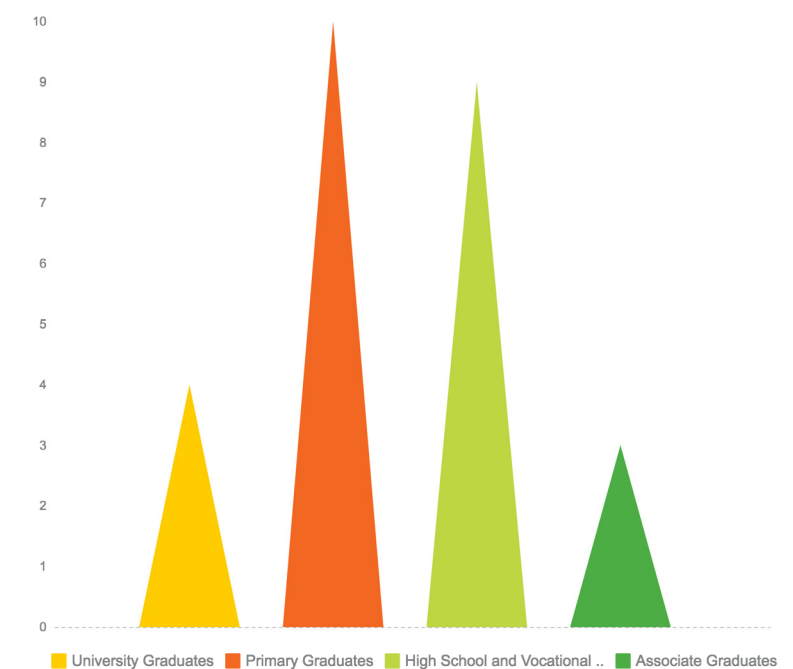


Associate (9.09%) Vocational (18.18%) High School (28.41%) Primary (44.32%)



26 STUDENTS GRADUATED

Four students graduated from University. Three students continued on from Vocational school to pursue a Bachelors Degree.



CASE STUDY



"WE'RE BOTH BRAVE ENOUGH TO DREAM."

Surachat and Surachai are two brothers who are in a complicated situation: they are stateless and they are orphans. Their father was an alcoholic who committed suicide in their home, and their mother had many mental and physical health problems before she passed away two years after their father. Her death was a turning point in their life where they realized they could no longer lead innocent and carefree lives. They talk about bearing a burden of guilt for not doing more to help their mother before she died, though they were still young when it happened. They had to take responsibility for themselves: cooking, cleaning, protecting themselves and finding financial support—especially after they discovered that their mother, because of mental illness, had not understood the importance of their identity documents and had thrown them away.

THE BASIC THINGS

Even a basic thing like transportation becomes a catch-22 where they cannot get a legal drivers' license without proper identification, so when they ride their motorbike to school or work, they risk getting caught for driving illegally, which can mean fines and jail time they can't afford. Yet they also can't afford to live without a way to get around to school and work.

HE SAID HIS HERO IS ABRAHAM LINCOLN.

Now they do everything they can to learn as much as they can by studying in the library, and they find whatever jobs available to support themselves by cleaning dishes and floors in the school cafeteria, delivering drinking water, or working in the fields. Surachai dreams of becoming a doctor, and coming back to his village to help the people there who are prone to illness. Surachat loves to study history and culture. People look down on them for being stateless, they suffer insults, legal discrimination, and lack of opportunity, but they don't let this affect their view of themselves. As Surachat explains:

"Not having citizenship is like I am invisible. It tells me no one cares about me. Everywhere I go, people insult me and are mean. But in my opinion, I don't think they are right. Even though we don't have Thai citizenship or a Thai ID, we can still live happily with others. Everyone is born differently. Even though we were born without citizenship, we are also human beings. Being happy or not happy is not about having an ID or money. It's about being satisfied with what we are or are not."

SURACHAI ADDS

"After school, we might not be able to go play soccer or video games like others do because if we do that our life will dwindle and have no future. But if we work hard today, no matter how hard it is, if we have good intentions and beliefs, if we do what we believe, then we can handle it and it will be something we can accept. I am not a person who gives up on my dreams. I have intentions. I don't care if I have Thai citizenship or not. I believe that my dream will come true. I will try and reach my goal."

"WATANASAREE GAVE US EVERYTHING."

They express gratitude and their sense of feeling blessed to have Watanasaree [The Freedom Story] in their lives. The money for school and supplies, the counseling and mentoring services, and the other opportunities it provides for higher education has changed their prospects in immeasurable ways. They feared they would be homeless without The Freedom Story's support, but at The Freedom Story, they feel safe. Surachai says, "I want to say thank you to Watanasaree for helping us to have hope again and keep fighting and go through our problems. Even though everyone starts in different places, we can choose our own direction."

To watch Surachat and Surachai's inspiring story, visit www.thefreedomstory.org.



A woman with dark hair in a ponytail, wearing a blue patterned short-sleeved shirt, is speaking and gesturing with her hands. She is in a meeting room with whiteboards in the background. Other people are visible in the background, some blurred. The word "RESEARCH" is overlaid in large white letters at the bottom.

RESEARCH

SOCIAL IMPACT REPORT

Over the past couple years, we've ramped up efforts to collect data to examine whether our programs are having the positive impact we aim for. We want to know to what extent our programs help keep at-risk students in school while also building the resilience and awareness necessary to protect them from trafficking. These are the best available proxy measures on whether we're effectively preventing the trafficking of children.

In 2016, we completed a comprehensive study, involving interviews and surveys of our students, and the initial results prove promising.

As a result, these findings suggest that our kids are vulnerable to exploitation due to poverty, and that the scholarships are critical aids in keeping them in school. Ensuring they are successful in school is a challenge, and some of those challenges lie beyond the scope of our work. However, given the precarious, and often exploitative, nature of the type of work available to minors and young adults, the fact that our kids are choosing to stay in school rather than pursue alternatives is a strong indicator that The Freedom Story is finding success in preventing human trafficking.

Moreover, the students show an awareness of trafficking, which can help put them on their guard against potentially abusive and dangerous situations. Meanwhile, The Freedom Story has provided intangible, though no less important, benefits: relationships with mentors whom the students have come to view as extended family, who make the students feel valued, supported, and who help increase a positive outlook for the future.

Many thanks to Dan Olson, the principle author of our Social Impact Assessment, to Dr. Melissa Anderson-Hinn and to Athalie Waugh (M.A.) for their efforts in conducting the research, to End Crowd for the initial funding for the project, and to the many other contributors who helped provide insightful feedback and edits!

Included here are just a few highlights of what we've learned. To request a full report please email us at contact@thefreedomstory.org.



ON RISK

- Fifty-five students (out of 76) reported agreement that if they were not a scholarship student, they would have to go to work to help their family.
- Most reported knowing someone who has had to leave home to go to a major city like Bangkok or Chiang Mai to find work.

ON BENEFITS

- All of the beneficiaries in the data sample reported being currently in school.
- Eight-eight percent felt confident they would complete their educational goals.
- About 95% believed that education has made their lives better, and almost all of the students reported that The Freedom Story scholarship has made them realize they have more options for the future.
- About 70% (22 students) of the primary school interviewees described The Freedom Story staff as being a second family and all of them expressed strong ties to the Resource Center as a second home.
- When asked their favorite thing about their experience with The Freedom Story, 100% of the high school students interviewed said the following: relationships with staff. They spoke about feeling safe approaching staff, valuable to them, and confident in implementing the advice they gave. They also spoke of how their connection to The Freedom Story translated directly to a consistent increase in their levels of hope for their futures.
- The majority of students reported having attended one or more of our human trafficking awareness raising events, and vast majority of students were able to correctly identify potential trafficking situations.

ROOM TO GROW

- The majority of our students report a lack of confidence that there is anyone at school to whom they can turn when they have questions (which is likely due to a cultural phenomenon where asking questions of teachers is often considered offensive as it suggests the teacher didn't teach the material well enough).
- Most of the students also report a lack of confidence in their grades.
- Less than half of our students strongly agreed that they have all the resources they need to do well in school.
- Thirty-seven students were either neutral or agreed that they have a hard time completing homework assignments. Students who had over 3 people living in their household (with an average of 5.8 per household) were less confident that they had the resources they needed to succeed.
- We also noticed some confusion around whether or not students had mentors and the effect of mentorship in student's lives. While this is likely an issue of cultural translation (there is no Thai word for mentor, making the concept hard for some to understand), given that mentorship is such a large pillar of our programming, it is something worth exploring further.



OUR REACH

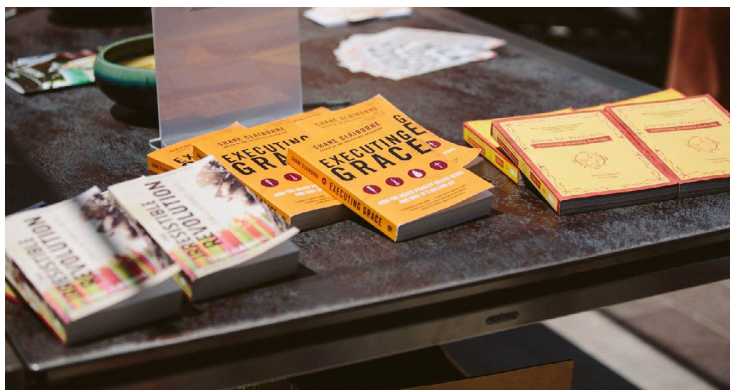
AN AFTERNOON WITH SHANE CLAIBORNE

July 18th, 2016



Shane Claiborne has published eight books. He's also written for numerous other publications including Esquire, Christianity Today, and The Wall Street Journal. He's guest lectured at Harvard, Princeton, and many other universities. The intentional community he founded in Philadelphia, The Simple Way, continues to be a trailblazer in the new monastic movement. Shane's a busy man.

So we were excited to get to spend an afternoon with him. Along with twenty exclusive guests and donors, we listened to and discussed with Shane as he shared his reflections on what justice means and the work of The Freedom Story.



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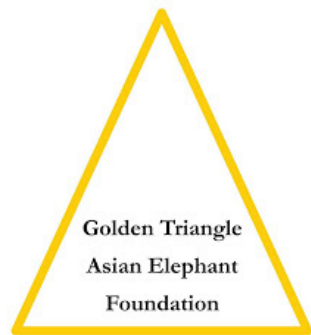
KRU TAE
Math Tutor

PARTNER ORGANIZATIONS

Collaborating with and learning from other organizations is essential to our work. Our partnerships and relationships in the anti-trafficking world extend far beyond those on this page. We can't highlight them all here. But we want to say a special thank you to the organizations we regularly visit during our Field Learning Trips. Their dedication to educating and inspiring future activists, and their commitment to collaboration, make them essential partners in our work of prevention.



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www.helpingelephants.org



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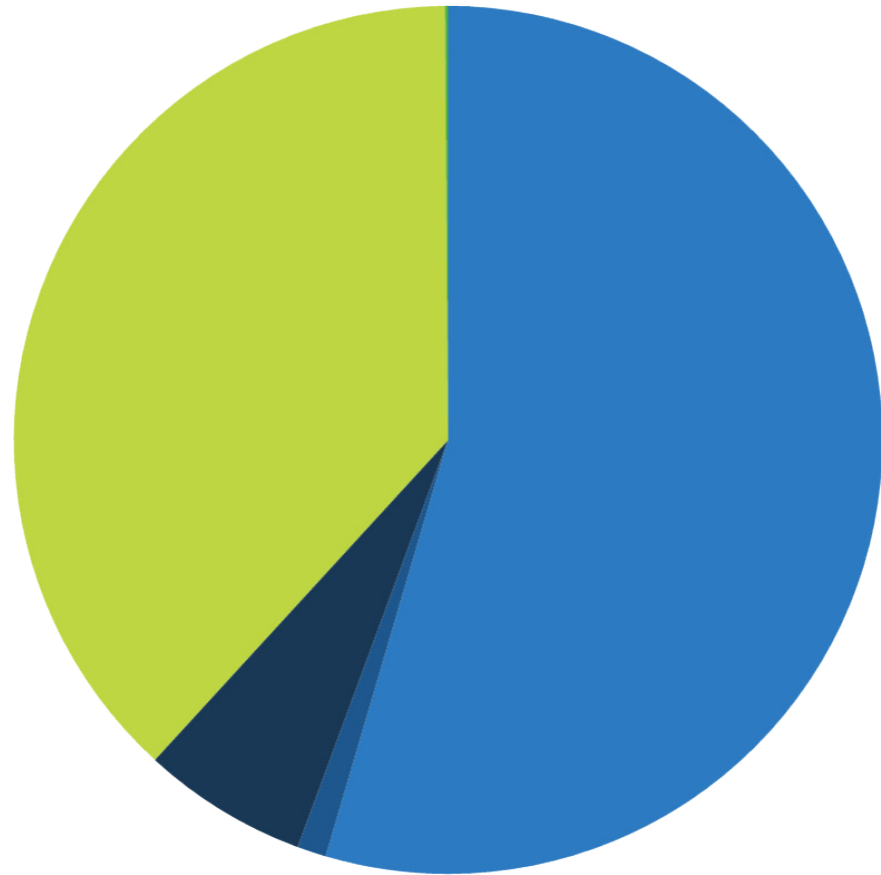
SHANNON GRIESSER
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The FREEDOM Respite Center Open to
qualified persons with disabilities
Thailand's Alzheimer's Disease
171 rd 1 st, Thailand is a safe & secure place

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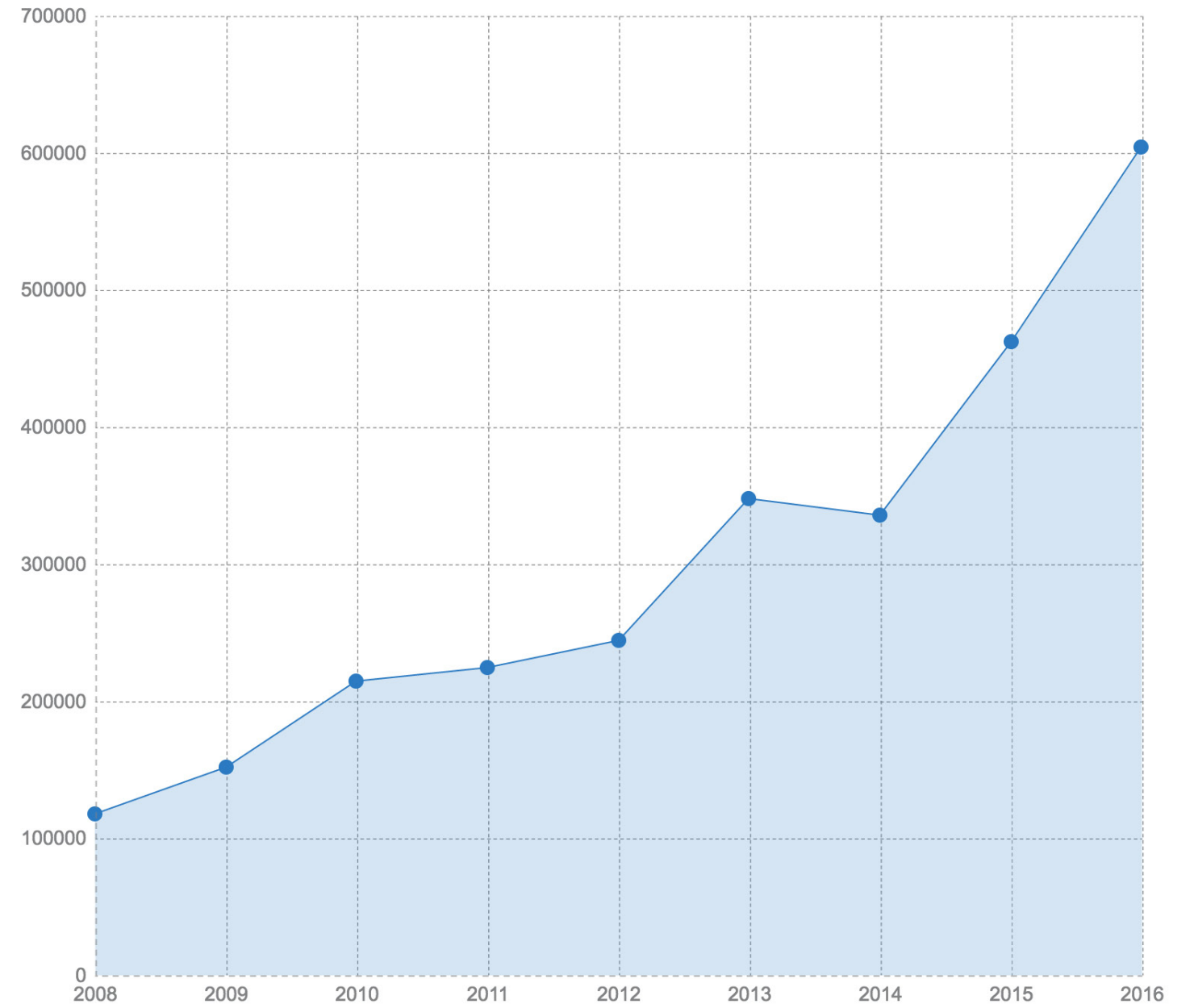
INCOME AND DONATIONS



TOTAL INCOME: \$609,150

● Individual Donors	\$332,276	55%
● Grants	\$232,007	38%
● Online Fundraising Platforms	\$37,609	6%
● Special Events	\$6,584	1%
● Other Revenue	\$673	.1%

FINANCIAL GROWTH OVER TIME



2016 ACCOMPLISHMENT

10¢
Our cost to raise \$1

31.8%
Increase in support for our programs from 2015

EXPENSES



TOTAL EXPENSES: \$575,096

● Resource Centers, Scholarships, Sustainability & other Program Initiatives	\$290,173	
● Program Salaries, Travel & Overhead	\$82,298	
PROGRAM SERVICES TOTAL	\$372,471	69%
● Fundraising & Marketing Initiatives	\$6,938	
● Fundraising Salaries & Overhead	\$50,778	
FUNDRAISING TOTAL	\$57,716	11%
● ADMIN SALARIES, RESEARCH & OVERHEAD	\$144,909	20%



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WITH GRATITUDE

Our incredible thanks to all of the donors who have so generously invested in The Freedom Story in 2016.

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TRANSFORMING OUR WORLD: THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT



01

**PEOPLE AND PLANET _
THIS STORY BEGAN LONG
BEFORE YOU, AND IT WILL
CONTINUE LONG AFTER YOU _**

Forward

Collectively, our decisions and actions will form the story of humanity and of our planet by 2030.

The 2030 Agenda for Sustainable Development is the next step in a long journey started seventy years ago with the establishment of the United Nations. This is a journey towards “social progress and better standards of life in larger freedom”, as stated in the Charter of the Organisation. We have come a long way since then. We have dismantled colonialism, established global institutions, and developed policies and practices to move us forward. Following decades of international conferences, the Millennium Development Goals (MDGs) taught us that focussed global development through goal setting, when combined with courageous leadership and multi-stakeholder partnerships, indeed makes a difference. Global efforts have lifted millions out of poverty since the turn of the millennium. And yet, the journey must continue as inequalities still persist and progress remains uneven in all countries – developed and developing.

The 2030 Agenda provides an unprecedented opportunity to inch closer towards a world where human needs and aspirations are met, while protecting our environment, ensuring peace and realising human rights, especially for women and girls.

This is an agenda with **people** and the **planet** at its core, aimed at ending poverty and hunger in all its forms and ensuring all human beings enjoy shared **prosperity** and a fulfilling life. To transform our world so people live in **peace** and harmony with one another and with nature in safe, just, inclusive and sustainable societies free from fear and violence. Equipped with this bold vision, we need genuine **partnerships** to ensure timely implementation over the next 15 years. Youth are the torchbearers for this agenda but we must work together in intergenerational partnership to make this vision a reality.

We now have a set of goals to transform this bold vision into action on the ground. We have the resources, innovative technology and capacity for all economies to grow and transform the lives of everybody. We can end poverty and ‘bend the curve’ on climate change.

This is the story you are shaping. Now is the time to transform our world for people and planet by 2030, leaving no one behind.

Amina J Mohammed

Special Adviser of the Secretary-General on Post-2015 Development Planning

25 September 2015

**THIS IS OUR DECLARATION OF
INTERDEPENDENCE:**

THIS IS THE STORY YOU ARE SHAPING.



A HUMAN collaboration with the United Nations

At the landmark Sustainable Development Summit held from 25-27 September at the UN Headquarters in New York, world leaders will officially adopt the historic sustainable development agenda, entitled "Transforming Our World: The 2030 Agenda for Sustainable Development," which was agreed on by the 193 Member States of the UN, and includes 17 Sustainable Development Goals (SDGs). The agenda aims to realize Peace and Prosperity, and forge Partnerships with People and Planet at the core. It will mobilize national governments, the international community, businesses, civil society and all people everywhere to end poverty, reduce inequalities and promote shared prosperity and well-being for all, and tackle the worst impacts of climate change by 2030. The United Nations General Assembly transmitted the outcome document entitled "Transforming our world: the 2030 Agenda for Sustainable Development" to its seventieth session. From 25 to 27 September 2015, world leaders converged at the UN headquarters in New York to set the world on a sustainable course by formally adopting the post-2015 development agenda, which serves as a launching pad for the international community, national governments and all people everywhere to promote shared prosperity and well-being for all over the next 15 years.

The large text consists of the script from the film series, "The Story You are Shaping", written and directed by Jonathan Olinger, which premiered at the United Nations Sustainable Development Summit' seventieth session for action during its summit for the adoption of the post-2015 development agenda on from 25 to -27 September 2015. Smaller text sections come from the Preamble of the "Transforming our world: the 2030 Agenda for Sustainable Development" outcome document and are presented in Arabic, Chinese, English, French, Russian and Spanish as translated by the UN.

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Section Editors Dan Olson, Zoë Tipler

Photo Editors Jonno Rattman, Daniel N. Johnson

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The Brand Report™

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Brand Overview

*“Restoring Sherwin’s 67 Karmann
Ghia taught Kirk and Sherwin how
to communicate and get shit done.”*

The Story

Kirk and Sherwin’s friendship began in high school. They both shared a love for cars. Sherwin was known as the go to guy when it came to fixing them, and Kirk was always ready to help when a friend’s car needed fixing. He learned quickly. After a three year long project restoring Sherwin’s 67 Karmann Ghia, they knew they made a good team. Throughout several other projects restoring vintage cars, they learned how to argue with one another and, in the process, how to communicate and get shit done.

When Sherwin bought a home, they continued their friendship by working on it together. One of their favorite things to do was crack a cold beer after an honest day’s hard-work. They loved beer. Sherwin loved it so much, he decided to make it himself. He got a home brew kit and was soon experimenting — ambers, IPLs, pilsners and stouts. Pretty soon friends were trading in their Coronas for Sherwin’s home-brew, which motivated him to enter several homebrewing competitions. To his surprise, he began collecting bronze, silver and gold medals for his beers. The tipping point came when Eagle Rock Brewery, Enegren Brewery, Monkish Brewery and Ladyface opened up in Los Angeles.

Sherwin signed up for a Business Plan course to help organize his thoughts. Just like all of the other passions they shared, Kirk had helped Sherwin with the home brewing. When Sherwin showed him the plan, Kirk looked it over. He developed the Breweryard concept further to reflect a more viable operation for just two people. Having a design/architecture background, Kirk also began working on their logo, identity and general design layouts for the brewery.

Kirk grew up working in his mom’s restaurant and was familiar with the service industry. He understood the importance of having a streamlined and well thought out business plan. The plan was solid. If they had enough build-out capital, it could work. With such a solid business plan, Kirk had no problem convincing his already enthusiastic dad to be a silent partner, which allowed them to secure an SBA business loan.

Because the industry in LA was so small at the time (and the craft brew industry is really open and friendly in general), they found it easy to talk with other breweries, picking their brains about what did and didn’t work. Other than Eagle Rock, there were no other breweries near

Glendale, and little access to fresh craft beer for those living in North LA. After giving it some thought, they realized the industrial section of Glendale was perfect. Glendale was (and still is) growing, and is easily accessed from the valley and all of North LA. They talked to the city. Glendale was excited about the idea, as was the landlord and the building owner of the spot they found. They secured a place and the SBA loan shortly after. Taking on a great deal of the build out themselves, with plenty of help from family and friends, they opened the doors to Breweryard Beer Company, cutting the ribbon on 5 December 2015.

The Brewery Experience

Walking into the Brewery taproom feels like walking into a speakeasy at the tail end of prohibition. It's a diamond in the rough, but not in a hip, "cooler-than-you" sort of way. The staff are personal and approachable, just like the beer. Whether you're a young professional just getting into the craft beer scene or a craft beer aficionado looking for something to enjoy or you simply want a family friendly place where you can sample several fresh craft beers without a hangover the next morning, Brewery is your spot.

In many ways, the taproom and the brand itself is built around the restored 1936, end of prohibition-era truck. The truck represents a "work horse." It's a celebration of the hard work and resourcefulness of the blue-collar worker. It's a recognition of what brought Kirk and Sherwin together. It's also the perfect spot to gather around and enjoy the fruits of your labor with family and friends — in this case, approachable, delicious and fresh craft beer.

The staff at Brewery is family. Orders aren't dictated from on high. There is no micro-managing. There is no shaming. But everyone is expected to help out when needed, to take pride in their work and to make guests feel at home. Every staff-member's opinion matters. Whether it's concern about a beer's taste profile or an idea about how to make the taproom experience better for our guests, everyone is encouraged to contribute. Being a part of the Brewery family is rewarding and fun, and Kirk and Sherwin want every member of the staff family to love Brewery as much as they do.

Brewyard Target Audience

Gender Male and Female

Age 30–40

Income \$50,000+ a year

Transitional Beer Drinker

The transitional beer drinker is a young professional who is apprehensive about craft beer but wants to expand his or her profile. Religiously and ethnically, they are diverse. They typically drink wine or a pilsner/American Lager. They may work at a studio in Burbank and/or live close by. They hike, bike and play with their kids on nights and weekends. They don't want to be punched in the face by hops, but rather gently seduced into a relationship with the wide world of craft beer.

Locals

Glendale is very diverse overall, but with a large population of Armenians. Typically, Armenians enjoy darker beers — stouts, dark lagers and porters. While Glendale is currently in the process of being re-energized, the population is still largely around 40 years of age. Brewyard's location in North Glendale makes it easy for the populations of North Hollywood, San Fernando Valley, Pasadena and Burbank to access the taproom as well.

The Future

“The 8 core beers of Breweryard are established, being distributed and in high demand.”

One Year From Now...

On 21 December 2016, Breweryard’s taproom is pulling in \$5,000 dollars a week on average. All of the 9 taps are being utilized, pouring an established and well-received lineup of beers. A couple of solid employees work in the tap room, freeing up time for Kirk and Sherwin to focus on brewing once a week.

Brewyard sells kegs to 40 draft accounts. The website is up and fully functional. There are a few more big tanks, and a couple of barrels aging in preparation for the anniversary party. Inquiries about renting the space for parties are constantly coming in, and tap takeovers are happening on a regular basis. Proof of concept bottles have been done, and the viability of bottling is being established.

Kirk and Sherwin both have steady paychecks coming in. They work on alternate days, allowing each to have a full day off every week.

Three Years From Now...

On 21 December 2018, Breweryard is in the process of building out their team. They are expanding to keep up with increased demand. They are distributing and, of course, still brewing. They have an up and coming barrel aged program, including sour beers. The tap room hosts regular educational special events on everything beer from barrel aging to sensory tasting.

Five Years From Now...

On 21 December 2020, Breweryard has expanded to include the space next door. The expansion has enabled a bottling line that is being distributed throughout California. Breweryard is trademarked in California, and considering doing so nationally. The 8 core beers of Breweryard have been established and are in high demand, and dozens of seasonal and specialty beers have been cycled through. The taproom has expanded as well. It’s open seven days a week, with four people working it.

The Brewery team has also expanded, including marketing, sales and design. The day to day operations are handled by a competent team. While Kirk and Sherwin still offer help and oversight, they have been freed up to focus on brewing and strategy. They have one other dedicated brewer, and four more who help with brewing and also work in the taproom.

In addition to brewing and strategy, Kirk and Sherwin are the face of the brand. They go to beer festivals around the country, representing the brand. They create big events with other brewers and breweries. They each take a week or two off every year, and still work alternate days.

Hello, my name is

BREWYARD

Glendale, CA

Who I Am

I'm a hardworking, blue collar guy who's not afraid to get my hands dirty to get the job done. I'm personal and down to earth, and I enjoy a good beer after an honest day's work. I don't take myself too seriously and appreciate silliness and sarcasm from time to time. Fine, I appreciate those most all the time.

My **Linguistic Style** is

Hospitable

Respectful

Comforting

Fatherly (Full of "Dad Jokes")

My **Adjectives** are

Hard-working

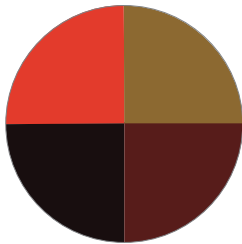
Driven

Personal

Approachable

Resourceful

My **Favorite Colors** are



Rod Iron Black, Brick Red,
Stained Wood, Burnt Orange

My **Social Media**



brewyardbeerco



brewyardbeerco



brewyardbeerco



Style

Work wear
Dickies Clothes
Worn-in
Rugged



Music

Louis Armstrong
Benny Goodman
The Roots
Ozomotli



Magazines

New Brewer Magazine
Rolling Stone
Model Car Magazine
Mc Master Carr



Books

A Connecticut Yankee in
King Arthur's Court
Willy Wonka and the
Chocolate factory
How to Brew
Great Gatsby



Movies/TV Shows

Cheers
Family Guy
Dave Chappell Show
Breaking Bad



Activities

Works on cars
Wood working
Brews beer at home
Plays with his kids

