

U.S. Chamber of Commerce Case Study



It's a Penalty combats human trafficking, exploitation, and abuse using large sporting events as a platform to drive local and global educational campaigns in host cities.

What does It's a Penalty address, and what actions are being taken?

Our vision is a world where no one is vulnerable to abuse, exploitation, or human trafficking.

It's a Penalty runs global and local campaigns, leveraging the influence of major sporting events to prevent human trafficking.

Through campaigns, we do the following:

- **Educate people on human trafficking, warning signs, and penalties for offenders.**
- **Equip individuals with local and global reporting mechanisms.**
- **Encourage bystanders to report suspicious activity.**

Our goal is to raise awareness, promote behavioral change, and boost reporting. Through education on legal consequences, we aim to discourage exploitative practices while ensuring a lasting positive impact.

Key Actions

Raising Awareness

We launch multiplatform campaigns featuring high-profile athletes and educational materials to help people recognize and report trafficking.

Strengthening Prevention

We provide individuals, businesses, and communities with tools on trafficking indicators and how to report.

Mobilizing Partnerships

We collaborate with airlines, hotels, transport services, and sporting organizations to integrate anti-trafficking measures into global events.

Driving Systemic Change

We advocate for stronger policies, victim support, and long-term prevention strategies.



Volunteers in Las Vegas packed over 500 hygiene kits for survivors, January 2024.



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Results

It's a Penalty campaigned during **20 sporting events**, including **8 Super Bowls**, and each had an average reach of **180 million individuals**.

It's a Penalty, together with our partners, achieved the following:

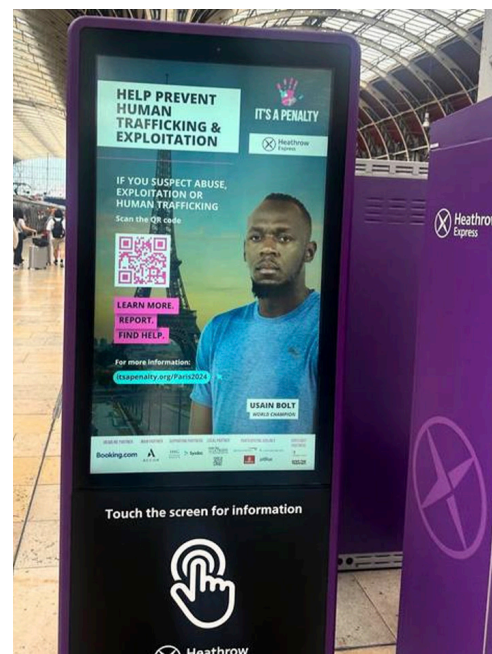
Protected **17,028 victims** of sexual exploitation and prevented thousands more from becoming victims.

Trained
12,549
hospitality
staff

Recovered more than
100 missing
children

Worked with
17 airlines

Campaigned in
11 countries



The Paris Olympics 2024 Campaign poster is displayed at Paddington Station in London, July 2024.

By using major sporting events as platforms, we ensure that communities, industries, and individuals are empowered to fight trafficking, not just during events, but year-round.



Anna Blue, president, AHLA Foundation; Rick Vonfeldt, director of security and surveillance and director of investigations, Las Vegas region, Caesars Entertainment; Todd Fasulo, senior vice president of security, investigations, surveillance, and crisis management, Wynn Resorts; Mark VanBeest, vice president of brand services and external affairs, G6 Hospitality; and Deirdre Fike, vice president of security, investigations, and intelligence, MGM Resorts International, speak about the role of the hospitality industry in combating human trafficking at the Las Vegas Super Bowl Campaign press event, January 2024.



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U.K. Charity No. 1161848 and 501(c)(3) status organization

How does It's a Penalty partner with businesses to stop human trafficking?

The organization partners with businesses across industries—sports, hospitality, travel, entertainment, and beyond—to combat trafficking through awareness, education, and prevention strategies.

It's a Penalty provides awareness and accountability as outlined below:



Training and Education: We equip employees with the knowledge to identify and report trafficking through workshops, e-learning modules, and awareness materials.



Supply Chain Accountability: We help businesses implement ethical practices to prevent labor trafficking and exploitation in their operations and supply chains.

Our partners help us develop our campaigns as follows:



In-Flight and Hotel Campaigns: Airlines, hotels, and travel companies distribute educational materials and awareness videos and display anti-trafficking messaging to staff and customers.



Public Awareness Initiatives: Brands amplify our message by featuring campaigns on websites, social media, billboards, and event venues, reaching millions worldwide.



Community Engagement and Survivor Support: Businesses contribute to anti-trafficking efforts through donations, partnerships with survivor support organizations, and community outreach.

By integrating these strategies, we empower businesses to be a force for change—protecting vulnerable individuals and strengthening global efforts to end trafficking.

“Booking.com collaborates with the hospitality sector and partners with It's a Penalty to help our listings prevent and disrupt human trafficking. We take meaningful action to address the potential risks of modern slavery and human trafficking in the travel supply and value chain with contractors, travel service providers, and affiliate partners.”
— Femi Thomas, chief compliance officer at Booking.com

“IHG is proud to continue our support of It's a Penalty and our shared commitment to fighting human trafficking across the world. The hospitality industry plays a vital role in combating exploitation in our communities especially during large sporting events. Through our partnership with It's a Penalty, we can increase awareness and equip hotel teams with additional tools and training to identify and prevent trafficking.”
— Jay Caiafa, chief operating officer, Americas, at IHG Hotels & Resorts



The Booking.com team is at It's a Penalty's New Orleans Super Bowl campaign press launch, January 2025.

