

*We put on our make-up and we say we are pretty.  
But it is a lie.  
Men come in and they see us and they tell us we are pretty.  
But it is a lie.  
We are nothing, we are worthless, our life means nothing.  
There is no hope for us.*

— Found scratched on the wall of a brothel in Vietnam



Human trafficking generates over US\$150 billion a year and is the second-largest criminal industry in the world after drug trafficking. It is a high-demand, low-risk crime. Human trafficking in Vietnam has reached alarming levels, impacting approximately 7,500 victims, over 90% of whom are women and children.<sup>1</sup> This underscores the need for an immediate and stronger intervention to combat forced labor and sexual exploitation.

### Changing Lives

Every person deserves a life free from violence and exploitation. Rotary and World Vision are working together to combat trafficking of women and children by equipping them, their communities, and local partners with effective approaches to prevent the exploitation of the most vulnerable, protect those who have been victimized, and increase access to justice and critical care.

Project Dignity is a 2-year, global grant that will focus on the most vulnerable children, youth, and poor families from remote areas. Many of them lack parental care and are desperate for work opportunities. The project will educate children, youth, and parents on what trafficking is and the recruitment techniques traffickers use. It will facilitate learning on life skills, safe migration, online safety, vocational training, and leadership development. Families will receive home visits and support for income-generating activities, which will help them meet children's immediate needs, such as food and medical care. The project will strengthen the capacity of protection systems and community-based networks to identify victims and at-risk children. It will support community-based social protection and referrals while seeking justice for victims.

### Key Partnerships

Project Dignity will be managed by the Rotary Club of Danang and World Vision Vietnam. As the world's largest service organization, Rotary has unprecedented reach. World Vision works in nearly 100 countries with over 30,000 staff serving the world's poorest and most vulnerable communities. In Vietnam, World Vision has partnered with government and community stakeholders since 2007 to protect vulnerable populations from trafficking and strengthen protective environments for children. World Vision will match Rotary's \$300,000 contribution toward an \$800,000 budget for this critical project.

### Project Location

A large proportion of the world's trafficking cases occur in Asia, particularly across the Greater Mekong sub-region. The program will target trafficking hotspots in Vietnam's Điện Biên province, which borders Laos and China. Human

<sup>1</sup> Vietnam Ministry of Labor, Invalids and Social Affairs; July 30, 2021; "Join Hands to Fight Human Trafficking," <https://molisa.gov.vn/baiviet/230087?tintucID=230087>

trafficking in Điện Biên is a growing crisis, with traffickers preying on ethnic minority communities trapped in poverty, making them highly vulnerable to scams and exploitation. Trafficking victims—especially young girls and boys—are lured with false promises of jobs or marriage and taken across borders for exploitation.

### Project Goal and Outcomes

The goal of Project Dignity is to significantly improve the well-being of women and children by reducing the prevalence of trafficking and exploitation and supporting survivors to rebuild their lives. This will occur through four areas of focus:

#### Prevention

- Educate children, youth, parents, and caregivers on trafficking risks, online safety, safe employment search and migration, and self-protection.
- Support children’s groups and leadership development opportunities in schools and communities.
- Equip youth with vocational training and connect them with legal recruiters and employers.
- Organize campaigns on safe migration and online safety.

#### Protection

- Build the capacity of local government and other collaborators in the identification of trafficking victims, youth at risk, and home visits.
- Train local government and service providers in case management, counseling, and referral.
- Support reintegration of victims and returnees by linking them with legal and medical assistance, counseling, and livelihood development assistance.
- Conduct home visits with individuals and families to support development of life plans.

#### Prosecution

- Facilitate legal support for trafficking victims and juvenile offenders during investigation and prosecution.
- Train law enforcement staff on child-friendly investigation procedures and a victim-centered approach.

#### Partnership

- To ensure lasting gains, build protection-focused partnerships among government agencies, service providers, companies, and other community-based actors.
- Develop a joint action plan to address human trafficking and connect victims to services.



Điện Biên is located in northwest Vietnam (shaded above in orange).



In a recent World Vision project in Điện Biên, girls receive instruction in how to prevent human trafficking.

### You Can Make a Difference

Rotary and World Vision look forward to another successful partnership, one that will change lives for children and families. Your club’s participation will have a lasting return on investment, as every young life is precious beyond value. Thank you for joining with us.



Contributions may be sent to:  
 Rotary Club of Sacramento Foundation  
 P.O. Box 2528  
 Fair Oaks, California 95628  
 In the memo: Project Dignity GG2577183

Rotary contacts  
 John Phair  
 (916) 207-7763  
 Clayton Lee  
 (916) 730-5164

