

MSU LEAD Campaign
STOP HUMAN TRAFFICKING 
WHO WILL? SPARTANS WILL.



CAMPAIGN INFORMATION PACKET

Provided by the
Michigan State University
Women's Resource Center
September 2015



What is Human Trafficking?

Human Trafficking is defined in Webster's Dictionary as the organized criminal activity in which human beings are treated as possessions to be controlled and exploited (as by being forced into prostitution or involuntary labor).

What is The House of Promise?

[The House of Promise](#) is a comprehensive healing oasis that serves to rebuild each woman and girl that comes through the door. They provide training and counseling to each resident, teach basic life skills and the ability to provide for themselves without falling back into destructive patterns of slavery. The House is rehabilitative and helps survivors enter back into their normal lives with the help of love, faith and care.

With statistics showing that nearly 1 in 3 women will face sexual abuse in their lifetime, the work of *The House of Promise* is desperately needed.

"I have been given a purpose. It begins with a home where young women can find refuge and be loved again. A safe haven for girls from 12 to 22 years old, who have been victims of trafficking or sexual abuse. It is my passion to help provide the restoration and recovery that is essential for healing the deep wounds they carry."

~Shari Montgomery, President & Founder

Mission:

Provide a safe environment to promote healing for the spirit, soul and body in sexually abused and trafficked women and girls.

Vision:

To break the cycle of sexual abuse in women and girls who reside at this safe haven home who are in need of healing from the chains of human trafficking. To rebuild purpose and self-esteem through the power of faith.

Human Trafficking Fast Facts

- Human trafficking is the second-largest and fastest growing industry in the world.
- The State department estimates over 2,400 minors are up for sale in West Michigan alone.
- Cities with international borders such as Detroit attract many human trafficking cases.
- Events such as the Auto Show and Art Prize draw a large number of human traffickers to the area.

Sources:

Human Trafficking Definition, websterdictionary.com, first used in 1988

2013 Human Trafficking Commission Report, Michigan State Government

Human Trafficking Happens in Michigan, detroitnews.com, April 24, 2015

How do we plan to help?

Currently, Ms. Montgomery is in need of funding to purchase a home to house women who have been institutionalized in the Human Trafficking system. The students of the MSU Women's Resource Center have designed a year-long fundraising initiative to assist with achieving this goal.

There are six components to the Fundraising Campaign: a Residence Hall Fundraising Challenge, a Registered Student Organization Fundraising Challenge, a Greek Life Fundraising Challenge, a Faculty/Staff Fundraising Challenge, a Graduate Student Fundraising Challenge, and an Off Campus Fundraising Challenge.

Residence Hall Fundraising Challenge:

- Individual halls/buildings will have a focused competition within each building or a building in your neighborhood.
 - East, South and River Trail Neighborhoods will compete against their opposite side within their respective residence hall (i.e. East Akers vs West Akers, North Case vs South Case, etc.).
 - Brody and North Neighborhood will compete against another residence hall in their neighborhood (i.e. Campbell Hall vs Landon Hall, Armstrong vs Rather, etc.).
- Check your tab on the MSU WRC website to see who your competitor is.
- Instructions on the donation process are outlined below.
- The floors that raise the most money within each **neighborhood** will be rewarded for their efforts.
- The residential hall that raises the most money overall will receive special recognition at the Spring 2016 Celebratory Gala.
- Donations can be made directly via the MSU WRC website at <http://wrc.msu.edu/human-trafficking/>.

Registered Student Organization Fundraising Challenge:

- Register your organization at <http://wrc.msu.edu/human-trafficking/> website. Instructions are outlined below.
- Organizations will have a focused competition with one another.
- Groups can plan a fundraiser or solicit donations and deposit them through the MSU WRC website.
- Groups **MUST** have their fundraising idea approved by the MSU Women's Resource Center.
- Groups **MUST** include the MSU Women's Resource Center approved "*The House of Promise*" logo on all approved fundraising materials. **ALL** fundraising materials are **REQUIRED** to be approved by the MSU WRC prior to dissemination.
- The RSO that raises the most money overall will receive special recognition at the Spring 2016 Celebratory Gala.
- Donations can be made directly via the MSU WRC website at <http://wrc.msu.edu/human-trafficking/>.

Greek Life Fundraising Challenge:

- Register your organization at <http://wrc.msu.edu/human-trafficking/> website. Instructions are outlined below.
- Organizations will have a focused competition with one another.
- Groups can plan a fundraiser or solicit donations and deposit them via the MSU WRC website at <http://wrc.msu.edu>.
- Groups **MUST** have their fundraising ideas approved by the MSU Women's Resource Center prior to activating.
- Groups **MUST** include the MSU Women's Resource Center approved "*The House of Promise*" logo on all approved fundraising materials. **ALL** fundraising materials **REQUIRE** approval by the MSU WRC prior to dissemination.
- The Greek organization that raises the most money overall will receive special recognition at the Spring 2016 Celebratory "Beauty for Ashes" Gala.

Donations can be made directly via the MSU WRC website at <http://wrc.msu.edu/human-trafficking/>.

Faculty/Staff Fundraising Challenge:

- Register your department at <http://wrc.msu.edu/human-trafficking/> website. Instructions are outlined below.
- Departments will have a focused competition with one another.
- Faculty/Staff can make donations to support the department of their choice.
- Check the listing of already registered departments; if your department isn't there, make sure to register it.
- The department that raises the most money will receive special recognition at the Spring 2016 Gala for special recognition.
- Donations can be made directly via the MSU WRC website at <http://wrc.msu.edu/human-trafficking/>.

Graduate Students Fundraising Challenge

- Graduate students make donations directly via the MSU WRC website at <http://wrc.msu.edu/human-trafficking/>.
- The person who raises the most money overall will receive special recognition at the Spring 2016 Celebratory Gala.

Off Campus Fundraising Challenge

- Students and other individuals who live off campus may make donations directly via the MSU WRC website at <http://wrc.msu.edu/human-trafficking/>.
- The person who raises the most money overall will receive special recognition at the Spring 2016 Celebratory Gala.

Fundraising Ideas:

- Fortune cookie sales
- Charity basketball
- Popcorn sales
- Car/truck washes
- Bake sales
- Candy sales
- 2K Tournaments (video game tournament)
- Book (used book) sale
- A donation box at organization meetings
- Fashion shows
- Refundable can/bottle drives
- Form groups and have each person set a goal to raise at least \$500.00
- Hold auctions
- Sell old clothes to resale shops (i.e. Second Time Around, Plato's Closet, etc.)
- Host fundraisers through local businesses

Who/Where to ask for donations:

- Your family and friends
- Your workplace
- Your classmates
- Your professors
- Your hall government or caucus
- Your place of worship
- Your local businesses
- Etc...

These are just a few ideas for fundraising and possible people who would donate. We encourage you to get creative and host your own unique events.

Online Registration Process

Go to The House of Promise/MSU LEAD Challenge site at <http://wrc.msu.edu/human-trafficking/>. Open the link corresponding to your challenge type: Greek Life, RSO, Faculty/Staff, etc. Check the listings to see if your organization or department is already registered. If it isn't, go back to the challenge tab and CLICK the "Register" link, complete the form, then CLICK "Submit." Once you submit, your confirmation message will appear.

Payment Process

Online Debit/Credit Card Payment

Go to The House of Promise/MSU LEAD Campaign site at <http://wrc.msu.edu/human-trafficking/>. Open the link corresponding to your challenge type: Greek Life, RSO, etc., you will be redirected to a form to complete. (Note: This form allows the MSU Women's Resource Center to track donations.) When you have completed the form, CLICK the "Donation" button, and enter your information through the PayPal site.

Cashier's Checks and Money Orders

Cashier's checks (guaranteed checks) and money orders should be made payable to "*The House of Promise*" and delivered or mailed to (49 Abbot Road, 332 Union Building, East Lansing, MI 48824-1029) C/O the MSU Women's Resource Center, Monday – Friday. Cashier's checks can be secured from any credit union or bank in which you are a member. Money order services are provided from select establishments like the 7/11, Kroger, Meijer, Walmart, etc.

Where to find the approved logo(s)

Approved logos can be found at <http://wrc.msu.edu> under the "*Human Trafficking*" tab. Click the "Approved Logo" link.

Social Media

Campaign updates will be posted to <http://thehouseofpromise.com>, <http://wrc.msu.edu>, and the WRC MSU Facebook Page "*MSU LEAD Campaign*." Here you can find updates on The Campaign, including funds raised to date and which groups/persons are in the lead.

We encourage you to document all your fundraising efforts so they can be proudly showcased on the above websites. Please email wrc@msu.edu with photos or videos of your event(s) along with any relevant information. Only appropriate multimedia will be selected for the site.

MSU LEAD Campaign Gala

The *Beauty for Ashes* Gala is an end-of-the-year celebratory event intended to recognize the hard work of everyone involved. It will be a time to celebrate fundraising results and successes, network with others in the cause, and hear from people directly involved in the fight to eradicate human trafficking.

This **black-tie** event will be held on **Thursday, April 21, 2016 at the Kellogg Hotel and Conference Center, Big Ten Room B & C**. Additional information about tickets will be released closer to the event date.

Contact:

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