

VICTIMS DON'T NEED PITY, THEY NEED JOBS!

**PASSION AND COMPASSION
DRIVE US TO FREE PEOPLE
FROM FORCED LABOR
AND FORCED PROSTITUTION.**



OUR VISION:

To see people freed from forced labor and prostitution, lives restored in the workplace and people reaching their full potential through a genuine care and support system.

OUR MISSION & PURPOSE:

To rehabilitate, empower and train survivors of forced prostitution and human trafficking through holistic educational and job integration programs.

YEAR 2018 - THE ISRAELI GOVERNMENT OUTLAWED PROSTITUTION.

The state of Israel is committed to combat sex trafficking and prostitution in Israel. This now includes law enforcement, education of the public, community collaborations, support of the victims and joint ventures with partners in the field. November 2020 – Both our Swiss non-profit GlowbaAct and our Israeli non-profit Hope Center joined forces with the Israeli government. We outlined a 24-month program to help individuals leave the sex industry on a national scale. In April 2021 we successfully launched the first training course.



The non profit GlowbalAct was co-founded by Tabea Opplinger in 2011. Her passion to see injustice for victims of forced prostitution end was fueled by weekly visits as a professional massage therapist in Zurich's redlight district. The more Tabea was confronted with people in the trap of exploitation, the more she saw the need of not only helping them exit but also creating and offering a job alternative.

A visit to Israel in 2013 was the trigger for Tabea Opplinger to move to Tel Aviv. The idea of a social business was born in this innovative start up nation. However, where to begin?

They recall:

"We fell in love with this vibrant city on the central Mediterranean shore of Israel. But how could we go about providing hands-on solutions for the approximately 14000 people trapped in forced prostitution? The initial years of building our social enterprise were all about laying a solid foundation; research, networking and finding partners on the ground and developing a product the world would love! We learnt by doing. Mistakes were our teachers and adapting quickly to demands and changes had to become the way of life.

"Our mission here in Tel Aviv, Israel is one big balancing act between head and heart."

Our goal from day one was to create a business that is both profitable and social however these two things are often conflicting and paradoxical. In order to become economically sustainable, employee productivity needs to be at the forefront but being a social business that is absolutely not our first criteria for employment. The physical, emotional and mental capacity of the employees we choose to give a second chance to in life is unstable – affecting employee and financial productivity. Our social business is all about people empowerment – employing the marginalized – survivors of human trafficking and prostitution. Our employees come with their own rich story of triumph, power, trauma and complexities. As one can imagine, these contributing factors affect productivity, efficiency, economic sustainability and stability.

In February 2021 the tragic death of one of our latest employees, who had a completely surprising relapse from an overdose, sent us all into a state of shock and mourning. She left two daughters, 16 and 21. The family visited our team a few days after the funeral. With tears in their eyes they said to us that they were overjoyed that their loved one was able to work with us the last months of her life. They added that they had never seen so much love, empathy, warmth and a family atmosphere in a company. This feedback was an encouragement and left us wanting to do more and employ more helpless individuals, but the balancing act is hard.

The attack didn't come as a complete surprise however, no-one could be ready for what was to come.



Waiting in the bomb shelter



IN BETWEEN ROCKETS, BOMB SHELTERS AND WORK

A major outbreak of violence in the ongoing Israeli-Palestinian commenced on 10th May 2021, though disturbances took place earlier, and continued until a ceasefire came into effect on 21st May.

The first round of attacks happened on Tuesday night, May 11, 2021. The attack didn't come as a complete surprise however, no-one could be ready for what was to come. The siren that blares 'run for shelter' is the same alarm that goes off on Holocaust Remembrance Day, Israel Remembrance Day of the fallen soldiers and Israel Independence Day. As you can imagine, when the siren blares, it takes a second to realize what is happening. That night, hundreds of rockets were intercepted and the sky over our home and offices in Tel Aviv looked like a Star Wars scene.

During times of crisis, it requires immense emotional, mental strength and energy to lead children, extended family and employees. It requires wisdom, understanding and faith.

The war left a mark on business and economy in Israel, also deeply effecting us and our employees. Fear, uncertainty, lack of operating public transportation and other factors held our employees back from coming to work and a few of our course participants from traveling to our training course and job placement program.

After the last Israeli lockdowns ended beginning of February 2021 we took up a certain normalcy and work routine at KitePride with our employees and business activities in Israel reopened.

- The COVID lockdowns took a toll on some of our employees and they relapsed into destructive addictions. We are taking stricter rehabilitative measures.
- Israel continued to remain closed for tourist travel so we focused on the local corporate market.
- Local Israeli workshops, pop-up sales and events took place again that we successfully took part in.
- In April 2021, our professional staff successfully launched and facilitated the first training course in a joint effort with the Israeli Ministry of Welfare and Labor.
- In the fall of 2021, international interns and volunteers were granted short term visas and joined our team.
- International tourism remained absent for the entire year of 2021. Partners, friends, family from abroad could not visit as in the past.

Despite all of the challenges we made progress and we are prepared for another year of relentlessly investing in lives and the cause! Thank you for continuously standing strong alongside us.



MATTHIAS & TABEA OPPLIGER
Founders + Directors GlowbalAct

GlowbaAct In The Public Arena



Story on
TV channel 12

After two large Israeli national TV channels visited our team in our workspaces and broadcasted our vision & story to millions of Israeli in 2020, we had the Israeli national TV channel 12 cover our story at an Israeli Air Force Base (IAF).



The commander of the IAF base personally invited our team for a tour at the base in August 2021 and made it official that the Air Force will donate military materials such as parachutes from F16 jets (pilot ejection seat parachutes) to our organization for the production of KitePride bags. The channel also explained to the public that our organization has started a new program in a joint venture with the Israeli government. One of our course participants bravely shared her life story of abuse in the sex trade and how she had found a way out through our team and support! We are sharing Mika's story in this annual report in more detail.



OUR MISSION



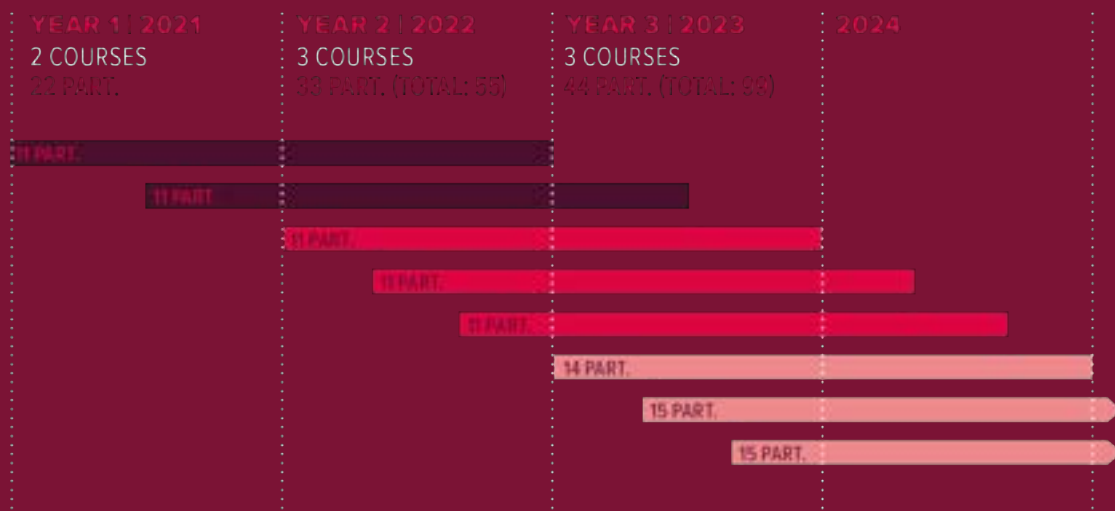
We are established to end exploitation and to create nationwide employment for survivors of prostitution.

We do this through educational training, job placement in the labour market & continuous support.

In a joint effort to expand and increase efforts to integrate more survivors into the workforce, GlowbalAct is developing a 24-month training program to help individuals trapped in the sex industry to find a way out. In April 2021, our professional staff successfully launched and facilitated the first training course. The course graduates, both women and men, are then networked with new friendly employers in the open labor market and mentored by our staff in their new jobs. On the ground in Tel Aviv, GlowbalAct implements the course with its local non-profit organization Hope Center. This initiative was launched in a joint venture with the Israeli government.

With the help of our partners and donors, we aim to finance and implement the program for 100 ex-victims in the first three years, find and build a network of friendly employers and place our course graduates into jobs.

TRAINING COURSES WITHIN THE INITIATIVE 2021–2023





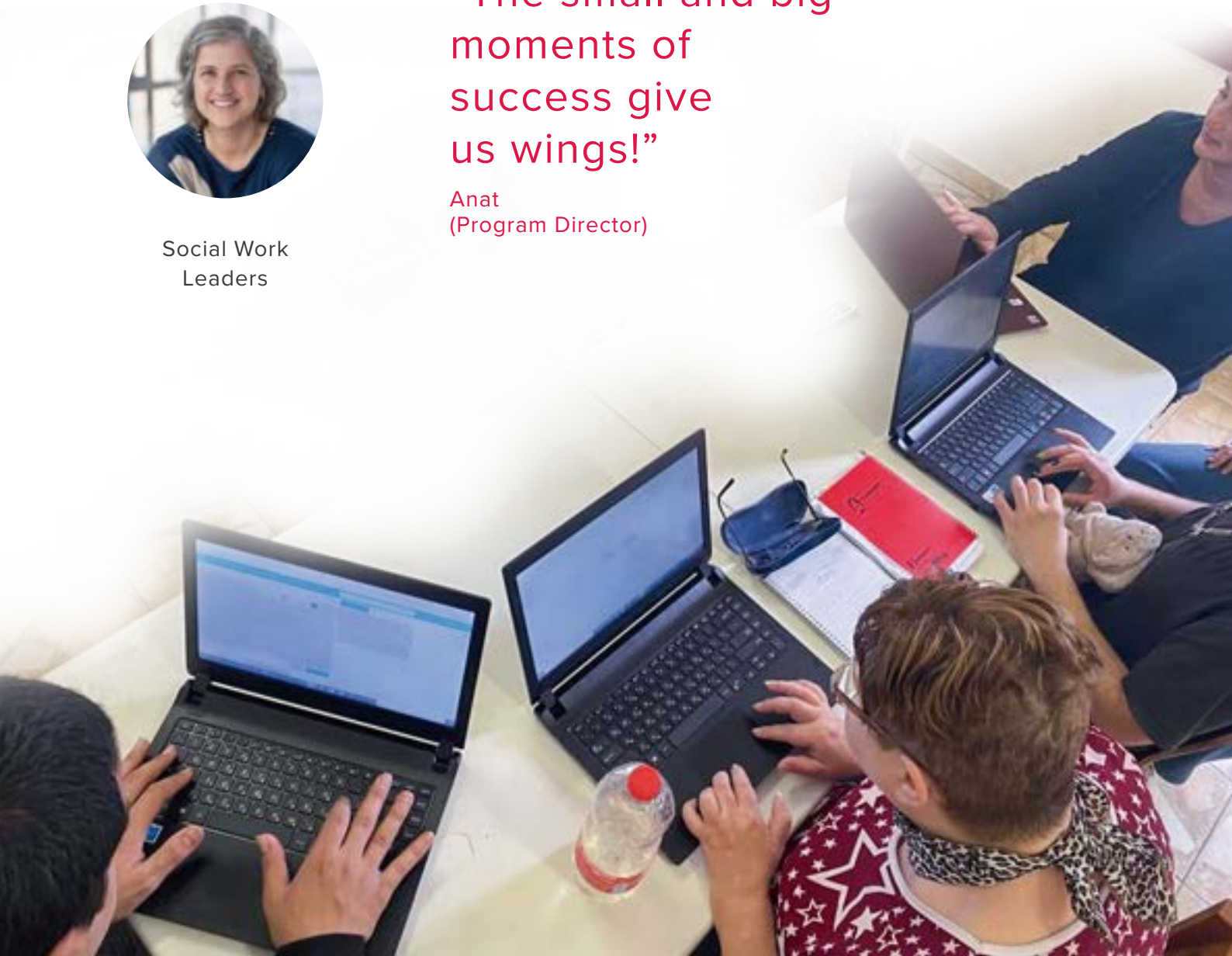
Social Work
Leaders

According to a national survey on prostitution in Israel, 76 % would quit prostitution if they could pay off their debts by finding another job. This is exactly where GlowbalAct comes in with the training and job placing program. The course participants receive full holistic support in managing their finances, trauma and any other present health issues with the goal to find them a new job.

In 2021 our local staff successfully facilitated the first two courses with 20 ex victims rebuilding a new life for themselves, a life in freedom, independence and mental health.

“The small and big moments of success give us wings!”

Anat
(Program Director)





“The tears of sadness turned into a sea of happy tears.”



Our team received many moving messages from course graduates. It is almost impossible to share in a report all the challenges, changes, emotions, fears and victories that take place in the lives of our course participants.

“I liked the course instructors a lot. They came and helped each one of us, saw the fear and never gave up on anyone. There were areas in life where I had given up and the leaders were like angels to me, especially "Eti". She started from "zero" in every subject and knew how to word the assignments so that I would understand them. I never had the chance to learn computer and this time I felt that I am not so bad at it.

Thank you so much for this help, it is not a given that a staff member would come once a week to teach and support us.

They came and taught us at eye level. It makes me want to learn more! A big thank you for the bag and all the valuable things that were in it.

Thanks to this course we can find different jobs. I always wanted to work in administration, but I never knew what was needed on the computer and I wasn't organized. This gives me order, and now I can find more jobs. For example, they taught us how to keep an appointment book, and so I can bring order to my life, organize appointments and keep them on time according to the appointment book, which is helpful not only for my future job, but also for life.

We felt that the instructors really cared about us, for example, when I told her, 'Thanks to you, I am better with computers in terms of Word and emails,' I saw that it made her happy!”

Tal (pseudonym) is a participant of the course

“Good morning and have a good, blessed week. I haven't slept much and checked my email to find my paycheck. It's the first time ever. The tears of sadness turned into a sea of happy tears. Wow, I am very excited and very happy and I wanted to share my joy with you because my success should be your success too. I would not have come to such a change in my life if I had not met you. Thank you very much for your help. Sorry for the early hour.”

Gal (pseudonym) is a participant of the course



Mikas Story

Every single person GlowbalAct helps has a story! We are sharing just ONE, it is Mika's story. Mika (name changed) is one of the first women to participate and graduate from our "Education & Job Integration Program".

«I was trapped in forced prostitution for 40 years. Today I want to share how my life has changed for the better after taking part in the educational and job placement program. »

Born and raised in Lod (Israel), I am the middle child of 7 brothers. As far as I can remember, my parents were always fighting and arguing. My father had a militant personality and nothing and no-one was ever good enough. He was always screaming and lashing out at us. As you can imagine, home was not a pleasant environment. School was my safe place and I excelled however, at the age of 14, I left. My father wanted me to work and earn my keep. As much money as I would bring home, it was never enough and the berating was constant. I couldn't take it any longer. At the age of 16, I left home.

Fast forward a few years, I got into a relationship which would dictate the next few years of my life. This man, the man whom I thought I loved brought me into the world of prostitution. Everyday was torture. Every cent I earned, he took for himself. I was penniless and hopeless. After a while, I got the courage to take some money for myself, hiding it in a safe place. I would send this money home to my mother so she could buy herself the things my father never bought her. It was like this for 2 years until I met my first husband at 18.

«Every cent I earned, he took for himself.»

I then left the world of prostitution, however it wasn't better. This man, my husband, would beat and torture me. One day, I woke up in hospital as he had stabbed me in the stomach after suspecting me of cheating. At the age of 21, I remarried a nurse – the sweet Lebanese nurse who helped me whilst I was in hospital. We married civilly just after Operation Peace of the Galilee, however, shortly after my world once again crumbled. My newly proclaimed husband was sent back to Lebanon where he was imprisoned for treason.

At the age of 23 I realized I had nothing to my name and was being exploited by everyone. I wanted to take my life into my own hands. I went back to what I knew – working at the notorious Tel Baruch as a street prostitute. I slowly gained ‘power’ and made a name for myself. I was earning a lot of money and managed to buy an apartment in Tel Aviv. Unfortunately though, I lost this apartment due to bad decisions and being taken advantage of... once again. At this point, work was scarce and I found myself living in the central bus station. A year ago, I was violently beaten by a client resulting in broken ribs, a fractured skull and facial damage. Until this point, I had never used drugs and had a clean record with the police. However, I turned to drugs. I needed drugs to help with my growing anxiety and lack of sleep. I lost a lot of weight and my situation worsened. I was still sane enough to realize I needed help.

“Since I have been at GlowbalAct, I have never once thought of going back to the world of prostitution.”

I am now receiving mental health rehabilitation and enrolled in a job training course operated by GlowbalAct. GlowbalAct has given me real hope. I am not made to feel worthless and looked down upon. I feel as though I am in a safe environment with people who really care, love and believe in me. For the first time in my life, I have the drive to go forward. Within the last month, I have gained 7kg which has amazed all doctors. Every day at Glow balAct we eat a homemade nutritious meal together – as a family. Glowbal-Act has also connected me to a social bank where I have been able to settle most of my debt and for the first time in my life, I feel as though there is a bright future waiting for me. Through the connection made by GlowbalAct, I will soon be living in a public house and no longer sleeping in the central bus station. Since I have been at GlowbalAct, I have never once thought of going back to the world of prostitution. That world is behind me. Every day I wake up energized and excited to finally start my new life with the prospect of a dignified job in sight.



MIKA CONTINUES TO TELL HER STORY AFTER SHE GRADUATED FROM THE COURSE:

I was trapped in forced prostitution for 40 years. Today I want to share how my life has changed for the better after taking part in the educational and job placement program.

There are social workers at the Old Central Bus Station in Tel Aviv who help prostitutes as best as they can. But finding a real way out of the cycle of prostitution is very difficult. Due to the abuse in my childhood I never managed to complete any education and in addition to that I had accumulated a lot of debts over the years. Even my hard-earned money was taken away from me by my ex-husband. I knew that if I would ever be able to escape I would need extra help in every aspect of my life.

At the beginning of the year a colleague pointed me to the educational program. The first intake conversation was tough as they asked a lot of deep questions that made me return to my past. But even though it was very emotional for me, I felt that these people took genuine interest in me and saw potential in me even though I was 57 years old!

«I felt that these people took genuine interest in me and saw potential in me.»

«Attending the course gave me a daily structured routine for three months, four days a week, from 9:00am to 1:00pm.»

It was an incredible opportunity to receive computer training, music therapy and other life skills, but it was also a huge challenge to adjust to this new way of life. I was not used to getting up in the morning, working during the day and have people stare at my outward appearance that was marked by years of abuse. The problem was that I still lived in my old hood and a lot of my former clients would not leave me alone which resulted in continued physical abuse. I fell back into old patterns.

The social workers of Hope Center saw that I needed more help and worked with a psychologist to identify the root of my trauma so I could continue on my new journey of finally escaping the sex industry.

I also received financial support from the social bank «Ogen» in Jerusalem that offers interest-free loans to people in need. The most special thing was that I was not only granted an interest-free loan but Ogen and Hope Center also took care of the safe transfer of my debts to my creditors. It was a very exciting day for me and I could not believe that from one day to the next I was free from financial pressure!



The next hurdle to take after completing the course was finding a job so I could start earning money and find a new place to live.

«I cried tears of joy when I first held my employment badge in my hands.»

During the training program the teachers pointed out my language and communication skills as one of my greatest gifts and so I found a job with Callyachol, a call center that gives marginalized people a chance. I cried tears of joy when I first held my employment badge in my hands.

«The holistic empowerment I received was perfectly tailored to my situation.»

I still face many challenges and as long as I live in the red light district it will trigger traumas from the past. However there is light on the horizon as I am about to move into a social housing co-operative. The apartment is 100m² and the best part, I can bring my dog! The rent is incredibly affordable and I can hardly believe my luck. Without Glow-balAct and Hope Center I would never be able to have this new independent life. The holistic empowerment I received was perfectly tailored to my situation and I could not be more grateful!



EMPOWERING LIVES + ENDING MODERN DAY SLAVERY SPONSORSHIP FUND



EDUCATION

With your help we develop skills, expand trade knowledge and financial education. The training happens both in classrooms and actual on the job training.



HEALTH

Your sponsorship helps cover unexpected health expenses. Including referrals to doctors, dentists, counselling and more.



COACHING

Your support helps provide professional supervision, one on one coaching and legal counsel. Our team consists of occupational therapists and social workers.



FOOD

We provide a hot lunch meal, daily, with the goal of fostering a family atmosphere. Nutrition education and eating together is a therapeutic method many have never experienced.



There are **14,000** women, men and children in the sex industry in Israel



The average age of girls entering the sex industry is **13 - 14 years old**



62% of female sex workers are mothers
39% of male sex workers are fathers

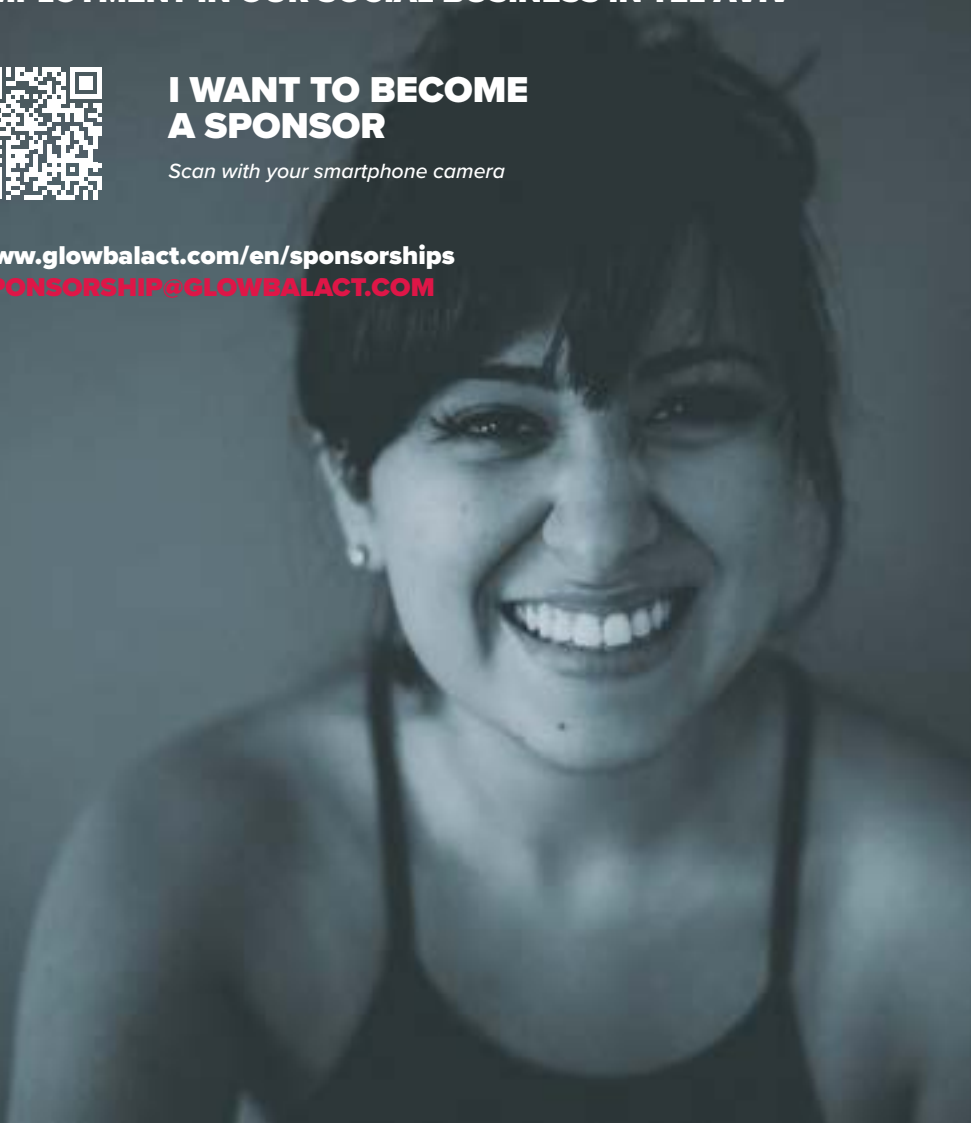
WITH THE SUPPORT OF OUR SPONSORS WE HAVE OVERCOME PAST TRAUMA, HELPED 35 FORMER VICTIMS TO BECOME INDEPENDENT AND OFFERED 28,940 HOURS OF SAFE REHABILITATION EMPLOYMENT IN OUR SOCIAL BUSINESS IN TEL AVIV



I WANT TO BECOME A SPONSOR

Scan with your smartphone camera

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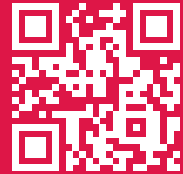


**In 2021
over 5000
fresh hot
meals were
cooked and
provided.**



KITEPRIDE:
**STATS +
FIGURES**

SCAN TO WATCH
KitePride Brand Impact



IN 2021 KITEPRIDE HAS PROVIDED:



10,764

WORKING
HOURS

Safe Rehabilitation
Employment



5044

METERS²

Upcycled Kites, Sails
and Parachutes



13,405

PRODUCTS

Bags & Accessories
Manufactured

WHAT OUR CUSTOMERS SAY ABOUT US
TO THEIR EMPLOYEES AND CLIENTS:

IT'S COOL TO CARE

BMC

“In honor of the Jewish New Year, employees across Israel received a pampering basket filled with goodies sourced in support of local businesses. Additionally, employees received a KitePride laptop bag. KitePride is a social business that provides employment and rehabilitation-related resources for women and men who have left the cycle of prostitution and sex trafficking. Thanks to the gifts distributed, we were able to provide 725 hours of rehabilitative livelihood and in addition we upcycled 185 square meters of used marine equipment instead of polluting the environment. Happy Holiday and Happy New Year”



TRUST ME ON THIS.

YARON GALAI

1ST OUTBRAIN CO-FOUNDER
& CEO (NASDAQ:OB)



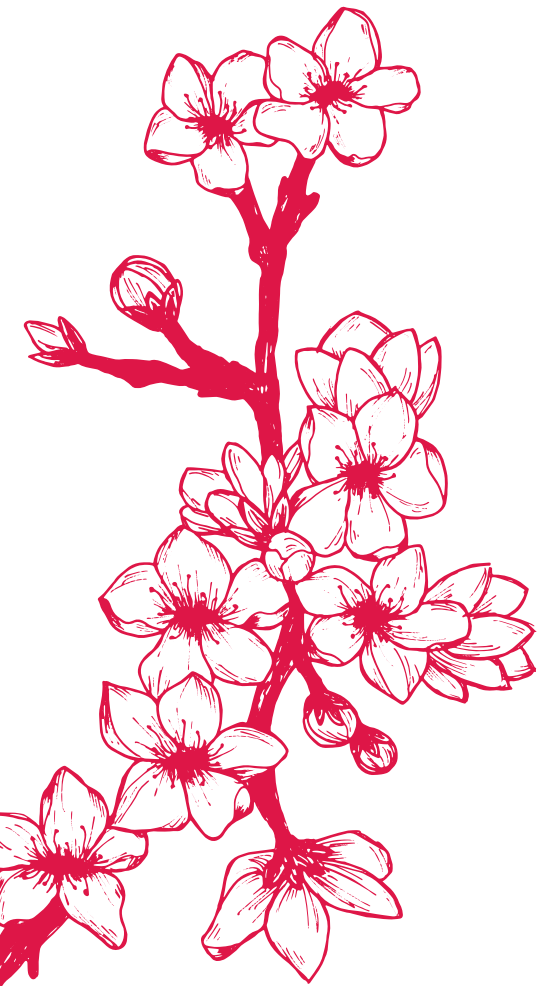
“One of the things our industry has to completely re-think is swag. All these crappy plastic bottles, bags, chargers, etc, etc are a disaster for the environment. Surprisingly, even recycled/re-usable stuff can be much more damaging than you’d expect (chemicals for cleaning and removing glues, extreme heating for melting materials, etc, etc) One solution is to avoid making swag.

Another is to focus on upcycling of materials that would otherwise go into landfills.

That’s how at Outbrain we found and partnered with an incredible organization called KitePride TLV. They make the absolute best corporate swag you can imagine -- great design, unique and personalized, and incredibly durable for many years – all from *upcycled* sails, kites and parachutes that have finished their useful life and were about to be disposed to landfills.

Even more importantly – they do it with an incredible social mission by helping victims of human trafficking to learn a new skill of manufacturing these products.

If you run a company or a marketing budget – you should absolutely be doing corporate swag with Kite Pride. Trust me on this.”



INT. WOMEN'S DAY CAMPAIGN 2021

Maya - a victim of violence was brutally murdered in Israel by her partner earlier in 2020.

We wanted her memory to live on so we decided that for Women's Day 2021 we would create a new and unique collection of KitePride laptop sleeves and other selected bags with prints of Maya's beautiful hand drawings on the products.

A percentage from the proceeds of every purchase went to a partnering organization that operates 24/7 shelters for women experiencing violence throughout the country.



**WATCH THE INTERNATIONAL
WOMEN'S DAY VIDEO**

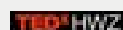
TEDX | SOCIAL BUSINESS THE BALANCING ACT BETWEEN HEAD AND HEART

Tabea was nominated to be a TedX speaker on the 27th November 2021 hosted by HWZ in Zurich.

Unfortunately, Tabea could not leave Israel due to sudden changes and travel restrictions for foreigners living in Israel, so she had to record the talk in the last minute and appear via video stream. Thanks to excellent connections we have in Israel it all happened smoothly and professionally and you can watch it online here. This opportunity opened new doors for us to spread the cause and talk about GlowbalAct. Hopefully Tabea's TEDx will be viewed by many more around the world.



**WATCH TABELA'S
TEDX TALK**



GLOWBALACT NETHERLANDS

In 2021 our local team in Amsterdam went through a complete change. A precious board member of Glowbalact The Netherlands went through intense chemotherapy and her husband, a board member also, had to focus on their many challenges, children and career.

Based on the given overall circumstances our operational leader, Lars Neuhausen, didn't have sufficient local support. All things considered the parties decided that we would slow down operations, align the strategy for the Netherlands and recruit the right team whilst moving forward with volunteer and pro bono manpower. There is a very large potential community of material donors in Holland. We have made progress in building a network of collection points for used kitesurfing kites in Holland. Preparations have progressed to source and use the raw materials for KitePride bag productions in Israel.



GLOWBALACT SUPPORTED OUR PARTNER **OPEN DOOR FOUNDATION**

Bucharest, Romania

The mission of our partner foundation is to offer assistance and protected shelter in emergency and crisis situations to victims of human trafficking, and to share God's love and care with them.

Our partner in Bucharest is doing well! There are 12 girls and 7 children (from newborn to 8 years old) in the shelter and 52 women and minors in the transition program, also offering education and job training. Two are enrolled in sous chef classes, one is taking a nurse's aide course, and one is majoring in Psychology at university with great success! Their Vocational Fund is transforming the lives of survivors and enabling reintegration into society.

The building of four new transition houses for the former victims in their care is near to completion.

The attorneys of Open Door Foundation, Evi and Miri, were able to win a judgment against one of the traffickers who threatened to kill one of the girls and attacked her dad. The trafficker got two years in jail, five years restraining order and has to pay 4,000 Euros in compensation. In total they had nine cases in court in 2021.

FINANCIALS:
GLOWBALACT

DONATIONS +
INCOME IN 2021:

**CHF 770,387 /
USD 803,847**

6.6 %
PUBLIC RELATIONS
+ FUNDRAISING

9 %
ADMINISTRATION

84.4 %
GLOWBALACT
PROJECT COST
+ DIRECT AID



**DISTRIBUTION OF
FUNDS IN 2021**

Financial reporting approved according to accounting standards by CPA

TEAM:
GLOWBALACT



DOMINIQUE FÄSSLER

GlowbalAct Board President



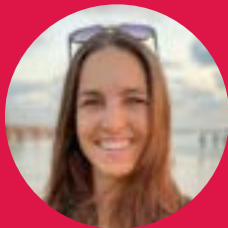
MATTHIAS & TABEA OPPLIGER

Executive Global Leader and GlowbalAct Board Vice President



MELANIA PISPICO

Leader Swiss Office



TAMARA ERNE

General Manager Tel Aviv Office

THANK YOU FOR THE PART YOU PLAY.

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WWW.GLOWBALACT.COM
INFO@GLOWBALACT.COM



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@kitepride_tlv

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HOPE CENTER (our local Israeli non-profit organisation)
WWW.HOPECENTER.ORG.IL

glowbalact
HELP END HUMAN TRAFFICKING