



## ORGANIZATION

Childhood in Freedom (CiF), Germany  
pledges to

**Raise awareness and funds against  
child slavery**

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### **Name:**

Raising Awareness and Funds against Child slavery

### **Description:**

Childhood in Freedom aims to raise awareness and funds against child slavery through edutainment formats and its Websites in German-speaking countries. The main target groups are Children & families.

For them, the founder wrote a children-/youth novel addressing child slavery being published on World Children`s Day June 12th, 2021 in Germany, Austria & Switzerland. We want to support the fight against the enslavement of children - the worst forms of child labour - by informing 152.000 people about the existence of child slavery, what they can do themselves against it and by fundraising 152.000 Euro (referring to 152 Mio. kids working worldwide) for NGOs rescuing and rehabilitating child slaves.

The main beneficiaries are children (starting in India), which will be rescued and rehabilitated through a partner NGO in India.

The publishing company will use PR tools and media contacts, sending out 1200 books to the press and bookstores. We partnered with Unicef Germany for the pre words in the book to show the kids that child slavery & child labour are not fiction but exist for real.

### **Implementation plan:**

The book is written and will be published by a professional publishing company on June 12th, putting its focus on this book for this season. This way it will receive more PR support than usually common.

Press information will be released, 1200 books will be sent out to journalists and bookstores.

Childhood in Freedom (CiF) created a website to inform about child slavery/child labour, to make suggestions, how kids & consumers can support the fight against child slavery and to raise funds.

We will work on the following challenges:

- establishing and continuously expanding our social media presence.
- Spreading the news about the book as a vehicle to sensitize parents and children for the situation of 10 million child slaves / 152 million child workers.
- expanding our partner-/support-network in regards to HR, finance, media
- developing further creative formats and putting them into practice

## CHILDHOOD IN FREEDOM (CIF), GERMANY

### **Impact:**

By raising awareness we want to sensitize consumers for their buying power regarding the supply chains of companies. Especially we would like to get people involved and engaged as multipliers, fundraisers and funders in order to have more people joining the fight against child slavery and child labour.

The more we get, the louder we get!

By raising funds, we will support NGOs (starting in India) in freeing, rehabilitating & educating child slaves.

[Website](#)