

## **Florida Rotary District Statewide Campaign to Combat Human Trafficking – \$393,750 Budget Overview**

The Florida Rotary Districts have launched a comprehensive statewide campaign to combat human trafficking, an issue for which Florida ranks third in the U.S. in terms of reported cases. The campaign is a collaboration of eight Florida Rotary districts, which collectively work to address this critical issue through strategic partnerships with law enforcement, NGOs, educational institutions, businesses, and community leaders. The goal is to coordinate efforts, raise awareness, implement policies, and provide victim support.

### **Participating Districts:**

- District 6890 – West Central Florida
- District 6930 – East Central Florida
- District 6940 – Florida Panhandle
- District 6950 – Central West Florida
- District 6960 – Southwest Florida
- District 6970 – Northeast Florida
- District 6980 – Central Florida (including Orlando)
- District 6990 – South Florida and the Florida Keys

### **Key Partnerships:**

The campaign benefits from partnerships with key organizations such as:

- **Orlando International Airport**
- **Orlando Police Department**
- **Homeland Security Investigations**
- **JetBlue Airlines**
- **University of Central Florida**
- **University of South Florida**
- **United Abolitionists**
- **Rohring Results (Major Marketing Firm based in Florida)**
- **Open Text (Largest Software Company in Canada)**

The Greater Orlando Aviation Authority at Orlando International Airport has provided meeting space for regular workshops, strategic planning sessions, and coordination meetings to help eradicate human trafficking in Florida.

### **Budget Breakdown:**

1. **Awareness & Outreach – 35% (\$131,250)**
  - **Digital Media Campaigns (\$45,000):** Social media ads (Facebook, Instagram, TikTok, YouTube) to target high-risk populations and inform the public.
  - **Public Service Announcements (PSAs) (\$45,750):** Broadcast PSAs via TV, radio, and digital platforms focusing on trafficking signs, resources, and hotlines.
  - **Print & Outdoor Advertising (\$25,500):** Billboards, posters, and flyers distributed in high-traffic areas such as airports, schools, bus stops, and rest areas.

- **Website Development & Maintenance (\$15,000):** A dedicated website for resources, reporting tools, and educational content on human trafficking.
- 2. **Prevention Programs – 25% (\$93,750)**
  - **Educational Workshops & Training (\$43,750):** Partnering with schools, businesses, and community organizations to offer workshops on human trafficking awareness and prevention.
  - **Victim Support Hotlines (\$15,000):** Ensuring staffing and resources for hotlines dedicated to trafficking victims.
  - **Educational Materials (\$35,000):** Brochures, flyers, and posters in multiple languages to raise awareness among vulnerable populations.
  - **Community-Based Partnerships (\$10,000):** Funding for local NGOs and groups focused on prevention and victim support.
- 3. **Public & Community Partner Training & Collaboration – 20% (\$75,000)**
  - **Training for Public & Community Partners (\$30,000):** Collaborative training with law enforcement agencies to help identify trafficking situations.
  - **Florida Task Force Support & Coordination (\$20,000):** Funding for task force teams to provide rescue kits for trafficking victims.
  - **Resource Guides for Public & Community Partners (\$25,000):** Development of comprehensive guides and toolkits for community and law enforcement on how to assist trafficking victims.
- 4. **Advocacy – 10% (\$37,500)**
  - **Advocacy Campaigns (\$26,500):** Campaigns aimed at improving anti-trafficking legislation, increasing penalties for traffickers, and enhancing victim support services.
  - **Stakeholder Meetings & Summits (\$11,000):** Hosting statewide meetings with officials, leaders, and advocates to review and improve trafficking-related policies.
- 5. **Administrative Costs – 10% (\$37,500)**
  - **Project Management (\$15,000):** Funding for project oversight, staffing, and coordination of the campaign.
  - **Office Supplies & Operations (\$18,000):** Allocated for supplies, technology, and other operational needs.
  - **Compliance & Reporting (\$5,000):** Ensuring all activities comply with legal and regulatory requirements, including financial audits.
- 6. **Contingency Fund – 5% (\$18,750)**
  - **Unexpected Costs (\$18,750):** Reserved for unforeseen expenses such as additional outreach opportunities or emergency services for trafficking victims.

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**Total Campaign Budget: \$393,750**

This budget allows the Florida Rotary Districts to launch a multi-faceted approach to combating human trafficking, from awareness and prevention to advocacy and victim support. The campaign is designed to foster collaboration among key partners and create long-term, sustainable solutions that address the root causes of trafficking.

