CATHOLIC HEALTH EAST

Treasury MS 222
Catholic Health East
3805 West Chester Pike, Ste. 100
Newtown Square, PA 19073-2329

April 22, 2010

_____, CEO
_____Corporation
_____
_____

Dear _____:

In two months, the World Cup will bring thousands of soccer fans together. That influx of so many people may also have the unintended effect of providing opportunities for human trafficking. The documented patterns of deliberate trafficking of children and women for sexual and labor exploitation at these events create a source of grave concern. With the more than 500,000 international visitors expected in South Africa for the World Cup, "more than 500 criminal gangs are estimated to be involved in human trafficking for the sex trade..." (Frederico Links. *Southern Africa: Human Trafficking and Prostitution to Surge Ahead of 2010 World Cup*. Namibian, 2 Sept 2008)

As faith-based investors, members of the Interfaith Center on Corporate Responsibility and others, we denounce human trafficking in all its forms, whether it is intended for forced labor, child labor or for sexual exploitation. We write to you to share our concerns and information about human trafficking, and to suggest ways the company might participate in efforts to combat it. In addition we would like to learn what your company is doing to counter this modern-day form of human slavery

As one of the partners/sponsors of this event, you are well-positioned to help address human trafficking. By your awareness of this situation, you can be part of the solution. We encourage you to use your advertising power to raise awareness of the prevalence of this horrific crime.

According to the United Nations, an estimated 2.5 million people are victims of human trafficking, including forced labor and sexual exploitation. Some of the most vulnerable who fall prey to trafficking are children, through prostitution and sex tourism. The practice of child sex tourism involves foreigners sexually exploiting children in another country or within their own country. It is an organized multi-million dollar industry.

Trafficking in women and children for sexual exploitation is a significant problem in Southern Africa. Young women have been trafficked from Thailand and China to South Africa. Although prostitution is illegal in South Africa, the country has few public services specifically designed to assist victims of trafficking.

There are a number of campaigns that corporations such as yours can support and advertise, including "The Red Card Campaign World Cup 2010: Disqualifying Human Trafficking in Africa." The symbol of the campaign, a "red card" represents red cards given to soccer players who severely violate the rules of the game, and are disqualified from further participation. By using this symbol, a simple message is sent. According to E. Benjamin Skinner in a recent *Times Magazine* article, "human trafficking of Africans has no place at the World Cup 2010 and beyond." The comparison is clearly understood by soccer players and fans alike. It will be effective in attracting attention especially when tied to a sport that is very popular and an event that will reach into almost every home on the continent. Please visit the website: **www.freegenerationintl.org** for more information on the distribution of cards and joining the campaign.

Organizations worthy of your support include Fair Trade in Tourism South Africa (FTTSA) www.faittourismsa.org.za. FTTSA has initiatives to protect children from sexual exploitation, especially during the World Cup period. FTTSA is a local nonprofit that encourages sustainable tourism via the environment/culture and tourism that is ethical and equitable to local communities. FTTSA is working to support UNICEF's efforts to create "child friendly zones" in 10 official fan parks.

Finally, we invite you to sign onto the **Athens Ethical Principles**. This an effort of the business sector to harness their global reach and connections to enhance the anti-trafficking activities of governments and non-governmental organizations. The business community is recognized as a critical partner in helping to eliminate human trafficking. In signing the ethical principles businesses express their solidarity with the victims of trafficking and commit to contributing to anti-trafficking efforts. One hundred companies have signed the **Athens Ethical Principles** including Manpower, Toll Brothers, Carlson Companies and others. Information is available at www.endhumantrafficking.com. We encourage you to sign onto the **Athens Ethical Principles**.

As UN Global Initiative to Fight Human Trafficking has succinctly stated, "Trafficking in human beings is a serious and complex crime which violates human rights and therefore calls for close, active and long term cooperation between all actors working on countering the phenomenon." Please see www.ungift.org for information on human trafficking that you can use to train your employees about the issues and that may be helpful as you design policies.

We urge you to use the occasion of World Cup 2010 to act intentionally to eliminate the exploitation of human life and to be part of the solution.

Please let us know the steps your company is taking to combat human trafficking, including specific actions in preparation for World Cup 2010, by contacting Sister Kathleen Coll at Catholic Health East: Phone: (610) 355-2035, Email: kcoll@che.org Mail: Treasury Services MS 222, Catholic Health East, 3805 West Chester Pike, Suite 100, Newtown Square, PA 19073.

Sincerely,

Kathleen Coll, S.S.J.

Sister Kathleen Coll, SSJ
Administrator, Shareholder Advocacy

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