

NEWS RELEASE



NJCAHT Only New Jersey Finalist In Contest Worth \$50K

June 1, 2020: The New Jersey Coalition Against Human Trafficking (NJCAHT) is the only nonprofit representing the state as a finalist in the Give-a-Brand competition, which awards rebranding worth \$50,000 to the winner. The NJCAHT was selected as one of the 5 finalists out of 120 that applied. To win, the NJCAHT needs as many people as possible to vote once per day until June 11. Voting takes just 15 seconds, and no email addresses are stored, they are just used to verify once only per day voting at thinkso.com/giveabrand.

Winning the contest would enable the NJCAHT to go further in raising awareness of human trafficking in New Jersey. Currently the NJCAHT has been raising the alarm on the issue of online child grooming for future trafficking, encouraging families ensure their children stay safe when they play games or use apps. The FBI has also urged vigilance during the pandemic, warning “children who are home from school and spending more time online may be at increased risk for exploitation”. The National Center for Missing and Exploited Children saw an increase in reports of online child exploitation to their CyberTipLine of over 300% for April 2020 compared to April 2019.

“During this unprecedented time students are spending a larger amount of time on the Internet making them more susceptible to online predators and traffickers; therefore rebranding the NJ Coalition Against Human Trafficking will enable us to expand our influence to prevent these type of crimes against our children,” said Danny Papa, NJCAHT Board President & Co-Chair of the Education Committee. Predators and traffickers use subtle methods to groom children for exploitation and future trafficking. Grooming can start out with “likes” on social media, and move to buying children gaming dollars or offering support and encouragement. When a child’s trust is gained, the exploitation begins. Information about this can be found here: www.njhumantrafficking.org/covid19

The contest winner gets a new website as part of the rebranding package, which would allow the NJCAHT to host a searchable resource directory, to help survivors of human trafficking. The mother of a survivor, Ingrid Johnson, who is also a NJCAHT Board Member, and Co-Chair of the Healthcare Committee, knows how important a directory could be: “As a nurse and mother of a survivor of human trafficking, I’m grateful that our Healthcare Committee is leading efforts to post our new resource directory of survivor services on our website. In 2005, my 13-year-old daughter, while in the 8th grade, went missing for 11 months. When recovered, we struggled to locate support services. Once connected, our lives were forever changed.”

NJ COALITION AGAINST HUMAN TRAFFICKING

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Human trafficking is an issue that is not widely known or spoken about, but the NJCAHT's Survivor Consultant Gina Cavallo, a Speaker Advocate, and member of the NJCAHT Board of Trustees is working hard to raise awareness. "It's important we understand this vicious crime, and that human trafficking is happening to thousands of girls, boys, women and men in the United States and discriminates against no one," says Gina. "I am dedicating my life to advocating against human trafficking alongside the NJCAHT. The NJCAHT rebranding is personally important to me so that we can continue to be the voice for victims, survivors and be heard as an organization."

By voting for the NJCAHT to win this rebrand, you can make a difference in the lives of all the people who have been and will be victimized by criminals who see people as objects that can be bought and sold. Voting also bring the honor of this victory to New Jersey and shows the country that we are New Jersey strong. Vote [here](#) every day between now and June 11 and share with family and friends.

The New Jersey Coalition Against Human Trafficking is a nonprofit made up of over 180 organizations in New Jersey, with a mission to unite NJ communities to abolish human trafficking.

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