HAGAR

2026



BUSINESS *Partnerships*

FOR A WORLD FREE AND HEALED FROM TRAFFICKING, SLAVERY, AND ABUSE.



LET'S CREATE CHANGE *together.*

WELCOME

Modern slavery exists in our region. Right now, women and children in Afghanistan, Cambodia, Vietnam, and Thailand are experiencing human trafficking, exploitation, and abuse. **But there is hope, and you can be part of it.**

For over 30 years, Hagar has been walking alongside survivors on their whole journey from trauma to recovery and flourishing. Through comprehensive support including safe accommodation, trauma counselling, legal advocacy, education, and economic empowerment, **we help break the cycle of abuse and create real pathways to freedom.**

We'd love to explore how **your business can join us in this work.** In the following pages, you'll learn about the issue, discover Hagar's whole-journey approach, hear directly from survivors themselves, and explore meaningful ways to partner with us, whatever the size of your business.

MODERN SLAVERY

Modern slavery isn't just persisting, it's accelerating. In 2021, an estimated 50 million people were trapped in modern slavery worldwide. That's a staggering increase of 10 million people in just five years.

Modern slavery takes many forms: forced labour, forced marriage, debt bondage, human trafficking, commercial sexual exploitation, and the exploitation of children. What connects them all is the theft of freedom. People are trapped through threats, violence, coercion, or deception, unable to refuse or leave. They can't choose where they work, who they marry, or how they live their lives.



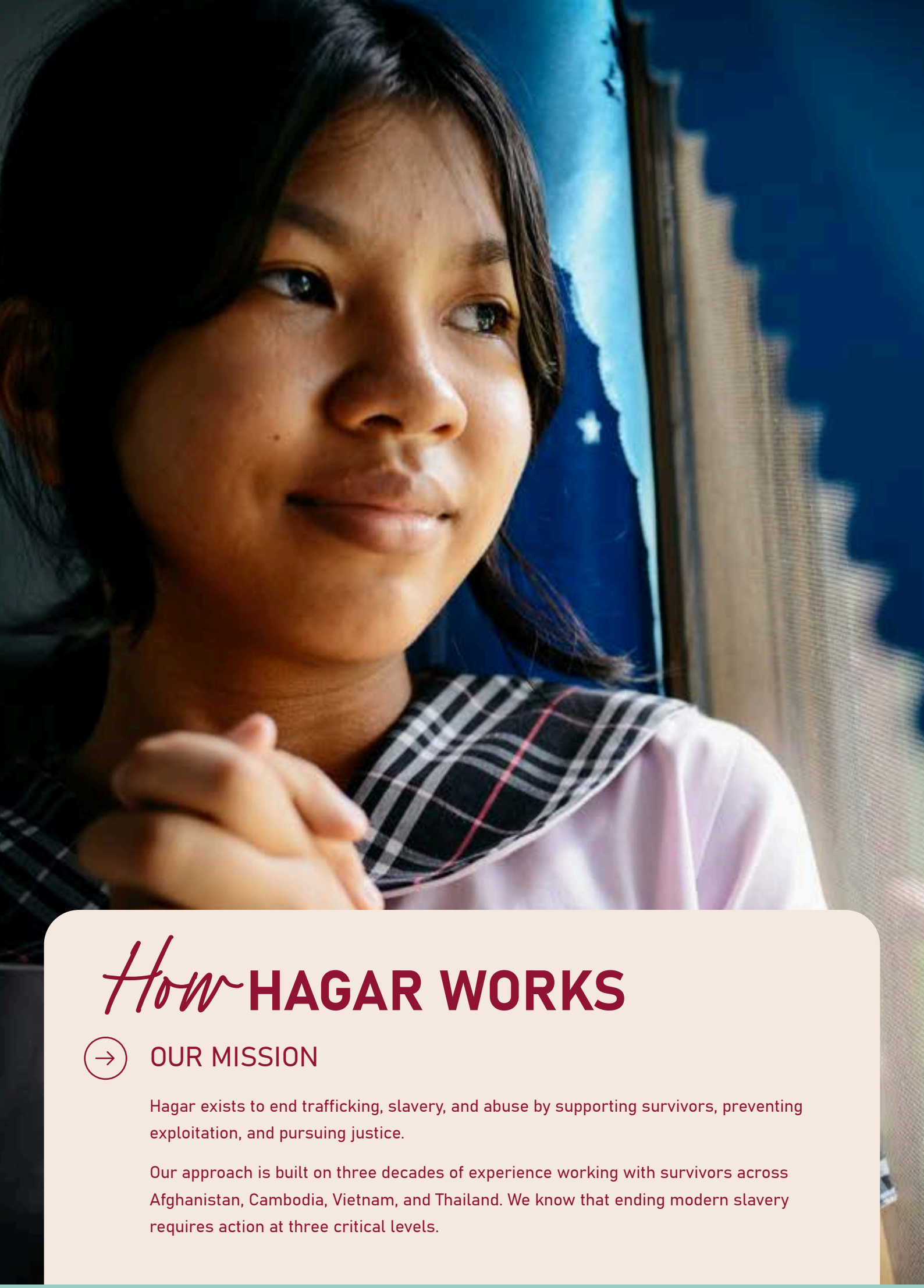
THE LANDSCAPE IS CHANGING

What makes modern slavery particularly challenging today is how rapidly it's evolving. We're witnessing two deeply concerning trends that are reshaping the nature of exploitation in our region.

First, there's been an alarming **surge in the online sexual exploitation of children**. Traffickers are increasingly exploiting children to create sexual content that's then distributed globally through digital platforms. This content can be shared, sold, and accessed anywhere in the world within seconds. Disturbingly, Australia has become the largest consumer of this content in the Asia-Pacific region, a sobering reminder that modern slavery isn't just "over there." It's connected to demand right here at home.

Second, we're seeing a dramatic **rise in trafficking into scam centres,** particularly across Southeast Asia. Thousands of people, many of them young adults seeking legitimate work opportunities, are being lured with false job advertisements, then trafficked across borders and forced to work in large-scale online fraud operations. Trapped in compounds, often subjected to violence and torture, these victims are forced to run romance scams, investment frauds, and cryptocurrency schemes targeting people around the world, including Australians. What began as a search for economic opportunity becomes a nightmare of captivity and exploitation.

These evolving forms of modern slavery are harder to detect, cross international borders with ease, and exploit technology in ways we're only beginning to understand. The problem isn't just growing, it's becoming more complex, more hidden, and more urgent to address. But there is hope. Organisations like Hagar are adapting our approaches to meet these emerging challenges, supporting survivors of all forms of exploitation, and working to prevent vulnerable people from falling into these traps in the first place.

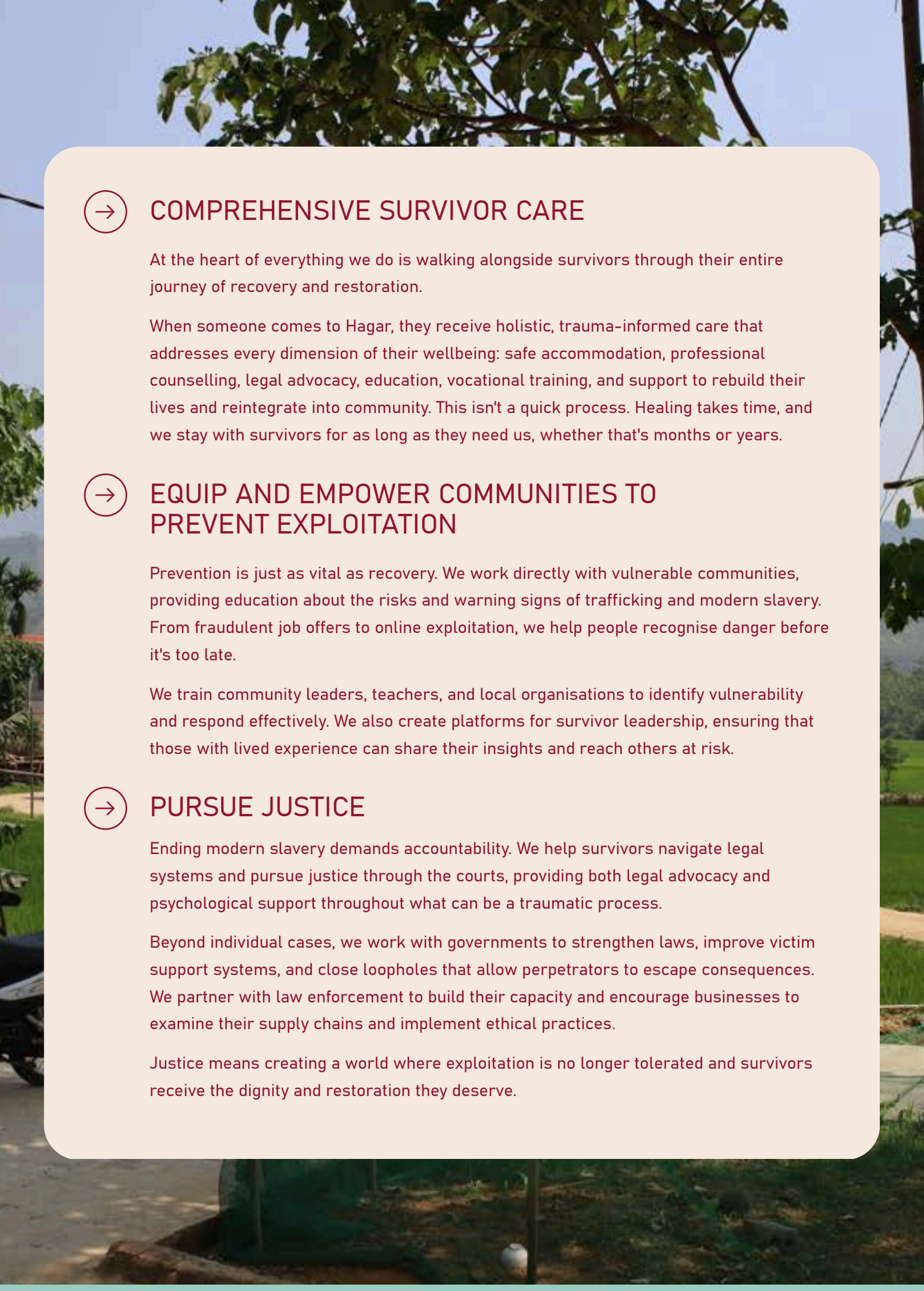


How HAGAR WORKS

OUR MISSION

Hagar exists to end trafficking, slavery, and abuse by supporting survivors, preventing exploitation, and pursuing justice.

Our approach is built on three decades of experience working with survivors across Afghanistan, Cambodia, Vietnam, and Thailand. We know that ending modern slavery requires action at three critical levels.



COMPREHENSIVE SURVIVOR CARE

At the heart of everything we do is walking alongside survivors through their entire journey of recovery and restoration.

When someone comes to Hagar, they receive holistic, trauma-informed care that addresses every dimension of their wellbeing: safe accommodation, professional counselling, legal advocacy, education, vocational training, and support to rebuild their lives and reintegrate into community. This isn't a quick process. Healing takes time, and we stay with survivors for as long as they need us, whether that's months or years.

EQUIP AND EMPOWER COMMUNITIES TO PREVENT EXPLOITATION

Prevention is just as vital as recovery. We work directly with vulnerable communities, providing education about the risks and warning signs of trafficking and modern slavery. From fraudulent job offers to online exploitation, we help people recognise danger before it's too late.

We train community leaders, teachers, and local organisations to identify vulnerability and respond effectively. We also create platforms for survivor leadership, ensuring that those with lived experience can share their insights and reach others at risk.

PURSUE JUSTICE

Ending modern slavery demands accountability. We help survivors navigate legal systems and pursue justice through the courts, providing both legal advocacy and psychological support throughout what can be a traumatic process.

Beyond individual cases, we work with governments to strengthen laws, improve victim support systems, and close loopholes that allow perpetrators to escape consequences. We partner with law enforcement to build their capacity and encourage businesses to examine their supply chains and implement ethical practices.

Justice means creating a world where exploitation is no longer tolerated and survivors receive the dignity and restoration they deserve.

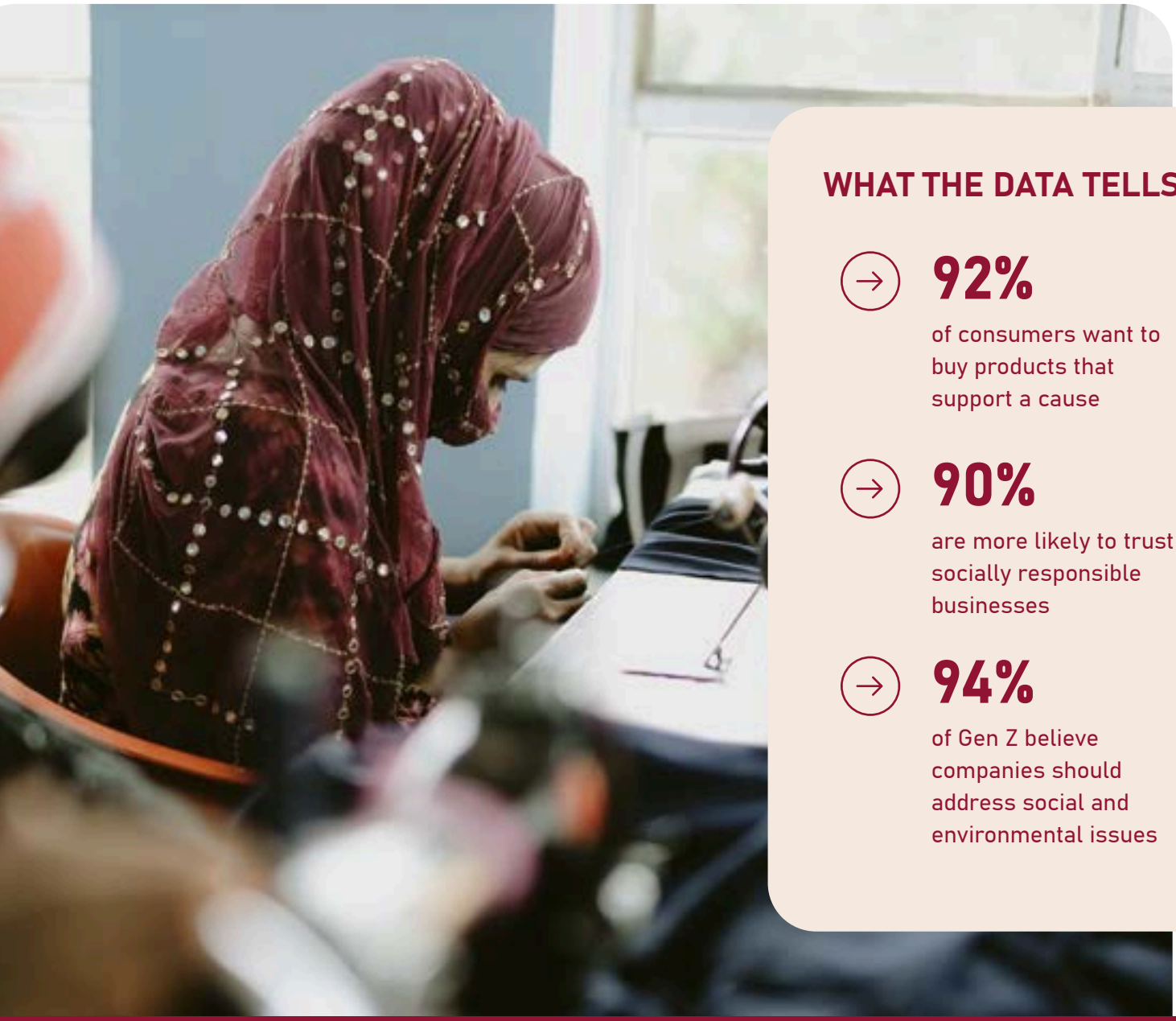
Why PARTNER WITH US

The expectations placed on businesses have changed.

Today's consumers, employees, and stakeholders care deeply about where their money goes and what companies stand for. Social responsibility is no longer optional. It shapes trust, loyalty, and long-term relevance.

More people are choosing brands that reflect their values and demonstrate a genuine commitment to positive social impact. For businesses, this creates an opportunity to embed purpose into everyday operations, not as a marketing exercise, but as a meaningful expression of who they are.

Partnering with Hagar allows businesses to contribute to long-term change for survivors of human trafficking, while responding to the growing expectation that companies play a role beyond profit.



WHAT THE DATA TELLS US

92%
of consumers want to buy products that support a cause

90%
are more likely to trust socially responsible businesses

94%
of Gen Z believe companies should address social and environmental issues

Purpose-led corporate giving creates value across the organisation while amplifying impact for those who need it most. Through partnership with Hagar, businesses play a direct role in restoring safety, dignity, and long-term recovery for survivors of human trafficking, slavery and abuse. This kind of partnership often strengthens employee engagement and morale, as staff see their workplace contributing to real, lasting change. It can also build trust and credibility with customers, deepen loyalty with values-driven consumers, and extend a business's reach through meaningful community and sector relationships. At the same time, corporate giving can deliver practical financial and tax benefits, making impact both sustainable and scalable.



WAYS TO *Partner*

There is no single way to partner with Hagar. We work with businesses of different sizes, industries, and models, and shape partnerships that feel genuine, achievable, and aligned with how you already operate. Whether through products, services, or everyday transactions, each partnership helps fund long-term recovery for survivors of human trafficking. Our focus is on partnerships that are simple to implement, transparent, and designed for real impact rather than one-off gestures.



COMMIT TO A DOLLAR AMOUNT PER PURCHASE

This model involves donating a fixed dollar amount from each sale, either across your business or within a specific product line or campaign. It is simple, transparent, and easy for customers to understand. Each purchase directly contributes to Hagar's work supporting survivors through recovery, protection, and long-term reintegration.

COMMIT TO A PERCENTAGE OF REVENUE

Ideal for service-based businesses, this approach commits a percentage of revenue over an agreed period. It allows impact to scale naturally with your business, without requiring changes to products or pricing.

COLLABORATE ON A PRODUCT OR COLLECTION

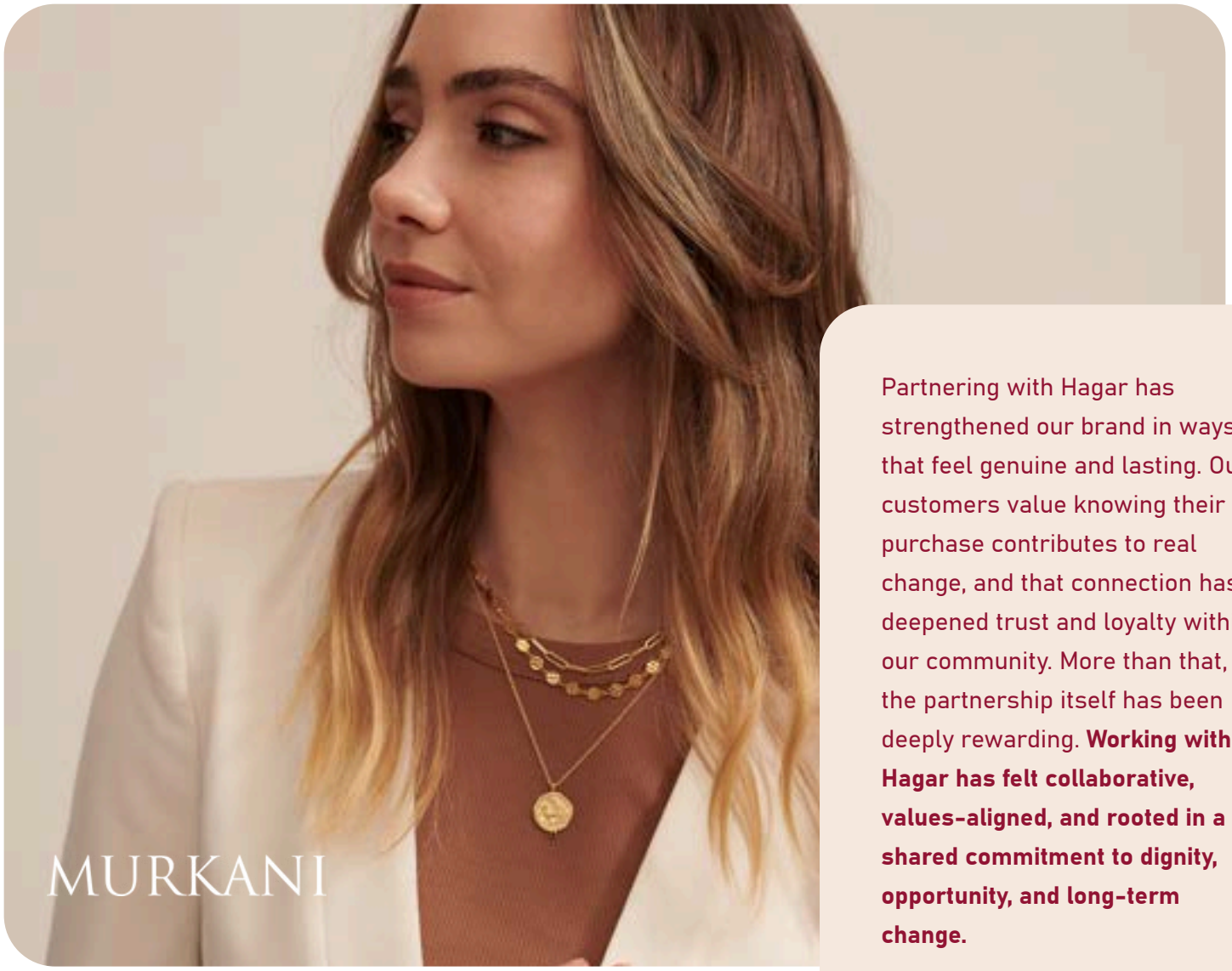
Businesses can partner with Hagar to co-create a product, collection, or limited release that reflects shared values. These collaborations offer an opportunity to tell a deeper story about impact and engage customers in a meaningful way. Proceeds directly support survivor recovery programs, while creating a clear and tangible connection between product and purpose.

CASE STUDY *Murkani*

We asked our partners at Murkani to reflect on their experience of partnering with Hagar. This is what they shared.

At Murkani, we set out to build a business and a life we genuinely loved. But from the beginning, we knew we wanted our work to mean more than that. We wanted to create positive impact for women facing serious hardship and support them to build lives of safety, choice, and independence. In 2019, we found a natural partner in Hagar Australia.

Through our partnership, we've been able to support Hagar's economic empowerment programs, working alongside women who have survived trafficking, abuse, and modern slavery. Together, we've collaborated on two collections designed to connect our customers directly to that impact. The FREEDOM Collection symbolises the journey toward safety and independence, while our Lost and Found Collection supports Hagar's livelihoods work in Afghanistan, helping women build sustainable incomes and reduce their risk of exploitation.



Partnering with Hagar has strengthened our brand in ways that feel genuine and lasting. Our customers value knowing their purchase contributes to real change, and that connection has deepened trust and loyalty within our community. More than that, the partnership itself has been deeply rewarding. **Working with Hagar has felt collaborative, values-aligned, and rooted in a shared commitment to dignity, opportunity, and long-term change.**

WHAT NEXT

We'd love to connect with you if you're interested in partnering with Hagar!

We take a flexible, collaborative approach to business partnerships. That means starting with how your business already operates, what feels achievable, and where genuine alignment exists. From there, we work together to shape a partnership that is clear, credible, and designed for long-term impact rather than one-off activity.

Whether you have a partnership idea in mind or are still exploring what might work, we'd love to talk it through.

To start the conversation, please contact Elise van Boxtel at elise.vanboxtel@hagar.org.au, Head of Fundraising and Communications at Hagar Australia.

We'll work with you to explore options, answer questions, and identify a partnership model that makes sense for your business and creates meaningful impact for survivors of human trafficking.

