



# PURPLE TEARDROP CAMPAIGN

*Stop the trafficking ~ Stop the tears*

[www.purpleteardrop.org.uk](http://www.purpleteardrop.org.uk)

**NEWSLETTER ~ AUTUMN 2009**

Dear Supporter,

Unbelievably it is almost a year since the very successful launch of the Purple Teardrop campaign against human trafficking - and what an eventful year it has been! It has gone from strength to strength thanks to you, our supporters, and this newsletter is intended to celebrate the campaign's first year and update you about all the amazing developments and those currently taking place.

Many of our supporters contributed to the fund raising element of Purple Teardrop by taking a box of pin badges at the launch. The pin badges attract a £1 donation and every little bit helps towards one of the objectives of the campaign, which is to support rescued victims of trafficking; this might be at a 'safe house' or for medical or legal services. To date we have exceeded our fund raising target of £5000.

October 2008 was the date in the calendar for a Fashion Show held in conjunction with Tracie Beardsley and her team from FabFrocks of Westbourne. Purple Teardrop was one of four charities to benefit from the evenings' proceeds which totalled £3300, and one of the routines was wholly dedicated to the colour purple in honour of the campaign. Thanks too to our then Poole Mayor, Cllr Joyce Lavender, who supported the event and joined in the evening's fun by being subjected to a 'Colour Analysis.'

Another big fund raiser for the campaign was the Poole Lions Swimathon in February 2009. Poole Soroptimists and Poole Bay Rotarians have been supporting the Poole Lions with the organisation of the two day event in recent years. Poole Soroptimists were able to nominate a charity of their choice to benefit from some of the funds raised. In 2007 and 2008 the Medaille Trust were chosen to benefit towards the management of their 'safe house' for women victims of human trafficking, but this year the Purple Teardrop was nominated and received the sum of £2700. Soroptimists from Southern England formed part of the Poole swimming team including paraplegic Olympic Gold medallist, Rosalinda Hardiman, member of Soroptimist International of Gosport, Fareham & District.

The Purple Teardrop campaign was created as part of Soroptimist International of Poole's programme action work in order to fulfil the Soroptimist objective to end human trafficking and violence against women. Soroptimist International of Poole members were very proud when in November 2008 the Purple Teardrop campaign was presented with an award for the "most potential in the area of Human Rights and the Status of Women" by the Soroptimist International of Great Britain and Ireland's Federation Management Board at their annual conference in Barbados. Our special thanks to Hilary Ratcliffe, Director of Programme, for her consistent support since Barbados!

The end of 2008 saw the setting up of a project management group in order to deal with the

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increasing interest in the campaign. They spent the winter months designing and developing materials which could be used by other Soroptimist Clubs in their own Purple Teardrop campaigns and the creation of a website to enable global access and support. Project group, and SI Poole, members volunteered to promote the campaign by manning stalls or giving presentations at community events, to conferences, club and other voluntary organisations meetings and frontline workers; opportunities varied from posters in churches, to Rotarians, to Bournemouth University, to the South West Fire Brigade Union Women's Section. A comprehensive collection of the Dorset community!

We have enjoyed good local media coverage thanks to our obliging community newspapers and magazines, and welcomed the opportunity to go on air at BBC Radio Solent and 2CR FM.

We were very excited that renowned author Louis de Bernières agreed to become Purple Teardrop's first Patron. To learn more about Louis look at his website at [www.louisdebernieres.co.uk](http://www.louisdebernieres.co.uk) More recently we were delighted when famous Russian pop star, Valeriya, agreed to support our campaign by allowing us to use her latest album 'Back To Love' which explicitly portrays the demise of trafficked young women, truly reflecting one of the Purple Teardrop campaign objectives. Please do view it at [www.youtube.com/user/valeriyaofficial](http://www.youtube.com/user/valeriyaofficial)

And the best bit comes last ~ thank you to all our campaign partners at the UK Human Trafficking Centre (UKHTC), Blue Blindfold, Dorset Police and Crimestoppers. Working together is really making a difference and helping to take the campaign forward both locally and nationally.

DI Guy Shimmons, Dorset Police, has been a great source of inspiration and promotes our campaign at every opportunity.

Richard Daubeney, Crimestoppers, kindly updates us on his work within in the area. Please put Crimestoppers number in your mobile phone 0800 555 111.

Nick Kinsella, Head of the UKHTC and its charity arm, Blue Blindfold, has encouraged us during our meetings. Thanks to the team in Sheffield for making us so welcome recently. It was worth the trip! Nick has recently honoured us with an invitation for the Soroptimist-led Purple Teardrop campaign to become a partner on the UKHTC National Prevention Group. We are delighted, of course, also we are very excited that Nick will be speaking at the Soroptimist International of Great Britain and Ireland Annual Conference at Cardiff in October 2009. Congratulations to Nick on receiving the Queen's Police Medal in the 2009 New Year Honours list too! For more information about Nick and UKHTC go to [www.ukhtc.org](http://www.ukhtc.org)

So.....hopefully you have enjoyed this newsletter and now feel inspired to join our campaign. Please do look at our website [www.purpleteardrop.org.uk](http://www.purpleteardrop.org.uk) or contact us at [enquiries@purpleteardrop.org.uk](mailto:enquiries@purpleteardrop.org.uk)

**WE LOOK FORWARD TO MEETING YOU AGAIN SOON AND  
APPRECIATE YOUR CONTINUING SUPPORT**



*Soroptimist International working in partnership with the "Blue Blindfold" campaign*



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