



Dear Valued Partner,

We are doing it again! In 2015 Cycling for Change led a team of cyclists across the country from Washington State to Long Island, NY to raise funds and awareness to fight human trafficking and have distributed \$151,800 to date. During 2022 alone \$30k was given in grants to support programs and projects either run by survivors or organizations directly working with survivors of human trafficking.

In 2025, Cycling for Change (c4c) is inviting you to partner with us in the c4c 2025 Cross Country Challenge: The HOPE Tour as we cycle from Los Angeles, California through Washington, D.C. en route to New York City from Memorial Day to the Fourth of July. We will cover over 3,500 miles to help break the cycle of human trafficking in collaboration with survivors and organizations who provide resources and support to those affected by this public health issue.

49.6 million are estimated to be trafficked worldwide according to the International Labor Organization and over 400,000 in the US. During the recent global pandemic, we saw evidence that human trafficking is profoundly adaptable where if a venue were stopped traffickers would find a new one. We see that wherever there are vulnerable communities or people, there will be someone who finds a way to exploit them. During the lockdown we saw an increase in online recruitment. Human trafficking is also highly personal as data shows that victims usually know and trust their traffickers with the proportion of victims recruited by a family member, caregiver or intimate partner increased significantly. We know that human trafficking does not happen in a vacuum as virtually everyone who ends up in a trafficking situation has a clear and identifiable vulnerability that a trafficker preyed upon.

It is also seen that friends and family were the access point for help in a significant number of victims seeking help. This is true with all types of trafficking and suggests the importance of coming together as a collective community to help support survivors. We are looking to leaders such as yourself and organizations wishing to be a part of the community response to partner with us through the opportunity of sponsorship. Will you consider joining the Cross-Country Challenge to help us offer hope on this HOPE Tour, because we know that HOPE changes everything!

Sincerely,
Santhosh Paulus, MD
Founder and President of Cycling for Change, Inc.
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[#iHateTraffick](#)

www.cycling4change.org