

2015

IMPACT REPORT



—THE—
SOLD PROJECT
—X—

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OUR MISSION

Our mission is to prevent child exploitation through culturally relevant programs for vulnerable children and to share their stories to inspire creative, compassionate people to act.

OUR MISSION

As many as 60,000 children are estimated to be involved in the Thai sex trade every year. While some of these children come from neighboring Laos and Cambodia, the majority come from the northern regions of Thailand.

Northern Thailand has the nation's highest percentage of those who have never attended school: 9.9 percent. It also has the lowest average number of years of schooling: 7.31 for boys and 6.56 for girls, both of which fall far below the already low compulsory level of 9th grade.

It is no coincidence that these two factors — dismal education rates and supply sites for traffickers — run in tandem. In a study on child sex workers in the Northern Thailand region of Chiang Rai, researcher Simon Baker concurs, “The best data indicating the number of children at risk of being victims of child prostitution are education enrollment figures. Education is a surrogate measure for both child labour and child prostitution.”

In the northern region of Chiang Rai, where The SOLD Project is located, many children and youth are at risk of being trafficked. However, two groups, in particular, are especially vulnerable. Those from the hill tribes are at greater risk due to their lack of citizenship and decent schools. Higher levels of relative poverty, drugs, and poor roads contribute to their risk as well. Girls also face greater risk. Thai cultural and religious norms place a burden on girls to repay their debt to their parents (for being born and cared for) financially, whereas boys can repay this debt through spiritual merit accrued to their families, which they earn by their service as monks for a short time. Data from a Thailand Ministry of Public Health survey led to estimates of 3 to 4 male sex workers for every 100 females. Whether for reasons of survival or merely to satisfy material desires, in some rural villages in Northern Thailand selling a daughter into sexual bondage is such a common and accepted practice that those who refuse to do so can be seen as foolish by members of their communities. Once trafficked for sex, Thai girls can end up anywhere in the world from Bahrain to Canada, from Japan to the US, from South Africa to Bangkok.

The SOLD Project's mission is a direct response to this reality.

OUR MODEL

The SOLD Project

to prevent child
exploitation and
trafficking



THE PROBLEM

Uneducated and lacking options, children in Northern Thailand are easily lured into the sex trade or other forms of exploitative labor.



THE SOLUTION

"Education is a surrogate measure for both child labour and child prostitution."
Simon Baker



OUR MISSION

Our Mission: prevent child exploitation through culturally relevant programs for vulnerable children and to share their stories to inspire compassionate people to act.



MENTORSHIP

Our Thai staff provides mentorship to our students.



RESOURCES

Such as art, tutoring, career counseling, computers, English classes, & a safe and positive environment.



SCHOLARSHIPS

Open the door to school for vulnerable children.



AWARENESS

Bi-annual human trafficking awareness training & family camps.



SUSTAINABILITY

Programs built upon preventing the flight of talent, raising the local standard of living, and reducing the lure of traffickers.



THE OUTCOME

Education and resources give vulnerable children and youth the freedom to dream and the ability to pursue their dreams.



OUR PROGRAMS



SCHOLARSHIPS

Uneducated, yet often expected to help provide for their families, children in Northern Thailand are easily lured into the sex trade or other forms of exploitative labor. Educational scholarships reverse this trend — opening up opportunities otherwise unavailable, and ultimately empowering vulnerable children and youth to escape exploitation.



RESOURCES

The Freedom Resource Center in Bong Prae is the hub of SOLD in Thailand. Here students have access to educational resources, art supplies, tutoring, career counseling, computers, English classes, bi-annual trafficking awareness programs, a safe and positive environment, and mentorship from staff and volunteers.

Chiang Rai City is a thriving urban hub filled with thousands of secondary and college level students. Opened in December 2015, The Chiang Rai City Center continues the precedent set by The Freedom Resource Center, providing needed resources not only for our scholarship students but for the community as a whole.



MENTORSHIP

Statistics show significant, positive outcomes for children who have a sustained and active mentor. At-risk children and youth with mentors are more likely to participate in sports and other extracurricular activities, take leadership roles in school, serve in their communities, and to attend and graduate from college. All of our students are mentored by our staff, with regular home visits and activities to help deepen and strengthen these relationships.



OUR PROGRAMS



AWARENESS

SOLD offers bi-annual human trafficking awareness training at The Resource Center for the entire community of Bong Prae, educating them about the factors that put their community and children at risk. Given the strong correlation between runaway and trafficked youth, SOLD also facilitates family camps at The Resource Center, which teach communication techniques to families having difficulties. Home reconciliation helps prevent runaway youth and decreases risk.



SUSTAINABILITY

SOLD's Sustainability and Community Development Programs utilize local resources and build upon the existing skills of the families we work with, preventing the flight of talent, raising the local standard of living, and reducing the lure of traffickers.



STORYTELLING

We identify stories of beauty and hope arising from adverse circumstances and tell these stories through photography and film for two purposes. First, to provide healing and dignity to the communities we work with. Second, to expand awareness of the power of prevention and invite others into this work.



OUR VALUES

To intentionally invest in **relationships** with the students, the community, our investors, and each other.

Transparency with our finances, our needs, our successes, and our challenges.

Decisions made in the best interest of providing **dignity** to the children, and communities we seek to serve.

To provide **sustainability** and additional economic opportunities to the communities we work in, recognizing that long-term change requires the effort and transformation of the entire community.

To represent and share **positivity** and hope amidst the harsh realities our students face.

To be **inclusive** of all people — we remain open to helping all people, and this help is not based on or restricted by gender, religion, race, nationality, etc.

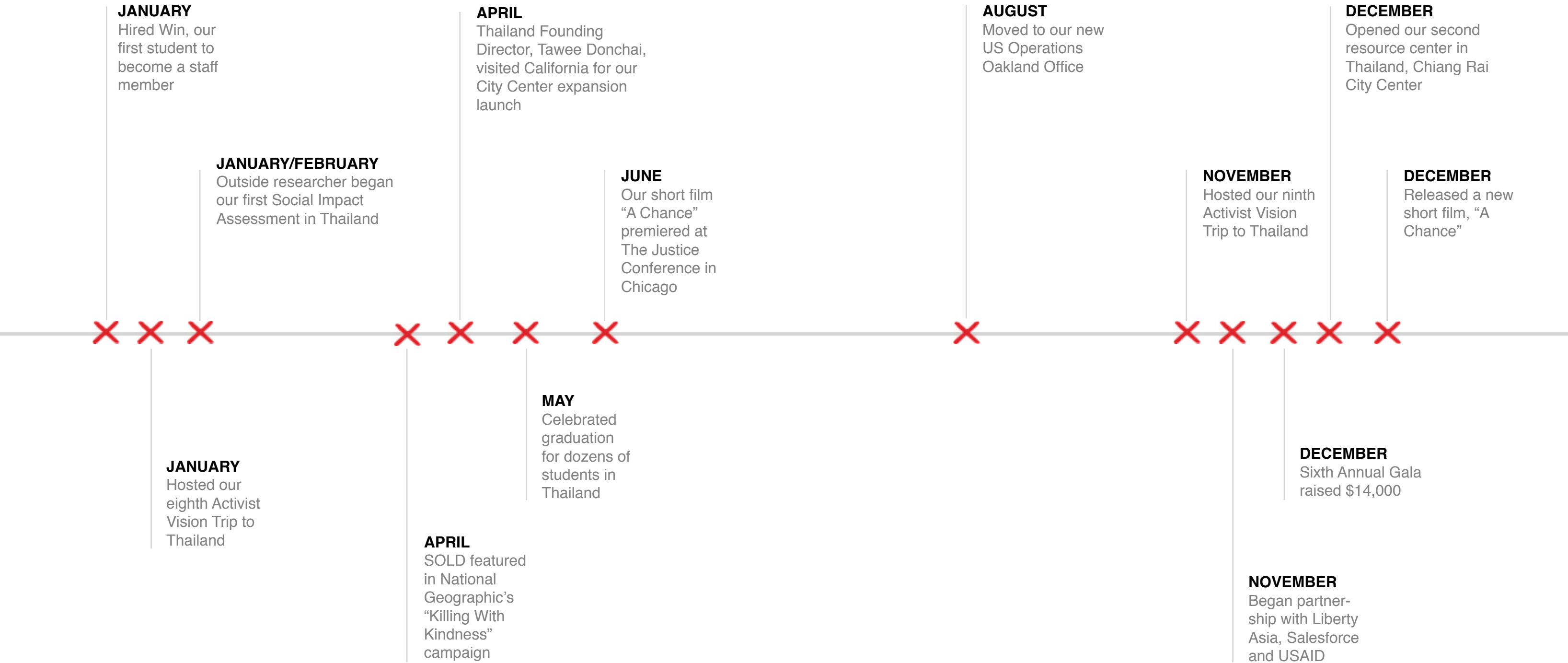
To remain **adaptable** and flexible to the needs of the students and community. To keep a posture of listening and learning.



OUR IMPACT

OUR IMPACT

OUR IMPACT



879

Home visits conducted in 2015. Home visits are a time to deepen our relationship with the student, their families and the community.

7%

The dropout rate for our scholarship students (the most at-risk students in the region) is outstanding: only about 7 percent versus the regional average of 43. We're incredibly proud that the vast majority of our scholarship students go on to secondary education, college, and promising careers.

\$318,700

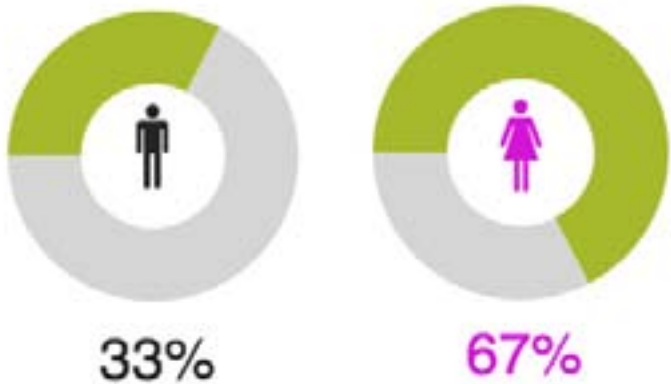
Since 2008, The SOLD Project has provided \$318,700 in scholarships to **181** children.

802

Hours of after school programs and mentorship to students in 2015.

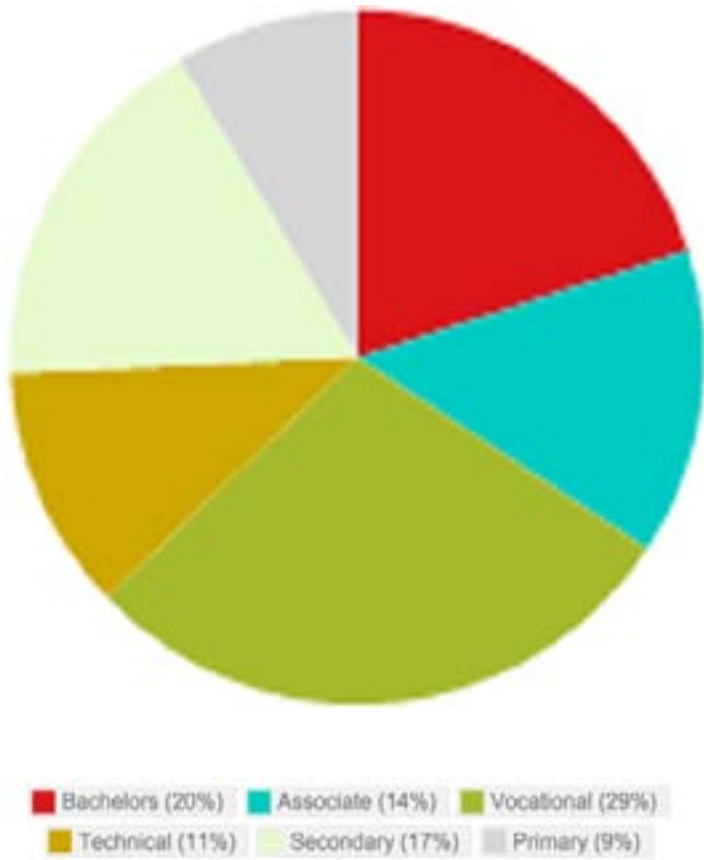
SCHOLARSHIP PROGRAM

140
STUDENTS



35
STUDENTS
GRADUATED

Nine students were accepted into Universities and one student is pursuing a Bachelor's degree in Chinese in China.



SUSTAINABILITY PROGRAM



Utilizing local resources, SOLD’s Sustainability Programs build upon and enhance the skills and knowledge of the children and communities we work with, preventing the flight of talent, raising the local standard of living, and reducing the lure of traffickers.

In late 2015, in partnership with Chiang Mai University, we opened the Learning Center for Local Textiles — an incubation center where entrepreneurial locals come to learn about, participate in, and even become teachers of our Sustainability Programs.



37

People were taught to cultivate silk worms using our in-home, sustainable silkworm farms.

50

25 people were taught to spin yarn from the silk produced by people in the community; another 25 people were taught to dye this yarn with natural dyes.

88%

88% Of families trained increased their income; 72% increased their monthly income by 1,000 Baht (about \$33 USD), 3% by 1,001 - 2,000 Baht, and 13% by 2,001 - 3,000 Baht.

33

People were taught to make cosmetics, such as soap and shampoo, from the silk protein these farms produce.

103

Families participated in the Organic Vegetable Project workshop, which teaches its participants to produce clean, healthy, and sustainable food for their families using the land they live on.

CASE STUDY



We at SOLD are realizing more and more that freedom requires mystery.

Fah, 14, and her brother Chai, 12, lost their mother to a motorcycle accident two years ago. Their father, like many men in their community, is an uneducated field laborer (paid only half the legal minimum wage of \$10 per day) who struggles with alcoholism. Having drunk away the financial death benefit from the government long ago, he continues to drink, often leaving them alone for extended periods of time with only anxiety to fill their empty bellies.

While no one’s future is determined, statistical trends suggest what Fah and Chai’s futures will be. Fah will likely not finish 9th grade. Pregnant by the age of 16, she will fall prey to abuse and exploitation, and end up as a field laborer or factory worker earning minimum wage at best. Chai will likely follow in his father’s footsteps: working in the fields by day, drinking by night. It’s unlikely either will ever earn more than \$5 per day unless they migrate to Chiang Rai or Bangkok. If they chose this option, it’s possible that either could find a job in the service industry. However, employment at 7-11 isn’t even possible without a high school education, let alone work at a respectable restaurant or hotel. Low paid and minimally regulated factory work would be one of two likely options. Sex work would be the other. If they were fortunate in the sex industry, their pay could exceed minimum wage, but it would

also always include the risk of abuse, disease, and deep psychological wounds. Fah and Chai’s futures appear dismal indeed.

Despite what statistics suggest, we’re happy to say that Fah and Chai’s futures remain a mystery. Fah and Chai are two of the 140 students to receive scholarships from SOLD in 2015. With scholarships that cover the cost of uniforms, supplies, transportation, and fees, along with resources such as English classes and computers, and mentorship from SOLD’s Thai staff, Fah and Chai’s futures remain open. They might attend college and become scientists, or they might choose to attend vocational school and join the hospitality industry. Thanks to SOLD’s staff and programs (all made possible by our gracious donors), their futures are now a mystery — one filled with expectation and hope.

“We don’t know with 100 percent certainty what we can accomplish, but that doesn’t stop us from being involved and doing the best we can to affect change. We help the young people and families make healthier choices.” - Worn Donchai, SOLD Sustainable Program Director





CAMPAIGNS

SPONSOR A STUDENT



Sponsoring a child is the most powerful way to fight poverty and prevent that child from being exploited. The young and undereducated have few employment options and are often desperate for opportunities, making them particularly vulnerable. Most kids in Thailand who are at risk of child prostitution will never graduate from grade school without help from a sponsor. The SOLD Project identifies children at risk and encourages them to apply for our scholarship program. Once accepted into the program, each student is partnered with a sponsor who helps financially support their education, providing the freedom to pursue their dreams and transform their communities.

\$74,628

Direct contributions to Scholarships in 2015

93

Individual donors

1,034

Individual donations

Sponsorship covers tuition, uniforms, books, lunch, travel, test fees, and other academic expenses so the child can stay in school. 90% of this money goes into your child’s individual account, and the funds are disbursed based on receipts to ensure it goes entirely toward education. Individual accounts encourage students and their families to plan ahead for their education and budget accordingly. The other 10% is used for additional areas of our prevention program including awareness, mentorship, and resources.

STAND FOR FREEDOM



Sponsoring a student is often the first step in preventing child exploitation, but it’s usually not enough on its own. Our holistic prevention programs help provide children with the knowledge, skills, and support structure they need to make wise choices and achieve success. Without access to additional resources, most Thai children’s rural grade school education will leave them unprepared for life. Many remain computer illiterate. They often know what they want to be when they grow up but have no idea how to get there. SOLD’s Resource Centers are the hub of The Freedom Project. Situated right in the middle of the village where most of our students live, the Resource Center offers daily after-school programs, tutoring, weekly English classes, special workshops, Human Trafficking Awareness programs, and more.

\$62,614

Raised for our Stand For Freedom Campaign in 2015

101

Individual donors

1,172

Individual donations

100% of your Stand For Freedom donation supports SOLD’s prevention programs in Thailand, which includes the following: Thai staff, mentors and tutors; after-school programs, English classes, workshops and field trips; human trafficking awareness, parent meetings, birthday parties, and community events; Resource Center operations, maintenance, and upgrades; supplies and equipment; development projects, scholarship program admin, translation, home visits, and more.

GLOBAL GIVING

GlobalGiving makes it easy and safe for you to give to local projects anywhere in the world, while providing nonprofits with the tools, training, and support they need to become more effective.



1

Site visit from Global Giving to our ground work in Thailand

2

Projects fully funded

\$21,313

Raised directly through Global Giving in 2015 (not including check contributions directly to SOLD for projects listed on GG)

3

Awards received in addition to the highest ranking possible on Global Giving

CORPORATE DONORS

Cornerstone Church
Vennic Limited
Nike Girl Effect

Cultural Care Kids First Foundation
One Day's Wages



ONGOING

The Freedom Project is an ongoing project. 100% of donations go towards our ground work in Thailand.



50% FUNDED

The Expansion Project is raising funds to open a second resource center in Chiang Rai City. At the close of 2015 this project was funded 50% by an additional partnership with One Day's wages.



100% FUNDED

As of February, 2015 the Second Classroom was officially funded and completed! Many thanks to all of the individuals and organizations that gave to make this happen.



100% FUNDED

As of July, 2015 the Resource Center Computer Lab was officially funded and completed! Many thanks to all of the individuals that contributed as well as Cornerstone Church for their generosity.

ONE DAY'S WAGES

December 1st - December 31st

One Day's Wages (ODW) is a grassroots movement of people, stories, and actions to alleviate extreme global poverty. They promote awareness, invite simple giving, and support sustainable relief through partnerships, especially with smaller organizations in developing regions.

In December 2015, ODW and SOLD partnered through a 100% matching campaign to fund an entire year of our new Chiang Rai City Center.



\$51,433

Raised through One Day's Wages for SOLD's Expansion Project to Chiang Rai City

81

Incredibly generous donors

71

Higher education scholarship students who will now have access to a Resource Center in the area they attend school in





OUR REACH

ACTIVIST VISION TRIPS

Our most compelling advocates know what they're talking about. When it comes to understanding the realities facing at-risk and exploited children in Thailand — and what can be done to prevent exploitation — there is no better way to learn than to see for yourself. That's why we put together our Activist Vision Trips: to give creative, compassionate people like you the experience, knowledge, and tools to be effective.

As the trip works from Bangkok to Chiang Mai and Chiang Rai in the northern mountains of Thailand, participants are introduced to cutting edge organizations and on the ground leaders.



12

Attendees from California and Oregon

5

Impactful organizations in Bangkok, Chiang Mai and Chiang Rai visited to listen, learn and observe

"My trip to Thailand was one of the most meaningful international experiences I've ever had. While it's so easy to linger in the darkness and despair coming from the sex industry, we were able to end in the hope that comes from the difficult work of prevention--an effort that is not only effective, but a work that is so beautiful and incredibly redemptive."

- Allison Harp, Attendee



11

Attendees from California, Boston, Virginia, Texas, Maryland and Japan

5

Impactful organizations in Bangkok, Chiang Mai and Chiang Rai visited to listen, learn and observe

"I didn't just learn about the prevention I experienced it, and that is something no book, film, or lecture could ever teach me."

- Lindsey Peters, Attendee

WINE TASTING WITH KEN WYTSMA

August 18, 2015



Ken Wytsma is a leader, innovator, and social entrepreneur respected for his insight and collaborative spirit. He is the president of Kilns College, where he teaches courses on philosophy and justice, and is a church planter and lead pastor at Antioch in Bend, Oregon. He also founded The Justice Conference, which operates on four continents.

Twenty three exclusive guests and donors were invited to spend an afternoon with Ken as he shared his reflections of what justice means and the work of The SOLD Project.



SIXTH ANNUAL GALA

The SOLD Project's sixth annual gala, sponsored by Wente Vineyards and Productionology in Livermore, CA, celebrated the generosity and commitment of our community. The evening featured vocalist Aria Grande, who has sung with Grammy Award winning artists such as Stevie Wonder, Ledisi, and Cee-Lo Green. Hosted by President Rachel Goble, the real highlight of the evening was hearing from one of our Thailand Directors, Blah Chermue, as she shared stories about our work on the ground in Thailand and the impact she sees firsthand every day. After the premier of our new video, A Chance, which highlighted Blah's impact as a mentor to our youth, she invited every guest to come and visit her home country to see the impact of their donations firsthand.

Child trafficking can be prevented. As Blah shared heartfelt and sometimes tearful words of the ups and downs of prevention and a reminder that we are, after all, working with people, there wasn't a dry eye in the room. With education, access to resources, and strong mentors, life and the future looks promising for our at-risk scholarship students.



PRESS AND NETWORKS



Bangkok Post

THE CHRISTIAN SCIENCE
MONITOR

CONTRA COSTA
TIMES
CONTRACOSTATIMES.COM

FULLER
THEOLOGICAL SEMINARY



GlobalGiving



NATIONAL
GEOGRAPHIC



RED LETTER
CHRISTIANS

RELEVANT

SF WEEKLY

sojourners
Faith in Action for Social Justice

takepart
LIVE

Vepily





SOLD FAMILY

BOARD OF DIRECTORS



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Chair of the Board
Goble Properties



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President
The SOLD Project



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Senior Director,
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EMILY NELSON
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NICK PARISI
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Founder,
Honorary Board Member



JEN WEAVER
Account Executive,
Salesforce



KEN WYTSMA
Pastor, Author and Founder
of The Justice Conference

STAFF



CAMERON ALLEN
Volunteer Coordinator
Thailand



KANTHIDA ASONG
Accounting Staff
Thailand



RATTIKAN CHERMUE
Center & Scholarship Director
Thailand



ORANUCH CHURMER
Scholarship Staff
Thailand



TAWEE DONCHAI
Thailand Founding Director
Thailand



WORN DONCHAI
Sustainability Director
Thailand



ALAYNAH FIEDLER
U.S. Office Manager
U.S. Office



RACHEL GOBLE
President



NONGNUCH JAMPARAT
Advisor & Case Coordinator
Thailand



DR. JADE KELLER
Program Advisor
Thailand



THODSAPHON KITTA
Activities Manager
Thailand



DANIEL OLSON
Writer & Researcher
U.S. Office



NONGNUT SANTHUN
Grounds Keeper
Thailand



AOUN SITTHICHIRANG
Program Officer
Thailand



SUMITRA THONGTHEP
After School Officer
Thailand



KETSARA THUTSUNTI
Awareness Director
Thailand



LISA WINTERFELDT
International Liaison
Thailand



POKIN YINGPITIIPAT
Mentorship Program
& Legal Advisor
Thailand

PARTNER ORGANIZATIONS

Collaborating with and learning from other organizations is essential in combatting human trafficking and child exploitation. Our partner organizations are diverse, and the relationships we have in the anti-trafficking space extend far beyond those on this page. Here, however, we wish to highlight the organizations we regularly visit with our Activist Vision Teams in order to say thank you for their partnership, their dedication to educating and inspiring future activists, and their commitment to collaboration.



LIBERTY ASIA

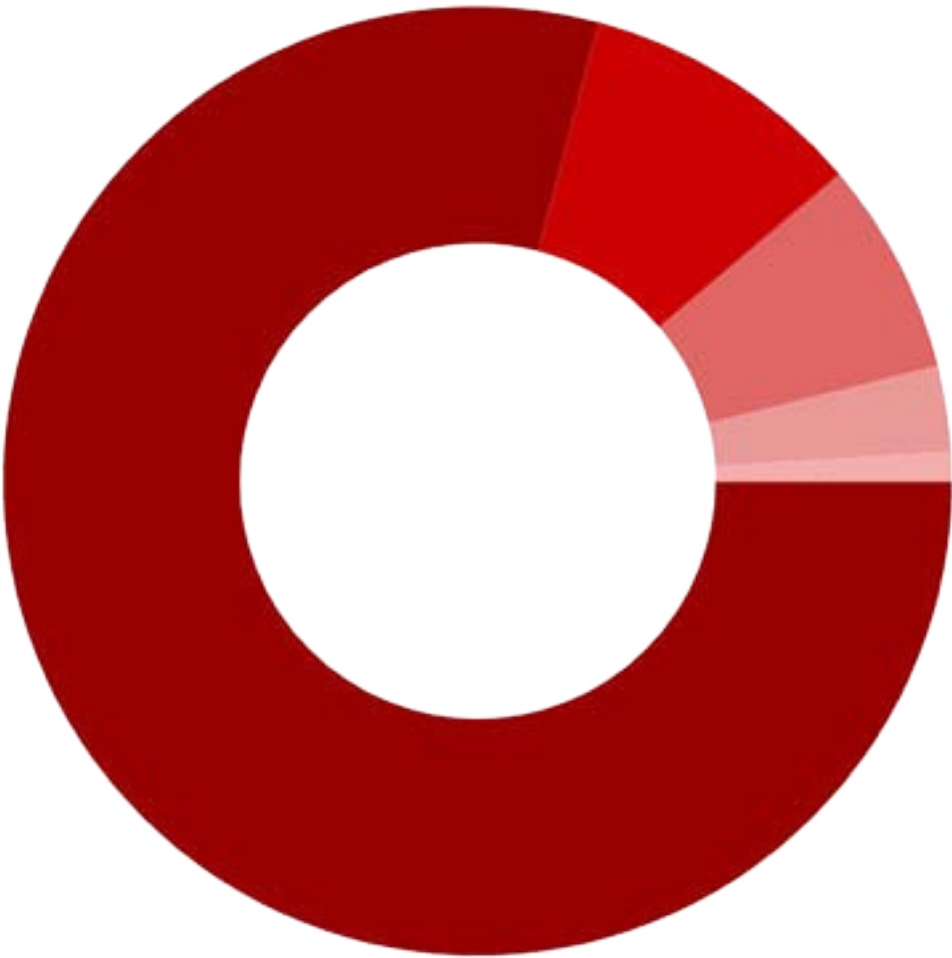
LOCAL REPRESENTATIVES





FINANCIALS

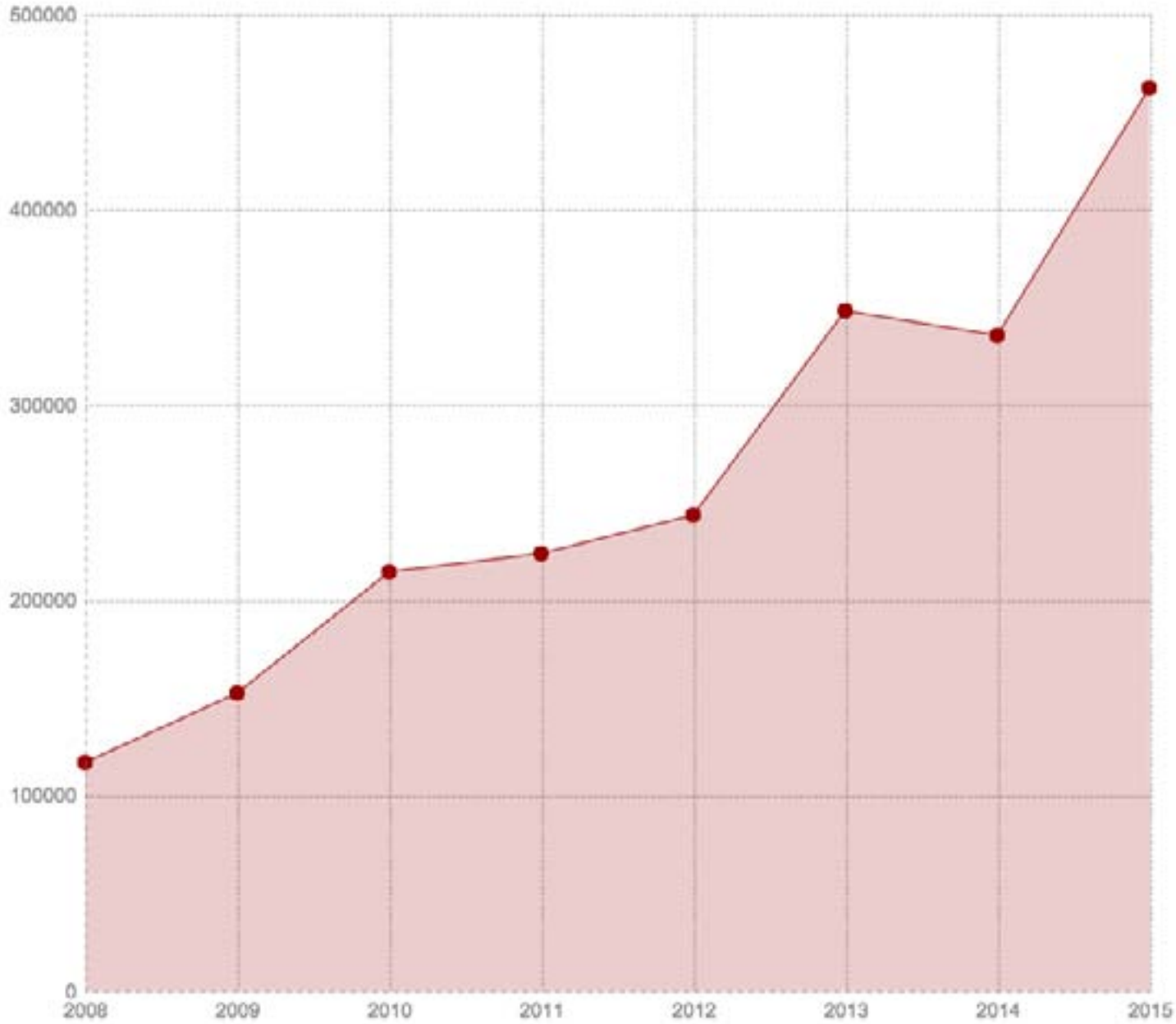
INCOME AND DONATIONS



TOTAL INCOME: \$462,023

Individual Donors	\$365,474	79%
Special Events	\$44,843	10%
Online Fundraising Platforms	\$33,675	7%
Grants	\$13,500	3%
Other Revenue	\$4,531	1%

FINANCIAL GROWTH OVER TIME



2015 ACCOMPLISHMENTS

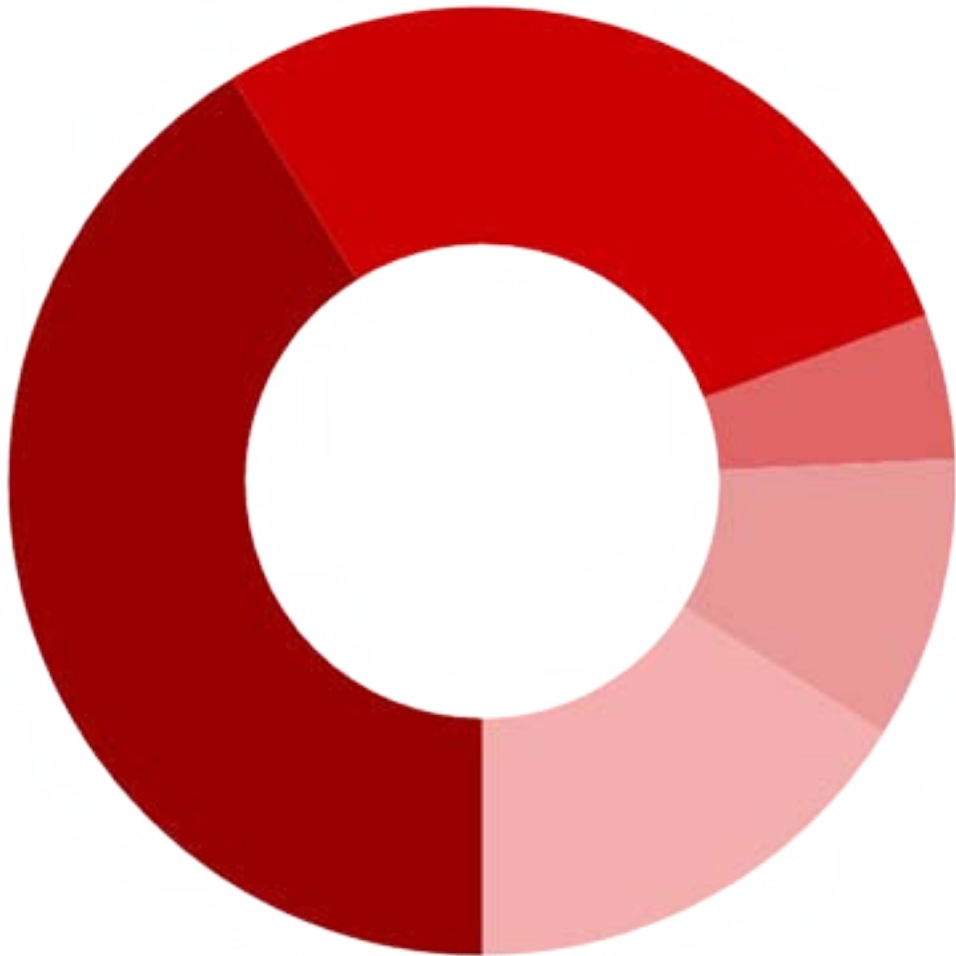
15¢

Our cost to raise \$1

42.7%

Increase in support for our programs from 2014

EXPENSES



TOTAL EXPENSES: \$458,630

<div></div>	Resource Centers, Scholarships, Sustainability & other Program Initiatives	\$188,746	
<div></div>	Program Salaries, Travel & Overhead	\$129,096	
	PROGRAM SERVICES TOTAL	\$317,842	69%
<div></div>	Fundraising & Marketing Initiatives	\$22,768	
<div></div>	Fundraising Salaries & Overhead	\$44,166	
	FUNDRAISING TOTAL	\$66,934	15%
<div></div>	ADMIN SALARIES & OVERHEAD	\$73,854	16%

WITH GRATITUDE

Our incredible thanks to all of the donors who have so generously invested in The SOLD Project in 2015.

All Investors \$500+

One Day's Wages	Renee and Bill Curtis	Brendan McClenahan
Goble Property Management	Kevin Eassa	Vince and Cathy Nelson
Cultural Care Kids First	Matthew Stoodley	Seamus O'Flaherty
Johnson & Johnson	Chuck Dixon	Thomas and JoAnn Prescott
Newhope Baptist Church	Rachel Dennis	Donna and Vaughan Wenzel
Ping Pong A Thon	Salesforce.com Foundation	Susan Golder
Cornerstone Fellowship	Liz Connolly	Aileen Morrissey
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Roy and D'Aun Goble	Linda Lyngso	Daniel and Kimberly Young
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Dlugosh and Associates	Jolie Willis	Lilly Endowment Inc.
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Rachel Langan	ONE Hope Foundation	Hawaii Preparatory Academy
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FINANCIALS

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Diane McKenna	Ben and Sandy Blanton	
Anne Stoneberger	Bob and Elaine Cooper	

FINANCIALS

In-Kind Donations

BAGUU	Newport Market
31 Bits	Cuppa Yo Frozen Yogurt
Hiip SF	Seventh Mountain Resort
Mata Traders	NOLO desk
Nena & Co	Nashelle
Causegear	Snap Fitness
Bay Area Discovery Museum	Images Salon
California Academy of Sciences	Hold Made Toffee
Dsenyo	Faith, Hope and Charity Vineyards
Fine Arts Museums of San Francisco	Revolvr Men’s Store
Noonday Collection	Thin Lizzy Athletics
San Francisco Ballet	Trader Joe’s
Emily Bennetch Jewelry	Pura Vida Bracelets
Concannon Vineyards	Livermore Valley Wine Trolley
D’Oliva Olive Oil	D’Oliva Olive Oil
Salon Esencia and Boutique	Earl Anthony’s Dublin Bowl
Akola	3 Steves Winery
1:Face Watch	Winchester Mystery House
ONE Hope Wine	Charles R Vineyard
Renegade Winery	LUSH Cosmetics
Wente Vineyards	Otter Box
Productionology	San Francisco Giants
Allison Harp Photography	Oakland A's
Atlas Cider	Time
Long Pine Coffee	
Threadlust Clothing	
Anthony’s Home Port	
The BLVD	
Bistro 28	
Prayer Rock Vineyard	
Wild Rose Thai Restaurant	

Event Volunteers

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Bunty Drewitt
Trevor Cecil
Mari Mccoy-Thompson
Willa Mui
Heather Ho
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Clay Goetz
Emily Bennetch
Peggy Fiedler
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Cory and Sadie McGarvey
Chris Scott
Jennifer Kleist
Kate Gardner
Nikole Lim
Christine Rose

THE SOLD PROJECT
337 17th Street Suite 102
Oakland, CA 94612



“SOLD has truly changed my life. SOLD gave me an opportunity for higher education, counseling, and support.”

Boonta
University Student

WWW.THESOLDPROJECT.COM