

From: Biju Mathew, IJM UK contact@email.ijmuk.org
Subject: FW: John, don't miss this opportunity
Date: 6 December 2025 at 10:02
To: [REDACTED]

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Hi [REDACTED]

Hope you're well. I don't want you to miss this opportunity. Not sure if you saw my email earlier this week, but this Christmas, you can help bring children like Vijayalakshmi (9) and Nandini (7) to safety and reunite them with their families. Your gift today could help fund operations with police, critical medical support, and counselling for children, women, and men as they recover from abuse and seek justice.

And right now, **your gift will be DOUBLED** through the Big Give, up to a total of £120,000 – and we're over 81% of the way there! That means 2x the impact for families trapped in slavery and violence – helping them step into freedom and hope and restore the joy of families being together this Christmas.

There's no better time to give.

So grateful for you,
Biju

**REUNITE
FAMILIES THIS
CHRISTMAS**

IJM Big Give

>> Your gift is **DOUBLED** – until Tuesday 9th December 2025 <<

[DOUBLE your donation now >>](#)

Hi [REDACTED]

The joy of Christmas lives in the little things: Precious unspoken moments with loved ones. That first bite of Christmas dinner. The laughter of friends reunited. What little things bring *you* joy this time of year?

These moments may seem ordinary to those of us who've always lived in freedom. But **for survivors of trafficking and their families, they mean the world.**

For **ONE WEEK ONLY**, your gift will be **DOUBLED** to help stop slavery and violence, reuniting children with their families – so they can reclaim the precious little moments that freedom brings. That means – until midday 9th December – *every* £1 you give becomes £2, up to £60,000!

Reunite families this Christmas >>

Like many children, sisters Vijayalakshmi (9) and Nandini (7) love dressing up, dancing, and playing together. But they couldn't enjoy these little things when they were trafficked and separated to work on a poultry farm where they were often beaten by the farm owners. Today, thanks to IJM-trained local officials and our support, **the sisters are now happily together, reunited with their doting parents:**

"I used to long to see my amma (mother). Now, I am very happy to be with her," Vijayalakshmi told us.

Vijayalakshmi and Nandini are now free to be little girls again – eating home-cooked food, sleeping peacefully, and enjoying the simple, little things that mean everything.

Tragically, Vijayalakshmi and Nandini are not the only children to experience trafficking and exploitation. A staggering **12 million children are trapped in slavery right now**, suffering physical and often sexual violence. That's more than the entire populations of London, Cardiff, Edinburgh, Belfast, and Dublin combined.

When you help IJM bring freedom to children, women, and men experiencing violence, you give a gift beyond value – the chance to enjoy those beautiful moments of love, connection, and community that freedom makes possible.

Here's how your gift could help:

£30 
could provide a child with a care package containing clothes, toiletries, toys, and art materials.

£40 
could help a child heal from abuse with specialist one-to-one counselling.

£60 
could provide critical medical care for a child who's been brought to safety from trafficking.

Until all are free,

Biju Mathew
Interim CEO, IJM UK

P.S. Don't forget – when you give through the Big Give before midday 9th December, **your donation to help reunite families will be DOUBLED** by generous donors at no extra cost to you, up to £60,000.



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