

*everfree*

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everfree.org

*everfree*

A WORLD

*Free*

OF TRAFFICKING

SEMI-ANNUAL IMPACT REPORT



Lily\*, a five-year-old girl in EverFree’s care, smiled up at me (Kelsey) last month. Yes, you read that correctly...*just five years old*. I could see that she’d just lost her two front teeth. She was so very young. I watched as she and the other children danced and laughed until they collapsed on the floor giggling. As I held her hand while she sang “a million dreams for the world we’re gonna make” from the Greatest Showman, my heart swelled with hope.

**This is what is possible when we provide care and support to survivors. They are able to dream again.**

Yet, right now as you read this, there are **millions** of children just like Lily living in exploitation. The latest global estimates for human trafficking are bleak. In the last five years, trafficking has not decreased but grown by 22%. **Fifty million people are victims of human trafficking.** And less than 1% will get the support and care needed to truly heal from trauma and rebuild their lives.

When I (Jeremy), led anti-trafficking work for a US-based foundation in the late 2000’s, I had the privilege of supporting many grassroots organizations. But, while good work was taking place, many were underfunded and under-supported, unable to grow to serve the number of survivors that desperately needed their services. Most leaders I spoke to were isolated and burning out. Far too many of these organizations could not sustain their work at the level required to meet the overwhelming needs around them.

It was conversations about this lack of progress and the urgent needs of survivors, and the operations that support them, that led Kelsey and I to dream about merging our two organizations. We believed that by bringing Willow International and 10ThousandWindows together as EverFree, we could be stronger and make faster progress. **And we are.**

**Despite the realities that oppose us, we are driven by the belief that human trafficking is not inevitable—it can be stopped.**

And, we are thrilled to share that in just 8 months together, we’ve made substantial progress. **Uniting our two organizations has accelerated our reach and impact and we couldn’t have done it without your support.**

Since January 2022, 617 survivors of trafficking and exploitation have received care and support on their journeys to freedom. We opened a new shelter in a trafficking hotspot where only months ago no services for trafficking victims were available. Frontline counselors held 4,893 sessions with survivors to help them process trauma. And 67 survivors either secured dignified employment or started their own businesses. **With your support, EverFree helped bring 30 traffickers to justice, and we sustained our 95% success rate in preventing re-victimization.**

We are at a pivotal time in history. Trafficking is not decreasing. And the time to take action to end modern-day slavery is **now** – millions of lives depend on it.

**EverFree’s mission has never been more important.**

\* For the safety and privacy of those in EverFree’s care, we have changed survivor names and photos.

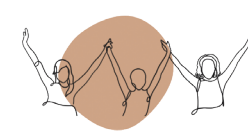
## OUR MISSION

# Together, we free communities from human trafficking and empower survivors everywhere to flourish in freedom—*forever.*

We have a bold, perhaps audacious vision: that EVERY survivor in the world has access to quality care. We have a plan to achieve this ambitious goal through our comprehensive and research-based model. **The EverFree model focuses on three survivor-led solutions to end human-trafficking, which you can read more about in the following pages:**



1. Restore survivors with the care they need to flourish in freedom



2. Prevent trafficking by strengthening communities to stop it before it happens



3. Scale effective solutions and impact globally to accelerate the end of human trafficking

Human trafficking may seem dark and overwhelming, but we remain hopeful. We firmly believe that trafficking can be stopped. And, we believe that the EverFree model will accelerate freedom for all and to end trafficking for good.

**But we can’t do it alone.**

Each week, we end our staff meeting with this question: “If we don’t fight, who will?”

Today, we share that call to action with you, our incredible community. **Children just like Lily need you to join and stay in the fight.**

We look forward to working with you to free communities from human trafficking and empower survivors everywhere with freedom that lasts.

## IN PARTNERSHIP FOR FREEDOM,



*Jeremy Floyd*  
Chief Executive Officer



*Kelsey Morgan*  
Chief Program Officer

## THE PROBLEM

**50M**  
victims globally

**<1%**  
of survivors get care

**1 in 150**  
people are survivors of human trafficking

**1 in 4**  
of victims are children

**70%**  
are women and girls



## OUR SOLUTIONS

“

The first principle of recovery is the empowerment of the survivor. She must be the author and arbiter of her own recovery.”

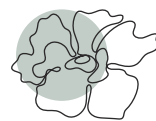
- Judith Lewis Herman, Author of *Trauma and Recovery*



# SURVIVOR *Care*

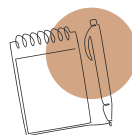
With support from donors like you, EverFree operates Safe Homes and Empowerment Centers that are informed by the needs of survivors and help each individual journey into a life of sustained freedom.

## Impact This Year



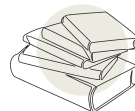
617

survivors supported with holistic care



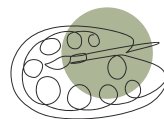
4,893

counseling sessions



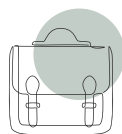
293

survivors received education support and scholarships



67

survivors started businesses or secured dignified employment



444

survivors received basic life skills training

*"EverFree opened a lot of doors for me."*

- Chesah  
Trafficking survivor



## Safe Homes

EverFree's residential aftercare programs help each survivor heal from exploitation through individualized, comprehensive care. Every safe home provides secure shelter in a supportive and loving community, individualized case management, nutritious food, trauma counseling, and medical and psychiatric care.

### LILY SINGS AGAIN

Five-year-old Lily loves to sing along to "A Million Dreams" from The Greatest Showman, belting out the chorus at the top of her lungs:

*A million dreams is all it's gonna take  
Oh a million dreams for the world we're gonna make*

This is a marked change from when she arrived at EverFree's safe home. Lily's trafficker sought to rob her of dignity, hope, and life itself. Instead of dreams, she was plagued with nightmares.

"It is crucial that Lily receives protection and care," her caseworker says. "At our **residential care shelter we protect her from the abuse, neglect, and stigma** often seen in similar cases. The immediate trauma left her crying for weeks, but she is now increasingly stable and enjoying the shelter's love and care."

Through EverFree's residential care, Lily receives counseling and care for her trauma. She has safety and space to heal. She is **free to be a child**. Now, Lily looks forward to singing with her friends, playing ball, and dancing in her little purple shoes. Her life has just begun, her dreams for the future have just started to take shape. There, Lily and girls like her can play and sing and dream of the world they're going to make.

## Empowerment Centers

Developed in partnership with survivors, EverFree's Empowerment Centers are hubs of healing in local communities. Each center provides holistic economic empowerment services including individualized case management, education scholarships, vocational training, and job placement, which help each individual to achieve financial stability and lasting freedom.

### FREE TO WRITE HER OWN STORY

Chesah was 15 when her friend introduced her to a man who promised she would make a good salary if she worked for him. Instead of a good job, Chesah was trafficked in commercial sexual exploitation.

One day, a group of social workers were doing outreach in her community and told Chesah about EverFree's Empowerment Center. Chesah saw this as her chance to build her future—one without abuse and exploitation.

**At EverFree, Chesah received counseling and completed goal development and skills training.** She also earned a scholarship to complete high school.

This year, Chesah started work as an artisan for a local company. She earns a good salary and is saving up for college. Chesah dreams of becoming a social worker like the one who first reached out to her.

"EverFree opened a lot of doors for me—I got a scholarship, and then with a high school diploma, I got a job. It seemed impossible for me to do all these things if I wasn't given the opportunity. Yet my story remains unfinished. And it is up to me how to finish it."



OUR SOLUTIONS

# TRAFFICKING Prevention

With your support, EverFree works to stop trafficking before it starts and change the systems that allow it to thrive.

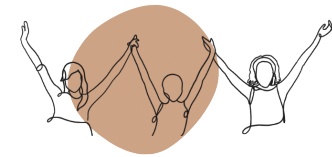
We strengthen communities, frontline responders, and survivor leaders with knowledge and solutions to fight human-trafficking before it happens and keep communities safe.



Artwork above by Rachael Harvey

WHAT DOES PREVENTION LOOK LIKE?

- 1 **Teach communities** about human trafficking including how to identify victims, how to report and stop it, and how to support survivors.
- 2 **Educate youth** about human trafficking and their rights, how to identify risks (in person and online), and how to protect themselves and seek help.
- 3 **Equip organizations**, policymakers, and funders with survivor-centered data to better understand the systemic issues that contribute to trafficking; develop and deploy more effective prevention interventions.
- 4 **Train the justice sector** to identify trafficking, support survivors in the legal process, and ensure traffickers are held accountable and stopped from trafficking.



## In 2023, EverFree will launch its US Prevention Program with survivor leader Rachael Harvey

When EverFree leaders met domestic trafficking survivor, Rachael Harvey, at an art exhibit in Orange County last year, it was the start of a powerful friendship. Trafficked at a young age, Rachael experienced more horrors than most anyone can imagine. Yet she stood bravely in front of social workers and frontline responders determined to use her story and her art to prevent this from happening to other children.

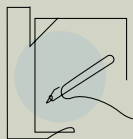
This year, Rachel is partnering with EverFree to launch our US prevention efforts. As trafficking spikes in middle and high-income countries - right here in our backyards - it's more critical than ever that we equip communities to prevent it.

**Rachael will use her expertise, artwork, and voice to prevent trafficking in the United States and advise EverFree's programming.**

“My goals are to help create awareness in prevention and to help protect children. EverFree has helped me tremendously and I know they will help other girls too. I just want my voice to be heard because not only is that healing for me but healing for others. I want to help people to know how to protect their children because this does happen.”

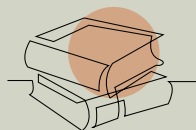
- Rachael Harvey  
Trafficking survivor and EverFree Prevention Advisor

Impact This Year



450

law enforcement professionals trained on trauma-informed care



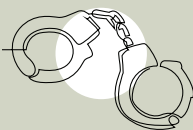
5,839

community members empowered to prevent trafficking



488

vulnerable people protected through direct programming



30

traffickers convicted



### Prevention Efforts

**PREVENTION ADVOCATE STACEY FITZGERALD**

After a successful career in the hospitality industry, Stacey Fitzgerald is devoting her energy to ending human trafficking as EverFree's pro-bono Prevention Advocate.

“I was so shocked to learn that trafficking is happening in the US and to such young children and knew I had to get involved. I am dedicated to being a part of the solution and believe that awareness, and educating our communities and youth, is essential. **Together, through collaboration, we can end human trafficking and empower survivors to thrive in freedom forever.**”



OUR SOLUTIONS

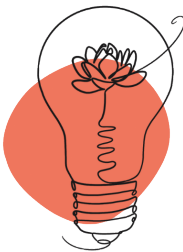
# INNOVATION

*\$ Scale*

With your support, EverFree replicates better evidence-based care for survivors to accelerate the end of human trafficking.

Trafficking has increased 22% over the past five years, yet less than 1% of survivors get any care at all. We must move faster to connect survivors everywhere with the care they need to thrive in freedom and to empower communities to stop trafficking for good.

By scaling better evidence-based care to frontline responders and applying our model in trafficking hot spots, **together we can help more survivors and end trafficking faster.**



**SCALING THE FIGHT AGAINST TRAFFICKING**  
Every day, EverFree’s phones ring with referrals for girls in urgent need of life-saving care.

To reach more survivors with the care they need to rebuild their lives and thrive in freedom, EverFree opened a new shelter for trafficking victims in collaboration with Hope’s Cry earlier this year.

Based in Karamoja, the shelter serves one of the most vulnerable regions of Uganda, which is known for sky high poverty rates and widespread child trafficking.

Led by Lilian Nalukwago, EverFree’s International Program Development Manager, the EverFree team in Uganda collaborated with Hope’s Cry to understand the needs of survivors and local communities in the region, and deploy the EverFree model tailored to those needs. By training Hope’s Cry staff in trauma-informed approaches and building a clear referral pathway for first responders, EverFree helped launch the shelter and increase the capacity of local leaders to support human trafficking survivors with high-quality care.

“The impact of this program has already been overwhelmingly positive,” says Michelle Allen of Hope’s Cry. “We couldn’t have done any of this without EverFree. **To meet the incredible need in the area we serve, EverFree has given us the foundation to help us grow quickly, efficiently and with the maximum impact possible.**”

EverFree continues to support the shelter program with staff training and capacity building. After a few short months, the impact is already being seen as survivors in the program find healing and take steps towards lasting freedom. The local government and community are grateful to finally have a program dedicated to stopping trafficking and supporting survivors.

“When the girls first came to the shelter, they felt that there was no ray of hope and had given up on life,” Lilian Nalukwago says. “But now, **one can see a ray of hope** in their eyes. Through medical and psychosocial support, literacy skills, and vocational skills training, the girls are confident that what they have learned will be of great use toward economically empowering themselves and their families.”

“EverFree has given us the foundation to help us grow quickly, efficiently and with the maximum impact possible.”

– Michelle Allen  
Hope’s Cry

**Impact This Year**



Freedom Greenlight, EverFree’s innovative research tool, in Uganda and is scheduled to launch in Orange County and the Philippines this year.



opened a new safe home



innovation partners confirmed to scale EverFree’s model in 5 trafficking hotspots in 2023



formal partnership with University of California launched



Innovative program supporting family members of victims of online child sexual abuse piloted in the Philippines





OUR OPERATIONS

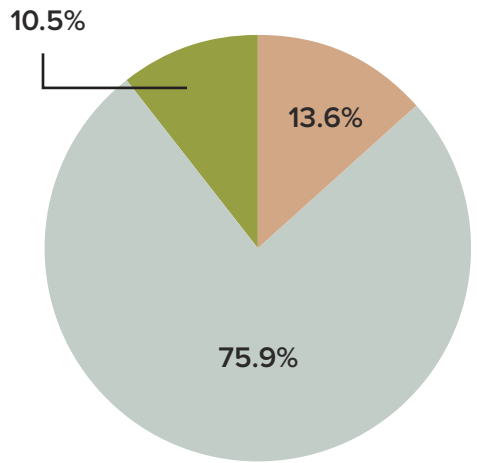
# FINANCIAL

## Balance Sheet Summary

INCOME	Jan - June, 2022
Revenue	\$1,646,589
Expenses	\$1,636,780
NET	\$9,809

BALANCE SHEET	
Cash	\$387,226
Accounts Receivable	\$547,225
Total Assets	\$944,452
Total Liabilities	\$19,095
Total Net Assets	\$925,570
Temporarily Restricted	\$127,512
Unrestricted Financial Assets	\$798,058

## Revenue Sources



REVENUE SOURCES	TOTAL
Corporate	\$173,016
Grants/Foundations	\$1,249,622
Individual Donations	\$223,950

## Board of Directors

**ANDREW MEANS** *CHAIR*  
Senior Director Global Impact Data  
Strategy at Salesforce.org

**EMILY FAN, J.D.**  
Associate General Counsel, the  
David and Lucile Packard  
Foundation

**JEREMY FLOYD**  
Co-Founder and CEO, EverFree

**KIRSTEN FOOT, PHD**  
Professor of Communication,  
University of Washington

**MIKE GOGIS**  
Founder, Project Quotient (IQ)

**KELSEY MORGAN**  
Co-Founder and Chief Program  
Officer, EverFree

**DONNA PLACIO**  
15 Commitments of Conscious  
Leadership Certified Coach

**AMY RAHE**  
Managing Director of Strategic  
Partnerships, Freedom Fund

**LANCE ROBINSON**  
Founder, Equitas Group

**SHANNON RODGERS**  
Founder & President, Change a  
Path

“Finally, bringing an end to human trafficking will not only empower women, but strengthen families, build strong communities, and eventually, even stronger nations.”

- Marion  
*Survivor leader, Uganda*