

A photograph of two young Black people, a man and a woman, embracing each other from behind. They are outdoors, with green foliage in the background. The man is wearing a striped shirt, and the woman is wearing a dark, patterned top. The lighting is warm and natural, suggesting late afternoon or early morning. The overall mood is intimate and hopeful.

*everfree*

# SCALING *freedom*

2022 ANNUAL REPORT



“

I am no longer surviving but *living*

*a survivor in the Philippines*



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# FROM OUR FOUNDERS

2022 marked the inaugural year of EverFree as the merge of two organizations: Willow International, the premiere aftercare organization in East Africa, and 10ThousandWindows, the frontrunner in economic empowerment for trafficking survivors in the Philippines. Each bring a combined sixteen years of proven solutions for survivors of human trafficking.

**Now, as EverFree, we embark on a new mission. Together, in partnership with all of you, we can free communities from exploitation and empower survivors everywhere to flourish in freedom.**

With the global state of the world today, food insecurities, inflation at an all time high, and human trafficking on the rise, we are determined to press forward. EverFree cannot afford to fail. Lives are at stake.

At EverFree we are on the frontlines in serving victims of human trafficking, ensuring they have safe shelter upon emergency intake, that they are free from harm, that they receive the crucial support they need to heal and thrive, and the financial stability for themselves and their families to eliminate the risk of re-trafficking. What's more, every individual who walks through the doors at EverFree gains connection and belonging— a community that cares.

**We are committed to real impact that scales. We innovate to address the systems at the root of trafficking.**

Looking back at the past year, we are filled with gratitude for what you helped accomplish. In the pages that follow, we want to share with you the amazing things that your generosity has made possible. On behalf of our entire EverFree staff across the globe, we thank you for partnering with us in this fight.

## IN PARTNERSHIP FOR FREEDOM,



**Jeremy Floyd**

*Co-Founder,  
Chief Executive Officer*



**Kelsey Morgan**

*Co-Founder,  
Chief Program Officer*



# THE ISSUE

**50 million people around the world live in situations of trafficking and exploitation,** according to a report released by the International Labor Organization and Walk Free in 2022 — that's nearly a 10 million increase in the men, women, and children subjected to modern day slavery.

**Of these millions of victims, less than 1% receive the care they need.**

Vulnerability to trafficking has been further exacerbated by widespread poverty, the pandemic, natural disasters, displacement, war, and global famine in addition to systemic failures that were intended to support the most vulnerable populations.

What's more, traffickers take advantage of new technology to streamline trafficking operations. With the proliferation of social media platforms, online marketplaces, and encrypted communication channels, traffickers use these tools to lure, manipulate, and connect with potential victims. Further, the anonymity offered by the internet helps traffickers evade detection and render their profits near untraceable.

**The fight against trafficking must keep up— now, more than ever, innovation is crucial.**

Through our data-driven, survivor-centered work, EverFree seeks to scale freedom for survivors around the world. In partnering with frontline organizations and institutions and in amplifying how survivors define freedom, we are disrupting cycles of exploitation and vulnerability.

In 2022, your support has helped us develop the Freedom Greenlight, a data-driven tech platform for survivors and frontline responders to assess needs towards lasting freedom in order to ensure solutions that work. Your support helped us launch a new shelter in collaboration with Hope's Cry, serving one of the most vulnerable regions in Uganda. Your support helped our scholarship programs empower communities in the Philippines, so that children are free to pursue a future free from the risk of trafficking.

**From prevention to survivor care, your support drives our hope that a world free from trafficking is possible.**





A person is captured mid-jump over a rope, set against a backdrop of a vast, grassy field under a clear sky. The person is wearing a dark hoodie and jeans. A thin, curved line follows the path of the jump.

## OUR MISSION

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

A close-up shot of several hands reaching upwards, their fingers spread, as if grasping something. The background is a warm, out-of-focus light.

## OUR VISION

We scale solutions to end human trafficking and unleash lasting freedom for *millions.*



# WHERE WE ARE

EverFree is on the frontlines to stop trafficking through our signature sites our innovation partners around the world.



**USA**  
EverFree HQ

**USA**  
Orangewood

**Mexico**  
El Pozo de Vida

**Bolivia**  
Project Suma



**Uganda**  
EverFree

**Uganda**  
Hope's Cry

**Kenya**  
Azadi



**Philippines**  
EverFree

**Cambodia**  
Chab Dai

## KEY

EverFree HQ and  
Signature Sites

Innovation  
Partners



## WE ENSURE SURVIVOR-CENTERED FREEDOM

We ensure freedom with dignity because we are survivor-centered. We listen to survivors to learn how they define freedom and connect them to the Individualized care they need to attain freedom – forever.



**LONDON, UK  
OCTOBER 2022**

EverFree receives a commendation at STOP THE TRAFFIK's Data to Disrupt Trafficking Awards for our work to disrupt trafficking "through a lived experience-led initiative".

"This event celebrates every individual and organisation that has been commended and who are part of leading the way – we are making progress".

– Ruth Dearnley OBE, CEO STOP THE TRAFFIK

## WE ARE ON THE FRONTLINES

Our dedicated professionals provide quality survivor aftercare and prevention to vulnerable individuals and communities in Human Trafficking hotspots around the world.

**"I LOOK FORWARD TO FULLY ADVOCATING FOR THE SURVIVORS' VOICES TO BE HEARD, RESPECTED, AND TREATED WITH DIGNITY."**

– Marion (pseudonym) a survivor in Uganda

*With help from EverFree, she was able to undergo therapy and enroll in classes to further her education and career.*

## WE IMPROVE IMPACT AND SCALE IT GLOBALLY

In 2022, EverFree pioneered Freedom Greenlight, a first-of-its-kind online needs assessment for human trafficking survivors that is strengths-based, participatory, and incorporates multidimensional aspects of well-being. We established global partnerships to pilot Freedom Greenlight in seven communities worldwide, significantly expanding our reach to empowering survivors globally.

EverFree's partner replication model, introduced with Hope's Cry in Karamoja, Uganda, was also launched in 2022 to scale EverFree's effective program model.

### **NEW SHELTER OPENS IN KARAMOJA, UGANDA**

To reach more survivors with the care they need, EverFree opened a new shelter in collaboration with Hope's Cry earlier this year, serving Karamoja, one of the most vulnerable regions of Uganda, which is known for sky high poverty rates and widespread child trafficking.

"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."

– Michelle Allen, Hope's Cry



## OUR GOAL

To reach *1 Million*  
survivors by 2033.



## HOPE THROUGH IMPACT

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 Karamoja region, using 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 a new safe home and increase the capacity of local leaders to support human trafficking survivors with high-quality care.

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 & UCI: WORKING TOGETHER TOWARDS SOLUTIONS THAT WORK

EverFree's partnership with the UC Irvine Blum Center for Poverty Alleviation centers around researched-backed anti-trafficking solutions. Together with the Blum Center, we are addressing the gaps in anti-trafficking response through survivor perspectives, evidence, and collaboration.

An ongoing project with the Blum Center involves adapting the Poverty Stoplight— a lived experience-led tech platform for poverty alleviation— into the Freedom Greenlight for survivors of trafficking. We have developed a self-assessment tool that would provide valuable insight into the efficacy of solutions for survivors' actual needs with an emphasis on empowering survivors. A crucial aspect of this research has been the comprehensive analysis of how a global cohorts of survivors from diverse backgrounds define freedom in order to ensure that our programming, as well as others, is aligned with and supports these definitions through the implementation of effective solutions.



# 2022 IMPACT



**995**

survivors and  
vulnerable people  
served



**6,607**

counseling sessions  
held for survivors



**294**

survivors received  
scholarships and education



**218**

survivors started businesses  
or obtained dignified  
employment



**99%**

of survivors served in 2022  
stayed free from re-  
victimization and are on the  
journey towards lasting  
freedom



Empowered by Design:  
Scan to hear from Sharleen  
(pseudonym), a survivor who is  
now a fashion designer and  
empowers other survivors.



## FROM SCHOLAR TO STAFF INSIGHT FROM EVERFREE PHILIPPINES

"I witnessed how EverFree evolved through the years. I saw a lot of success stories from clients and staff. EverFree helped me a lot first as an EverFree scholar before I joined the team as staff. **They changed my life for the better.**

No words can express how grateful I am. I have now been working for this organization for 3 years. They helped me grow professionally while being challenged and learning continuously.

We are enrolled in a Trauma Informed Care Certification program that is unique program among other organizations in Cebu or even in the whole Philippines. This is one way for us to be more connected with clients and effective in being their partners in achieving their goals."

\*anonymized and amended for privacy



# SURVIVOR STORIES

## JUSTICE FOR ELLA\*

*Content Warning: This story contains references to trauma and sexual violence.*

16-year-old Ella\* felt hopeful when a neighbor offered her a promising job opportunity in Kampala. As the eldest of four siblings, Ella felt that a good, reliable job would be a chance to help her family survive. But when it was time for the neighbor to help Ella get to her new job, she instead led Ella two men on a motorcycle taxi, who forced Ella to inhale chloroform until she passed out.

Ella woke up to find herself tied down and confined in a small, dark room. There she was assaulted and abused for seven days. At times, Ella would overhear the men arguing amongst themselves whether to kill her or just dump her by the road. They sedated her once more.

When Ella regained consciousness, she found herself in an unknown town and in horrific physical pain as a result of the gruesome sexual exploitation. A passerby came across Ella and helped her reach her parents, who had been on a frantic search for their daughter.

Suffering from extensive trauma, Ella was referred to EverFree's aftercare shelter where she immediately received care, counseling, and legal aid. EverFree stood by Ella through months of court hearings.

**Thanks to Ella's courageous testimony, the court sentenced her trafficker to 20 years in prison.**

What's more, Ella's trafficker will be forced to pay her restitution. EverFree's legal team has further hope that the investigation will lead to identification and accountability for the nine men now on the run.

But for now, Ella is focusing on healing and pursuing her education as she continues to receive follow-up care from EverFree. Upon winning her court case, Ella quoted Cornel West, saying,

**"Justice is what love looks like in public!"**

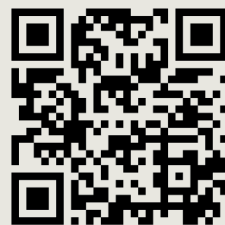
*\*pseudonym to protect survivor privacy*

### IMPACT HIGHLIGHT

In 2022, EverFree helped bring 30 traffickers to justice, supporting survivors along the way.

## 2022 ART TOUR: I AM FREE

EverFree's 2022 Art Tour featured art created by survivors of human trafficking. Through the art and perspectives of survivors, we witnessed the movement from trafficking and trauma toward healing and hope.



Scan to view  
art by survivors.





# SURVIVOR STORIES



## A MILLION DREAMS OF FREEDOM

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.

## 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.”**

*\*pseudonym to protect survivor privacy*





**“Restoration doesn’t happen overnight, but needs joint efforts from all of us.”**

*— Sharleen (pseudonym), a survivor in Uganda*

## FUELING FREEDOM

Through collaboration and community, we can fuel lasting freedom for communities and survivors around the world.



### TUSTIN MOMS TAKE ACTION

First bonding over a Bracelets for Change bracelet supporting EverFree (then Willow International) at the community pool, a group of moms soon found a shared desire to take further action. They decided to host a fundraiser to raise awareness and support for EverFree’s work in empowering survivors and preventing human trafficking.

“When I learned about the unspeakable circumstances that children, women, and men were enduring it broke my heart in a way that I could never look back,” says Elsa, Tustin mom and EverFree advocate.

**“Once you know you can never ignore it. Knowing that I could impact a few lives through organizations like EverFree was game changer for me. I’m grateful that I can continue to support this cause through the resources available and that I can spread the word on WHAT human trafficking is and how we as a community can help.”**

### IT’S BIGGER THAN A DRESS

Since 2019, we have proudly partnered with Dressemer, a renowned organization dedicated to raising awareness and funds to combat human trafficking around the world. Through this valuable collaboration, we have joined forces to amplify our efforts in advocating for the rights of survivors and they have been a valued supporter our aftercare efforts in Uganda and the Philippines.

Dressemer believes that when enough people use their voices to advocate for change, things begin to shift. Together, we’re fighting for the dignity of all people and showing the world that you can do anything in a dress.



EXPLORE WAYS  
TO GET  
INVOLVED



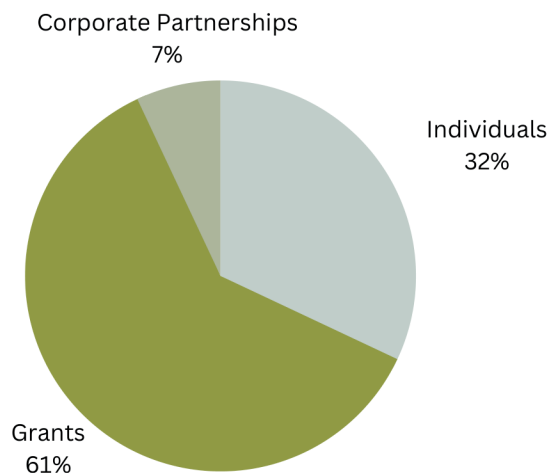
# FINANCIALS 2022

In 2022, Willow and 10Thousand Windows merged to become EverFree, for the 2022 calendar year, both organizations will publish separate 990s. Beginning in 2023, one, combined 990 for EverFree (Willow DBA EverFree) will be published.

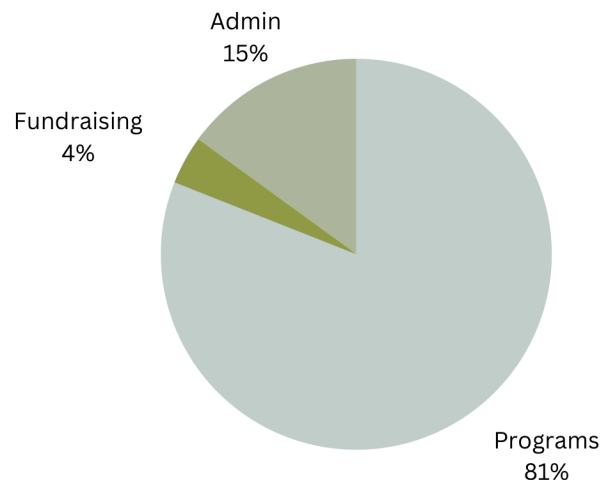
Income Statement Summary	Willow International (DBA as EverFree)	10KWindows	Total
Revenue	2,675,838.49	246,986.47	2,922,824.96
Expenses	2,557,163.07	250,052.25	2,807,215.32
<b>NET</b>	<b>118,675.42</b>	<b>(3,065.78)</b>	<b>115,609.64</b>

Balance Sheet Summary	Willow International (DBA as EverFree)	10KWindows	Total
Cash	372,435.23	85,410.03	457,845.26
Total Assets	1,306,095.70	92,593.33	1,398,689.03
Total Liabilities	129,635.36	(212.74)	129,422.62
Total Net Assets	1,176,460.34	92,806.07	1,269,266.41
Temporarily Restricted	160,000.00	-	160,000.00
Unrestricted Financial Assets	1,016,460.34	92,806.07	1,109,266.41

## Revenue Sources



## Expense Detail







## EVERFREE LEADERSHIP

**JEREMY FLOYD** Co-Founder & CEO

**KELSEY MORGAN** Co-founder and Chief Program Officer

**JONNA ELECCION** EverFree Philippines Country Director

**JANICE UBALDO** EverFree Philippines Deputy Country Director

**MONICA KYAMAZIMA** EverFree Uganda Country Director

**LILLIAN NALUKWAGO** International Program Development Manager

## BOARD OF DIRECTORS

**SHANNON ROGERS, CHAIR** Founder & President - Change a Path

**EMILY FAN, J.D.** Associate General Counsel - David & Lucile Packard Foundation

**JEREMY FLOYD** Co-Founder & CEO - EverFree

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

**MIKE GOGIS** Founder - Impact Quotient (IQ)

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

**KELSEY MORGAN** Co-founder and Chief Program Officer - EverFree

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

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

**LANCE ROBINSON** Founder - Equitas Group



# JOIN US IN CREATING A WORLD FREE OF HUMAN TRAFFICKING

We envision a world free from human trafficking and exploitation, where all survivors receive the care needed to achieve lasting freedom and where communities are empowered to prevent trafficking.

**With your support, a world like this is possible.**

Visit [everfree.org](https://everfree.org) or scan the QR code below to make an impact today.

SCAN ME







*everfree*

EverFree is a DBA of Willow International,  
a 501(C)3 non-profit organization with Tax ID: 35-2534806  
San Juan Capistrano, CA, USA