



Media Kit
2024

everfree

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Visit our website at:

everfree.org



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Thank you for joining EverFree in creating a world free from human trafficking.

With 50 million people living in situations of trafficking and exploitation, it's especially crucial for us to bring awareness to effective solutions to stop trafficking and support survivors in accessing the care they need to thrive in freedom. Thanks to the talents and efforts of partners and advocates like you, we hope to reach more survivors so that everyone everywhere can flourish in freedom— forever.

In this toolkit, you'll find more information about EverFree's work. We've also included resources and guidance for how best to amplify our work and ways we love to collaborate!

We are incredibly grateful for your support as strive towards freedom for all.





ABOUT EVERFREE

EverFree is an accredited 501 (C) (3) nonprofit organization that empowers survivors and unites communities through better data, better care, and stronger collaboration to end exploitation. Founded in 2015, EverFree has helped thousands of human trafficking survivors heal and integrate with dignity into their communities. EverFree is headquartered in California, and has signature aftercare sites in Uganda and the Philippines. In addition, through innovation partners in the United States, Mexico, Bolivia, Kenya, Cambodia, and Vietnam. To learn more, visit everfree.org.

OUR VISION

A unique Lifemap for every survivor of exploitation.

OUR MISSION

EverFree's mission is to end exploitation with better data, better care, and stronger collaboration.

2023 IMPACT



676

survivors safe, empowered,
and thriving



1562

vulnerable individuals connected with
EverFree programs and care



6096

counseling sessions for healing and
restoration



760

career coaching sessions



915

economic empowerment training
sessions



150

survivor scholars



READ MORE

[EverFree's 2023 Annual Report](#)

**OUR CEO: KELSEY MORGAN, PHD**

Kelsey Morgan is EverFree's co-founder and Chief Executive Officer. Over 15 years in the anti-trafficking sector, she has worked to build innovative programs, strengthen evaluation standards, and collaborate in service of strengthening the movement. Kelsey founded Willow International in 2010 and merged with 10 Thousand Windows in 2021 to create the global nonprofit, EverFree, which provides direct services and scales survivor-led solutions to accelerate the end of trafficking. As part of her PhD program at the University of California, Irvine, she led the creation of Freedom Lifemap to amplify survivor voices in case management and identify effective interventions. She is a researcher and a coalition-builder, and loves spending time with her daughter, her husband, and their golden retriever.

**PHILIPPINES COUNTRY DIRECTOR:
JONNA ELECCION**

Jonna has been in the development sector for over 16 years, with the last 12 at PTI, EverFree's program in the Philippines, working to provide economic empowerment services to survivors of human trafficking and gender-based violence. She is a US-PH Exchange Alumni through the Young Southeast Asian Leaders Initiative and was a Health Policy Fellow of UPecon Foundation through a cooperative agreement with USAID. She has a bachelor's degree in Psychology and a master's degree in Public Management.

**UGANDA COUNTRY DIRECTOR:
MONICA KYAMAZIMA**

Monica Kyamazima is a practicing advocate with experience in governance and advocacy. She is a seasoned advocate who previously provided in-house counsel and corporate governance services for financial institutions. Monica is passionate about human rights and advocacy around systems reform for lasting change. She works closely with law enforcement and the justice sector to pursue justice for those affected by trafficking in persons and empowering them to achieve resilience and self-reliance.

Our Why

50 million people are living in situations of trafficking and exploitation today.

Less than 1% of survivors receive the care they need.

Without data about what works, global efforts are ineffective, inefficient, and disjointed.

Even well-intentioned efforts of protection take agency away from survivors.

Cycles of poverty, injustice, and global crises fuel exploitation.

HERE'S HOW WE'RE CHANGING THAT



Freedom Lifemap | Freedom powered by technology & data.

EverFree's Freedom Lifemap technology connects survivors with individualized care and strengthens organizations with data to guide and improve programs, measure outcomes, and stop exploitation



Survivor Care | Freedom for survivors.

Safe Homes: Survivors heal in safety with trauma-informed, individualized care.

Career & Education Centers: Developed with survivors, EverFree's Career & Education Centers ensure financial independence and lifelong well-being.

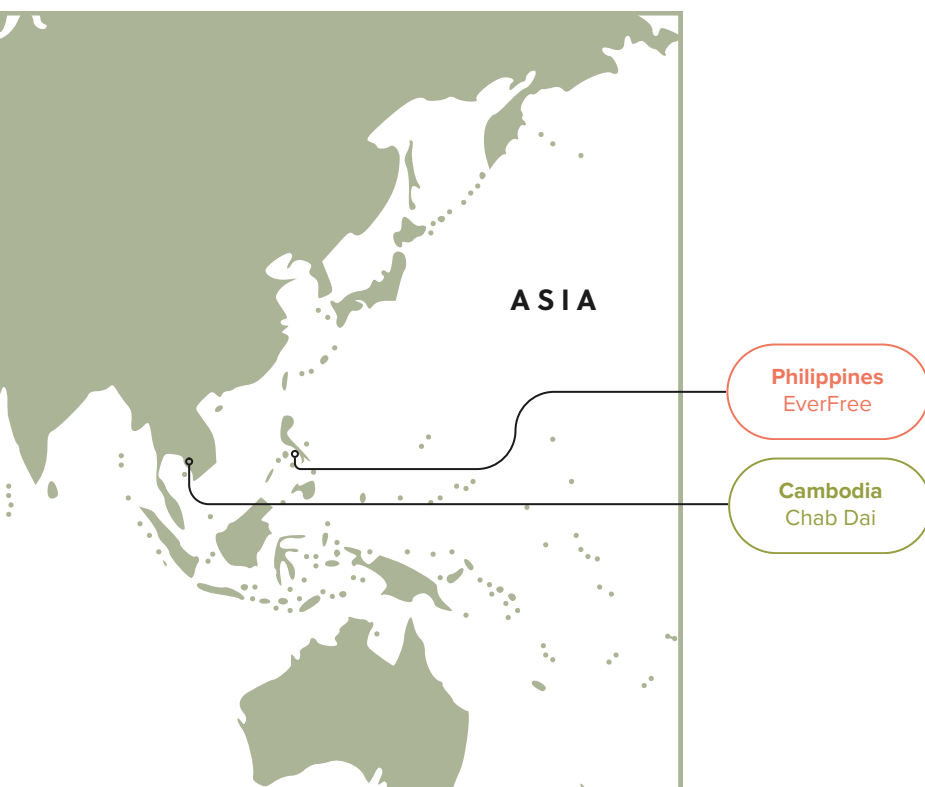
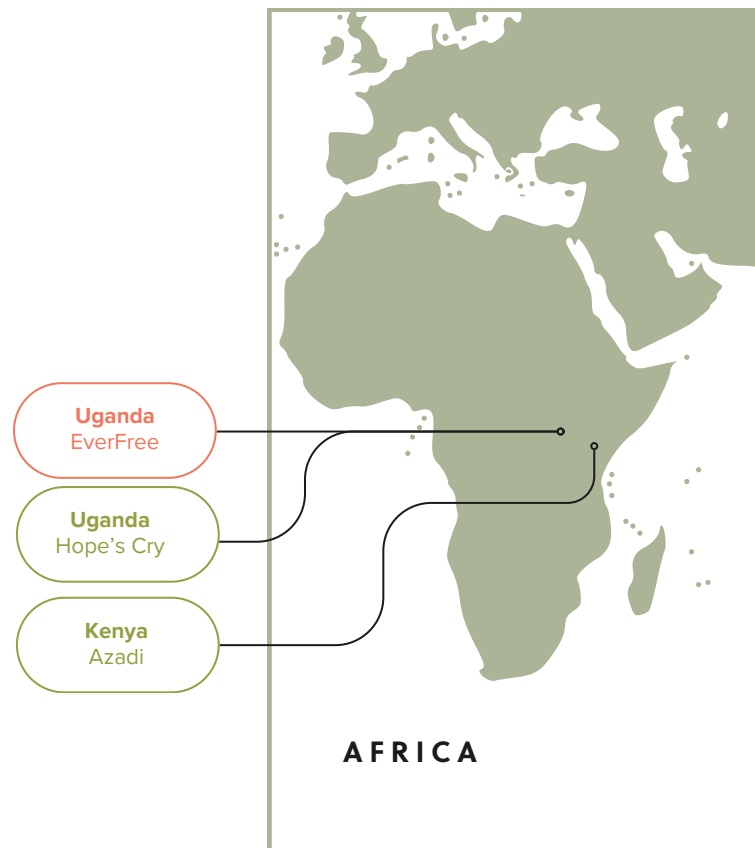
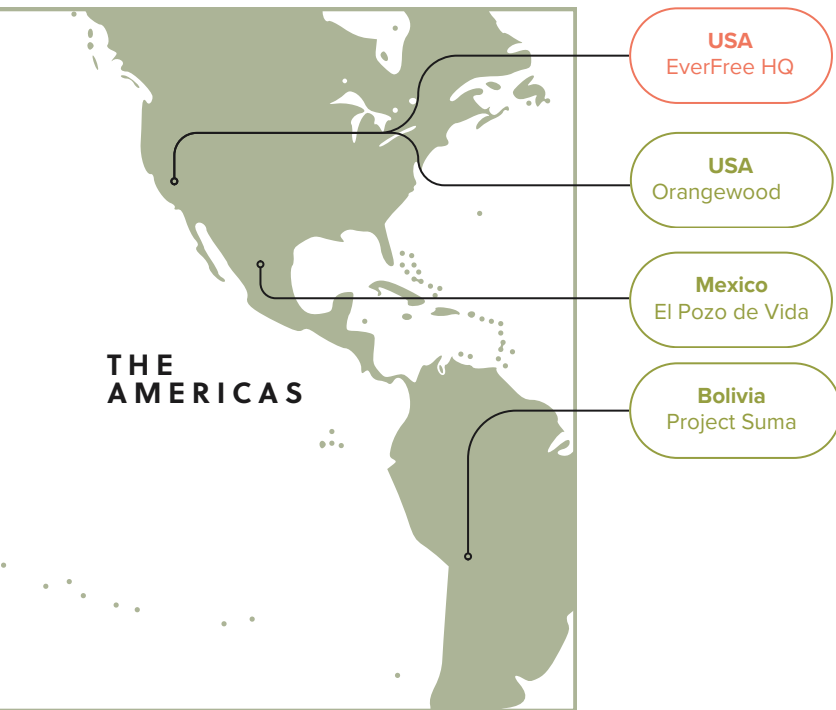


EverFree Global Network | Freedom for all.

EverFree unites partners & communities to measure impact, improve care, and stop exploitation.

FREEDOM LIFEMAP AROUND THE WORLD

EverFree is strengthening the global movement around the world to stop modern slavery and exploitation. Innovation Partners adapt and apply insights from EverFree’s Freedom Lifemap.



PARTNERSHIPS

We are grateful for the support of our partners, advocates, and ambassadors. There are many ways to get involved and make an impact towards EverFree's work.

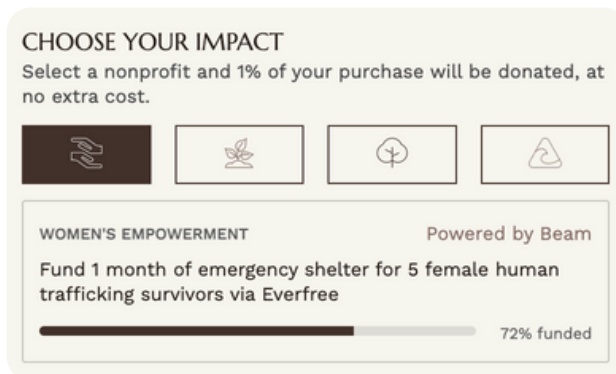


"Pax8 gave me the incredible opportunity to work with our new social impact partner, EverFree...I had no idea what to expect. I thought I would experience hopelessness, sadness & desperation. What I actually experienced was courage, curiosity & a determination to succeed.

I experienced hope.

...I saw the power of community. I met angels on earth... To the EverFree & PTI team- thank you."

— Michelle Morgan, Pax8 (Corporate Partner)



Everfree x Cleobella

Giveback program through Beam.

PARTNER WITH US!

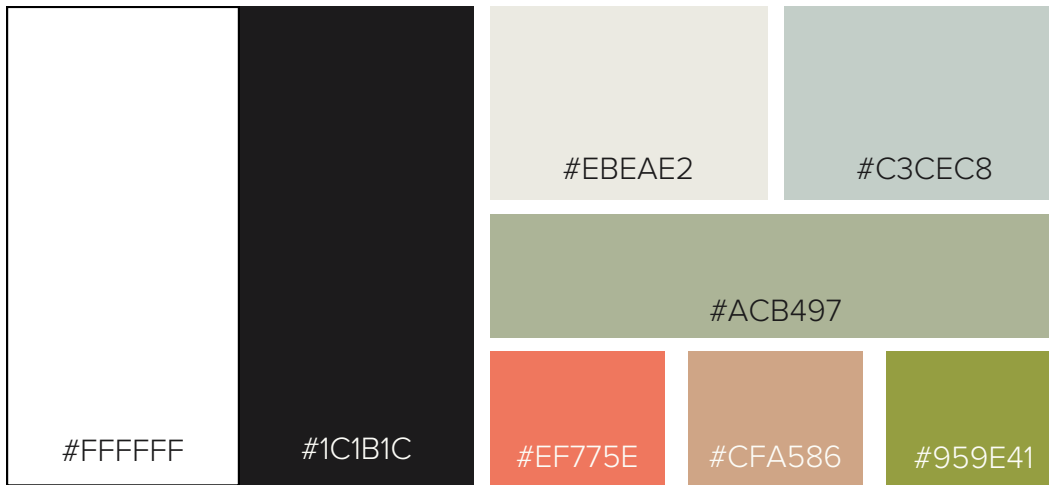
If EverFree's vision and values resonates with you, your networks, or your company, let's get the ball rolling!

Email: halle@everfree.org

EVERFREE'S BRAND IDENTITY

COLOR PALETTE

The ratios of recommended usage are indicated by the scale of each color.



EVERFREE TYPOGRAPHY

Headline

Soleil

Headline, Subheadline, Accent

Source Serif

Body, Headline, Subheadline

Proxima Nova

Accent

Northwell

EVERFREE LOGO

The EverFree logo in Black and in White. Please do not skew, stretch, or alter the logo.

everfree



For asset files and more, please email krishamae@everfree.org.

STORYTELLING ETHICS

Through our experience-led, survivor-centered work, EverFree is **shifting the narrative**.

We believe that survivor stories and experiences should lead the way. And everyone—from activists and advocates in the sector, to all allies and supporters—has a role in amplification.

Below are general guidelines and resources to ensure our collaborative storytelling is ethical.

- Avoid "savior" language, paternalistic or condescending language, or language that disempowers.
- Avoid "poverty porn" and other exploitative media that depends on shock value.
- Be mindful of how media may contribute to "othering" a culture or perpetuating stereotypes.
- Be factual and genuine in your storytelling, rather than prioritizing juicy headlines.
- Recognize that humans are and complex, multi-faceted rather than reduced to single moments, trauma, or pain—stories are dynamic.
- **Survivors own their stories.**

We love the following resources and guidelines:

1. ["How to Tell Ethical and Empowering Stories, from an Advocate Uplifting Human Trafficking Survivors"](#) - Photographers without Borders features advocate Sophie Otiende
2. [Dignified Storytelling Handbook](#) - Dignified Storytelling
3. [How to Tell Compelling Stories While Avoiding Savior Complex and Exploitation](#) - RVC Seattle
4. [Guidelines for Ethical Communications Around Child Marriage](#) - Girls Not Brides



STORIES FROM SURVIVORS

Survivor voices are at the core of our work. The survivors and communities we serve have shared stories of empowerment, hope, and freedom.



*pseudonym

Empowered by Design: Sharlene's Story

"I love my career because it enables me to empower fellow women with skills which sustain them. This gives me purpose. I want to give these women the same opportunity that I was granted by EverFree."

— Sharlene*, a fashion designer and survivor in Uganda

[Click here to watch hear Sharlene's story of freedom](#)



An Essay from an EverFree Scholar

At EverFree, we believe in preventing human trafficking before it takes root by empowering vulnerable communities with scholarships, counseling, and career opportunities. An EverFree scholar wrote about his journey in an essay entitled "The Pilot of My Own Destiny".

"I want to break the chain of limited access to education in my family and prove that despite our situation, I can still pursue my education and obtain a degree. It is a battle I want to win on behalf of my sisters and set an example for them that dreams are possible, regardless of our circumstances.

[Click here to read his powerful piece](#)

Explore our [Stories page](#) for further reading and to amplify survivor voices.

Thank you.

We're grateful for your voice and support in our work to end human trafficking. Together, we can create a world in which all people are free forever.

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