everfree

Freedom Lifemap

IMPACT REPORT 2024

FOREWORD FROM THE FREEDOM LIFEMAP CO-FOUNDERS

Exploitation is one of the worst human rights issues in our world today, depriving over 50 million people of their basic right to freedom. As the problem worsens, the sector has lagged in its efforts—only 1% of individuals affected by modern slavery are identified and receive the support they need, efforts are siloed and inefficient, and gaps persist in data to identify solutions.

Through Freedom Lifemap, we can attain this data. We have global collaboration and effective care. And we as a sector can be stronger in the fight against modern slavery and exploitation.

Through the revolutionary intersection between tech and advocacy, Freedom Lifemap equips organizations with a research-backed, survivor-informed model to identify what works and scale those solutions to drive systemic change against exploitation.

As of this year, we have conducted Freedom Lifemap assessments with 726 participants around the world. We are seeing Freedom Lifemap's impact on all levels: individuals have visualized their strengths and have been equipped with a Lifemap towards their goals. Organizations now have strong insights to effectively strengthen their programming. And—on a global scale—we are collaborating with partners all over the world to use powerful data to scale solutions.

We are thrilled to share these initial insights with you through Freedom Lifemap's inaugural impact report, and look forward to our journey ahead as we envision **a Lifemap in the hands of every survivor.**

Dr. Kelsey Morgan, EverFree CEO
Dr. Angela Robinson, UCI Blum Center for Poverty Alleviation

"What this tool did in 30 minutes would have taken my case manager years to learn about me."

— A Freedom Lifemap participant in Uganda

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THE ISSUE

50 million people globally live in modern slavery *(ILO)*

◆ **Less than 1% access care** with high rates of re-victimization

◆ **Little evidence on what works** for survivors' support & prevention

◆ **Fragmented collaboration** & capacity gaps

$212 billion needed to eliminate forced labor by 2030 *(ILO)*

14% increase in victimization by 2045 if action is delayed *(ILO)*

$611 billion increase in global GDP if victims reintegrated into normal workforce *(ILO)*

"Slavery is illegal everywhere in the world, but the number of people enslaved has been rising as conditions worsen. **Trafficking is driven by poverty, displacement, and instability—drivers linked to complex challenges such as climate change and rapid informal urbanization.**

However, with the fear that the 21st century will be an era of unprecedented breakdown, **we now have unprecedented capabilities to collect data. We can find and scale critical solutions, and welcome an era of problem-solving innovation and human flourishing.**"

from **Professor Richard A. Matthew**
Director, Blum Center for Poverty Alleviation
Professor, Urban Planning & Public Policy, UC Irvine

ABOUT EVERFREE

everfree

Our Mission:
EverFree empowers survivors and unites communities through better care, better data, and stronger collaboration.

Our Vision:
A unique Lifemap for every survivor of exploitation.

Our Pillars:

Survivor Care
EverFree provides comprehensive, effective care for survivors of exploitation at our Safe Homes and Career & Education Centers in the Philippines and Uganda.

Freedom Lifemap
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.

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

EVERFREE & THE UCI BLUM CENTER FOR POVERTY ALLEVIATION

"The data we are collecting has been a missing link in the fight against modern-day slavery. EverFree and UCI's partnership is a perfect example of the impact we can make when we apply science to one of the world's most challenging issues."

— **Dr. Kelsey Morgan**
Freedom Lifemap Co-Founder in an interview with the UCI School of Social Ecology

ROOTED IN EFFECTIVE MODELS: POVERTY STOPLIGHT

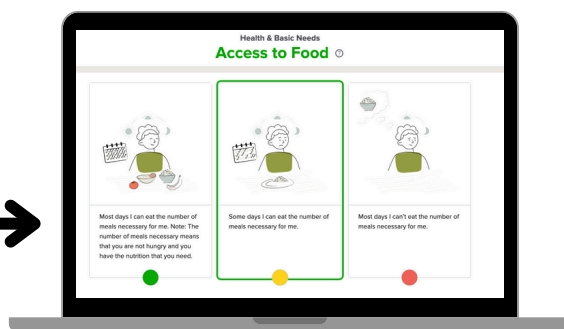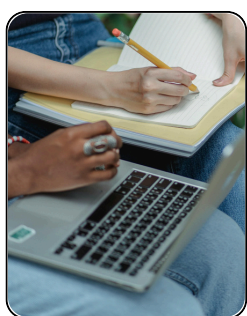*Freedom Lifemap team with Poverty Stoplight Founder and Chief Executive Officer, Dr. Martin Burt*

Freedom Lifemap is an adaptation of the proven Poverty Stoplight methodology from Fundación Paraguaya, a tool that seeks to activate the potential of individuals and families to eliminate multidimensional poverty and live with dignity. Communities, organizations, NGOs and businesses use data from the Poverty Stoplight in working towards the common goal of poverty elimination.

Freedom Lifemap is a proven tool, validated by experts, survivors of exploitation, and rigorous science. It is designed to address real needs and support individuals effectively.

Claudia Deschamps Santana
Sophie Otiende
Mahendra Pandey
Fainess Lipenga
Katherine Givens
Biganji
Snezana Vuckovic
PSN-Liberty
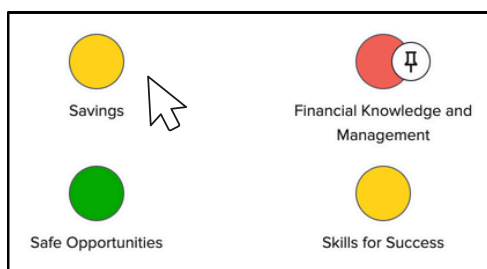Ms Vinita Grewal
Emily
Anonymous

HOW FREEDOM LIFEMAP WORKS

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.

1

Freedom Lifemap assesses strengths and vulnerabilities using 49 indicators across six dimensions of well-being to measure of freedom.
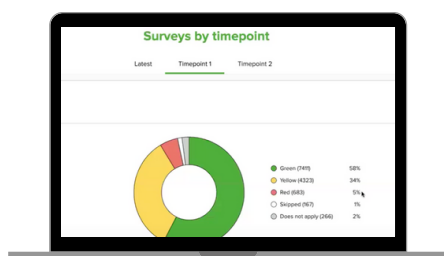

2

Upon completion, the platform provides a visualized Lifemap dashboard of the participant's responses.

3

With their case worker, participants use their Lifemap to set priorities and develop an individualized case plan.

4

After 6 months of programming, participants retake the assessment to track progress.

HUMAN-CENTERED, DATA-DRIVEN TECH

To build a platform specific to the needs of survivors, EverFree worked with DrivenData, a social enterprise dedicated to bringing the data and AI tools that are transforming industry to the world's biggest challenges.

About the Tech
from Bria King, Freedom Lifemap Product Manager

Simple, Modern User Interface
Modern, minimalist branding and straightforward interface provides a clean, user-friendly experience.

"Everything is very convenient and fast. The appearance is simple and pleasing to the eyes."
— *A user from a participating organization*

Participant-Centered Design
Participant Lifemaps highlight priorities and achievements and allow comparisons between timepoints. Thoughtful data collection and permissions ensure participant privacy.

Simplified Data Structure
Insights are structured to make it easier for organizations to track progress and pull data on their programs.

Accessibility
Offline technology for participants in areas with limited to no internet access and easily sync data to ensure no responses are lost.

FREEDOM LIFEMAP'S IMPACT

More effective and efficient solutions to stop exploitation and ensure freedom for all.

✔ **Survivors receive the unique, effective care they need.**

✔ **Communities and organizations understand and scale the most effective solutions for survivors.**

✔ **The global movement is united with data-driven collaboration to scale effective programs, drive policy, and influence resource allocation.**

FREEDOM LIFEMAP DIMENSIONS

Through Freedom Lifemap technology, survivors assess their strengths and vulnerabilities across six trafficking-specific and research-based dimensions of well-being.

Health & Basic Needs	Education, Employment, & Finances
Rights & Safety	Community & Connection
Housing, Infrastructure, & Access	Mental & Emotional Well-Being

Scalable

- Freedom Lifemap is deployed through a global network of partners
- Freedom Lifemap and programs are continually refined at our signature sites

Sustainable

- Our business model is diverse and relies less on private philanthropy over time
- Technology allows us to scale impact with limited resources

BETTER COLLABORATION - ON A GLOBAL SCALE

EverFree HQ and Signature Sites
EverFree HQ - USA
EverFree - Uganda
EverFree - Philippines

Innovation Partners
Azadi - Kenya
Hope's Cry - Uganda
Project Suma - Bolivia
Orangewood - USA
El Pozo de Vida - Mexico
Chab Dai - Cambodia

Hubs
USA
Southeast Asia
Latin America (2025)

UNDERSTANDING THE PROBLEM AND IDENTIFYING SOLUTIONS

Global Overview of Strengths and Vulnerabilities by Dimension of Freedom
Pilot data demonstrates patterns of strength and vulnerabilities.

● *Strength* ● ● *Vulnerabilities, with red being greater* ○ ○ *Skipped or N/A*

Community & Connection

Housing & Access

Education, Employment, & Finances

Mental & Emotional Wellbeing

Health & Basic Needs

Rights & Safety

Global Indicators: Top Vulnerabilities and Priorities

Household Income

Savings

Medical Care

Healthy Teeth and Eyesight

Money Management

*Participants across the seven countries marked the most strengths under **Rights & Safety and the most vulnerabilities and priorities under Education, Employment, & Finances***

FREEDOM LIFEMAP TAPS INTO POWER OF DATA AT SCALE

Freedom Lifemap leverages a public health model, where data goes beyond merely reflecting problems—but actively creates solutions. Unlike traditional data approaches that primarily identify and quantify the problem of exploitation, this model generates data through the process of solving issues in real-time.

Low-Burden
Data is easy to collect as part of regular tasks

Manageable
Data is structured and easy to handle and process

Reliable
Data is accurate to support sound decisions.

Usable
Data leads to actionable insights that solve real problems.

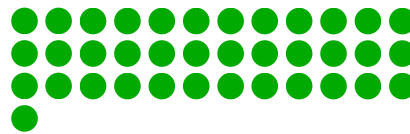# FREEDOM LIFEMAP HELPS PEOPLE MOVE TOWARDS STRONGER OUTCOMES

Participants who used Freedom Lifemap in their care plans from the start of their care were **1.65 times** more likely to improve their well-being compared to those who didn't use the tool.
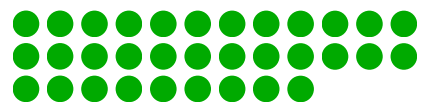
Better Results with Freedom Lifemap:
When Freedom Lifemap was used to create care plans, participants selected more green responses one year later than participants who didn't use Freedom Lifemap.

Strengths achieved when Freedom Lifemap used in care plan

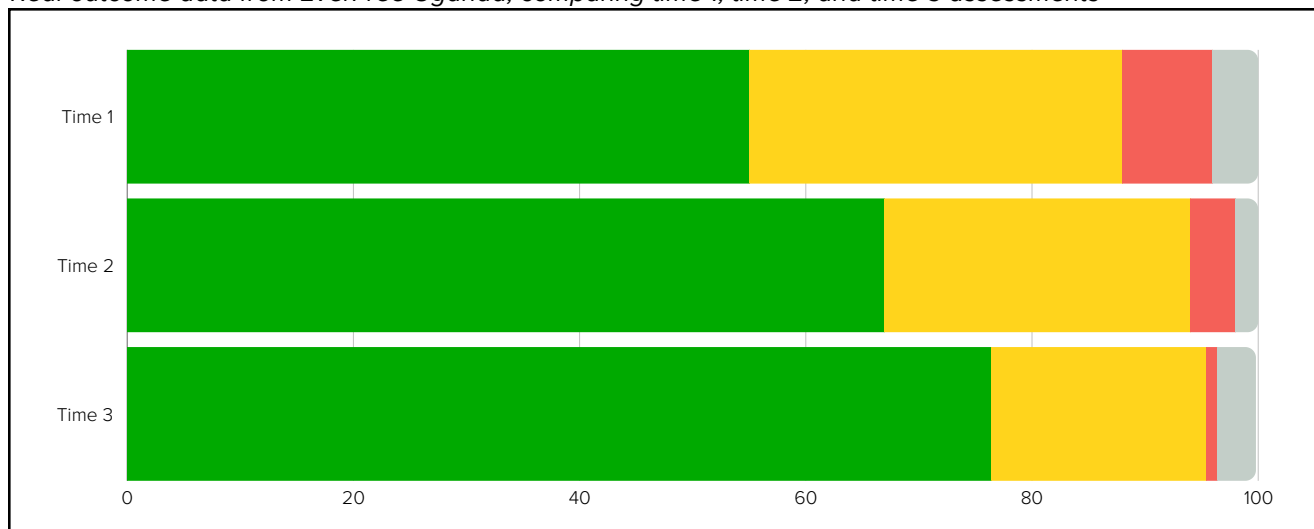*Strengths achieved without Freedom Lifemap*

With Freedom Lifemap, we track outcomes to understand participants' progress towards well-being. Every 6 months, participants retake the assessment to track their progress.

Demo Data for Time 1 and Time 2 assessments: Freedom Lifemap visualizes participant progress.

Freedom Lifemap shows an increase in well-being over time.

Real outcome data from EverFree Uganda, comparing time 1, time 2, and time 3 assessments
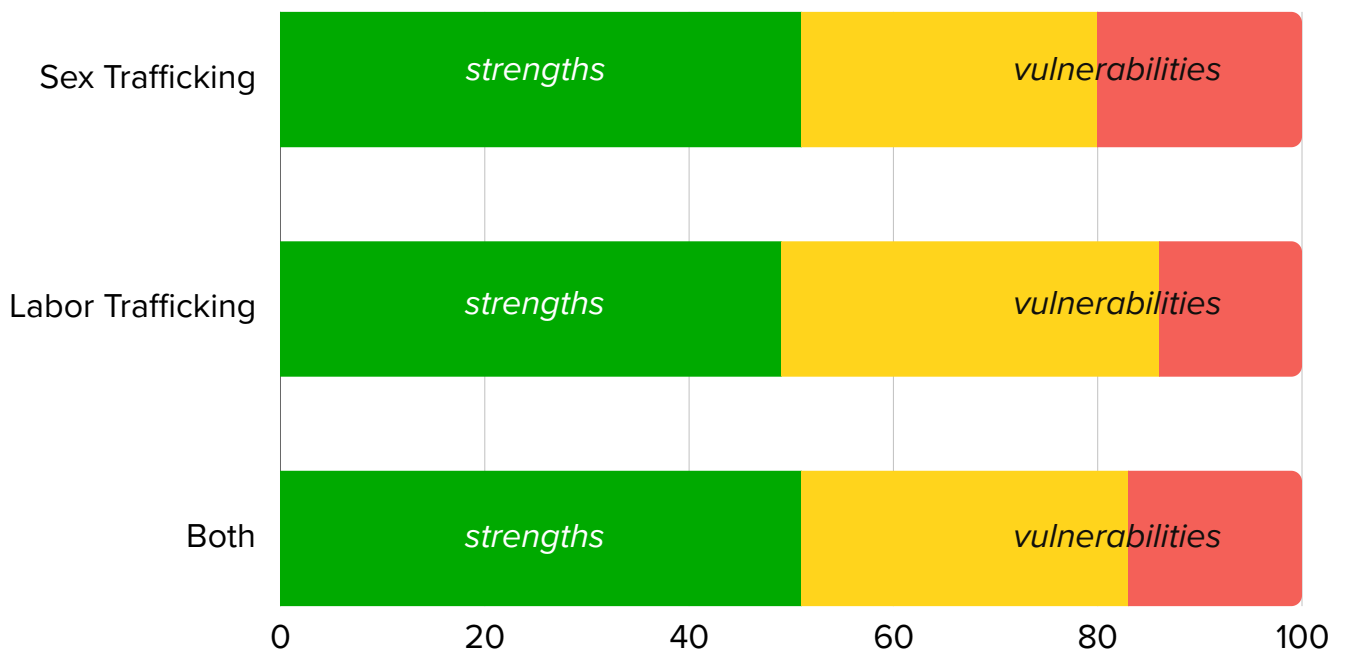
FREEDOM LIFEMAP SUPPORTS SURVIVORS BY BREAKING DOWN MYTHS

Data from Freedom Lifemap illustrates how public perceptions of the harm caused by labor trafficking versus sex trafficking differs from the lived experience of survivors, with both types of exploitation resulting in significant harm to survivors' wellbeing.

n = 101 members of the public in California with the survey open to any California resident

Freedom Lifemap Data from Uganda illustrates how both types of exploitation result in significant harm to survivors' wellbeing.

PRESS & ACCOLADES

Click on each title to read and watch the features.

CNN's The Freedom Project features Freedom Lifemap
The CNN Freedom Project aims to shine a light on the horrors of modern-day slavery and amplify the voices of both the victims and the many dedicated workers fighting to end this global issue. Award-winning journalist and Executive Editor Leif Coorlim interviewed Dr. Kelsey Morgan on how Freedom Lifemap endeavors to support survivors and end exploitation through technology and data.

Orange County Register
The Orange County Register featured Freedom Lifemap's USA launch, showcasing the power of Freedom Lifemap tech in the fight against exploitation.

Authority Magazine Interviews Dr. Kelsey Morgan
Authority Magazine's Yitzi Weiner interviews Kelsey Morgan as part of a series about individuals and organizations making an important social impact.

Authority Magazine Interviews Dr. Angela Robinson
Through the interview, Dr. Robinson shares about her path to becoming a researcher and the reasons she partnered with EverFree to create Freedom Lifemap, the first-of-its-kind tech-solution for survivors.

EverFree receives a grand prize for MIT Solve's Supporting Survivors of Modern Slavery Challenge. The challenge recognized EverFree's Freedom Lifemap, which uses tech to connect survivors with better care and better data.

EverFree receives a commendation from STOP THE TRAFFIK's Data to Disrupt Trafficking Awards for "Recognising disruption through a lived experience-led initiative".

- EverFree awarded multi-year funding from the UK government's Modern Slavery Innovation Fund
- EverFree presented the Freedom Lifemap to the United Nations Human Rights Office of the High Commissioner in Geneva, Fall 2023
- Kelsey Morgan was honored as Orange County's top 125 Most Influential for the development of Freedom Lifemap
- EverFree awarded a multi-year, Samueli Foundation gift for Freedom Lifemap technology development

INVEST IN FREEDOM LIFEMAP

FREEDOM LIFEMAP
by 2026

◆ **Survivors**
10,000 Freedom Lifemaps

◆ **Communities and Organizations**
10,000 Freedom Lifemaps

◆ **Communities and Organizations**
Shared cost model ensures sustainability
Private philanthropy funds only 40% of costs

Technology Innovation — Following the successful launch of Freedom Lifemap platform, Phase 2 of technology development will enhance the tool with innovative features to improve survivor outcomes, strengthen data protection and security, and revolutionize customization for scalability.

Growth and Scale — By 2025, EverFree will expand Freedom Lifemap to over 70 organizations, impacting thousands of survivors. This global initiative will broaden access to the tool, and includes tailored customization of Freedom Lifemap and specialized training for organizations worldwide.

Research and Advocacy — Research data from Freedom Lifemap is critical to measuring impact, and improving care for survivors. Our research and advocacy agenda will overlay Freedom Lifemap findings with localized trends and data at scale, providing insights that will accelerate prevention and stop exploitation.

*Contact **hailey@everfree.org** for more information.*

FREEDOM LIFEMAP TEAM

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Visit everfree.org to learn more.