everfree

Freedom Lifemap

IMPACT REPORT 2025



FOREWORD FROM THE FREEDOM LIFEMAP CO-FOUNDERS

Freedom Lifemap drives meaningful progress worldwide. These latest findings represent more than data points—they reflect real breakthroughs in the lives of individuals who are charting their own paths to freedom. With stronger insights, we're scaling care that's grounded in evidence and informed by lived experience, ensuring every community has access to approaches that work and endure. Together, we're building systems of care that not only respond to harm but actively reimagine what freedom and well-being can look like.



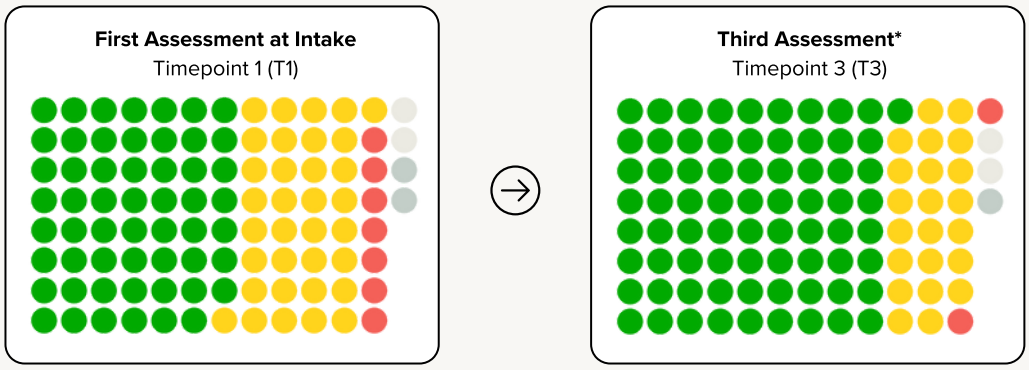

Dr. Kelsey Morgan, EverFree CEO
Dr. Angela Robinson, UC Irvine FREE Institute

IMPACT AT A GLANCE

Freedom Lifemap is technology-based, survivor-centered assessment & planning tool.

Key to Freedom Lifemap Colors	Strength or Needs Met	Moderate Support Needed	High Vulnerability	Skipped or Not Applicable

NEEDS MET AND VULNERABILITIES REDUCED



- **+18%** from 55% to 73%
- **-12%** from 34% to 22%
- **-5%** from 7% to 2%

WHAT THIS MEANS:
Participant **well-being (green) improved** and **vulnerability (yellow/red) decreased** (based on 390 participants who have taken at least 3 assessments).

**time between first and third assessments vary according to each individual's care plan*

THE ISSUE

More than a billion people worldwide face ongoing abuse and exploitation.

- ⚠ Our systems for safety & healing are overwhelmed
- ⊗ Most never receive the care they need
- ↗ 14% increase in victimization by 2045 if action is delayed (ILO)

This is the moment to reimagine care.

At least a billion people live in conditions that make them highly vulnerable to abuse and exploitation. This number is conservative. It assumes a very high level of overlap across the factors that contribute to heightened vulnerability, especially: extreme poverty (1.1 billion, according to the 2025 Global Multidimensional Poverty Index (MPI), forced displacement (123 million, according to the Norwegian Refugee Council), and living in a war zone (455 million, according to the MPI). **None of these numbers are declining, several are increasing, and the most at-risk population on the planet is growing**.

Can ethical, intelligent technology be harnessed to solutions? Yes—but there are risks. AI and other information technologies are only as good as the data they rely on—and data in this arena are erratic and imperfect. In this context, we need to be focused and creative in managing potential risks through **local participation and empowerment, ethical designs, improved data collection, effective feedback systems and a commitment to accountability in all its forms**. The benefits of technology innovation are currently concentrated among the wealthiest communities in the world. Finding ways to share these benefits should be carefully considered across all sectors of human security, humanitarian action, poverty reduction and resilience building.



from **Professor Richard A. Matthew**
Executive Director, Alec Glasser Center for the Power of Music and Social Change



FREEDOM LIFEMAP'S IMPACT MODEL

Freedom Lifemap is a survivor-informed digital platform that guides care, measures progress, and turns lived experience into actionable data.



Individuals
Lead their own healing journey, so they receive the unique care they need.



Care Providers
Understand each person's unique needs to support more people, more effectively.



Global Movement
Aligns programs, policy & funding around effective solutions to break cycles of abuse & exploitation.

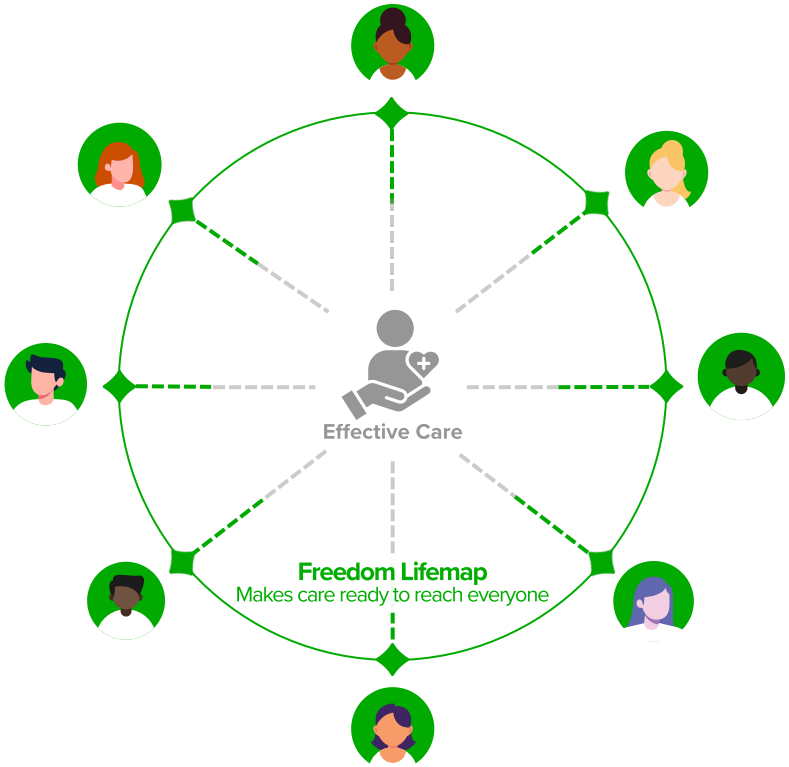
Proof of Concept

1 year after program intake:

- **38% increase in overall well-being**
- **50% reduction in vulnerability**

Freedom Lifemap users were **1.65x** more likely to show care improvements than traditional models.

Source: Freedom Lifemap and Innovations in Poverty Randomized Control Trial



Freedom Lifemap

Care powered by technology and **ready to reach everyone**.

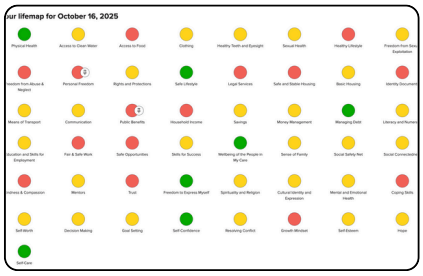
HOW FREEDOM LIFEMAP WORKS: OUR PROVEN PROCESS

Freedom Lifemap uses three colors to indicate three levels of well-being:

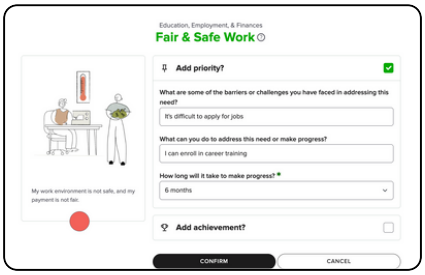
- **Strength or needs met**
- **Moderate support needed**
- **High vulnerability**



1. Assess
Participants self-assess strengths and needs using indicators across six dimensions of well-being.



2. Gain Clarity
A visual map reveals strengths and needs, and helps participants set goals and take action.



3. Guide Care
Each map becomes an individualized care plan, connecting participants to care.



4. Track Progress
Progress is measured through ongoing assessments and feedback to ensure care is effective and responsive.



5. Transform Care
Freedom Lifemap aggregates insights to understand what works, improve programs, and strengthen care systems.

FREEDOM LIFEMAP DIMENSIONS

Participants assess their strengths and vulnerabilities, and mark their priorities across six 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

DEMOGRAPHIC DATA

2278 participants

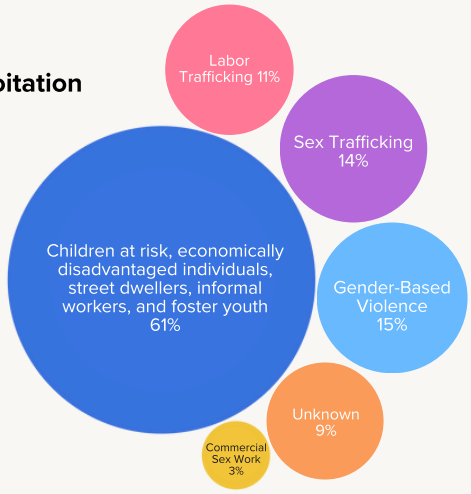
Gender

- **72%** female
- **28%** male

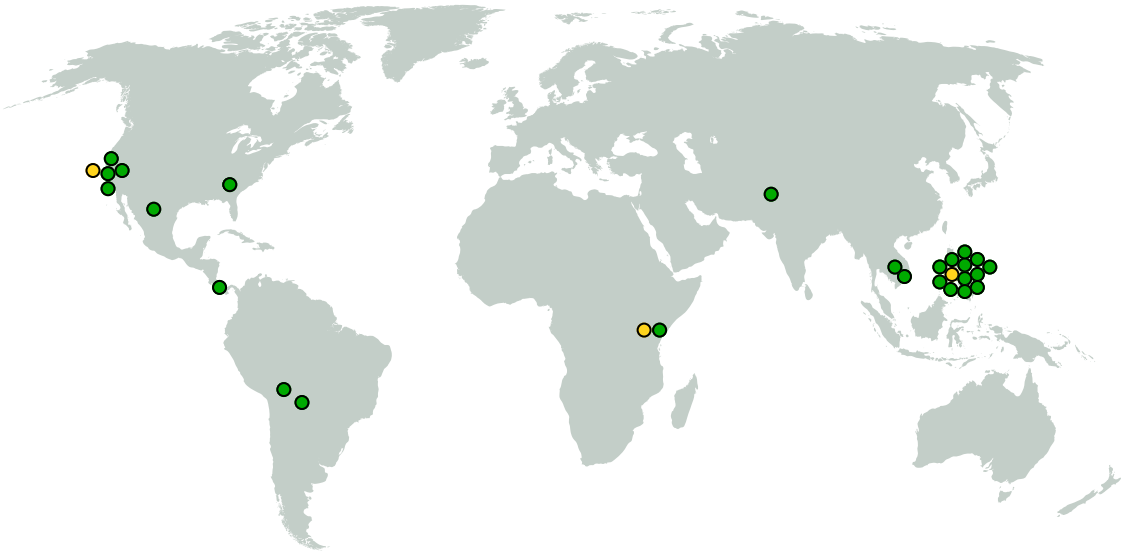
Age

- *41%* 13-17 years
- *35%* 18-25 years
- *25%* 26+ years

Exploitation Type



OUR GLOBAL NETWORK



- EverFree Site
- Partner

EverFree Signature Sites
USA
Uganda
Philippines

Hubs
USA
Latin America
East Africa
Southeast Asia

> *It has helped our program leads to make informed decisions on which activities to prioritize. The priorities chosen help us to figure out where to focus, what resources we need...all in line with the plan and priorities shared by the [participants].*
>
> **Program Leader**

GLOBAL TRENDS IN VULNERABILITY

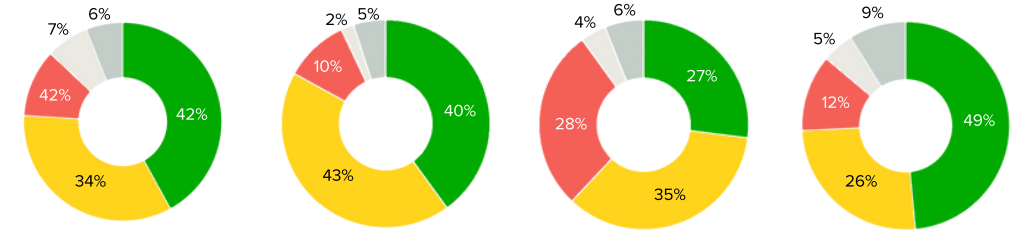
Aggregated data reveals patterns of vulnerability, identifying areas that require the most urgent attention.

Global Similarities of Vulnerability Across Dimensions

Most Vulnerabilities ↓

Philippines	Cambodia	Bolivia	Mexico	Kenya	Uganda	United States
Rights & Safety	Rights & Safety	Housing & Access	Rights & Safety	Rights & Safety	Mental & Emotional Well-Being	Rights & Safety
Community & Connection	Community & Connection	Rights & Safety	Housing & Access	Mental & Emotional Well-Being	Rights & Safety	Community & Connection
Housing & Access	Mental & Emotional Well-Being	Community & Connection	Health & Basic Needs	Community & Connection	Community & Connection	Health & Basic Needs
Mental & Emotional Well-Being	Housing & Access	Mental & Emotional Well-Being	Community & Connection	Health & Basic Needs	Health & Basic Needs	Housing & Access
Health & Basic Needs	Health & Basic Needs	Health & Basic Needs	Education, Employment, & Finances	Housing & Access	Housing & Access	Mental & Emotional Well-Being
Education, Employment, & Finances	Education, Employment, & Finances	Education, Employment, & Finances	Mental & Emotional Well-Being	Education, Employment, & Finances	Education, Employment, & Finances	Education, Employment, & Finances

Education, Employment, & Finances — dimension of most vulnerability across all regions.

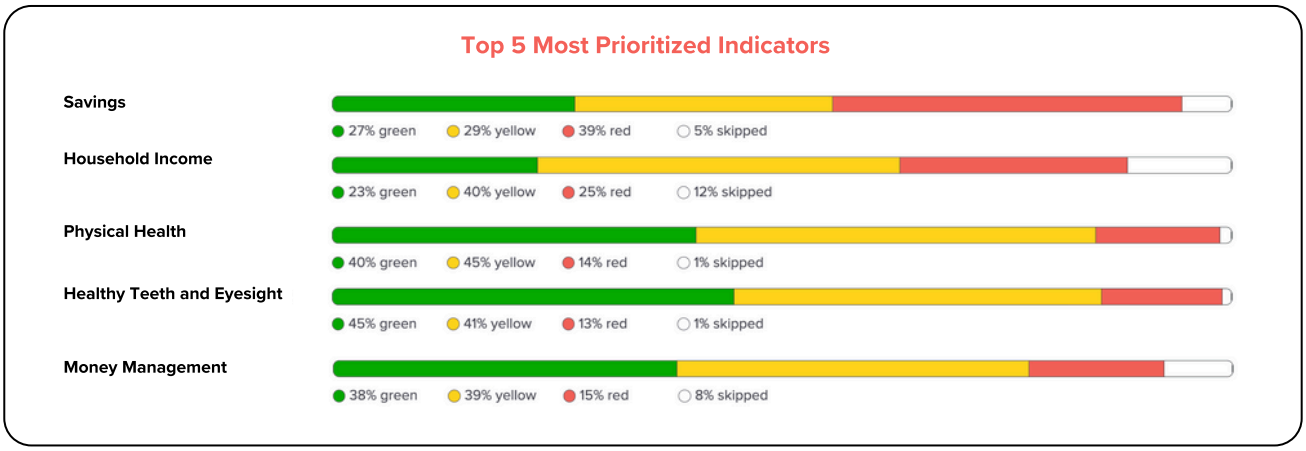


Global Similarities of Vulnerability Across Indicators

Most Vulnerabilities ↓

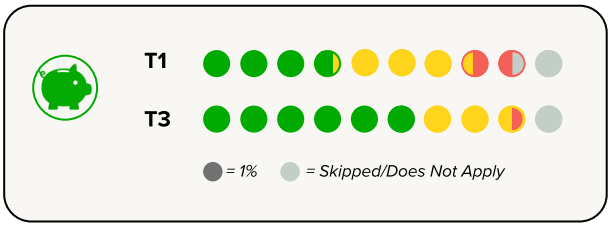
Philippines	Cambodia	Bolivia	Mexico	Kenya	Uganda	United States
Physical Health	Literacy & Numeracy	Physical Health	Household Income	Social Safety Net	Physical Health	Public Benefits
Communication	Means of Transport	Fair & Safe Work	Identity Documents	Legal Services	Legal Services	Legal Services
Money Management	Basic Housing	Healthy Teeth & Eyesight	Legal Services	Mentors	Basic Housing	Physical Health
Healthy Teeth & Eyesight	Safe & Stable Housing	Trust	Trust	Fair & Safe Work	Identity Documents	Money Management
Household Income	Access to Clean Water	Social Safety Net	Social Safety Net	Household Income	Household Income	Household Income
Savings	Household Income	Mentors	Savings	Savings	Savings	Savings

GLOBAL TRENDS IN PRIORITIES



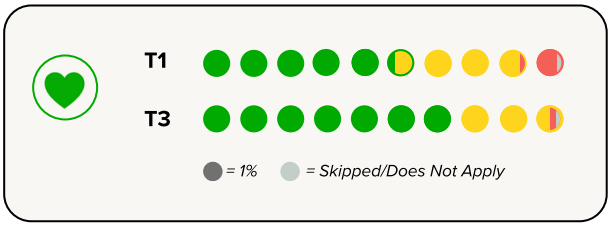
PROGRESS

Across 3 Most Prioritized Dimensions
Based on 390 participants who have taken at least 3 assessments



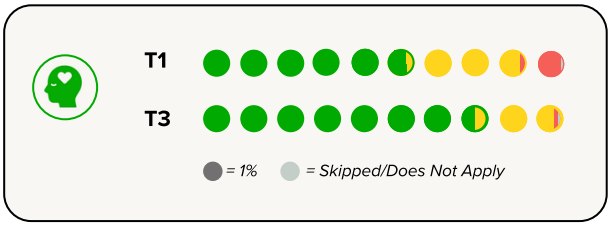
Education, Employment, & Finances

- 38% → 60% needs met
- 49% → 31% vulnerabilities reduced



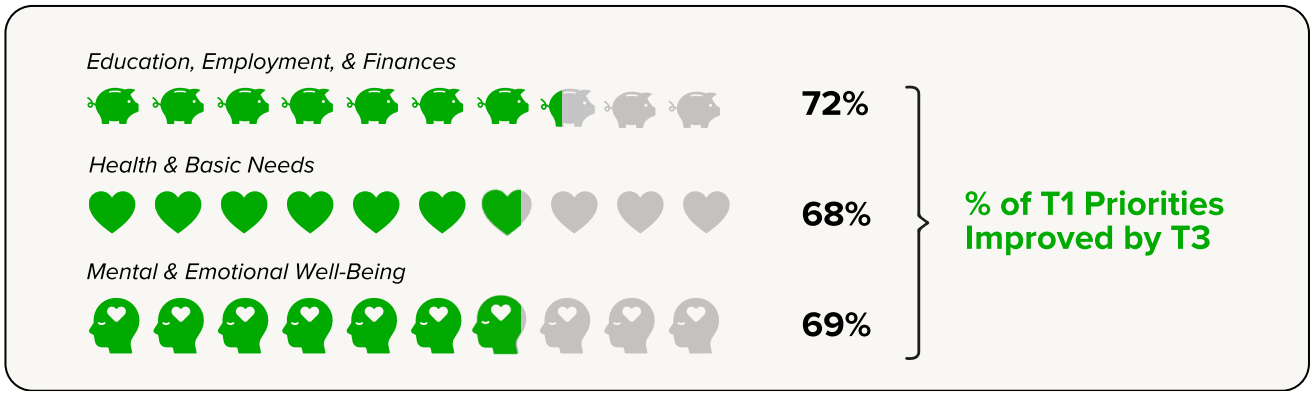
Health & Basic Needs

- 52% → 70% needs met
- 46% → 29% vulnerabilities reduced

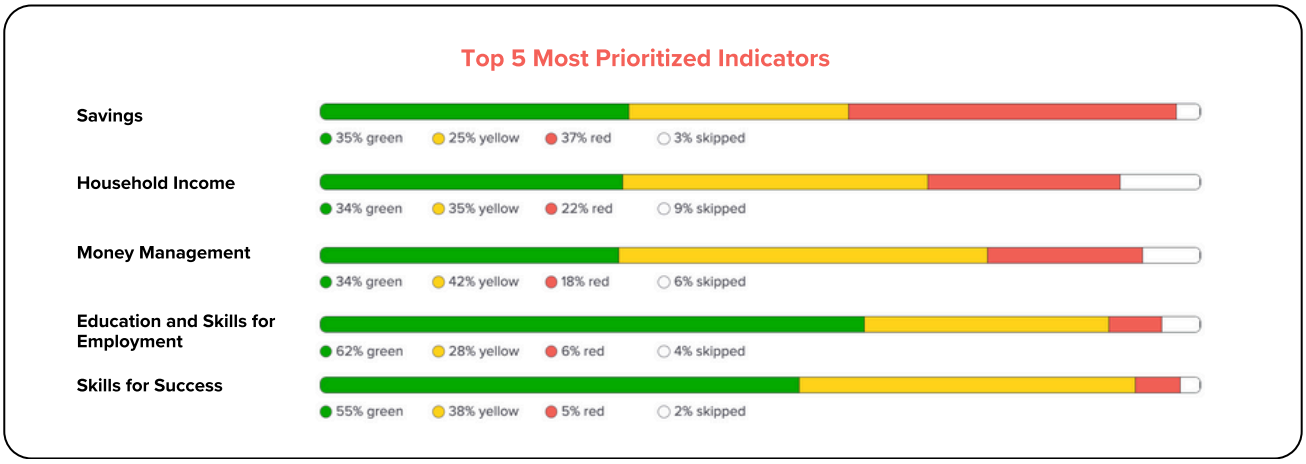


Mental & Emotional Health

- 52% → 70% needs met
- 41% → 24% vulnerabilities reduced



ORANGE COUNTY TRENDS IN VULNERABILITIES



PUTTING INSIGHTS INTO ACTION

Freedom Lifemap data reveals vulnerabilities in Orange County in Financial Literacy & Education and Skills for Employment. In October, 2024, EverFree convened partners to align services with these insights to better meet the needs of survivors and those at risk of abuse and exploitation. Sparkpoint OC launched a new program to support individuals with these vulnerabilities and the program is currently expanding. **Financial literacy builds resilience and reduces the risk of re-exploitation**.



via United Way OC

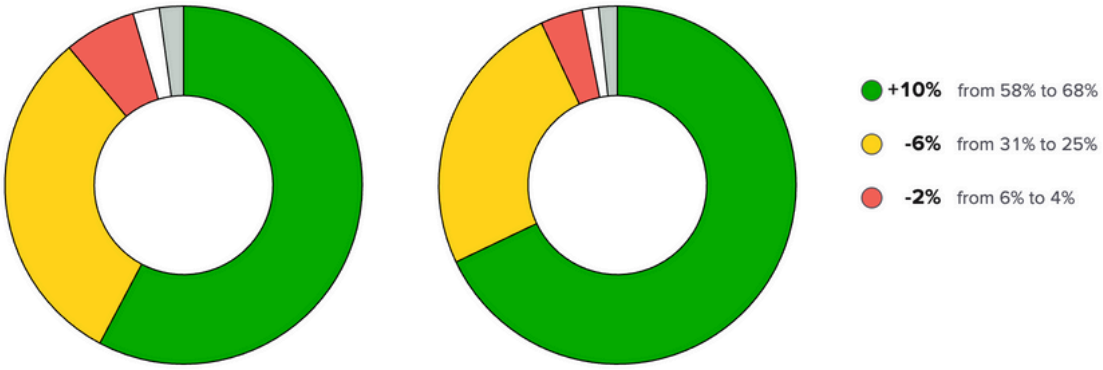
Insights sparked real solutions, with

SparkPoint OC *a project of* Orange County UNITED WAY

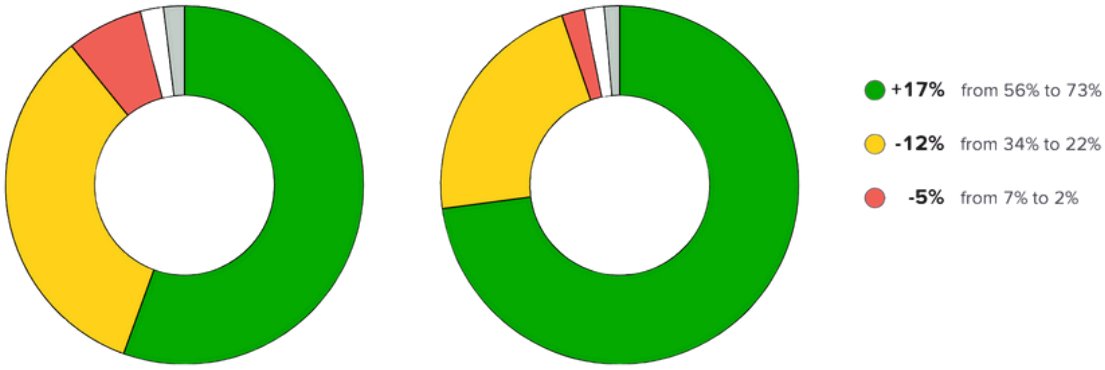
INVESTING IN PERSONALIZED CARE CREATES LASTING IMPACT FOR SURVIVORS

Freedom Lifemap demonstrates how long-term, personalized care transforms outcomes for survivors.

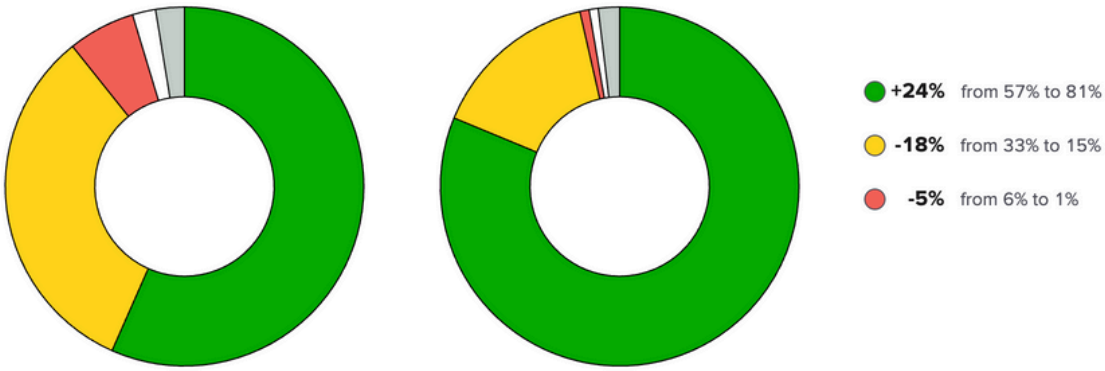
TIMEPOINT 1 / TIMEPOINT 2



TIMEPOINT 1 / TIMEPOINT 3



TIMEPOINT 1 / TIMEPOINT 4



CASE STUDY: REYNA'S STORY



Reyna* came into EverFree's care, a survivor of child online sexual exploitation. Her trauma left her struggling to believe in a better life. **She wanted to finish high school and provide for her young siblings, but she was overwhelmed and unsure of how to move forward.**

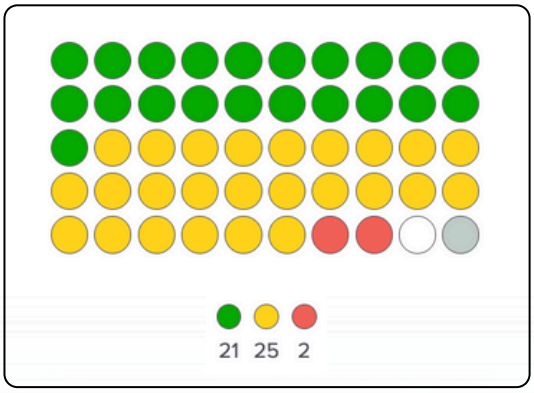
With Freedom Lifemap, Reyna identified her priorities and made a plan to reach them. She finished high school and began career training. Now, Reyna thrives at her new job, supports her siblings, and feels confident about herself and her future.

**pseudonym*

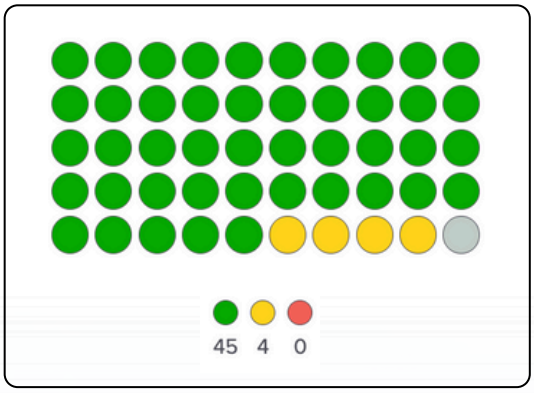
Reyna's Priorities:
Progress from Time 1 to Time 4



Reyna's Lifemap
Timepoint 1



Reyna's Lifemap
Timepoint 4 (2 years later)



"A survivor's journey is never a straight line. Life changes so we meet their needs in real time and keep providing the best support we can. That's what makes ongoing assessments so powerful: they help us see when and how to adjust."

— Reyna's Case Manager, EverFree Philippines



DIFFERENT AGES, DIFFERENT VULNERABILITIES

Freedom Lifemap data in the Philippines reveals that vulnerabilities (and therefore effective care), looks very different for adults and children. By understanding what drives instability across age groups, we can deliver interventions that meet survivors where they are and address what matters most.

Adults
Vulnerabilities center on financial insecurity and health.

TOP VULNERABILITIES RANKED

1	2	3	4	5
Savings	Household Income	Healthy Teeth & Eyesight	Money Management	Physical Health

Children (13-17 yrs)
In additional to economic stability, key vulnerabilities for children focus on food insecurity and low self-confidence.

TOP VULNERABILITIES RANKED

1	2	3	4	5
Savings	Communication	Household Income	Money Management	Public Benefits

DIFFERENT AGES, DIFFERENT PRIORITIES: TAILORING CARE TO MEET INDIVIDUAL NEEDS

Adults
Effective care focuses on income stability, healthcare access, and sustainable, dignified employment.

TOP PRIORITIES RANKED

1	2	3	4	5
Savings	Household Income	Physical Health	Money Management	Healthy Teeth & Eyesight

Children (13-17 yrs)
Effective care builds nutrition, self-confidence, and emotional resilience.

TOP PRIORITIES RANKED

1	2	3	4	5
Savings	Physical Health	Self-Confidence	Healthy Teeth & Eyesight	Healthy Eating

CARE PROVIDERS: INCREASING CAPACITY AND REDUCING BURNOUT

"[Freedom Lifemap] gives case managers a clear framework to set meaningful, measurable goals that motivate the people we serve—while reducing burnout. It's helped us align our team, spot trends, and communicate impact more powerfully across departments and with funders."

Jennifer Matsuda,
Manager of Program Impact, Project Hope Alliance

Case manager productivity up 48%
from EverFree Uganda

$50K+ annual savings for nonprofits in staff efficiencies
from Randomized Control Trial

65% higher goal achievement than traditional care
from Randomized Control Trial

"Freedom Lifemap enhanced case management by supporting individualized care and survivor inclusion. It also promoted **meaningful dialogue between participants and staff**, particularly when perspectives diverged and **helped expand casework beyond initial focus areas to more holistic support**."

Findings from an external evaluation by the University of California Irvine, conducted for the UK Government's Modern Slavery Innovation Fund



FREEDOM LIFEMAP VALIDATION: PROOF OF CONCEPT

Randomized Control Trial

- Freedom Lifemap users were 1.65x more likely to show care improvements than traditional case management models

Modern Slavery Innovation Fund Global Pilot

- 7 organizations in 6 countries
- 1,600+ assessments completed
- Survivor strengths increased: 56% → 64%
- Vulnerabilities reduced: 40% → 33%

FLM External Validation Report

- 100% of survivors surveyed recommended continued Freedom Lifemap use
- All 7 partner organizations plan to maintain or expand FLM beyond the pilot

AWARDS AND RECOGNITION





THE FUTURE OF FREEDOM LIFEMAP

In a world where technology is too often used to exploit, we innovate for good. As we prepare to explore new integrations like AI into Freedom Lifemap, we're leveraging technology without compromising our core values. Every safeguard we build protects the privacy and dignity of survivors, because technology should serve people, not the other way around.

Together, we can reimagine care and effectively stop cycles of abuse and exploitation.



from **Katie Rootlieb**
EverFree COO

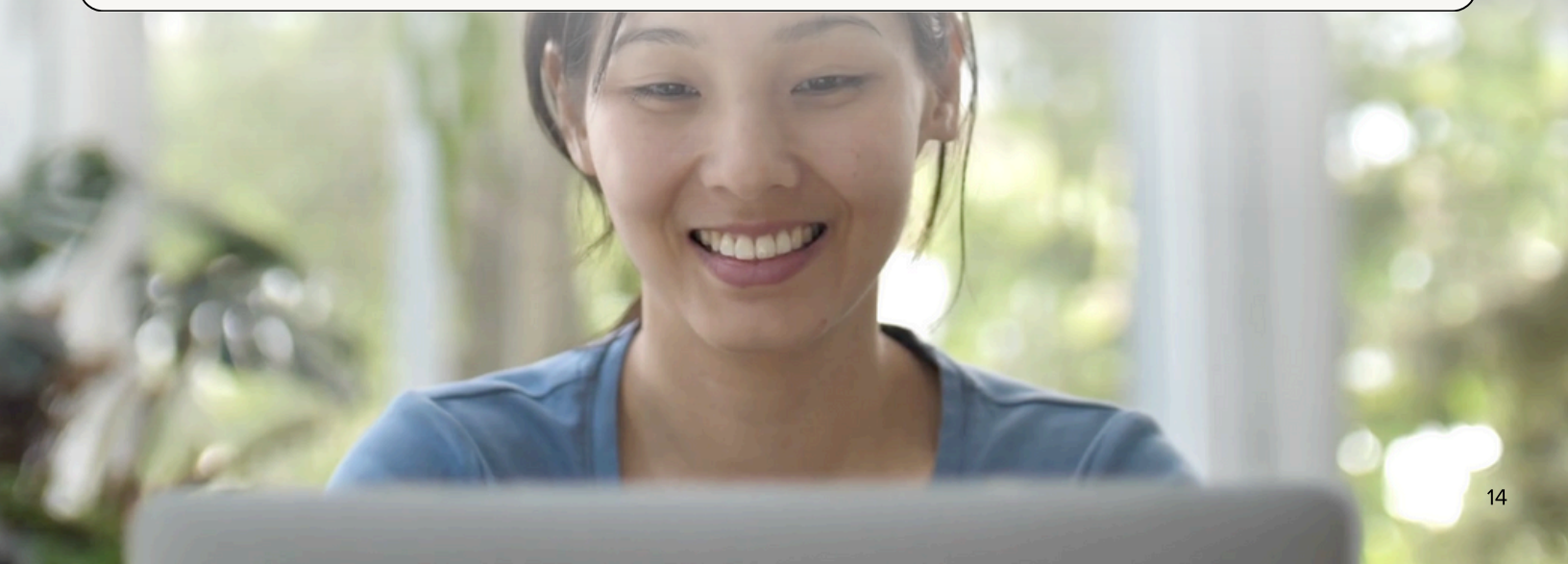
REIMAGINING CARE *TOGETHER* BY 2030

- **1M+ Lifemaps to guide** personalized pathways to safety & healing
- Well-being improvements for participants after 1 year:
  - **25% increase** in overall well-being
  - **30% reduction** in vulnerability
- Case manager productivity doubled across global partner network
- 8+ **government or multilateral partnerships to** embed Freedom Lifemap in global care delivery

ON THE *HORIZON* FOR 2026

Next-phase technology innovations:

- Direct-to-Participant functionality that gives survivors greater autonomy in accessing their own data
- Personalized pathways for survivors, including:
  - AI-assisted case plans to guide next steps in care
  - AI-supported coaching to build motivation and improve well-being
  - AI-enabled learning tailored to each survivor's needs
- Geographic expansion across 4 hubs: Asia, East Africa, Latin America, North America



FREEDOM LIFEMAP TEAM

Kelsey Morgan, PhD
Freedom Lifemap Co-Founder; EverFree CEO

Angela Robinson, PhD
Freedom Lifemap Co-Founder, Researcher - UC Irvine FREE Institute

Katie Rootlieb
EverFree COO

Kristen Abrams
EverFree Senior Advisor

Leydi Rubio
EverFree Associate Director of Freedom Lifemap

Bria King
Product Manager

Hailey Barth
EverFree Associate Director of Grants and Impact

Professor Richard Matthew
Executive Director, Alec Glasser Center for the Power of Music and Social Change

Jonna Eleccion
EverFree Philippines Country Director

Janice Ubaldo
EverFree Philippines Deputy Country Director

Monica Kyamazima
EverFree Uganda Country Director

Helen Patricia Amutuhaire
EverFree Uganda Head of Programs & Strategy

Lillian Nalukwago
EverFree Uganda International Program Development Manager

Helen Stiver
EverFree US Programs Coordinator

DrivenData
Platform Developer Team

Krisha Mae Cabrera, JD
EverFree Advocacy & Communications Manager; Impact Report Lead

FREEDOM LIFEMAP PARTNERS

USA Hub
- **Orangewood**
- **Project Hope Alliance**
- **Stand Up for Kids**

AncoraTN
United Way OC

Latin America Hub
- **El Pozo de Vida**
- **Project Suma**

Asociación Destiny Project
Fundación Paraguaya

East Africa Hub
- **Azadi**
- **Hope's Cry**

Southeast Asia Hub
- **Blue Dragon Children's Foundation Vietnam**
- **Compassion PH924 - Cebu City Alliance Church**
- **Compassion PH925 - Talisay First Assembly of God**
- **Compassion PH926 - Holistic International Assembly for Love and Share Ministries**
- **CURE Foundation**
- **Department of Social Welfare and Development Region VII**
- **Happy Horizons Children's Ranch**
- **My Refuge House**
- **RGS Group - St. Mary Euphrasia Religious of the Good Shepherd**
- **World Hope International**

Talita Life House Inc
Justice, Peace and Integrity of Creation
Compassion PH917 - Mandaue Ikthus Center Agent of Hope (MICAH)
Caravan of Hope
AusCam Freedom Project

- **Innovation Partner**

ABOUT EVERFREE

EverFree's Solution

EverFree breaks cycles of abuse and exploitation through survivor-led, tech-powered care that makes safety and healing accessible for all.

- **Individualized, effective care**
  For survivors of abuse and exploitation
- **Survivor-led Freedom Lifemap technology**
  Guides healing & turns insights into action

Learn more: *everfree.org*




everfree.org
everfreeorg
EverFree
everfree
Freedom
Lifemap