Freedom Lifemap

IMPACT REPORT
2026

11,318
Lifemaps

7,781
Individuals

53
Partners



FREEDOM LIFEMAP'S IMPACT MODEL

Freedom Lifemap is a technology platform that assesses each person's needs, connects them with the right services, and tracks progress toward safety and healing, while gathering insights that strengthen care worldwide.



Person-Led Healing
Individuals assess their strengths & vulnerabilities and set goals to receive the care they need.



Data-Driven Care
Care providers respond with the right care and use data to learn what works.



Smarter Care, Everywhere
Every Lifemap makes the network smarter, improving response and access to care.

"After two decades of fighting human trafficking, I am excited to see a **practical, scalable tool** that strengthens how providers care for survivors.

Through EverFree's Freedom Lifemap, survivors provide individualized feedback, enabling providers to tailor their services, track progress toward lasting freedom to improve care worldwide."



Ambassador John Cotton Richmond (Ret.)

Chief Impact Officer, Atlas Free, Former U.S. Ambassador-at-Large to Monitor and Combat Trafficking in Persons



Individuals lead and care responds.

Freedom Lifemap was built inside EverFree's own direct care programs. Today 53 partners use it, and 11,318 Lifemaps show what changes when care starts with an individual's own assessment of their life.

FOR INDIVIDUALS

Make progress on what's most important

77%

of the priorities individuals set for themselves improved within two years

FOR CASE MANAGERS

Find the root cause of each need

1 in 6

barriers people name trace back to household income

FOR CARE SYSTEMS

Focus care where it matters most

48%

of barriers link to just five indicators

95%

graduation rate for individuals using Freedom Lifemap

ONLINE CHILD SEXUAL ABUSE PREVENTION

Students facing the highest risks graduated at twice the national rate

Pilot with the Department of Education in schools in the Philippines. National average: 45%.

65%

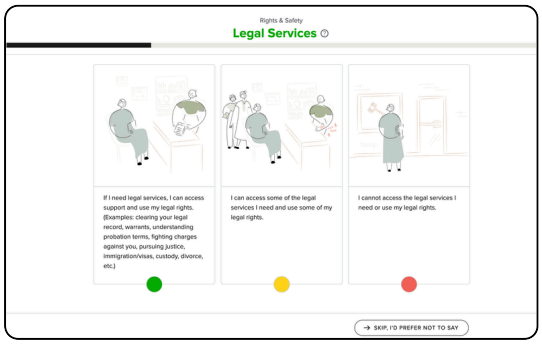
PROVEN IN RIGOROUS RESEARCH

Higher goal achievement than traditional care

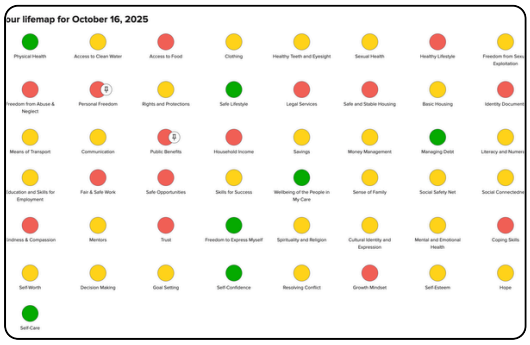
Randomized controlled trial funded by Innovations for Poverty Action.

HOW FREEDOM LIFEMAP WORKS: OUR PROVEN PROCESS

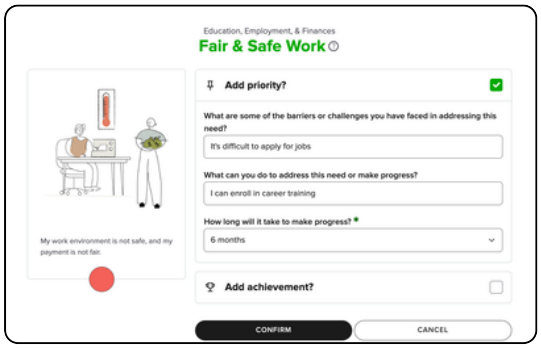
Freedom Lifemap uses three colors to indicate three levels of well-being:	**Strength or need met**	**Moderate support needed**	**High vulnerability**



1. Assess
Individuals self-assess strengths and needs across six areas of well-being.



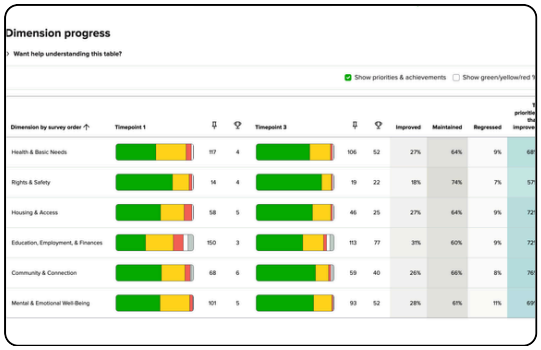
2. Gain Clarity
A visual map reveals strengths and needs, and helps individuals set goals and take action.



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



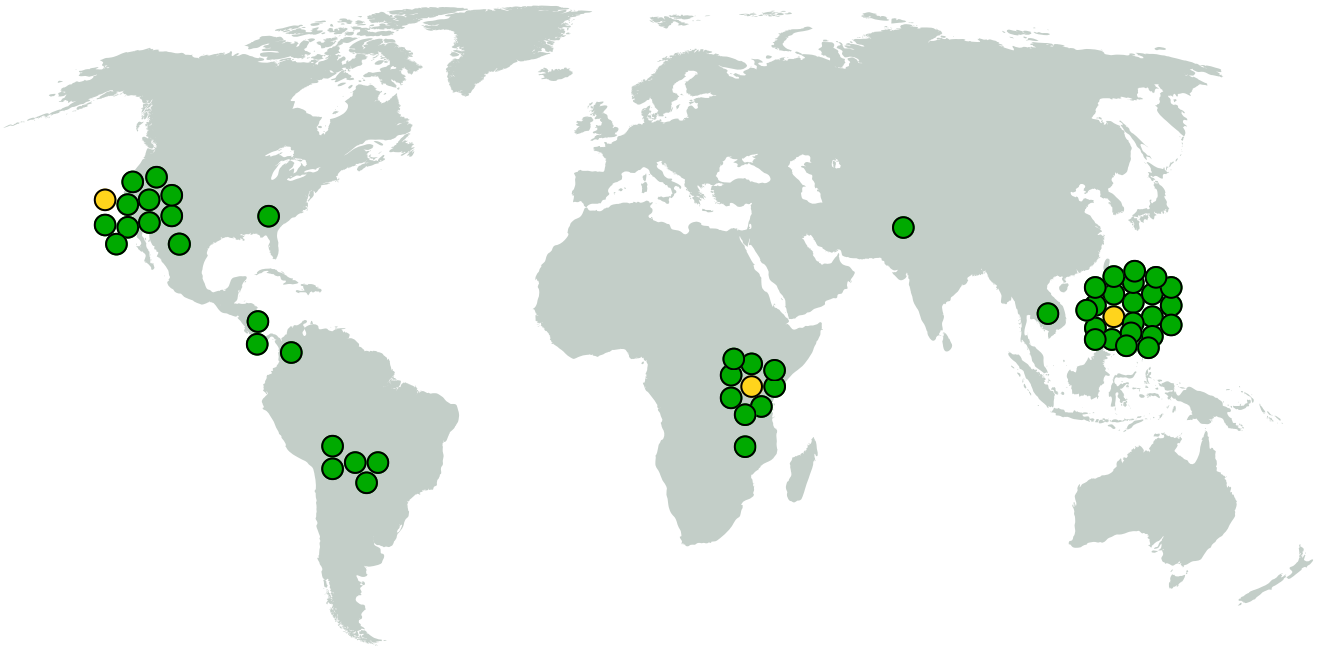
4. Track Progress
Progress is measured every 6 months through ongoing assessments and feedback to ensure care is effective and responsive.



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

Scan here to see how Freedom Lifemap works

EVERFREE'S GLOBAL NETWORK



EverFree Site
Partner

EverFree Signature Sites
USA
Uganda
Philippines

Hubs
USA
Latin America
East Africa
Southeast Asia

Countries

- Bolivia
- Cambodia
- Colombia
- Costa Rica
- Kenya
- Malawi
- Mexico
- Paraguay
- Philippines
- Tajikistan
- Tanzania
- Uganda
- United States
- Vietnam



"Freedom Lifemap has strengthened how we document their journeys by ensuring that survivors' voices, their choices, and their lived experiences are at the heart of everything we do."

— **Magdaline Kaleli**
Program Manager, Azadi



"[Freedom] Lifemap has helped us align our team, spot trends, and communicate impact more powerfully, while giving case managers a framework that reduces burnout."

— **Jennifer Matsuda**
Manager of Organizational Impact, Project Hope Alliance

Freedom Lifemap tells us what people vulnerable to abuse and exploitation need most.

Individuals use Freedom Lifemap to assess their strengths and needs across six dimensions of well-being, such as Education, Employment, and Finances, and across ~50 specific indicators, like Savings or Household Income. We mapped the areas of greatest vulnerability globally.

***Education, Employment, and Finances* is the Greatest Area of Vulnerability Worldwide**

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

Savings and Income are the Indicators with the Greatest Vulnerabilities

Savings (5 of 6 countries) · Household income (5 of 6) · Money management (4 of 6)

	Philippines	Bolivia	Mexico	Kenya	Uganda	United States
Less severe	Means of Transport	Sense of Family	**Money Management**	**Money Management**	Safe Opportunities	Trust
	Communication	Safe Opportunities	Legal Services	Physical Health	Basic Housing	Public Benefits
	Money Management	Fair & Safe Work	**Household Income**	Fair & Safe Work	Physical Health	Sense of Family
	Physical Health	Healthy Teeth & Eyesight	Identity Documents	Mentors	Identity Documents	Managing Debt
	Healthy Teeth & Eyesight	Social Safety Net	Social Safety Net	Legal Services	Legal Services	**Money Management**
Most severe	**Household Income**	Mentors	Trust	**Household Income**	**Household Income**	**Household Income**
	Savings	Trust	**Savings**	**Savings**	**Savings**	**Savings**

Individuals set their most urgent priorities and focus their care plan to make progress toward thriving.

First Lifemap → After 6 months

63%

of priorities improved

After 2 years

77%

of priorities improved

Significant improvements for the most urgent needs globally.

The most prioritized indicators improved across the global data. Timepoint 1 is at intake. Timepoint 2 is 6 months later.

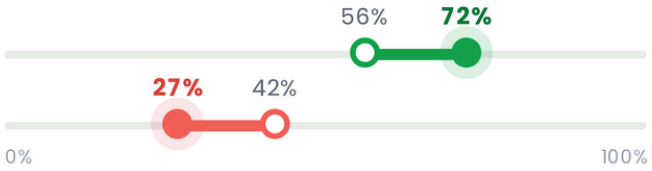


Within a year, we see progress across all areas of well-being.

Well-being increases while vulnerability decreases with Freedom Lifemap.

○ *Hollow dots = Timepoint 1* ● *Solid dots = Timepoint 3*

Health & Basic Needs



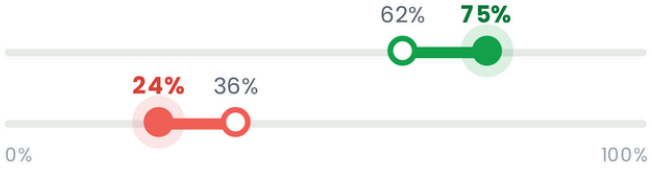
+29% needs met
−36% vulnerabilities

Rights & Safety



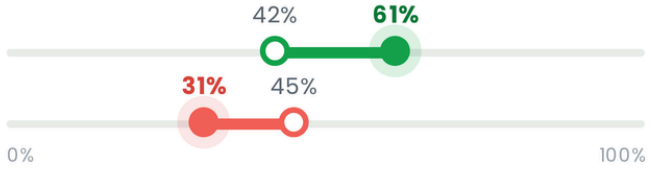
+19% needs met
−38% vulnerabilities

Housing & Access



+21% needs met
−33% vulnerabilities

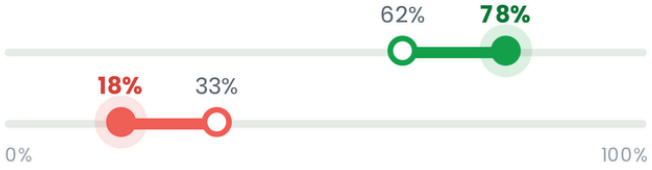
Education, Employment & Finances



+45% needs met
−31% vulnerabilities

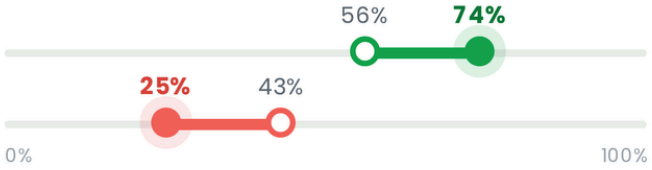
Education, Employment, and Finances has the most vulnerability, with individuals prioritizing it the most for their case plans.

Community & Connection



+26% needs met
−45% vulnerabilities

Mental & Emotional Well-Being



+32% needs met
−42% vulnerabilities

Vulnerabilities combine the yellow and red tiers. Changes on the right are relative to each Timepoint 1 value.

7,781 people globally are charting their own path to thriving.

With Freedom Lifemap, individuals identify their goals, work with care providers to navigate through effective case plans, and check their progress.

11,318
Lifemaps

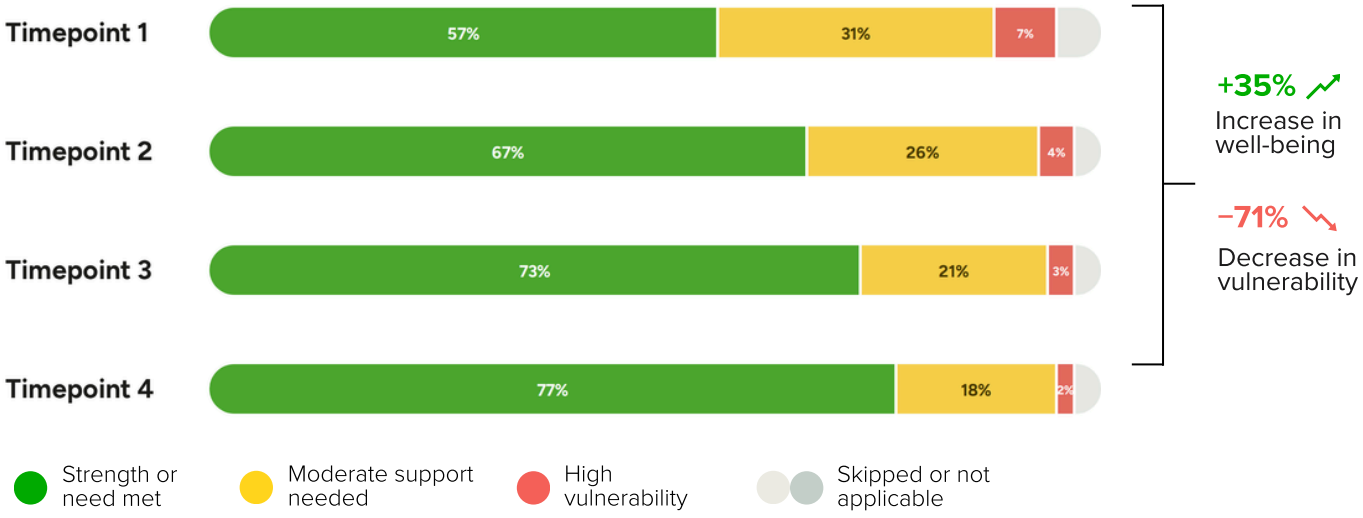
7,781
Individuals

17,549
Priorities

7,153
Achievements

With Freedom Lifemap, we can track individuals' paths to thriving.

Freedom Lifemap data shows **consistent increases** in well-being and **consistent decreases** in vulnerability over time.



Timepoint data is collected at 6-month intervals



CASE STUDY:
SCAM CENTER SURVIVORS' NEEDS VARY BASED ON THEIR EXPERIENCE

UNODC called Scam Centers one of the fastest-growing forms of exploitation. For survivors repatriated to Uganda from Myanmar scam compounds, **Freedom Lifemap surfaced the complexity of their cases and highlighted the need for a tailored response.**

Top Vulnerabilities of Scam Center Survivors

- Savings
- Household Income
- Legal Services
- Physical Health
- Social Safety Net

Top Strengths of Scam Center Survivors

- Spirituality and Religion
- Literacy and Numeracy
- Growth Mindset
- Personal Freedom
- Rights and Protections

What Scam Center survivors prioritize compared to other forms of exploitation.

Globally, survivors of various forms of exploitation prioritize **Savings** and **Household Income** most. Scam Center survivors indicate Physical Health as the most urgent priority and distinct needs such as **Mental and Emotional Health.**

Top prioritized vulnerabilities

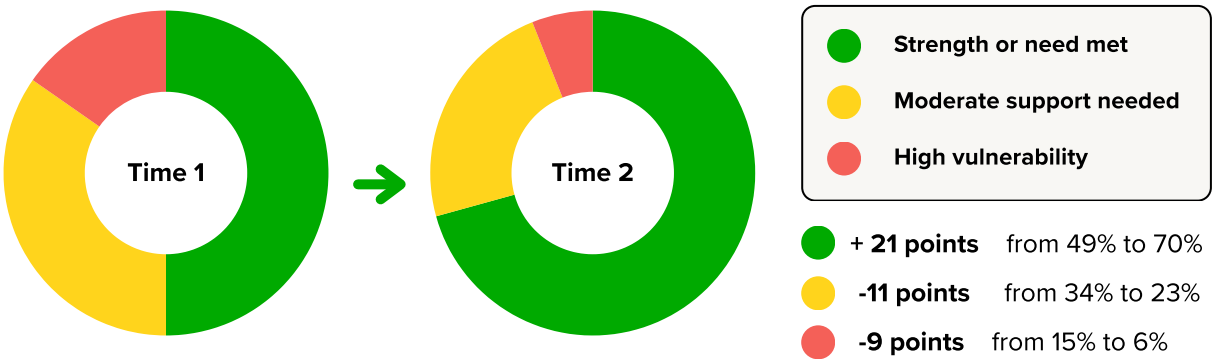
Only among Ugandan Scam Center survivors

Most prioritized	Global	Uganda	Myanmar Scam Center survivors from Uganda
	Money Management	Identity Documents	Mental & Emotional Health
	Healthy Teeth & Eyesight	Healthy Teeth & Eyesight	Education & Skills for Employment
	Physical Health	Savings	Healthy Teeth & Eyesight
	Household Income	Household Income	Household Income
	Savings	Physical Health	Physical Health

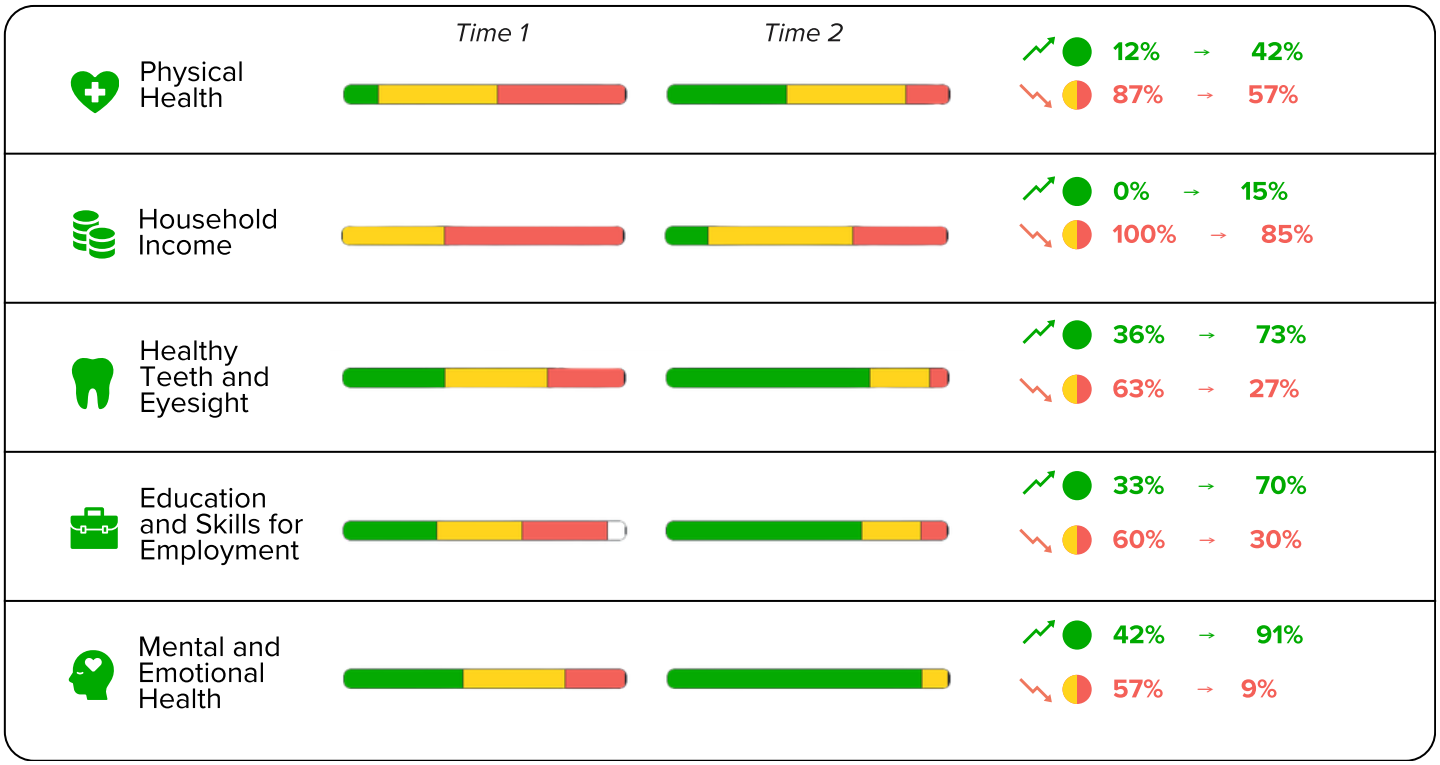
CASE STUDY:
SCAM CENTER SURVIVORS' NEEDS VARY BASED ON THEIR EXPERIENCE

With EverFree's Freedom Lifemap, we were able to understand Scam Center survivors' unique needs, connect them with targeted care, and track their progress.

After 6 months in EverFree's care:



Improvement in Top Priorities



Based on a thorough analysis of Scam Center survivor data at Timepoint 2, we also found that:

Survivors' physical health improved dramatically: **94% of survivors** were not facing a life-threatening health crisis.

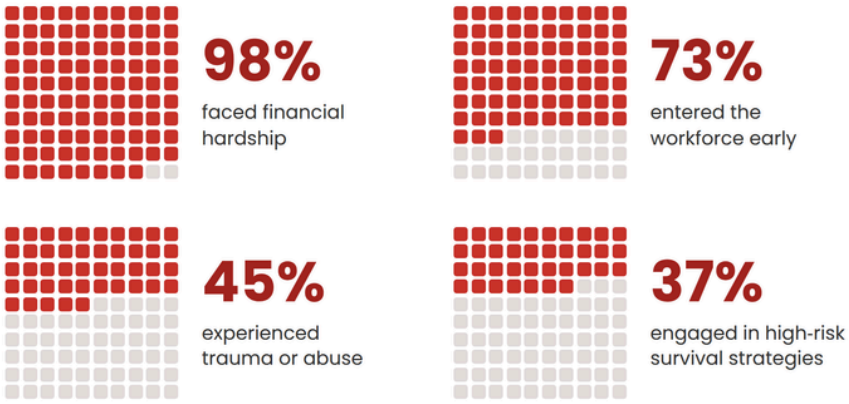
9 in 10 survivors now have their mental and emotional health needs met.

70% of survivors have the critical skills needed for safe, dignified employment.

CASE STUDY:
USING FREEDOM LIFEMAP FOR PREVENTION OF ONLINE CHILD SEXUAL ABUSE

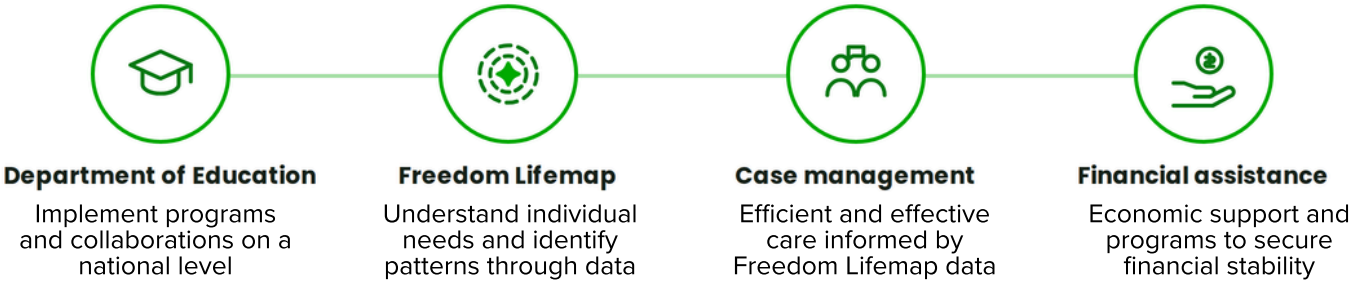
The Challenge

Young people in the Philippines face **multiple risks** that increase their vulnerability to online sexual exploitation. Through a pilot program in schools, we assessed layered vulnerabilities.



The Approach

We combined Freedom Lifemap with an ecosystem of support to help students stay in school and stay safe from online sexual exploitation.



With Freedom Lifemap, five core vulnerabilities emerged for youth.



CASE STUDY:
USING FREEDOM LIFEMAP FOR PREVENTION OF ONLINE CHILD SEXUAL ABUSE

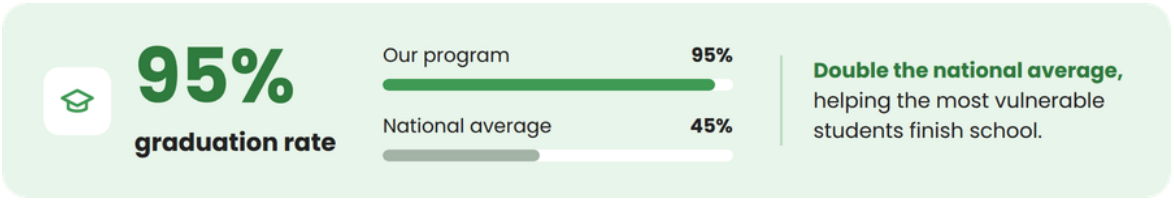
The Outcome

Schools built programming around the vulnerabilities students identified, and students made measurable gains in school and in safety.

Teachers reported improvements in:

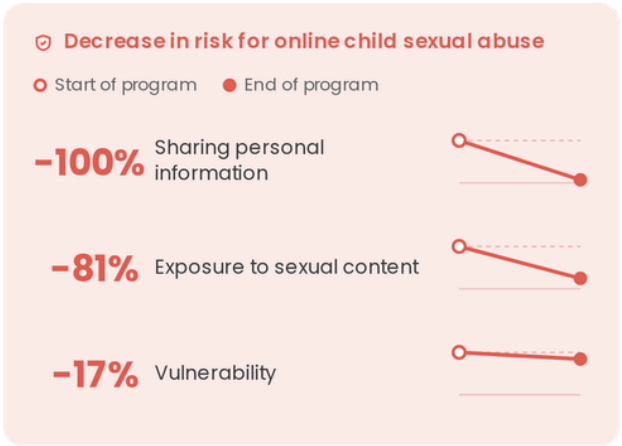


Graduation rates from basic education were more than *double* the national average

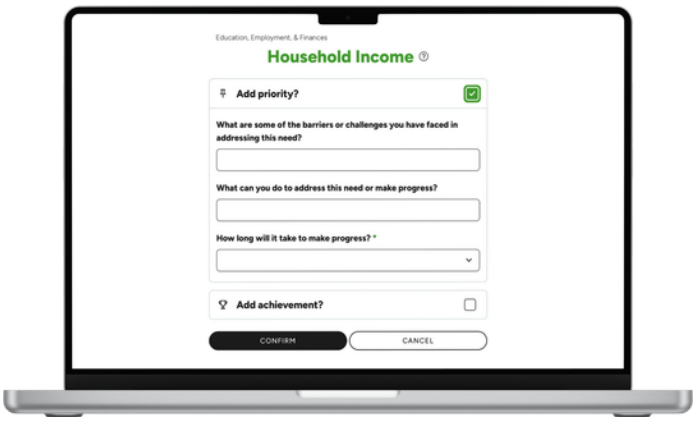


When layered support is paired with Freedom Lifemap, systems can address layered vulnerabilities. Students made measurable gains in well-being and their risk for online sexual exploitation decreased.





What stands in the way of individuals' path to thriving?



Our process for learning

When people set goals through Freedom Lifemap, we ask a crucial question:

"What are some of the barriers or challenges you have faced in addressing this need?"

This year, we anonymized the data and used AI to analyze 13,572 open-ended answers to this question in Freedom Lifemap to better understand key barriers to progress.

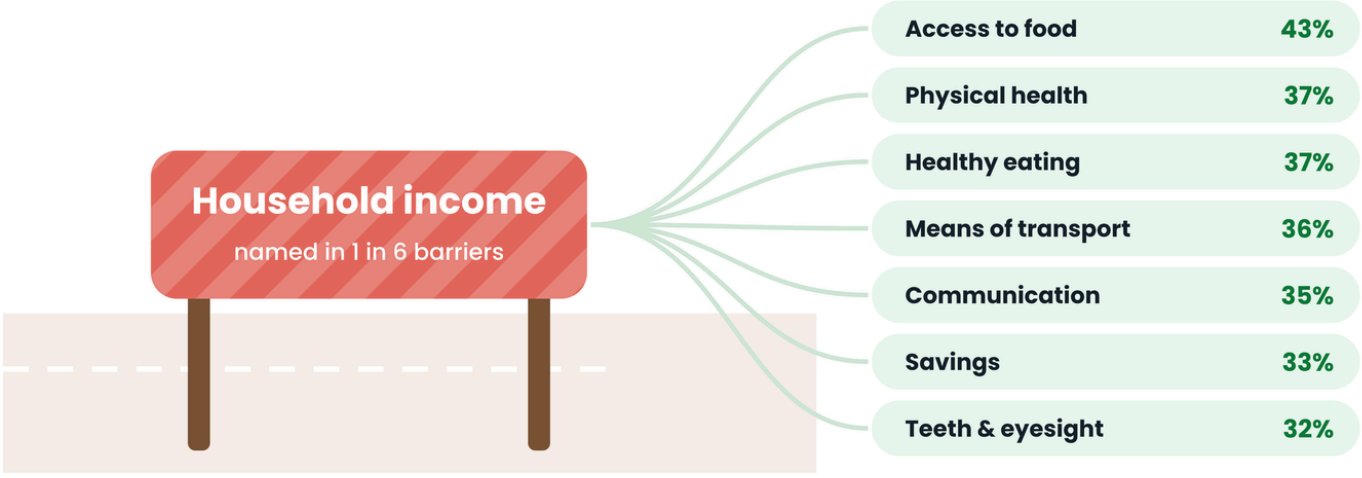
We learned what holds people back and where individualized support can make the biggest difference in their progress.

KEY INSIGHT:

One distinct vulnerability, income, is a core barrier to progress in other vulnerabilities for individuals globally.

Limited or lack of household income creates barriers to progress across multiple areas of people's lives. When we support individuals in addressing this barrier, many other priorities become easier to achieve.

Share of each vulnerability that is dependent on household income



For each vulnerability, the percentages are the share that name household income as a barrier.

Tailored support for everyone, based on their needs.

We know income is a significant barrier to helping individuals meet other priorities. People may prioritize household income, but they require very different support to address the root vulnerabilities and make progress.

KEY INSIGHT:
Income isn't a barrier for everyone in the same way, and care plans should adjust.

Profile 1
The Job Seeker
Wants stable work but lacks qualifications, and money stress is wearing down their confidence.

Priority: Household Income



Root Vulnerabilities
Lack of skills & training
Self-esteem
Financial worry & stress

Profile 2
The Entrepreneur
Runs a small business but is the only caregiver and has no money to grow their business.

Priority: Household Income



Root Vulnerabilities
Caregiver responsibilities
Lack of startup capital
Transportation

With this data, we can adjust care to best meet individuals' needs.

Unique Care Plan for Each Profile

Job training, counseling, and mentoring
Skills training, résumé & interview prep
Peer mentorship & confidence building

Enterprise, access, and care support
Micro-grants for startup capital
Childcare, transportation, & flexible scheduling

What this means for the future of care globally.

KEY INSIGHT:
Focusing support on five key indicators can address nearly half of the barriers named by individuals.

48% **of priorities or barriers named are linked to these five indicators.**
Out of ~50 indicators, these five came up most often.

- Household Income
- Savings
- Self-Confidence
- Physical Health
- Money Management

By focusing care on these five indicators, individuals can make the most progress.



Leyla's Story

When care providers can see how a person's needs connect, one case plan can make progress across many areas of well-being.

Most support is built around one need at a time, such as a shelter bed or counseling. Case managers and individuals make decisions about care without the full view of what each person needs.

Leyla* runs a small tailoring business. Through Freedom Lifemap, she named what mattered most to her: a stable income from her growing business. Her Lifemap showed what stood in the way: she was the only caregiver for her children, she had no capital, and she had no reliable transportation. She and her case manager built one plan that included a micro-grant, childcare, and transportation support. Because her income goal was connected to her other barriers, one focused plan addressed several of them at once.

Thousands of individuals describe the same pattern. They link income to other barriers, so progress on income makes progress in many other areas easier to achieve.

**pseudonym*

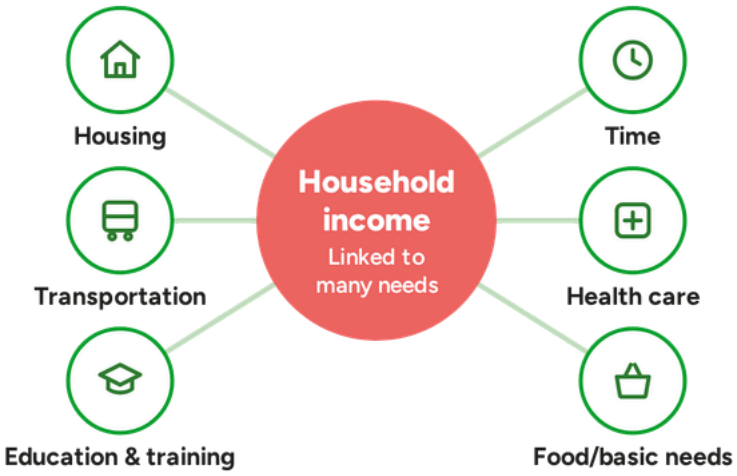
What are barriers for youth in Orange County, CA?

UC Irvine researchers analyzed the barriers Orange County youth named in Freedom Lifemap to see how local patterns compare with the global data.

KEY INSIGHT:

Income isn't just an end goal. It's a means to survival and progress across many parts of life.

In global and Orange County data, insufficient household income can limit access to other essential needs.



What the data shows

How often youth named household income as a barrier to another priority

28.7% GLOBAL

14.4% ORANGE COUNTY

In Orange County, income is the top barrier, but not the only one.

A young person may say, "I need income."
With Freedom Lifemap, they can also tell us what help they need to earn income: support with scheduling, decision-making, or mental health care.

The Hidden Barriers

Some needs are rarely prioritized directly but often stand in the way of other goals for Orange County youth.

Limited Time

Too many survival demands for the hours available.

Often looks like:

- Long transit times and housing instability
- Caregiving and work obligations

Decision Making

Stress and instability can make planning and choices harder.

Often looks like:

- Cognitive overload and uncertainty
- Limited guidance or help finding services

Mental & Emotional Health

Emotional strain can disrupt follow-through and confidence.

Often looks like:

- Anxiety, trauma, or depression
- Difficulty starting or sustaining tasks

FREEDOM LIFEMAP VALIDATION

Randomized Controlled 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%

Freedom Lifemap External Validation Report

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

AWARDS AND RECOGNITION





Freedom Lifemap Path to 2030

From proven model to AI-powered global standard.

2023–2025

Validate & expand

- 3,000+ assessments across 13 countries
- Research confirms 65% higher goal achievement vs. traditional care
- UK government pilot validates Freedom Lifemap in global care systems

2026–2028 Now

Scale & activate AI

- 200,000+ reached directly
- Freedom Lifemap pilots in the state of Georgia and the Philippines Department of Education
- Launch AI-powered care plans and coaching
- Embed in 4–6 global systems

2029–2030

Global standard

- 1 million+ Lifemaps guide safety and healing
- Institutionalized across 8+ global systems
- Recognized global standard for person-centered care
- AI-powered model gets smarter with every person it reaches

Cost per Lifemap

$75 Today → **$25** 2028 → **<$15** 2030



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