



Hope

SLAVERY

STILL EXISTS

▲freedom424

IMPACT REPORT 2020



Mission & Vision

Our Vision: To live in a world where slavery is eradicated and justice prevails.

Our Mission: Freedom 4/24 exists to bring freedom and justice to victims and survivors of sexual exploitation and trafficking through providing awareness and education and expanding the work of our partners.

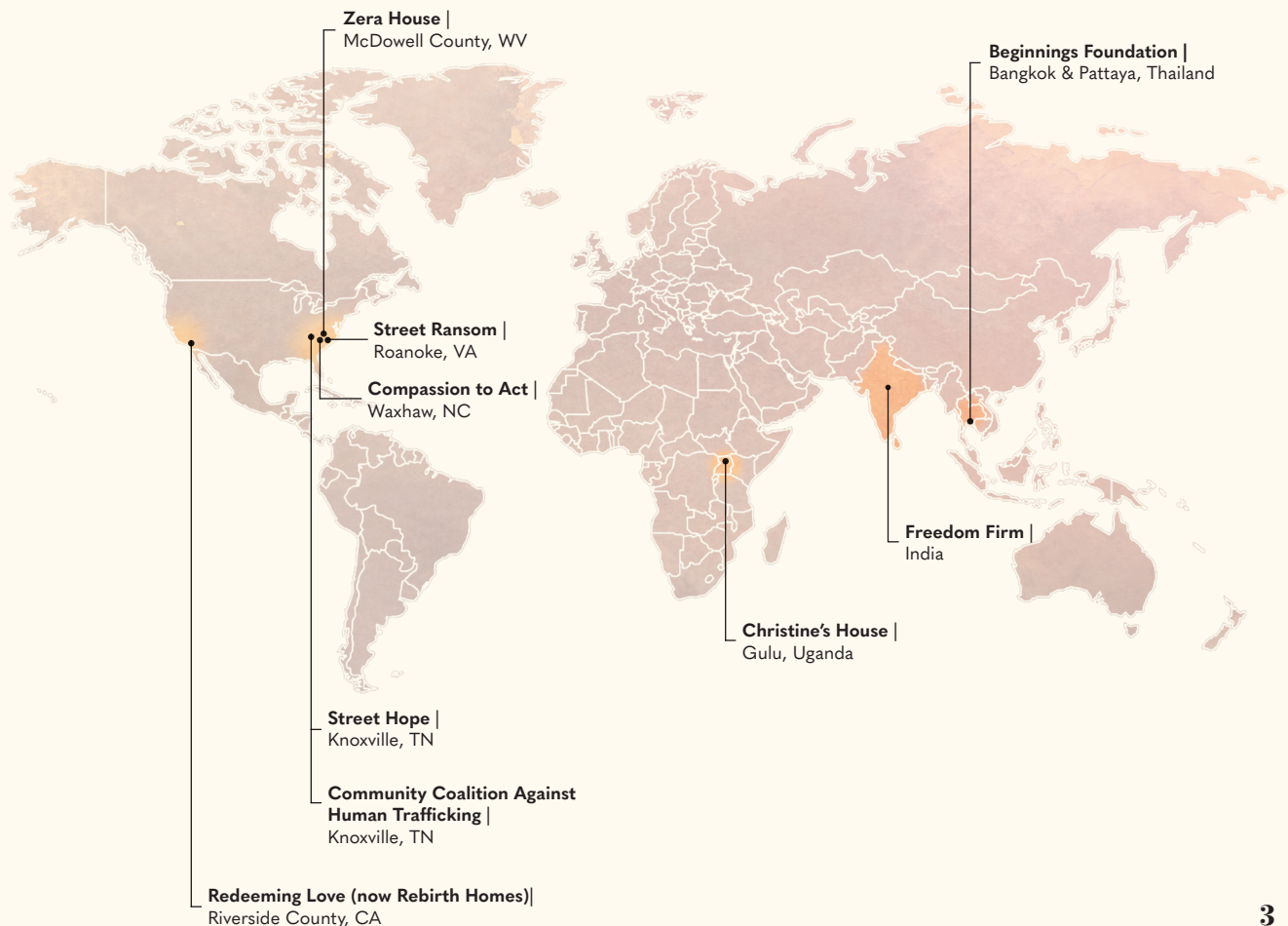
We fulfill our mission through:

Awareness: Freedom 4/24 facilitates programs/events and uses our digital platforms to bring awareness and education around the issue of human trafficking.

Prevention: Freedom 4/24 provides prevention education to parents, youth, and businesses so we can end human trafficking by preventing it from happening in our communities.

Restoration: Freedom 4/24 expands the work of nine partner organizations through 1) annual grants to help grow and expand the reach of their work on the ground, 2) teams who travel on-site and provide additional project support, and 3) frequent advocacy through Freedom 4/24 communication platforms to report partner wins, needs, and progress updates to increase awareness of work.

Our Partners





A Reminder That **Hope Still Exists**

We had so many plans and dreams for 2020. As many people may know, non-profit work can be challenging in all areas from fundraising and programming to staff capacity and volunteer management. Freedom 4/24 has gone through many transitions over the years and has experienced ups and downs along the way. But at the onset of 2020, the team felt invigorated and ready to take on our ambitious goals for the year to educate our community to prevent human trafficking, to fundraise and advocate for our partners to expand their work of restoration. With a seasoned, experienced staff and a healthy, end-of-year 2019 budget report, we felt like 2020 was the year we were going to see real growth both programmatically and financially! And then came COVID-19...

The story is the same for everyone. We have all experienced so much loss in 2020. Financial depletion, social isolation and separation, fear of illness or actual illness, loss of loved ones, instability, and turmoil define this year. In this difficult season, we experienced greater urgency to fulfill our mission of bringing freedom and justice through prevention education and restoration as we watched COVID-19 create more vulnerabilities and needs both here in the United States and worldwide. We began hearing reports of increased online exploitation of youth who were out of school and spending more time online; manipulation of individuals who were out of work and looking for ways to care for their families; and predators taking advantage of the weaknesses brought on by the pandemic. We begged God to intervene and to provide paths to freedom and rescue for these individuals. We asked Him to use Freedom 4/24, even if it looked so different than how we imagined at the beginning of the year. And He did.

Where there was loss in some areas, opportunity arose elsewhere and God provided us with

the creativity to move forward. Freedom 4/24 pivoted and adapted in order to continue providing awareness and education. We converted our 5Ks to virtual events to allow opportunities for people to learn more about human trafficking, share that information, and advocate safely. As our in-person speaking engagements and prevention education programming were canceled, we began creating virtual content and working with our curriculum provider to facilitate online options. We increased our online presence through a new podcast; fresh, thought-provoking social media posts and challenges; and virtual talks. Our Freedom Gala, normally a large one-night occasion, was converted to a three-night event with a pre-recorded program to support virtual Gala “watch” parties hosted across the United States.

Freedom 4/24 adjusted strategies to continue expanding our partner work, to support them as they struggled to provide programming during quarantine and the aftermath. While every single Freedom 4/24 international trip was canceled, we facilitated our FIRST EVER domestic trip (and only trip in 2020) to work with our partner in West Virginia, Zera House. The Freedom 4/24 West Virginia team provided assistance with several construction projects to help Zera House staff in the progress of opening their safe house for trafficking victims. We had so many amazing volunteers fundraise using our Boxes 4 Freedom initiative to support our international partners in meeting real needs such as COVID emergency kits for women out of work in Thailand; financial resources to rescue and restore a trafficked girl in India; and operational funds to allow Christine’s House staff to remotely provide 15 exploited girls with food, medical care, support, and comfort.

Freedom 4/24 will not be overwhelmed by the darkness. 1 Thessalonians 1:3 is our focus... we want our “work produced by faith, [our] labor prompted by love, and [our] endurance inspired by HOPE in our Lord Jesus Christ.” God’s hand of goodness and faithfulness has been evident through the sorrows and

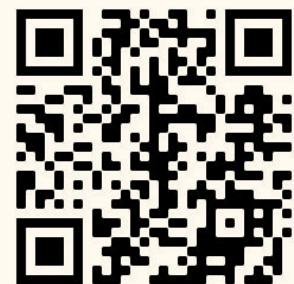
struggles, and we know He is not done using Freedom 4/24 to bring freedom and justice, things so close to His heart. As He continues to provide, we will continue to “learn to do good, seek justice, correct oppression...” He is the hope to which we cling when all else seems to be falling apart—He is the Hope that still exists even in a year like 2020. As we close out this challenging year, we pray Psalm 90:17 over our team, our family of supporters, our partners, and the precious girls we serve...

“May the favor of the Lord our God rest on us; establish the work of our hands for us - yes, establish the work of our hands.”

Let’s go, 2021!



Joy Cover
President | Freedom 4/24



WATCH VIDEO

Podcast

In 2020, Freedom 4/24 launched a podcast. Compelled: Fighting the Injustice of Human Trafficking (or as we call it, "Compelled Podcast") raises awareness of the injustice of human trafficking and shares stories of those who have been compelled to take action.

“Women can be taken against their will, that does happen, but that is not even close to the picture of what human trafficking looks like in the U.S.

Ariel Wagner, Zera House: A Place of Refuge, Season 2



SUBSCRIBE & LISTEN:



Listen on
Apple Podcasts



Spotify

Social Media

Freedom 4/24 has an intern-run social media presence to educate, share stories, and encourage individuals and businesses to get involved in the fight. This year, we saw an increase in engagement during a media campaign called Compelled: Her Justice. My Burden. This campaign also inspired the name of our podcast.



8,525
followers



2,439
followers

Compelled Campaign Impact | June-July 2020



Gained over 450 followers in Instagram: 25% increase in followers



Gained 23 new 4/24 Allies (monthly-givers): 228% increase comparing June-July 2019

“At Freedom 4/24, we will always use our voice to educate the community, advocate for survivors, and compel a world to fight this injustice.

Jaclyn Blackford, Director of Communications & Marketing at Freedom 4/24



Boxes 4 Freedom

Boxes 4 Freedom is a peer to peer fundraising initiative that educates the community and raises financial support to bring freedom and justice. Individuals encourage their sphere of influence to buy every box on the board using social media and personal connections. **In 2020, 53 individuals/teams fundraised using our Boxes 4 Freedom initiative.** Learn more: freedom424.org/fundraise



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Run 4 Their Lives

Freedom 4/24 hosts four Run 4 Their Lives 5Ks each year. In 2020, we kicked off the R4TL series in January with our partners, Street Hope and Community Coalition Against Human Trafficking, in Knoxville, TN. The rest of the races in Charlotte, Lynchburg, and Glendora were transitioned to virtual runs. Individuals across the country wrote the name of a survivor on their arm and ran, walked, biked, or even hopped on a treadmill to bring freedom and justice to victims and survivors of sexual exploitation and trafficking.

The R4TL 5Ks bring awareness to the injustice of human trafficking and financially support our partners to expand their work of restoration and healing of victims and survivors of exploitation.

1,020 R4TL Participants in 2020

R4TL Knoxville



R4TL Glendora



R4TL Charlotte



R4TL Lynchburg



“I want to help be a part of releasing captives.”

Don Young



WATCH VIDEO





Freedom Gala

In 2020, we hosted our 7th Annual Freedom Gala. The Freedom Gala is a black-tie fundraising event designed to further awaken and unify the community's resolve to bring an end to sexual exploitation and trafficking. Instead of our usual one-night event, we hosted a three-night gala to create a safe environment for everyone. Individuals and businesses in the community enjoyed a four-course dinner and learned from panel experts about the increase of child exploitation online and the importance of educating youth and parents to prevent trafficking and exploitation. **Our fundraising goal was \$110,000 and we exceeded it, bringing in over \$112,000.**

“In order to end it,
we have to prevent it.”



Prevention Education



“An educated parent is an empowered parent. Education can prevent exploitation, and preventing exploitation can end human trafficking.”

Faith Towles, Prevention Education Manager

Watching Open Up: Talking to Your Kids About Exploitation, an eight-week series for parents.

In 2020, we continued to develop and implement prevention education for *parents*, *youth*, and *businesses*. We believe prevention is the key to ending human trafficking.

For Parents

Freedom 4/24 hosted an eight-week virtual series for parents called “Open Up: Talking to Your Kids About Exploitation”. During this series, we empowered parents to start and continue the conversation with their children about exploitation, pornography, and unhealthy relationships. We believe empowered parents can raise empowered kids who are educated and ultimately protected from exploitation.

More Parent Resources: freedom424.org/educate-parents

For Youth

Freedom 4/24’s Awareness & Education Initiative is our youth prevention education. We use Power Over Predator’s curriculum to 1) equip youth with tools to build healthy relationships both on and offline, 2) help identify their own vulnerabilities, and 3) provide the space to have conversations about human trafficking and exploitation.

More Youth Resources: freedom424.org/educate-youth

For Businesses

Human trafficking is hidden, underreported, and happening in your city. We train people in all occupations to identify trafficking and follow the appropriate steps to report it. This year, Freedom 4/24 provided occupation-specific training to the community. From health-care professionals to tech businesses, we believe an entire community must be educated to report human trafficking and prevent it from taking place.

Occupation Specific Training: freedom424.org/training



Hope in Thailand | Beginnings Foundation Care Packages & Baking Studio

When the pandemic hit in Thailand, bars closed, and many women and children in the sex industry were left without any source of income. Because of you, we were able to provide a grant to help our partner, Beginnings Foundation hand out care packages to those in need. And even in the middle of a pandemic, Beginnings Foundation was able to safely operate a baking studio that gives survivors vocational training to provide for their families so they never have to return to the sex industry.

Hope in Uganda | Christine's House Survivor Story

Freedom 4/24 provides the operating costs each year for Christine's House, a place of hope and restoration in Gulu, Uganda where victims and survivors of sexual exploitation can learn to breathe again.

Prossy's Story

Prossy, born to a teenage mother and an absentee father, was living with her step-grandparents when she was sexually exploited by a 20-year-old relative. At 14 years old, Prossy became pregnant. She was a victim of exploitation, yet her family rejected her and refused to take care of her.

After four months of hopelessness with no support or direction, the Child Protection Unit in Uganda identified Prossy and brought her to a safe place—Freedom 4/24's partner, Christine's House. Prossy's healing process began.

She was with Christine's House for two weeks before the government in Uganda required all of the girls to go back to their homes. Despite this interruption, the staff at Christine's House consistently visited all of the survivors homes',

including Prossy's, to provide food, comfort, and hope.

Christine's House brought Prossy back to the safe home as she neared her due date so they could take her to the hospital—she went into labor and had a healthy baby!

Prossy and her baby returned to Christine's House for two weeks of support and continued counseling. During this time, Prossy gave her life to Christ.

Christine's House helped her reconcile with her family and settle back in her village with an abundance of baby supplies. She will continue to receive support and communication from Christine's House to ensure the baby's proper health and Prossy's wellbeing. Prossy, a victim of sexual exploitation, is now a survivor.



Hope in India | Freedom Firm Rescue Story

Freedom 4/24 sponsored the rescue and restoration of a girl in India through our partner Freedom Firm. At the beginning of 2020, we called on supporters to give and help us rescue a girl from a life of sexual slavery. Together, we envisioned the day when we would know her name and hear her story.

In October, we got news from Freedom Firm that the girl we sponsored was rescued. Her name is Padma.*

Padma's Story

Padma was only 19 years old when she fell in love with a man named Vinay. Two months into their relationship, Vinay wanted to marry her, so she left her family and traveled to another city with him.

A few days after they arrived, Padma found out Vinay was already married and had a child. When she questioned him, he abused her, broke her phone so she could not contact anyone, and posted explicit photos of Padma on her own social media account.

Vinay threatened to release more explicit photos and videos if she didn't listen to him... he told her she was going to be a prostitute to earn money. Padma was brought to an agent that congratulated Vinay for bringing him a "good girl." To avoid frequent raids by law enforcement in the red light area, the agent recommended that Padma service customers in a hotel nearby.

Padma experienced abuse and exploitation that no person should ever have to experience. She was isolated and lost hope.

But hope still exists—our partner, Freedom Firm, heard about Padma's situation and began searching for her. A lead from an informant took them to an apartment building where Padma might be hidden. A neighbor told the rescue team that a man on the first floor locked his wife in the room while he went to work.

The Freedom Firm team assembled and waited in a nearby restaurant for Vinay to show up. Hours later, he entered the apartment building, and the team jumped into action. When they knocked on the door, behind Vinay was a young woman beaten and bruised... it was Padma. Law enforcement arrested Vinay and rescued Padma.

Padma is now safe and going through the restoration journey with a social worker at Freedom Firm. She just celebrated her 20th birthday and is free.

*name changed to protect identity

“She just celebrated her 20th birthday and is free.”



Hope in West Virginia | Expanding Zera House

In West Virginia, about 80 percent of trafficking is familial trafficking. Victims are being trafficked by their own family members as a result of poverty and the opioid crisis. The state has very little resources for these women. That's where our partner, Zera House, steps in.

Zera House is the first program of its kind in West Virginia. They provide a safe home for women 18+ who have been trafficked and sexually exploited.

Freedom 4/24 partnered with Zera House this year to help them make their vision a reality. In July, we took a domestic trip to help them...

- Put a new roof on their safe house
- Build and paint a chicken coop
- Set up a privacy fence around the property
- And more!



WATCH VIDEO



Freedom 4/24 provided a grant to Zera House that will 1) provide the staff and survivors with curriculum and 2) purchase property next to Zera House to build tiny-home transitional housing for survivors.





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FORD MAY

Health Management & Family Retirement



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2020 Sponsors

Every year, businesses and individuals generously come alongside Freedom 4/24 to continue the work of freedom and justice. Thank you to our Run 4 Their Lives and Freedom Gala sponsors in 2020.

\$20,000+

Ford Mays Wealth Management

\$10,000+

Charlynn Flippin
Zenmonics

\$5,000+

Karl Miller Realty
Lauren Bell Real Estate

\$2,500+

Cantrell's Heat & Air
Gospel Community Church
Grace Church of Glendora
Josh Redmond Real Estate
Redeemed Life Church

\$1,000+

Anonymous
Fortress Foundation Solutions
Hamilton, Miller, and Associates
Professional Rehabilitative Options
Regal Foundation
Select Bank
Scott Insurance

\$750+

Bank of the James
Penny Lane Properties
Pinnacle Financial Partners

\$500+

Anonymous
Ashley Grace Bridal
Bespoke Gathering and Workspace
Bistro Studios
The Brothers That Just Do Gutters
Chrystal Akershoek Accounting
Covenant Health
Elm Hill Resorts
F. Read Hopkins Pediatric Associates
Farmville Church of Christ
Framatome
Immanuel Church
Katie's Sweet Treats
Louisville Marina
Rogers Petroleum
Safe Harbor Development
SmartBank
Snap Fitness

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Director of Communications
& Marketing



Emily Worsham
Office Manager



Rachael Smith
Programs Manager



Faith Towles
Prevention Education
Manager



Deborah Hallgren
Bookkeeper

Not Pictured:

Sal Ferlise, Chief Financial Officer

Board Members:

Michael Gelatt, Interim Chairman
Abe Loper
Amber Krabach
David Norcross
Dawn Thomas
Joy Cover
Martha Heinlein
Miranda Canady
Sal Ferlise




Every rescue story, every educated parent and child, every life impacted is a direct result of your generosity. Together, we fight to live in a world where slavery is eradicated and justice prevails. **Hope** still exists.

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Bringing Freedom.
Doing Justice.

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