



SAFE HOUSE  
PROJECT

**2020  
HOPE REPORT**



Safe House Project  
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# HOPE. FREEDOM. FUTURE.

"In these days of difficulty, we Americans everywhere must and shall choose the path of social justice, the path of faith, the path of hope, and the path of love toward our fellow man."

- President FDR

We kicked off 2020 with our "Freedom Requires Action" event where we cast a vision to see child trafficking eradicated in the United States by 2030 by igniting a fire in every American to rally around the common belief that everyone has dignity, value, and worth.

After a strong start, we all were hit by the harsh reality of COVID-19. Like everyone, 2020 has changed each of us, but for our team it drove us to fight even more relentlessly for survivors. We knew trafficking would not rest during the pandemic and that we had to find in innovative ways to serve survivors and generate impact in the fight against trafficking.

With shelter-in-place orders going into effect across America, we quickly saw an increase of children being trafficked by family members, as well as adult survivors trapped in unsafe situations. Our team knew it was essential to continue training communities to spot trafficking and protect the vulnerable, as well as respond to the emergency needs of survivors being identified.

To expand our educational reach, we formalized a partnership with the Malouf Foundation and worked with a team of survivors to launch OnWatch. OnWatch is the nation's first survivor-written training platform that equips community members with signs and indicators of trafficking. Through OnWatch, schools, places of worship, individuals and businesses are rising up to spot, report and prevent trafficking!

However, those who know our work know that we are committed to packing a one-two punch to trafficking by increasing survivor identification through education AND providing a safe place for every survivor to receive treatment from the trauma they have endured.

Thanks to your support, in 2020, we helped fund 90 NEW opportunities for survivors through new or expanding safe house partners and we deployed more than 2,000 mentorship hours to raise up the next phase of safe house programs in America.

2020 was hard for all, but the survivors are the greatest fighters we know and it is in their honor that we will continue to push forward in 2021. We will not rest until all are free.

*Kristi L Wells*  
**KRISTI WELLS**  
CO-FOUNDER & CEO





## OUR STORY

When Safe House Project was founded in 2018, Health & Human Services was reporting that 300K American children were being trafficked in the United States each year, but tragically victim identification is at 1%.

This begged the question, what was happening to the approximately 3K children identified each year? That's when our team realized that there were less than 100 beds that offered these children safe housing and holistic care.

From that realization, Safe House Project's mission was born. Our mission is two-fold: increase survivor identification beyond one percent through education and ensure every survivor has access to safe housing and holistic care by accelerating safe house capacity and development across America.

"Safe House Project is a national leader in the anti-human trafficking industry, a uniter of communities, and a dear friend to the HER Campaign.

As HER Campaign strives to provide best practices for survivor care, Safe House Project's partnership has been pivotal in challenging and motivating us towards this standard. They are relentless in their pursuit of ensuring survivors receive the best care possible.

Safe House Project is uniting communities nationwide to end domestic sex trafficking and restore hope, freedom, and a future to every survivor.

Our relationship shows how nationwide connections are crucial to the healing of survivors and the fight against human trafficking. We can not do this alone. We are grateful for Safe House Project and their partnership!"

- Britney Higgs, HER Campaign



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# PREVENTION. TREATMENT. ERADICATION.

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Education has the power to change the course of history. Education on the realities of child trafficking, and how each of us can spot and report suspected trafficking will allow us to get necessary treatment and services to survivors. In the long run, education is key to preventing individuals from being trafficked in the first place. When we all unite, trafficking becomes a solvable issue.

"Trafficking is not an issue that is going to be solved by one person, one organization, or one institution, but rather it is about communities uniting to stand in the gap for the vulnerable, people choosing to see the issue, and lives being transformed."

- Brittany Dunn, Safe House Project COO



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## A LETTER FROM HOPE

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Dear Friend,

When I was approached to be on this incredible team, I did not expect it to have such an impact on me. I did not expect to be so moved by every keystroke. I did not expect to be so invested in something. I did not expect to feel so monumentally changed to be a part of something like this.

My name is Hope and I'm a sex trafficking survivor. I spent months pouring into the OnWatch curriculum to help prepare it for this launch. I used my experience as a survivor to help give voice to those we hope to help rescue. I used my experience to give people the tools to keep another child from having a story like mine. I was able to use my experience to help others.

In sharing my story and pouring into this training, I felt like I was given a voice. All of the sudden, my opinion mattered. I was allowed to speak on something that I had lived. I was looked to for guidance and I got to be a part of an incredible team of people working toward the same goal: ending human trafficking. Working on this project made me feel valued, heard, and important, all things that my trafficking took away from me.

Thank you for taking this training. Thank you for taking part in giving survivors a voice, aiding in their rescue by recognizing the signs, and helping to prevent other children from being exploited. Little girl Hope had no hope of rescue, but thanks to you for taking this training, other little ones out there do.

Hope



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# BE A SAFE HOUSE.

## EDUCATION IMPACT

Education is the key to preventing trafficking in our communities and identifying trafficked individuals in our communities.



### 12K People Trained

OnWatch™, launched September 2020, is a survivor-led training designed to empower you to spot, report, and prevent sex trafficking where you live, work, and play. Take the training at [IAmOnWatch.org](http://IAmOnWatch.org)



### 425 First Responders Trained

Healthcare and Law Enforcement specific training is key when helping those on the front lines of survivor identification understand how to spot and respond to survivors of trafficking.



### Training Deployed to 160K Techs

Safe House Project partnered with FORSHAW Inc. to develop and deploy the Pest Management training to equip 160K pest technicians on the signs and indicators of child trafficking in the home.

**"I was seen by many, ignored by most, and saved by one.  
OnWatch™ trains heroes."  
- Julie, Survivor**



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# FREEDOM REQUIRES ACTION

The "Freedom Requires Action" summit in January 2020 at the United States Capitol brought together Congressional members, business executives, and community leaders to hear from survivors and industry experts on how communities can unite to eradicate child trafficking in America by 2030.

"Child sex trafficking is an enormous problem leaving behind a trail of brokenness for millions. Many people are concerned about sex trafficking. But, concern isn't enough. Leadership is taking responsibility and then taking action. The work Safe House Project does is critical in educating the public about what sex trafficking looks like, equipping organizations and safe houses to care for survivors once rescued, and empowering survivors to learn to thrive and live again after trauma. The team at Safe House Project isn't just concerned, they are committed to a solution."

- Ria Story, Survivor Leader



#### SPEAKERS

Congressman Richard Hudson (NC-R)  
Paul Viollis (CBS News Radio Host)  
David Zach (Remedy Drive & Advocate)  
Ria Story (Survivor Leader)  
Kristi Wells (Safe House Project CEO)  
Brittany Dunn (Safe House Project COO)



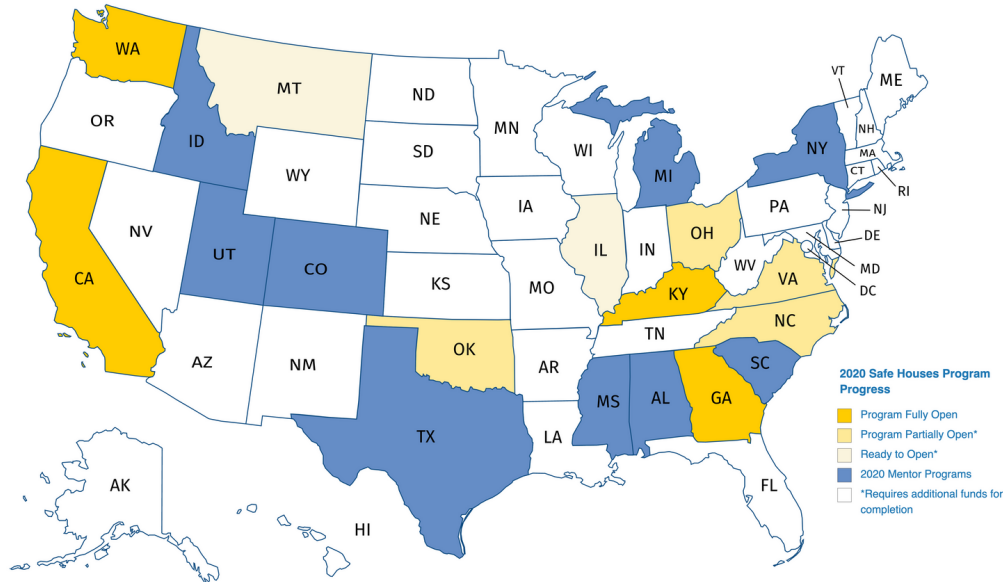
Thank you to our sponsors for helping to eradicate child sex trafficking in America.





# BUILD SAFE HOUSES. FUNDING & MENTORSHIP

## 90 Beds Launched. 2K Mentorship Hours Deployed.



**Your investment is building a nation wide network of safe houses.**  
**Safe House Project accelerates safe house development through funding and mentorship.**

"With help from Safe House Project REST was able to offer an innovative pathway to permanent housing for survivors, bringing freedom, safety, and hope to survivors of sexual exploitation." - Julie McNamara-Dahl, REST

### Our Mentorship Approach

Safe House Project knows that funding support is only one piece of the equation needed to launch a sustainable safe house program. The long-term success of a program requires effective programming for survivors and economic sustainability. Therefore, Safe House Project mentors prospective, new, or expanding safe houses to ensure that once funding is provided, it will have the knowledge and plan to succeed.

Mentorship is provided through these key areas:

- Introductory Landscape Evaluation and Planning
- Programmatic Training Direction
- Development Strategies
- Industry Expertise
- Property/ Housing Acquisition

### Our Funding Approach

The initial launch of a safe house program is one of the most challenging phases since funding from private donors, foundations and federal grants, as well as insurance or state reimbursements, do not begin until the program's doors are open. Initial launch funding is a critical phase where Safe House Project works with the new program through a three phase pay-for-success model. In this model, Safe House Project provides up to 50% of launch funding in year one with a scale down for years two and three. During the time that funding decreases, mentorship increases to ensure programs are equipped with funding strategies to create long-term sustainability.

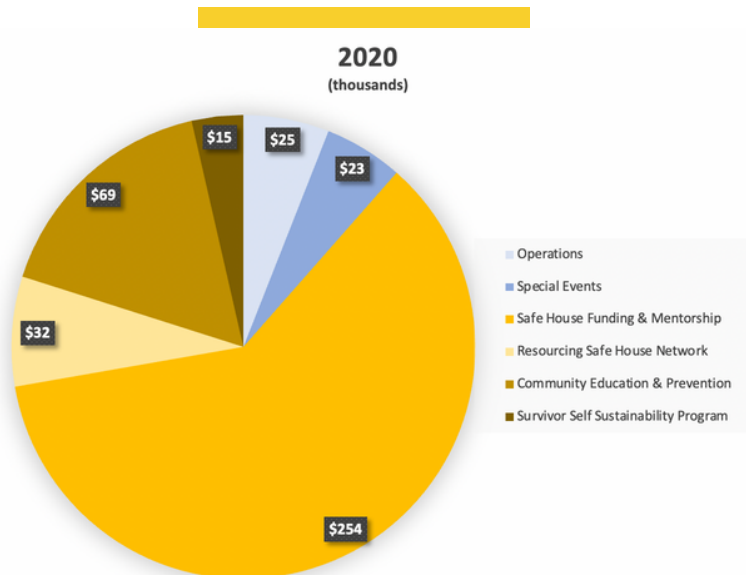
"Refuge for Women and Safe House Project continue to have a wonderful partnership. In 2020 Safe House Project was able to financially help Refuge for Women open Kentucky's first Emergency House for sex trafficking survivors. They have helped with physical items like mattresses and the education materials they produced have been fabulous. We value the partnership in a great way and look forward to working together in 2021." - Ked Frank, Founder and President Refuge for Women.



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# YOUR INVESTMENT IN THE FIGHT AGAINST TRAFFICKING



## PLAN FOR ERADICATING CHILD TRAFFICKING BY 2030



A Safe House network in all 50 states to protect, to serve & to empower survivors



6 million people trained to spot, report, & prevent sex trafficking in America



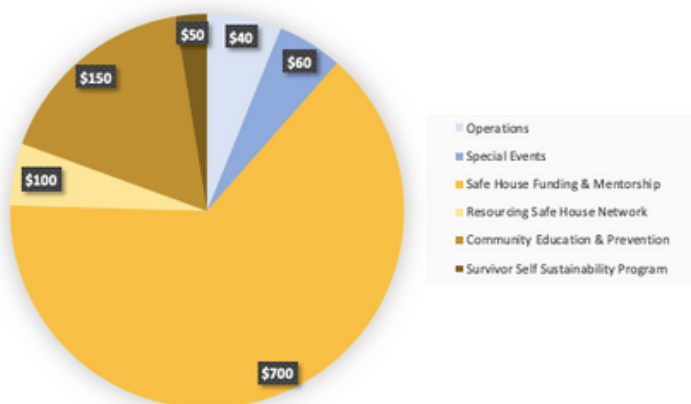
Train 250 corporate partners to disrupt human trafficking



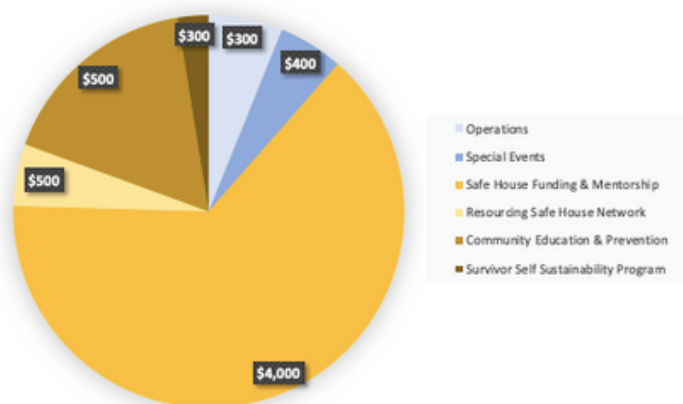
Launch the National Human Trafficking Task Force

## FUNDING THE VISION

**SHP 2021 Proposed Budget**  
(thousands)



**SHP 2025 Proposed Budget**  
(thousands)



Our 2021-2025 plan will cost a total of \$31 million, growing our annual operating budget from \$1.1 million in 2021 to \$6 million in 2025.



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# Safe House Project Leadership

## Safe House Project Team

**Kristi Wells** | CEO & Co-Founder  
**Brittany Dunn** | COO & Co-Founder & Executive Director of OnWatch  
**Derik Timmerman** | Strategic Partnerships  
**Sarah S.** | Strategic Partnerships & Grants  
**Lora T.** | Executive Assistant  
**Kari W.** | Bookkeeper  
**Emily B.** | Social Media Director  
**Beth M.** | Content Creator  
**Kayla B.** | Survivor Leader, PR, & Media  
**Landon C.** | Law Enforcement & Military Training  
**Rene B.** | Volunteer Coordinator

## Safe House Project Board of Directors

**Joel English** | Executive Vice President of Centura College & Chairman of the Board  
**Darin Ely** | President of Virginia Asset Group  
**Kenneth Walker** | Past Chairman & CEO of Driven Brands  
**Kristi Wells** | CEO & President of Safe House Project  
**Lynda Campbell** | Director of Training, Stonebridge Hotels  
**Mitzi Perdue** | Philanthropist, Author, & Businesswoman  
**Nigel Anderson** | Safe House Project Co-Founder & Owner of Renaissance Music  
**Vickie Walker** | Angel Investor

## Safe House Project Business Advisory Board

**Frank Batten** | CEO, President and Chairman of Dominion Enterprises Inc.  
**John-Allen Waldrop** | Vice President & Corporate Counsel at Loyalty Brands  
**Rene Bollinger** | HR & Compliance Training Consultant

*"I really cannot imagine where I'd be without you, honestly. Thank you for everything. You've made such a difference in my life. You're the embodiment of the things I strive to be, the things I think I will be when I'm more healed. You're brave and strong and passionate, but also kind and gentle and warm. Thank you for seeing me, for believing in my dreams."  
- Jessica*

COLLABORATION. INNOVATION. HOPE. INTEGRITY. STEWARDSHIP.



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# CHOOSE JUSTICE. HOPE. FREEDOM.

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"Growing up people always told me I was stubborn. My teacher used to tell me, 'DeeDee, it's okay to be stubborn sometimes but put it to good use—use it to fight a good fight.' I never understood the meaning behind it till I found myself fighting for injustice.

Injustice cause I am a girl.

Injustice cause I am deaf.

Injustice cause I am disabled.

Injustice cause people thought I was different.

But even living in a world where I have experienced more injustice in my short life than most will experience in their lifetime, I have learned that I do have the ability to fight injustice. I have a strong desire to make the world fair. I believe in second chances. I believe in hope.

Now, my charge to you is this: will you fight for justice? Will you choose to set aside the injustice you have experienced and pursue justice? Will you step out of your just world and choose to fight for those who are experiencing injustice?

Be stubborn. Don't choose to believe that this is the best we as humanity can do. Choose the really hard battles, like eradicating child sex trafficking, cause then we get to be part of changing history."

-DeeDee, Survivor



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