



The Exodus Road®

**freedom.**

2016 IMPACT REPORT

“ These are people who are doing what nobody else will do and being where nobody else will be.

— Vickie Reddy

*Executive Producer, The Justice Conference,  
2016 The Exodus Road Storyteller*

# dear friends,

When we look back at this journey over the last five years, we can hardly believe how far this community at The Exodus Road has come and how much progress for freedom has been made. From our first mission with police freeing eight young women in Thailand to today, where 800 men, women, and children have found freedom across five continents and 250 traffickers have landed in court, it's been an incredible journey so far.

2016 was a powerful year of progress. We trained and supported 57 operatives (both national staff and Western volunteers) and logged countless hours in dark corners of the world resulting in successful raids for 94 individuals. We employed social workers to give aftercare to survivors, invested in two storytelling trips with influencers to raise awareness, and grew as an organization financially by 39%.

Frederick Douglas once wrote: "I prayed for twenty years but received no answer until I prayed with my legs." Thank you for "praying with your legs" – for stepping from apathy to action with The Exodus Road. We can't thank you enough.

## This Impact Report is *your* story, too.

Empowering Rescue,

*Matt & Laura Parker*

Matt and Laura Parker  
CEO and VP of Communications  
Co-Founders



**In 2016,**

more than ever before, this community proved we CAN make a difference in the fight against human trafficking.

2016

rescues + arrests: 155

With police, we were able to support 94 RESCUES + 61 ARRESTS

active operatives: 57

We had 38 VOLUNTEER OPERATIVES + 19 FULL-TIME STAFF OPERATIVES



all  
time

2012-2016

supported rescues: 771

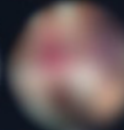
arrests with police: 231

countries of operation: 5

Thailand, India, Cambodia,

USA, The Kingdom of Bahrain

6:46 PM



You're friends on Facebook

6:32 PM



Help me, I have been trafficked.



I was seized passports



Do you know your location?



Write a message



“ help me, I have been trafficked: inside a rescue

**The Facebook message read: “Help me, I have been trafficked.”**

22 year old Noi\*, from Thailand, had just gotten off the plane in The Kingdom of Bahrain a few hours before. She was promised a job working in a hotel, but as soon as she landed, three female traffickers immediately took her passport. They were holding her in a hotel room with 10 other young Thai women.

**“Please hurry; I’m hiding in the bathroom, and they don’t know I’m talking to you. They have my passport,” Noi continued to text.**

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*Today, eight months later, we are happy to report that Noi is currently doing well. In February, she married a boy from her village, and she has started a new life — one where she’s free.*

With the help of our Thai Operations Manager and while coordinating five different government agencies from both countries, police struggled to pinpoint her location. We texted Noi back, “We need you to be brave; we need you to take photos outside your window.”

Noi took the photos, and finally, a location was determined. A mission was launched by the SWAT team in The Kingdom of Bahrain, and Noi was rescued within 48 hours of sending that first Facebook message.







# intervention

our targeted focus

## Empower Rescue

We conduct investigations, partner with police, provide covert gear, encourage prevention and support aftercare projects.

## Equip Nationals

We offer training, educate with programs like TraffickWatch<sup>®</sup>, provide cutting-edge technology, and donate resources to locals.

## Encourage Collaboration

We engage in intentional networking, partner with local authorities and like-minded nonprofits, and encourage online advocacy.

## what about prevention + aftercare?



### prevention

We educate thousands through targeted campaigns, both online and at public and private events, and train national leaders.



### aftercare

We provide support services to survivors with qualified partners. We also employ social workers to advocate for survivors during and following raids.

# boys can be trafficked, too

In December, The Exodus Road and local police worked a successful sting operation in SE Asia that rescued six teenage boys from sex trafficking.

All of the boys were between the ages of 14 and 16. The team worked for over six months and logged countless hours to gather actionable intel to support law enforcement. Two prominent traffickers in the region were arrested. One of the operatives on mission later wrote:

"We had some issues during the operation and believed that it could have been compromised. We were considering aborting due to risk, but my partner turned to me and said: 'I'm not leaving my wife and kids after only 15 minutes. I couldn't live with myself if I did.' **[And I agree.] It's not a job or a hobby to me; they are [like] my own wife and children. I won't give up on them.**"

This case represents the incredible collaboration between ALPHA Team (Thai nationals), DELTA Team (Western deployed operatives), and local authorities. It is a testament to the tenacity, investigative excellence, and compassion our teams bring to the front lines.

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*The boys are now in the care of the Social Welfare Department. We will continue to follow up with them throughout 2017.*



# financial statement

**2016**  
**revenue**  
**\$1,815,675**

total

Income: \$1,422,810

Gifts-in-Kind: \$379,621

Merch Sales: \$13,244

**39% increase since 2015**

**revenue**  
year-over-year



**28% of revenue came from corporations, foundations, businesses and organizations**

**72% of revenue came from individuals and households**



- Admin: \$180,740
- Fundraising: \$203,669
- Program: \$1,484,218

*The Exodus Road's finances were independently audited by the firm Capin & Crouse.*

# ana

Ana\* is one of our national social workers. This woman has a huge smile, and she is quick to share it. Ana has been on staff with us for two years with BRAVO Team in India. Her job is to comfort and support survivors during and immediately following a raid with police – an event which is often traumatic.

"Whatever life I have left I am going to donate to this cause. As long as I am alive, I want to focus on one issue: human trafficking," Ana told us.

**"To me it is not just *going on mission* – I am always *on mission*."**

Ana's work caring for the most vulnerable, when they are at their most vulnerable remains a critical part of rescue. We understand that a successful raid is just the *first step* to true freedom.



# staff break- down

U.S. Staff: **11**

India Staff: **11**

S.E. Asia Staff: **14**

Volunteer Operatives: **38\***

*\*Not included in graph below*

Foreign Nationals

Westerners

**64%**

**36%**



In 2016, **YOU** proved that justice

our  
tribe

84

of you  
**fundraised** for us

15

of you **visited**  
the front lines and  
**told stories**



**IS** in the hands of the ordinary.



**117** of you **volunteered**  
with us

  
 **OVER**   
**18k**

of you **followed** us  
on social media



# looking forward

## Expansion:

Our strategy has worked in SE Asia, it's worked in India, and now we are bringing it in force to North, Central and South America. Our expansion into the Americas will take place over the course of 2017 and will include the addition of field staff, national investigators, covert gear, and partnerships with local authorities and aftercare partners.

## TraffickWatch®:

TraffickWatch will become an online interactive training platform. It will be an effective tool to educate a large volume of people on the realities of trafficking. It will include signs to be aware of, action steps to get involved, and engaging data on both global and local trafficking.

## Cyber Ops:

In 2017 we will launch a cutting-edge Cyber Operations Center that will be used to gather, track and analyze data from the internet and from our field teams. Utilizing key software, programs and technology, we will fight trafficking smarter and more effectively.

# thank you

A special thank you to all of our financial supporters, including our sponsors. You've helped bring freedom to the front lines in 2016.

5 Day Deal

Basco Group LLC

Blue Ridge Nissan

Cincy Gutter Boys LLC

David & Lezlie Hudiburg Family Foundation

Discovery Church Colorado

End It Movement

Field of Green

Hendricks Family Foundation

Messenger International

Remedy Drive


Seven Status

The Grove Bible Church,  
Arizona



The Exodus Road is a Gold Level Nonprofit Member with GuideStar.

# { Here's to 2017! }



“ The Exodus Road is one of the best organizations I've ever had the pleasure of working with. Its dedication to the cause of freedom is unmatched.

— Steven\*

*Volunteer Covert Intelligence Officer,  
Former Master Sergeant with the U.S. Army*

The Exodus Road®

[TheExodusRoad.com](http://TheExodusRoad.com)

*\* Representative names and photos used throughout to protect identities*