



The Exodus Road's

IMPACT REPORT

2017 Edition



DEAR FRIENDS,

It's hard to believe we've been in this freedom work together for six years now. What an exciting and successful journey it's been! From working in one country to four, from contracting two operatives to 70, from facilitating one rescue to nearly 1,000; you've helped us meet these critical milestones to assist the vulnerable.

As we look back on 2017, we can honestly say two things: it's been one of the hardest years so far, and it's also been one of the best.

We invested in cases that got tipped off, faced staffing challenges, and navigated sensitive governmental relationships in a new country. Despite the difficulties, we saw a successful launch of our operations in the Americas, growth in capacity for our national field teams, and police partners who welcomed help from our teams that led to 110 rescues and 112 arrests. As in all worthy efforts, struggle goes hand-in-hand with success, doesn't it?

At every difficult turn, we remind ourselves that the victims of human trafficking need us to run a marathon, not a sprint. With your help, The Exodus Road will continue running and growing in strength over the long haul. In this year alone, you have volunteered and traveled overseas with us, given generously to empower rescue, participated in both online and in-person events, and shared the good news and work of The Exodus Road with those in your networks.

You, friends, continue to show up for this mission, and more importantly, for those who still live in modern-day slavery. So, in both the struggles and the victories, your support continues to mean the world to us.

We hope the stories and updates in this Impact Report give you a sense of the impact and hope you helped make possible this year. We're so encouraged to know we're in this important work together.

GRATEFULLY,

Matt & Laura Parker

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



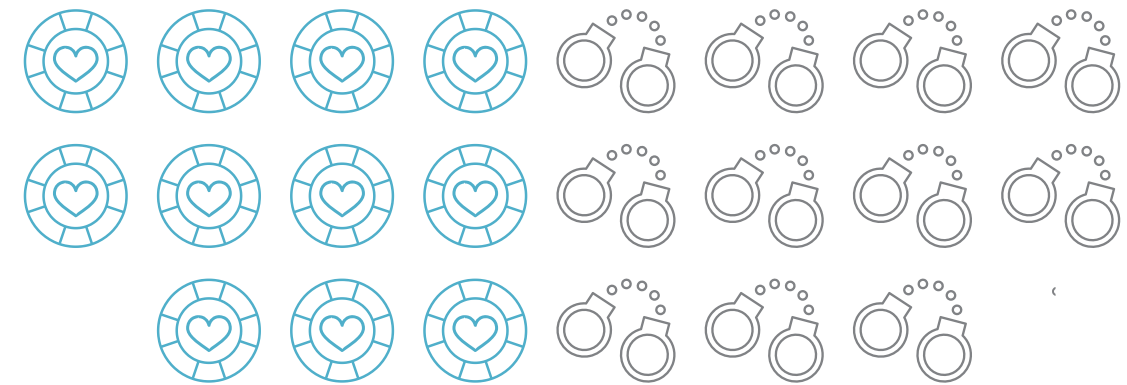
In 2017, you showed up for those trapped in slavery.

Here's a look at the impact you supported on the front lines.

222

Rescues + Arrests in 2017

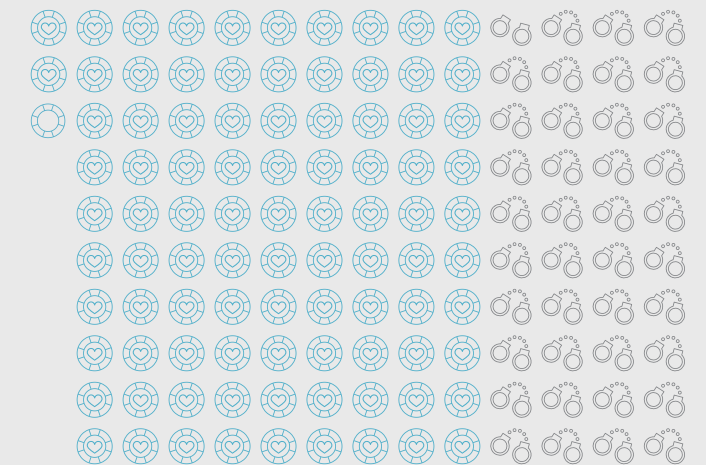
With police, we were able to support 110 rescues + 112 arrests.



1,325

Total Rescues + Arrests Since Inception in 2012

927 rescues + 398 arrests



 = 10 RESCUES

 = 10 ARRESTS

DIGNITY. LOVE. FREEDOM.

A Wedding in India

In 2017, local police in India approached The Exodus Road to be part of giving 21 women trapped in India's sex trade a life-changing gift—a wedding.

The women belonged to two of the lowly (or “untouchable”) castes, where safety and status are very often out of reach. In their rural villages, prostitution is often seen as a traditional trade for women. Girls are often forced into sex work at a young age—as was the case with many of these women—and solicited along highways or in brothels and bars in Indian cities. Marriage was a way out of that life for these women—and into a new one.

Marriage for women in these castes is very rare. Weddings are expensive and community elders often require that a large dowry be paid to the village. It is discouraged because after they are married, they can no longer take clients and provide money for the family.

But these women fought for their dignity and freedom.

Two of them petitioned their village police and officials to be allowed to marry their boyfriends

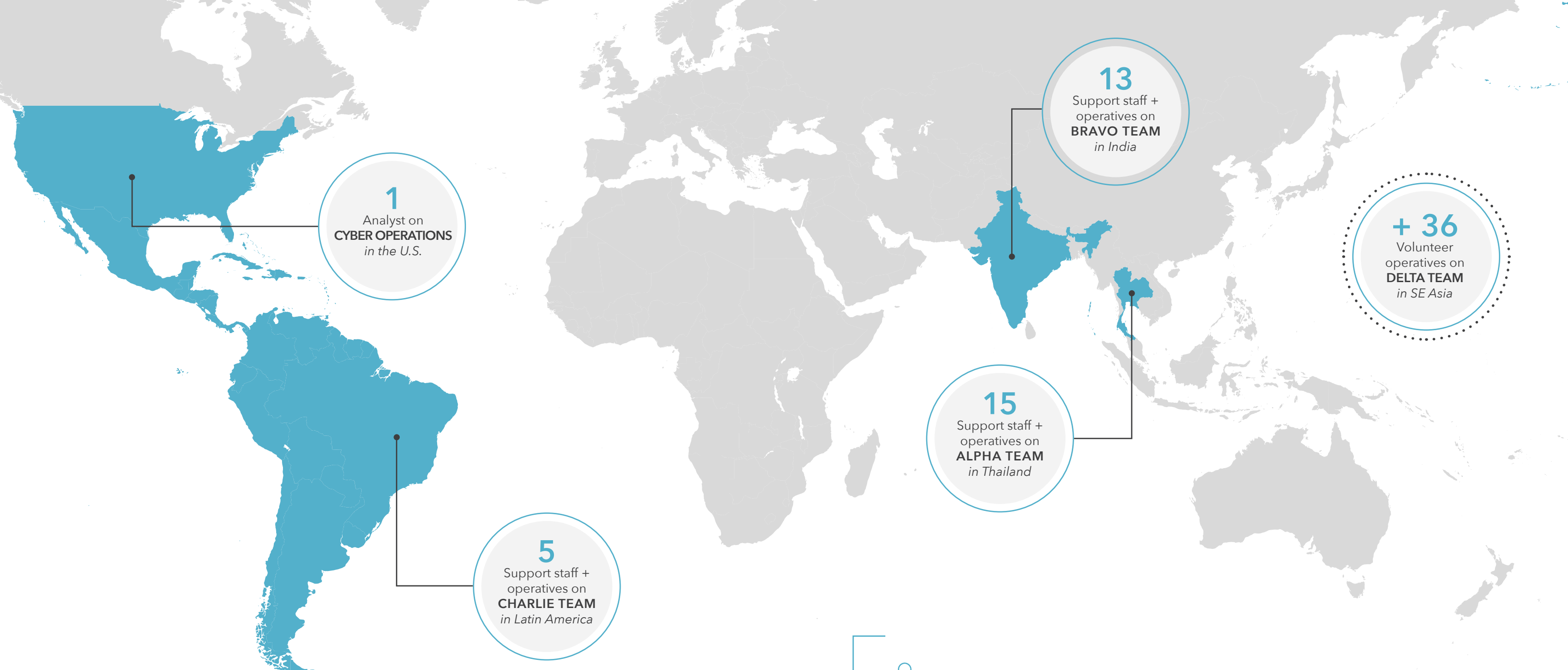
and leave the sex trade their families had forced them into. When their complaints were investigated and confirmed, the police and officials agreed to marry them and their partners in one group wedding ceremony.

The event cost roughly \$12,000; police, government officials, and villagers collected money to cover all of the expenses. The Exodus Road was also able to contribute. Nearly 500 people attended the group wedding, which left the women joyous—and finally free.

This unprecedented demonstration of support and generosity gave The Exodus Road's investigators hope for the future in parts of rural India. They were honored not only to contribute financially to make the group wedding ceremony possible but to attend the ceremony with newly-made friends.

“It was a special experience for our investigators to be able to attend the wedding ceremony of these women who had been forced into the sex trade for so many years,” said The Exodus Road's India Country Director Sudir.* “This kind of good work needs to be done on a regular basis.”





A CLOSER LOOK AT
operations in 2017

-  **70** support staff and operatives (throughout SE Asia, India, U.S., and Latin America)
-  **63** pieces of covert gear purchased
-  **162** locations investigated
-  **43,300** investigative hours logged



YE'S STORY

The Rescue of a Boy in Southeast Asia

Today, a 16-year-old boy in Myanmar is free.

After 20 days of being exploited for sex in a male massage parlor in Southeast Asia, Ye* was rescued in Operation Eden by local police using evidence gathered by The Exodus Road investigators. They were also able to arrest the massage parlor owner and manager and shut the establishment down.

In the aftermath of Operation Eden, local police interviewed previous employees to continue to build the case against the traffickers. Our investigators learned that multiple young men were being exploited at this massage parlor.

Police translated Ye's Burmese ID to confirm his age and were able to charge the two perpetrators with trafficking a minor because he was younger than 18. The sentence for one count of human trafficking in this region can range from four to 20 years in prison.

Every day, boys and young men are caught up in sex trafficking around the world. In this case, ALPHA Team and our deployed operatives worked tirelessly over nine months, collecting evidence and, ultimately, supporting the local police to execute the rescue operation.

An American investigator with The Exodus Road, who worked on Operation Eden during one of several deployments, said this case was the one that weighed the heaviest on him. He remains glad to carry that burden for Ye's freedom.

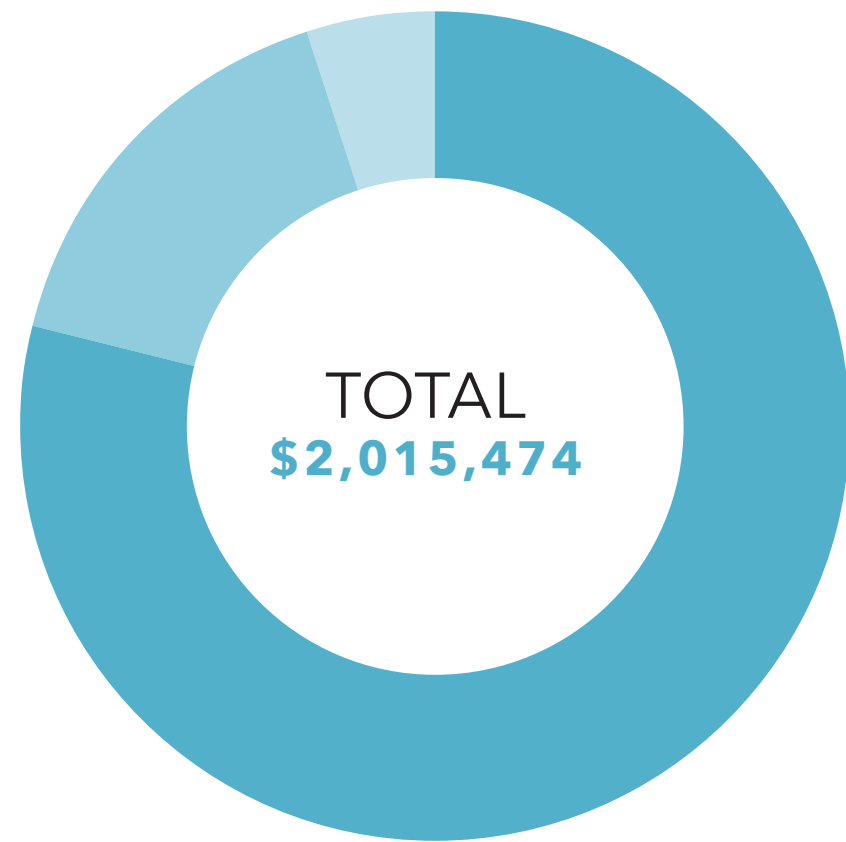
"The innocence I lost on this trip and the trauma that will stick with me is such a small price to pay compared to what Ye, and every other victim, experiences regularly. I truly believe if everyone could see what The Exodus Road investigators see, it would begin to change our culture."

OUR FINANCIALS

In 2017, you helped us raise over \$2M to continue our work on the front lines of the fight for freedom.

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

Total 2017 Expenditures

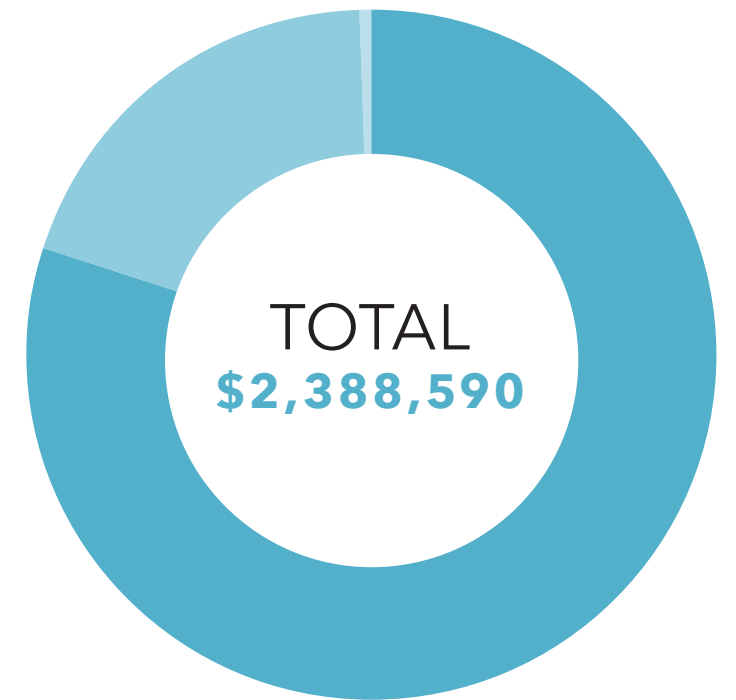


Program: 79%
Advancement: 16%
Admin: 5%

Program: \$1,586,666
Advancement: \$325,732
Admin: \$103,075

Total 2017 Revenue

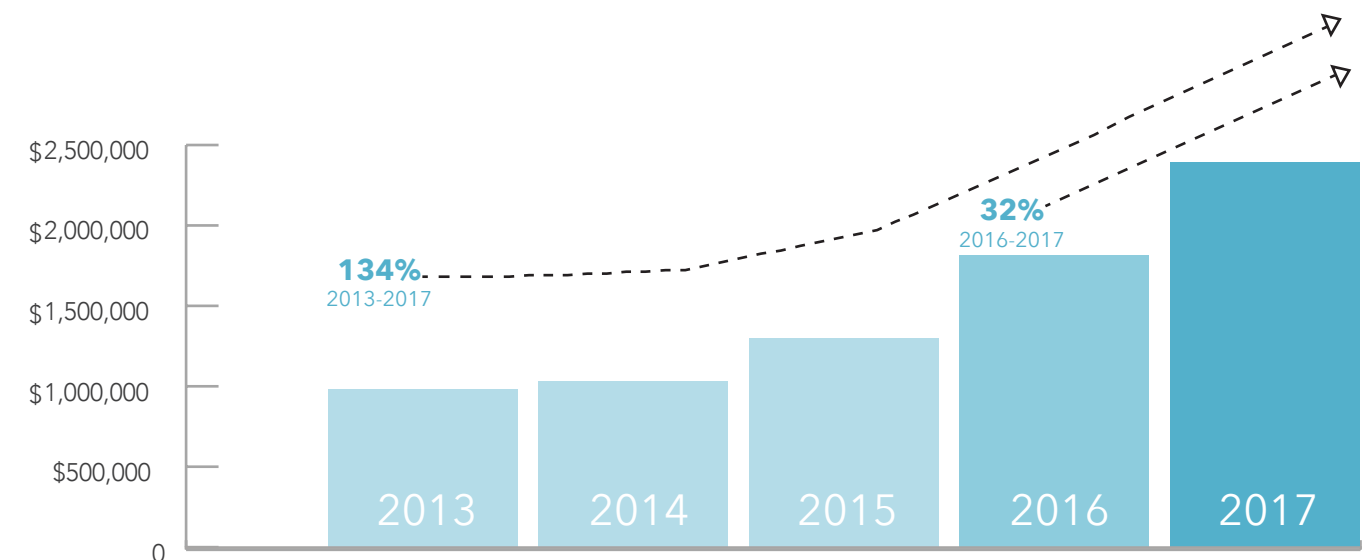
Grants & Donations: 88%
Gifts in Kind: 12%
Merchandise Sales: <1%



Grants & Donations: \$2,099,782
Gifts in Kind: \$280,221
Merchandise Sales: \$8,587

Revenue Increase

32% increase from 2016-2017
134% increase from 2013-2017



CYBER OPERATIONS

Fighting Human Trafficking Online

In March of 2017, we announced our vision to expand rescue operations into the U.S. By October, we launched our Cyber Operations Center in Colorado that allows us to do just that.

Today, we have a data analyst who manages technical platforms in support of investigations full time. The inner workings of these investigations are complicated and dynamic, but they all have one objective: to quickly and efficiently uncover human trafficking and stop it.

“With the Cyber Ops Center, we can build a powerful, complete case to hand to police in much less time,” says Kevin Campbell, VP of Global Operations. “We can collect information in 30 seconds that would take months by traditional methods.”

VALUE

When we launched our cutting-edge Cyber Operations Center last year, its total value topped \$160k. This included the value of hardware and software, as well as licensing and administrative fees, to get our data analyst certified and running technical platforms to find and free trafficking victims in Colorado and in the countries where we operate.

\$160k



hardware + software



licensing fees



administrative fees



TEAM MANAGEMENT

Our Team Management System software allows our analyst to see evidence in real time. It also helps us to mobilize more quickly and gives police the opportunity to observe illegal activity in progress. It's an invaluable tool for our operatives—providing accountability and security. With this software, we can monitor our operatives' locations within three meters, anywhere in the world.



CYBER FORENSICS

Cyber forensics is used to gather evidence from computing devices so that it can be used in a court of law. Methods include facial recognition, mobile data extraction and data scraping of online photos. Some of the tools in our cutting-edge Cyber Ops Center are not yet used by many law enforcement agencies. We are building partnerships with local police to provide evidence that powerfully supports their cases against human traffickers.



CYBER INVESTIGATIONS

In cyber investigations, we use data scraping tools to pull information from the internet that can uncover location, phone number, email and other personal information associated with online sex ads and other 'digital fingerprints' traffickers leave. With this data, we can identify traffickers' selling patterns and collect evidence of their exploitation.



CHARLIE TEAM

Bringing Rescue to Latin America

In 2017, to celebrate our five year anniversary, we launched a campaign to raise funds for expansion into the Americas. We know that human trafficking happens in every hemisphere, and we wanted to impact change right in our own backyard.

Eight months later, with your generous support and the leadership of key volunteers, we welcomed our first active team in Latin America.* We celebrated our first successful operation with police there in December.

WHY LATIN AMERICA?

As an organization, our protocol is to only launch operations into new countries where we are invited and have partnerships with key government authorities. We're committed to supporting local law enforcement and strategically impacting change, and we can only do that sustainably by developing partnerships within local communities.

One country in Latin America reached out to us through key relationships within The Exodus Road family. After nearly two years of due diligence, fundraising, and connecting with local partners there, in August we hired and trained our first official national staff members: a Country Director and two operatives.

OUR FIRST RESCUE!

In December 2017, our investigative team, together with police partners, rescued four minors out of sex trafficking. They collected critical evidence and worked closely with local police to ensure the operation's success.

SUPPORT FOR AFTERCARE

The work of freedom in Latin America is only just beginning, and the launch of this office remains one of the highlights of progress for 2017.

In addition to supporting the work of CHARLIE Team, The Exodus Road financially provided for comprehensive aftercare for a trafficking survivor in Latin America. Through support given to a local aftercare organization, we are providing job skills training for a career in cosmetology and are paying for her living expenses while she remains under the care of our partner organization.

**Due to security and privacy issues as determined by the host government, we are currently unable to specify the exact location of our work in Latin America.*

LOOKING BACK

Organizational Highlights

In 2017, The Exodus Road celebrated many victories. Here's a look at some of our most important milestones from last year.

WE TRAVELED OVERSEAS

Last spring, Laura Parker, our VP of Communications, and Kirsten Privett, our Communications Manager, traveled to the front lines of India and SE Asia to visit our field staff and bring back their stories. **This was our communication team's first storytelling trip to India.**



WE HOSTED OUR FIRST ARIZONA GALA

Our galas in Colorado have been so successful **that we decided to bring A Night for Rescue to Arizona.** Last September, our teams worked hard to rally the Phoenix community for rescue and raised over \$43,000!

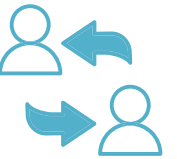
WE WENT VIRAL

Last summer, we filmed the story of a survivor with the help of several students from Discovery Church Colorado. Shortly after it's release in the fall, the widely popular social media channel Upworthy shared our video. **My Name is Jami went viral and reached over 650k views.**



WE BROUGHT OUR COMMUNITY TOGETHER

In the fall of 2017, **we hosted our first Annual Leadership Summit.** This event brought together staff and board members from around the world and allowed us to celebrate our collaborative efforts on the front lines.



WE BROKE OUR GIVING TUESDAY RECORD

On Giving Tuesday last year, our team worked harder than ever to encourage fundraising on the national day of giving. **Then YOU showed up, and together we raised over \$150,000 for rescue in a single day.**



WE WELCOMED NEW PEOPLE

By the end of 2017, we welcomed eight new staff members to our U.S. office, **bringing our staff count to an all-time high.** These team members work in multiple departments, including Operations, Advancement, and Marketing.



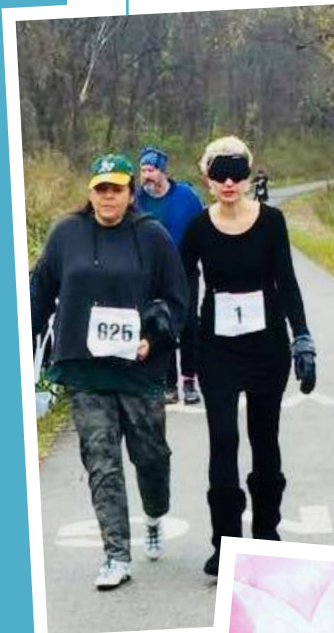
ORDINARY HEROES

This year, you continued to prove that justice is in the hands of the ordinary.

Our ordinary heroes helped us out by hosting over **60 fundraisers** and logging over **2600 volunteer hours**.

Meet a few volunteers who especially inspired us.

Last year, **Karena** organized her annual 5k encouraging teens to stand against trafficking. She challenged herself by being blindfolded the whole time. | **Kids in Michigan** sold homemade arts and crafts to support our cause.



Last year, **Cameron** hosted an event, "The Fight for Freedom" with our friend David Zach from Remedy Drive. He was able to raise \$675 for our efforts on the front lines.



In Colorado Springs, **Summer** is committed to both fitness and freedom. Last year, she hosted her annual local event where she raises money for the work of The Exodus Road, while telling those involved about the realities of human trafficking.

LOOKING FORWARD

2017 was an incredible year, and we're so proud of the impact we made together. Here are some of the things we're looking forward to.

REACH 1,000 RESCUES

Since 2012, we have been turning rescue numbers into names. Starting with Sarah, TER's first rescued survivor, we began commemorating each successful mission by writing a name for every survivor on a river rock. We are eagerly awaiting the day we write a name for the 1000th survivor...and it's coming soon.

CHARLIE TEAM OPERATIVES

We hired a data analyst to work in our Cyber Operations Center and investigators to fight trafficking in Latin America. We look forward to building our team of operatives working to fight trafficking in the United States.

TRAFFICKWATCH® EXPERIENCE

Our online interactive training platform, TraffickWatch, is set to launch in early 2019. 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.

EXPANSION

We're currently working in four countries and look forward to expanding into several more. Next year, we'll continue to collaborate with counter-trafficking organizations in the global space, specifically in these regions: the Middle East, more countries in Latin America and SE Asia.





“In ages to come the sages will write,
so raged the bearers of the light,
so waged the few with all their might,
against the terrors of the night.”

Brighter than Apathy, Lyrics by David Zach,
musician and operative with The Exodus Road

SPONSORS

5 Day Deal
24 Hour Race
Blue Ridge Nissan
Cellebrite
Cincy Gutter Boys
Combined Federal Campaign
Curtis L. Carlson Family Foundation
Discovery Church Colorado
End It Movement
Gold Canyon United Methodist Church
Grateful Inconvenience
Hendricks Family Foundation
Messenger International
N2GIVES
NeadWerx
New Life Downtown
Northstar Church
Possibility Custom Homes
Precision Aircraft Management
Pulpit Rock Church
Regency Wealth Management
Remedy Drive
Seven Status
Starbucks
St. Aubyn Homes
The Grove Church
Turner Associates LLC
Zimmer Family Foundation

EXECUTIVE COMMITTEE

Matt Parker
Co-Founder, CEO

Laura Parker
Co-Founder, VP of Communications

Jeanne Honsaker
VP of Advancement

Kevin Campbell
VP of Global Operations

BOARD OF DIRECTORS

Matt Parker
The Exodus Road

Matt Stowell
Crossroads Bible Church

Daniel Murphy
Washington Nationals, MLB

Tori Murphy
Homemaker, Human Rights Activist

Steve Leigh
Microsoft

Nate Griffin
Grateful Inconvenience Media

Cliff Clarkson
Samtec Microelectronics

Sons and daughters will be trafficked tonight:
bought, sold, abused, and enslaved.

We're on a mission to find and free them.



The Exodus Road®

*Representative names and photos used throughout.