

 Exodus Road

Freedom Report

JUSTICE IS IN THE HANDS OF THE ORDINARY





A NOTE FROM OUR FOUNDERS

Dear Friends,

2020 was a year of incredible challenge for all of us. Navigating a global pandemic as a nonprofit was full of forced innovations and changing plans. COVID made us balance and cut budgets, then balance and cut them again. It forced us to navigate remote work and safety concerns as a team, it grounded our international travel, and it brought us face to face, once again, with the reality that hardship has the greatest impact on the vulnerable.

Laura and I can say without a doubt that 2020 was one of the most difficult years we've personally or professionally walked through; I'm sure many of you would say the same.

And yet, despite all the disappointment, isolation, and struggle that defined last year, this community's commitment to show up for the exploited, COVID or not, was evident. It was beyond inspiring.

You gave immediate emergency funding to provide food for slum communities in India. You helped keep our international staff safe and employed, and you continued to advocate for freedom, even while isolated at home.

Our front-line operatives refused to quit, either. They pivoted to online investigations, spent extra time in training, and as soon as their countries opened up again, they were at police partners' doors to present evidence of trafficking.

And so, yes, 2020 was one of our most difficult years to date as an organization, but it was also one of the most hopeful. It gave us the chance to prove our commitment to freedom over the long haul, despite whatever obstacles the world may throw our way. It also provided some really exciting opportunities to innovate our work, and for that we are thankful.

We both hope that as you read through this Freedom Report you will be encouraged, friends. Even a global pandemic could not stop freedom work from pressing forward.

With Hope & Gratitude,

Matt + Laura Parker

When COVID hit, we responded quickly, strategically, and sacrificially.



WE PROVIDED EMERGENCY RELIEF TO INDIA SLUM COMMUNITIES AND POLICE PARTNERS

You helped us provide emergency relief when COVID hit and India was in lockdown. With special donations, you gave food kits to slum communities where our operatives work, and you provided police partners with protective gear to keep them safe from the virus.



WE PIVOTED TO ONLINE INVESTIGATIONS

International staff spent much of 2020 isolated and at home, but they refused to let lockdowns stop their investigative work. Instead, they launched into online evidence gathering of sex trafficking. They built strong cases of cyber-exploitation, and when their countries opened up, they were ready to partner with police.



YOU RALLIED TO SUPPORT THE FRONT LINES

Operating with the value of keeping our field teams safe and employed, you gave generously to offset falling donations due to the pandemic. The entire staff at HQ immediately took pay reductions, too, to ensure that our front line operatives could continue their work.

**NEW:
TRAFFICKWATCH
ACADEMY**

**SEARCH +
RESCUE**

**2020
HIGHLIGHTS**

**EP 11 PODCAST
FEATURE**

5

7

10

11

14

17

20

23

**NEW:
BEYOND RESCUE**

**2020
FINANCIALS**

**IRESHI'S
RESCUE**

**ORDINARY
HEROES**



2020 HIGHLIGHTS



NEW PROGRAMS!

EXPANSION OF PROGRAMS

The Exodus Road is excited to share that we are strategically launching two additional programs in our work in the fight against human trafficking. In addition to our core program – Search + Rescue – we are officially expanding our prevention and aftercare programs through TraffickWatch Academy and Beyond Rescue.

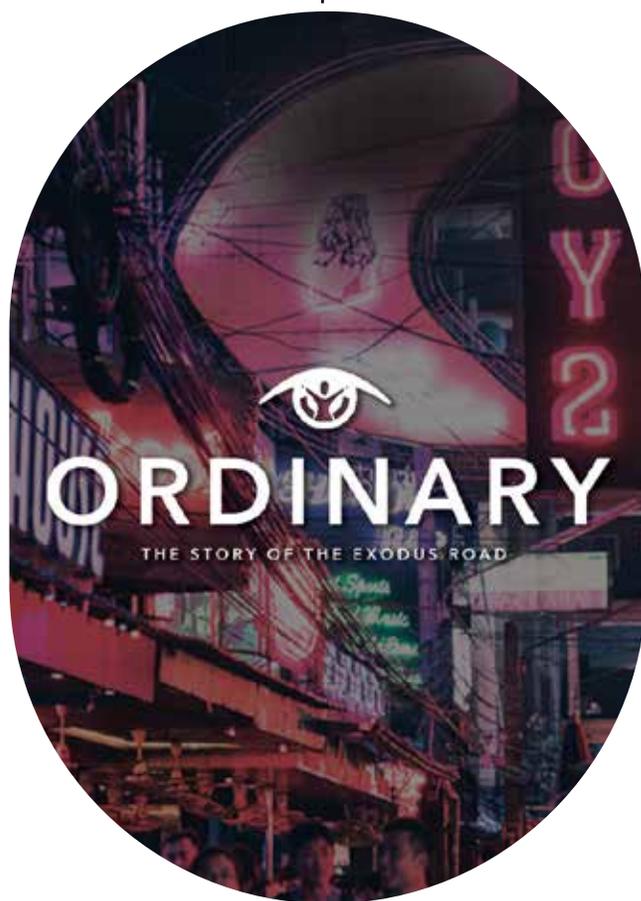
More information —————>
on new programs on pgs. 7 and 17.

ORDINARY | THE STORY OF THE EXODUS ROAD

The vulnerable, unlikely story of how The Exodus Road began — with an ordinary couple, gritty undercover work, and a dream that rescue from human trafficking was possible.

Ordinary captured the attention of our community around the world and continues to inspire ordinary people to find their role in freedom.

Watch the film at
theexodusroad.com/ordinary





400 YEARS OF PRISON TIME

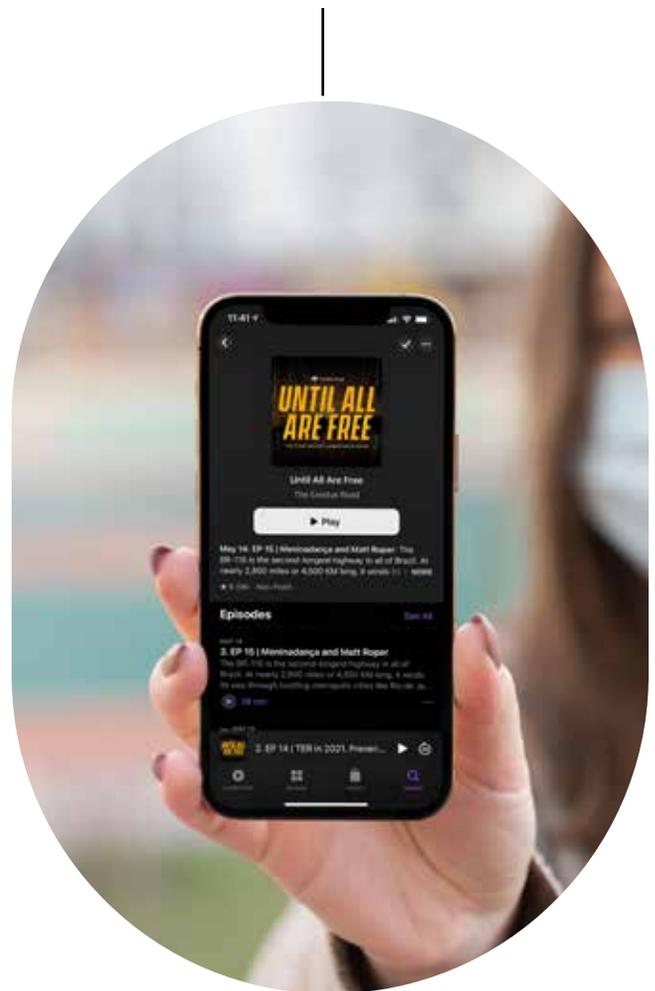
In 2019, our investigative teams helped police with a case, Operation Lost Boys, that resulted in the rescue of 17 children. Because of the evidence gathered and with the help of partners, 13 traffickers were arrested by police and faced serious charges.

In 2020, after countless hours in the legal system, justice was finally served. The traffickers received collective sentences of over 400 years in prison!

#1 ON APPLE PODCASTS NONPROFIT

In May of 2020, we celebrated reaching the top of the charts on Apple Podcasts Nonprofit category – and that wasn't the last time our podcast, *Until All Are Free*, held a spot in the top 10! Our audience has provided nearly 100 5-Star reviews and has listened to a collective 305,000 minutes across 14 episodes. You can find *Until All Are Free* on all major podcast platforms.

Subscribe today at theexodusroad.com/podcast



NEW PROGRAM!

TRAFFICKWATCH ACADEMY

We have gathered a decade of experience on the front lines with law enforcement partners and are giving it away.

Our TraffickWatch training program equips national police, NGO practitioners, students, and communities with engaging, quality content from diverse leaders in the counter-trafficking community. Primarily in digital format and thus highly accessible and sustainable, this training quickly equips front-line workers to recognize and combat trafficking in their communities.



Scan to learn more about
TraffickWatch Academy





TRAFFICKWATCH ACADEMY : BRAZIL

Our Brazil program will contain ten modules recorded in Portuguese, primarily from Brazilian experts on human trafficking. We spent much of 2020 developing relationships, creating content for the modules, and signing official agreements with government partners. The complete training curriculum will go live in 2021.

MODULES INCLUDE

HUMAN TRAFFICKING IN THE JUDICIAL SYSTEM
HUMAN TRAFFICKING 101 IN BRAZIL
SURVIVOR CARE
BUILDING EFFECTIVE CASES
COVERT TACTICS
UTILIZING TECHNOLOGY TO FIND SEX TRAFFICKING



Cintia Meirelles
TraffickWatch Academy, Brazil

“Providing training for police officers in Brazil will produce an immediate impact in the fight against human trafficking. This training will bring light to a problem that plagues Brazil and that often goes unnoticed.”



TRAFFICKWATCH ACADEMY : UNITED STATES

Our United States program includes two free, engaging video modules that cover the basics of human trafficking globally, trafficking in the United States, and practical ways to fight it. We spent 2020 developing the content and training platform for a Summer 2021 launch.

MODULES INCLUDE

HUMAN TRAFFICKING 101
TRAFFICKING IN THE U.S. (AND HOW YOU CAN FIGHT IT)

THEXODUSRoad.COM/TRAFFICKWATCH

EP 11 | MARIA'S STORY

Of all of the stories we share at The Exodus Road, it is the opportunities we have to amplify the accounts of survivors that we treasure the most.

Maria's story came to us under the most unique of circumstances in this past year. We were honored to involve the audience of our podcast, *Until All Are Free*, in her experiences as they unfolded before us.

Through a chance interaction while in transit on a return journey from Kenya, Sarah Ray (TER board member and founder of the nonprofit Neema Development Co.) encountered a group of young Kenyan women bound for domestic labor opportunities in Saudi Arabia.

"I was headed home after three weeks of being away from my family. I was getting onto the plane late at night in Nairobi. I think there were around 30-50 Kenyan women that all looked to be in their early twenties. They were wearing matching t-shirts and were clustered up all around the room. They didn't seem at ease. They seemed uncertain and nervous."

-Sarah Ray

As Sarah decided – even at the end of an exhausting trip of her own – to press in further and explore the circumstances that had brought these women to leave their homeland behind, she began to uncover warning signs of exploitation.

"I asked them, 'Have they told you, the people who are going to employ you, what will happen to your passport when you get to Saudi Arabia? Will you be the one who stays in control of that? Or, is the person who is going to be employing you going to be in control of your passport?'"

They all – to a person – said that they had, '...already been told that their employer would retain their passport upon arrival.'

And I said, 'Why is that? Why don't you get to keep ahold of your passport?'"

And they said, 'It's to keep us from running away.'"

-Sarah Ray

Featuring dialogue conversations with Sarah Ray and audio messages from Maria herself, this episode challenges our audience to consider how they might respond if met with a potential trafficking scenario face-to-face.

What unfolds is a story of friendship, perseverance, and an intimate glimpse into a labor exploitation situation.

Preston Goff

Creative Director

SEARCH + RESCUE

NEARLY A DECADE OF EXPERIENCE

TER has become an expert in helping police to find and free survivors while arresting traffickers for legal prosecution. We train local operatives, identify victims, build effective cases, utilize technology and covert gear, and support law enforcement in operations. Our covert investigative tactics are best-in-class, and our collaborative partnerships with police are critical for impact as we build their capacity for success in their own justice systems.

THE EXODUS ROAD'S ALL TIME IMPACT



**1,483 SURVIVORS
RESCUED**

76 Rescued in 2020



**804 TRAFFICKERS
ARRESTED**

92 Arrested in 2020

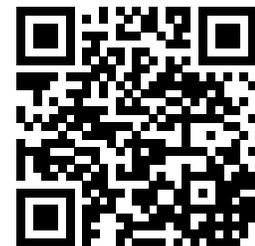


**5 COUNTRIES
OF S+R OPERATION**

Philippines New in 2021



Scan to read more
about Search + Rescue



A GLOBAL FOOTPRINT

98%

— of our international teams are local nationals.

OUR SEARCH + RESCUE TEAMS ARE CURRENTLY IN INDIA, LATIN AMERICA, PHILIPPINES (2021), AND THAILAND. EACH TEAM CONTAINS INVESTIGATORS, SOCIAL WORKERS, AND SUPPORT STAFF.

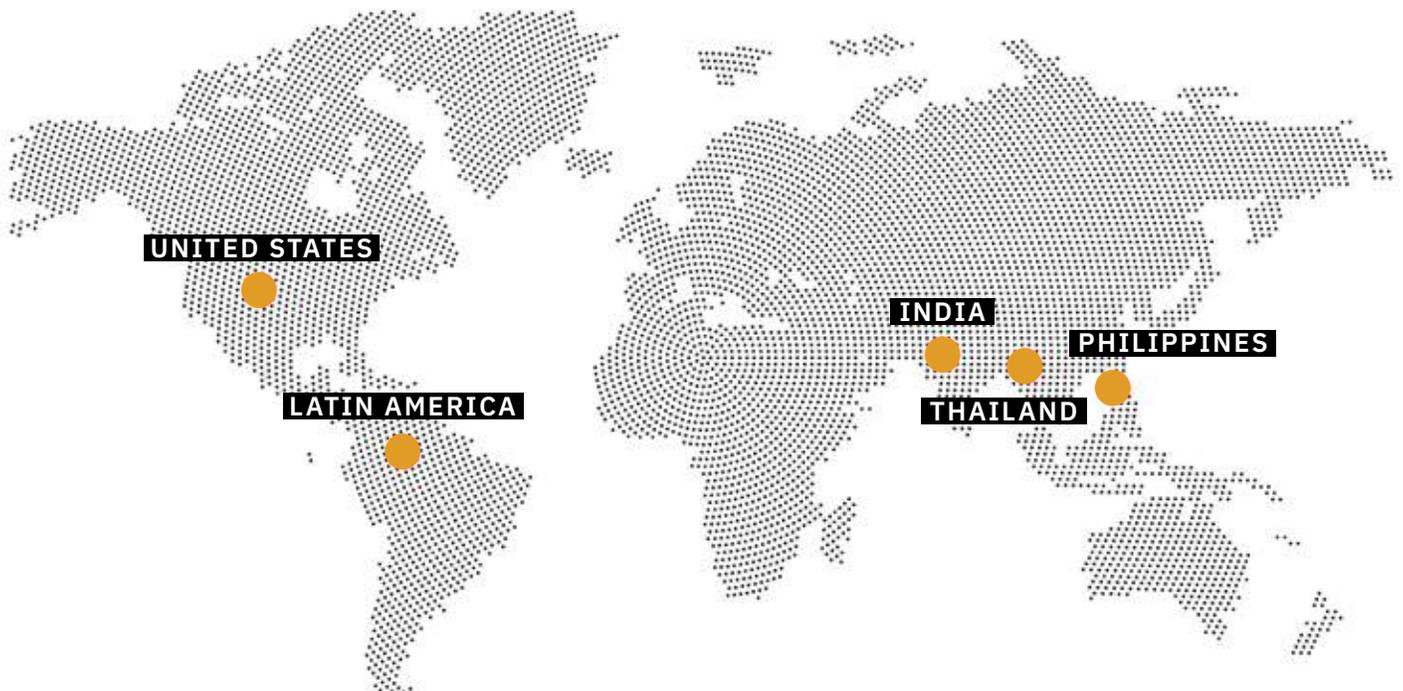
Our team of Western volunteer operatives (DELTA Team) supports our local national teams in short-term deployments throughout the year.

OUR PRIMARY COLLABORATIVE PARTNERS IN OUR SEARCH + RESCUE PROGRAM

continue to be the national authorities and police teams with which we serve in our case work.



Search + Rescue is expanding into the Philippines in 2021.







IRESHI'S RESCUE

1 GIRL RESCUED | 1 TRAFFICKER ARRESTED | THAILAND

IRESHI* WAS WEARING DISNEY PRINCESS PAJAMAS ON HER SLIGHT FRAME WHEN THEY CAME FOR HER, A GLARING SYMBOL OF THE INNOCENCE OF CHILDHOOD THAT WAS TAKEN FROM HER.

She is only fourteen — and routinely sold to men under the guise of providing massage at a parlor for the past three years. Yet she still looks like the child she is, only just beginning her journey of adolescence.

Her mother, the “chiropractor” in the parlor, arranged and scheduled the “special” services with her daughter for customers who had earned her trust. She groomed her children to lie about providing sexual services to anyone who asked, exploiting them all the while.

In early Spring 2020, Thai police reached out to TER operatives for help with investigations of a region that was suspected of selling children for sex behind the facade of massage parlors. National operatives spent time visiting this particular parlor and spotted Ireshi. They began to collect evidence of Ireshi’s abusive situation and finally helped police plan a mission on her behalf.

In the midst of the raid, operatives witnessed Ireshi’s bravery as she remained calm and told those around her not to be afraid.

Her mother was arrested and faces charges of human trafficking.

Ireshi was taken under the care of a national social worker who told her,

“Together we will bring you out of this cycle. And you will have a better life.”

A childhood reclaimed, a life renewed with hope of restoration, Ireshi is now living free. And because of your support, soon, others will be too.

*Name and image representative

Scan to read
other rescue stories



Stephanie Kunstle

Sr. Strategic Development Manager

MONICA'S RESCUE

1 GIRL RESCUED | 1 TRAFFICKER ARRESTED | LATIN AMERICA

MONICA'S* STORY IS ALL TOO COMMON. AT SEVENTEEN YEARS OLD, HER BOYFRIEND BECAME HER TRAFFICKER.

Monica's pimp posted explicit photos of her on social media and in direct messages. She was suffering abuse. He was profiting.

The exploitation continued until a TER investigator saw a post advertising Monica during his routine cyber investigations. He immediately reached out to her trafficker and began to patiently build a relationship of trust, all while collecting evidence.

Proving human trafficking crime in this particular country in Latin America is incredibly difficult because of the amount of evidence required. However, over the course of several months, TER's Search + Rescue team worked relentlessly to build a case that would not only bring Monica justice, but would ensure her pimp was stopped from harming more young girls.

Just after Monica's eighteenth birthday, she was summoned by her trafficker to meet yet another "friend." She assumed it was another customer, another hour, another nightmare.

But this time, Monica was surprised. National police and social workers streamed into the room. She was immediately comforted by female officials who let her know that she had been a victim of a crime, and they had come to help.

Monica walked out that night into a new chapter of her life. Her pimp walked out in handcuffs, facing charges of human trafficking.

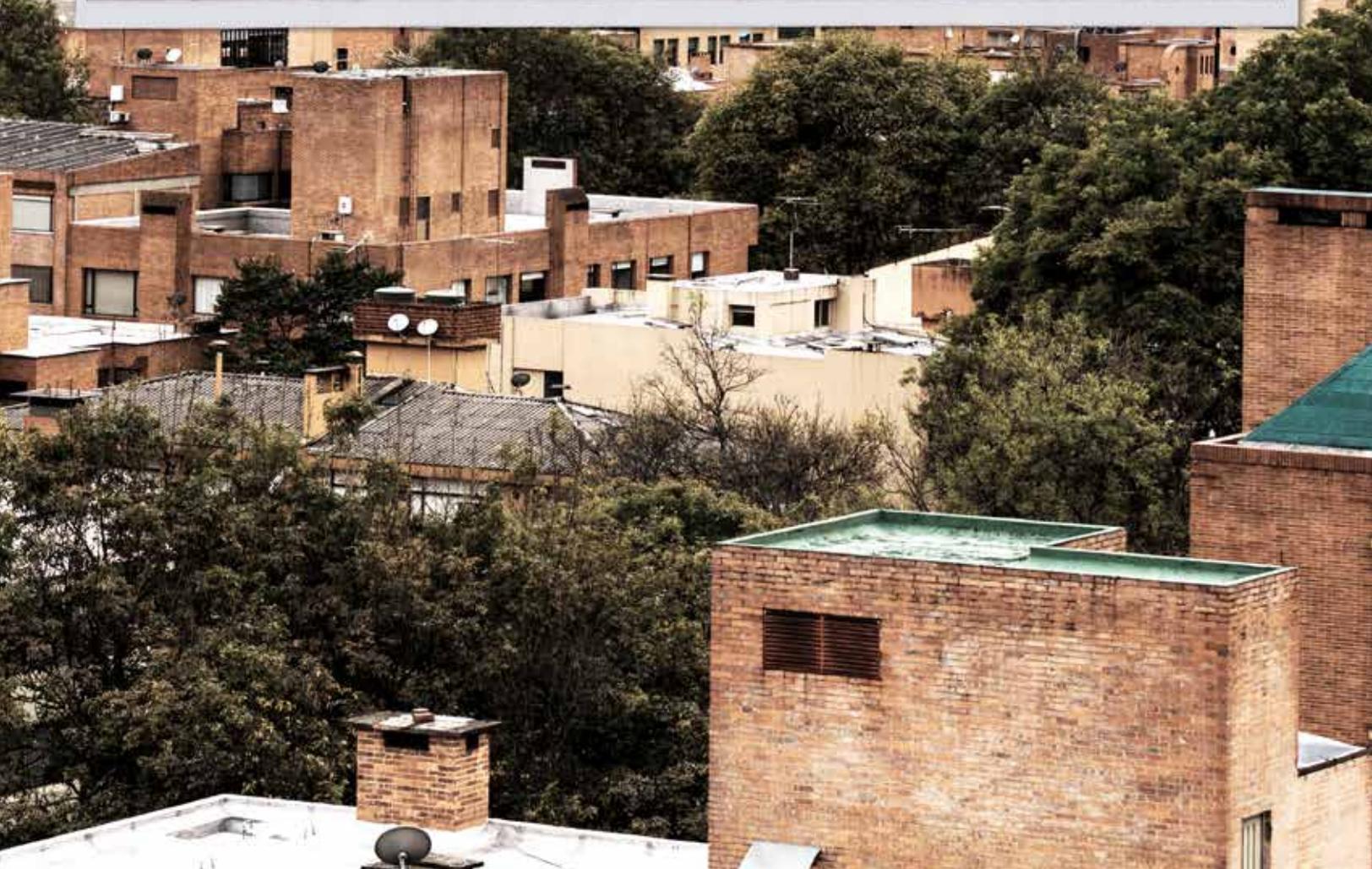
Though Monica has a long road of healing ahead, the persistence of TER's team and police partners have ensured that she can begin that journey.

**Name and image representative*



Sr. Strategic Development Manager





NEW PROGRAM!

Beyond Rescue

WE KNOW THAT THE MOMENT OF RESCUE IS ONLY THE FIRST STEP IN A SURVIVOR'S JOURNEY TO TRUE FREEDOM.

In addition to providing crisis care workers and social workers on our Search + Rescue teams, our Beyond Rescue program was developed with the value of offering holistic care. Beyond Rescue serves survivors and the exploited in the countries where we work with a variety of initiatives. Utilizing a trauma-informed approach and working in collaboration with other NGO partners, we are now uniquely tailoring aftercare services for those in greatest need.

Sola
Regional Aftercare Coordinator



“Caring for trafficking survivors requires a trauma-responsive approach that recognizes the impact of trauma across the life span, avoids re-victimization, and leverages resilience to empower survivors. We want to support survivors in their healing process and lead them to successful independent living.”

SE ASIA

THE FREEDOM HOUSE

This TER-led safe house and mentorship program specifically serves adult female survivors of human trafficking and sexual exploitation. In addition to offering immediate shelter, it will offer women a one year program which will include trauma-informed therapy, life skills classes, counseling, medical care, community internships, and job skills training.

Completely led by nationals, this program will offer women a chance to heal, take back power over their lives, and be equipped for healthy, productive futures. This program was developed throughout 2020 and will be officially operational in 2021 in SE Asia.



In addition to the launch of The Freedom House, we'll be working on projects which include a specialized fund to meet personalized needs of survivors, as well as several collaborative projects with other NGO partners.

THEXODUSRoad.COM/BEYOND-RESCUE

Scan to learn more about Beyond Rescue





\$NEVER MOVEMENT

In late Fall 2020, our community rallied around the \$NEVER movement online and in their homes and communities. Together, hundreds of individuals and families fundraised as they declared, “Kids should \$NEVER be sold!”

We were moved by the stories of creativity and passion that our community shared with us. They motivated others in their circles of influence to send freedom to sons and daughters all around the world.

From a ballet dancer in Texas to musicians in California, from a salon owner in North Carolina to a businessman in Saudi Arabia, the message of rescue united people of diverse backgrounds, ages, and nationalities.

And the movement continues to grow and include more advocates for freedom! You can learn more and find your own place in the \$NEVER movement by scanning the Q.R. code or by visiting our website at the link below.

THEEXODUSROAD.COM/NEVER



ORDINARY HEROES



BRITTANY STUART

As an artist and homemaker, Brittany's beautiful photography and paintings carry a profound message that celebrates healing from brokenness.

Brittany is also the founder of Dear Norelle, a Colorado Springs-based creative publication and store selling hand-dyed gowns while highlighting stories of hope shared by real women.

In her support of the fight against human trafficking, Brittany donates a portion of the proceeds of each painting and print sold to The Exodus Road.

DearNorelle.co

KOMODO SAUCES

Gabe Fung-A-Wing's Atlanta-based company, Komodo Sauces, launched a line of Indonesian inspired sauces in 2020. Each sauce was developed from recipes passed down by Gabe's great-grandmother, a survivor of human trafficking herself.

"... a portion of our heritage was preserved and handed down - from one generation to the next, Java to Atlanta, indentured servant to immigrant to U.S. citizen."

KomodoSauces.com

With each bottle purchased, Komodo Sauces also fights human trafficking by donating a portion of proceeds to The Exodus Road.



GEORGIA

From the first moment 8-year-old Georgia overheard her parents talking about the work of The Exodus Road, she was inspired to find her place in the fight against human trafficking.

Together with another friend, Georgia harnessed the influence of her dog walking business and fundraised for freedom as a member of the \$NEVER movement. We're inspired by the way that Georgia has embodied the notion that, "Justice is in the hands of the ordinary."

She says, "I can fight for what I know is best! Even if we can only walk toy dog breeds, we are going to keep fighting for what we know is right!"

RENÉE BRINKERHOFF

Behind the wheel of her 1956 Porsche 356, Renée drives with a focus and mission that goes beyond the finish line.

Renée's team, Valkyrie Racing, brings attention to the issue of human trafficking.

The philanthropic arm of their work, Valkyrie Gives, has generated over \$200,000 in donations raised for TER and other anti-trafficking organizations around the world.

Her incredible story was featured in the *New York Times* in August of 2020.

ValkyrieGives.org





FINANCIAL PARTNERS

\$10,000+ IN 2020 CONTRIBUTIONS

| | |
|--|-------------------------------|
| Awaken Church | Northstar Church |
| Child Aid International | Precision Aircraft Management |
| Cincy Gutter Boys | Pulpit Rock Church |
| Curtis L. Carlson Family Foundation | Regency Wealth Management |
| The David and Elaine Lozier Foundation | Samtec Cares |
| Discovery Church | Something New |
| National Christian Foundation | Valkyrie Gives |
| Northpointe Bank | |

GIFT IN-KIND PARTNERS

\$10,000+ IN 2020 CONTRIBUTIONS

| | |
|-------------|--------------|
| 360 Aware | DELTA Team |
| Case Closed | Remedy Drive |
| Cellebrite | |

Scan to view all
partners in freedom



THEEXODUSRoad.COM/PARTNERS

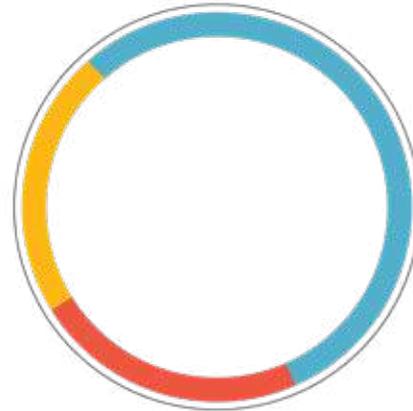
2020 FINANCIALS

— *By the numbers*

INCOME RECEIVED

\$3.128 M

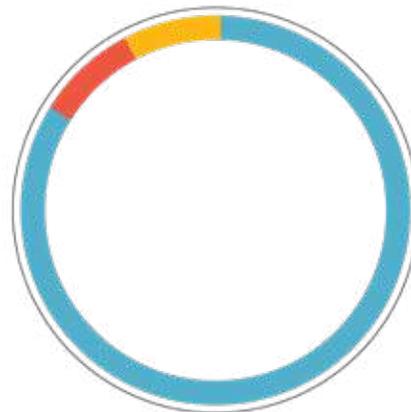
- Donations Received | \$2.084M
- Grants Received | \$480K
- Gift-In-Kind Received | \$564K



2020 EXPENSES

\$2,747,766

- Programs | \$2,261,657
- General & Administrative | \$187,626
- Fundraising | \$298,483



**Expenses do not include donated goods and services.*



THEEXODUSRoad.COM/FINANCIALS

Scan to view past audits, Freedom Reports, and more

65%

— Growth over 5 years

82%

— Program Expenses

Donor Snapshot

HOUSEHOLDS

\$1.7M

54% of Total Revenue

PARTNERS

\$384,000

12% of Total Revenue

GRANTS

\$480,000

15% of Total Revenue

GIFT IN KIND

\$564,000

19% of Total Revenue

TRANSPARENCY

Every year since 2013, The Exodus Road's finances have been independently audited by CapinCrouse, a national full-service CPA and consulting firm devoted to serving nonprofit organizations.



ON BEHALF OF THE EXODUS ROAD BOARD OF DIRECTORS

THANK YOU FOR EMPOWERING RESCUE

Steve Leigh, Chairman | *Microsoft*

Cliff Clarkson, Vice Chairman | *Samtec*

Matt Stowell, Secretary | *Crossroads Bible Church*

Nate Griffin, Treasurer | *Grateful Inconvenience Media*

Daniel Murphy | *MLB, Retired*

Tori Murphy | *Homemaker, Activist*

Laura Parker | *The Exodus Road*

Matt Parker | *The Exodus Road*

Sarah Ray | *Neema Development Co.*







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