



The Exodus Road®

5-YEAR STRATEGY



VISION

Where are we going?

STRATEGY

How do we get there?

TASK

What do we do now?



THE EXODUS ROAD'S **VISION**

We have a vision for a world in
which humans are never
bought, sold, or exploited.



THE EXODUS ROAD'S PRIMARY METHODOLOGY

We accomplish this vision by
empowering national leaders
through three primary
solutions.



THE EXODUS ROAD'S PRIMARY SOLUTIONS

INTERVENTION

Partner with Law Enforcement to Fight Human Trafficking Crime

TRAINING & EDUCATION

Equip Communities to Protect the Vulnerable



















AFTERCARE

Empower Survivors as They Walk into Freedom





5-YEAR STRATEGY

BRAZIL			
INDIA			
LATIN AMERICA			
PHILIPPINES			
THAILAND			
UNITED STATES			

The Exodus Road will be a **leading** anti-human trafficking organization in its **six countries** of operation, employing three primary solutions to create **systemic change** and reduce vulnerability.



5-YEAR STRATEGY

HOW DO WE GET THERE?

We will leverage our expertise and choose not to work alone. We will focus on our strength in each country and partner with organizations that have a different specialization in one of the *three primary solutions*.



VALUES FOR PARTNERSHIP

The partner organization:

- *Has a complementary specialization in one of the three primary solutions.*
- *Is survivor-focused, giving dignity.*
- *Empowers local authorities.*
- *Honors transparent reporting.*
- *Measures the real impact on systemic change.*





STRATEGIC ROADMAP

YEAR 0 TO YEAR 5

BRAZIL			
INDIA			
LATIN AMERICA			
PHILIPPINES			
THAILAND			
UNITED STATES			

Assumptions

- Expansion requires first investing in our current teams.
 - Focus on staff training, retention, and empowerment.
- Timeline is based on the needs and opportunities within each country.
 - This is just a plan, so we will remain flexible.
- Financial stability comes first.
 - Expansion both follows and drives revenue.
 - Growth will likely not be linear.
- Expand aftercare programs through partnership and training.

Program Growth Strategy

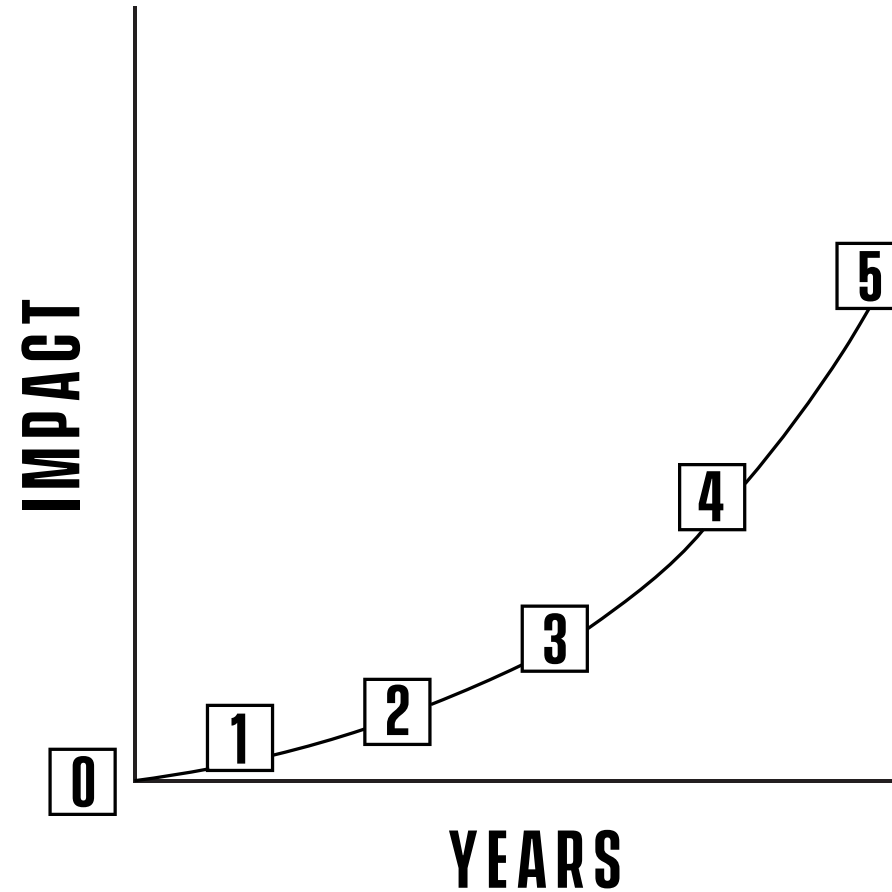


STRATEGIC ROADMAP

YEAR 0

BRAZIL			
INDIA			
LATIN AMERICA			
PHILIPPINES			
THAILAND			
UNITED STATES			

Current Programmatic Landscape





STRATEGIC ROADMAP

YEAR 1

BRAZIL				<ul style="list-style-type: none"> Expand TWA to additional states. Introduce OSINT support to law enforcement.
INDIA				<ul style="list-style-type: none"> Hire new investigators and support staff (“shadow team” to ensure security).
LATIN AMERICA				<ul style="list-style-type: none"> Support 2 additional LE departments. Search for partners.
PHILIPPINES				<ul style="list-style-type: none"> Expand intervention to a new state.
THAILAND				<ul style="list-style-type: none"> Increase investigators & roll-out TWA for both public education & law enforcement training.
UNITED STATES				<ul style="list-style-type: none"> Assist all teams in reaching Global Minimum Standards (GMS) as the foundation for investment.





STRATEGIC ROADMAP

YEAR 2

BRAZIL				<ul style="list-style-type: none">• Showcase intervention via DELTA/CHARLIE. Expand TWA.
INDIA				<ul style="list-style-type: none">• Hire new investigators and support staff for expansion to Madhya Pradesh.
LATIN AMERICA				<ul style="list-style-type: none">• Hire new investigators. Assess partners for Training, Education, & Aftercare.
PHILIPPINES				<ul style="list-style-type: none">• Partner with aftercare shelter to augment trauma-informed programming.
THAILAND				<ul style="list-style-type: none">• Increase investigative capacity in Chang Mai. Solidify quality of care at Freedom Home.
UNITED STATES				<ul style="list-style-type: none">• Revise global monitoring & evaluation to include real impact indicators.





STRATEGIC ROADMAP

YEAR 3

BRAZIL				<ul style="list-style-type: none"> Expand TWA to education of general audience. Assess aftercare partners.
INDIA				<ul style="list-style-type: none"> Hire new investigators and support staff for expansion to Rajasthan.
LATIN AMERICA				<ul style="list-style-type: none"> Roll-out TWA for both public education and law enforcement training.
PHILIPPINES				<ul style="list-style-type: none"> Roll-out TWA for both public education and law enforcement training.
THAILAND				<ul style="list-style-type: none"> Expand training and business opportunities at Freedom Home.
UNITED STATES				<ul style="list-style-type: none"> TraffickWatch Academy : U.S. 2.0.





STRATEGIC ROADMAP

YEAR 4



















BRAZIL				<ul style="list-style-type: none">Partner with aftercare shelter to augment trauma-informed programming.
INDIA				<ul style="list-style-type: none">Roll-out TWA for both public education and law enforcement training.
LATIN AMERICA				<ul style="list-style-type: none">Partner with aftercare shelter. Hire new investigators.
PHILIPPINES				<ul style="list-style-type: none">Expand intervention to a new state.
THAILAND				<ul style="list-style-type: none">Expand aftercare support to North via partnership or implementation.
UNITED STATES				<ul style="list-style-type: none">Roll-out law enforcement-focused TWA training.





STRATEGIC ROADMAP

YEAR 5

BRAZIL				<ul style="list-style-type: none">• Partner for intervention or stand up an in-country intervention team.
INDIA				<ul style="list-style-type: none">• Partner with aftercare shelter to augment trauma-informed programming.
LATIN AMERICA				<ul style="list-style-type: none">• Open office in coastal region to augment intervention.
PHILIPPINES				<ul style="list-style-type: none">• Integrate aftercare support into global intervention strategy.
THAILAND				<ul style="list-style-type: none">• Integrate aftercare support into global intervention strategy.
UNITED STATES				<ul style="list-style-type: none">• Partner with aftercare shelter to augment trauma-informed programming.

