

IMPACT PER REPORT



Getting Ahead of Sex Trafficking & Exploitation by Getting to the Root: Childhood Sexual Abuse

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From Our Founder/CEO

Hello My Friend,

We have empowered almost two million children to date! In this impact report, you will be introduced to a little girl named Sasha. Sasha's voice rewrote the narrative and destiny of three precious children. Our heartfelt mission is to create a world filled with children like Sasha. Children empowered to embrace the incredible strength of their voice!

2025 marks my 15th year in the anti-trafficking space. As a visionary and forerunner, my perspective has evolved greatly. Over the years, I've served thousands of survivors, providing housing, outreach, and various resources. My vast experience gives me a unique lens, which has pivoted recently to be laser focused on prevention.

Our mission now is to disrupt the pipeline before it begins. We need to be on the offensive. This isn't just a matter of saving a few, it's about systemic change on a macro level, aimed at eradicating this threat before it ever takes root.

Imagine a spear—a symbol of focus, precision, and power. At the base of the spear is the work I began in 2010 focused on aftercare and creating a safe space for healing. A necessary mission, but symptom focused. Over the years my focus at *The Foundation United* became more strategic. The focus of the spearhead sharpened, spanning beyond the individual. Our efforts are now systemic; first reaching hundreds, then thousands, now I am honored to say millions.

It is no longer acceptable to say that we didn't know, and with blind eyes allow addictions to form, exploitation to take root and the indoctrination of our children to continue. Our proven solutions have reached countless children that were headed down the path of exploitation and abuse. Their story was INTERRUPTED, tactics were exposed and now their reality is healing and safety.

We are on a mission to reach every child, so that restoration after decades of abuse is no longer needed. The coming year holds extraordinary potential, surpassing anything we've imagined. Your support is crucial for this final, impactful push. Thank you for believing in me, our team, and this vision. Together, we can make it a reality.

Much love and gratitude,

Elizabeth Good Founder & CEO

2025

2017

2015

2012

2010



A World of Sashas

Can You Imagine A World Where Every Child Feels Empowered To Use Their Voice?

Megan, a respected judge known for her unwavering pursuit of justice and her tireless work battling human trafficking and putting away sex offenders, was also a mother. This role, however, took on a harrowing new dimension when she discovered the horrific abuse her exhusband had inflicted upon their children.

Megan's daughter, Emily, was just nine years old when a **pivotal moment** brought

her father's disturbing behavior to light. During a baseball game, he engaged in highly inappropriate physical contact with her, a scene witnessed by a young girl named Sasha. The five year old girl said boldly to the nine year old, "Why does your Daddy do that to you?" Sasha, a little girl empowered and trained to use her voice, was the catalyst that uncovered a vast amount of horrifying truths.

As the layers of deception peeled away, it became clear that the abuse was far more pervasive than anyone had imagined. The children, who had been conditioned to believe their father's actions were normal, had endured years of physical and emotional torment, including forced nudity, invasive bathing rituals, and more.

Despite the Mother's judicial/professional expertise and strength, she was blinded and paralyzed by the trauma of her own unhealed history, unable to see, therefore not able to protect her own children from the evil in her home. It was Sasha, a younger child, trained to have a VOICE, who ignited the spark of change. Her innocent but brave questioning had the power to expose the darkness and pave the way for healing and justice.

The Foundation United is committed to creating a world of Sashas. We empower children to speak up and bring healing to adults. This frees them from trauma so that they can have eyes to see and generational healing can begin. This is the tip of the spear in fostering a shift in culture.

THIS WORLD NEEDS MORE SASHAS!

Disclaimer: Names have been changed to protect privacy.

The Evolving Landscape of Child Sexual Exploitation:

In 2014, **1%** of survivors of human trafficking were found. Today, that number has dropped to just **0.5%**.

There has been a 15,000% increase in child porn in the past 15 years.

Identity, abuse, and confusion are on the rise.

One in three children in faith communities now identify as transgender or gender-fluid.

The average age of exposure to porn is 9-11 years old.

One out of three girls and one out of five boys are sexually abused as children.

The average age of abuse is 3-5 years old, but the average age of disclosure is 53.

One in seven children receive online sexual solicitation.

- Nueropathways in children are changing by nine years old:
 - Establishing pathways that increase vulnerability to exploitation, abuse, and addiction
 - Changing sexual appetites and understanding

41% of children report seeing online porn during the school day.

There are over half a million predators online everyday.

89% of sexual advances toward children happen in online chatrooms or instant messaging.





Call to Action

Join us in revolutionizing the fight against human trafficking! Our groundbreaking approach targets the root causes, creating lasting change for generations to come.

Where We Are and How You Can Help:

- Accelerating Our Momentum: Help us reach our \$480,000 year-end goal to kickstart 2025.
- Long-Term Vision: Support our \$5 million reserve fund for sustainable, scalable solutions.
- Efficiency with Purpose: Since inception, 90% of every dollar raised has gone directly to programming—that commitment remains unchanged.

"The Foundation United demonstrates remarkable efficiency, achieving phenomenal global impact with minimal resources. While many organizations rely on substantial overhead, The Foundation United leverages a lean approach to create transformative change worldwide. Rest assured, your investment in The Foundation United will have exponential return in the form of lives changed!"

-Dan Moceri, Advisory Board Member, Co-Founder Convergint Technology

In the past, our efforts spanned multiple areas, but this diluted our ability to create lasting change. As we look toward 2025, we are poised for exponential growth with new revenue partnerships, licensing agreements and developing self-sustaining models to scale our impact.

This is more than a moment; it's a movement. Your investment today helps us break the cycles of trauma and create a future of hope and healing, empowering more children like "Sasha."



The Need for Early Intervention:

To prevent exploitation, we must address its root causes. Broken families, lack of supervision and awareness, and exposure to hyper-sexualized content makes children vulnerable. The rise of online predation further complicates the issue. By empowering children with digital literacy, fostering strong family bonds, and strengthening community support, we can prevent the next generation from being victimized.

Our children are being targeted by an onslaught of violent, harmful, addictive content through social media, gaming sites and media messaging. This, paired with a culture of shame and secrecy, has created a breeding ground for confusion of identity, generational abuse, and deadened intuition.

With your help, we are restoring what has been stolen, and empowering children, caregivers and the systems that support them through intervention as early as FIVE years old!

MOST dangerous

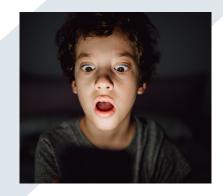
PLACE FOR YOUR CHILD is alone in their bedroom with a smart device



WE HAVE EMPOWERED 1.8 MILLION CHILDREN







Our Impact: Real Stories





Above: Elizabeth embraces a survivor, celebrating all she's overcome



Above and Below: Damage to survivor's business from Hurricane Milton



A Parent's Denial

"We Control The Devices Of Our Children And What They See." This Is The Belief Of Most Parents

A seemingly innocent encounter took a disturbing turn when a classmate, wielding a smartphone, exposed a young boy to pornography while walking between buildings. This incident served as a stark reminder that even in seemingly safe and familiar environments, children can be exposed to online exploitation. The experience has encouraged his family to embrace open, shame-free communication, empowering them instead of driving them to hide in fear of the uncontrollable.

A Lifetime of Support

Safe Housing: Decades To Repair, Yet Just The Beginning

Survivors transitioning from safe housing often face challenges when they "age out" of available services. At *The Foundation United*, we are committed to offering lifelong care. One survivor's story exemplifies this commitment: after escaping exploitation, she followed her dream of becoming a business owner. We have had a longstanding relationship with her, and when recent hurricanes devastated her hard-earned business, we provided the support and resources necessary to help her rebuild. Her journey is a powerful testament to resilience and the lasting impact of continued support for survivors.



A Broken Family's Hope

From Brokenness To Breakthrough: Restoring Hope, Empowering Futures

On the outside, her life appeared perfect, but her family harbored painful secrets. Her four daughters had been assaulted by boys from the mission field—boys who had become addicted to pornography and acted out the violent scenarios they had consumed on-screen. One even tied a seatbelt around her neck while he raped her. Trapped in shame and brokenness, the family felt utterly hopeless, with nowhere to turn for help. That's when *The Foundation United* intervened, providing the healing pathways they desperately needed. Today, this family is walking a restored path, their daughters empowered to rewrite their futures with hope and resilience.

A New Beginning

How Supporting a Survivor's Business is Transforming Lives In Her Village



Above: Denise with a survivor our support helped graduate from fashion school

Denise's journey from victim to victor is a powerful testament to human strength and the life-changing impact of our support. Trafficked from Ghana to Iraq, she endured unimaginable hardships. Today, with the help of *The Foundation United*, she runs a successful microbusiness in her village. This empowers herself and other young women not to fall into the traps of exploitation ever again. Her profound gratitude for our unwavering support–empowering survivors to pursue education and careers–underscores the vital role our resources play in transforming lives worldwide.

"Thank you for your faithful support and generosity! Your support has helped survivors in their everyday lives. You've helped as they've graduated from college, vocational training and high school, and facilitated our outreach program. It has resulted in tangible, positive change!

Survivors you've helped now work in the fashion industry and as teachers!" —Denise

Empowering the Frontlines:

Collaborating for Global Impact

The Foundation United partners with visionary leaders to combat human trafficking through systemic solutions. Our programs equip children, families, and key systems—education, healthcare, foster care, faith communities, criminal justice, and policy—with the tools needed to eradicate exploitation. Together, we're building a global network of safety that empowers systems worldwide.



Deb O'Hara Rusckowski: Founder of Global Strategic Operatives, has trained over 850,000 healthcare providers globally. She pioneered the first healthcare standards for recognizing and responding to human trafficking presented to the World Health Organization at the United Nations. With 92% of victims seeking medical care while being trafficked, her work equips clinicians to identify and intervene, saving lives and providing a path to freedom.



Demetri Konstantopoulos: A graduate of the prestigious FBI National Academy, with decades of law enforcement experience, Demetri has been instrumental in training over 19,000 law enforcement officers nationwide through *The Foundation United*. His expertise has equipped officers to identify trafficking patterns, address systemic blind spots, and deliver justice for survivors.



Rachel Thomas: Founder of The Cool Aunt Series and a survivor of sex trafficking, is revolutionizing education and prevention within the foster care system. With the average age of entry into trafficking being just 11-14, her lived experience, educational expertise and relatable approach empowers kids and caregivers to stay informed and safe. The Cool Aunt Series stands as a model for every state in the nation, as it is contracted with the state of California to reach 50,000 foster youth.



Anne Basham: Founder of the Interparliamentary Task Force on Human Trafficking, leads the global initiative addressing this crime at the highest levels of government. By collaborating with this esteemed group, we accelerate systemic change through policy and legislation, and introduce our solutions to countries around the world.

Global Unity for Change



Above: Rozalia Biro, President of Foreign Affairs

Romania, often referred to as "ground zero" for sex trafficking in Europe, accounts for over 88% of trafficking victims in the region. We are honored to join forces with *eLiberare*, a leading Romanian non-profit, bringing our critical prevention education curriculum to students in every school across the country. This partnership was established out of a two day event highlighting *The Foundation United* at the Romanian Parliamentary Palace, hosted by the President of Foreign Affairs.

Additionally, we are collaborating with *Truckers Against Trafficking* to train hundreds of school transportation drivers and educators. These front-line heroes—bus drivers and teachers—spend more time with students than many parents do, making their role in prevention and intervention absolutely critical.



JUSTICE U





KIDSTOO

Through global collaborations with Justice U, World Without Orphans, Foundation International Ministries, PAXA Kids Too, as well as launching initiatives in the Middle East through Dubai, The Foundation United is expanding its reach and impact. By forging strategic alliances, we remain committed to creating a safer world for children everywhere.



Above: REAL TALK Launch in Dubai



Above: Australian Delegates Dinner in Washington D.C.

Countries We're Impacting

- U.S.A.
- Dubai
- India
- Netherlands
- Albania
- Zimbabwe
- Uganda
- Canada
- Germany
- South Africa
- Egypt
- Kenya
- Philippines
- Brazil
- Romania

Awareness: Over 21 Million People Reached Globally!

Systemic change takes place through a shift in the family, community, and government. We reach leaders in each sector to transform and bring freedom to men, women and children.





Above: Elaine Lewis (left), Advisory Board Member, at the World Without Orphans Global Conference, Chiang Mia



Above: Rozalia Biro, President of Foreign Affairs, at the Parliamentary Palace in Romania



Above: Prevention efforts were presented to over 50 nations at the CMDE Conference for medical and dental missionaries

Orphanage Trafficking: Instilling Identity

Millions of children worldwide are trapped in a cycle of exploitation. They face child labor, sexual abuse, and are trafficked through orphanages for profit. Orphanage trafficking involves the recruitment and transfer of children, often by corrupt orphanage staff or child finders, even though many have a living parent or family member.

Our work in the orphan space, through REAL TALK and The Interparliamentary Human Trafficking Task Force, is critically important, as orphans represent one of the highest-risk populations for exploitation and trafficking.



Above: Orphanages launching REALTALK for Next Gen in Uganda

Our mission is to lead boldly at the tip of the spear, creating a world full of "Sashas." We empower children to rise above their circumstances by instilling a sense of true identity and worth. We teach them how to use the power of their voice, enabling them to break the cycle of abuse and stay safe. One out of every two children has endured some form of abuse. The need to address these wounds at their core has never been greater!

"The kids we have in our home are street kids, like I was. They come to us desperate. They don't feel loved or wanted. This is writing truths on the tablets of their hearts. Now they know they are unique and loved and so special. I am so grateful for this. It is so important to me that these kids know they can do big things through God."—Patrick, Orphanage Director in Uganda



Above: IPU Meeting in Angola focused on Orphan Trafficking Policy



Above: Orphanages launching REAL TALK for Next Gen in Kenya

REAL TALK

Awakening Faith Communities to Break the Silence

REAL TALK is transforming lives by sparking authentic conversations that break shame and secrecy, address root causes, and create lasting healing. A tool like this has not existed before, and breakthroughs are happening around the world in leaders and for children K-12. By empowering individuals to confront trauma and break generational cycles, we protect children from being victimized or becoming consumers of sex, and foster next-level freedom for adults. With transparency and empowerment, REAL TALK helps people reclaim their stories and embrace their purpose.



Above: REALTALK highlighted with CBN Germany



Above: Protecting our Children Summit in West Virginia

REAL TALK debuted in Germany, historically the first country in Europe to open its doors to Playboy, which created a ripple effect of freedom and healing within faith communities and families.

LEADERS 312 REACHED

Below: Presenting Solutions to Leaders at World Without Orphans Conference, Thailand



COUNTRIES 15 REACHED

Below: Launching REAL TALK with Germany Ambassador, Pastor Alex Berg (right)





With companies like Making Arrangements and Sugar Baby University preying on college students with false promises of luxury and debt relief, the need to protect young lives has never been greater. In response, REAL TALK University piloted at Vanderbilt University, offering solutions, healing, and hope. This initiative empowers young adults to break and recognize toxic cycles, grow in authentic community and tap into their true identity and purpose. It prevents them from falling for these common exploitative traps.



One young woman, a survivor of years of abuse and trafficking orchestrated by her own father, found freedom and restoration through *The Foundation United*. Now she leads other students toward the same empowerment she has found by launching **REAL TALK** University on her campus.







THE AVERAGE AGE of disclosure is FIFTY-three



The Cool Aunt Series, created by survivor and educator Rachel Thomas, educates and inspires youth and caregivers nationwide. This program equips participants with tools to recognize and prevent human trafficking while offering vital support to protect vulnerable children, particularly those in foster care. Contracted by the

state of California to reach 50,000 foster youth, it serves as a model for replication in every state.

Rachel Thomas, a UCLA graduate with a Master's in Education and a survivor of human trafficking, has empowered audiences across the nation through teaching, training, and curriculum development. As the founder of Sowers Education Group and the lead author of *Ending The Game* and *The Cool Aunt Series*, her work has touched countless lives. Recognized for her leadership, she was appointed to the White House Advisory Council on Human Trafficking.

THE COOL AUNT SERIES TACKLES THE HEIGHTENED RISKS OF FOSTER CARE



- Children in foster care are 4x more likely to be sexually abused (those in group homes are 28x more likely)
- 25% of foster children experience PTSD (twice the rate of U.S. war veterans)
- Nearly 50% of individuals are unemployed within four years of exiting foster care
- More than 25% are incarcerated
- 20% experience homelessness

SPEAK UP

SPEAK UP, a comprehensive K-12 prevention education curriculum, is equipping schools and homeschools nationwide with essential tools to combat sex trafficking, exploitation, and abuse. Using an innovative three-phase model, it empowers educators and school leaders to establish trauma-informed, age-appropriate systems that prioritize prevention and awareness. SPEAK UP fosters a culture of vigilance and safety, ensuring every child has the tools to recognize and avoid potential threats, starting at FIVE years old.

This transformative program is not only reshaping educational environments but also protecting futures and providing a common framework and language that simply did not exist before.

IMPACT TOTALS:

1,862,906 STUDENTS102,299 EDUCATORS

AFTER COMPLETING SPEAK UP:

- 96% of students could identify
 "Gaslighting" as a tactic of predators.
- 95% of students knew their "Body Safety Rules."
- 94% of students learned how to stay safe online.



Above: Staci Yates, survivor leader and SPEAK UP Advocate



Above: Ashley Marshall presenting SPEAK UP at Safe Schools Conference

Trauma Care

We Are Committed To The Journey Of Healing

We remain dedicated to walking alongside survivors of trauma at every stage of their journey.

The Foundation United provides continuous trauma therapy, counseling, inner healing, and practical support through partnerships with renowned experts around the country.

For many, this is their first experience with resources like ours, and they report it has had a profound and lasting impact on their lives.





Letters from our Board

Over the past 18 months, I've witnessed lives transformed and light brought into darkness. It's been a privilege to work with remarkable individuals dedicated to this mission.

As Chairman of the Board of *The Foundation United*, I've seen firsthand the integrity and purpose driving this work. Every resource entrusted to us is used to rescue children, restore lives, and fight the evil of human trafficking. The leadership operates efficiently, ensuring resources go directly toward freeing those trapped in unimaginable injustice all over the world.



Dr. William Wagner

We are on the brink of global expansion, ready to bring freedom to countless more. Yet, we are limited by resources. With your support, we can extend this impact, rescuing children and breaking cycles of exploitation worldwide.

God is moving, and your prayers and financial partnership are vital to this sacred mission. Together, we can bring light and hope to those who need it most.

With Gratitude,

Dr. William Wagner *Board Chairman*

William Wagne

2025 Board of Directors



In my 25 years as a nonprofit and philanthropy leader I am excited that we are now changing our mindset. Philanthropy is stuck on a "hamster wheel" of short-term, transactional giving, where nonprofits scramble for funds instead of solving the root causes of societal problems.

This "churn and burn" model is outdated, and it's time for a shift. Sustainable philanthropy is about long-term solutions, not quick fixes. It's about empowering nonprofits to focus on lasting impact, building stable funding sources, and engaging donors as true partners in change.

At *The Foundation United*, we're committed to ending the cycle of dependency and designing funding models that prioritize sustainability, so we can tackle systemic issues with lasting solutions, not just temporary relief. The future of philanthropy at *The Foundation United* is about creating enduring impact, not just raising money. Sincerely,

Karla Baldelli

Karla Baldelli

Incoming 2025 Board Member
The Foundation United

In 2024, we narrowed our programming focus, achieving nearly a 40% reduction in our budget with increased outcomes.

*To view all financial reporting visit thefoundationunited.org

Platinum
Transparency
2024
Candid.



Tip of the Spear Giving:

Amplify Your Impact this Holiday Season

The holiday season is here, and many of us are reflecting on ways to make a meaningful difference while planning year-end charitable contributions. At *The Foundation United*, we are leading the charge as the tip of the spear in transforming lives and safeguarding futures. Your generosity fuels this critical mission.

This year, we invite you to consider impactful ways to give that align with your financial goals and help propel our mission forward:

Three Strategic Giving Options

1. IRA Qualified Charitable Distributions (QCDs)

If you are 70½ or older, you can transfer up to \$100,000 annually from your Individual Retirement Account (IRA) directly to charity—completely tax-free. For couples, each spouse can transfer up to \$100,000, allowing a combined total of \$200,000 annually.

- For individuals 73 or older, these QCDs also count toward your required minimum distributions (RMD), making them a smart and impactful way to give.

2. Gifts of Stock

By donating long-term appreciated securities such as stocks, bonds, or mutual funds, you can maximize your impact. Compared to selling the securities and donating the after-tax proceeds, gifting stock directly allows you to increase both your contribution and your tax deduction, creating a win-win for you and the mission.

3. Donor-Advised Funds (DAFs)

Leverage your Donor-Advised Fund to support *The Foundation United*. DAFs are a flexible, tax-efficient way to give. Simply recommend a grant through your fund to help us continue advancing our critical mission.

Your generosity helps ensure we remain relentless in driving hope, healing, and protection to those we serve. Together, we can make this season of giving a profound force for change.

Our Vision for 2025 and Beyond

- Expand SPEAK UP from the current 1.8 million children impacted to 4 million moving beyond the U.S. and Romania
- Establish REAL TALK University chapters in colleges and universities nationwide, with the Vanderbilt University model to be replicated in 5 more colleges, open to young adults globally. Pilot this model in the University Panhellenic Greek System, positioning fraternities and sororities to become solution centers for sexual violence.
- Increase reach in foster care and orphanage space throughout U.S., Africa, Europe and South America, building new collaborations and partnerships with leaders on the frontlines with this population.
- Grow awareness beyond 21 million to 60 million via the new REAL TALK podcast and program growth through new partnerships.
- Launch national model building off of The Cool Aunt Series through partnership
 with the Department of Family and Children Services in California; Create a multidisciplinary model with REAL TALK, The Cool Aunt Series, and SPEAK UP in partnership
 with local foster care facilities. This will begin through a pilot in Florida and scale
 outward to help the children and families in foster care to have the healing and
 education needed, enabling foster parents to properly foster a child and guarding
 children with tools to stay safe.
- Create for-profit income streams through partnerships, licensing agreements, and nontraditional avenues.

Help Us Reach Our Year-End Goal!

Your support drives us toward our \$480,000 target, empowering us to implement innovative income structures. These solutions reduce reliance on traditional philanthropy and deliver self-sustaining, life-changing impact. Together, we create lasting change!



We care deeply for every child, every parent, and every soul who feels forgotten, ashamed, or overlooked. *Trafficking, exploitation and abuse must be forever eradicated.*

You are seen, you are valued, and you are loved.

Our solutions are not just ideas—they are lifelines. Like rivers carving pathways to the oceans, they carry hope, healing, and restoration to the nations. We stand in the gap for the broken, the weary, and the silenced, refusing to let despair have the final word.

HOPE IS HERE. THIS IS THE FOUNDATION UNITED.







GIVE NOW TO SAVE THEM

thefoundationunited.org/donate

