



TO END HUMAN TRAFFICKING

2023 Annual Report

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GET INVOLVED
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**EVERY CHILD DESERVES
SAFETY AND FREEDOM**

VISION

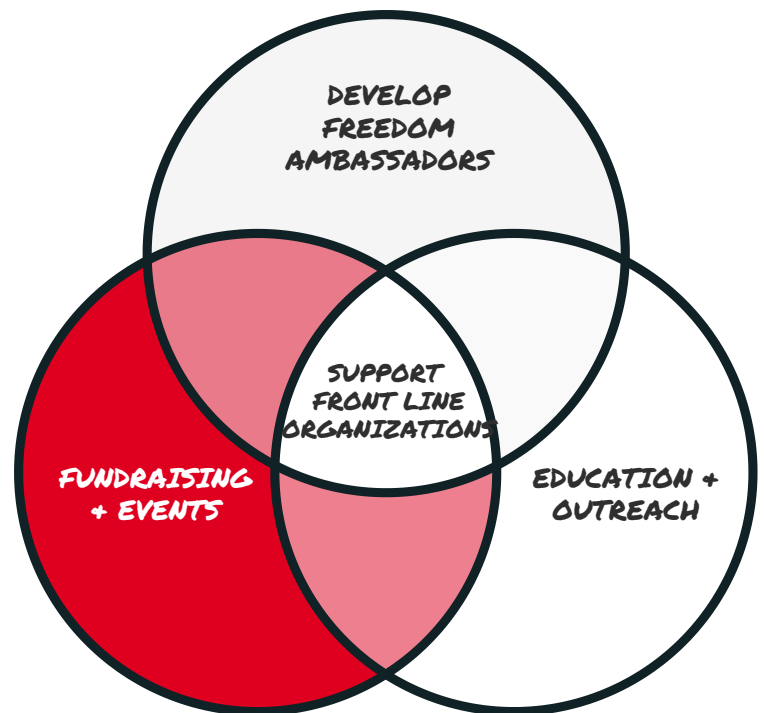
A world devoid of shame and degradation, where the inherent worth of human life is cherished and celebrated.

MISSION

Ignite an army dedicated to abolishing human trafficking.

STRATEGY

- 1 Educate the masses through community outreach
- 2 Host and participate in outdoor and other events that create awareness and activation
- 3 Develop community leaders to serve as Freedom Ambassadors and discover innovative methods to engage others in the fight
- 4 Empower frontline organizations who prevent, identify, restore and support survivors of human trafficking



I started the Freedom Fighter Movement to support the idea of abolishing a trade where people are sold for sex, educate the masses to the scope of the problem and to bring light to the victims. The Freedom Fighter Movement will hopefully spark something deep inside all of us to carry a message of hope to those who need to hear it... that all human life is precious and worthy of love.
Together we are powerful.

— JENNY PRUETT

Founder & CEO - I am a Freedom Fighter

MEET OUR BOARD



Jenny Pruett
CEO Founder



Christy Masters
Co-Founder



Nesta Romick
Director of Finance



Ivonne Galceran
Community Mobilizer



Gail Connell
Adminstrator



Brenda Grochowski
Partnership Strategist



Larry Hall
Outreach Coordinator

BOARD DEVELOPMENT

We have dedicated numerous hours to shaping and reshaping our board of directors. We added 3 new board positions in 2023.

Success in fulfilling our mission hinges on individuals who are prepared to invest the necessary time to stay organized and responsible. We deeply appreciate everyone who has shown dedication to this cause.

As a relatively young organization, we initially operated on a part-time basis due to our founder's prior commitments as a restaurant owner. In 2023, we have the opportunity to concentrate fully on enhancing board roles, goals, and strategies for the first time.

1

EDUCATION = PREVENTION

We need to find the motivation and inspiration to alter people's perceptions of human trafficking. It is no longer acceptable to view this issue as something that only occurs in other countries. It is imperative that we acknowledge our role as the leading consumer of sex worldwide and take action.

We should seize every opportunity to educate others, whether through formal training sessions, casual conversations over dinner, or personal discussions with family members. While discussing sex trafficking may not be pleasant, we must confront the gravity of the situation and convey the hope for positive change in the mindset of those around us.

To mobilize a movement, we must serve as the catalyst that ignites the flame.



2

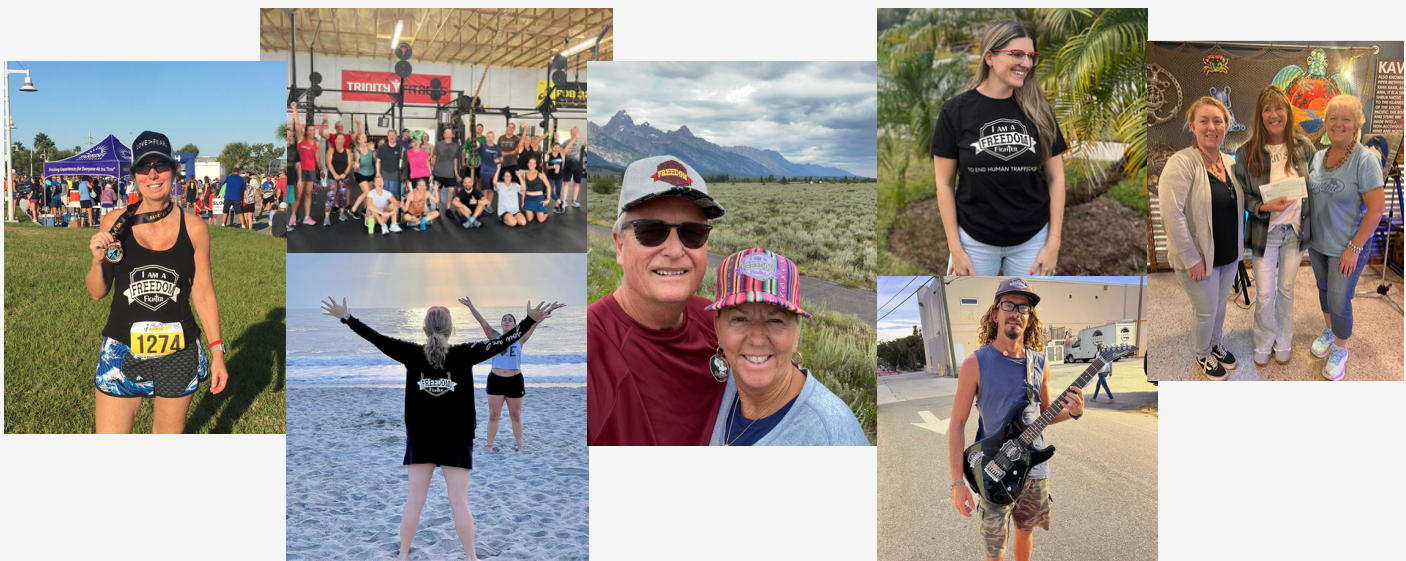
EVENTS

Our founder, Jenny Pruet, took part in her first freedom hike in 2018 and has been hiking ever since. Freedom hiking aims to raise awareness by undertaking challenging endurance events and fundraising to support this cause. Since then, our local community members have raised thousands of dollars by participating in freedom hikes in support of Atlas Free.

In the autumn of 2023, our founder decided to elevate these efforts by involving the local community in a greater way. Rather than hiking in other states, which incurred costs and time away from home, she began to organize local events that everyone could join. These events can be replicated in other communities, fostering widespread engagement in the cause.

STRATEGY CONT.

3 DO SOMETHING. BECOME AN AMBASSADOR



"Do what you can with all you have, wherever you are." -- Theodore Roosevelt

When our founder first learned about the reality of human trafficking, she was deeply moved and wondered what she could do to make a difference. Eventually, she stumbled upon a gift store that sold inspiring items. While browsing, she came across a bag of coffee with a powerful message on the back: "This purchase will help save a life." In that moment, she realized exactly what she could do.

Being the owner of a coffee shop/restaurant and a skilled coffee roaster, she made the decision to create a special blend of coffee. The profits from this blend would be donated to a frontline organization fighting against human trafficking. This was her way of contributing to the cause and making a tangible impact. As an organization, we firmly believe that every individual has a role to play in addressing this crisis. There is no need to reinvent the wheel or feel overwhelmed by the enormity of the problem. Instead, we encourage everyone to leverage their existing skills, passions, and interests and dedicate them to the cause of freedom.

This is where our Ambassador for Freedom program comes in. We invite you to become an Ambassador for Freedom! Whether it's through your business, hobbies, or unique talents, you have the power to transform someone else's life story. Just imagine the collective impact we can make in putting an end to this heinous crime if we all did something.

STRATEGY CONT.

4

EMPOWERING BOTH LOCAL + GLOBAL



A-G-A-P-E
women's center



Inspiring News:

Three people were set free from sex trafficking every 24 hours this year.

Supporting front line organizations is a fundamental aspect of our strategy. These organizations serve as a vital link between ordinary individuals like us and those in need of assistance. Their daily work involves aiding victims and comprehending the complexities of trauma, addiction, psychological and physical abuse, control, and fear. Our primary goal is to ensure their success in this critical mission. We support their endeavors by hosting awareness and fundraising events, and we provide financial assistance through these fundraising activities.

We have deliberately selected organizations that we have personal connections with, ones that demonstrate a high level of integrity and make significant contributions to the community. It is essential for us to support efforts not only locally but also at the state and global levels. When you are supporting I Am a Freedom Fighter, you are supporting their work.

WE PROUDLY EMPOWER

We proudly support **Agape Women's Center**, which goes beyond just being a pregnancy center. They offer complimentary services to women residing in Brevard County. A few years back, their Executive Director approached our founder and shared the impactful outreach they were conducting within the local sex industry, and we were immediately on board.

Agape actively reaches out to more than 200 women working in the sex industry in our community monthly. By offering resources, establishing trust-based relationships with victims, and operating a drop-in center stocked with food, clothing, and self-care essentials, they are making a significant difference. In 2023, they introduced their inaugural mentorship program, which includes classroom-style sessions aimed at teaching new skills to those at risk or looking to transition out of the industry.

Through our holiday season giving campaign, Tis the Season, we are able to provide Thanksgiving and Christmas gifts to women and children at risk in our community. Agape Women's Center is a recipient of these gifts.



Biker's Against Trafficking's (BAT) chapter headquarters is located in Central Florida. They are an expanding organization dedicated to eradicating human trafficking & restore those impacted by it's effects through building awareness, clinical trauma counseling, job placement, housing assistance and mentoring. BAT frequently collaborate with runaway individuals from foster care, offering them a secure haven. They strive to accommodate anyone who has been impacted by this abhorrent crime by providing a safe home.

WE PROUDLY EMPOWER CONT.



Tomas Lares, the founder of **United Abolitionist** (UA), was among the first individuals and organizations our founder established a connection with. This relationship has proven to be one of the most significant ones to date. Tomas and his team are making remarkable strides in central Florida, statewide, and even across the southern US. His unwavering passion for universal freedom is truly inspiring.

They act as first responders, offering around-the-clock emergency crisis advocacy to address immediate needs. Through their advocacy programs, they play a crucial role in bridging the trust gap between law enforcement and victims. Building trust between advocates and victims is vital for providing effective support and starting the journey to recovery. Their expertise in training spans from basic awareness to grooming leaders in various communities. Our training sessions are modeled after the thorough training we received from UA.

Additionally, our annual holiday giving campaign, "Tis the Season," aids in providing Thanksgiving dinners and Christmas gifts for their crisis centers. We are ready to assist with last-minute needs, such as supporting a center or covering hotel expenses for an advocate post a sting operation. Their contributions to the cause go beyond what we can enumerate. They are truly amazing and indispensable partners.

WE PROUDLY EMPOWER CONT.



The bond between **Atlas Free** and I am a freedom fighter is truly unique. It all started with a shared passion for hiking, a beloved activity of the founder, Jenny Pruett, who also despised sex trafficking. Jenny has been an integral part of their Adventure Philanthropy Outdoor leadership team for over 4 years.

Atlas Free's collaboration has significantly influenced I Am a Freedom Fighter in various aspects. They have played a crucial role in shaping our organizational structure, platforms, and operational methods. Specializing in identifying and boosting the most impactful frontline efforts, they develop resources and tools to expand the battle against human trafficking. By bringing together donors, adventurers, and individuals like us, they connect us with the top local organizations worldwide.

They have partnered with 40 local organizations in over 25 countries, successfully implementing a model that discovers and accelerates the most effective frontline initiatives while creating resources and tools to amplify the fight against human trafficking.

Our support of **Exodus Cry** plays a crucial role in the battle against sex trafficking. They are effectively influencing society through impactful communication via film, videos, podcasts, conferences, and written content. Our founder's awakening to the reality of sex trafficking occurred when she watched their film, *Nefarious Merchant of Souls*. This eye-opening experience left her unable to deny the truth any longer.

Exodus Cry actively supports legislation aimed at eradicating commercial sexual exploitation and protecting the victims who are being exploited for profit. They actively connect with those who are trapped in these circumstances and provide them with a path towards freedom.

COMMUNITY OUTREACH

- Provided 13 formal trainings at business, churches, gyms, yoga studios and homes
- Participated in 11 resource fairs, including the 4 day event of Thunder on Cocoa Beach
- Trained 3 new educators
- 92 Sign ups to be Freedom Fighters on website in 2023
- Created What's App group with 45 subscribers
- Sent 27 prayers requests
- Participated in 5 strip club outreach operations
- Provided Thanksgiving meals and Christmas gifts to Crisis Center for United Abolitionist & Agape Women's Center
- Partnered with MI Breakfast Rotary in Thunder on Cocoa Beach



GET OUTDOORS FOR FREEDOM

- Organized a 4-day event for Thunder on Cocoa Beach, managing over 75 volunteers. This included coordinating hospitality ticket pick-up, organizing viewing parties at 4 locations, planning and preparing VIP bags, handling merchandise sales, setting up and managing 3 days of outdoor bars, and overseeing event parking
- Led & co-facilitated the Teton Freedom Hike for Atlas Free, hosting 3 Zoom calls and recruited 4 hikers
- Served as a trail ambassador for the Sawtooth Freedom Hike for Atlas Free, recruited 3 hikers
- Organized, planned, and mapped out the Freedom Hike Tour du Mont Blanc in Europe for Atlas Free, recruited 3 hikers
- Initiated the planning for the Get Outdoors for Freedom Spring Series of 3 events for 2024: 5K Light the Darkness, 15-mile Power Paddle, and 10/20-mile Seaside Stride Beach Trek



COMMUNITY OUTREACH CONT.

BRING IT LOCAL



**FROM THE PEAKS
TO THE BEACH!**



We made the decision as an organization to localize some of our hiking initiatives by organizing outdoor events that are accessible to everyone! No longer will you need to journey across the country to hike for freedom; you can now walk, run, or paddle right in your own community, all in support of the freedom of others.

We Initiated the planning for the Get Outdoors for Freedom Spring Series of 3 separate events for 2024

- 5K Light the Darkness - January 2024
- 5/15-mile Power Paddle - February 2024
- 10/20-mile Seaside Stride Beach Trek - April 2024

This 3 part series was created to get everyday people involved in the fight against sex trafficking. Once we learn the truth about human trafficking we all need a way that we can contribute and know that our efforts are making a difference.



AMBASSADOR SPOTLIGHT

We launched officially launched the Ambassador for Freedom with the idea that we can all do something to end human trafficking. This program is continuing to shape into its destiny. Our first ambassador lives in Flemming Island, Florida, a junior at Flemming high school. After completing a school project on human trafficking, she initiated a Freedom Rally at a local Crossfit gym. I am a Freedom Fighter helped plan and orchestrate the event along with presenting our basic awareness training. Sophia invited her friends, family and community leaders to participate and attend.

After providing an awareness training to Trinity Fitness Beachside early in 2023, they joined the Ambassador program, holding dedicated Friday night events, promoting our merchandise and helping educate the cause.

Nancy Perez, a Jiu-Jitsu fighter made the decision to dedicate her passion to fight for Freedom. Nancy participated in a regional competition taking first in her class! She fundraised and brought awareness for her training and during the event. She also hosted a self defense class partnered with an awareness training and hosted a beach cleanup day partnered with an awareness training. Nancy continues to fight for freedom and is looking forward to her next competition.

Mona Kinsman joined the ambassador program as a trail runner. She participated in the Grand Circle Trailfest in Kanab UT, raising awareness and fundraising along the way. Mona continues to contribute and lead her community in the fight and is looking forward to her next trail run for freedom.



ENGAGEMENT

VOLUNTEER

Throughout 2023, we actively engaged volunteers in various activities:

- Our resource fairs provided opportunities for basic assistance, raising awareness, selling merchandise, and promoting events. We even created hand made pledge Christmas ornaments to encourage involvement and action.
- We organized multiple volunteer meetings to strategize for Thunder on Cocoa Beach, for all volunteers, along with collaborating with bartenders and educating them all about the cause. We hosted a volunteer training, which included a human trafficking awareness training. This event alone involved over 75 volunteers.
- We engaged freedom hikers in hiking and training tips, Zoom calls, and trip planning for hikes.
- For our Get Outdoors for Freedom (GOFF) events in 2024, we established core planning committees for the Light the Darkness 5K and the Power Paddle, with committees meeting regularly.



ENGAGEMENT CONT.

SPONSORSHIP



With the introduction of our **Get Outdoors for Freedom** Spring Series, we successfully enlisted a title sponsor, **Connors Wealth Management** and an event sponsor for each event, in addition to various levels of commitment. These partnerships will raise awareness among other prospective sponsors, their business contacts, friends, and families.

5K Event Sponsor: **Kayla Adamson Homes**

Power Paddle Event Sponsor: **All Points**

Seaside Stride Event Sponsor: **Ocean to River Properties**

We are excited about the prospects that these opportunities present as we move forward. Sponsorship provides businesses with an opportunity to actively participate and make a meaningful impact on their community. These partnerships have the potential to genuinely raise awareness among their employees and associates.

NEPAL VISION TRIP



Jenny Pruet, the founder of our organization, was extended an invitation to participate in a vision trip organized by Atlas Free and Mayhem Missions. The trip took place in Kathmandu, Nepal in September of 2023. The purpose of this trip was to visit one of Atlas Free's local partners and gain insight into their school and restoration homes, as well as to comprehend the issue of human trafficking in Nepal. The objective was to identify the needs of both the organization and the country, and determine the most effective way to provide assistance.

Upon witnessing the immense amount of resources required, Jenny found the situation to be both daunting and inspiring. Having been a dedicated supporter of Atlas Free for many years due to her passion for hiking, she was able to witness firsthand the positive impact of her contributions.

The partner organization had three homes for girls and one home for boys, all thriving with love, hope, and faith. The school catered not only to the children residing in these homes but also to the wider community. They were not only spreading hope among their residents but also among the neighboring children. Approximately 30% of the residents in these homes were victims of human trafficking, while the rest were either in vulnerable situations or siblings of the victims who had been removed from their homes due to unsafe environments.

Outside the city, there were impoverished and uneducated farmers with children who were at high risk of being trafficked. The partner organization visited these homes, educating the families about the dangers of human trafficking and offering scholarship opportunities to ensure the children receive an education. This support includes providing clothing, textbooks, shoes, and other necessities.

This is just one of the 40 partners we collaborate with in 25 countries, all of whom have contributed to changing the course of a child's life. We must not lose hope, but rather redouble our efforts to save even more lives. Our partnership with Atlas Free plays a crucial role in achieving this mission.

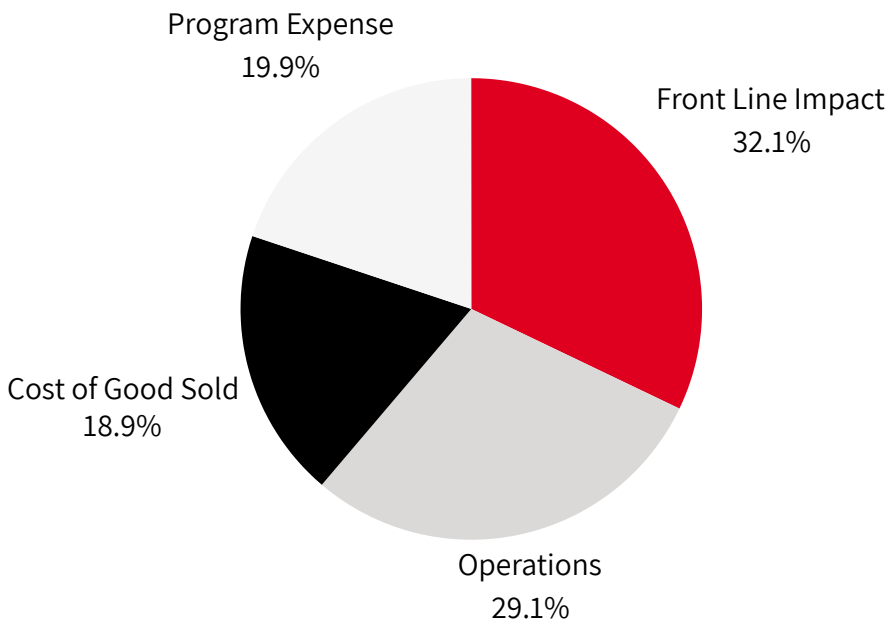
A YEAR IN REVIEW

We appreciate another amazing year where the generous financial support of many has driven our local and global efforts against human trafficking.

Here's our financial breakdown for January through December 2023

\$92,351.21	Revenue
\$77,802.43	Expenses
\$14,548.78	Net Income

Breakdown of Expenses



Cost of Goods Sold	\$14,709.03
Supplies & Merchandise for Resale	
Operational Expense	\$22,650.57
Operations, Subscriptions, Business Support, Rent	
Program Expense	\$15,460.73
Education, Awareness & Prevention	
Empowerment	\$24,982.10
Front Line Support	

OUR COMMITMENT

We are grateful for the overwhelming support we have received from those who believed in our mission even before our organization was established. This year marks the first publication of our financial report and the first year our organization has garnered the attention necessary to truly strengthen our cause.

Moving forward, we aim to allocate more funds towards our programs and provide greater support to our front line organizations. Our programs are the foundation of our progress. We will dedicate our efforts to nurturing them, fostering trust through financial transparency, and standing united in the fight.

As we set our sights on 2024, the outlook for our Get Outdoors for Freedom program alone will be transforming. The expansion of our Ambassador Program will bring about significant changes. By educating more individuals on the realities of human trafficking, we anticipate increased engagement and a more profound impact. The army advocating for freedom from the clutches of sexual exploitation will grow, illuminating the path forward. The darkness will give way to light.

freedom from slavery

STARTS WITH YOU

DO SOMETHING

JOIN FREEDOM FIGHTERS

GET TRAINED, HIKE, RUN, WALK,
FUNDRAISE, DONATE, PRAY.
TOGETHER WE ARE POWERFUL.



TO END HUMAN TRAFFICKING

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