



2020 ANNUAL REPORT

Providing Prevention Education: Virtually, Hybrid, and In-Person



Our mission is to educate, equip, and mobilize communities with the tools needed to be a force in the global movement to end human trafficking.

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2020 Board Members & Staff Leadership

Jessica Willis, Chief Executive Officer, Ex-Officio Board Member
Joell Denison, Director of Programs and Training
Heather Caleb, Director of Development
Mike Hasley, Board Chair
Leslie Swenson, Board Vice-Chair
Mike Lico, Board Secretary and Treasurer
Marjorie Blanton-Youssef, Board Member
Joann Clack, Board Member



Letter from the CEO

The year 2020 reminded us all about the importance of both preparedness and resiliency. At RJJ, we believe that part of our role is to pivot well when changes are at hand. We always aim to provide the most up-to-date education to protect communities against human trafficking. During this year, we released urgent educational resources in response to the pandemic and also adapted our programs to be effective and accessible virtually, with gratefulness from teachers across the U.S. who've found these resources very relevant and beneficial to their students! In fact, the number of students reached in 2020 did not slow down from previous years! We are so grateful for teachers and administrators who have continued to prioritize utilizing our Prevention Project™ program even through the pandemic. Many school leaders shared how vitally important this human trafficking prevention education is to their students' wellbeing and safety!

I want to personally thank all of our donors and team members for your incredible sustaining support this year; it's because of you that **we've doubled the total number of youth we've been able to reach through our Prevention Project program in just two years!** I'm so thrilled to share that we've now equipped **over 38K students in 15 states!** At the end of 2019, we were serving

communities in 10 states and we've now grown to partner with schools and programs in 5 additional states in just a year! There are so many more at-risk youth to reach together!

We continue to be awed by the lives saved due to the education that students receive through our Prevention Project program. We hear story after story of youth who now know how to protect themselves - and just in time! Many students have shared how relevant their learning is to their life experience, reporting being so thankful to now know the red flags of trafficking and how to stay safer. Others express such gratitude because the resources they received during the Prevention Project program helped them or one of their loved ones out of a dangerous situation! This is life-changing work and we invite you to continue to be the reason more at-risk youth receive the prevention education they need to stay safe!

"The Prevention Project informed me on the importance of being smart and staying away from situations that could lead to trafficking. It allowed me to understand the tactics used to lure in potential victims and will help me in the future to stay away from those situations."

– Prevention Project Student

As we grow into the future years together, our commitment is to continue expanding our reach to provide effective human trafficking prevention and intervention education across the nation, whether participants are learning in-person, hybrid, or online. We are so thankful to every individual, organization, church, and business who partners generously with us and makes it possible for at-risk youth to have the knowledge they need to protect themselves from human trafficking in their lives!

All the best,

Jessica Willis, CEO

2020 Highlights



Amidst the global pandemic, we adapted quickly and have remained steadfast in our mission to **EDUCATE**, **EQUIP**, and **MOBILIZE** communities with the tools needed to end human trafficking.

The virtual world is made **safer** with human trafficking prevention education

These resources reached **2,750 people** in virtual settings this year:



Online Safety Guide



Educational article "Human Trafficking in the Time of COVID-19"



Virtual tools for Prevention Project™ remote learners



Human trafficking video seminars

RJI released **urgent** educational resources in response to the pandemic



1st major virtual event, *Benefit For Freedom* with **2k additional views** from across the country



1st virtual In-Depth Training for a school system's human trafficking preparedness

8,978 STUDENTS

reached with prevention education in 2020, totaling



PREVENTION PROJECT™

233 CLASSROOMS

reached with the Prevention Project™ program in 2020

33% High school classes
67% Middle school classes



OVER 38K TO DATE

x2 In two years, we more than doubled the # of students reached!



The most impactful parts of Prevention Project to me were identifying red flags and social media safety [...] because it **helps me know who could be a threat to me online and helps me protect my personal information** from the public.

-Prevention Project student



The In-Depth Training has helped me to become more aware and to realize that this happens in our state. The presentation **gave me warning signs to look for in some of our vulnerable students.**

-In-Depth Training participant

5/5 stars ★★★★★

The most common rating given for the different categories of our In-Depth Training



100%

In-Depth Training participants who reported they **now have the information needed to recognize the signs of human trafficking victims**

210 Counselors, Social Workers, and School Personnel equipped with In-Depth Training, **totaling 946 to date**



15 states provided with the Prevention Project™ program as of 2020

RJI is an organization headquartered in Richmond, Virginia serving the nation



Making the Virtual World Safer for our Youth

As long as the internet has been around, predators have used it to find and lure youth. Though this problem has long existed, when the pandemic hit, there was a steep rise in online exploitation, with young people as traffickers' primary targets. According to MPI, "COVID-19 shifted the focus of traffickers to the youths who attend school virtually and connect with each other online, where techniques using social media are in place to recruit potential victims." **Predators recognize that our children are isolated, increasingly online, and that parents may be distracted with employment and other challenges, and they are seizing the opportunity. It has never been more urgent to talk about the dangerous snares awaiting unsuspecting young internet users.**

In response to the pandemic and the dire need for education that could be adapted to the virtual landscape, our team expediently created resources that were released in the weeks following the lockdown to protect students online during this time! We also adapted our tools to assist teachers in using our Prevention Project™ curriculum through e-learning platforms. Even if classes were not able to gather in person, we wanted to provide a way to reach students remotely with

virtual human trafficking prevention education. We swiftly created new virtual-friendly resources and widely published an Online Safety Guide, effectively helping us serve youth who were distance learning as well as those in person.

Even in such a complex and unprecedented season, when we counted our numbers at the end of 2020, we found that we had **doubled the total number of youth reached through our Prevention Project program in just the last two years!** As 2020 closed, over 38,000 students in 15 states were equipped to recognize the potential lures of human trafficking and keep themselves and others safe.

These students now know the in-person and online predation tactics and pitfalls, and they are making changes to ensure a safer future.

As one student shared, **"The most impactful parts of Prevention Project to me were identifying red flags and social media safety [...] because it helps me know who could be a threat to me online and helps me protect my personal information from the public."**

– *Prevention Project student*



We continue to remain steadfast in our mission to educate, equip, and mobilize communities with the tools needed to be a force in the global movement to end human trafficking, no matter the circumstances. We thank you for your support in this tumultuous year and for continuing to prioritize with us the safety of our most vulnerable!



School Leaders Trained to Protect Students

Human trafficking is a crime that is frequently said to be “hidden in broad daylight.” Youth who are being trafficked show up to their daily activities carrying this dark, heavy reality of human trafficking.

For youth, who are some of the most at-risk to becoming targeted by traffickers in the U.S., **their only lifeline might rely on the vigilant eye of the teacher, counselor, or youth worker who interacts with them during their schooling. We are working hard to ensure that adults within the school system have the training they need to safely prevent, identify, and intervene with student victims of trafficking.** With our In-Depth Training that has equipped nearly 1,000 youth workers and school staff by the end of 2020, we have delivered effective information to help them prevent and spot human trafficking as well as how to provide trauma-informed counsel to vulnerable students. After our highly rated program, participants reveal they can now look out for their students in ways they couldn't before!

After our last In-Depth Training for school personnel in 2020, this heartening message was shared by the organizer, the school district's Supervisor of School Counseling and Assessment which showed the monumental benefit for not only their staff, but their students:

“We were better equipped and prepared to handle the pervasive and sometimes ‘under the radar’ issue that is human trafficking. Our eyes were opened in many ways, and I know many students will benefit from our application of the information from today's training.”

– RJI In-Depth Training Participant

When school personnel are equipped to recognize trafficking, it lifts the veil from these otherwise hidden realities their students may bear! With proper training, the adult leaders are empowered to be a beacon of hope for their students, to reveal this dark secret of human trafficking and find a path toward healing.

Volunteer Spotlights

We are so thankful for all of our incredible volunteers!

During 2020 our volunteers logged 402 volunteer hours. Their many hours of dedication totals an equivalent of \$11,714.28 in estimated work value for RJI!

Debbie Lewis



Debbie Lewis serves on our volunteer leadership team as Volunteer Coordinator. Her flexibility in transitioning to the virtual space during the pandemic allowed for a smooth and successful continuation of our volunteer program.

“Volunteering with RJI looked very different in 2020, as the pause button was hit on in-person trainings and events. Thankfully, we have a wonderful group of dedicated volunteers who stayed plugged in, as well as a number of brand new volunteers who reached out to get involved - and were trained virtually. I am grateful for the technology that kept us connected as we met and planned, and I look forward to the day when we will work together again face-to-face!” – Debbie Lewis

We are so grateful for Debbie and how professional, detail-oriented, and friendly she is in working with the team whether virtually or in-person.

Steve Peterson



Steve Peterson is always ready to advocate on behalf of RJI and to share how vital our programs are to everyone he meets. We are thankful for Steve’s steadfast coordination of our Synapse Hub, our networking group that is a continued, tremendous blessing to our organization over the years. We also appreciate Steve’s service on our Board-Appointed Development Committee, where he secures sponsors for our annual Benefit for Freedom, all proceeds of which go towards preventing human trafficking around the country through our programs.

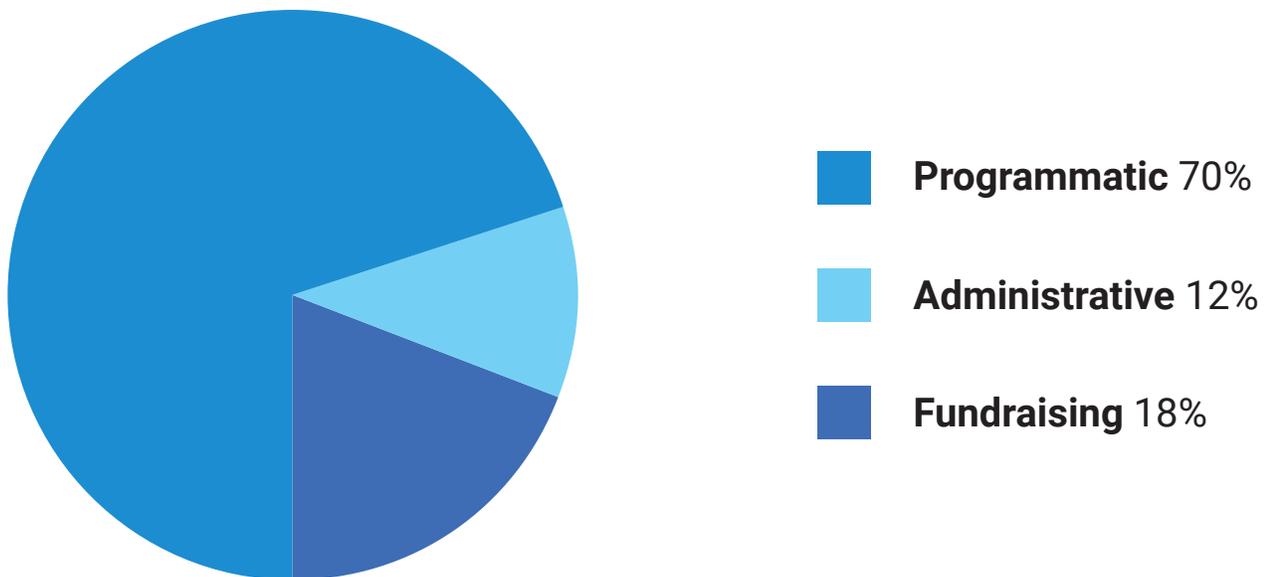
“I couldn’t be more pleased to support and be affiliated with an organization whose mission is so noble. I have watched and helped this small, passionate group move mountains during my tenure with RJI. It has been an amazing journey and educational experience that has changed me in profound ways.”

– Steve Peterson

Financials

2020 RJI Expenses

Programmatic	70%	\$127,338
Administrative	12%	\$21,779
Fundraising	18%	\$32,667
Expenses Total: \$181,784		

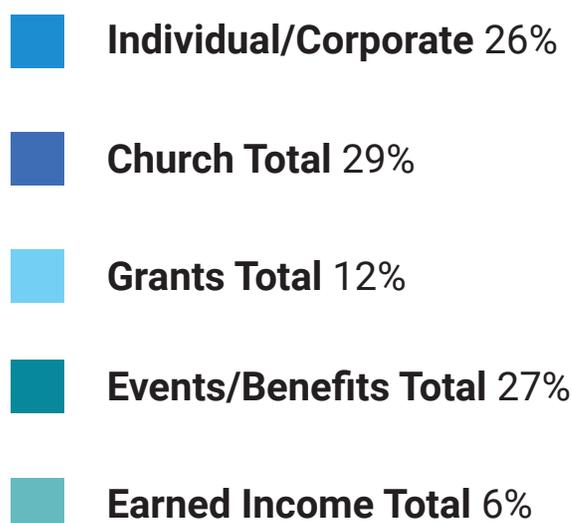
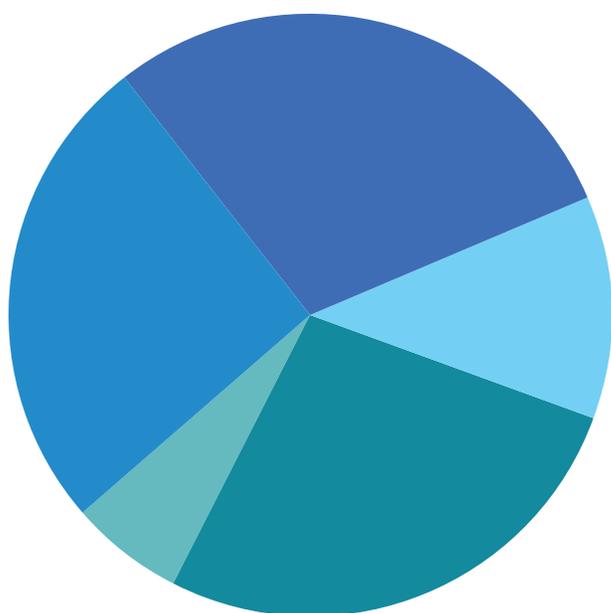


If you would like additional information or want to discuss how you can support our mission,
please email connect@rvaji.com

Thank you to all of our donors for your generosity! Your support has powered our programs to reach people virtually, hybrid, and in-person with the knowledge needed to protect themselves and others. Together, we are preventing human trafficking in communities around the nation!

2020 RJI Income

Individual/Corporate Total	26%	\$52,869
Church Total	29%	\$60,320
Grants Total	12%	\$25,648
Events/Benefits Total	27%	\$55,589
Earned Income Total (Merchandise, Honorariums, Curriculum)	6%	\$11,975
Income Total: \$206,401		



Donor Highlights

We are immensely grateful for all our financial partners and your generous support of our mission!

Grants

- \$10,000 AT&T
- \$7,000 UPS Foundation
- \$5,000 Third Church
- \$3,777 PGA Tour Charity, Inc.
- \$3,000 Kiwanis Club of Richmond
- \$1,000 Dominion Energy Charitable Foundation
- \$500 Links, Inc. Newport News (VA) Chapter

Financial Event Sponsor

\$10,000

- The San Diego Foundation

Financial Event Sponsor

\$5,000

- Magellan Complete Care

Financial Event Sponsors

\$1,500-\$1,000

- Anonymous Donors
- Bates Orthodontics
- Bon Secours
- Fig Tree Therapy
- James River Air Conditioning Co.
- J.E. Liesfield Contractor, Inc.
- Lawns by Dr. Vaughan
- Movement Church

Financial Event Sponsors

\$500-\$250

- Anonymous Donors
- The Good Feet Store
- David Hebel, Realtor
- Axselle Auto Service
- Bill and Jane Mims
- Equity Concepts
- Eventfull
- Virginia Beach Justice Initiative (VBJ)

List of Church Supporters

- Hill City Church
- Journey Christian Church
- HOPE Church
- Third Church
- Atlee Community Church
- West End Assembly of God (WEAG)
- Crestwood Presbyterian Church
- Cloverhill Church
- Redemption Hill
- City Church
- Mechanicsville Christian Center
- Stony Point Church
- Compass Christian Church
- Mechanicsville Church of Christ
- Life Church
- Greek Orthodox Cathedral Ladies Philoptochos Society Chapter 1097

"Your program should be taught in every school because human trafficking is widely targeted towards children." – School Participant

Thank you so much to all of our donors who are making it possible for schools to be reached through our human trafficking prevention education programs! You are making a world of difference in the lives of students across the nation!

Great thanks to our 2020 Annual Report sponsor and designer: Kathryn Montgomery!



www.rvaji.com

If you would like additional information or want to discuss how you can support our mission,
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