

# 2024 ANNUAL REPORT



# WORD FROM OUR EXECUTIVE DIRECTOR

Your support and commitment to helping survivors of sex trafficking is the heart of our organization. This year has brought both challenges with the hurricanes and damage to our property, and triumphs. Because of you, lives are being restored, hope is being renewed, and futures are being rewritten. You have played a vital role in making an impact, and we are profoundly grateful for your unwavering support.

As a relatively small nonprofit with 55 dedicated employees, we are tackling the pressing issue of trafficking in our communities. Florida ranks third in the nation for reported cases of sex trafficking—a statistic we cannot ignore. But together, we are making a difference.

Thank you for standing with us, for believing in this mission, and for helping survivors find freedom, hope, and healing. Your generosity makes freedom and hope possible for survivors. Your support helps bring survivors home, reuniting them with their families and restoring precious relationships with their children and loved ones, and we are so thankful for you.

Warmly,

*Stacey Ffaw*



## 2024 BY THE NUMBERS



## BOARD OF DIRECTORS

**Ralph Hoehne**

**CHAIRMAN OF THE BOARD**  
BUSINESS OWNER

**Mike Braun**

IBUSINESS SOLUTIONS

**Robin Gardner**

RETIRED NURSE,  
SELAH VOLUNTEER

**Joanne Hoehne**

BUSINESS OWNER

**Frank Trulaske**

**TREASURER**  
TRUE FITNESS CEO

**Sarah Deonarinesingh**

ST. PETERSBURG COLLEGE,  
ASSISTANT DEAN

**Jason Harrington**

HARRINGTON LAW, PLLC

**Misty Stinson**

REALTOR

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**Eileen Sweeney**

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SELAH VOLUNTEER

**Jose Bello**

ENCORE BANK

**Adam Daniels**

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SHERIFF'S OFFICE

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**Ann Murphy**

BUSINESS OWNER

**Andrew Semple**

BUSINESS OWNER

**Sandra Stone, PhD**

UNIVERSITY OF  
SOUTH FLORIDA

**Tonya Miller Turczyn**

REAL ESTATE INVESTOR

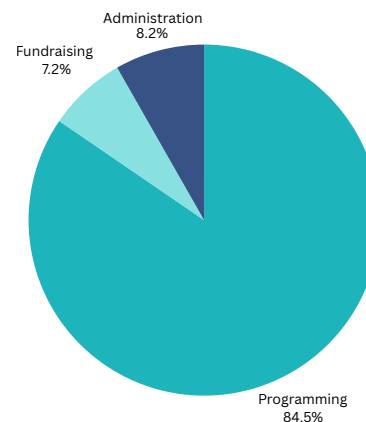
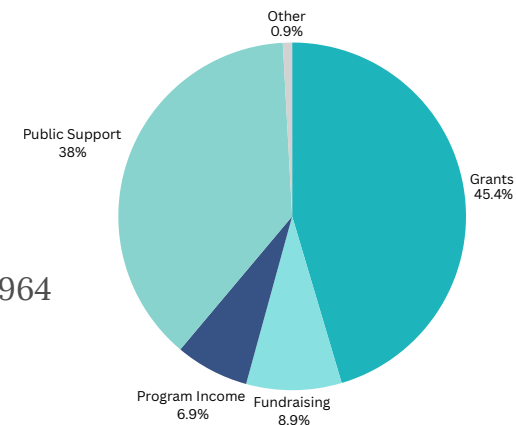
**Rosemary Windsor**

CLEARWATER JOLLEY  
TROLLEY, RETIRED CEO

## REVENUE

- Grants: \$2,079,211
- Fundraising: \$406,348
- Program and Contract Income: \$313,851
- Public Support: \$1,740,964
- Other: \$39,525

**TOTAL: \$4,579,899**



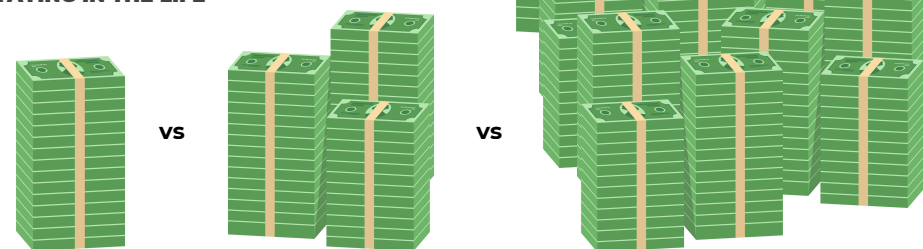
## EXPENSES

- Programming: \$3,539,739
- Fundraising: \$301,695
- General and Administration: \$345,259

**TOTAL: \$4,186,693**

## DID YOU KNOW?

**COSTS AT A GLANCE BETWEEN PREVENTION VS SURVIVOR REHABILITATION VS A VICTIM STAYING IN THE LIFE**



**\$1,200**

Prevention to educate 10 children

**\$100,000**

One survivor to successfully complete Selah's Residential Program

**\$4,000,000**

Taxpayer costs for a trafficking victim that stays in the life (CPS, judges, judicial system, law enforcement, jails, etc.)



Outreach partners with local law enforcement as the first point of contact for those identified as trafficking victims or high risk individuals. Our TYLA Program (Turn Your Life Around) exists to identify individuals and victims who are being sexually exploited and/or trafficked and provide them with resources and strategies to help them escape the sex trade industry. TYLA provides an alternative to anyone being arrested for prostitution or other charges approved by the State.

# OUTREACH



**2024 BY THE NUMBERS**

**140**  
**SURVIVORS SERVED**

**255**  
**SURVIVORS CALLED HELPLINE**

## 2024 HIGHLIGHTS

- Through a partnership with HCSO (Hillsborough County Sheriff's Office), a new empowerment program for women was launched
- A survivor was overjoyed to receive two restitution payments from her trafficker who is still in prison
- Survivor received her T-Visa after waiting 17 years
- Presented at the FPAA (Florida Prosecuting Attorneys Association) conference, speaking on the coercion element of human trafficking segueing into the cycle of getting caught in the CJ system and Selah's solution: TYLA (Turn Your Life Around) court
- A trafficker was sentenced to life following the reading of a victim impact statement from Selah Freedom

- After a new Florida law passed, a survivor became the first ever to have her parental rights reinstated after they were terminated, and her daughter was able to move home
- A survivor began treatment for the first time after 30 years of substance use
- A survivor graduated from IRise and was able to get a job in the medical field



Outreach



Residential



Awareness



Prevention



Consulting





# RESIDENTIAL

## 2024 HIGHLIGHTS

While in the Residential Program, survivors are equipped with the wrap-around services and resources they need to be free. They can also accomplish goals they never knew were possible to tackle – things like getting their GED, reconnecting with their children and family, getting a driver's license, and even learning to swim. 87% of survivor graduates and 76% of non-graduates of our Residential Program do not return to "the life."



### 2024 BY THE NUMBERS

53

**SURVIVORS  
SERVED**

6

**SURVIVORS  
GRADUATED**

- Equine Therapy brought a survivor's healing full circle, first with obtaining a certification as an Equine Specialist in Mental Health and Learning and upon graduation, now leads Horse Therapy with current residential survivors
- iBusiness Solutions Co-Founders David Yohn and Jamie Dunnan brought gifts to survivors at the Residential house on Christmas and surprised Selah with a \$10,000 check
- A local church in Tampa began tithing to Selah Freedom for Assessment house groceries
- Received \$25,000 grant from the Community Foundation Tampa Bay and donations from SUNDT and Christ Church of Longboat Key to begin repairs to the fences at the survivor safe homes that were damaged in the hurricanes

- During a Serve Saturday, volunteers revamped and screened in the gazebo at the Long Term survivor safe home, redid the firepit and donated chairs for both the gazebo and firepit
- 4 survivor residents had branding tattoos covered up through partnership with local tattoo shop
- Survivors hand-painted bricks and placed them around a memorial tree in remembrance of a survivor who passed
- Wheels of Success partnered with Gittel Automotive to gift a survivor with a brand new car



Outreach



Residential



Awareness



Prevention



Consulting





Education is the first step in ending sex trafficking. Many are unfamiliar with how trafficking and exploitation impacts hundreds of thousands of American children. Our dynamic and moving presentations are customized for each group and equip attendees to take action. Our Awareness Program shines a light into the darkness through online training, in-person events, social media, print media, television and radio.

# AWARENESS



**2024 BY THE NUMBERS**

**4,400**  
ADULTS TRAINED

**96**  
PRESENTATIONS GIVEN

## 2024 HIGHLIGHTS

- Executive Director, Stacey Efaw, was a Tampa Bay Business & Wealth Magazine Women Who Win Award Finalist
- The Giving Challenge raised over \$45,000 through 249 generous donors and a match by The Patterson Foundation
- Volunteer Advocate, Gabrielle Triplett, was named a Tampa Bay Lightning Community Hero Award Recipient and received a \$50,000 check for Selah Freedom
- F3 Suncoast held a 10,000 mile activity challenge and raised \$15,000 for Selah
- Survivors, Law Enforcement and Selah Staff led a community discussion at a multi-church event in Longboat Key that was attended by 160 individuals
- Giving Tuesday raised over \$42,000

- Selah was named Treasure Island & Madeira Beach Chamber's Non-Profit of the Year
- The Women's Council of Realtors Sarasota held a Casino Night at Dimmitt Automotive and a Fashion Show at the Ritz Carlton, naming Selah as the beneficiary non-profit
- Selah held their first ever golf tournament, Fairways to Freedom, that raised over \$20,000
- Light the Path, Selah's annual gala, raised over \$193,000
- Selah had a media reach of over 2.175 billion in 2024



**Outreach**



**Residential**



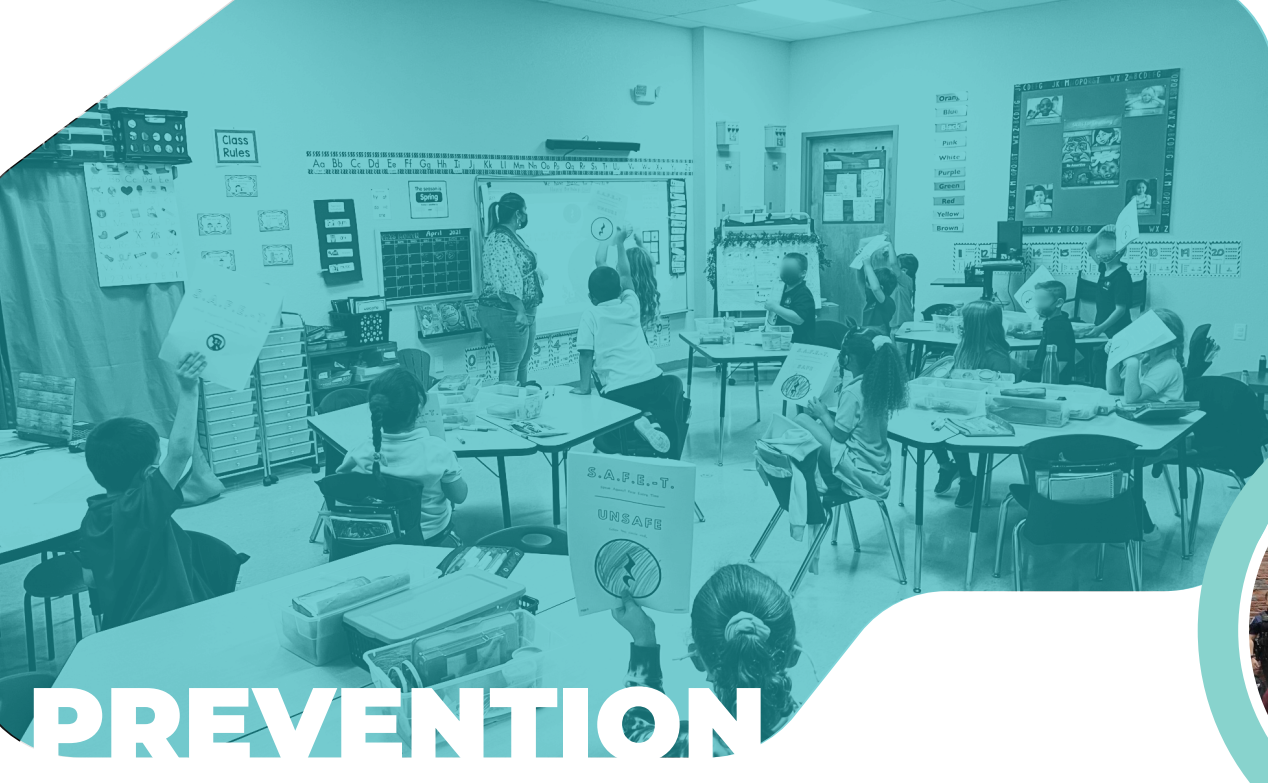
**Awareness**



**Prevention**



**Consulting**



Prevention works to get ahead of the issue and help end sex trafficking by equipping everyone with the tools to protect themselves and each other. Age-appropriate K-12th grade curriculum and training for adults are available through our program. By empowering individuals to know the red flags to watch out for, know the power of their voice, and what to do if they are approached or abused, we create a shield of protection for the next generation.

# PREVENTION

## 2024 HIGHLIGHTS

- Launched new training called “Super Buddies” to provide safety education to neurodivergent individuals, which was created due to the inspiration of a Midwest Department of Children and Family Services facility that serves those with developmental disabilities
- Presented “Super Buddies” to youth at “Beyond the Spectrum” in Manatee County
- Began a partnership with Pasco Juvenile Detention Center and Pasco Juvenile Choice to provide further education to at-risk youth in Pasco County
- Secured funding through various grants for future trainings in Pinellas County through St Petersburg’s Parks & Recreation’s TASCO division

- Presented CSEC (Commercial Sexual Exploitation of Children) Advocacy Training at the Florida Behavioral Health Conference in Orlando in August
- Midwest team presented a special Illinois version of CSEC targeting Cook and Lake County
- A Survivor Mentor received a scholarship to attend the Human Trafficking Academy at St. Thomas University's Benjamin L. Crump Law School, to obtain a certification specifically covering child exploitation



**2024 BY THE NUMBERS**

**455**

**ADULTS TRAINED**

**7,399**

**YOUTH TRAINED**



Outreach



Residential



Awareness



Prevention



Consulting







What started as training and mentorship has grown exponentially, expanding into free nationwide quarterly training, online trauma-informed courses, and an ever-growing library of curriculum designed to equip, educate and empower organizations with the tools to create and launch a safe, sustainable, and successful residential program and serve survivors effectively. Consulting has mentored over 100 organizations in 20 states and 5 countries to date!

# CONSULTING

## 2024 HIGHLIGHTS



### 2024 BY THE NUMBERS

47

ORGANIZATIONS  
TRAINED

5

NEW SAFE HOMES  
OPENED

- Provided training to a delegation from Tajikistan and the United Nations, who came to Florida because the National Trafficking Shelter Alliance advised them, "If you want to learn how to help trafficking survivors, learn from Selah Freedom because they are the best in the country." Selah's programming is now being used in Tajikistan.
- Canadian partner, SEEDS, celebrated the grand opening of their residential home and welcomed their first resident with joy and tears, reminding us why this work is so important
- 262 staff, volunteers and survivors nationwide trained on the Selah Consulting online courses
- Presented at the Patterson's Foundation Thrive & Dine event on Brand Ingenuity

- Miss Gatlinburg, Joscelyn Rulapaugh, named Selah Freedom as her Community Service Initiative
- Launched a new Jail Curriculum, with Kentucky becoming the first state outside of Florida to implement this resource, helping give incarcerated survivors access life-changing education and support
- Met with Anat Brenner, founder of Red Carpet Ministries, an outreach to women caught in sex trafficking in Tel Aviv, Israel



Outreach



Residential



Awareness



Prevention



Consulting



# VOLUNTEERS



**THANK YOU**



Volunteers are the backbone of our programs and serve in a multitude of ways at Selah Freedom. From Serve Saturdays and celebrating holidays together to leading group activities, giving presentations and cooking meals as a "Selah family," each man and woman is deeply appreciated!

Simply put, we could not, and would not want to do this work without you! Every volunteer is beloved by the survivors in our programs, and they get so excited when they get to build meaningful relationships with them.



# COMMUNITY PARTNERS

SOME OF OUR COMMUNITY PARTNERS AND DONORS



COMMUNITY FOUNDATION  
TAMPA BAY



**Suncoast** Credit Union  
**FOUNDATION**



**LIGHTNING**  
**FOUNDATION**  
**JABIL**



COMMUNITY  
FOUNDATION  
of Sarasota County

GULF COAST  
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**COVENANT**  
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MANATEE  
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IT WORKS!

*Gives Back*  
FOUNDATION



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WOMEN'S CLUB



**RADIANT**



**CHURCH**

Women's Council of  
**REALTORS**  
Sarasota



**THANK YOU**



While we're not able to showcase every partner or donor, please know that each and every contribution matters deeply. Every donation, partnership, and act of support plays a vital role in helping us fulfill our mission. We are truly grateful for the generosity and commitment of all who stand with us—your impact is seen and felt every day. Simply put, we could not do this work without you.





# SELAH **FREEDOM**

Bringing Light into the Darkness of Sex Trafficking



[www.selahfreedom.com](http://www.selahfreedom.com)



## **RAISE YOUR VOICE**

Request a Speaker  
Host a Party



## **RAISE YOUR HANDS**

Volunteer With Us  
Follow Us Online



## **RAISE YOUR RESOURCES**

Friends of Freedom  
Donate

**SELAH  
FREEDOM**



**SELAH  
CONSULTING**

*Empowering Organizations to Empower Survivors*



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P.O. Box 1801, Sarasota FL 34230