



Annual Report 2025

Protecting Children

Ending Sex Trafficking

Bringing Freedom
to the Exploited

SELAHFREEDOM
Bringing Light into the Darkness of Sex Trafficking



458

**SURVIVORS SERVED BY
RESIDENTIAL AND OUTREACH**

13

**SURVIVOR
GRADUATES**





A WORD FROM OUR CEO

This year has been marked by extraordinary impact, made possible by every person who courageously said **YES**. Donors, staff, volunteers, survivors, law enforcement, judges, attorneys, and community partners have each played a vital role in protecting lives, creating change, and restoring hope.

Because of your **YES**, God has done immeasurably more than we could ask or imagine, according to His power that is at work within you. (Ephesians 3:20).

Since 2011, I have had the privilege of witnessing Selah Freedom's impact grow locally, nationally, and globally. Thousands have been equipped through our prevention programs to protect youth from predators and traffickers. Together, we are educating and empowering our children and grandchildren to recognize their worth, use their voices, and protect themselves.

Because of your **YES**, thousands of survivors have been given the opportunity to step into freedom, purpose, and leadership. We celebrate every milestone—from receiving a first car and purchasing a first home to becoming a business owner, restoring families, and children welcoming their parents back into their lives. Most importantly, survivors are experiencing the love, belonging, and support of a Selah family.

The ripple effect will reach generations to come. **You are creating a legacy.**

Laurie Swink



PREVENTION



580

PRESENTATIONS
GIVEN

Prevention efforts focus on early identification and risk reduction, equipping youth and adults to avoid exploitation and seek help. With a strong emphasis on youth, early intervention remains a critical strategy in reducing trafficking vulnerability. 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 can get ahead of the issue of trafficking and exploitation, creating a shield of protection for the next generation.



893

ADULTS
TRAINED

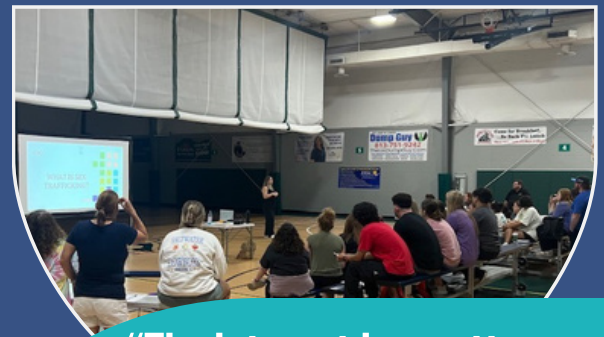
8,137

YOUTH
TRAINED



2025 HIGHLIGHTS

- Spoke on Spectrum Bay News 9 on the importance of child safety online after the app Grindr led to murder of a teen.
- New initiative with The City of St Petersburg Parks & Recreation Teen Arts, Sports and Cultural Opportunities (TASCO) Division where Prevention started training to the 13 TASCO Summer programs that will reach over 1,000 teens. This initiative was directly funded by the \$35,000 raised by The Queen of Hearts Ball.
- Spoke on ABC7 following the arrest of a child abuse ring that targeted victims through TikTok.
- Invited to train educators at the Student Support Services Institute. This training event was held over the course of 2 days at Riverview High School in Sarasota county, where our team presented CSEC Advocacy Training and Sex, Lies and Media-for Adults.
- Trained the entire middle and high school at Imagine School North Port.
- Continued partnering with an organization called "Truly Valued" to provide PAUSE and #RelationshipGoals to their youth.
- Developed an adult version of our most popular youth training "The Game of Life: Selah Freedom Edition." This training is formatted like a game of Jeopardy in order to increase engagement and allow attendees to interact with the material.
- Second year partnering with G.E.M.S at Miles Elementary School in Hillsborough County



"The internet has gotten so much more advanced. If it's not continuing to be talked about, so many young people will get dragged into the darkness surrounded by this topic. It will always be relevant."

**Student
Illinois DCFS**





OUTREACH

The Outreach Program serves as the primary point of identification and engagement for individuals experiencing or at high risk of trafficking. Through street and jail outreach, crisis response, trauma-informed case management, support groups, and diversion through TYLA (Turn Your Life Around) Court, Selah Freedom delivers coordinated, victim-centered services that provide immediate stabilization and create pathways to safety, housing, and long-term restoration.

180

**SURVIVORS CALLED
OUR HELPLINE**

399

**SURVIVORS
SERVED**

2,632

**SERVICES
PROVIDED**



2025 HIGHLIGHTS

- Many survivors bravely shared their testimony at a trial for a trafficker who was found guilty of all charges. Survivors were supported by over 35 people who attended, including Selah Staff, Law Enforcement, Family, and Friends.
- Outreach clients have shown a capacity for compassion on those with similar traumas, resulting in two survivors opting to work at domestic violence shelters.
- Funds given to survivors who were trafficked through Backpage and CityXGuide.
- 3 survivors reached 18 months sober, milestones none of them had ever hit, one of which hadn't been sober since her teens. Another survivor reached 2 years sober and another graduated from a substance use program.
- A trafficker exhausted all appeals and sentence remains for 50 Years.
- Received In-Kind Donation from Uber for \$12K in vital survivor transportation needs.
- Began utilizing Freedom Signal, which allows us to discreetly reach out to exploited victims on solicitation ads.
- A trafficker pled guilty to Human Trafficking and was sentenced to 10 years Florida State Prison followed by 10 years of sexual predator probation upon release. A survivor read an impact statement at the sentencing.
- A survivor began planning her wedding to her fiancé, filled with joy over the prospect of a long, healthy and happy marriage, an option that a few years ago, while still deep in her trauma and addiction, didn't exist.



"After a few years [of partnering with Selah Freedom], prostitution dropped by 40% and is down 90% as of 2019."

**Deputy Chief
Pat Robinson
Sarasota Police Department**





RESIDENTIAL

59

SURVIVORS
SERVED

The Residential Program provides a comprehensive, trauma-informed continuum of care across two levels: a short-term assessment home and long-term residential services. At Assessment, survivors receive basic needs support, medical care, and therapy, with a focus on stabilization, safety planning, and next steps for long-term care. At Long Term, survivors receive ongoing support, including case management, mental health services, life skills development, and workforce readiness, to promote sustained stability and independence.



16

RECEIVED
DENTAL CARE

19

GAINED EMPLOYMENT OR
VOLUNTEERED IN COMMUNITY

2025 HIGHLIGHTS

- We were able to serve the first spanish-speaking survivor recovered from an operation, the first deaf survivor and another survivor who had been turned away by multiple others programs due to the complexity of her care needs.
- Survivor was able to spend time with her children after not seeing them for over a year.
- Provided a Residential tour for the National Faith Advisory Board, a White House initiative that is committed to advancing best practices in anti-trafficking efforts across the U.S.
- Appliance Repair Specialists donated a GE wall oven repair, replacing two oven door glasses, and Bernie at Famous Tate Brandon donated a new microwave helping ensure the home's kitchen is ready to serve its residents.
- Mark and Rob Shobe generously provided Thanksgiving dinner, marking the fifth consecutive year of their faithful support. Their continued kindness reminds the women that good men do exist.
- Jennifer DiDio Photography reached out to us from Maryland, flew down and did a photo shoot of "timeless pieces" of the survivors. Jennifer wanted to help survivors see themselves as God created them.
- Assessment residents were gifted all-new bedding and bedroom decor by the Junior League of Tampa Bay, bringing comfort and a fresh new look to their personal spaces.



"My goal has always been to show them their beauty that's apart from where the world tells them their value lies."

Jennifer DiDio
Jennifer DiDio Photography





AWARENESS

60

PRESENTATIONS
GIVEN

The Awareness Program delivers targeted anti-human trafficking education to adults, professionals, and community groups across Florida, equipping individuals to recognize, report, and respond to exploitation. These efforts strengthen early identification of trafficking, increase community reporting, and expand the capacity of professionals and organizations to respond to victims.

1,955

INDIVIDUALS
TRAINED

1,222

NEW ONLINE
COMMUNITY MEMBERS



2025 HIGHLIGHTS

- The 1st Annual Human Trafficking Symposium, which was highlighted by CTN Bay Focus, was attended by an impressive crowd. Joshua Cornelius' Ray of Hope documentary, featuring survivor graduate Mia, premiered at the event.
- Our Annual Gala, Unmasked: Revealing Their Truth, had 17 sponsors and raised over \$250K.
- CEO Stacey Efaw and Captain Demetri Konstantopoulos of the Sarasota Police Department, spoke on the TYLA (Turn Your Life Around) Court on ABC7 Sarasota - WWSB.
- Invited to present to the Occupational and Physical Therapy programs of the State College of Florida for the 2nd consecutive year.
- Village Idiots Cycling Club raised funds for Selah during their 11th Annual Women on Wheels Ride.
- Through our partnership with F3 Suncoast, the JROTC program at Lakewood Ranch High School organized the largest collection of high-need items that we have ever received.
- Spoke at the Pinellas County Legislative Delegation Public Hearing, attended by 450 people, including state representatives and members of Congress.
- The Keep Love Rolling campaign moved a donor to cover the remaining \$15K balance for Residential to purchase a new van.
- St. Mary Women's Guild Long Boat Key invited Selah graduate Kimberly and Co-Founder Laurie Swink to speak at their Welcome Back Luncheon.
- The Bling, Bowties & Flip-flops fundraiser in Pinellas County raised \$45K for Selah Freedom.



"Whenever I am asked which nongovernment organizations are having the greatest positive impact, the first group that comes to mind is Selah Freedom. In my opinion, no single organization has done more in the struggle to end human trafficking."

Ross Spano
Former FL State Representative



CONSULTING



What began as training and mentorship has grown into a global impact! Through free nationwide training, trauma-informed courses, and proven resources, Selah Consulting has equipped more than 100 organizations across 35 states and 5 countries to launch and strengthen programs that help protect our children and offer healing to survivors.

71

ORGANIZATIONS
IMPACTED



656

INDIVIDUALS
TRAINED

2,600

RISE COURSES
TAKEN



2025 HIGHLIGHTS

- We connected with a dedicated NGO (Non-Governmental Organization) in Africa that is actively serving minors impacted by trafficking.
- Published *Beyond the Door*, a comprehensive trauma-informed resource that provides residential programs with the policies & procedures needed to operate safe, effective, and sustainable homes for survivors.
- Connected with more than 25 organizations at the nation's largest anti-trafficking gathering, Shared Hope International's JuST Conference, expanding opportunities for impact and collaboration.
- After Anew Florida was highlighted nationally by Selah Consulting, a foundation was moved by their powerful work and chose them as a grant recipient.
- Exhibited at the Safe House Project's ATAC Conference, where 250 care providers from across the United States gathered to learn more about best practices.
- Selah Consulting's Jail Group Curriculum is being used with women inmates at Collier County Jail in Naples, FL.
- Consulting client, I AM F.U.S.E., won a \$10,000 grant from Safe House Project.
- Co-Founder Laurie Swink was selected as a recipient of the prestigious 2025 Heroes Among Us Award for Florida's 12th Congressional District! This incredible honor, presented by Congressman Gus Bilirakis, recognizes outstanding individuals who have made a lasting impact in their communities through selfless service and dedication.



“Through this process, I have strengthened our operational systems, honed my leadership skills, and gained fresh perspectives to see challenges as opportunities rather than obstacles.”

Monica Nagy
I AM F.U.S.E. Founder



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Frank Trulaske
True Fitness CEO

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Harrington Law, PLLC

Joanne Hoehne
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Sandra Stone

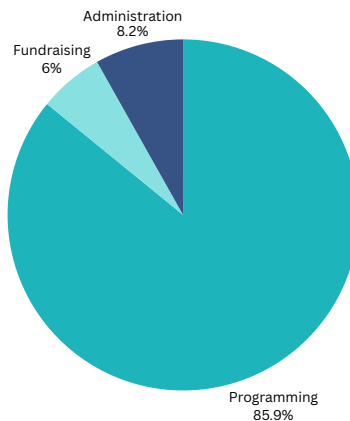
Seema Balwani

Tonya Miller
Turczyn

REVENUE

- Grants: \$2,057,181
- Fundraising: \$286,573
- Program and Contract Income: \$281,218
- Public Support: \$1,115,375
- Other: \$94,678

TOTAL: \$3,835,025



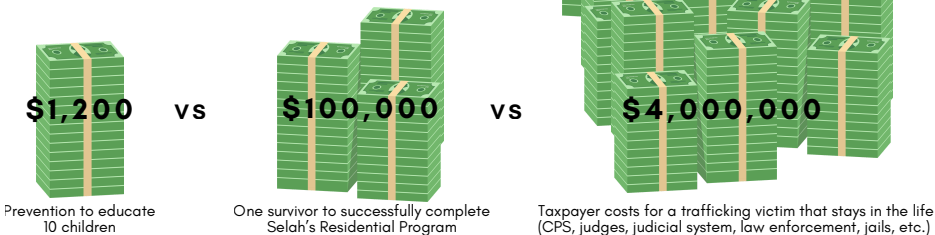
EXPENSES

- Programming: \$3,259,425
- Fundraising: \$226,326
- General and Administration: \$309,512

TOTAL: \$3,795,263

DID YOU KNOW?

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



“Selah Freedom is the template for the world in saving these girls. I have been on so many boards and there is NOTHING like Selah Freedom!”

Art Wood
Chairman of the Selah Freedom
Advisory Board



SOME OF OUR COMMUNITY PARTNERS AND DONORS



The McCune Family Foundation

GULF COAST COMMUNITY FOUNDATION



PENTECOST GROUP



THE QUEEN'S COURT, INC



THE HENRY E. AND PAULINE S. BECKER CHARITABLE FOUNDATION, WOOD FAMILY FOUNDATION, JIROUT KOZLOWSKI FAMILY FUND, DORIS WAYBRIGHT LANGE CHARITABLE FOUNDATION

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.

45

NEW VOLUNTEERS

2,466

VOLUNTEER HOURS WORKED



SELAHFREEDOM

Bringing Light into the Darkness of Sex Trafficking



SELAH
FREEDOM



SELAH
CONSULTING

Empowering Organizations to Empower Survivors



RAISE YOUR VOICE

Request a Speaker
Host a Party with a Purpose



RAISE YOUR HANDS

Volunteer With Us
Follow Us Online



RAISE YOUR RESOURCES

Join Friends of Freedom
Give Financially



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