

# IMPACT REPORT

## Second Quarter 2022



**Introduction** Our second quarter of 2022 was highlighted by ensuring a solid foundation for the remainder of the year. We improved and expanded on things we've been doing well and laid the groundwork for new initiatives we will be launching in the second half of 2022. Some highlights and some challenges of Q2 of 2022:

### Programs

- Doubled the number of women in the Mozambican bra-selling program from 14 to 31
- Matched 12 housing/land grants
- Matched 4 electric grants
- Matched 5 financial grants
- Created 3 jobs trainings which are healing-centered, trauma-informed, and specifically for underdeveloped communities with low literacy rates
- Working on: Translating our new jobs training into Portuguese and Luganda, developing a requested women's health curriculum + STI screening
- Challenges we are currently facing: A change in demographic that our Mexican partners are working with, causing us to step back and reexamine the best way to engage with the survivors there; the on-going Salvadoran human rights' crisis which has impacted both our partners as well as the women who have been in the FTG program; ongoing global shipping delays.



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### Fundraising

- We continue to make progress in growing our revenue stream via crypto currency and stocks. In the past 10mo we have seen over \$75,000 come in via these new efforts.
- Our yearlong focus on our monthly giving group, The Seed Collective, has not only proved sustainable, but has shown growth and engagement.
- We are redesigning our website and have changed our giving platform to reflect industry best practices and open up more opportunities for our network of givers to manage their giving and be more responsive to developing needs.
- We launched FTG Coffee (check out [freethegirls.coffee](https://freethegirls.coffee) to place your order) this summer and had a very successful start. We are moving into partnership with various coffee houses, restaurants, and churches to host pop-up events, provide coffee inventory, and have FTG Coffee sales at these locations.

### Partnerships

- A multi-year investment into corporate partnerships has produced some exciting fruit. Organizations that had to step back amid COVID have reengaged in their partnership and brought new creative energies. We are not only seeing an increase in inventory but have partners leveraging their promotional capabilities on our behalf.
- We have been developing resources that position us to help churches and community organizations partner with us in creative ways. Part of our long-term strategy is to continue to create resources that position us as unique contributors within the counter-trafficking world and help us become conversation partners with those who are navigating the challenges of trauma-informed international work.



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