

A teal botanical illustration of various leaves and flowers, including some with five petals and others with three, set against a light green background. The illustration is centered around a white circular area containing text.

*Willow  
International*

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# Annual Report

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*2019*

Faithful Friends of Willow,

The motivation behind our work is simple: we live in a world where more than 40 million human beings are living in slavery, of which 25% are children. Standing by and doing nothing is not an option. While the rationale behind our work is simple, the methods and tactics to combat this global epidemic are complex. To combat trafficking effectively, our approach has to be collaborative, innovative, and holistic. It requires long-term strategies built in partnership with governments and international organizations.

You have embraced the complexity of our work, as well as the lives of those in our care and those we are working to protect. Their stories of exploitation and ensuing healing are what inspire us to fight. Personally, the hope that comes from seeing lives restored, paired with the outrage that such abuse happened in the first place, fuels my relentless motivation to find solutions that will create a lasting impact.

As our partnerships with the Ugandan government and international organizations have strengthened, the number of victims identified and referred to our care continues to increase. This past year, in particular, we supported victims who survived unspeakable abuse. Victims who are so traumatized they had lost the ability to speak. You made it possible for us to open our doors and our arms to each survivor.

After more than a decade in this field, I still struggle to wrap my mind around just how young the survivors in our care are. This year, we worked with children as young as three-years-old and many under the age of ten. It's overwhelming to enter our safe homes and see their tiny shoes lined up by the front door. No one that small and innocent should ever have to suffer what these children have endured. Nevertheless, our team wakes up every morning – often after nights with very little sleep as they care for the little ones or sit by a victim's side at the hospital – and they keep fighting. We all do this work joyfully because we love it. Our team frequently talks about how blessed we feel to to work at Willow and how there is no other job we'd rather do. Despite the fact that we see some of the darkest parts of humanity, we also see the healing that is absolutely miraculous. We see hope restored. Childhoods redeemed. Families reunited. While the issue of trafficking is big, each year yields substantial progress towards a safer world – a world free from slavery.

You make our work possible and should feel proud of the impact you will read in this report. You are part of a network of freedom fighters making a difference in our world.

On behalf of everyone at Willow across the globe, thank you for partnering with us in this fight.



Warmly,

*Kelsey Morgan*

Kelsey Morgan  
Founder & Executive Director  
Willow International





**Reza Jahangiri**  
CEO & Founder  
American Advisors Group  
Board Chair



**Ann Marie Mahoney**  
Retired Attorney & Philanthropist  
Board Governance Chair



**Seth Davenport**  
Senior Vice President  
Voit Commercial Brokerage  
Board Treasurer



**Kim Davenport**  
Community Volunteer  
Special Events Chair



**Edward Herda**  
Director of Brand Strategy  
American Advisors Group  
Board Secretary



**Olie Abbamonto**  
Chief Financial Officer  
Moffat & Nichol

“For many years, I have volunteered with various nonprofit organizations, all with noble goals. After a short time with Willow, I knew it was the organization I wanted to focus on. I believe human trafficking is one of the most violent crimes against humankind; stripping its victims of humanity, dignity, and self-worth, day after day after day. It doesn’t discriminate between men, women, or children. Well-intentioned victims seek to better themselves and provide financial support for their families. Unfortunately, these victims become prey to traffickers, trapping them in an inescapable nightmare.

I joined the Willow family in this fight against trafficking for two reasons: First, the work is being done in Uganda, the epicenter for human trafficking. Similar to when we get sick, we have to treat the cause, not just the symptom. Secondly, victims in Uganda have very few resources. If we don’t step in to help rescue, restore, and support each survivor on their healing journey, who will? Serving with Willow is an honor I don’t take for granted.”

– *Olie Abbamonto*

Willow International Board Member



## Survivors Served:



*Nassandra* is a 40-year-old, single mother of four. Abandoned by their Ghanaian father, Nassandra found herself desperate to provide a better life for her children. In search of stable employment, she agreed to become a maid in China as long as her employer (later to be known as her captor) promised to send all of her hard-earned money directly to the boarding school she placed her children in. Before she could see through these false promises, she was on her way to China. Following seven months of sexual assault, physical torture, and starvation, Nassandra made a dangerous escape to the Embassy of Uganda. After sleeping on the floor for three nights, one of Willow's trusted partners, Red Oak, picked Nassandra up and arranged for her safe travel back to Uganda.

When Nassandra arrived at Willow, she was homeless, without a shilling to her name, significantly underweight, and battling serious physical trauma as a result of the sexual abuse she endured. To make matters worse, she discovered that her children were being held captive by the boarding school due to her outstanding bills. Willow's Legal and Case Management teams negotiated the release of her children, put her on a healthy meal plan to regain the weight that had been lost, and provided therapy until she stabilized psychologically. Nassandra successfully pursued the courses required for an entrepreneur certificate. Today, she is happily reunited with her children, healthy, and successfully operating her own market stall, selling red onions, garlic, and ginger – which yields up to 50,000 shillings in profit per bag sold each day.

Nassandra's resiliency is an inspiration to everyone at Willow.



## Prevention & Legal Aid Services

Willow partners with government agencies, international organizations, community leaders, and local NGOs to educate and empower communities to protect themselves. Willow has launched the first and only Ugandan victim-advocacy program for human trafficking survivors. This unique program supports victims and their attorneys by providing a victim advocate who assists and helps survivors through the legal process of prosecuting their trafficker. Willow's goal is to ensure prosecution and effective and efforts deter future trafficking.

2

Convictions

22

Survivors Received  
Legal Aid Services

76

Government Officials  
Trained on Trafficking  
In Persons (TIP)



Partnership and collaboration are essential in the fight against human trafficking. When organizations work together, contributing to the collaborative effort through delivery of core competencies, we eliminate redundancy and competition, ensuring optimal impact.

*A unifying voice,  
cultivating joint advocacy...*

Founded by Willow, the Uganda Coalition Against Trafficking In Persons (UCATIP) is working toward improving the coordination and implementation of anti-trafficking strategies in all geographical areas of Uganda. Over 40 individual NGOs have become member partners of the UCATIP, aiming to implement the 4Ps (Prevention, Protection, Prosecution and Partnerships) strategy of the *Prevention of Trafficking in Persons Act of 2009* (PTIP Act) in a systematic manner that can be expanded upon in the future. These dedicated NGOs represent international organizations, civic technology, and the non-profit sector working together to end trafficking, gender-based violence, commercial exploitation, sexual and commercial exploitation of children through legal aid, capacity building, and advocacy.



## *International Strategic Partners & Collaborators*

A21	Pepperdine Law School
American Advisors Group	Pollicy/Wetaase
Chab Dai	Promise Child
Change a Path	Red Oak Hope China
Child Voice	RSM – Global Accounting Firm
Eternal Hope	Shatterproof
Girls' Rights Project	The Human Trafficking Institute
GIZ	The McCain Institute
HAART Kenya	Uganda Justice, Law, and Order Sector
Hart Yoga	Ugandan Anti-Trafficking Task Force
Imago Dei Fund	Unseen
International Organization for Migration	United Nations
International Sanctuary	University of Alabama
Liberty Asia	USC Law School
NightLight International	Women of the Channel
Open Gate International	

## Willow is Hope

Willow is Hope Orange County and Willow is Hope New York City were rich in photography, artwork, and written vignettes displaying the hope and harmony trafficking survivors experience during Willow's restorative process. Attendees had the opportunity to learn more about what Willow does to prevent further trafficking and how they could help the 40 million victims living in slavery. The special events were free to attend, however the combined total 553 guests were moved to support Willow's mission. Total contributions received were nearly \$250,000.

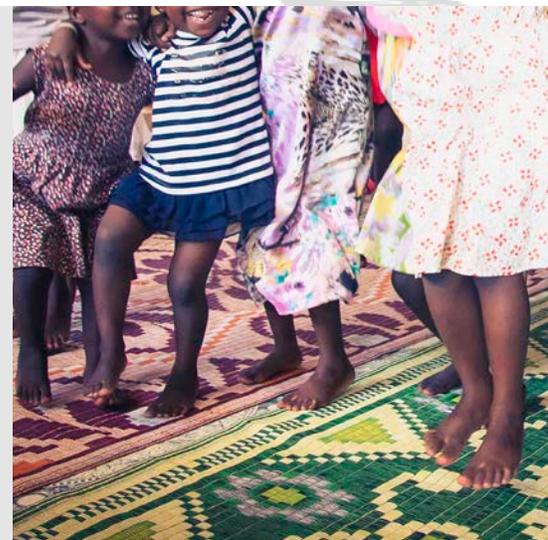


## Economic Empowerment

When we invest in women, they invest in their communities. By increasing their incomes through business ownership, women can feed their families, send their children to school, and become leaders in their communities. For most survivors, economic opportunity is their primary focus immediately after exiting a trafficking situation on through the longer-term healing process. In order to improve economic outcomes for survivors, Willow partnered with Street Business School in 2019 to train two staff members in their model to empower survivors with the skills to start, run, and grow a small business. By combining Willow's comprehensive aftercare services with this proven model for small business start-up, we anticipate the project will improve the economic status of victims, reducing recidivism and stopping cycles of exploitation and poverty in 2020 and beyond.

## Operation X

Last year, we learned that a notorious trafficker was sexually abusing and exploiting dozens of girls – some as young as three-years-old, in Kalangala, Uganda. Due to the sensitive nature of the case, we had assigned him the alias of Mr. X. Thanks to the generous support of Willow's dedicated donors, we secured the funding necessary to support the police rescue of 13 young girls. To this day, Willow's legal aid team continues working tirelessly to support the robust investigation and legal case being brought against this man. The victims' fight is not over, which means ours is not either. We are in pursuit of justice for all of his victims. [Click here to read CNN's special feature as part of a year-long gender inequality series.](#)



891

Secondary and Primary School Students Trained on Trafficking In Persons (TIP)

25

Survivors Received Secured Capital and Started a New Business

45

Survivors Successfully Graduated from Willow's Aftercare Program

96

Partner Nonprofit Staff Trained on Trafficking In Persons (TIP)

35

Survivors Received Vocational Training Scholarships

24

Cases in Court or Under Investigation (as of 12.31.19)

693

Survivors Served To-Date

120

Victims Referred to Willow Through Established Referral Network

39,480

Extended Survivor-Community Impact

5,092

Approximate Counseling Hours Provided to Survivors

*In four short years,* Willow developed an effective and replicable anti-trafficking model that includes residential and community-based survivor care, legal aid and advocacy, training for the criminal justice sector, community education, and national-level advocacy. Willow has impacted the lives of over 52,000 people affected by trafficking, and directly restored the lives of over 700 trafficking survivors rescued from 14 countries -- with a 95% success rate in preventing re-victimization. Further, Willow has trained 20% of Ugandan police, immigration officers, and other government officials to identify and prevent trafficking and 40% of Ugandan court officials who could hear trafficking cases. Willow has also experienced impressive organizational growth since its inception in 2015. **The operating budget for 2020 is 14x the size of the 2015 budget.** Willow has great potential to continue scaling this impressive impact, both within Uganda and outside the nation/region. Recognizing that growth requires time for planning and relationship building (with partners and funders), the objective of the 2020 is to maintain current programs while taking time to prepare for future growth and scale.



## Restoration

Serve 160 survivors in 2020 through Residential Aftercare and Community-Based Care, plus 140 through follow up services (total of 300).

Maintain a 95% success rate in preventing revictimization.

Graduate 50 survivors from the Residential Aftercare Program.

Launch a Culinary Training Program in partnership with Open Gate International, which will provide culinary vocational training to 30 survivors annually.

Equip and empower 50 survivors through Street Business School entrepreneurship training.



## Prevention

Open 15 new legal cases against international human traffickers in 2020.

Advocate for a specialized trafficking court and secure a formal commitment from the Ugandan government.

Work with USC to draft bilateral agreements between Uganda and strategic nations in the Gulf region to prevent transnational trafficking and exploitation.

Expand the McCain Institute & Willow Student Alliance Program to reach 3,200 students and train 60 student ambassadors in Trafficking In Persons (TIP).

Train 320 government officials on TIP using Willow's new legal toolkit.



## Partnership

Actively participate in coordinated trainings and capacity building in the areas of advocacy and lobbying, targeting 40 agencies and 10 judges in 2020.

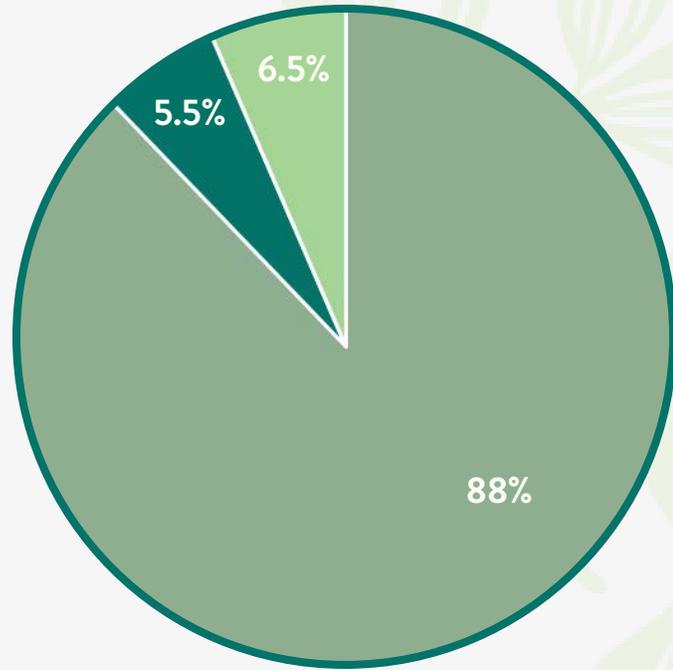
Host policy meetings with over 140 legislators in the 10th Ugandan Parliament.

Develop working relationship with at least 20 legislators.

Support with improvement of the referral network through a targeted approach of Sensitization Trainings, marketing the national helpline, and increase direct communication with all 127 districts.

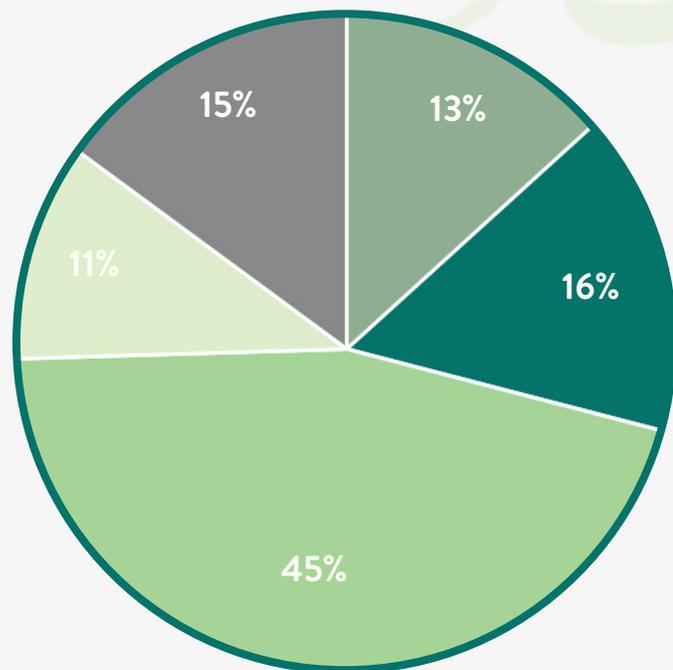
## Organization Expenses:

- Program: \$945,456.99
- Administration: \$60,760.66
- Fundraising: \$69,613.37
- Total: \$1,075,831.02**



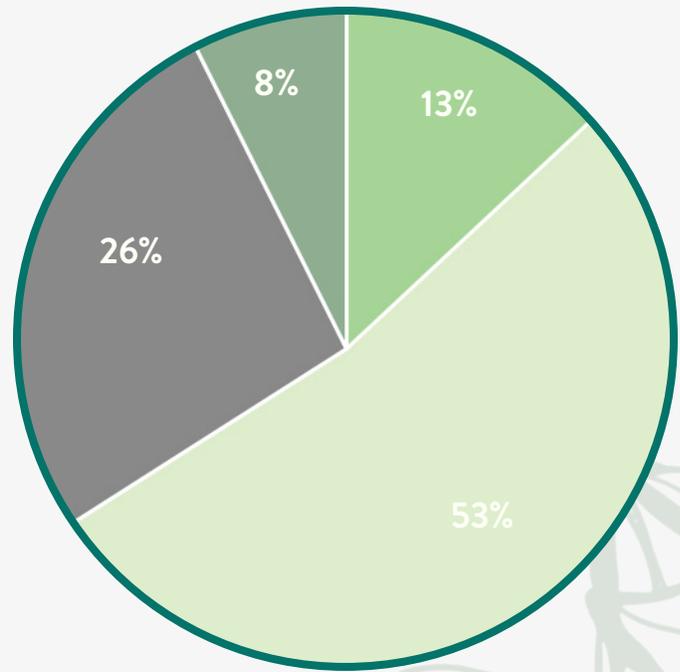
## Program Expenses:

- Prevention: \$124,897.21
- Community-Based Care: \$148,436.06
- Residential Care: \$428,262.94
- Coalition: \$99,378.63
- Program Implementation: \$144,482.15
- Total: \$945,456.99**

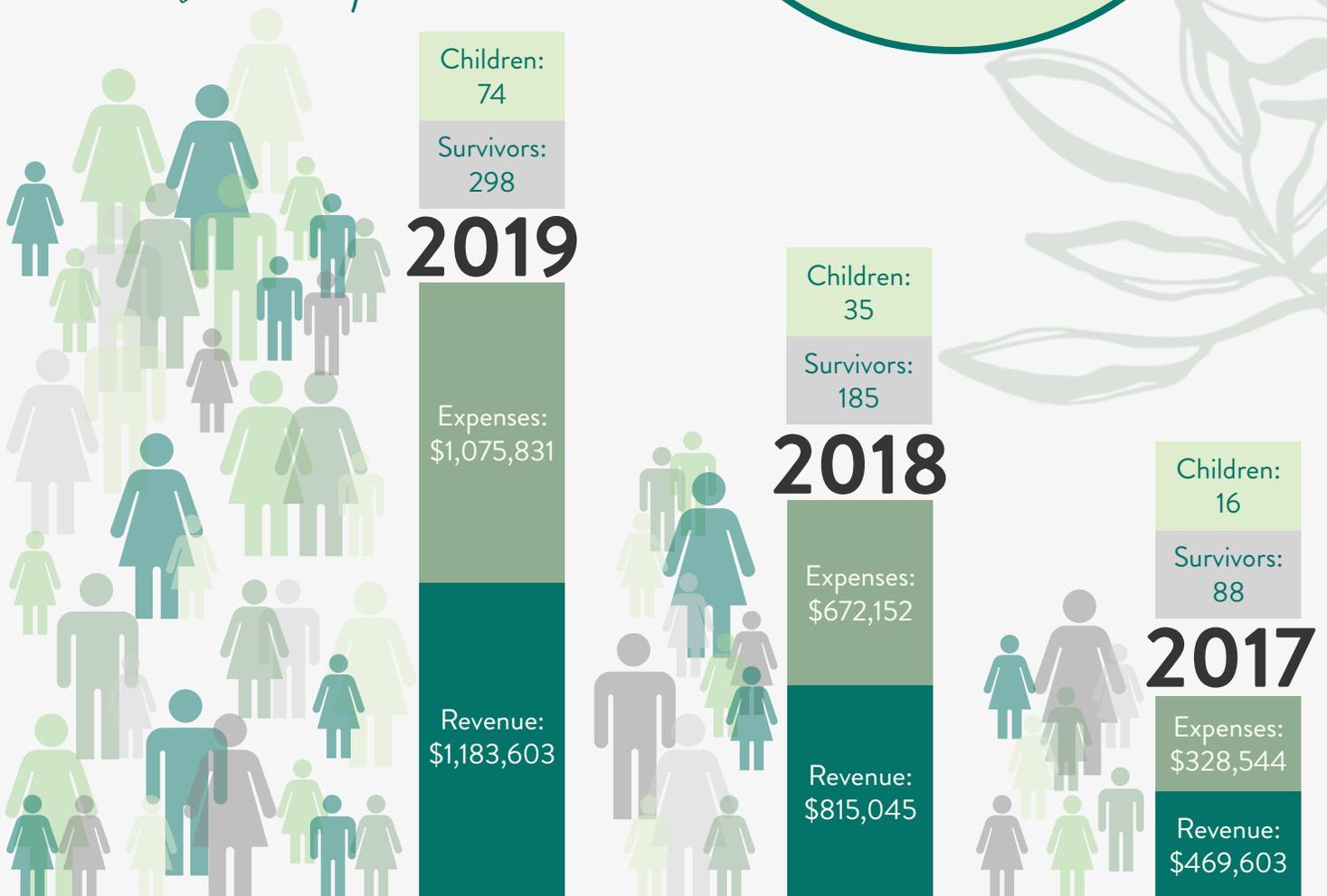


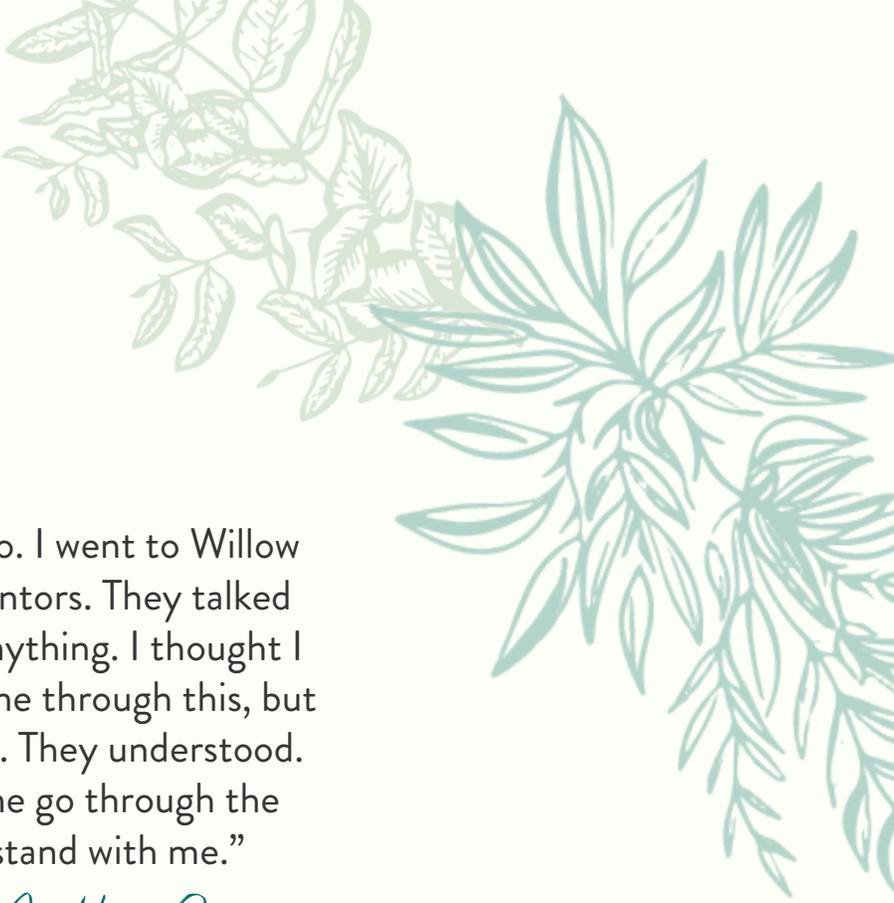
## Organization Revenue:

- Corporate Giving: \$153,751.66
- Individual Giving: \$623,706.55
- Foundation Grants: \$313,875.66
- In-Kind Gifts: \$91,145.08
- Restricted Gifts: \$1,124.25
- Total: \$1,183,603.20**



## Through the Years:





“I needed someone to talk to. I went to Willow and met counselors and mentors. They talked with me. I could tell them anything. I thought I was the only one who had gone through this, but they told me I was not alone. They understood. They were willing to help me go through the pain. They are willing to stand with me.”

*- Willow Survivor*



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