



WILLOW  
INTERNATIONAL

2020

*annual  
report*

# 1 Founder & Executive Director

# U.S. Board of Directors 2

Friends of Willow,

The year 2020 was a year that I'm sure none of us will forget. We watched our nation and our globe become overwhelmed with needs. As the number of vulnerable people around the world grew, we witnessed a drastic increase in human trafficking that doesn't appear to be slowing down. We also saw trafficking survivors who had worked tirelessly towards recovery, made vulnerable once again and forced to navigate new challenges in order to survive.

But while we watched a world in crisis, we also saw our community rally together to meet needs, spread hope, and support one another. We witnessed the Willow staff rise above the challenges to ensure safety, support, and freedom for those in our care and those who had graduated years before. We saw survivors rise up to advocate for prevention, protection, and one another. We saw our Willow community rise to the occasion to generously support our work with their time, generosity, and voices. Our team was able to navigate this challenging year thanks to you, our extended Willow family.

As you will see in our report, not only did we maintain our work, we were able to grow to serve even more survivors and reach millions with our prevention education. We focused on listening to survivor voices, adapting to meet their needs, and improving our programs to provide even better care. Willow has always been committed to meeting the needs of survivors and ensuring that no victim referred to us is refused care and 2021 brings expansion of our programs, enabling us to maintain that commitment.

You make our work possible and I hope that you read this report and feel proud of our collective impact and all of the lives that have been changed.

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



**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

# 3 Ugandan Leadership

## Ugandan Board of Directors



**Martha Agaba**

Human Rights Attorney  
UN Women Uganda, Program Analyst  
Ending Violence Against Women & Girls



**Rev. Dismas Eddie Bwesigye**

Professor, Practitioner, Psychologist  
Board Chair, EMDR Uganda  
Chaplain, St. Lukes Church at Butabika

## Survivor Advisory Committee

At Willow, we value listening to the voices of those we serve. In 2020, Willow formed a Survivor Advisory Committee. The Survivor Advisory Committee is comprised of survivors who have completed Willow's programming and who are passionate about advocating for other survivors. The committee, that is compensated for their time and work, evaluates programs and operations to ensure that survivor voices are being heard, that we are delivering the most effective aftercare services, and that the survivor story is being accurately portrayed in all aspects of our work.



# Impact: By the Numbers 4



**95%**  
Success Rate  
in Preventing  
Revictimization among  
Survivors of Human  
Trafficking



**426**  
Survivors Received  
Life-Saving Medical  
Support while in Willow's  
Care



**70**  
Survivors Completed  
Vocational Skills Training,  
Received Start-Up Capital  
to Open a Business, or  
Found Secure, Sustainable  
Employment



**67,725**  
Safe and Supported  
Nights of Sleep Provided  
to Survivors in Willow's  
Aftercare Shelters



**878**  
**Survivors Served  
To-Date**



**285**  
Survivors Received Educational  
Assistance, Accessed Elective  
Coursework, Enrolled  
in Formal Education, or  
Participated in Vocational  
Skills Training



**60,500+**  
Individual Lives  
Impacted through  
Rescue, Education,  
and Prevention



**2,247**  
Sessions Spent  
Counseling Survivors of  
Human Trafficking



**14.9 Million**  
People in East Africa  
were Reached with  
Prevention and  
Awareness Tools and  
Information to Stop  
Human Trafficking



## Overview

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.

## Willow's Restorative Care

The reality is that slavery still exists. There are 40.3 million victims of human trafficking worldwide, with 9.2 million victims in Africa alone – which is the highest prevalence of any region globally. Only 1% of victims are rescued and provided with the care they need and sadly 1 in 4 victims is a child. Human trafficking is a \$150 billion (and growing) industry – more than drug and arms dealing combined.

Despite these alarming statistics, there is hope. At Willow International, we have made it our mission to save victims from modern day slavery and provide them with the care they need to reclaim their lives. Willow has made unparalleled headway in the fight against human trafficking and has become the leading advocate for prevention and restorative care in Sub-Saharan Africa.

At Willow, survivors of trafficking are provided the safety, love, and support needed to heal from trauma and rebuild their lives. Willow empowers each survivor with the tools they need to heal from their exploitation, reconcile with family or back into community, and live healthy, full lives free from re-victimization. Because the process is complex and unique for each individual, Willow provides a personalized care plan to meet their needs and hopes for the future.

Upon referral, victims meet with a Willow case manager who assesses their needs and develops an individualized case plan unique to their victimization, strengths, and needs. Each trauma-informed care plan ensures programmatic care that addresses the beneficiary's safety, health, legal status, education, economic independence, and psychosocial well-being. Willow works with both child and adult survivors. After the intake evaluation, case managers recommend services via our 3 residential homes or community-based care (CBC) program.



## Izabelle's Long Road Home

Izabelle\*, a 15-year-old girl, was trafficked to China as a child bride. After a quick marriage and only six days in her new living arrangements, the man's sisters began threatening to physically harm her if she didn't hand over her passport. One day she tried to escape and they beat her so badly that she needed to be taken to the hospital. When she came home from the hospital, she decided to be good and do what they wanted, so as to gain their trust. This strategy began to work and eventually they left her in the house alone as they went to run errands. Finally, she was able to escape and seek protection at the Ugandan Embassy.

Upon her return to Uganda, she was referred to Willow to receive aftercare services. Willow learned that Izabelle had a child before being trafficked to China and that this child had been living with the father ever since. When she returned to collect the child, the father denied her access. Izabelle went to the child's school to try and see her but found instead that her daughter was missing a lot of school, which was negatively affecting her performance. Troubled, Izabelle sought legal advice from Willow about how she could regain custody of her child. Through this process, she found that the child was actually living with her grandmother and that she was being subjected to child abuse. Willow immediately intervened to rescue the child from the grandmother's unsafe home.

Willow hosted a meeting at the police station with Izabelle and the child's father. Eventually, they entered into an agreement to share joint custody of the child. The child was brought with the mother to one of Willow's shelters, where they both received counselling. The child is now in boarding school and continues to have access to a child psychiatrist, enabling her to heal from the trauma she experienced.

Izabelle is very grateful to Willow for ensuring that she finally regained custody of the child she had been denied access to for years.

## Survivors Served:



Preventative Partnership

Through a dedicated partnership with UBS Optimus Foundation, Willow is implementing a prevention and education project targeting the victimization of youth within Willow’s geographic area. Thus far, Willow has designed, printed, and shared training manuals for the respective trainings/curriculum with stakeholders. With support from The Mark (a south-California leader in evaluation, research, operational effectiveness and process improvement consulting), data collection/survey tools were developed to track preliminary information, such as capturing survivors’ perception of the justice system. Feedback from these surveys shall be used to improve future trainings for stakeholders and used by Willow to package feedback information to the judiciary and other government stakeholders about their services to the survivors of TIP. In the first six months of this project, Willow has also raised substantial awareness against trafficking in humans emphasizing the 4P strategy (Prevention of crime, Protection of survivors, Prosecution of offenders, and Partnerships).



Willow’s Urgent Work to Save Lives

Within days of launching our Emergency Fund Campaign, we hit our 90-day, \$45,000 fundraising goal. The kindness of our supporters allowed us to send direct monetary support to survivors in community care and Willow graduates so they could purchase food and access medical care during the lockdown. Many survivors of trafficking struggle with compromised immune systems and health complications as a result of their victimization and it was vital that those in our care throughout the lockdown remain protected. Funding also allowed us to keep our safe homes fully operational and provided overtime for staff working around the clock at the shelters. 2,230 lives - survivors and their family members - were able to count on food, water, and medical care throughout the remainder of the COVID-19 government-issued lockdown.



International Strategic Partners & Collaborators

- |  |   |
|--|---|
| A21                                      | Promise Child                                 |
| American Advisors Group                  | Rain Collective                               |
| Chab Dai                                 | Red Oak Hope China                            |
| Change a Path                            | Refinitiv Charities                           |
| Child Voice                              | Rescue Freedom                                |
| Dell Technologies                        | Salvation Army                                |
| Dressember                               | Shatterproof                                  |
| Freedom Now Africa                       | Stewardship Foundation                        |
| Global Fund to End Modern Slavery        | Street Business School                        |
| Girls Rights Project                     | The Human Trafficking Institute               |
| GIZ                                      | The Market Project                            |
| HAART Kenya                              | The McCain Institute                          |
| Hart Yoga                                | UBS Optimus Foundation                        |
| Henry Niles Foundation                   | Uganda Justice, Law, and Order Sector         |
| Imago Dei Fund                           | Ugandan Anti-Trafficking Task Force           |
| International Foundation                 | Unseen  |
| International Organization for Migration | United Nations                                |
| International Sanctuary                  | University of Alabama - School of Social Work |
| Liberty Asia                             | University of California, Irvine              |
| NightLight International                 | USC Law School                                |
| One Day’s Wages                          | Vanguard Global Center for Women and Justice  |
| Pepperdine Law School                    | Women of the Channel                          |
| Pollicy/Wetaase                          |   |

Coalition against Trafficking in Persons-Uganda (UCATIP)

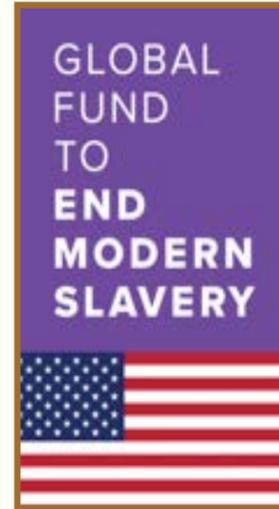


Led by Willow, the Uganda Coalition Against Trafficking In Persons (UCATIP) is working toward improving the coordination and implementation of anti-trafficking strategies in all geographical areas of Uganda. 48 individual NGOs have become member partners of the UCATIP, aiming to implement the 4Ps (Prevention, 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. In collaboration with key government stakeholders, CSOs, and the media, UCATIP successfully held a series of events such as webinar discussions, radio talk shows, live TV segments and a press conference to mark World Day against TIP in 2020. Remarkably, over 14,900,000 people were exposed to awareness tools and information to help them detect TIP.



Willow Auction: Hand-embroidered White African Mudcloth Art Created by Willow Survivors

Willow Poised to Restore Lives of 860 Additional Survivors



Through a competitive funding process, Willow has been awarded \$758,416 by the Global Fund to End Modern Slavery (GFEMS) under a Cooperative Agreement with the United States Department of State. The award will help ensure trafficking victims and at-risk individuals receive aftercare services and become less likely to be trafficked or re-trafficked in Gulf countries, as well as in China, Southeast Asia, and East Africa. Awarded in late 2020, Willow is already hard at work on the **21-month project: Rehabilitation and Reintegration for Survivors of Trafficking & At-Risk Populations.**

*“For years we’ve worked to keep up with the demand for aftercare services for victims of trafficking in Uganda,”* said Willow Executive Director Kelsey Morgan. *“In the last 3 months, we’ve received nearly 100 new cases of victims coming from the Gulf. These victims return home with severe mental, emotional, and physical trauma and need specialized care.”*



2020’s Willow is Hope was held virtually on Thursday, October 29th. By going virtual, not only were we able to reach more people, it also meant supporters could “attend,” bid on one-of-a-kind auction items, donate, and enjoy our program all from the safety and comfort of their own home. Willow is Hope’s online auction, featuring artwork created by the survivors of human trafficking in our care, served to deepen donors’ connection to Willow’s mission.

Also included was an exclusive performance by chart-topping singer, songwriter, and actress, Andra Day, dance by Brittany Perry-Russell, choreography by Taye Diggs, and musical performance by Madison McFerrin.



TCA is a national advertising agency offering brand advertising, lead generation, media buying, and TV commercials.

The fight to end human trafficking does not rest with any one individual, organization, or government. It takes all of us working together in order to see change. TCA took action by partnering with Willow in sponsorship of Willow is Hope. Their commitment as an Empowerment Sponsor provided comprehensive training, start-up capital, and a year of mentorship to 60 survivors of human trafficking working to reclaim their lives.



Restoration

Provide comprehensive Aftercare Services to 400 survivors of human trafficking.

Maintain a 95% success rate in preventing revictimization.

Graduate 50 survivors from the Residential Aftercare Program.

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



Prevention

Open 15 new legal cases against international human traffickers in 2021.

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

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

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



Partnership

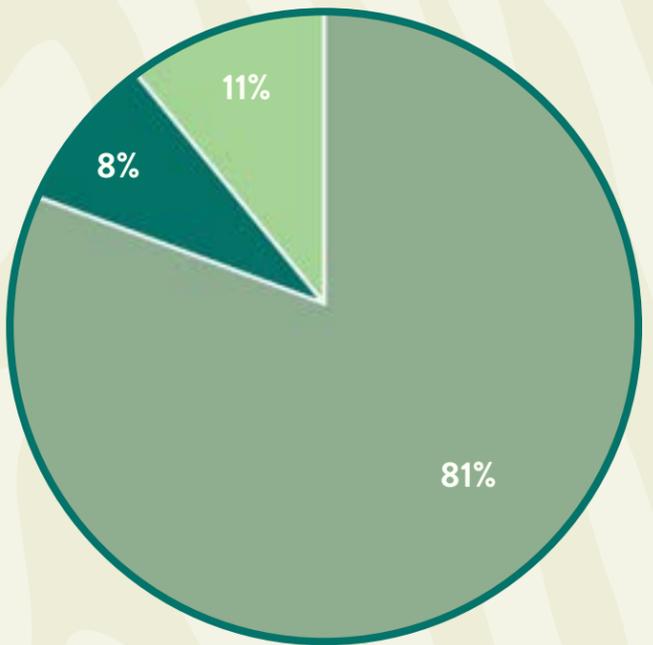
Actively participate in coordinated trainings and capacity building in the areas of advocacy and lobbying, targeting 40 agencies and 10 judges in 2021.

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

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.

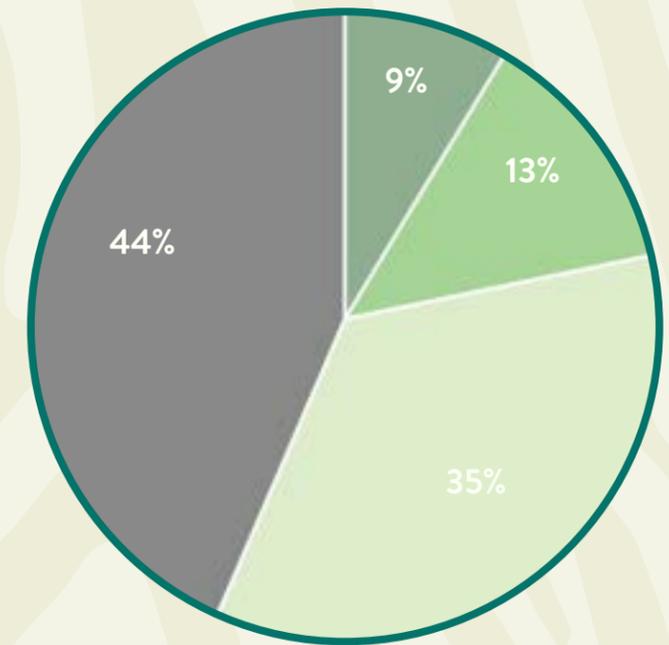
## Organization Expenses:

- Program: \$941,300
- Administration: \$98,030
- Fundraising: \$127,818
- Total: \$1,167,149**



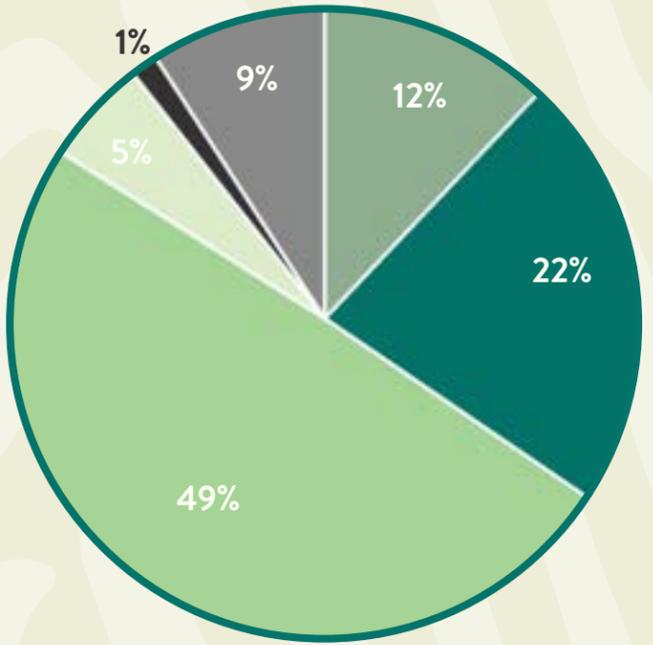
## Organization Revenue:

- Corporate Giving: \$154,956
- Individual Giving: \$412,112
- Foundation Grants: \$516,125
- In-Kind Gifts: \$102,941
- Total: \$1,186,136**

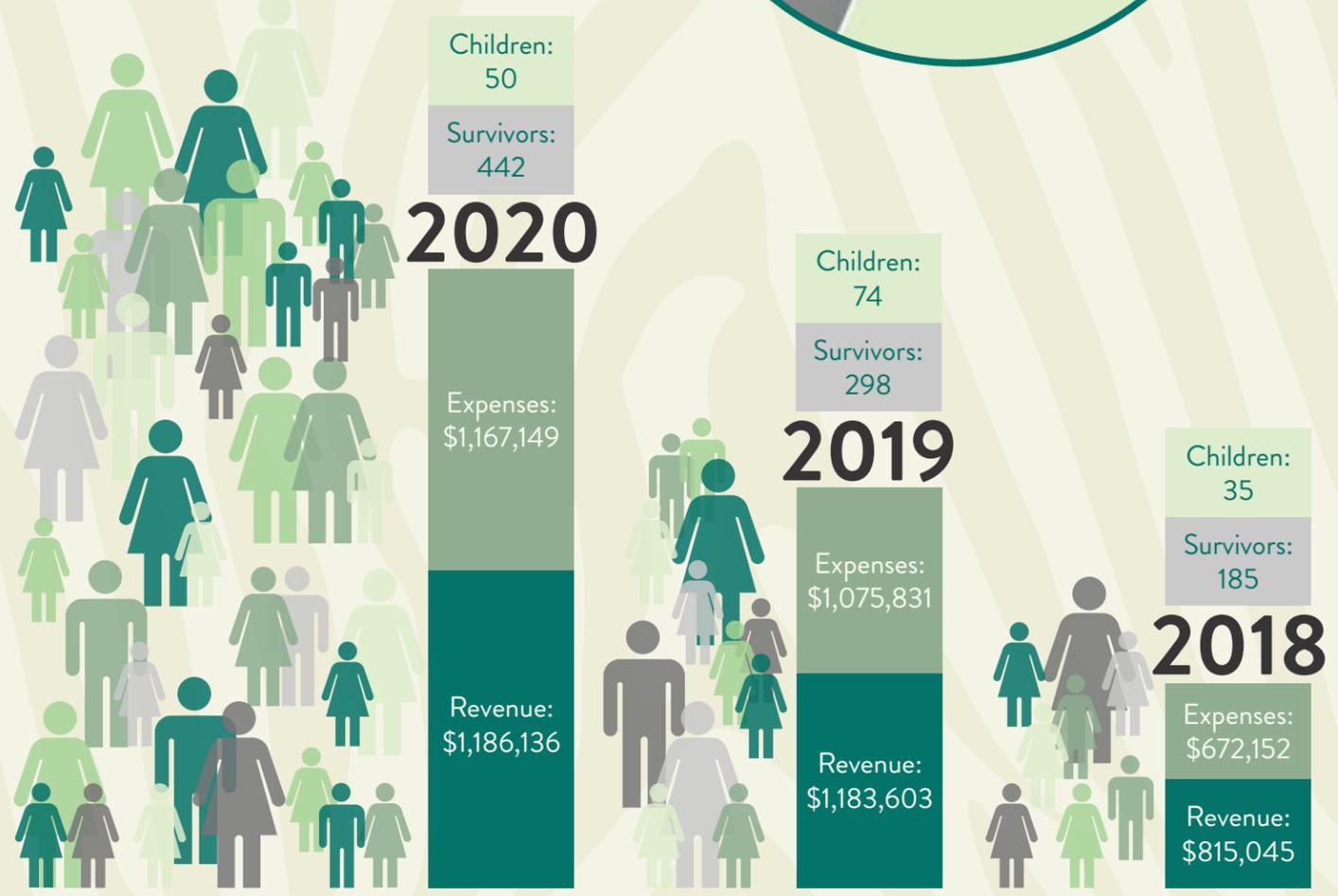


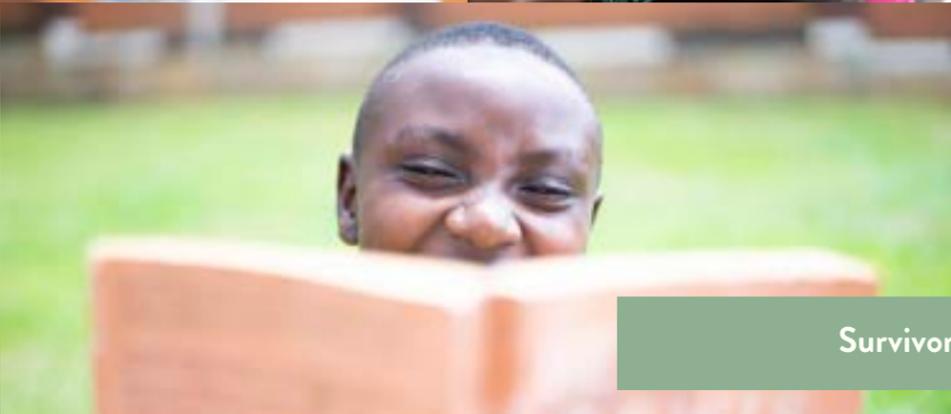
## Program Expenses:

- Prevention: \$113,714
- Community-Based Care: \$211,204
- Residential Care: \$465,461
- Coalition: \$51,417
- Education & Economic Empowerment: \$86,133
- Staff Care: \$13,370
- Total: \$941,300**



## Through the Years:





"I am strong. I will  
never look back. I live  
a full life."

– Willow Survivor



337 N Clark Street  
Orange, CA 92868

[WillowInternational.org](http://WillowInternational.org)