



ANNUAL REPORT

2019



SELAHWAY
FOUNDATION

A GLOBAL NETWORK OF LEADING
ANTI-SEXUAL EXPLOITATION SERVICE PROVIDERS

LEADING TOGETHER

We do not work in a silo, but together with proven service providers. We are creating a shield for the next generation, equipping professionals on the front lines and giving a second chance to survivors of sexual exploitation.

One thing that we have learned through experience is that there is a great need for more collaborative services and a network of service providers for this vulnerable population. Our vision at The Selah Way Foundation was to be able to identify the most credentialed service providers in the anti-sex trafficking and sexual exploitation movement within the United States so that we could launch a unified network of world changers. We work collaboratively to embody three initiatives: Prevention, Protection and Provision.

The network partners in The Selah Way Foundation have been identified as the most elite and excellent of their kind, including organizations specializing in prevention for children and interveners, those on the forefront of influencing legislation, professional trainers for healthcare professionals and first responders, and former special forces agents with skills to recover victims who have gone missing from care. We know that together, we can implement the strongest programming and save more lives!

NETWORK MEMBERS



NETWORK COLLABORATORS



ACCOMPLISHMENTS

2019 marked our year of greatest impact through gathering community leaders, creating legislation and expanding our initiatives to fully scale our fight to confront sexual exploitation and trafficking that targets innocent lives.

2019 ACCOMPLISHMENTS:

- **Global Strategic Operatives in collaboration with The Selah Way Foundation has launched the UN initiated Global Healthcare Pilot Program.** We bring cutting edge, expert led trainings and resources to healthcare professionals, educating and empowering them to identify human trafficking and take action internally and externally on behalf of the victim. Trainings are taking place on a national scale to ensure that those in need will receive life-saving treatment and aid from medical staff.
 - Training sites include:
 - ADVOCATE AURORA HEALTH
 - BAPTIST HEALTH
 - COMMONSPIRIT HEALTH
 - HACKENSACK MERIDIAN HEALTH
 - HARRIS HEALTH SYSTEM/BAYLOR COLLEGE OF MEDICINE
 - NORTHWELL HEALTH
 - RWJBARNABAS HEALTH
 - This training pilot program was successfully completed in January 2020 with a **press conference being hosted in Washington D.C.**
- **Launched roundtable event in St. Louis** with community stakeholders including law enforcement, legislators, faith partners, nonprofits and leaders. St. Louis has been identified as a major market in the sex trafficking industry and we are bringing our proven, scaleable resources and Initiatives of Prevention and Protection in to transform it into a solution center.
- **Hired SEO expert** to successfully and efficiently advance our rankings in Google and expanded our website.
- **Began process to create an app for iPhone and Android** to launch in 2020 to recruit Prevention Trainers and Law Enforcement Trainers to go into schools and with first responders to expand the reach of our Prevention and Protection Initiatives in a scaleable, sustainable national model.
- **Collaborated in the creation of history-making legislation** H.R. 4388, "Creating a Child Traffic Free Zone". This bi-partisan bill amends the Public Health Service Act to provide for the implementation of curricula for training students, teachers, and school personnel to understand, recognize, prevent, and respond to signs of human trafficking and exploitation in children and youth.
- **Created team of highly regarded, experienced trainers as a part of our Protection Initiative** in response to the expanding need to train the front lines working with this population. Expanded our Prevention Initiative, partnering with the most elite nonprofit organizations to create resources for parents and professionals to learn how to prevent, intervene and get ahead of cultural grooming.

- **Retained Director of Communications with a history of proven outcomes**, leading The Selah Way Foundation to receive coverage in The New York Times, CBS, WGN Radio, The Brooklyn Paper, The Herald Tribune, Market Watch and more notable publications.
 - Andrea Martone is a national media and marketing specialist with over 25 years of public relations and marketing experience. She worked as an executive with top New York City-based agencies (Howard Rubenstein Assoc., and CooperKatz & Company) before joining Selah Freedom. As a veteran media specialist, she has successful relationships with national and local media. On the television side, she worked for two years with iON Television Network, working as one of several producers and on-air hosts for a series of public affair shows "i On" series, which aired in 62 markets across the country. Ms. Martone holds a bachelor's degree in education from the University of Vermont and an M.S. in education from New York Institute of Technology.



- **National PSA Campaign, "Once Upon A Crime" in partnership with Seiden Advertising in New York**, featuring several stories that read like your normal fairy tale, but instead reveal a dark reality by retelling how "Romeos" manipulate many girls by preying on their desires and insecurities. Just as these girls are initially promised a fairy tale, each book begins by doing the same to the reader - telling the tale through a lyrical child-like rhyme.
 - These PSAs will engage a multi-media approach to raise awareness and funds to fight sex trafficking through radio, print media, social media, animation, website, and, thanks to a partnership with the MTA, outdoor placement in subways, and bus stations strategically located areas in leading markets.
 - Seiden is a mission-driven marketing agency based in the flatiron district of NYC. They combine strategy, technology and creativity to produce award-winning work that will move our mission forward in an innovative and engaging way.

SEIDEN

 **SELAHWAY FOUNDATION**

 **DREAM BEAR**

PROTECTION INITIATIVE TEAMS

Our team of expert trainers brings a wealth of knowledge and experience in training law enforcement and health care professionals to recognize and address sex trafficking and exploitation.

The Selah Way Foundation was originally launched out of the success of Selah Freedom. Thanks to the life saving success of Selah Freedom's Outreach Program, of which law enforcement training was one component, The Selah Way Foundation has transitioned to absorb and expand all first responders training under the Protection Initiative.

LAW ENFORCEMENT TRAINING TEAM

- **Dr. Stephany Powell** retired from LAPD as Vice Sergeant with over 30 years on the force. She is a Doctor of Education in Organizational Leadership and leads Journey Out as Executive Director. Dr. Powell is a powerful speaker, a tenacious educator and advocate for change, and one of the premiere experts in this field.
- **Corinne Stannish**, retired Captain of the Sarasota Police Department, brings over 30 years of experience in law enforcement. She has worked tirelessly to educate officers and the community at large on what she deems, "the world's oldest abuse story...sex trafficking." She now travels nationwide training officers in how to properly combat sex trafficking and help survivors discover the services they need to recover from the life.
- **Dan Murphy** is a highly accomplished security, investigations and law enforcement professional with an outstanding 35 year career in law enforcement, including over 20 years in the NYPD. He is a seasoned leader, author, educator, and sought-after speaker. Murphy has 15 years of experience as a Corporate Security Director and Chief Security Officer. He is an OSAC member with the U.S. Department of State, public private partnership and follows global security trends to share best practices. Murphy has run several federal RICO investigations of violent gangs prosecuted in several US Attorney's Offices, each included elements of human trafficking for sex trafficking.
- **Adam Kavanaugh** served as Sergeant of the St. Louis Police Department with 26 years of experience. Sgt. Kavanaugh started in the city and then moved to St. Louis County taking on roles in the Vice Unit as a detective, going undercover in the drug squad and now, as part of the FBI Task Force locating, finding and rescuing victims of human trafficking and online predators within Eastern Missouri. Sgt. Kavanaugh is supported by officers in many precincts across St. Louis and focuses his efforts on educating and training law enforcement about what to look for when locating victims and predators but also educating parents and the community about how to keep their children safe from online predators.

- **Corporal Alan T. Wilkett** has served for more than 22 years as a public service official, with both the Indiana State Police and the Jackson County (Ohio) Sheriff's Office. Cpl. Wilkett's career has included positions in Property Crimes, Major Crimes, Cold Case, Narcotics, Child Abuse, Patrol, and Court Security. He has served as a chief deputy, captain, commander, and director of public safety. He is a member of the Tampa Bay Regional Human Trafficking Task Force and is an expert in how predators use technology to target their victims.
- **Misty LaPerriere** is the National Law Enforcement Liaison and Trainer with Selah Freedom. She works directly with survivors of sex trafficking, trains law enforcement and the judicial system on this issue and provides certificate completion for officers. She serves on the 12th Judicial Circuit Anti-Human Trafficking Coalition, is a survivor herself and has worked with survivors for over a decade. Misty is designated as a Victims Advocate through the Florida Crime Prevention Training Institute for Human Trafficking with the Attorney General's Office. Her certifications include 2018 Human Trafficking Summit from the Florida Attorney General's Office, Certified Advanced Gang Specialist from the Florida Gang Investigators Association, Certified CSEC trainer.



Above: The Selah Way Foundation was honored to unite with NYPD Vice through our Protection Initiative training.



Global Strategic Operatives — for the Eradication of Human Trafficking — Initiated at the United Nations 2018

HEALTH CARE TRAINING TEAM

By educating and equipping the medical community to identify the signs and symptoms of sex trafficking and how to assess and provide safety for patients, we create a new layer of protection for victims of this crime. Through a policy and system-wide approach, we provide trainings led by survivors and expert clinicians to healthcare providers, beginning with the highest levels of the organization. Through **Global Strategic Operatives**, founded by **Deborah O'Hara Rusckowski**, currently a **Delegate and Special Advisor on Human Trafficking to the Ambassador for the Order of Malta Mission to the United Nations**, and a **critical care nurse for over 35 years**, we train hospitals and healthcare professionals nationwide, as well as internationally. O'Hara-Rusckowski, has been a nurse educator for many years, including starting up a nursing education program in Haiti at CRUDEM's Hospital Sacre Coeur, and brought human trafficking awareness and education to their Medical Grand Rounds, as well as many other healthcare systems in the US. She continues to help health institutions establish policies, protocols, training and research specific to human trafficking. She also founded **Nurses With Global Impact, Inc.**, an organization which connects nurses with non-profits in need around the world and is considered a leading force in creating the global healthcare provider training model fighting all forms of human trafficking including sex trafficking, and works closely with Homeland Security and law enforcement. Deb is an active member on a number of non-profit boards: former two term Board of Councilor with the Order of Malta, American Association, and continues as a member of the Medical Committee for the annual Lourdes Pilgrimage. She sits on the boards of Malteser International Americas, RAD-AID, Int'l, World Youth Alliance, the Gold Foundation, and the National Catholic Bioethics Center. She is a former member of the CRUDEM Board for 8 years, chaired the Jerome Lejeune Foundation, was on the Board of Boston's Healthcare for the Homeless Program for 5 years, and spent 4 years on the Board of the American Heart Association as Chair of Public Advocacy.

Prostitution Court Diversion Program

TYLA (Turn Your Life Around) is a deeply effective approach to prostitution diversion. It incorporates outreach; strong collaboration with community organizations, the judicial system, and the State Attorney's Office; and a re-directed law enforcement philosophy. Through the TYLA Program, survivors are supported by Selah Freedom's expert Outreach team during judicial proceedings and are eligible to have all prostitution-relation arrests expunged from their record.

Rescue Team

Colonel Joe Adams is a Former FBI, DEA and CIA Operative. When abduction of a victim occurs, his expertise and years of experience is paramount in the rescue and recovery process.

LOOKING FORWARD TO THE FUTURE

2020 will be an exciting year of outcomes and expansion for
The Selah Way Foundation.

Events and Trainings

- **Invitation to speak at the United States Chamber of Commerce** as a thought leader and expert in the fight to end sex trafficking
- **Training judicial and legal system** on vital legislation which will benefit those affected by this crime, recognizing them as victims in need of justice rather than as perpetrators
- **Freedom Event Book Celebrations** will take place in key markets which will engage key supporters in select markets (Chicago, Sarasota, Tampa, Houston, San Francisco, and more) while educating readers on how to protect the next generation from being *Groomed* by the lies of our culture and predators



IN 2020 WE WILL EXPAND EACH
INITIATIVE TO PREVENT SEX
TRAFFICKING, PROTECT VICTIMS AND
GIVE SURVIVORS A NEW BEGINNING.

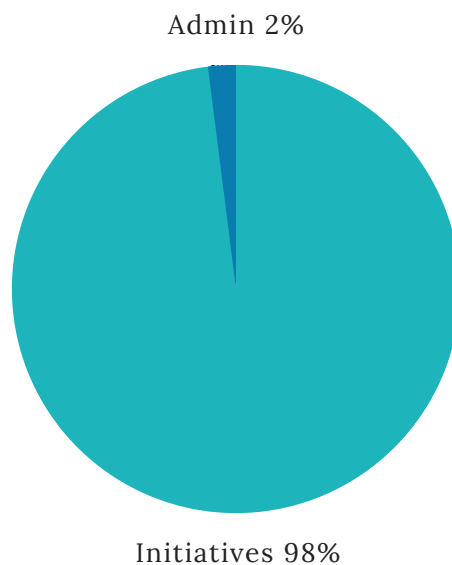
Above: Meiko Taylor, Prevention Initiative Ambassador; Elizabeth Melendez Fisher Good, Co-Founder/CEO; and Dr. Stephanie Powell, Outreach/Law Enforcements Initiative Ambassador

FINANCES

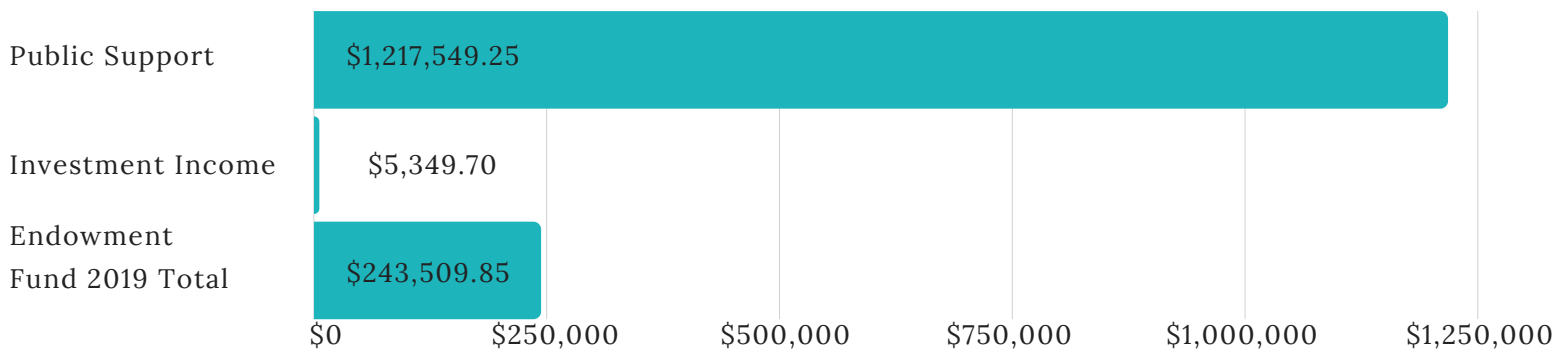
By supporting The Selah Way Foundation you will receive the highest return on your investment with solid results in the movement to end sex trafficking.

We have created a "one-stop" donor experience where supporters can give with confidence, knowing that your investment will save lives through numerous leading organizations in our network. Not only is The Selah Way Foundation an endowment arm of Selah Freedom, so that it having the security to continually expand, but it also endows the movement to protect our children and eradicate exploitation from our own backyard.

EXPENSES



REVENUE



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