



Rapid Growth: Selah Freedom

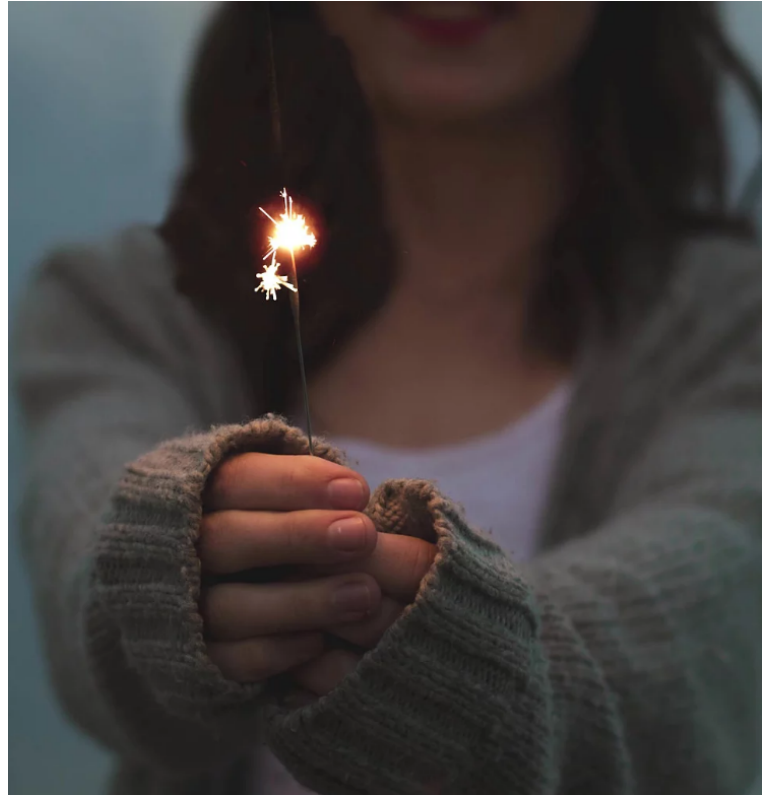


MISSION

To end sex trafficking and bring freedom to the exploited.

ABOUT SELAH FREEDOM

Selah Freedom started in 2010 after its founders discovered that local children in their very own community were being bought and sold as sex slaves. What began as the grassroots initiative of women from across the country to be a voice for the voiceless, quickly transformed into the nation's fastest-growing anti-sex trafficking organization working with domestic survivors. Selah Freedom also heavily focuses on at-risk teens and educating the community about the threat of sex trafficking.



PROGRAMS

Selah Freedom is a thriving organization with four foundational programs: Awareness, Prevention, Outreach, and Residential.

Awareness

Selah Freedom provides knowledge and awareness about sex trafficking and exploitation to over 70,000 people each year. Individuals, groups, and companies can request speakers or awareness booths for gatherings and events. Each moving presentation is customized for the group being presented to so they can take action against sex trafficking. They also provide training on the Commercial Sexual Exploitation of Children, which is led by their staff and law enforcement/FBI.

A great way for individuals to spread the word about Selah Freedom's mission is to host a Party With a Purpose. Kits for hosting a party can be purchased on their website and include awareness literature, donation cards and envelopes, and survivor story cards. Each kit contains materials for 25 guests. They 'll even create an invitation for you!

What type of donation are you making?

Donation Register for Events & Purchase Items

Register for Events & Purchase Items

Party With A Purpose Kit ▼

About

Purchasing a Party With A Purpose Kit comes with tangible information for you to share with friends and family to share the mission and message of Selah Freedom. Kit comes with Selah Freedom literature and informational materials to make your Party informative and successful! Don't forget to set your fundraising goal for your Party With A Purpose and share with your guests. Your Party With A Purpose directly impacts the lives of survivors of sex trafficking, raises awareness about this issue and shares how we can all come together to end it!

Kits are \$30 plus five dollars for shipping.

How many tickets?

1 ▼ **Party With A Purpose Kit (\$35.00)**
1 Party With A Purpose Kit

Make a one-time donation: \$

Selah Freedom offers their Party With a Purpose kits for sale by using the Events feature in Qgiv. They also turned on the option for supporters to make a one-time donation while registering for an event or purchasing an item.

Prevention

My Life, My Choice is a six- to ten-week survivor-written and -led program that works to stem the tide of commercial sexual exploitation in the US. The target audience is girls aged 11-17, directly benefiting those most at-risk: adolescent girls, particularly those who have been abused, neglected, or exposed to family violence and addiction. The program was recognized in 2006 by the United States Justice Department as a national model for sex trafficking prevention.

They also make presentations in classrooms, youth groups, and youth conferences across the country that meet Health Class standards, and Teen Mentorship is provided for at-risk girls through their Prevention Program.

Outreach

Selah Freedom's outreach program is a model of cooperation: they work on the streets and in jails in conjunction with law enforcement, the FBI, the United States Attorney's Office, and more to reach survivors and bring them life-saving solutions.



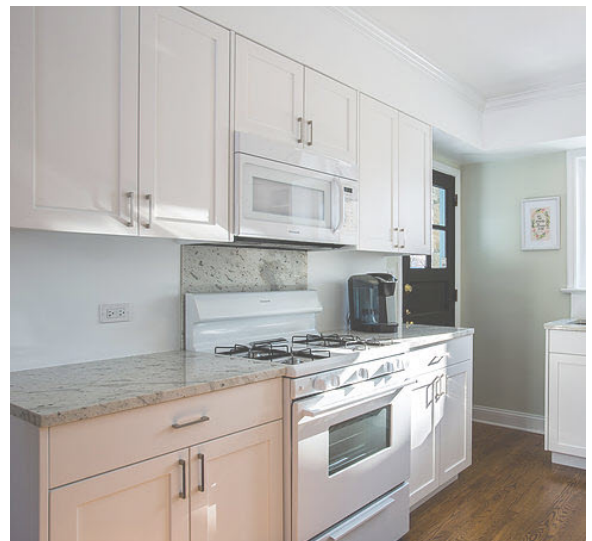
Survivors who are still "in the life" can attend weekly groups, where they can build a relationship of trust with the organization. Once they are ready to take a step toward freedom, they are taken to a place of safety.

Selah Freedom is actively involved in training local and national law enforcement on how to identify and confront sex trafficking and exploitation. In 2016, they partnered with the Houston Police Department during the Super Bowl, which is the nation's highest-ranking sex-trafficking event.

Residential

Selah Freedom's Residential Program consists of three phases: Rest, Restore, and Relaunch. From the comfort of a residential safe home, survivors of sex trafficking can recover; receive social, medical, and job placement services; and get individualized planning and assistance for independent living. They operate two safe houses in the Southwest Florida area, one home in Chicago, and one in Wisconsin.

The residential program is holistic, with survivors receiving services to help them accomplish goals they may never have thought were possible to achieve, such as getting their GEDs, reconnecting with children, and getting a driver's license.



A peek inside one of Selah Freedom's Residential Program homes

EVENTS AND SOCIAL MEDIA

Selah Freedom hosts a few big annual events, the largest of which is their A New Beginning Fashion Event. 2018 marks their 5th time hosting the event, during which they shut down a street in downtown Sarasota and host a show featuring the latest fashions and inspirational survivor stories, with proceeds benefiting their mission to end sex trafficking. The event is followed by a champagne reception and a Sip & Shop. This year, they are partnering with Rent the Runway to bring couture fashion to the show.



A New Beginning

FASHION EVENT A LOOK INTO YEARS PAST



In addition to their larger events, SF regularly hosts an education event for parents called Sex, Lies, and Media. Parents are educated on how predators can lure their children via media. They also do trainings throughout the year bringing education and awareness about the issue of sex trafficking and how to address it.

SF is great at using social media to get the word out about their events, mission, and impact. They typically do one to three posts a day and mainly utilize Facebook, Twitter, and Instagram. They also have a YouTube channel where they upload promo and training videos. While they do plan and schedule posts in advance each month, they know it's important to manually post things that happen organically. These posts about ways for people to get involved, survivor stories, and updates about how fast they're expanding add a human touch to their social media and make it more personal.



TIPS, STRATEGIES, AND GROWING WITH QGIV

Selah Freedom has been a Qgiv client for four years. In 2017, they achieved a huge increase in online donations processed with Qgiv, more than tripling their processing total from 2016! Selah Freedom loves that they can use Qgiv on the go at events, since they're always out and about or in the community educating the public. Qgiv's mobile-responsive forms and Mobile Virtual Terminal app make it easy to take donations or process event registrations in the field.

PROCESSED WITH QGIV

2014	\$124,539
2015	\$131,859
2016	\$126,095
2017	\$410,766

"I haven't found another software that does it all—the event registration, donations, Mobile Virtual Terminal—having all of those aspects has been really beneficial." -Vanessa Morris, Director of Awareness

One best practice Selah Freedom puts into use is showing their donors the potential impact their donations can have. On their Qgiv donation form, each donation amount is accompanied by a description of what can be achieved by giving that amount. Donors immediately know exactly how they can make a difference!

\$2,500	\$2,500 Donation Please consider donating this amount to sponsor one 8 week group of 10 teen girls to go through My Life, My Choice, our Teen Prevention Program.
\$1,200	\$1,200 Donation Please consider donating this amount to sponsor a Selah Freedom survivor to receive these services: trauma therapy, medical/dental treatment, clinical support and counseling, horse therapy, art therapy, clothing and grooming, fitness/health program, transportation, clothing, medications, food, personalized education plan, legal aid, and life skills.
\$500	\$500 Donation Please consider donating this amount to sponsor a Selah Freedom survivor to receive these services: clinical support and counseling, clothing and grooming, medical/dental treatment, and food.
\$250	\$250 Donation Please consider donating this amount to sponsor a teen girl to go through our Teen Prevention Program.
\$100	\$100 Donation Please consider donating this amount to sponsor a Selah Freedom survivor to receive these services: trauma therapy and medical/dental treatment.
\$50	\$50 Donation Please consider donating this amount to sponsor a Selah Freedom survivor to receive this service: trauma therapy.

Having an easy-to-use donation processing system frees up time to focus on strategies for growing the organization. Vanessa attributes a huge part of Selah Freedom's success to their partnership and collaboration with a global expansion expert who owned a successful international company. She stresses that having a business mind is vital to the success of a nonprofit. Nonprofit workers have the passion and drive to work for a good cause, but there needs to be some business strategy involved for optimum growth.

"We've been able to glean his wisdom in understanding what you need in place to have scalability—you need to have systems in place so you can multiply them no matter what market you're in. We always say we want to have the scalability of Starbucks, but with the heart of Mother Teresa."

Vanessa Morris, Director of Awareness

Another thing nonprofits can learn from Selah Freedom is that building donor relationships is of the utmost importance. At the simplest level, donors immediately receive an automatic email receipt from the Qgiv system that Selah Freedom has customized. This seemingly minor detail can have a huge impact! Thank-yous are also sent out via mail. If a donor gives over a certain level, they also get a hand-written thank-you from Selah Freedom's President.

Dear Selah Freedom Champion,

Thank you so much for your generosity in supporting Selah Freedom's mission to end sex trafficking and bring freedom to the exploited!

Your support helps Selah Freedom bring healing, restoration and a new beginning to American women and girls that have been trafficked and exploited in our own backyard. Florida is in the top three states in the nation for sex trafficking and Chicago is in the top five cities. Selah Freedom is strategically positioned to transform these locations into solution centers in the fight against sex trafficking.

We would love for you to get involved even more with our mission. To volunteer, invite Selah Freedom to share at your event, or host your own Party With A Purpose, contact info@selahfreedom.com today.

Follow us on [Facebook](#) and [Twitter](#). Great things are happening daily!

Gratefully Yours,

Elizabeth Melendez Fisher
President/CEO

Screen shot of part of Selah Freedom's customized Qgiv email receipt

Selah Freedom is a bright spot in the nonprofit world—here's to many more years of partnering to further their mission of bringing light into the darkness of sex trafficking!