

THE SET ME
FREE
PROJECT
2022

ANNUAL REPORT



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THE
SET ME FREE
PROJECT

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MESSAGE FROM THE CEO



Dear friends,

2022 was a year of change for many of us, including The Set Me Free Project!

We went into the year thinking we were headed in one direction, and we ended the year in a completely different direction. And although the direction changed, our mission never did! We are still committed more than ever to stopping human trafficking before it starts!

We have had so much underway and we are thrilled to be sharing this journey with you!

Stephanie Olson
Chief Executive Officer/Founder
The Set Me Free Project

COMPANY PROFILE

The Set Me Free Project began because there was a gap in services in the counter trafficking world in Nebraska. We filled that need and continue to fill that need. We do that by helping youth recognize their intrinsic value. And what sets us apart is we activate critical thinking skills in a bold, fun, and interactive way. We have a curriculum from 3rd grade through college age youth, presenting directly in the classroom in person or virtually, to address healthy relationships, social media safety, SEL, and beginning in middle school we begin human trafficking.

We also educate the community as a whole because prevention has to be a community response. Our mission to stop trafficking before it starts. Trafficking is happening in our communities, and it is yes, in the places we think about, but it is also in places we would never think it would occur. What may surprise you is human trafficking is not often the movie “Taken,” kidnapping, white vans, etc. What happens most frequently in the States is relationship building and familial trafficking. And we know less than 2% of trafficking victims are recovered which is why prevention is so critical.

If we can prevent our youth, your kids and your grandkids from being trafficked initially, we see a reduction financially in medical, rescue, and restorative needs. The Homeless Youth Services Coordinator for Department of Human Services from Minnesota stated, “We find that prevention of adolescent sex trading is in the best interest of taxpayers. It results in a return on investment of approximately \$34 for every \$1 spent.”

We know the same is absolutely true for our communities. Thank you for being a part of the solution and helping stop human trafficking before it starts!



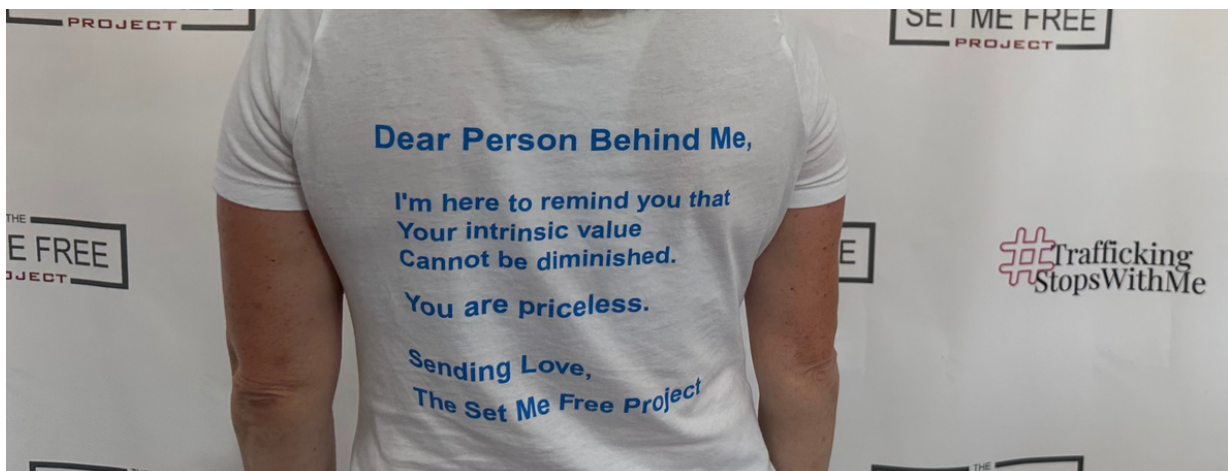
NEW THINGS IN 2022!

THE SET ME FREE PROJECT

READY TO STAND CURRICULUM®

We are presently immersed in two new growth projects. In late 2022, we acquired the Coalition on Human Trafficking after they determined we were the organization most prepared to carry out their mission to provide all hotel/motel staff training on recognizing and reporting human trafficking. Through the acquisition, we acquired one staff member and two board members. Due to the prevalence of hotels and motels presence in human trafficking sales, we immediately began working to continue educating all staff in hotels and motels across Omaha, with plans to expand across the Midwest.

Also, in 2022, The Set Me Free Project transitioned from online to in-person education post-pandemic. We quickly recognized that changes in the school environments had increased the need for our Ready to Stand™ curriculum's teaching but also created a need to change how it was presented. After consulting with key school personnel, we concluded that students struggling with their return to the classroom would benefit most from the familiarity and security of school personnel they knew. As a result, we adapted our curriculum and are now training current school counselors and social workers how to present our material in their own schools. The frequency of their contact with the students and, consequently, a better understanding of their needs make them the ideal presenters. Being more aware of the settings where their students' issues typically manifest means they are better prepared to respond effectively. We have committed to provide these facilitators with the training they need at their own pace and with ongoing support to ensure Omaha youth are educated in human trafficking prevention. These students learn about their intrinsic and personal value, how to practice safe and healthy social media use, healthy relationships, and how to prepare personal safety plans. We also provide specific information on where and how to find help if needed. The Set Me Free Project trainers will provide annual training to teachers and counselors across Omaha to become facilitators of the READY to Stand Curriculum™. This includes two days of in-person training and an online component. These trained facilitators will then teach the curriculum in their schools. We provide supplemental activities to use alongside the curriculum and continuous support, as well as annual updates with current research and fresh activities. Since our beginning, we have impacted over 70,000 people across four states in the Midwest.



SYDNEY LOOFE MEMORIAL SCHOLARSHIP

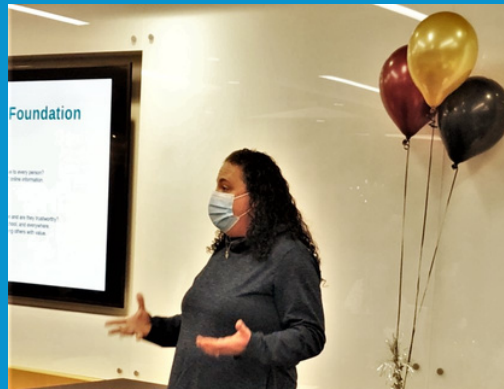
Excerpts from her story found on setmefreeproject.net/scholarship-announcement

“Sydney with a “y” never stopped to ask “why” when it came to helping others. Although she often struggled physically, financially, and emotionally, she opened her home and heart to others. And those who got to know her, knew of her love of family, her affinity for animals and pets (especially cats), her interest in fishing as a pastime, her fascination with beautiful crystals, and of her soft heart.”

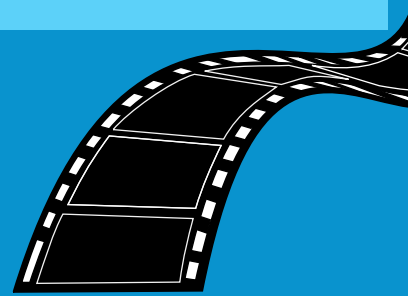


Sierra Bryant

VIDEO PREMIER



THE
SET ME FREE
PROJECT



We launched our new videos for our **READY To Stand Curriculum®**

FINANCIAL REPORTS

THE SET ME FREE PROJECT



The Set Me Free Project

Profit and Loss

January - December 2022

	TOTAL
Income	
Billable Expense Income	0.00
Fundraising	
Corporate Sponsorships / Businesses	10,690.00
Donations	81,989.14
Fundraising Events	30,589.85
Organization / Church Sponsorships	9,790.00
School Donations	400.00
Virtual Training / Curriculum Income	5,259.68
Total Fundraising	138,718.67
Grant Income	5,000.00
Federal Grants	43,053.61
Private Grants	10,000.00
Total Grant Income	58,053.61
Program Income	3,950.00
Programming Income (invoiced)	5,043.12
Discounts Given	-150.00
Total Programming Income (invoiced)	4,893.12
Total Income	\$205,615.40
GROSS PROFIT	\$205,615.40
Expenses	
1. Personnel	140,325.86
2. Payroll Expenses	705.36
Payroll Fees	558.65
Payroll Taxes	11,331.77
Workers Comp Insurance	895.34
Total 2. Payroll Expenses	13,491.12
3. Marketing	139.34
Marketing Materials	4,864.82
Total 3. Marketing	5,004.16
4. Operations	
Office Supplies	2,220.72
Operations Expense	6,754.71
Programming Expense	2,000.00
Rent for Office Space	1,323.06
Software & Subscriptions	506.00
Total 4. Operations	12,804.49

FINANCIAL REPORTS

THE SET ME FREE PROJECT

The Set Me Free Project

Profit and Loss

January - December 2022

	TOTAL
5. Travel	
Hotel	3,086.81
Mileage	5,030.50
Travel Expenses	177.62
Total 5. Travel	8,294.93
6. Miscellaneous	
D&O Insurance	2,495.85
Event Expenses	20,623.10
Miscellaneous Expense	5,918.55
Professional Fees	17,201.50
Scholarships	4,000.00
Staff Training & Development	1,065.59
Total 6. Miscellaneous	51,304.59
Meals & Entertainment	250.33
Merchant Bank Fees	57.79
QuickBooks Payments Fees	424.20
Reimbursements	1,669.22
Uncategorized Expense	697.41
Total Expenses	\$234,324.10
NET OPERATING INCOME	\$ -28,708.70
NET INCOME	\$ -28,708.70



SPECIAL THANKS TO OUR FUNDERS

WILLIAM AND RUTH
SCOTT FAMILY
FOUNDATION



STOP Fund



SPECIAL THANKS TO OUR FUNDERS

\$20,000 and up

City of Omaha

\$10,000 - \$19,999

William and Ruth Scott Family Foundation

Linda Swain

Beverly Brown

\$5,000 - \$9,999

Jane and Craig Olson

Jodi Hon

Grand Island Community Foundation - STOP Fund

Sydney Loofe Open Golf Tournament

Eric Olson

\$1,000 - \$4,999

James and Susan Predoehl

DA Davidson

The Omaha Police Officers Association

Don Bacon for Congress

Terry Patton

Omaha Community Foundation

Kiewit Corporation

Omaha Downtown Rotary

CURRENT STAFF



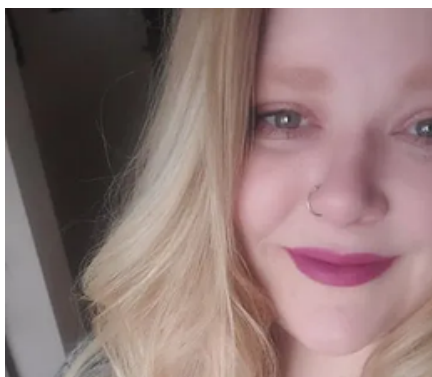
Stephanie Olson
CEO



Danielle Howell
Curriculum Specialist



Kelly Schlott
Educator



Jessica Andersen
Marketing & Content
Coordinator



Lindsey Shunkwiler
Educator



Kim Brady
Curriculum Writer



Erica Zettle
Manager of
Administration