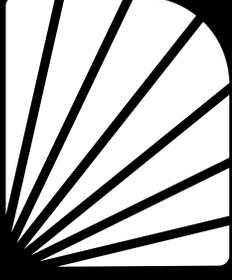
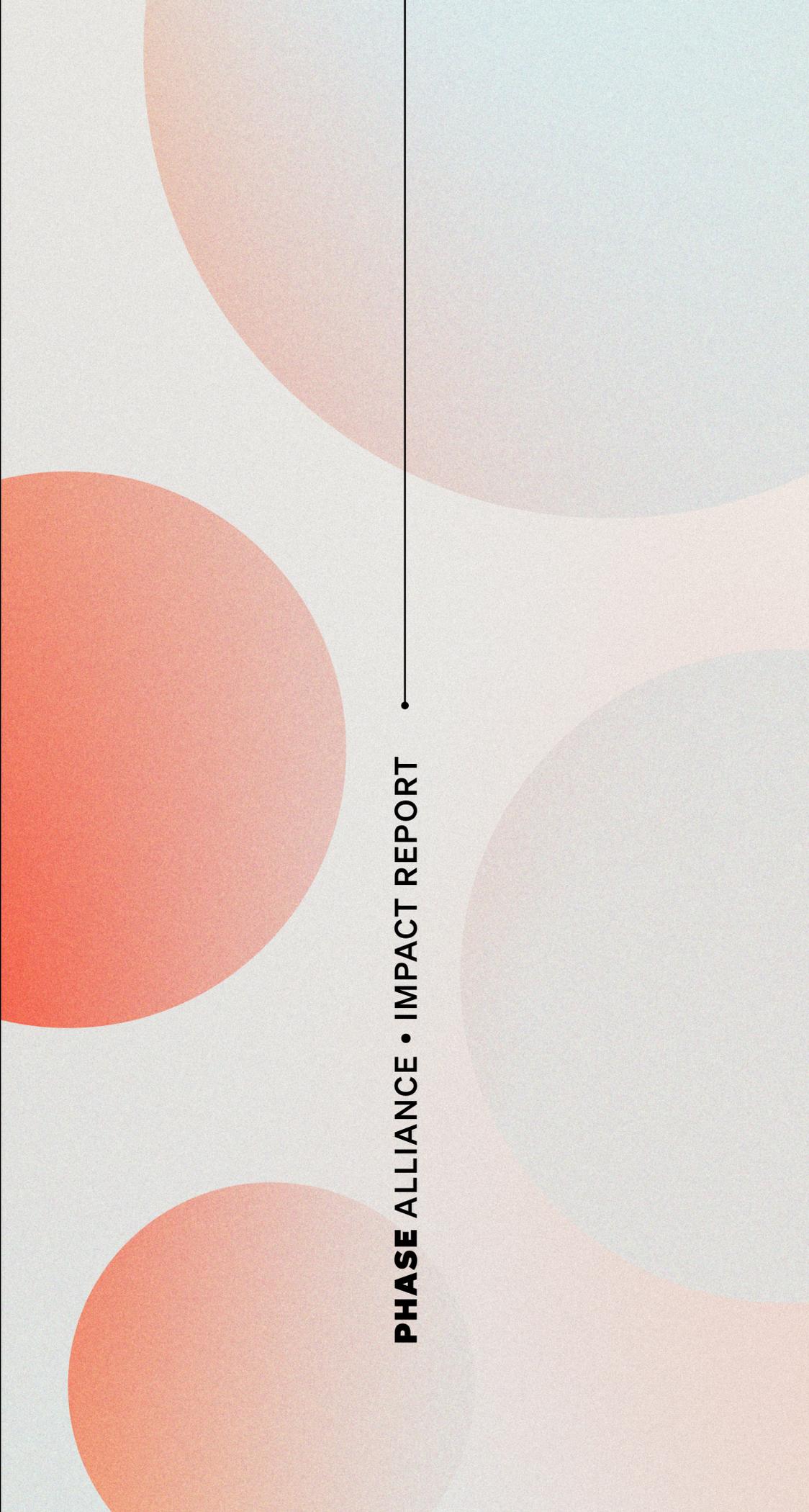
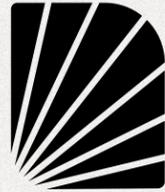


2025



**PHASE ALLIANCE • IMPACT REPORT**





#### ABOUT PHASE ALLIANCE

Our mission is in our name: **Prevention and Healing Against Sexual Exploitation** (PHASE). The PHASE Alliance unites two leading organizations on the front lines of ending sexual exploitation. Fight the New Drug and the Malouf Foundation bring more than 25+ years of combined expertise, innovation, and measurable impact in prevention, education, and survivor support. By joining forces we are forging a stronger, more strategic movement to confront exploitation at every stage and create lasting cultural change.



Malouf  
Foundation.

## Partner With Us

Help us combat sexual exploitation today.

[PHASEALLIANCE.ORG](https://PHASEALLIANCE.ORG)

EIN: 99-0688261



DONATE ONLINE

#### OUR MISSION

We Exist to Radically  
Reduce Victimization from  
Sexual Exploitation



FTND.ORG



LETTER FROM THE PRESIDENT

2025 was a defining year for the PHASE Alliance. As exploitation becomes more embedded in technology, media, and everyday life, the need for bold, prevention-focused leadership and healing has never been greater, and PHASE is filling that space. Behind every number in this report is a name, a face, and a story. It's the young survivor walking into Juniper for the first time and realizing healing is possible. It's the student who leaves a Fight the New Drug presentation with a new understanding of pornography's harms. It's the parent of a child survivor who feels equipped and empowered by our programs and resources. This year was a powerful reminder that our work is personal. It is about protecting children, strengthening individuals and families, restoring dignity, and inciting societal change. While there is still so much work to be done, this report highlights how PHASE has reduced demand, protected the vulnerable, and helped reshape the future for the next generation.

This year, Fight the New Drug reached over 56 million people across 234 countries and territories with pivotal educational content and resources, amplifying prevention efforts. FTND delivered 61 live educational events, and launched record-breaking influencer partnerships and impactful new podcast episodes that brought information and awareness to entirely new audiences. The Malouf Foundation opened the doors of Juniper, our outpatient treatment program providing trauma-informed clinical therapy, case management, and life skills mentoring to 24 young survivors and their families in its very first year. Rooms Restored tripled its bedroom restorations for child survivors, extending its reach across

multiple states and even internationally to Ukraine, while OnWatch trained nearly 5,000 individuals to recognize and respond to trafficking in their communities.

These results reflect more than growth—they represent momentum. Across every program, we are seeing measurable impact, expanding reach, and a deepening commitment to prevention, healing, and cultural change. The PHASE Alliance is not simply responding to exploitation; we are building solutions that protect children, strengthen families, and empower communities.

As we look toward 2026, the vision ahead is bold and full of opportunity. There is extraordinary energy building across our programs and partnerships, and I am more confident than ever that the most impactful chapter of this movement is still ahead.

Thank you for standing with us. Your generosity and belief in this mission fuel every life reached, every survivor supported, and every community strengthened.

Together, we are making a difference.

Clay Olsen  
PRESIDENT, PHASE ALLIANCE

**OUR VISION**

We envision a world where our collective strengths radically reduce victimization and transform society—where every individual is well-informed, and survivors are thriving and championed on their healing journeys.

# The Issue

Over the past several decades, sexual exploitation has grown into a complex and rapidly evolving global crisis—one that has intensified with technological advancement, economic vulnerability, and cultural normalization of exploitative practices. Today, exploitation takes many forms, including child sexual abuse, trafficking, online grooming, sextortion, and image-based abuse, with technology enabling these harms to occur earlier, faster, and at greater scale. Research consistently shows that children and adolescents are particularly vulnerable, with many experiencing sexual exploitation online or in their communities before adults are aware harm has occurred. The impacts are profound and long-lasting, affecting survivors' mental health, physical safety, education, and long-term stability.

Despite the scope of this crisis, responses remain fragmented and often reactive. Prevention efforts, survivor services, and systems of accountability are frequently siloed and under-resourced, leaving significant gaps in care. Survivors may receive immediate crisis

**1 in 4 girls and 1 in 13 boys in the United States experience child sexual abuse.**

National Sexual Violence Resource Center (NSVRC)

intervention but lack access to comprehensive, trauma-informed, long-term support—placing them at heightened risk for ongoing trauma and re-victimization. Evidence underscores that meaningful healing and prevention require coordinated strategies that address both the conditions that enable exploitation and the sustained needs of survivors over time.

PHASE Alliance exists to bridge these gaps through a collaborative, survivor-centered approach that spans the full continuum of response. By uniting prevention-focused education, early intervention, and holistic healing services, PHASE addresses sexual exploitation at both the systemic and individual levels. Grounded in research and survivor insight, PHASE's model moves beyond isolated solutions—offering integrated, long-term impact designed for today's realities and the future we are working to protect.

**OUR PLEDGE**

**TOGETHER, WE FIGHT**

We fight for the vulnerable, the exploited, and the unseen. We fight against the darkness of sexual exploitation in all its forms. Our purpose is clear, and our resolve is unshakable: to radically reduce victimization and forge a future free from exploitation.

**WE ARE UNITED**

United in purpose, united in passion, and united in action. PHASE is not just a name; it is a rallying cry for collaboration, innovation, and hope. With every program we create, every partnership we forge, and every life we impact, we are part of a growing movement to dismantle the systems that perpetuate harm.

**WE STAND FOR SOMETHING GREATER**

We stand for the dignity and worth of every individual. We stand against apathy, complacency, and the forces that normalize exploitation. We stand with the survivors, the advocates, and the dreamers who envision a world where every person is safe, valued, and free.

**WE ARE RELENTLESS**

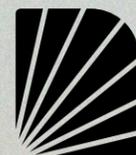
Relentless in our pursuit of solutions. Relentless in challenging the narratives that enable harm. Relentless in proving that together, we can overcome even the most entrenched injustices. Our expertise strengthens us. Our innovation empowers us. Our shared purpose sustains us.

**WE ARE PHASE ALLIANCE**

We are not waiting for change—we are making it happen. With every step forward, we seek to empower others, amplify voices, and light the path toward a more just and compassionate world. For the exploited, for the vulnerable, for future generations—we draw the line here and now.

**Together, we will make a difference.**

AWARENESS → PROTECTION → HEALING → LONG-TERM RESTORATION



# 2025 Program Highlights

In 2025, the PHASE Alliance™ turned vision into measurable impact. Through prevention education, survivor care, and strategic collaboration, our programs reached millions, equipped communities, and delivered tangible healing to survivors of sexual exploitation. These numbers represent lives restored, conversations started, and futures reclaimed.

**59 Million+**

Reached through prevention education and awareness efforts

**4,754**

Trained on trafficking via OnWatch™

**50%–87%**

Improved mental health outcomes for youth in care

**22+**

Survivor-focused restorative bedrooms completed

**565**

Trauma-informed therapy sessions provided to ensure survivors receive safe, compassionate, and effective care.

**95%**

Report feeling extremely knowledgeable about the harms of porn after attending a Fight the New Drug event

**100%**

Of survivors report experiencing positive outcomes from Rooms Restored

**79%**

Rate of knowledge of OnWatch participants in identifying child sex trafficking and how to report

*You and your program are giving our daughter lots of sunshine and warm hugs in the world, when she thought the world was dark and hopeless.*

PARENT OF A CHILD SURVIVOR, ROOMS RESTORED



**PROGRAM OVERVIEW & IMPACT**

# Fight the New Drug

Fight the New Drug is a leading prevention organization within the PHASE Alliance, working to address the cultural drivers of sexual exploitation through large-scale awareness and education initiatives on the harms of pornography. By equipping young people, parents, and communities with research-backed resources, tools, and compelling campaigns, the organization challenges the normalization of pornography and its links to exploitation, inviting millions to consider pornography’s negative impacts on mental health, relationships, and society. Through this work, we continue to help protect children from repeated exposure, equip parents to become confident advocates and educators, support measurable shifts in school campus culture, and empower communities around the world to challenge the harmful narratives that enable exploitation.

**2025 SUMMARY**

In 2025, Fight the New Drug had one of its strongest and most expansive years in its history. Across our live educational presentations, digital awareness campaigns, online educational resources, documentary, and long-form educational podcasting, FTND reached tens of millions of individuals worldwide with evidence-based education on the harms of pornography. Through strategic innovation, global outreach, and operational efficiencies, FTND scaled its impact while maintaining credibility, relevance, and measurable outcomes.

**234**

COUNTRIES & TERRITORIES REACHED

**56 Million+**

INDIVIDUALS REACHED GLOBALLY VIA SOCIAL MEDIA

**6.2 Million+**

TOTAL FOLLOWERS ACROSS PLATFORMS

**20 Million+**

VIDEO VIEWS & PODCAST LISTENS

**2.8 Million+**

WEBSITE VISITS

**15,229**

INDIVIDUALS EDUCATED THROUGH LIVE EVENTS

**61**

LIVE EVENTS DELIVERED

FIGHT THE NEW DRUG

# Harms of Porn Awareness Program

The Harms of Porn Awareness Program is Fight the New Drug's largest-reaching education initiative, designed to raise awareness about the harmful effects of pornography using research, facts, and personal accounts. Through digital campaigns, social media education, online digital resources, and the *Brain, Heart, World* documentary, the program reaches millions globally each year with accessible, research-driven education. At its core, this work exists to protect young people from repeated exposure, support individuals who feel trapped or ashamed, and challenge the cultural narratives that normalize exploitation. The program empowers informed decision-making at scale, changing the trajectory of lives, relationships, and communities.

2025 SUMMARY

FTND's Harms of Porn Awareness Program reached unprecedented scale in 2025 while remaining grounded in research and personal storytelling. The year was defined by record-breaking collaborations, viral educational content, and sustained engagement across social platforms, making FTND one of the most visible and trusted voices addressing pornography's harms online.

*Porn is teaching us—especially teens—that committing sexual assault against someone is just a fantasy, that ruining someone's life, abusing someone, is merely a fantasy. From the bottom of my heart, I thank FTND for opening my eyes.*

ANONYMOUS, SOCIAL MEDIA DIRECT MESSAGE

In 2025, we continued to strengthen our impact by engaging with users in some of the most challenging digital spaces. By intentionally responding with credible research and creating rapid-response current events content, we increased reach and awareness, meeting people in moments when conversations around exploitation, consent, and digital harm mattered most. This year, we had more influencer partnerships than ever before, reaching new audiences and expanding our visibility.

2025 content addressed modern-day pornography, highlighting platforms like OnlyFans, AI, the normalization of exploitation, and emerging digital threats, while centering survivor voices and credible research. During No Porn November, we partnered with The November Project to help over 29,000 individuals experience their lives porn free. Our strategic use of short-form video, large-scale influencer partnerships, and culturally relevant campaigns helped cut through information overload and educate audiences at scale, because behind every number is an individual whose life, relationships, and sense of self can be profoundly impacted by the harms of porn.

2025 DIGITAL IMPACT HIGHLIGHTS

**136 Million+**  
TOTAL SOCIAL IMPRESSIONS ACROSS PLATFORMS

**13 Million+**  
INDIVIDUALS REACHED VIA NO PORN NOVEMBER CAMPAIGN

**56 Million+**  
INDIVIDUALS REACHED VIA SOCIAL MEDIA

**6.2 Million+**  
TOTAL FOLLOWERS ACROSS SOCIAL MEDIA PLATFORMS

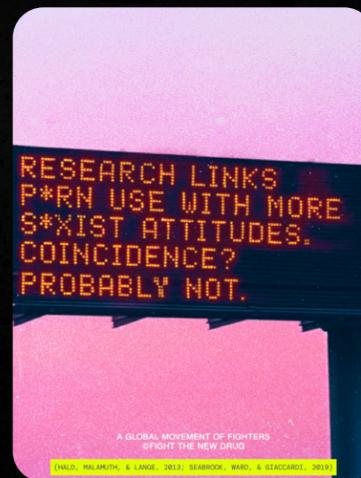
**17.4 Million+**  
TOTAL SOCIAL MEDIA VIDEO VIEWS

**29,500+**  
INDIVIDUALS HELPED VIA THE NOVEMBER PROJECT

**21,000+**  
BRAIN, HEART, WORLD DOCUMENTARY PLAYS

- SOCIAL MEDIA
- ARTICLES
- DOCUMENTARY

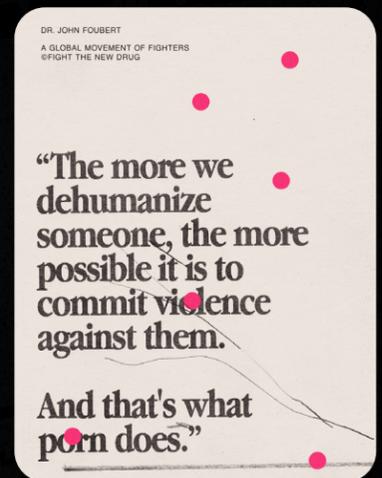
FTND.ORG



4,957 59



8,909 394



14.6K 114

*I was groomed online from the age eleven to fourteen. The man who groomed me exposed me to pornography and it has had major impact on my life. Young kids shouldn't be exposed to that sort of thing. It's so easy to get addicted to it, and once you're hooked it's hard to stop. It's embarrassing and you feel ashamed, which is why I didn't get proper help for years. What you folks are doing is helping with that stigma, though. Thank you. I hope that y'all continue to grow and that you're able to reach more folks before they end up in the situation I was in.*

ANNA, SOCIAL MEDIA DIRECT MESSAGE



**CONSIDER BEFORE CONSUMING**

**FIGHT THE NEW DRUG**

# Consider Before Consuming Podcast Program

The Consider Before Consuming podcast provides long-form, in-depth education through conversations with researchers, clinicians, survivors, advocates, and cultural experts. Designed to explore the personal, relational, and societal impacts of pornography, the podcast offers nuance and credibility, while reaching millions of listeners worldwide. The program fosters critical thinking about pornography, reduces stigma, and deepens understanding through honest, research-informed dialogue.

**2025 SUMMARY**

In 2025, the Consider Before Consuming podcast continued to provide long-form, nuanced conversations that humanize the data and elevate lived experiences. Episodes focused heavily on timely and culturally relevant issues, including OnlyFans, trafficking, mental health, recovery, and provided a platform for the voices of former performers and survivors.

The podcast expanded its video-first approach and migrated to a new hosting platform, broadening its reach while maintaining a strong audio listenership across platforms. New episode formats, including a back-and-forth conversation style between host Natale and Fight the New Drug social media personality Elisabeth, refreshed the listener experience while continuing to deliver critical, research-informed education. Standout episodes featured former OnlyFans performer Taylor, who unpacked the realities behind the platform, and advocate Rachel, who shared how exposure to pornography at age seven led to years of struggle. Together, these stories exemplify why the Consider Before Consuming podcast remains a trusted entry point for individuals seeking to understand pornography's impacts beyond surface-level conversations.



## When Using Porn Becomes A Coping Mechanism

*After watching this interview, I decided that I couldn't continue this habit knowing it caused this much harm to innocent people. I've done my best to share the truth with people in my life. I deeply believe in ya'll's mission*

ANONYMOUS, YOUTUBE COMMENT



## What Happens to Your Brain When You Watch Porn

**25**  
EPISODES RELEASED

**1.2 Million+**  
2025 LISTENS

**179**  
ALL-TIME EPISODES



## The Truth About OnlyFans From A Former Creator

**11.3 Million+**  
ALL-TIME LISTENS

★★★★★  
APPLE PODCAST RATING

- CURRENT EVENTS
- ACADEMICS
- CLINICIANS
- RESEARCHERS
- EXPERTS
- SURVIVORS
- ADVOCATES

*I've been a porn addict for almost 6 years now and this podcast gives me some hope to try again. Thanks for sharing this.*

ANONYMOUS, PODCAST COMMENT

FIGHT THE NEW DRUG

# Live Presentation Program

In 2025, FTND's Live Presentation Program focused on depth, quality, and strategic reach, ensuring that every event not only educated but measurably shifted attitudes and empowered action against the harmful effects of pornography. For many students, these presentations are the first time they hear honest, research-based information about porn's impact, and become aware enough to make an informed decision. For parents, educators, and community leaders it provides language, tools, and resources to have conversations they may have felt unprepared to lead, strengthening trust and connection in homes, classrooms, and communities.

Presentation content was refreshed with updated research, new media, and expanded discussion around modern porn-related risks such as sextortion and digital exploitation, equipping audiences to navigate today's rapidly evolving digital landscape. A new presenter was certified and quickly distinguished himself with exceptionally strong educator feedback, helping expand capacity while maintaining program

excellence, ensuring even more communities receive credible, impactful education when it matters most.

This year, various joint school bookings allowed neighboring schools to collaborate, reducing cost barriers while expanding reach. FTND also deepened partnerships by hosting live educational events in collaboration with foster care groups, pregnancy resource centers, recovery organizations, and international leaders—most notably through an extended Guatemala tour that included 11 events in 3 days, demonstrating the program's adaptability across cultures. Fight the New Drug additionally delivered vital education on the harms of porn across the US, ranging from Washington State to Pennsylvania, and even in Canada.

In 2025, we also launched a new community event survey to gauge audience understanding of the harms of porn and the presentation's efficacy in inciting actionable change. Survey results indicate that our community presentations have an invaluable impact, sparking awareness and change within families, schools, and communities.

2025 LIVE PRESENTATION IMPACT METRICS



NEW 2025 SURVEY RESULTS

Survey results reflect the feedback from Fight the New Drug community event attendees, including parents, educators, leadership, and community members. After attending a live educational event:

- 95%** Reported feeling *significantly knowledgeable* on the harms of porn after attending the presentation
- 95%** Reported feeling motivated to take concrete action
- 92%** Felt equipped with tools and resources and planned to speak with a young person about porn

*Educational, non-religious, fabulous media presence. Y'all's organization is the best we have ever had! Created good dialogue and one on one's with students after.*

AVORY  
ORGANIZATION LEADER

ALL-TIME LIVE PRESENTATION IMPACT



*Parents who came to the Parent Night said the information was very helpful and needed. The students commented to teachers that it was a good assembly and that they learned a lot from it.*

JENNIFER  
SCHOOL COUNSELOR

*Our presenter was fantastic. They were very engaging, great timing with the slides, and had a good rapport with the students. A staff member who had some reservations about the topic said it was "actually really good". The students learned a lot, and it has opened the doors for parents and their children to have healthy conversations about the topic and other topics as well that may be hard to talk about. Thank you so much for coming!*

LAUREN  
PRINCIPAL

PHASE ALLIANCE

# Human Trafficking Policy and Education Summit

18



## PROGRAM OVERVIEW & IMPACT

# Malouf Foundation

The Malouf Foundation is a core PHASE Alliance partner dedicated to preventing sexual exploitation and supporting survivors through trauma-informed, survivor-centered programs. Focused on healing, restoration, and long-term stability, the Malouf Foundation addresses critical needs that extend beyond immediate crisis response.

Through Juniper, the Malouf Foundation provides trauma-informed therapy and wraparound support for youth survivors of sexual abuse and trafficking, addressing both clinical and practical barriers to healing. OnWatch advances prevention through survivor-led education that equips individuals and organizations to identify, report, and prevent trafficking in their communities. Rooms Restored supports recovery by transforming bedrooms and advocacy spaces into safe, restorative environments that reinforce dignity, stability, and emotional healing for child survivors.

Together, these programs form a coordinated continuum of care that strengthens prevention, increases early identification, and supports survivors on their path toward long-term healing.

**100%**  
OF SURVIVOR EXIT SURVEYS  
REPORTED POSITIVE OUTCOMES

**585**  
THERAPY SESSIONS  
CONDUCTED

**22**  
TRAUMA-INFORMED BEDROOM  
MAKEOVERS COMPLETED FOR  
CHILD SURVIVORS

**88**  
VOLUNTEERS ENGAGED  
FOR BEDROOM MAKEOVERS

## 2025 SUMMARY

In 2025, the Malouf Foundation advanced survivor healing and prevention through trauma-informed services and survivor-centered programming that addressed both immediate needs and long-term recovery. Through Juniper, 24 youth survivors of sexual abuse and their families received sustained therapy and wraparound support designed to promote stability, safety, and resilience beyond the crisis phase. In 2025, a majority of the children served reported significant decreases in depression, anxiety, and PTSD symptoms.

Prevention and restoration efforts expanded through OnWatch™ and Rooms Restored, strengthening community readiness and survivor healing. OnWatch equipped over 4,000 individuals, in addition to organizations nationwide, with survivor-led training to identify, report, and prevent trafficking, while Rooms Restored™ transformed 22 bedrooms and advocacy spaces into spaces that help child survivors feel safe, supported, and able to heal over time.

BE A FORCE FOR HOPE & FREEDOM



19

**4,754**  
ONWATCH PARTICIPANTS  
TRAINED

**79%**  
KNOWLEDGEABLE ON CHILD SEX  
TRAFFICKING INDICATORS

**24**  
YOUTH SURVIVORS  
SUPPORTED WITH THERAPY

**50%–87%**  
IMPROVEMENT IN DEPRESSION,  
ANXIETY, AND PTSD SYMPTOMS  
AMONG YOUTH IN TRAUMA-  
INFORMED CARE



MALOUF FOUNDATION

# Rooms Restored Program

Rooms Restored is a healing-centered program that transforms bedrooms and advocacy spaces for children who have experienced sexual abuse. By creating personalized, safe, and thoughtfully designed environments, the program supports a child's sense of security, stability, and belonging during the healing process. Each restoration is designed to meet the unique needs of the child, reinforcing that their story matters and their recovery is worth investing in.

Through these restorations, Rooms Restored serves as a tangible expression of care—helping children feel safe in their own

space while supporting the broader work of advocates and caregivers committed to long-term healing.

## 2025 SUMMARY

In 2025, the Rooms Restored program entered a year of accelerated growth while preserving the integrity of its survivor-centered model. Expanded service delivery, deepened community partnerships, and consistent outcomes reinforced a clear truth: trauma-informed environments are not supplemental to healing; they are essential for child survivors of abuse and exploitation.

*I loved it! It is so pretty and my friends love it too. I feel like something good finally happened to me. I want to be in my room now. It's less chaotic and messy. It makes me feel good that someone cares about me and doesn't want to use me.*

14-YEAR-OLD SURVIVOR

*I'm already seeing a positive shift in my child from even just a couple weeks ago. This act of kindness and generosity has brought feelings of peace and positivity into our home. A new safe space was exactly what my son needed so his healing can truly happen with no reminders of the past.*

MOTHER OF A CHILD SURVIVOR

Rooms Restored more than tripled the number of bedroom restorations completed compared to the previous year, responding to a growing volume of referrals while maintaining consistent, high-quality care. In 2025, the program served survivors across Utah, Colorado, North Carolina, and Texas, and extended its reach internationally through in-kind donations to survivors in Ukraine. These donations included 130 mattresses, bed frames, sheet sets, and pillows—meeting urgent needs for safety and stability in crisis settings.

In addition to individual bedroom restorations, Rooms Restored completed restorative renovations for advocacy and therapy spaces, including Juniper, the Asian Association of Utah, and Family Haven Therapy—strengthening the environments where survivors receive ongoing support. Even as the program scaled, 100% of survivor exit surveys continued to report positive outcomes, demonstrating that growth enhanced rather than diluted impact. Survivors increasingly selected comprehensive room packages, reflecting a clear and growing need for fully restored spaces that support safety, emotional regulation, autonomy, and long-term healing.

*This is so amazing that you do this. You and your program are giving our daughter lots of sunshine and warm hugs in the world, when she thought the world was dark and hopeless.*

PARENT OF A CHILD SURVIVOR

**22**

TRAUMA-INFORMED  
BEDROOM MAKEOVERS  
COMPLETED FOR CHILD  
SURVIVORS

**55**

FAMILY MEMBERS AND  
CAREGIVERS WERE  
POSITIVELY IMPACTED

**100%**

OF SURVIVORS REPORT  
POSITIVE OUTCOMES

**3**

ADVOCACY CENTERS  
RESTORED



# ONWATCH™

MALOUF FOUNDATION

## OnWatch Program

22

OnWatch is a survivor-led education and training platform that equips individuals, professionals, and organizations to identify, report, and prevent sex trafficking in the communities where they live and work. Grounded in lived experience and expert insight, the program combines real survivor stories with practical, evidence-informed guidance to increase early identification and strengthen appropriate responses.

By translating complex indicators of trafficking into clear, actionable knowledge, OnWatch empowers participants to recognize exploitation, respond with confidence, and support survivors on a path toward safety and freedom.

**2025 SUMMARY**

The OnWatch program continued to expand its reach as a front line prevention and education initiative, equipping individuals and workplaces with the knowledge and confidence to recognize and respond to exploitation.

*I found your website yesterday. I'm a kindergarten teacher and I took the online training. I live in Austin, Texas. My daughter is a sex trafficking survivor. I will be sharing the training with my school district and urging all of the teachers in my school to watch it.*

ONWATCH PARTICIPANT

Through accessible online training, in-person engagement, and growing corporate partnerships, OnWatch strengthened its ability to meet people where they are and translate awareness into real-world action.

In 2025, this momentum was reflected in both targeted workforce trainings and deeper corporate integration. An in-person OnWatch training delivered to ALCO Construction engaged approximately 20 male employees, who demonstrated strong participation, and responded positively to the inclusion of labor trafficking education—reinforcing the program’s relevance across industries. OnWatch also established a new partnership with Empower, a leading solar power company, where 90% of the field team achieved OnWatch certification. Training is now mandatory for all field employees. Together, these efforts contributed to steady participation, increased engagement among male audiences, and measurable gains in participant confidence and knowledge—solidifying OnWatch’s role as a practical, scalable tool for trafficking prevention across industries and communities.

**KNOWLEDGE OUTCOMES**

OnWatch Exit Survey data is collected after participants complete OnWatch Training in order to assess feedback, measure outcomes, and inform future program development.

**78%**  
PARTICIPANTS REPORT FEELING MOTIVATED AND CONFIDENT LEARNING ABOUT TRAFFICKING

**80%**  
PARTICIPANTS REPORT INCREASED KNOWLEDGE OF CHILD SEX TRAFFICKING INDICATORS

COMBATING TRAFFICKING THROUGH EDUCATION

**4,754**  
ONWATCH PARTICIPANTS TRAINED

23



MALOUF FOUNDATION

## Juniper Program

Juniper is a trauma-informed outpatient clinical therapy and case management program serving youth ages 12–18 who have experienced sexual exploitation and sexual abuse. Working in close partnership with Children’s Justice Centers, multidisciplinary teams, law enforcement, and victim service agencies across Utah, Juniper provides coordinated, survivor-centered care designed to support lasting recovery. This first year the program focused on delivering evidence-based clinical therapy specializing in sexual abuse treatment, comprehensive case management to remove barriers impacting safety and stability, life-skills mentoring to strengthen executive function and independence, and intensive caregiver engagement, recognized as the strongest predictor of positive healing outcomes. Together, these components position Juniper as a critical pathway to recovery for vulnerable youth and their families.

### 2025 SUMMARY

In 2025, Juniper opened its doors and began providing trauma-informed care to youth who have experienced sexual exploitation or sexual abuse, along with their families. This work met a critical need through a model built on presence, trust, and

*Honestly, I’ve had an excellent experience. Everyone is very kind and attentive... The therapy is going great and the case manager has given me excellent help.*

PARENT OF PATIENT



### CLINICAL IMPACT

**75%**

Of children who complete Juniper’s evidence-based trauma treatment will no longer meet the clinical criteria for PTSD

**50—87%**

Improvement in depression, anxiety, and PTSD among youth receiving trauma-informed care.

meeting each individual where they are. Juniper’s holistic approach extends beyond clinical therapy to include case management and life skills support, reducing everyday burdens and system-related barriers so families can focus on safety, stability, and recovery. Youth reported fewer nightmares, improved emotional regulation, and stronger communication with parents, while families received essential supports such as transportation assistance, food support, and tutoring to stabilize daily life and improve engagement in care.

As cases progressed, Juniper closely monitored risk and outcomes, providing intensive intervention and safety planning when scores increased and ensuring care adapted to each youth’s evolving needs. The program supported positive criminal case outcomes by helping victims remain engaged and supported throughout the process, while also strengthening educational success through coordinated advocacy and academic support. In addition to its direct impact on youth and families, Juniper quickly emerged as a trusted statewide resource, sharing clinical expertise, strengthening cross-sector partnerships, and helping inform coordinated responses to child sexual abuse and exploitation. In its first year, Juniper moved beyond launch to deliver measurable, life-changing outcomes, establishing a strong foundation for sustained impact and long-term healing across Utah.

## 24 Youth Survivors

SUPPORTED WITH THERAPY

## 565 Sessions

CLINICAL THERAPY SESSIONS CONDUCTED





# Golf for Freedom PHASE ALLIANCE

## EVENTS

### Golf for Freedom: Driving Change on the Green

In May, our community came together at the prestigious Black Desert Golf Course in Ivins, Utah for our first-ever Golf for Freedom tournament. Twenty-four teams and generous sponsors united around a shared purpose: to protect, heal, and restore lives impacted by sexual exploitation.

In August, that same spirit carried us north to the breathtaking Birch Creek Golf Course in Smithfield, Utah. Against a backdrop of mountain air and wide-open greens, supporters once again showed up with passion, generosity, and resolve.

These tournaments were made possible because of partners who believe in more than a good cause—they believe in lasting change. Every sponsorship, team registration, and donation directly fueled trauma-informed programs, survivor services, and prevention efforts. Because of our sponsors and partners, hope was made visible, community was strengthened, and real impact was set in motion.

We are deeply grateful to the individuals and organizations who stood with us. Your investment is helping build safer communities and brighter futures.

MAY

### Black Desert

IVINS, UT

AUGUST

### Birch Creek

SMITHFIELD, UT

DONATIONS

**\$181,879**

RAISED FOR PREVENTION  
AND SURVIVOR HEALING

GOLFERS

**172**

PARTICIPATING  
INDIVIDUALS

TEAMS

**43**

REGISTERED  
GROUPS

SPONSORS

**23**

CORPORATE  
PARTNERSHIPS

CONSTRUCTION

FINANCE

HEALTHCARE

RETAIL

REAL ESTATE

PHASE ALLIANCE OPERATING BUDGET

# Future Outlook

As we look ahead to 2026, PHASE Alliance is positioned for continued growth in prevention, survivor care, and strategic partnerships and collaboration. Our operating budget reflects a strong commitment to impact, sustainability, and responsible stewardship. Our diversified funding model allows us to scale programs while maintaining financial stability.

**Projected 2026 Revenue** **\$2,424,000**

**HOW OUR WORK IS FUNDED**

Grants & Major Gifts	\$662,000
Corporate Partnerships	\$255,000
Individual Giving & Events	\$240,000
In-Kind Support	\$156,000
Program Revenue (Fight the New Drug & Malouf Foundation)	\$687,000
Other Revenue (Interest & Insurance Programs)	\$424,000

**Projected 2026 Investments** **\$2,417,000**

**HOW OUR WORK WILL BE ACCOMPLISHED**

**88% • Program Services** **\$2,129,400**

Invested directly into:

- ✓ Preventing another 10-year-old from accidentally seeing porn on social media before he knew what he was seeing
- ✓ Helping the 4-year-old groomed and abused by a family member heal.
- ✓ Advocating for the young person secretly filmed during sex and exploited online.
- ✓ Equipping the parent who had no idea their child could be tricked and sextorted by a predator on a gaming system.
- ✓ Empowering school administrators to navigate deepfake porn, revenge porn, and student online safety.

 — Behind every statistic is a story. Behind every program line item is a person.

**6% • Administration** **\$155,100**

 — Ensuring strong financial oversight, operational excellence, and accountability.

**6% • Fundraising** **\$132,500**

 — Strengthening donor engagement and long-term sustainability.

**88% • PROGRAM SERVICES**

**12% • ADMINISTRATION & FUNDRAISING**



**Every dollar invested helps prevent exploitation and support survivors.**

## Partner With Us

Help us combat sexual exploitation today.

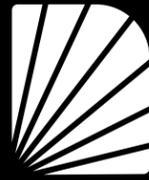
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DONATE ONLINE





OUR FUTURE

# Looking Ahead

As we reflect on 2025, we do so with gratitude, humility, and a deep sense of responsibility.

This year made one truth unmistakably clear: **the need for prevention and healing is not slowing down.**

The 11-year-old boy scrolling before school is still being exposed to hardcore violent porn before he understands what sex is.

The 6th-grade girl is being told that sending nude photos is just normal now.

The college freshman is facing seeing her AI-generated pornography circulating on campus.

The 7-year-old girl is still being abused by her Mom's boyfriend, suffering in silence.

Families, schools, and communities are asking better questions — often because one crisis forced them to.

**PHASE Alliance exists to meet this moment.**



**We stand at the intersection of prevention, education, and healing.**

In 2026, we will expand prevention education to reach more young people before exploitation takes root. We will equip more workplaces and leaders to confront harm with clarity and accountability. We will restore more spaces of safety and dignity for survivors. And we will walk alongside more youth and families with trauma-informed care that leads to lasting healing.

Every program will scale with intention. Every partnership will multiply impact. Every dollar will move directly toward protecting the vulnerable and strengthening families. Lives will be protected. Survivors will be supported. Communities will be safer.

This is the work ahead — and it is work we will do together.

# 2026



2026

LOOKING AHEAD

# Our Strategic Priorities

## 1. Organizational Strength: Built to Last

In 2026, PHASE Alliance is strengthening the operational foundation that enables long-term impact and responsible growth. Priorities include maintaining a sustainable operating runway, diversifying revenue, and formalizing systems and standard operating procedures to ensure clarity, accountability, and sustainability.

Equally critical is sustaining a high-trust, trauma-aware culture that supports staff working in emotionally demanding spaces. A healthy organization is not overhead—it is the infrastructure that allows impact to endure and scale with integrity.

## 2. Program Excellence: Measurable Impact at Scale

PHASE Alliance is advancing programs that are trauma-informed, evidence-based, and designed for long-term results—not just reach. Prevention efforts through Fight the New Drug will expand live education, modernize delivery, and execute educational efforts addressing pornography, sextortion, and emerging AI-enabled exploitation. OnWatch will further integrate trafficking prevention training into corporate onboarding and professional development pipelines.

Healing programs will deepen in both access and effectiveness. Juniper will expand clinical capacity, increasing access to trauma-informed therapy for youth and referral partnerships to increase access to trauma-informed therapy. Rooms Restored will continue its national growth, delivering personalized healing environments while strengthening documentation of client-reported outcomes. Across all programs, success will be measured by outcomes that demonstrate lasting change.

## 3. Movement Leadership: Building What No One Organization Can Do

The scale of sexual exploitation demands collaboration across sectors. In 2026, PHASE Alliance will continue serving as a connective force—aligning partners across prevention, survivor services, education, technology, and corporate engagement.

This includes expanding statewide and national partnerships and growing organizational presence across PHASE, Fight the New Drug, and the Malouf Foundation, and increasing public visibility through coalition leadership, media engagement, and transparent impact reporting. Our goal is not to be the loudest voice, but a trusted one—helping build a coordinated movement no single organization could achieve alone.

— TOGETHER, WE WILL MAKE A DIFFERENCE

20

26



A PERSONAL INVITATION

# The work ahead cannot be done alone.

Every life restored, every youth educated, every room transformed, and every family supported is made possible by people who choose to invest—not only in programs but in long-term solutions.

As we enter 2026, we invite you to partner with us in building what lasts.

Your support fuels trauma-informed therapy for youth who are learning how to feel safe again.

It equips parents, schools, and communities with tools to prevent exploitation before it begins.

It strengthens systems that allow this work to endure beyond any single year or campaign.

Whether through a major gift, a corporate partnership, an event sponsorship, or a multi-year commitment, your investment is not simply charitable.

**It is protective. It is restorative. It is preventative.**

**And it is deeply needed.**

Together, we can continue building a future where exploitation loses ground — and where survivors, families, and communities are supported not only in crisis, but in long-term healing and resilience.



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