

2021 REPORT

Defending the dignity of all people,
restoring the lives of the exploited.





OUR VISION

A world that values and protects the dignity and freedom of all people.



OUR MISSION

We are a nonprofit that exists to combat exploitation through advocacy, education and providing restorative care to rescued survivors.

Outreach

We partner with experienced organizations around the world to fund sustainable prevention, rescue, restoration and employment programs for at-risk populations and survivors of exploitation in their local communities. We work with carefully-chosen organizations that align with our vision to provide long-term, holistic and transformative care.

Education

We educate and equip communities to identify, prevent and combat exploitation and trafficking through our online resources and interactive live presentations. We also address issues that perpetuate exploitation, such as pornography, objectification and hyper-sexualized media and marketing. Our goal is to break the cycle of exploitation and culturally reclaim the core belief that all human beings have inherent worth and are deserving of honor.

Advocacy

We cultivate a community of advocates to combat exploitation in their spheres of life through mentoring, fundraising, events and creativity.

Community

We create strategic community partnerships with donors, businesses, organizations, churches, schools and colleges to effectively and sustainably combat exploitation.



JUST1.ORG | 404-436-1774



A letter from Caitlin Crane

Founder and CEO of Just1

Dear friend,

I am writing this to share my heart with you and express the depth of my gratitude for your partnership with Just1. Arm-in-arm, we are pushing back the darkness of exploitation and cultivating stories of freedom.

As I reflect on 2021, I look back in immense appreciation at the support garnered to continue creating educational tools and prevention material for at-risk youth, purchase a new van for our Kenya Safe House and witness the tangible growth and healing that rescued girls experience from restorative care.

The resounding theme from 2021 echoes the foundational aspect of our work: **rescue is just the beginning of a long journey to restoration.**

Every year that a girl gets to go to school, she is being prepared for her future. Every week that she receives trauma-informed counseling, she is experiencing inner healing. Every day that she eats three meals, she is being nourished so her body, mind and heart can grow.

Here's the bottom line: restoring the lives of exploited children cannot be summed up in a perfectly designed PDF with pictures of smiling faces and yearly report summaries featuring return on investment numbers. Their restorative journey requires patience and steadfastness as they face a long road ahead, and so do we.

Restoration is costly.
Restoration does not happen overnight.
Restoration will likely require much more of us than we are prepared to give.

What if the ROI of thousands of dollars that are invested in one rescued girl will take 20 years to see the fruit of our labor? Will we still pay the price for her freedom? Are we really that committed?

I am not only asking this question of you, I am asking it of myself. I refuse to challenge others without first challenging the girl in the mirror. I must be willing to go first, I must count the cost, I must choose to pay the price before I ask you to join me.

I write these words from a place of deep conviction. If 2021 taught me anything, it is that **the fight for the restoration of precious, exploited lives will be a lifelong battle that will cost me far more than I ever knew when I first said 'yes' to the call.** The challenges of 2021 broke down and rebuilt my resolve to this fight, and I am here to ignite the same resolve in others.

While the ROI of your 2021 financial support might not be made palpable until years down the road, I can promise you this: with every dollar you give, you are telling a real girl that

she is worthy of deliverance. Your dollar speaks life into her life. Your commitment causes her to rejoice. Your financial support means her freedom.

If you skim over this entire letter and only read one thing, read this: your sacrifice is her restoration.

I will never be able to express how deeply grateful I am to call you friend and partner in this fight. For the sacrifices you've already made in 2021 and the years before that, thank you.

My challenge to you now is this: are you ready to put on your battle gear, engage your heart and make bigger sacrifices for the restoration of exploited children?

I'm ready and I can't do it alone. Join me.

For the one,

Caitlin Crane



Kendra's Story

Abused, neglected and used in tribal witchcraft ceremonies, then left to die at only 3 years old.

But that wasn't the end of her story.

Kendra was 3 years old when she was rescued. At the time, she and her two sisters were living with their grandmother who planned to prostitute them out when they turned 11, just like she had done with their mother.

The home they lived in was very dirty and would make your eyes burn from the stench of rotten fruit, vegetables and filth. Kendra's only food was the spoiled produce or what she could find in the garbage on the streets. After her mother died, a family member took her up to the village where she was abused, neglected, used in their tribal witchcraft ceremonies and then left to die.

When Kendra was rescued, she was malnourished and had worms, scabies and open sores. She also struggled with anger, mental and emotional issues. Today Kendra is a very kind and loving little girl. She laughs and has the most beautiful smile. She loves riding bikes and playing games. If someone gets hurt, she is the first to help and treat their wounds.

Living in a safe environment where she is loved and cared for has helped heal her heart and mind. When she grows up, she wants to travel and become a pediatrician. Kendra was rescued from a life of abuse and very likely, death. Because of your support, she is not only alive, she is receiving quality care in our Safe House and attending one of the top-ranking private schools in Kenya.

Because of people like you, girls like Kendra are getting to live free and without fear of exploitation.

Thank You!



freedom looks like

This is what

Your Impact

Your generosity provided 18 rescued survivors in Kenya with full-time, holistic and restorative care:



Housing and daily transportation to school



Daily food and nutrition



Trauma-informed therapy



Private school education for 14 girls



Medical and dental care



Recreational and educational day trips



College and vocational training for 4 young women

Your generosity enabled us to reach over 34,000 people online with our eye-opening and educational content:



How to identify, prevent and combat exploitation and trafficking.



Addressing cultural issues that perpetuate exploitation, such as pornography, objectification and hyper-sexualized media and marketing.

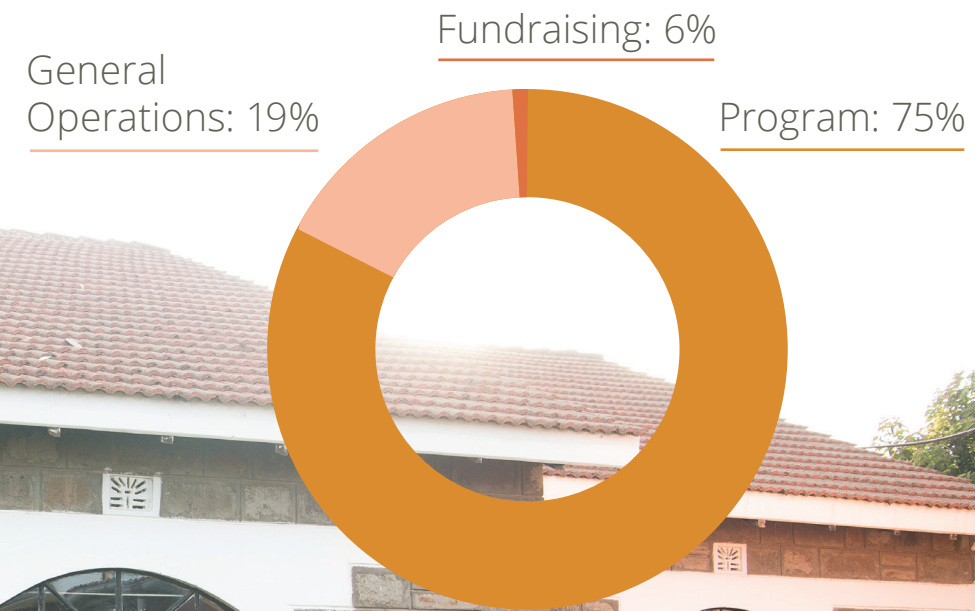
2021 Financials

2021 REVENUE

Contributions: \$97,843.61
Other income: \$1,258.36
TOTAL INCOME: \$99,101.97

2021 EXPENDITURES

Program: \$80,694
General Operations: \$20,429
Fundraising: \$6,663
TOTAL EXPENSE: \$107,786



Millions of children are being exploited every day.

The fight for their freedom and restoration is going to take all of us, committed and fully engaged.

Help us rescue and restore the next one.
[JUST1.ORG/GIVE](https://just1.org/give)

* \$27,082 of our program expenditures was withdrawn from a reserve fund designated for the operations of our Kenya Safe House program.

2021 REPORT



JUST1.ORG | 404-436-1774 | INFO@JUST1.ORG | P.O. BOX 271 NEWNAN, GA 30264