



# redM

2023

Impact Report



## A MESSAGE FROM OUR LEADERSHIP TEAM

Human trafficking is a global epidemic affecting millions of people of all ages, genders, and backgrounds. We are committed to raising awareness, providing support, and advocating for change to end the 2nd largest criminal enterprise globally.

This past year, our focus resulted in an expanded reach to new communities, partners, and sponsors. We strengthened our leadership capabilities by recruiting and empowering new leaders who bring diverse skills, perspectives, and experiences to our mission. Moreover, we enhanced our vision and mission to reflect our core values and goals.

We are grateful for your continued support and generosity, which make our work possible. Together, we will make a difference in this fight against human trafficking.

### IMPACT SNAPSHOT

**40 +**

community engagement events

**2000 +**

volunteer hours

**30 +**

corporate sponsors

**3000 +**

followers

# redM

**resource** professionals  
**empower** society  
**develop** leaders  
**Movement** for change

## OUR VISION

We envision a future where communities unite to unveil truths, ignite change, and pave the way for worldwide eradication of modern-day slavery.

## OUR MISSION

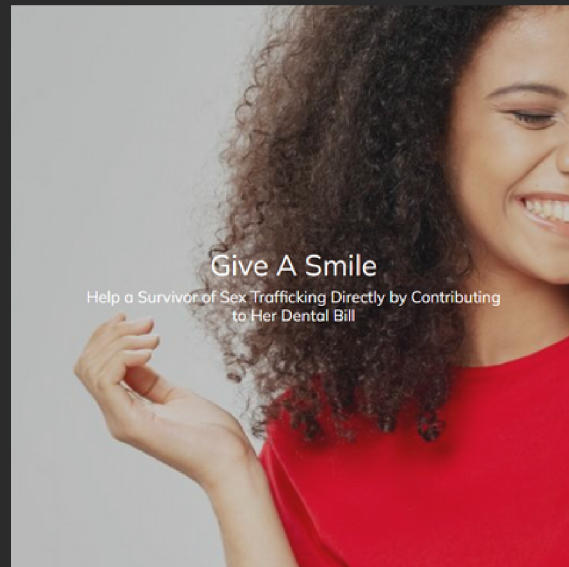
Our mission is to lead society through a transformative journey from awareness to advocacy by challenging the norms for a world free of human trafficking.



#REDMONDAY  
#PROFESSIONALSWITHPURPOSE  
#FREEDOMFRIDAY  
#SMALLEFFORTSBIGIMPACT

# 2023 IMPACT ON: **resource** professionals

*redM strives to connect professionals in various fields, such as marketing, project management, legal, and finance, to the Movement with pro-bono support. We recognize that the most precious resources to the cause are our community's time, unique skills, and knowledge.*



## ACCOMPLISHMENTS

**Partner Liaisons:** We continue to support our partners through dedicated liaisons within our leadership team. This helps us connect the needs of our partners to our community. Whether its supporting marketing for upcoming partner events or organizing a volunteer team to help move into a new building, our partner liaisons are dedicated to bridging the gaps.

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**Direct Giving Campaigns:** By utilizing a new fundraising platform, we were able to provide opportunities for our members to directly give to survivors' immediate needs. This included campaigns for dental work and career training.

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**Career Training:** Through collaboration with Twelve 11 Partners, redM connected professionals within IT to support the development of a Data Analyst Training Program.

# OUR 2023 PARTNERS & redM Liaisons



REDEEMED



**LAURA GARCIA**  
redM Redeemed Liaison  
redM Operations  
Committee



HANDS  
of  
JUSTICE



**JASON DUFF**  
redM Hands of Justice  
Liaison



twelve 11 partners



**KEISHA HAZEN**  
redM Secretary  
redM Twelve 11 Liaison  
redM Operations Committee



**BETH REID**  
redM Trafficking Victim  
Rescue Central Liaison

# 2023 IMPACT ON: **empower society**

*We believe that the key to advancing the Movement against human trafficking is to empower society with information, action opportunities, and stories that inspire change and compassion. We continuously search for opportunities to engage new communities.*



## **ACCOMPLISHMENTS**

**redM Member Events:** Our members host events focused on empowering new communities as seen in our Cultural Night series. In 2023, we organized four major events, each drawing over 300 participants from unique communities. We continued to host free information sessions building our knowledge about the realities of human trafficking.

**redM Partner Events:** We support our partners' events by leveraging our extensive network of sponsors, attendees, and volunteers. In 2023, we supported three significant partner events, providing our members with valuable opportunities to witness the support systems in place for survivors.

**redM Collaborations:** We actively seek connections with established network groups to expand the reach of our vision. In 2023, we successfully collaborated with many organizations, including OGGN, Social Octane, a Cup of Joey, the Society of Low Carbon Technologies, and the International Association of Drilling Contractors. We also engaged many industry trafficking awareness groups, including the clean energy community. Additionally, we increased our involvement with United Against Human Trafficking as a key coalition member.

TOTAL NET FUNDS RAISED FROM OVER 20 COMMUNITY  
ENGAGEMENT EVENTS AND DONATIONS

\$92,635

**TOP redM  
MEMBER EVENTS**

**NET FUNDS  
RAISED**

**HIGHLIGHTS**

The Art of  
Overcoming

\$13,955

With over 300 attendees, this event was a spectacular introduction and launch of our new partner, Twelve 11, an organization dedicated to helping overcomers thrive after rescue.

Spanish Night to  
Remember

\$9,989

The second annual Spanish Night to Remember continued to actively engage Houston's theater community while using the art of flamenco dancing to advance the Movement.

Scottish Night to  
Remember

\$10,173

Endorsed by the Scottish government, this unique event engaged the Energy Industry by showcasing new technology and spotlighting Scotland's deep connection to freedom and the energy transition.

Venezuelan Night to  
Remember

\$7,836

This sold-out event highly engaged Houston's Latino community, including media coverage on Univision while raising awareness about the terrible impact of human trafficking in Venezuela and other parts of the world.

# 2023 IMPACT ON: **develop** leaders

*We prioritize developing community leaders to amplify the fight against human trafficking, fostering a community of empowered advocates driving lasting change. This is achieved through training opportunities, stretch leadership assignments, and networking with purpose.*



## ACCOMPLISHMENTS

**redM Leadership Team:** In 2023, we continued to grow our leadership team, offering numerous opportunities for emerging leaders to cultivate their skills. This growth included the establishment of an Operations Committee, instrumental in driving day-to-day progress toward our goals.

**Conscious Leadership:** This series, initiated in 2022, continued with the final session of the three-part training series and an additional session presented at the Offshore Technology Conference. Conscious Leadership inspires members with a dynamic leadership style that progresses through self-discovery, expanding to your circle, and ultimately to the community, fostering personal and collective growth.

**Event Planning Committees:** Engaging in over 40 events in 2023, we offered numerous opportunities for our members to assume leadership roles, enhancing their competencies. These roles often provided stretch assignments for our professionals to explore interests and gain new experience.

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REID**

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**redM Director**  
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## Leadership Team



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redM Hands of Justice  
Liaison  
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**LAURA GARCIA**  
redM Redeemed Liaison  
redM Operations  
Committee



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Technologies  
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Greater Houston



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Fifth Ring



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Chicago School of  
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**KAYE SLAY**  
HPE



**BETH REID**  
redM Trafficking Victim  
Rescue Central Liaison

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Drilling*

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*Innovative  
Environments*

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## 2023 Sponsors



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## 2023 Sponsors



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The Heist Agency



PRAUPER

Skyline.



KFORCE<sup>SM</sup>



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OF JOEY

GRAY MATTER MARKETING



MRC Global

Endress+Hauser 



FLIPPING  
THE  
BARREL



ALLY<sup>SM</sup>



We couldn't have  
done it without your  
generous *support.*

Thank you

to all our donors,  
sponsors and  
volunteers.



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