



*The Crusade to Heal Child Sex Trafficking Survivors*



# **CHILD** SEX TRAFFICKING

*The act of recruiting, harboring, transporting, providing, obtaining, patronizing or soliciting a child for commercial sex, including prostitution and the production of child pornography.*



innocents  
in **NEED**

# CHILD SEX TRAFFICKING **A NATIONWIDE** **PROBLEM**

- All 50 states and every U.S. Territory.
- There is no effective deterrent.
- Every city, town, suburb and rural area.
- It's growing fast.
- Every child can be considered at risk.

***“We know this horrendous crime impacts communities across the country every day.”***

– **John Walsh**, Co-Founder  
National Center for Missing  
and Exploited Children





# CHILD SEX TRAFFICKING

Even though Child Sex Trafficking is illegal under international, national and state laws

- It's the fastest growing crime in the world
- Next to illegal drugs and arms sales, it's the third most profitable crime in the world
- Laws and law enforcement have little impact
- Criminals are protected by secrecy, fear, violence and silence

**THIS TRAGIC END  
TO CHILDHOOD  
MUST STOP.**

Every two minutes, a child is trafficked for the purpose of sexual exploitation in the U.S.<sup>1</sup>

*1 – U.S. Department of Justice*





# CHILD SURVIVORS OF SEX TRAFFICKING

There are untold thousands of Child Sex Trafficking victims in the U.S.

There are fewer than 600 beds dedicated to the long-term care of Child Sex Trafficking survivors.

There are 13,000 publicly supported shelters across the U.S. providing care for homeless and abused pets.

But there is no nationwide solution for delivering the comprehensive, effective, long-term care thousands of Child Sex Trafficking survivors need to restore their lives.



# THE INNOCENTS IN NEED **SOLUTION**

Innocents In Need is a national charity focused on solving one nationwide part of the Child Sex Trafficking problem.

- We provide funding to create welcoming, safe, healthy environments where child sex trafficking survivors can begin a healing journey that restores health, trust and hope.
- A journey that leads to independent, empowered, purposeful, productive and meaningful lives.

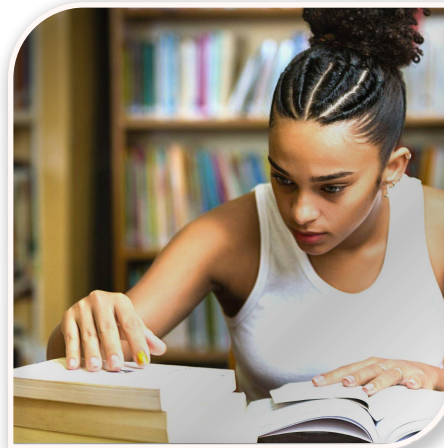


# THE INNOCENTS IN NEED **SOLUTION**

We will create 100 comprehensive long-term residential care centers in the next 10 years.

Together, these facilities will:

- Add more than 5,000 new beds dedicated to the long-term residential care and healing of Child Sex Trafficking survivors
- Enable each child to obtain healthcare, counselling, life skills, education, job training, job placement services and housing assistance
- Empower thousands of Child Sex Trafficking survivors to heal and make valuable contributions to society



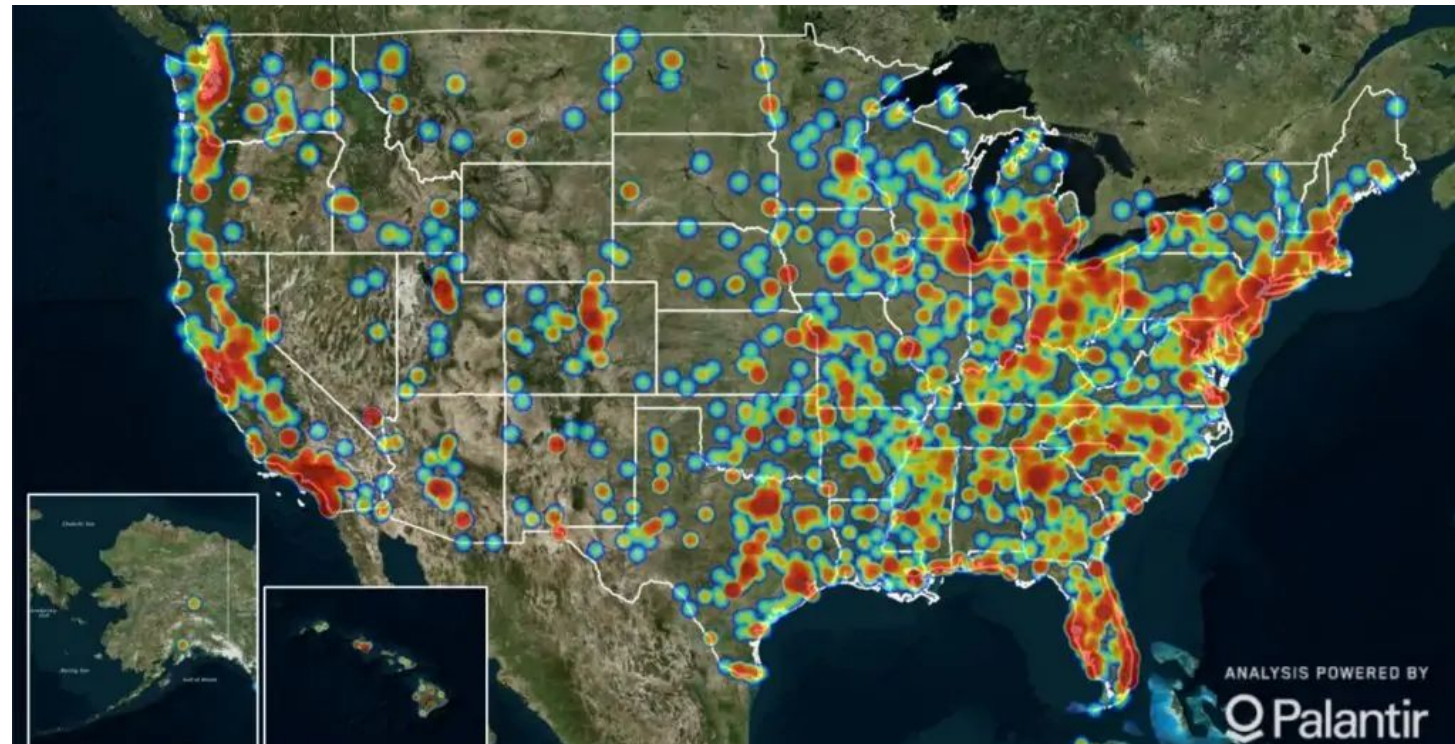




# THE INNOCENTS IN NEED **SOLUTION**

OUR FIRST 10 CENTERS WILL BE LOCATED  
IN THE AREAS OF GREATEST NEED.

This map is based on human trafficking cases reported through the Polaris-operated U.S. National Human Trafficking Hotline. Because the majority of human trafficking cases go unreported, the problem is likely much worse than this map indicates. (Polaris)







# THE INNOCENTS IN NEED **SOLUTION**

BOLD OBJECTIVES REQUIRE BOLD ACTION  
**We will raise \$10 million in infrastructure seed money**

**TALK IS  
CHEAP.**  
OUR  
SOLUTION  
IS NOT.

- We will maximize our impact and effectiveness by: Operating like a Fortune 500 company instead of a traditional charity
- Attracting the best people from the non-profit and for-profit sectors and compensating them based on value in the for-profit marketplace and their job performance
- Establishing “real world” operations that support real-world success and growth
- Developing evidence-based treatment plans and protocols, and other programs that accomplish our mission





# THE INNOCENTS IN NEED **SOLUTION**

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- Investing in bold, innovative strategies and tactics that deliver significant ROI
- Investing in breakthrough mainstream marketing and advertising that enable our mission and fundraising messages
- Creating awareness and interest across today's crowded mediascape
- Competing for consumer confidence, preference, trust and dollars
- Exponentially increasing individual, philanthropist and corporate donations.





# THE INNOCENTS IN NEED **SOLUTION**

BOLD OBJECTIVES REQUIRE BOLD ACTION

**World-class people, operations, fundraising and programs will empower us to**

- Replicate our model nationwide
- At a scale required to solve the problem
- Wherever Child Sex Trafficking is enslaving, abusing and exploiting children
- Wherever there are Innocents In Need

**Why we must be bold**

- Child Sex Trafficking is rampant, pervasive and growing fast throughout America
- Untold thousands of innocent children need rescue and care
- Restoring a life “one child at a time” won’t solve the problem
- All Child Sex Trafficking survivors deserve freedom and a new life, **NOW**





# THE INNOCENTS IN NEED SOLUTION

**You must act now.**

- Join our nationwide Crusade
- Invest in our mission to raise \$10 million dollars
- Double the amount we've requested
- Share our bold vision with others
- Champion our bold solution to heal Child Sex Trafficking survivors

## Debra Randall, Founder

Over the course of 40 years, Debra has gained a vast array of experience, with knowledge of accounting, business operations, sales and marketing, project management, leadership and human resources. Coupled with her velvet hammer, pragmatic, logical and common-sense approach, Debra brings unique talents to Innocents In Need.

## Sue Micheletti, Founder

Sue's lifelong love of numbers and math led to a bachelor's degree in accounting and an MBA in finance. Her experience in the healthcare sector includes tenures as hospital CFO, COO and, ultimately, CEO. After 31 years with Tenet Healthcare Corporations and its predecessor companies, Sue became the Executive Director of the Turlock (California) Chamber of Commerce.

## Shamren Coleman-Fletcher, Founder

Shamren has over 40 years of business experience; she has served in a managerial and/or ownership position within a variety of companies and organizations ranging from food service and retail to start-ups in technology, professional consultation and college planning services and mentorship for college-bound students.

## Virginia Martino, Founder

For more than 30 years, Virginia Martino, Founder and Chief Executive Officer of BRAND Ltd (BRAND), has been the quintessential entrepreneur who discerns huge, new opportunities and brings them to the market against all odds. She understands the importance of cause advertising and the power of corporate campaigns supporting charitable causes which will be utilized to develop Innocents In Need.

## Lonnie McQuistan, Founder

For more than 30 years, Lonnie has worked with various charities and primarily high-net-worth individuals in forming and administering private charities to accomplish the very specific, focused desires of the client. Having been involved in substantial international projects, Lonnie is very familiar with the extremely large charities that were involved with disaster relief and redevelopment of distressed regions. The operations of charities that could raise over \$100 million in any given year has always interested him.





# Thank you.

**Debra Randall, Founder**

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