

Annual Review 2024

A Year Of The Unexpected

2024 was the year of the unexpected. The unexpected surge of hotline calls resulted in survivor open cases at an all time high, hitting a 300% increase and leaving us challenged with 60 open cases instead of the 15 we were staffed for! We hit our outreach hub expansion goal in 6 months, but then lost 30% of our funding late last year due to a government grant which forced us into reducing staff.

Not only was the unexpected happening at Rescue America, it was happening personally. Starting with seizures in April, being diagnosed with a brain mass in May, brain surgery in June, and a longer recovery than expected from July - September. With it all, the Lord's hand was in it all with NO cancer, radiation or chemotherapy.

While I was contemplating everything that took place in 2024, a parallel hit me. The unexpected that the Lord was preparing me for in early 2024, were not only words and direction for myself but for Rescue America:

“There will be a purposed shift but do not fear. The circumstances may take longer to complete than you anticipate, but the results will be better. Be thankful for the trials and suffering, as it's where deeper intimacy with the Lord occurs and where the anointing is produced”.

Reflecting on it all, I am thankful for the purposed shift, knowing it is for our good and for His divine purposes. We are expectant for His timing to increase staffing for the hotline, resume Outreach Hubs, and move into the plans and directives the Lord has for us in 2025. Thank you to all our volunteers, donors and prayer warriors for walking with us in the season of a purposed shift, may you find it to be a time where you come to know Him more!

Allison Meier Madrigal

Allison Meier Madrigal
Founder & CEO



Impact By Numbers



70

Outreach Hubs

Number of groups meeting once a month to place outbound calls.



65,796

Outbound Calls

Number of calls made to victims of sexual of exploitation posted online, giving them hope and a way out through the hotline number.



2,429

Hotline Calls

Inbound calls to the 24/7 Hotline.



199

Exits

Number of survivors that left their exploitative situation, being placed into safety.



1,375

Volunteers

Number of volunteers.

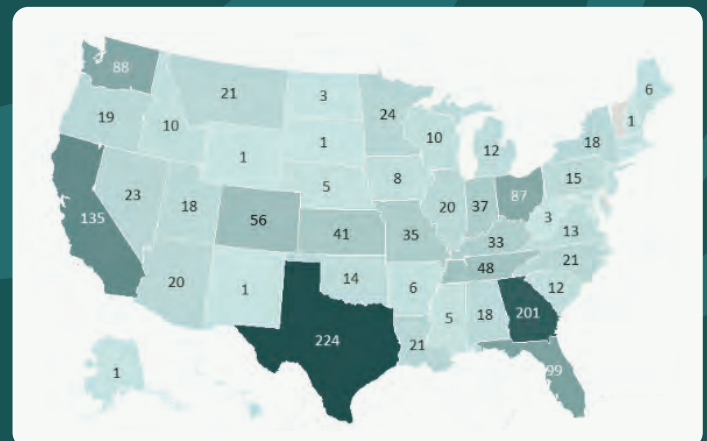


20,192

Volunteer Hours

Number of hours given through our volunteers.

Survivor Call Locations



Resilience & Recovery

Brittany's story is a testament to the power of intervention and compassion. At 30 years old, she had endured years of exploitation, trapped in a "sex slave" dynamic with the father of her five children. Her life was marked by manipulation, addiction, and unrelenting trauma.

A turning point came when Brittany entered a behavioral health hospital. There, a compassionate caseworker connected her with Rescue America's 24/7 hotline—a critical lifeline for individuals like Brittany.

"When I called, I didn't know what to expect," Brittany shared. "But the kindness and understanding I received gave me hope for the first time in years."

Rescue America's exit strategists worked tirelessly to ensure Brittany's transition to safety. With the help of Southwest Airlines®, which provides critical travel for survivors, Brittany journeyed to a safe program equipped to support her healing. On the flight, Southwest employees went above and beyond to make her feel cared for, offering both comfort and a listening ear during an emotional journey. The employees ensured Brittany had what she needed for a comfortable journey, including navigating airport logistics, which can often feel overwhelming.

Stories like Brittany's show that freedom is possible. Now, surrounded by care and resources, Brittany is rediscovering her strength and stepping into a hopeful future.



Jumping Into the Fight

In Wyoming, Darren, a missions pastor, found a meaningful way to connect his church with the fight against human trafficking. After learning about Rescue America at a conference, Darren's church launched a Rescue America Outreach Hub, offering their congregation a tangible way to serve.

By church members placing secure outbound phone calls to victims of sexual exploitation giving them hope, and the hotline number for a way out Darren says this work has brought the reality of trafficking into sharper focus.

"When you call and hear a voicemail or speak with someone, it personalizes an issue that can feel overwhelming. It's a real person on the other side."

One moment stands out to Darren as a reflection of the Hub's impact. During a call, their senior pastor offered to pray for a woman, who responded in surprise, **"Wait—you want to pray for me, not pay for me?"** For Darren, this encapsulates the heart of their mission: **"We don't want something from you. We want something for you."**

Despite the challenges of heavy moments and tough conversations, Darren finds hope in his team's victories. "We walk away from our volunteer time saying we made a difference today. Even if it's just leaving voicemails, we know there's potential. Those glimpses of impact carry us forward."

For churches considering joining the fight, Darren offers encouragement: "Starting an Outreach Hub is one of the easiest and most impactful ways to make a difference." If you'd like to learn how to start an Outreach Hub at your church email info@rescueamerica.ngo.