

2021
Malouf Foundation

Impact Report



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THE MALOUF FOUNDATION EXISTS TO

confront child
sexual exploitation,
specifically sex
trafficking and
online abuse.

Looking Back on 2021

The pandemic brought many things to a halt—but unfortunately, the exploitation of children was an exception. With the strain of pressure from a global crisis also came an increased risk for child abuse, domestic violence, and trafficking crisis situations.

Because of this, we knew that coming into 2021, we had to hit the ground running.

Our amplified efforts meant confronting these concerning trends with a unified front. New education initiatives like the OnWatch™ Advocate certification program and our inaugural Malouf Foundation Summit focused on bringing together leaders, communities, and individuals to raise awareness of sex trafficking.

With the help of generous donors, we announced the Juniper Scholarship to support survivors pursuing higher education. And finally, to expand our impact on the lives of survivors, we joined forces with the Elizabeth Smart Foundation and announced them as an official part of the Malouf Foundation.

Confronting sexual exploitation and trafficking is a feat that cannot be accomplished alone. Every individual, every business, and every community play an integral role in this fight. So, as we move into 2022, we hope we can continue counting on your support. Because we know we cannot put an end to child sexual exploitation without it.



CELEBRATING 5 YEARS

In 2021, the Malouf Foundation celebrated its five-year anniversary—a milestone made possible because of your help. When founders, Sam and Kacie Malouf, formalized the foundation back in 2016, they had high hopes for the impact it could make on children's lives.

“TO SEE OUR VISION COME TO LIFE HAS BEEN INCREDIBLE. OUR HEARTS ARE OVERWHELMED AND HUMBLLED BY THE AMOUNT OF LOVE SHOWN TO THESE CHILDREN AS SO MANY HAVE JOINED THE FIGHT TO CONFRONT CHILD SEXUAL EXPLOITATION.”

– KACIE AND SAM MALOUF, FOUNDERS

Today, the Malouf Foundation works with a diverse team of leaders, organizations, and survivors to fulfill its mission of providing education, promoting healing, and furthering advocacy for survivors.

These three pillars—education, healing, advocacy—are designed so that together, we can make a positive impact in the lives of survivors.

Partnership with a Purpose

WELCOMING THE ELIZABETH SMART FOUNDATION

When it comes to ending sexual exploitation and violence, the greater the impact we can have the better. And that’s precisely why the Elizabeth Smart Foundation joined forces with our team. Recognizing the similarities between our missions, we realized that we could accomplish so much more together.



“I HAVE BEEN CONTINUALLY IMPRESSED BY HOW THE MALOUF FOUNDATION TACKLES SEXUAL EXPLOITATION IN SO MANY INNOVATIVE AND NECESSARY WAYS. AND ONCE I LEARNED MORE ABOUT THE FULL TEAM WE WOULD BE JOINING AT MALOUF COMPANIES, IT WAS AN EVEN EASIER DECISION.”

– ELIZABETH SMART

A Shared Vision

In joining forces with the Elizabeth Smart Foundation, we’ve adopted their initiatives alongside our own. And with our combined resources, we will advocate for and empower individuals, communities, and survivors to confront sexual violence and exploitation.



LEARN MORE ABOUT
OUR PARTNERSHIP

malouffoundation.org/esfannouncement/

Maximizing Our Impact



Our three focus pillars—education, healing, and advocacy—are how we confront child sexual exploitation. Under each pillar exists initiatives designed to make maximum impact and continue our efforts to support survivors.



The image features a stack of books on the left side, resting on a wooden surface. A large, semi-transparent orange circle is positioned behind the books and extends towards the right. The background is a solid light blue color. The title 'Providing Education' is written in a large, dark blue serif font on the right side of the image.

Providing Education

WE PROVIDE EDUCATION THROUGH
FREE COMMUNITY RESOURCES TO
HELP INDIVIDUALS UNDERSTAND
EXPLOITATION AND HOW TO
IDENTIFY VICTIMS.

focus 1/3



Empowering Confidence through Smart Defense

SMART DEFENSE is a self-defense program created by the Elizabeth Smart Foundation and guided by trained professionals. The program is designed to educate and empower women with the skills to use their strength and voices, so they feel in control of their bodies and boundaries.

An 8-hour curriculum split over the course of four weeks, the program is available through in-person training and online training via Smart Defense+. Shorter, seminar-style versions of the training are also available for corporate or private groups, as well as a Kids Camp version designed specifically for children.

A men's program focusing on bystander awareness is also currently in exploration.



Influential Leaders Maximizing Impact on Anti-Trafficking Efforts

ON APRIL 17, 2021, we hosted our inaugural Malouf Foundation Summit. With influential survivor, business, and political leaders in attendance—including former National Security Advisor Robert C. O’Brien and Survivor Leader and Advocate Elizabeth Smart—the summit provided an opportunity to connect those passionate about and willing to get involved in the fight against child sexual exploitation.

Speakers and panelists addressed topics such as how to maximize impact through public-private partnerships, providing a global perspective on trafficking, as well as a closer look at trafficking in Utah.

The event’s success was in large part thanks to the panel of survivors who were willing to share their stories as they discussed the importance of survivor leadership in anti-trafficking efforts—leaving an impact on all who attended.

“USING MY STORY IN A POSITIVE AND IMPACTFUL WAY IS IMPORTANT IN HELPING ME COPE WITH MY TRAUMA, SO I AM VERY GRATEFUL TO HAVE BEEN A PART OF THE SUMMIT.”

—JULIE WHITEHEAD, SURVIVOR AND PANELIST





Combating Trafficking Through Education



LAUNCHED IN September 2020 by the Malouf Foundation and Safe House Project, OnWatch™ is a national education platform led by survivors of sex trafficking. It is designed to empower users to spot, report, and prevent trafficking by hearing and learning from true survivor experiences.

Developed by a diverse group of over 20 survivors with a range of socioeconomic backgrounds and trafficking circumstances, the OnWatch curriculum includes 10 core modules teaching users how to recognize the common signs of trafficking, report active and suspected trafficking, and support survivors on their path to freedom.

ABOUT SAFE HOUSE PROJECT

Safe House Project™ is a national leader in combating sex trafficking in America by increasing victim identification beyond one percent and accelerating safe house development to cultivate restorative healing for sex trafficking survivors. As one of our founding members, their industry expertise plays a key role in fulfilling our mission.



BECOME ONWATCH

iamonwatch.org/training

IN 2021, ONWATCH
RELEASED THREE NEW
MODULES HIGHLIGHTING
SPECIFIC SURVIVOR
STORIES TO FURTHER
AWARENESS OF THE
DIFFERENT WAYS
TRAFFICKING IS
PRESENTED.



VULNERABILITY OF INDIVIDUALS WITH DISABILITIES

DeeDee's story teaches viewers that individuals with disabilities can be more vulnerable to trafficking and the tactics predators use to manipulate and traffic them.

CYCLE OF REVICTIMIZATION

Julie's story demonstrates how survivors of child abuse or domestic violence can be more vulnerable to trafficking.



IDENTIFYING TRAFFICKING VICTIMS IN SCHOOLS

Alia's story emphasizes the importance of educators learning to recognize the signs of trafficking, in order to increase victim identification.

"AT 14 YEARS OLD, I'D NEVER HEARD OF THE TERM SEX TRAFFICKING—AND MAYBE THE ADULTS AROUND ME HADN'T EITHER. IF THEY'D KNOWN WHAT TO LOOK FOR, THEN MAYBE THEY WOULD'VE SEEN MORE THAN JUST A KID GOING DOWN A BAD PATH. MAYBE, THEY COULD'VE ADVOCATED FOR ME."

— ALIA DEWEES, SURVIVOR





ONWATCH™ ADVOCATE
CERTIFICATION PROGRAM

In the United States, only 1% of sex trafficking victims are ever identified. And with the prevalence of sex trafficking continuing to grow, we knew we had to expand our efforts in empowering individuals and communities to spot, report, and prevent sex trafficking.



“I WAS SEEN BY
MANY, IGNORED
BY MOST, AND
SAVED BY ONE.”

– JULIE WHITEHEAD, SURVIVOR AND ACTIVIST

That’s why we launched the OnWatch™ Advocate certification program—as an impactful way businesses and organization can engage in the fight against trafficking. When 90% of an organization completes the free digital training, they become certified advocates.

ONWATCH 2021 IMPACT	\$16,000 + RAISED TOWARDS RESTORATIVE CARE EFFORTS FOR SURVIVORS	
	36,000 + INDIVIDUALS PARTICIPATED IN THE ONWATCH TRAINING	3 New Modules HIGHLIGHT SURVIVOR STORIES ADDED TO THE TRAINING

Stream the Smart Talks Podcast

EVERY 73 SECONDS SOMEONE IN THE UNITED STATES IS SEXUALLY ASSAULTED. EVERY 9 MINUTES THAT PERSON IS A CHILD.

JOIN ELIZABETH as she speaks with therapists, survivors, and experts as they share stories of empowerment, recovery, and hope.

Available on Spotify, Apple Podcasts, Google Podcasts, and elizabethsmartfoundation.org.

RECOMMENDED EPISODES

SEASON 1, EPISODE 14
Julie's Story

SEASON 2, EPISODE 18
Missing Children and the Overlap with Child Trafficking with Dr. Sandra Morgan

SEASON 2, EPISODE 21
The Malouf Foundation with Aniko Mahan, Director of Operations

	STREAM NOW
elizabethsmartfoundation.org/smart-talks	



CREATED BY MALOUF FOUNDATION AND IMPACT COLLECTIVE



RAISE

Confident Parenting
in the Digital Age

RAISE IS A FREE PARENTING APP THAT HELPS FAMILIES NAVIGATE THE CHALLENGES OF TODAY'S DIGITAL LANDSCAPE.

join the early beta launch now at joinraise.com

CREATED BY MALOUF FOUNDATION AND IMPACT COLLECTIVE

Promoting Healing

WE PROMOTE HEALING THROUGH
COMPREHENSIVE RESTORATIVE CARE
SERVICES SO SURVIVORS CAN RECOVER
AND LOOK TOWARD A BRIGHTER FUTURE.

focus 2/3

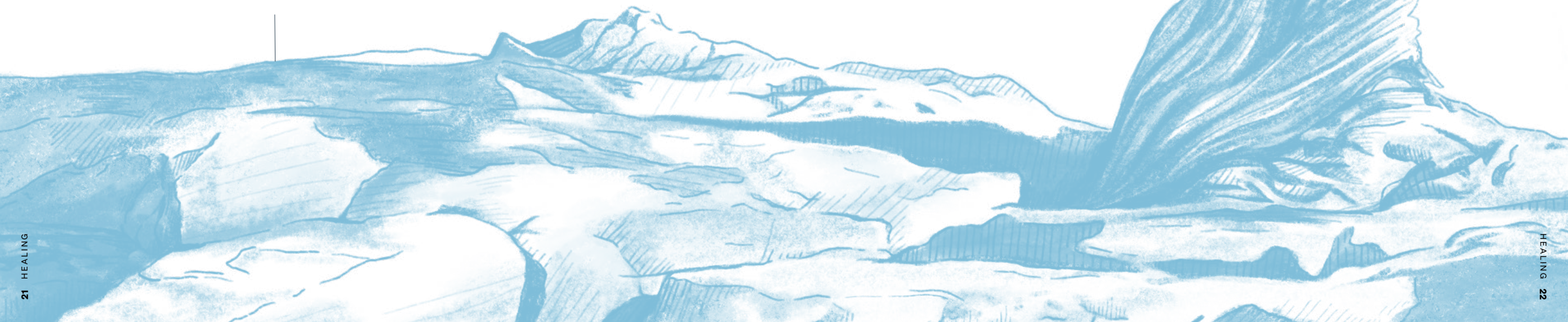
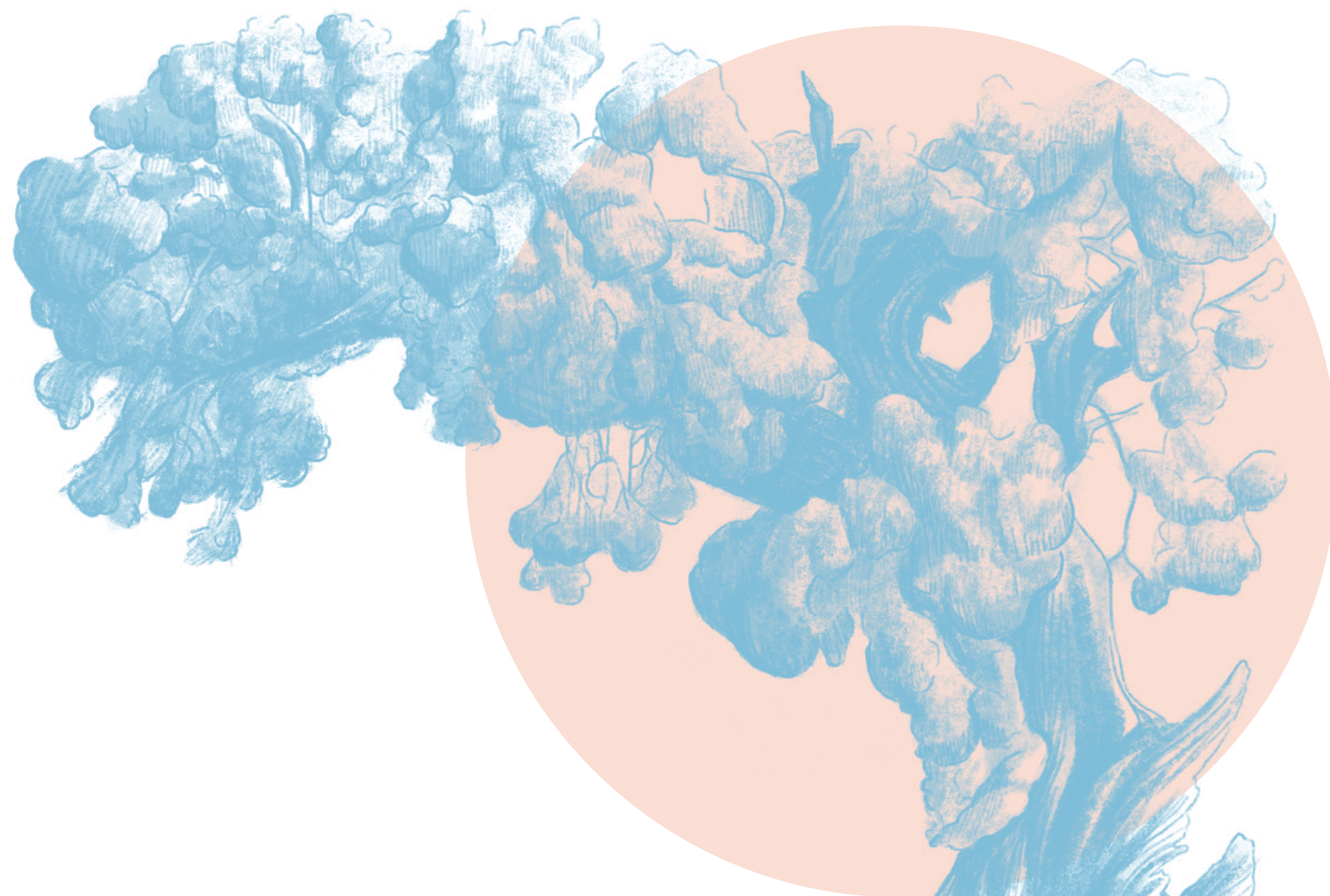


Twisting through solid rock and unforgiving soil, the Utah juniper stands strong in the face of adversity. Its ability to grow despite harsh conditions parallels the experience of many trafficking survivors—who despite being forced to endure cruel environments, still found hope and freedom.

With its resilient trunk and evergreen leaves, the spirited juniper is a reminder of strength, hope, and perseverance.

The Juniper brand encompasses our healing initiatives centered on sex trafficking survivors. From fostering safe spaces for restorative care to encouraging survivors as they pursue a life of their own choosing, we strive to support sex trafficking survivors along every step of the healing journey—and beyond.

It is our hope that Juniper may act as both an inspiration and tribute, as it seeks to reflect the remarkable strength of trafficking survivors while also honoring their incredible spirits.





The Juniper Scholarship for Trafficking Survivors

With many trafficked by their own family, survivors often find themselves without the familial and financial support most students have when pursuing higher education. The Juniper Scholarship seeks to provide that support by ensuring recipients have 100% of tuition costs covered.

As of April 2022, the scholarship is available through Southern Utah University (SUU) for their Bachelor of General Studies program—a four-year online degree program where courses are taught in 7-week segments. The flexible nature of the program allows survivors to pursue their education at their own pace, granting them opportunities to balance an education with their career, health, or other needs.

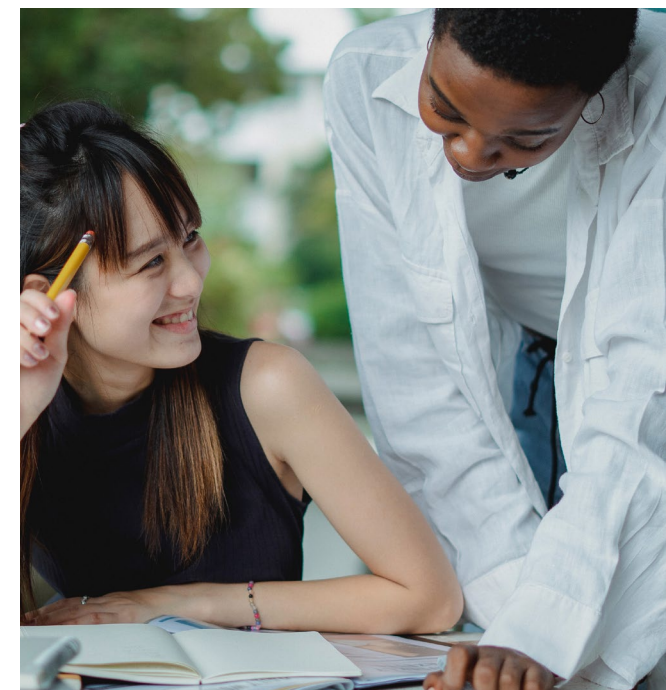
This flexibility is key to ensuring a survivor's success in higher education, and consequentially, their recovery. "Education has played a huge role in my healing journey," survivor leader Suzie Skirvin explains. "I feel empowered when I know I have full control of my education and purpose. I'm thrilled to know that other survivors will have similar opportunities through the Juniper Scholarship—that they'll finally be able to catch a breath of relief and receive a head start on their education and future goals."

With funding currently available for 43 scholarships, we look forward to the impact the Juniper Scholarship will make in the lives of survivors. If you know of a trafficking survivor seeking an opportunity for higher education, we invite you to visit malouffoundation.org/juniper.

OUR VISION FOR 2022

The Juniper Scholarship exists largely in thanks to the generosity of anonymous donors and the dedication of institutions like Southern Utah University.

As we strive to expand our impact, it is our goal to make the Juniper Scholarship accessible to survivors across the nation. If you or your institution is interested in participating in or donating to the program, please contact us at info@malouffoundation.org.





Juniper Home for Trafficking Survivors

ON JUNE 8, 2021, at our Park City Golf for Freedom event, we announced plans to build the first long-term restorative care center in Utah to serve female trafficking survivors, ages 11-18.

As the foundation has collaborated with multiple restorative care centers throughout the country—providing mattresses and bedding to survivors—we’ve recognized a need for accessible, comprehensive services for survivors here in Utah, especially for children who have been sexually exploited and trafficked.

“THIS AFTERCARE CENTER IS GOING TO BE A GAME CHANGER.”

– UTAH GOV. SPENCER COX

The new center will offer exactly that, providing all-encompassing healing to survivors, typically for 18 months. A trauma-informed residential program, the center will combine evidence-based medicine with alternative therapeutic practices. Services will include housing, medical care, clinical therapy, education and life skills training, faith support groups, and legal assistance.



Survivor leader and activist Julie Whitehead emphasizes the need for such a center, stating, “I can’t stress enough the importance of aftercare centers that are tailored to trafficking survivors—to have all of the different resources under one roof, a safe place where survivors can live with others who understand things in a way no one else can.”

By offering a holistic approach to the healing process, the Juniper Home for Trafficking Survivors will fill the gap in resources available to trafficking survivors while also becoming a leader in restorative care.

If you would like to get involved with the restorative care center, please reach out to info@malouffoundation.org.

GOALS FOR 2022	
Hire Director OF CLINICAL OPERATIONS	Finalize Location AND SECURE LAND FOR THE CENTER
CURRENT AS OF APRIL 2022	



Creating Restorative Spaces for Survivors



ROOMS RESTORED™ is dedicated to creating restorative spaces for children who’ve endured sexual abuse. The program’s primary focus is to offer child survivors the opportunity to makeover their bedrooms through a safe, trauma-informed process.

In order to ensure the privacy and safety of survivors, the program is completely referral-based. Our team works with licensed professionals and advocacy programs to make this resource available to survivors while minimalizing contact throughout the process. Upon approval, survivors will receive a catalog for them to pick out furnishings for their bedroom—allowing them to have a choice in creating a unique space just for them.

2021 COMMUNITY IMPACT

Rooms Restored also offers Advocacy Program Renovations to provide communities and organizations with a new space that supports the healing process. Through our relationship with Malouf Home™, we can support these programs in their missions to do good for their communities by donating product to their spaces.

From interview rooms to waiting areas, we renovate these advocacy spaces to be warm and inviting—so survivors can feel safe as they take their first steps on their healing journeys.

	MALOUF FOUNDATION	
2021 COMMUNITY IMPACT	ROOMS RESTORED™ RESTORATIONS	\$7,935 <i>of product donations to Rooms Restored bedroom restorations</i>
	CAPSA	\$62,484 <i>of product donations to CAPSA</i>
	TRAFFICKING RESTORATIVE CARE CENTERS	\$111,101 <i>of product donations to trafficking aftercare centers and survivor support</i>
	DCFS	\$11,191 <i>of product donations to the Department of Children and Family Services and survivor support</i>
	FOSTER CARE EFFORTS	\$35,226 <i>of product donations to foster care efforts</i>
	CHILD ADVOCACY CENTERS	\$25,483 <i>of product donations to child advocacy centers</i>
TOTAL PRODUCT DONATIONS		\$253,420

An illustration of three hands clasped together in a supportive grip. The hands are rendered in a sketchy, textured style with fine lines and shading. The background features a large, semi-circular orange and yellow gradient, resembling a sunset or sunrise, set against a light cream background.

Furthering Advocacy

WE FURTHER ADVOCACY THROUGH
JUSTICE PROGRAMS AND CAMPAIGN
EFFORTS TO OFFER SURVIVORS ACTIVE
SUPPORT AND IMPROVE LEGISLATION
SURROUNDING SEXUAL EXPLOITATION.

focus 3/3



CREATED IN 2020 by the Elizabeth Smart Foundation, the We Believe You campaign is a movement recognizing the positive impact of believing survivors of sexual violence.

After receiving hundreds of messages every day from individuals sharing their experiences with sexual violence, Elizabeth noticed an emerging theme: survivors were reaching out to her because they did not think anyone else would believe them.

This trend revealed a gap in public knowledge around ways to support a friend or family member who discloses abuse or assault. Because of this gap, the Elizabeth Smart Foundation created the We Believe You campaign to communicate the struggles and change the narrative for survivors from “nobody believes me” to “we believe you.”

During the month of November, #WeBelieveYou became the first official collaboration between the Malouf Foundation and the Elizabeth Smart Foundation. By publicly joining the Elizabeth Smart Foundation, we aimed to raise the greatest voice possible surrounding this campaign. In doing so, we will open avenues in every friendship circle, family, neighborhood, and community where victims can turn for help.



THE WE BELIEVE YOU FUND

THE AVERAGE COST OF RAPE OVER A SURVIVOR'S LIFETIME IS \$122,461.

Too often, survivors are left to shoulder these costs with little-to-no support. This is where the We Believe You Fund steps in. One hundred percent of donations raised, including proceeds from We Believe You shirt sales, go towards providing survivors with grants to cover the cost of various healing aspects.

“THROUGH THE WE BELIEVE YOU FUND AND CAMPAIGN, WE HAVE THE INCREDIBLE OPPORTUNITY TO MAKE A LASTING IMPACT. THESE FUNDS COULD BE THE REASON A SURVIVOR IS ABLE TO ATTEND THERAPY, PAY OFF RELATED MEDICAL BILLS, OR FIND SAFE HOUSING AWAY FROM AN ABUSER.”

– SAM MALOUF, CO-FOUNDER
OF THE MALOUF FOUNDATION





Empowering Children to Break the Cycle of Abuse

NEARLY 700,000 children are abused in the United States each year. This unimaginable crime continues to invade our communities, and it is only made worse by the lack of efficient resources available to children.

Heroes Landing™ Children’s Justice Center seeks to close the gap between survivors and the resources available to them. A Malouf Foundation initiative, Heroes Landing is the first program of its kind in Muskingum County, Ohio and it aims to provide a national model for children’s justice programs across the country.

With a multidisciplinary team of experts—law enforcement, medical and mental health professionals, social workers, and prosecutors—working together to coordinate investigation and recovery, survivors are empowered to become heroes of their own stories and break the cycle of abuse.



HEROES LANDING 2021 IMPACT	Property Secured		\$28,000	
	FOR ZANESVILLE, OHIO LOCATION		RAISED FROM HEROES LANDING GOLF CLASSIC	
	\$600,000	\$25,000	Member	
	AWARDED IN GRANT FUNDING	RAISED FROM HEROES LANDING WAREHOUSE SALE	OF OHIO NETWORK OF CHILDREN’S ADVOCACY CENTERS	

A United Front Against Sexual Exploitation

JEWELRY FOR A CAUSE



We're proud to welcome Downeast in our flagship cause of confronting sexual exploitation. As a B Corp™ company, Downeast is using business as a force for good with their Jewelry For A Cause collection. For each jewelry piece purchased, \$1 is donated to the building of restorative care centers for trafficking survivors.

The fight against sexual exploitation is too large to try and fight on our own. That's why we believe so profoundly in working together with other nonprofit organizations seeking to put an end to this horrific crime. Whether it's donating products, time, or funds, we seek to support anti-trafficking and exploitation efforts wherever—and however—we can.

FOREVER YOUNG FOUNDATION

As an official member of the Forever Young Foundation's family of charities, our commitment to confront child sexual exploitation aligns with their mission to pass on hope and resources for the development, strength, and education of children. We anticipate a great relationship as we work together to create unforgettable experiences for children across the country.



DAHLIA'S HOPE

To support Dahlia's Hope in their mission to provide complete aftercare for sex trafficking survivors, we donated \$70,000 to expand their therapy program and we designed and furnished a new therapy wing. In addition to our donations, our team spends a day every quarter volunteering at Dahlia's Hope to help with maintenance on their animal therapy farm.

"WE TRULY BELIEVE THAT TO MAKE THE BIGGEST IMPACT, NONPROFITS CANNOT BE COMPETITIVE. EVERY DOLLAR SPENT ON FUNDRAISING FOR ONE NONPROFIT OVER ANOTHER IS A DOLLAR NOT GOING TO THE RECIPIENTS WHO NEED IT MOST. TO MAKE LASTING CHANGE, WE HAVE TO WORK TOGETHER AS A UNITED FRONT. A RISING TIDE RAISES ALL SHIPS."

—SAGE HANCOCK, DIRECTOR OF IMPACT

HER CAMPAIGN



On June 5, the HER Campaign hosted a ribbon cutting ceremony for the Marley House, a transitional living home for female trafficking survivors and their children in Montana. We're delighted to see our donated funds from OnWatch™ be used to help the HER Campaign continue to provide residential care for survivors of sexual exploitation and trafficking.

MALOUF FOUNDATION		CONTRIBUTIONS TO THE	
CONTRIBUTIONS TO THE		\$1,074,733 <i>raised through donations to malouffoundation.org</i>	\$199,319 <i>raised through Malouf™ VIP Program</i>
		\$61,720 <i>donated from Malouf Companies™ employees</i>	\$424,000 <i>raised during Golf for Freedom tournaments</i>
		\$25,000 <i>raised during Heroes Landing Mattress and Bedding Warehouse Sale</i>	\$43,822 <i>raised through Downeast's Jewelry For A Cause collection</i>
		\$1,350,000 <i>raised through private donations</i>	\$379,000 <i>from private donors for the Juniper Scholarship</i>
		\$3,557,594	TOTAL CONTRIBUTIONS

CONTRIBUTIONS TO THE	
MALOUF FOUNDATION	
	
	
	

 MALOUF FOUNDATION				DISTRIBUTIONS FROM THE			
DISTRIBUTIONS FROM THE	CAPSA	\$6,000	donation to CAPSA to sponsor a home of refuge for survivors of domestic violence and their children.	\$60,000	donation to fund an undercover operation by Utah County Special Victims Unit, resulting in arresting 21 adults attempting to solicit minors online.	MALOUF FOUNDATION	UTAH COUNTY SPECIAL VICTIMS UNIT
	ELIZABETH SMART FOUNDATION	\$5,000	donation to the Elizabeth Smart Foundation's anniversary campaign to help survivors of exploitation.	\$14,318	donation to fund the Demand Project's Beyond Awareness Summit and their efforts to protect children and stop predators.		DEMAND PROJECT
	SAPREA FOUNDATION	\$5,000	donation to help fund Saprea's adult trauma healing program.	\$70,000	donation to help Dahlias Hope expand sex trafficking therapy program.		DAHLIAS HOPE
	RAPHA INTERNATIONAL	\$10,000	Giving Tuesday donation to Rapha International and their efforts to combat crimes against children in Haiti.	\$32,000	donation to fund Social Medicine International's efforts to serve vulnerable people via mobile medical services.		SOCIAL MEDICINE INTERNATIONAL
	COMMUNITY DEVELOPMENT	\$96,555	of product donations to community development and support.	\$30,000	donation to fund Utah Kids Belong's efforts to support foster families and children.		UTAH KIDS BELONG
		\$328,873			TOTAL DISTRIBUTIONS		

AS AN INDIVIDUAL

Make a donation at
malouffoundation.org/donate

Collaborate with us for
a **community event**

Enroll in **Smart Defense**
or **Smart Defense+**

Stream the
Smart Talks podcast

Take the **We Believe You** pledge

Host a **fundraiser**



Take the OnWatch™
training at
IAmOnWatch.org



AS A COMPANY OR ORGANIZATION

Become an **OnWatch™ Advocate**
by training 90% of employees
or members

Host a **fundraiser**

Collaborate with us
for a **company event**

Support survivors during the
We Believe You campaign

Donate a flat-dollar amount
or percentage of profits

Offer employees
access to **Smart Defense+**



Offer an employee
payroll deduction



How to Get Involved

You can support the Malouf Foundation by increasing awareness in your community and raising funds to help survivors of child sexual exploitation.

Email **info@malouffoundation.org** for more information.

Learn more at **malouffoundation.org**

