

Dear Friends,

At Sudara, our vision is bold, urgent, and deeply human: to help end the world's fastest-growing crime – human trafficking. As both a nonprofit and a certified B Corporation, Sudara exists at the intersection of impact and enterprise.

Every year, **millions of women and children** fall victim to sexual exploitation around the globe. In India, the scale of this crisis is especially acute.



Many are trafficked, others are born into it, and far too many are coerced through systemic cycles of poverty and debt. This is why we do what we do – not only to intervene, but to rewrite the future.

Our supporters and donors are the beating heart of Sudara. You are more than contributors – you are family. Your commitment and compassion fuel our work and allow us to grow our reach year after year. Every woman whose life is changed begins with someone like you saying, "I will not look away."

With your support, we've built a partner-driven ecosystem and a sustainable supply chain that gives women access to real choices. The growth is inspiring. But even more inspiring are the names, the faces, the stories. Behind every statistic is a woman who **now sees a future full of possibility**. And that is what keeps us going.

Thank you for standing with us – for believing that freedom is not a luxury, but a right. Together, we are not only disrupting trafficking, we are replacing it with opportunity and hope.

For Freedom,

Shannon Keith Founder + CEO

Every woman whose life is changed begins with someone like you saying, "I will not look away."

Sudara's vision is to eradicate the world's fastest growing crime, human trafficking.

27 Million

men, women and children are trapped in the modern-day slavery trade

75% of all victimes are women and girls

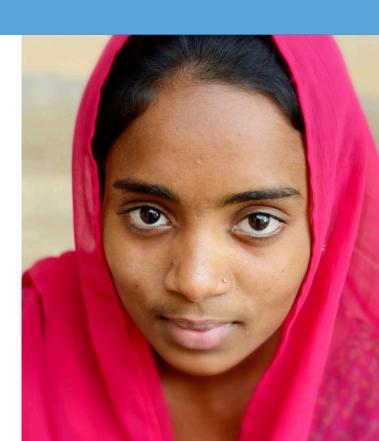
Globally, millions of women and children are exploited each year through sexual slavery, and India bears one of the heaviest burdens. Many are trafficked, born into systems of exploitation, or forced into it through generational poverty and unpayable debts. At Sudara, we are committed to breaking these cycles.

\$32 Billion

in profits in an illegal and devastating industry

3 Million +

sex workers in India



Kala's Story

Kala grew up in an Indian village where the future for girls in her family seemed already written. For generations, the women in Kala's family had worked in the sex trade – an unspoken legacy she carried heavily. At school, she kept this part of her life hidden, hoping her path could be different. She dreamed of graduating and building a future far from the one everyone expected of her.



But as the oldest daughter, the pressure was immense. When her mother's health declined and she became bedridden, the family's fragile financial situation collapsed. With no other source of income, Kala was forced into the very life she had tried so hard to escape.

Everything changed a few months later when a team from a Sudara partner visited Kala's village.

They were there to raise awareness about trafficking and offer an alternative: skills training and safe housing for women seeking a different future. For Kala, their visit was a lifeline. She reached out and asked for help – determined to change her future.

After moving to safe housing and choosing to complete the computer skills and spoken English training course at Sudara's partner campus, Kala went on to college and today lives a life of freedom and economic independence.

WHERE COMMERCE MEETS COMPASSION

Sudara is a purpose-driven hybrid organization - a nonprofit and certified B Corporation - dedicated to eradicating sex trafficking by creating sustainable pathways to freedom. Our B2B business specializes in customizable apparel and accessories, including our signature line of pajamas and loungewear, handcrafted with care by resilient women in India who have survived or are at risk of sex trafficking.

IMPACT AT A GLANCE

1,500+ women
supported annually through training and employment

20 career paths offered through our programs

90% job placement rate across all professions

A growing global network of partners, donors, and supporters helping expand our reach and deepen our impact

ETHICAL BUSINESS WITH IMPACT

Our model reinvests proceeds from every successful B2B partnership into job training, education, and wraparound services for women at high risk of sex trafficking. These efforts include career placement in 20 growing professions, alongside holistic care such as trauma counseling, safe housing, childcare, and education. Our work is designed to offer real alternatives to the sex trade – dignified work, community, and independence.

Our work aligns with five of the United Nations' Sustainable Development Goals (SDGs): No Poverty (1), Quality Education (4), Gender Equality (5), Decent Work and Economic Growth (8), and Reduced Inequalities (10). Sudara champions a partner-driven ecosystem that prioritizes sustainability, equity, and long-term change.





Wellness

REHABILITATION SERVICES

SAFE HOUSING

MEDICAL CARE

COUNSELING

MEALS AND TRANSPORTATION

Empowerment

EDUCATION

CHILDCARE

SKILLS TRAINING

COMMUNITY SUPPORT

CHILDREN'S EDUCATION

SUSTAINABLE EMPLOYMENT

JOB PLACEMENT SERVICES

MICRO-GRANTS

BUSINESS STARTUP KITS

Model for Success

B Corp + Nonproft

As a certified B Corp, every dollar we earn directly supports our mission. B Corps meet the highest standards of verified social and environmental performance, public transparency, and legal accountability using the power of business to drive meaningful change.

Through our nonprofit arm, the Sudara Freedom Fund, we raise essential funds to provide wraparound wellness services for women and children escaping or at risk of sex trafficking. By meeting critical needs such as safety, health, and education, we help women build the foundation to succeed in vocational training and long-term employment.



This company meets the highest standards of social and environmental impact



Profits from the sales of Sudara goods provide training for more women



Partnerships with wholesalers, distributors and corporations support Sudara and the women we serve



Women who choose tailoring have the option for employment in our partner sewing centers in India



Sudara provides wellness services, and choice of training programs and/or job opportunities for women in India who are vulnerable to sex trafficking

A Year in Review 1 of 3

Two new partnerships

Partnerships in India bring deep cultural understanding, community trust, and on-the-ground insights that are critical for effective, sustainable impact. They are uniquely positioned to identify vulnerable individuals, respond quickly to emerging needs, and implement programs with sensitivity and relevance.



Kranti empowers girls from India's redlight areas to become agents of social change and happiness. Sudara provides donations and runs campaigns in support of this work, in addition to regularly meeting with the Kranti team, both virtually and in person in India.

The young women at Kranti are a bold, resilient group of changemakers – many are the first in their communities to ever step into a classroom, and some among India's first girls from red-light areas to study abroad. Education goes far beyond books. Through therapy, theatre, music, art, adventure, workshops, and travel, those at Kranti reclaim their stories and rise above stigma and discrimination. kranti-india.org



Kranti community gathering area for girls



My Choices Foundation aims to give women, children and families choices to live lives free from violence, abuse, and sexual exploitation. Sudara provides donations in support of this work, in addition to regularly meeting with the My Choices team, both virtually and in person in India.

My Choices Foundation acts through two operations focusing on two important issues:

- Operation Peacemaker: Stop domestic violence and create meaningful change in women's lives with their local communities.
- Operation Red Alert: A united voice to end large-scale sex trafficking in India. <u>mychoicesfoundation.org</u>



My Choices awareness training in a local village

A Year in Review 2 of 3

John Foundation: Third Campus

During COVID, our two existing campuses at our partner organization, John Foundation, reached full capacity, leaving no room to take in more children and young women in need.

With a total of 19 buildings, every room and bed was occupied. The overwhelming demand, especially from COVID orphans, led us to establish this third campus.





Throughout 2024, John Foundation team worked tirelessly to stay on schedule with a goal to launch its new campus in April 2025.

The new campus provides:

- A home for 600 children and 200 young girls rescued from sex trafficking
- A technical institute training 1,300 students per year
- A school educating 800 children annually
- An auditorium seating 700 people
- A dining hall accommodating 350 people
- A mini meeting hall for 300 people

Sudara and John Foundation have been partners for 10+ years

A Year in Review 3 of 3

Advocates Trip to India

In February 2024, we invited some of our most dedicated supporters to join us on a powerful journey to India – to meet the women and children whose lives they help transform, and to witness our mission in action.

During the trip, our advocates visited all three of our partner sites, connecting with staff and spending meaningful time with the women and children we support. Seeing the impact of their generosity up close was a moving experience for everyone involved. We are looking forward to the next one in 2026!

"I feel truly changed from the advocate trip to India. I knew that my contributions were going to real work, but being there and seeing it was completely different. I developed real relationships with some of the women, and I'll never forget the instant closeness and love I felt."

- 2024 Advocate













4 Areas of Impact

The World Health Organization (WHO) defines quality of life through four key dimensions:

- education
- psychological well-being
- social relationships
- environment

The subsequent themes were evaluated in comparison and alignment within these domains established by the WHO.

Sudara:

- access to education
- increased psychological well-being
- increased financial stability
- environment and social relationships



Access to Education

Access to education continues to emerge as a powerful driver of transformation, turning despair into hope and equipping individuals with the skills and confidence to build better futures. Stories from the field consistently show how vocational training empowers people to launch businesses, improve livelihoods, and support their families with dignity.

This year, as in years past, our education initiatives align with the World Health Organization's Quality of Life Framework, which highlights lifelong learning as essential to personal dignity and future opportunity. As participants engage with educational programs, their confidence and aspirations grow, proving that education is not just a goal, but a journey of empowerment.



Improved access to education leads to better job opportunities, greater income, and stronger community resilience. This connection is reinforced by the Better Life Index, which links higher education to increased job security and long-term earnings.

Sudara's commitment to education directly supports Sustainable Development Goals 4 (Quality Education) and 10 (Reduced Inequalities), reaffirming its vital role in driving both individual progress and systemic change.

Increased Psychological Well-Being

Stories from women engaged with the John Foundation consistently reflect increased empowerment, self-worth, and confidence. These narratives reveal profound personal transformation, especially considering the challenges many faced. With a renewed ability to provide for themselves and their families, many express deep pride, life satisfaction, and a hopeful outlook for the future.

These outcomes strongly align with the World Health Organization's Quality of Life Framework, which highlights dignity, balance, contentment, and joy as key indicators of well-being. Although not directly captured in the UN Sustainable Development Goals, the OECD's Better Life Index recognizes "Life Satisfaction" as a vital measure of quality of life – and as a contributor to long-term societal and economic health.



Before accessing training and support, many women lacked confidence and a sense of agency. Through vocational education they've not only achieved financial stability but experienced powerful shifts in psychological well-being. Some have even become advocates in their communities, helping others access similar opportunities – demonstrating a ripple effect of hope and empowerment.

Increased Financial Stability

Economic and financial stability remain a core focus of our work, especially for individuals coming from backgrounds marked by poverty and limited educational opportunities. Gaining employment through skills training not only provides immediate financial relief but also significantly boosts self-worth and the ability to support one's family.

While many women initially pursue job training to address urgent needs, such as income or safety, their perspective often evolves. Over time, they begin to see employment not just as a short-term solution, but as a sustainable path to long-term financial independence.



By equipping women with job skills, we help build individual resilience and strengthen the economic fabric of entire communities. This shift from situational stability to lasting empowerment reflects how economic growth is often driven by non-material gains like confidence, security, and agency.

Our work in this area continues to support Sustainable Development Goals 1 (No Poverty), 5 (Gender Equality), and 10 (Reduced Inequalities), reinforcing the essential link between financial independence and a life of dignity and opportunity.

Environment and Social Relationships

A strong sense of community and belonging plays a vital role in fostering dignity, self-confidence, and self-acceptance. The World Health Organization's Quality of Life Framework highlights the importance of one's environment in overall well-being, and in times of crisis, a supportive community can make all the difference.

At the John Foundation, deep community trust is evident. Most women and children are referred through local networks, reflecting the foundation's respected presence. Village leaders often direct individuals to the foundation's programs with confidence, knowing they'll find safety, vocational training, education, and holistic support for reintegration into society.



Initially, many women come seeking relief from immediate challenges. But as they engage with the community and its resources, they begin to believe in something more enduring – a reliable, empowering support system. Over time, this connection fosters not only

personal growth but also a desire to uplift others, especially among those with higher levels of education.

By nurturing belonging and collective support, the John Foundation helps women move from survival to stability, and from isolation to empowerment.

The United Nations'

Sustainable Development Goals





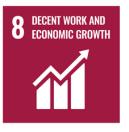
































Our Commitment

Established in 2015, the UN Sustainable Development Goals (UN SDGs) call on the global community to end poverty, protect the planet, and promote peace and prosperity for all by 2030.

For more than 19 years, Sudara has been a pioneer in impact-driven business, combining the power of enterprise with the heart of nonprofit work. Through our unique hybrid model and commitment to paying living wages, we empower marginalized women to achieve lasting independence through entrepreneurship, education, and meaningful employment.

We believe that when women are given access to opportunity and a supportive community, they not only transform their own lives, they uplift entire communities. And we believe women are not just beneficiaries of change – they are leaders driving it forward.

The world is striving to meet the UN SDGs by 2030.

Sudara's mission directly aligns with five of these global goals.



SDG 1 aims to end poverty in all its forms everywhere by 2030, recognizing it as the greatest global challenge and a critical foundation for sustainable development.

At Sudara, we partner with local organizations to conduct market research and identify high-demand career paths across India. We then design tailored training programs that equip women with the skills needed to pursue these opportunities, empowering them to build stable livelihoods and lift themselves and their families out of poverty.



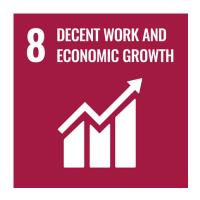
SDG 4 seeks to ensure inclusive, equitable, and high-quality education for all, while promoting lifelong learning. A key focus is eliminating gender disparities and expanding access to education and vocational training for marginalized groups.

Through partnerships in India, Sudara supports women and children in some of the country's most underserved communities. We help deliver educational programs that reach children across a range of ages—laying the foundation for brighter, more empowered futures.



SDG 5 aims to eliminate all forms of discrimination and violence against women and girls, recognizing gender equality as essential to building peaceful, prosperous, and sustainable societies.

At Sudara, gender equality is not just part of our mission – it is our foundation. We believe that as long as one woman remains oppressed, the freedom of all women is at risk. Through our work, we stand with the UN in advancing justice, safety, and opportunity for women now and into the future.



SDG 8 promotes inclusive, sustainable economic growth and decent work for all. It calls for urgent action to end forced labor, modern slavery, human trafficking, and the worst forms of child labor.

At Sudara, we envision a world free from exploitation and oppression. Through our partner centers, we create pathways to dignified work, empowering women to support their families and build independent futures.



SDG 10 aims to reduce global inequalities and promote the social, economic, and political inclusion of all people regardless of age, gender, disability, race, ethnicity, origin, religion, or economic status.

Target 10.2 specifically calls for inclusive empowerment by 2030.



With gender equity at the heart of Sudara's mission, we work to reduce inequality and promote social inclusion by creating pathways for women to participate in the global economy. In partnership with organizations across India, we continue to champion lives rooted in freedom, opportunity, and dignity, driving long-term, systemic change toward economic and social justice.

Overcoming Obstacles

This past year, Sudara has navigated complex challenges with resilience, creativity, and unwavering commitment to our mission. Thanks to the consistent support of our donors and a growing community of advocates, we've continued to push forward even when resources were lean and the road was uncertain.

Our dedicated team remains intentionally small, allowing us to be nimble, focused, and deeply personal in our approach. This lean model has been a strength, enabling us to make strategic decisions quickly and stay closely connected to both our partners and our supporters.

One of our key areas of investment has been in optimizing our digital presence. With an effective website and strengthened SEO strategy, in 2025 we will expand our reach, increase visibility, and make it easier for individuals and companies to engage with our mission - whether through giving, partnership, or advocacy.

We've also worked to grow meaningful partnerships with values-aligned B2B companies. While many organizations voice a commitment to social impact, fewer take direct action. Sudara offers them an authentic way to turn rhetoric into responsibility through ethical sourcing, cobranded initiatives, and community-driven storytelling that drives real impact.

Through it all, our donor community has remained the backbone of our success. Your consistency - whether in monthly gifts, campaign support, or simply sharing our story - has helped us overcome resource limitations and scale our impact. Together, we're not just meeting challenges, we're transforming them into opportunities for greater change.



Conclusion

At Sudara, we believe lasting change is built through relationships – deep, mutual, and ongoing. Our connection with our donor community is not one-sided; it's a powerful two-way partnership. You're not just supporting the mission – you're shaping it. Together, we listen, learn, and grow stronger with each step forward.

Looking ahead, we're filled with hope and momentum. With the John Foundation expanding to a third campus and the launch of two new partnerships with Kranti and My Choices Foundation we're poised to serve even more women and children across India. These collaborations will broaden our reach, deepen our impact, and continue our shared commitment to freedom, dignity, and opportunity.

We're also excited to announce the return of our Advocate Trip in 2026 - an immersive experience that allows supporters to witness the work firsthand, connect with our partners on the ground, and walk alongside the women whose lives are being transformed.

The way forward is together. Human trafficking is one of the greatest injustices of our time – and it will only be defeated if we all engage. Awareness must lead to conversation, and conversation must lead to action. Whether through giving, advocating, educating, or simply refusing to look away, every effort matters. Together, we can break cycles of exploitation and build a future rooted in freedom.





Entrepreneurs who graduated from their vocational skills programs and were gifted business startup kits

Your support creates freedom, opportunity, dignity, and systemic change for women and children.

~Thank you