



SUDARA®

# ANNUAL REPORT

---

**2025**  
EDITION



# DEAR FRIENDS,

---

One of the greatest rewards of this work is witnessing what becomes possible when someone is given the chance to dream again.

Across India, we're seeing lives transformed through the incredible work of our partners who are helping prevent trafficking, support survivors, and create opportunities for lasting freedom.

At **John Foundation**, children and young adults are gaining access to education, safe housing, and skills training that open doors to brighter futures. At **Kranti**, girls from red-light districts are discovering their strengths, finding their voices, and building lives filled with possibility. Through **My Choices Foundation**, entire communities are learning how to prevent violence and exploitation before trafficking even takes hold.

And none of this happens without you.

Your generosity helps fund classrooms, safe homes, skills training programs, and life-changing opportunities.

As you read through this report, I hope you'll see *more than numbers* and milestones. I hope you'll see the courage, resilience, and potential of the women, girls, and families whose lives are forever changed because people like you chose to care and act.

Thank you for being part of this community and for believing that every woman and child deserves the opportunity to live free and thrive.

For Freedom,

Shannon Keith  
Founder + CEO





# WHO WE ARE

---

**Sudara Freedom Fund** is a U.S.-based nonprofit organization working to prevent sex trafficking in India by funding survivor support, economic stability, and wellness programs for women and families at risk.

# HOW & WHAT WE DO

---

Through **long-term partnerships** with organizations on the ground in India, Sudara Freedom Fund supports services including safe housing, healthcare, education, childcare, and employment pathways that **reduce vulnerability to exploitation.**

# WHY WE DO IT

---

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.

**50 Million**

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

**75%**

victims are women and girls

**3 Million +**

sex workers in India

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

# Hema's Story



**“I was eleven when my father’s violence put me in the hospital. I was twelve when my mother found the courage to leave him. And I was thirteen when I realized my mother was a sex worker.”**

Before Kranti, our partner organization in India, Hema didn’t understand why strange men came to her house. She thought they were visitors. She was asked to leave the room when they arrived, sometimes to bring tea or cigarettes. The day she understood the truth was the day she began carrying a shame she didn’t know how to put down.

She studied anyway. Often from a parking lot while her mother worked inside. It wasn’t safe or comfortable, but it was the only place she had. At seventeen she left home; not because she didn’t love her family, but because she wanted more than survival.

## What Changed

At Kranti, Hema discovered that learning wasn’t just about textbooks. A song in music class shifted everything: hearing a lyric that asked what a mother would do if the only way to feed her child was to sell herself, Hema stopped seeing her mother with shame. She began to see her with pride.

She performed theatre across India, sharing her mother’s story in front of hundreds of strangers. She facilitated workshops. She earned a green belt in karate. She studied for a semester in Denmark, sharing meals with students from more than forty countries; and for the first time, she didn’t hide her story. She was met with respect.

**“My past did not make me smaller. It made me capable. Capable of holding my ground in unfamiliar spaces. Capable of belonging in rooms I once thought were not meant for me.”**

When her father called after years of silence to remind her of the limits he believed women should accept, she didn’t stay silent. The eleven-year-old he once hurt would have. She didn’t.

Hema is about to begin university to study computer science. Her goal: to support her mother so she can finally stop. To help her sister study without fear. To build a life where dignity is not fragile.

**“My past taught me how to survive. My education is teaching me how to choose.”**

# IMPACT AT A GLANCE WITH OUR PARTNERS



**1,375 Women**

supported annually through training and employment

**90%**

job placement rate

**490 Children**

in 32 safe homes

**20+ Career Paths**

offered through our programs

**100% Women & Children**

offered counseling & medical services on an ongoing basis

**100% Women & Children**

provided 3 square meals per day + snacks & tea



**8,605**

village custodians in India trained

**862 Children**

enrolled in school

**4,522,141**

people in India educated on sex trafficking and its pathways

# WRAP AROUND SERVICES

---

## Wellness

REHABILITATION SERVICES  
SAFE HOUSING  
MEDICAL CARE  
COUNSELING  
MEALS AND TRANSPORTATION

## Empowerment

EDUCATION  
CHILDCARE  
SKILLS TRAINING  
COMMUNITY SUPPORT  
CHILDREN'S EDUCATION  
SUSTAINABLE EMPLOYMENT OPPORTUNITIES  
JOB PLACEMENT SERVICES  
MICRO-GRANTS  
BUSINESS STARTUP KITS



# SUDARA IS A HYBRID A MODEL THAT WORKS

## Nonprofit + B Corp

---

Sudara Freedom Fund is a **nonprofit organization** that raises 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, education, and skills training, we help women build the foundation to succeed.

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.



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



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



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

# PARTNERSHIP IS OUR “WAY”

---

For a U.S.-based nonprofit committed to eliminating sex trafficking in India, partnering with trusted local organizations is the only way.

Local partners 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.

These partnerships ensure that our efforts are not only informed and strategic, but rooted in local realities making our mission more impactful and our work more accountable to the communities we serve.



# JOHN FOUNDATION HYDERABAD

---



John Foundation exists to empower vulnerable children and women through quality education and skills training.

## **How it Began**

In June 2007, a friend of Saji and Cynthia's witnessed a heartbreaking moment near Hyderabad. A man was leaving two young girls by the roadside. When questioned, the father explained that he came from a poor village and, unable to care for his five children, had brought the girls to the city in the desperate hope they might survive by begging for food. Unsure of what to do but unwilling to walk away, the friend brought the girls to Saji and Cynthia's home.

John Foundation did not yet exist, so there was no infrastructure yet; no funding, no staff - but Saji and Cynthia knew that leaving these girls on the streets would almost certainly lead to exploitation and trafficking. That moment became the catalyst for founding John Foundation.

What began with two vulnerable children has grown into a comprehensive organization dedicated to rescuing at-risk children and young women from the threat of trafficking. John Foundation provides a sustainable alternative through access to quality education and employable skills training. Over the years, they have served individuals from a wide range of difficult circumstances, including semi-orphans, children rescued from trafficking, girls freed from temple prostitution, single mothers, widows, HIV/AIDS-affected families, and those from deeply impoverished backgrounds. At John Foundation, they find not just safety but hope, dignity, and a path forward.



Saji and Cynthia John

# KRANTI DHARAMSHALA

---



Kranti empowers girls from India's red-light areas to become agents of social change and happiness.

## **Who is Kranti**

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.

They are not only survivors, they are leaders. They speak out for dignity, equality, and justice, not only for themselves but for all marginalized communities across India.

The young women of Kranti lead workshops and give speeches on tough topics like child sexual abuse, gender equality, and the rights of sex workers. They live with joy, laugh without fear, and love without shame.

Kranti believes that girls from marginalized communities have an added value as change agents, not "despite" their background, but because of it. If given access to the same education, training & opportunities as people from privileged backgrounds, they will become exceptional leaders – more innovative, compassionate & resilient due to their life experiences.



# MY CHOICES FOUNDATION HYDERABAD

---



My Choices Foundation gives women, children and families choices to live lives free from violence, abuse, and sexual exploitation.

## **Who is My Choices Foundation**

It all starts with a firm belief that giving women and girls the power to make their own choices to live lives free of abuse, violence and exploitation is an immense step forward. Those choices have the power to change their future and the future of other women and girls in their communities.

With My Choices Foundation's work and reach in domestic violence growing and expanding, they started getting calls on their helpline of missing children or young girls that had been trafficked. The true scale of children and young girls that went missing or were being trafficked was astronomical.

Braving the long and rocky roads, the team travels thousands of miles to reach the farthest parts of the country to educate families about the importance of protecting their children, women and communities from traffickers. Fast forward to the present, My Choices Foundation has grown into one of India's largest NGOs focused on the prevention of sex trafficking.



Community Training

# 4 AREAS OF IMPACT

---

The **World Health Organization** defines quality of life across four dimensions: physical health, psychological well-being, social relationships, and environment.

Through our partners in India, we are helping women and children build strength in each of these areas, creating the foundation for lasting freedom, opportunity, and independence.

# #1 PHYSICAL HEALTH

## SAFE HOUSING, HEALTHCARE, NUTRITION

---



Freedom starts with something many of us take for granted: a safe place to sleep, nutritious food on the table, and access to healthcare when it's needed.

For women and children who have experienced trafficking, exploitation, or extreme poverty, these basic necessities can be life-changing. Through our partners in India, Sudara helps provide safe housing, medical care, and nutritious meals that create a foundation for healing and hope.

A secure home offers more than shelter. It provides stability, dignity, and the opportunity to imagine a different future. Access to healthcare helps address physical challenges that might otherwise stand in the way of education, employment, and personal growth. And healthy meals fuel growing bodies, active minds, and the confidence to pursue new opportunities.

When basic needs are met, something remarkable happens. Women and children can focus less on survival and more on what's possible. They can heal, learn, dream, and begin building futures filled with freedom, choice, and opportunity.



# #2 PSYCHOLOGICAL WELL-BEING

## COUNSELING, HEALING, CONFIDENCE-BUILDING

Healing begins when someone feels safe enough to hope again.

Many of the women and children served by our partners have experienced trauma, loss, rejection, or abuse. The emotional wounds left behind can be just as challenging as the physical ones. That's why psychological well-being is such an important part of the journey toward lasting freedom.

Through counseling, mentorship, supportive communities, and opportunities for personal growth, our partners help individuals rebuild confidence, process trauma, and rediscover their sense of worth. They create spaces where women and children are seen, valued, and encouraged to believe in their own potential.



Over time, something powerful begins to emerge: confidence replaces fear, hope replaces uncertainty, and new possibilities begin to take shape. As women and children gain a stronger sense of self, they are better equipped to pursue education, build healthy relationships, and create futures filled with purpose and opportunity.

True freedom is more than physical safety. It's believing that your life has value and that your future is yours to shape.

# #3 SOCIAL RELATIONSHIPS

COMMUNITY SUPPORT, MENTORSHIP,  
FAMILY STRENGTHENING

---



No one should have to walk the journey to freedom alone.

For many women and children affected by trafficking, exploitation, or extreme poverty, isolation is part of their story. Healthy relationships, supportive networks, and a sense of belonging can be difficult to find, but they are essential for healing and growth.

Through our partners in India, women and children become part of caring communities where they are encouraged, supported, and valued. Through mentorship, peer support, and education programs, they build meaningful connections with people who help them navigate challenges and celebrate successes along the way.

These relationships provide more than companionship. They foster trust, confidence, and resilience. They remind individuals that they are not alone and that there are people who believe in their potential and want to see them thrive.



# #4 ENVIRONMENT

## FINANCIAL RESOURCES, EDUCATION AND SKILL DEVELOPMENT, TRANSPORTATION, AND THE BROADER LIVING ENVIRONMENT

---



Lasting freedom is built through opportunity.

The environment in which a person lives, the opportunities available to them, the education they receive, and resources they can access plays a powerful role in shaping their future. For women and children facing poverty and vulnerability, these factors can mean the difference between exploitation and independence.

Through our partners in India, women and young people gain access to quality education, vocational training, employment opportunities, and the support needed to pursue their goals. They learn valuable

skills, discover new possibilities, and develop confidence to build lives on their own terms.

Education opens doors. Job training creates pathways to meaningful work. Economic opportunity empowers individuals to support themselves and their families with dignity and independence. Together, these resources help break cycles of poverty and reduce vulnerability to trafficking and exploitation.



# UNITED NATIONS

## SUSTAINABLE DEVELOPMENT GOALS (SDGS)



The SDGs remain the world's primary framework for addressing major global challenges through 2030.

Human trafficking does not exist in isolation. It is often fueled by poverty, lack of education, gender inequality, limited economic opportunity, and vulnerability within communities. That's why creating lasting freedom requires more than a single solution. It requires addressing the conditions that make exploitation possible in the first place.

Through our partnerships across India, Sudara is helping advance several of the United Nations Sustainable Development Goals (SDGs), a shared global framework for building a more equitable and sustainable world. By investing in safe housing, healthcare, counseling, education, skills training, and employment opportunities, we are helping women and children move from vulnerability to opportunity.

# UNITED NATIONS

## SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Our work contributes directly to goals focused on No Poverty (SDG 1), Good Health and Well-Being (SDG 3), Quality Education (SDG 4), Gender Equality (SDG 5), Decent Work and Economic Growth (SDG 8), and Reduced Inequalities (SDG 10).

By equipping women and young people with the tools they need to thrive, we are helping reduce inequalities and break cycles of poverty that can lead to trafficking and exploitation. Through education, well-being, economic opportunity, and gender equity, Sudara is helping build a future where every woman and child can live free and thrive.

**Sudara's mission directly aligns with 6 of the UN SDGs.**



# OVERCOMING OBSTACLES

## INTERCONNECTED CHALLENGES

---



The greatest challenge is securing the resources and partnerships needed to create lasting freedom at a scale that matches the size and complexity of the trafficking crisis.

### **The Scale of the Problem.**

Human trafficking is driven by deeply rooted issues such as poverty, gender inequality, lack of education, violence, and limited economic opportunity. Even as Sudara and our partners transform thousands of lives, the need remains enormous. The challenge isn't just helping individuals escape exploitation, it's addressing the systemic conditions that make trafficking possible.

### **Sustainable Funding for Long-Term Change.**

Donors are often drawn to stories of rescue, but lasting freedom requires years of investment in education, counseling, safe housing, healthcare, and job training to break systemic cycles. One of Sudara's ongoing challenges is securing unrestricted, multi-year funding that supports the full journey from vulnerability to independence.

### **Measuring Long-Term Impact.**

Some of the most important outcomes such as confidence, healing, resilience, healthy relationships, and reduced vulnerability to trafficking can be difficult to quantify. Sudara must continually balance compelling storytelling with meaningful impact measurement to demonstrate the lasting value of our work.

# OVERCOMING OBSTACLES

## INTERCONNECTED CHALLENGES - CONTINUED

---



Breaking generational cycles of poverty, inequality, and exploitation requires long-term commitment, often extending far beyond a single program or intervention.

### **Breaking Generational Cycles of Vulnerability.**

Trafficking is often not a one-time event. It can be the result of vulnerabilities that have persisted across generations. Children who grow up in poverty, experience descent-based discrimination, have limited access to education, witness violence, or are born into communities affected by exploitation often face heightened risks themselves. This is why building partnerships is so important - to tackle the issues *together*.

### **Awareness and Engagement.**

Many people understand trafficking as a rescue issue but don't realize the importance of prevention. Helping supporters, donors, and communities understand that freedom is built through education, healthcare, safe housing, community support, and economic opportunity is an ongoing communications challenge.

### **Turning Corporate Interest into Meaningful Partnership.**

Many companies today express a desire to create positive social impact, but moving from intention to action can be difficult. Competing priorities, limited resources, and uncertainty about where to begin often prevent businesses from fully engaging in purpose-driven initiatives.

What's encouraging is that Sudara's model is specifically designed to address many of these obstacles. By partnering with organizations like John Foundation, Kranti, and My Choices Foundation, Sudara is not trying to solve trafficking through a single intervention. Instead, we are investing across the entire continuum, from prevention and protection to education, healing, and economic empowerment, which is where sustainable impact will occur.

# FUTURE ROADMAP

## WHAT'S AHEAD

---




Lasting freedom requires more than intervention. It requires addressing the root causes that make exploitation possible in the first place.

As we look to the future, Sudara will continue investing in trusted partners who provide safe housing, healthcare, education, skills training, and economic opportunities for women and children across India. We are also expanding our work in prevention, supporting initiatives that strengthen communities and reduce vulnerability before trafficking occurs.

In the coming year, we are excited to begin partnering with an organization working to challenge the caste system and create greater equity and opportunity for marginalized communities. By addressing systemic barriers alongside individual needs, we can help create more sustainable pathways to freedom and independence.

Together with our partners, donors, and advocates, we remain committed to building a future where every woman and child has the opportunity to thrive with dignity, choice, and hope.



A young woman with dark hair, wearing a red sweater, is smiling warmly at the camera. She is sitting in a room with a blue wall and wooden furniture. The background shows a desk with some papers and a glass. The overall atmosphere is positive and grateful.

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

*~Thank you*

**SUDARA.ORG**