



iEMPAThIZE™

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**ANNUAL REPORT**  
**2016**

We equip adults to empower youth to eradicate exploitation.



# LETTER FROM THE PRESIDENT



We cannot rely solely upon legislators and law enforcement to solve the problem of child exploitation. Each of us must know how to engage in our culture and our community. The public has to be equipped with actionable strategies to respond with solutions that will eradicate child exploitation. The mission of iEmpathize is to do just that: we equip adults to empower youth to eradicate exploitation.

Our organization was built on the premise that empathy leads to action, prevention, and intervention for vulnerable and victimized youth. This means we aim to evoke empathy in the hearts and minds of everyday people, and then we supply them with a path forward through which to engage youth safely and effectively. And because we are committed to ending all forms of child exploitation - not just trafficking - we generate solutions focused on the root problems so that we can weed child exploitation out of our cultural soil entirely.

We invite you to see how empathy created movements of prevention and intervention for vulnerable and victimized youth in 2016. We hope you'll join us in going even further and deeper in 2017.

Bradley M. Riley

A handwritten signature of Bradley M. Riley in blue ink, written in a cursive style.

# THE EMPOWER YOUTH PROGRAM



Youth must be empowered to navigate the factors in their lives that could otherwise make them vulnerable to exploitation.

Youth must be empowered to navigate the factors in their lives that could otherwise make them vulnerable to exploitation. Our curricular tool - *The Empower Youth Program* - enables adults who are already working with youth to facilitate conversations about exploitation so that young people will be empowered with protective strategies.

LEARN MORE ABOUT [THE EMPOWER YOUTH PROGRAM](#)

## SINCE 2015, THE EMPOWER YOUTH PROGRAM HAS...



BEEN ORDERED  
FOR USE IN OVER  
**100** SCHOOLS  
& YOUTH SERVING  
ORGANIZATIONS



IN  
**19**  
STATES



& LICENSED  
FOR OVER  
**11,270**  
YOUTH

## WE ASKED YOUTH WHAT THE MOST HELPFUL PART OF THE PROGRAM WAS...

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“If we don’t all come together to prevent this, I don’t know man, it’s just going to keep going on and on.”

EYP Student,  
Jordan Plus Male Academy

“The ways to identify negative pulls and people with disguises. The reason I think this is, I now know how to spot someone wearing a disguise in my life and in my friend’s life. I can now help myself and the people around me I care about.”

EYP Student, 2016



CNN Freedom Project also featured *The Empower Youth Program* and iEmpathize’s partnership with the Male Leadership Academy in Long Beach, CA.

[Watch CNN feature](#)



# BE RELENTLESS

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*Be Relentless* is a call to action to distribute The Empower Youth Program throughout the United States and Mexico.

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*Be Relentless* is iEmpathize's first full-length documentary which follows mother, survivor, and ultra-athlete, Norma Bastidas, as she completed the World's Longest Triathlon. Norma made this journey to empower survivors worldwide by demonstrating that one's past does not dictate one's future. Ultimately, her accomplishment is a demand that we prevent what happened to her from happening to others. *Be Relentless* is a call to action to distribute *The Empower Youth Program* throughout the United States and Mexico.

This year, we wrapped production on *Be Relentless*, held several test screenings in Denver and Los Angeles, and began submitting to film festivals around the world. The film will be officially released in 2017.

LEARN MORE ABOUT [BE RELENTLESS](#)



In 2016, iEmpathize became a member of Creative Vision's Creative Activist Network and *Be Relentless* was chosen to be a premier project for Creative Vision's Creative Activist Program! With this service grant, iEmpathize is receiving coaching on everything from marketing and legal assistance to fiscal sponsorship for *Be Relentless*!

Click below to learn more

[Creative Vision's Active Projects website](#)



*Norma Bastidas is an Ambassador for the UNODC's Blue Heart Campaign*



In May of 2016, *Be Relentless* had a Two-Part Feature on CNN's Freedom Project, highlighting Norma's Guinness World Record breaking triathlon to battle human trafficking.

Click the links below to watch the Two-Part Feature:

[Feature 1](#)

[Feature 2](#)

# ADULT TRAINING



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*Training 350 teachers - every middle and high school teacher - in Watertown, South Dakota*

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We train hundreds of adults each year to know how to work preventatively with the youth they serve. iEmpathize trained over 800 adults in 2016!

LEARN MORE ABOUT [TRAINING & WORKSHOPS](#)

“iEmpathize’s tips for facilitating the material were very valuable, but most importantly, they shared information that reinforced the program and the need for empathy and the ending of exploitation. The presentation is very engaging and their style draws people to share their experiences. They create an environment that allows open discussion among the group.”

*Advocacy Workshop Host, Washington*



# THE APATHY EFFECT EXHIBIT

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*Exhibit at the Colorado State Capitol*

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The Apathy Effect Exhibit partnered with community organizations, businesses, and Universities throughout the US. The Exhibit was highlighted, and experienced by over 600 people, at events such as:

[The Colorado State Capitol](#)

[Community Empowerment Event - Ukiah, CA](#)

[AD Astra Users Conference - Kansas City, MO](#)

[Michigan Abolitionist Project Empowerment Training - Detroit, MI](#)

[LEARN MORE ABOUT \*\*THE EXHIBIT\*\*](#)

“As a law enforcement officer, I have seen the faces of these victims. Thank you for helping publicize the plight that these victims face.”

“This exhibit really opened my eyes to what’s happening in the world and showed me that our little town is just as vulnerable to exploitation as anywhere else.”

[Exhibit attendees Ukiah, CA](#)



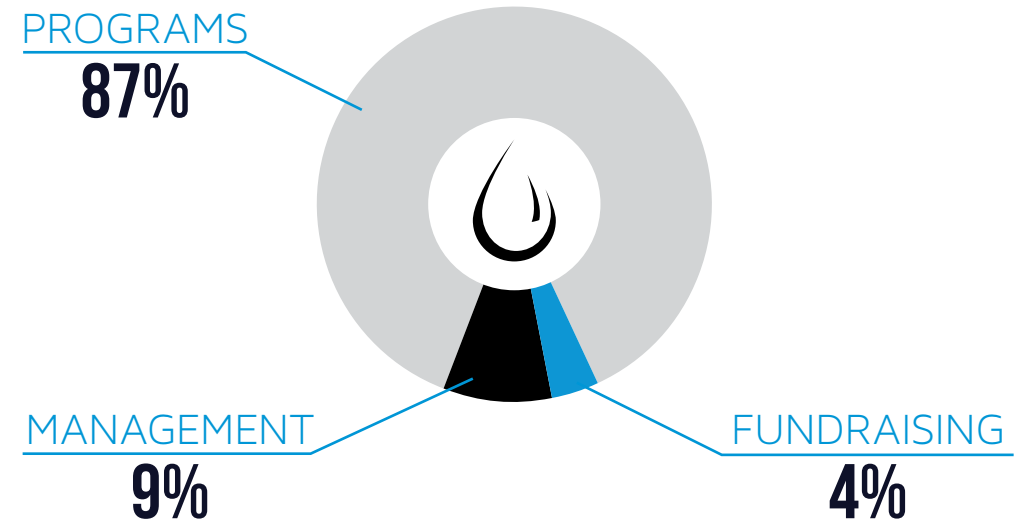
# FINANCIALS



2016 INCOME  
**\$232,788**

*Thanks to a surplus  
of donations in the  
4th quarter of 2015,  
iEmpathize did not spend  
more than earned in 2016.*

2016 EXPENSES  
**\$289,519**





# AN EMPATHY CALL TO ACTION

WHEN YOU DONATE, YOU SPONSOR ACTION

**CLICK BELOW** TO LEARN MORE








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