We evoke empathy and empower people to eradicate child exploitation
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We began the iEmpathize journey to end exploitation seven years ago. Empathy led us in and continues to lead us today. What makes empathy so essential is that it is the action of entering into and engaging someone’s struggle or suffering, as opposed to keeping distance from that pain. It is active - not passive - and when exploitation is everywhere, passivity will not do.

We have invited both youth and adults to walk together in empathy and to partner to end exploitation in their lives and communities. If you cannot walk in someone else’s shoes, you can at least walk with them. The longer you walk with someone, the more you understand each other. The more we work with youth and adults to activate their empathy and equip them with solutions, the more we see this truth affirmed yet again: empathy works.

We empower youth and adults who share the spaces where exploitation happens. We provide programs that capture vital conversations between youth and adults to ensure our youth are free from exploitation. Those conversations do at times reveal a need for an immediate response in order to help a child in need. More often, however, those conversations are about creating a safe and patient process of walking alongside youth with empathy to help them realize their fullest potential for success.

Our impact grows stronger each year for several reasons. We are being led by our youth, learning from them, and giving them a platform to empower themselves and one another. Our community partners and the youth professionals we work alongside are creating the safe environments that are crucial for the conversation to happen. And you, the diverse iEmpathize community, are making it all possible. That’s how we tribalize the way we empathize.

Many thanks for an incredible 2015!

Brad Riley
Founder and President
iEmpathize educates and empowers adults who intersect with vulnerable youth. We equip adults to identify when exploitation is happening so that they can then help youth to successfully navigate the vulnerabilities that can otherwise leave them susceptible to exploitation.

In 2015, iEmpathize led training and community engagement events with adults working in education, the oil and gas industry, the trucking industry, and universities.

Photo: Education Manager Candace Joice trains social workers, educators, and other youth-serving professionals in Long Beach, California.
University students are often unaware of the ways their lives intersect with exploitation and human trafficking. Igniting empathy and empowering our future leaders with an effective response to exploitation can generate the cultural shifts that will end it. iEmpathize engages in the university sector through:

- **Empathy Week**: This year, hundreds of students at three different universities experienced a week-long event designed to inspire students to actively engage the issue of child exploitation.
- **Internships**: Since 2008, fifty interns have received college credit during internships with iEmpathize.
- **Community Outreach**: In addition to serving students, our engagement on university campuses connects us to local community members through our community forums and film and talk events.

**Photo**: Our new exhibit, The Apathy Effect, which we developed throughout 2015, will heighten the experience of iEmpathize’s community engagement at college campuses and beyond.
EMPOWERING ADULTS

In partnership with Truckers Against Trafficking, iEmpathize created and designed the Freedom Drivers Project, a unique mobile exhibit designed to educate the trucking industry and the general public. This mobile exhibit empowers TAT with the ability to expand industry outreach, thereby increasing the number of companies training their employees.

Since 2009, iEmpathize continually produces TAT training materials engaging the trucking industry. Now, over 174,000 have been TAT trained.

FREEDOM DRIVERS PROJECT HIGHLIGHTS:
• Presented in 19 states at more than 45 events
• 9,100 people walked through
• Driven over 57,000 miles

TRUCKERS AGAINST TRAFFICKING HIGHLIGHTS
• Since 2009, iEmpathize has continually produced TAT training materials engaging the trucking industry. Through this collaboration, and the incredible work and success of TAT, Representative Ted Poe from Texas recognized TAT with the Suzanne McDaniel Memorial Award for Public Awareness during the Congressional Victim’s Rights Caucus awards.

• The Phase II Training DVD was released in 2015. To expand our reach, top leaders in the trucking industry participated in the development and distribution of this updated training material. The new content diversifies our message to include other industry professionals - such as travel plazas-who are likely to encounter this issue.

Photo: After being trained with the materials iEmpathize produced in partnership with TAT, truck driver Kevin Kimmel made a call to the National Human Trafficking Hotline in New Kent, Virginia. He had witnessed an occurrence at a rest stop that gave him reason to suspect potential trafficking behavior. His phone call led to the recovery of a 20-year-old woman and the arrest of two people who had kidnapped, abused, and trafficked her.
When youth are empowered they will not only stay safe themselves, but they will also create a world in which they help others to be safe, too. They write poetry and use it to inspire their peers. They help shoulder the burdens of their friends. They play music, run in marathons, and start online movements to raise money for causes they believe in. They give back. They flourish. They empathize.

“Empower Youth Program Student

“The most helpful part was learning how empathy plays a major role in situations like these.”

Empower Youth Program Student

“Now I know who the negative pulls wearing disguises in my life are.”

Empower Youth Program Student

Photo: Engagement Coordinator for Southern California, Guido Hajenius, co-facilitating our Youth Program in Long Beach Public Schools.
EMPOWER YOUTH

In 2015, we were proud to officially release The Empower Youth Program, our exploitation prevention program. The Empower Youth Program equips youth to stay safe from exploitation by teaching them authentic strategies to safely navigate their vulnerabilities. It also nurtures the development of empathy, so that they will be inspired to help others stay safe as well.

We are building relationships with teachers and other professionals serving youth around the nation who are now using the program with the youth they serve. In just the first nine months of its availability, the program was ordered for use in twelve states in a variety of youth-serving environments, including:

- Schools
- Shelters
- Women’s and youth service organizations
- Faith communities
- Juvenile correction centers
- Treatment centers

“The Empower Youth Program was a game-changer for many of our kids.”

High School Counselor, Denver
EMPOWER YOUTH

Teachers, counselors, and youth service professionals agree that this program empowers youth to stay safe from exploitation - from bullying to trafficking - but that it also does so much more than that.

“It’s not just an informational program. It is positive and preventative. The program teaches the impact of a growing issue and provides strategies for identification and action. Our students are now more likely to report exploitation.”

School Counselor in San Bernardino, CA

The program doesn’t use scare tactics; it was more caring, and that sort of sold me on the deal with iEmpathize. They were gentle. The message was strong and it really aligned well with our philosophy of what we were trying to teach the kids.

Youth Center Administrator in Denver, CO

“If our kids can be taught empathy, it’s going to change the culture of our campuses.”

School Counselor in San Bernardino, CA

Photo: The School District is the last point of contact before you really lose at-risk populations. - Sarah Godoy, Researcher at UCLA Luskin School of Public Affairs, Center for Innovation
FINANCIALS

INCOME

2015

$375,763

EXPENSES

2015

$359,252

$277,572 80%

$54,414 12%

$27,266 8%