

PROJECT
MONA'S
HOUSE

MONA'S HOUSE PRESENTS:



FREE THEM WALK

MAY-JUNE 2021

THEFREETHIEWALK.COM
PROJECTMONASHOUSE.COM

DEAR COMMUNITY MEMBER,

Slavery still exists. Project Mona's House works not only to stop it, but to restore women who have survived it. We can serve women located in any of the 50 states. Mona's House works to help these women **overcome, but we can't do it alone.**

In 2021, we're holding the FreeTHEM walk: a journey of nearly 1000 miles to light up the path to freedom for victims and survivors of human trafficking.

We'd like to link arms with you as we complete our walk— to raise awareness, continue supporting women, expand our reach, and abolish slavery in Western New York.

To realize the goals of our mission, **I am personally inviting you to join us in our fight.** What this means is that we'd like to work with you to not only spread the word the harmful crime of human trafficking, but to also raise funds to support survivors and raise awareness.

I hope that you will join me and the Mona's House team in the fight for freedom. **Please take a moment to look over the following pages** to learn more about Project Mona's House, The FreeTHEM Walk, and how you can contribute to prevention, as well as the restoration and healing of human trafficking victims.

If you'd like to discuss this opportunity, or would like to learn more about us and our mission, please reach out to me. I would be happy to set up a time where we can talk about what it means for you to partner with Project Mona's House.

Elena Smith

Fund Development Associate | elena@projectmonashouse.com

ABOUT US

WHAT WE DO

Project Mona's House was founded in 2017. We exist to shed light on the hidden crime of human trafficking while also restoring women 18 years of age and older who have been victimized. We've been able to work toward our goals through the following initiatives:

- **Mona's House**
 - Our residential facility that offers holistic healing for victims of human trafficking
- **Mona's Group**
 - Group therapy and network of support for victims of human trafficking, or women who have been victimized within the sex industry
- **Mona's Outreach**
 - An awareness raising initiative that operates through seminars, classes, fundraisers, media, and more.
- **The FreeTHEM Center**
 - A forthcoming drop-in center to serve victims of human trafficking, as well as at risk women and children

IMPACT

Project Mona's House is the only organization of its kind in WNY. Since our inception as WNY's first restoration home for human trafficking victim, we have been able to make an impact on the lives of survivors all **ALL 50 states** in the following ways:

- **Offered housing** and entry into our restoration program to 35 women
- **Educated over 18,000 people** through our Human Trafficking 101 Seminar
- **Navigated 19 women to safety**
 - Arranged housing and resources for women who we do not have the capacity to serve as residents of Mona's House
- **Facilitated the rescues of 19** human trafficking victims/survivors
- **Provided group therapy services** to 164 women who have been victims of human trafficking, or have worked in most capacities within the sex industry
- **Established a 24-hour hotline** in order to facilitate more rescues

ABOUT THE WALK

The FreeTHEM Walk is a nearly 1,000 mile walk along the Underground Railroad. In walking the path of freedom-seekers, we hope to raise awareness about modern-day slavery (aka human trafficking) while honoring victims, survivors, and overcomers of the past and present.

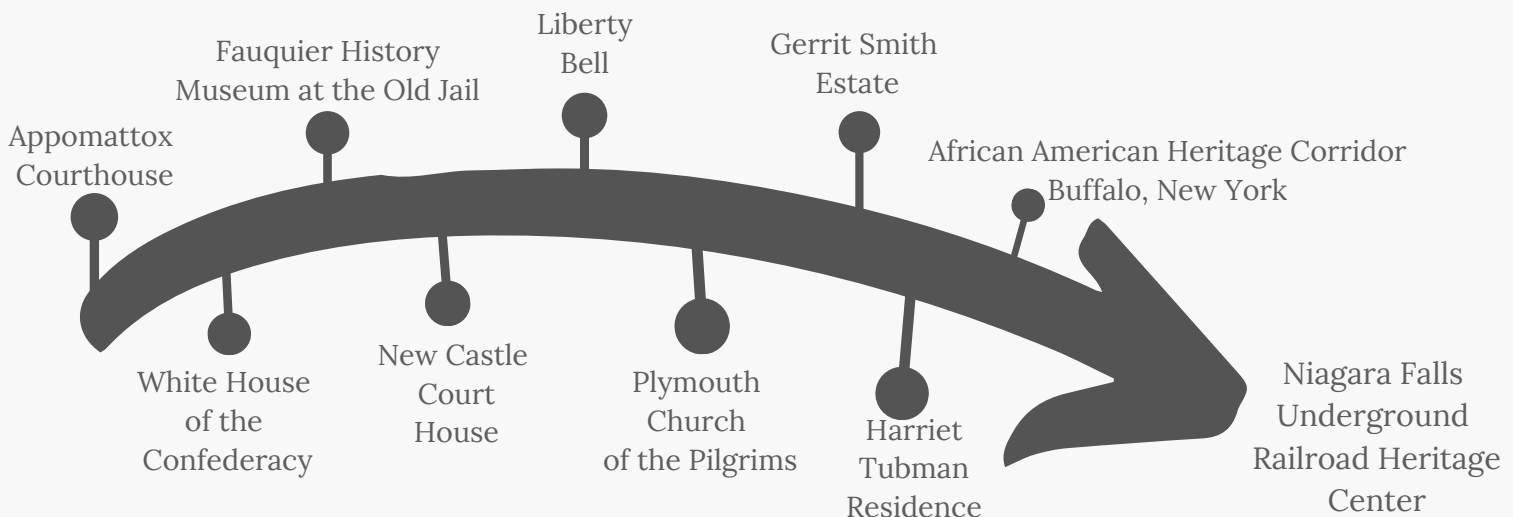
We want everyone to know that slavery **STILL exists**, and that we need to create a **new underground railroad** to help restore the freedom of people who have had theirs taken from them. Each stop on our walk has a story -- one that deserves to be heard.



We want to illuminate the stories of enslaved peoples of the past in order to **inspire the community and create pathways for the modern-day victim to find freedom.**



THE ROUTE



OUR VISION FOR THE FUTURE

THE FREETHEM CENTER

The FreeTHEM Center is a drop-in center for women who have been, or are at risk of being trafficked. Everything that goes on there is to **increase life chances** for women in our community, and to expand our reach to **work towards preventing and ending human trafficking**.

In order to achieve our goal of preventing human trafficking and restoring women, the FreeTHEM Center offers the following services:

- One-on-one mental health counseling
- Addiction counseling
- Group therapy (Mona's Group)
- Workforce development services
- Life-skills classes
- Community-building events and activities
- Young Women's Empowerment Academy (for girls ages 7-18)

MONA'S COTTAGE

Project Mona's House wants to see the support for survivors in The United States **expand and grow**. In order to make this happen and serve more women, we plan to open Mona's Cottage. **Mona's Cottage will be a residential compound, able to hold 120+ women and children.** At Mona's cottage, all of our effort will be **dedicated to the emotional and physical restoration of those who have been victimized at the hands of modern-day slavery.**



SPONSORSHIP

As an official sponsor of The FreeTHEM Walk, you have to opportunity to make an impact. You can help Project Mona's House and the FreeTHEM Walkers to light up the path to freedom, and end human trafficking. Below, we outline the giving opportunities available to you.

Presenting Sponsor - \$250,000

Social Media Recognition

- Recognition in emails and in social media
- Logo on Mona's House and FreeTHEM Walk website
- Integrated contests, giveaways, or promotions through social media
- Customized targeted emails to our mailing list

Stage Recognition

- Logo projected on screen before events at each stop
- Verbal recognition onstage at each stop
- Trailer/commercial on screen before speeches at each stop

The FreeTHEM Walk Movie

- Logo placement in film credits
- Mention/imagery within film

Print Recognition/Signage

- Recognition on all printed material
- Banner/signage at venues
- Direct marketing (product sampling to attendees)

Press Recognition

- Branding in all FreeTHEM Walk press materials
- Radio Interview recognition

Events

- Free passes to shows and other events
- Sponsor the Juneteenth Celebration
- Official host of each stop on Underground Railroad

Pioneer Sponsor- \$200k-249k

Social Media Recognition

- Recognition in emails and in social media
- Logo on Mona's House and FreeTHEM Walk website
- Integrated contests, giveaways, or promotions through
- Facebook and Instagram

Stage Recognition

- Logo projected on screen before events at each stop
- Verbal recognition onstage at each stop

Print Recognition/Signage

- Recognition on all printed material
- Banner/signage at venues
- Direct marketing (product sampling to attendees)

Press Recognition

- Branding in all FreeTHEM Walk press materials
- Radio Interview recognition

Events

- Free passes to shows and other events
- Sponsor the Juneteenth Celebration
- Official host of each stop on Underground Railroad

FreeTHEM Captain - \$100k-199k

Social Media Recognition

- Recognition in emails and in social media
- Logo on Mona's House and FreeTHEM Walk website
- Integrated contests, giveaways, or promotions through Facebook and Instagram

Stage Recognition

- Logo projected on screen before events at each stop
- Verbal recognition on stage at each stop

Press Recognition

- Branding in all FreeTHEM Walk press materials

Events

- Free passes to shows and other events
- Sponsor of the Juneteenth Celebration
- Official host of the stop of your choice on the Underground Railroad

Print Recognition/Signage

- Recognition on all printed material
- Banner/signage at venues

FreeTHEM Conductor - \$50k-99,000

Social Media Recognition

- Recognition in emails and on social media
- Logo on Mona's House and FreeTHEM Walk website

Print Recognition/Signage

- Recognition on all printed material

Events

- Free passes to shows and other events
- Sponsor of the Juneteenth Celebration

Abolitionist - \$25k-49,000

Social Media Recognition

- Recognition in emails and in social media

Stage Recognition

- Logo projected on screen before events at each stop

Events

Free passes to shows and other events

FreeTHEM Ally- \$5k-24,000

Social Media Recognition

- Recognition in emails and in social media

Events

- Free passes to shows and other events



The FreeTHEM Walk **SPONSORSHIP APPLICATION**



NAME:

ADDRESS:

PHONE:

EMAIL:

	\$100,000
We Choose The	\$50,000
Following Level Of	\$25,000
SponsorShip:	\$10,000
	Other

Send Your Gifts To:

Ramp Global Missions
111 W Humboldt Pkwy
Buffalo, NY 14214

Checks Payable To:

Ramp Global Missions MEMO:
PMH

For Card Payments:

Projectmonashouse.com

