



IMPACT REPORT

*Restoring Lives,
Rebuilding Futures,
Ending Sexual Exploitation*



2024



A Word from TDP Co-Founder and CEO, Kristin Weis



As I reflect on 2024, one word stands out: *growth*. This past year, The Demand Project has grown in our reach, our impact, and our understanding of the immense need for the prevention and restoration in the fight against the sexual exploitation of children (CSEC).

We educated **thousands of students** on online safety, teaching them how to recognize and avoid predators who seek to manipulate and exploit them in the digital world. We equipped **thousands of parents and guardians, mental health professionals, medical providers, spiritual leaders, educators, legal experts, and law enforcement officers** with the knowledge and tools to recognize the red flags of exploitation and uphold their responsibility to protect the most vulnerable.

We provided advocacy and crisis intervention to families and agencies desperately searching for help. And on our **residential campus, Mount Arukah**, we served a full house of residents—survivors working toward healing and restoration. But due to staffing shortages, we were unable to open the four additional program houses. **This is not a lack of space—it is a lack of staff and resources, and we are determined to change that in 2025!**

Mount Arukah is the **largest-capacity campus in the United States dedicated to minor victims of sex trafficking, and the only campus of its kind in Oklahoma**. But we are not content with just holding that title. In 2025, we are focused on expanding—hiring the staff needed, securing critical funding, and expanding opportunities to serve even more children who deserve safety, hope, and a future. Additionally, we are committed to sharing our model with others, increasing capacity across Oklahoma and beyond.

This year also marks two major milestones: **12 years since The Demand Project was founded, and 5 years since Mount Arukah opened its doors**. In honor of this, we are strengthening our foundation for the next decade. Our **marketing team is collaborating with Variable Marketing** to redesign our website, making it a more interactive and resourceful platform. We are refining our brand standards to ensure that everything we communicate reflects the **level of excellence and impact we strive for every single day**.

But none of this is possible without you.

The battle against the sexual exploitation of our children is not won by one organization alone—it is won by a movement.

Join us. **With your time, your voice, your money, and your resources, we can build a future where every child is safe, valued, and free.**

Together, **we can change the whole world for one child at a time.**

Kristin Weis, CEO/Co-Founder

At The Demand Project, every milestone we reach is fueled by the unwavering dedication of our supporters—donors, partners, volunteers, and staff. You are the heart of this mission, and your commitment makes transformation possible.

Because of you, survivors find safety, healing, and hope. Because of you, awareness grows, and prevention strengthens. Together, we are not just fighting sexual exploitation—we are building a future free from it.

As we look back on the past year, we are filled with gratitude. And as we move forward, we are more determined than ever. Thank you for standing with us. Thank you for believing in the fight for freedom.

With appreciation,

The Demand Project Team

Board of Directors

A Word from TDP Board Vice President, Cory Box:

“As both the Mayor of Jenks and a Board Member of The Demand Project, I’ve witnessed firsthand the life-changing impact TDP has on young Oklahomans who have endured the unthinkable. No one else in our state does what they do—improving health and life outcomes for survivors of human trafficking through innovative, evidence-based programs. Their unwavering dedication to creating positive change and their careful stewardship of resources make TDP an invaluable force for good in our community.”



— **Cory Box, Mayor of Jenks & Board Vice President, The Demand Project**

🎯 Mission and Vision

The Demand Project’s (TDP) mission is to eradicate human trafficking, online enticement, child sexual abuse material, and the commercial sexual exploitation of children.

TDP’s strategy for fighting these crimes has been a four-fold focus:



PREVENTION

Educating youth and communities to stop sexual exploitation before it begins



PROTECTION

Advocating for victim rights through stronger laws and policies



RECOVERY

Providing crisis advocacy through victim support and resources



RESTORATION

Long-term residential and non-residential program that supports survivors on their Journey to Freedom



3,900+

INDIVIDUALS

educated about the vulnerabilities that can lead to a young person being sexually exploited and possibly trafficked. *We provide workshops for schools, businesses, churches, and the community.*



EMPOWER PRESENTATION WORKBOOK

This year, our team developed, published, and presented this workbook to thousands of students across Oklahoma, providing them with essential knowledge and tools to stay safe and informed.



TESTIMONIAL SPOTLIGHT

“My parents don’t know what I do online or who I talk to. After the presentation I understand I’m responsible for managing myself online.”

– Middle School Student



NATIONAL PRESENCE

Kristin Weis and **Holly Frankfurt** presented at Shared Hope’s JuST Conference in Phoenix, Arizona.





PROTECTION: Impact through Advocacy



LEGAL ADVOCACY

Support for residential and non-residential clients navigating the justice system.

TDP provides critical support and resources for clients navigating the justice system as a result of crimes they have committed while being sexually exploited or trafficked.



SAFE REUNIFICATION

TDP Headquarters became a court-ordered safe place for reunification of a former resident and her child.



LEGISLATIVE IMPACT

- » CSAM Legislation written and signed into law in 2024.
- » Ongoing collaboration with lawmakers to draft legislation combating human trafficking and the commercial sexual exploitation of children.



RECOVERY: Impact through Crisis Support

- » **24 crisis advocacy cases involving minors handled.** *We provide immediate support, resources or referrals for minors in crisis, in collaboration with other necessary entities in the community such as guardians, state agencies and service providers.*
- » **52 crisis calls** for placement, resources or referrals. *TDP collaborates with the Office of Juvenile Affairs, the Oklahoma Department of Human Services, Child Protective Services, and guardians to receive referrals for children in need of our residential program or other long-term therapeutic placements. These referrals may include, but are not limited to, drug rehabilitation programs, mental health services, and facilities specializing in addressing problematic sexual behavior.*
- » The TDP recovery team VAST (Victim Advocate Support Team) has identified the homeless population as a vulnerable people group when children are involved. The VASTeam conducted multiple outreaches after getting tips from the community that there could be homeless families with kids in danger of exploitation. No children were identified in those operations.



WELCOMING NEW CLIENTS

Twelve courageous individuals took the first step toward healing by joining our **non-residential Journey to Freedom program** in 2024. Each client receives tailored support designed to help them transition out of trafficking situations and into a brighter future.

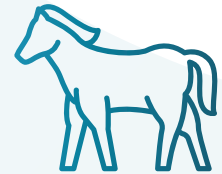


TIME INVESTED IN HEALING

- » **215 hours** of mentorship and **45 hours** of case management helped guide both residents and non-residential clients toward stability.
- » Volunteers and staff provide **personalized mentorship, career guidance, and life skills development**, ensuring every individual has a strong foundation for success.

THERAPEUTIC HEALING & GROWTH

- » Throughout the year, **259 therapy hours** were dedicated to our residents, including **individual, group, family, and equine therapy**. These sessions help survivors process their trauma, regain stability, and build resilience.



ACADEMIC SUCCESS & LIFE SKILLS

Education and personal development remained a priority:



One resident graduated high school, celebrating a major milestone.



All residents met their grade goals, demonstrating determination and perseverance.



Fourteen enriching field trips provided experiential learning opportunities that foster growth and self-confidence.

GAINING INDEPENDENCE

One resident **earned a driver's license**, while two others **passed their permit test**, marking significant steps toward self-sufficiency and empowerment.



TESTIMONIAL SPOTLIGHT

"Greater independence for each resident and client reduces their vulnerability to predators, empowering them to build safer, self-sufficient futures beyond the program"

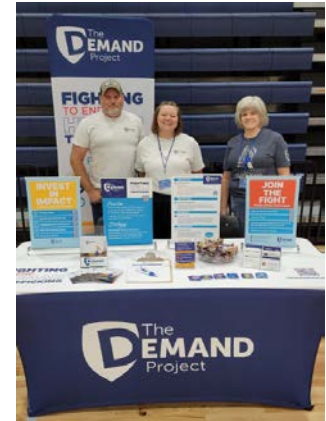
– Kristin Weis





FUELED BY PASSION, DRIVEN BY COMMUNITY

The Demand Project thrives because of dedicated volunteers who give their time, skills, and hearts to our mission. From mentoring survivors to supporting events and advocacy efforts, their impact creates lasting change.



2024 VOLUNTEER IMPACT

- » **3,745 total volunteer hours donated**, with **79 new volunteers onboarded** – *The backbone of our grassroots movement!*
- » With an independent sector **volunteer rate of \$33.49 per hour**, our volunteers contributed an **estimated \$125,420 in value**, enabling us to direct more resources toward critical programs and survivor support.
- » **120 dedicated volunteers**, reaffirming their commitment through an extensive audit and annual renewal agreement, *actively serve in mentorship, outreach, advocacy, and administrative support.*
- » **Over 20 survivors in 2024 were directly impacted** by volunteer efforts, providing hope and essential guidance toward healing.

MORE THAN JUST HELPING. THEY'RE CHANGING LIVES.

Our volunteers don't just support the mission; they become part of the journey for those we serve. Whether offering a listening ear, guiding life skills training, or organizing community events, they are a force for transformation.

JOIN US!

Every hour given helps transform lives. Scan the QR code to become a part of the movement and make a lasting impact today!



2025
MARKS

5

YEARS

of



AT MOUNT ARUKAH,

every survivor embarks on a path of healing, restoration, and empowerment. The program is designed to guide each resident through intentional phases that build stability, self-sufficiency, and a renewed sense of purpose.

JOURNEY TO FREEDOM

REGULATION PHASE: THE FIRST 30 DAYS FOR EVERY RESIDENT

In the first 30 days at Mount Arukah, residents enter the **Regulation Phase**, transitioning from crisis to stability in **Salomé House**. They undergo assessments, adjust to the program, and decide whether to commit to the full two-year journey.

HAPPY 5TH BIRTHDAY MOUNT ARUKAH FROM CO-FOUNDER KRISTIN WEIS

Five years ago, we stood before an abandoned campus—54 acres of quiet potential, its nine buildings sitting empty for over two years. What followed was a journey of faith, sacrifice, and transformation. Through the relentless dedication of my family, our organization, and an army of volunteers, this once-forgotten space became a sanctuary. Today, Mount Arukah stands as a place of healing for girls ages 11 to 17 who have endured human trafficking and sexual exploitation—a place where they begin their intensive two-year Journey to Freedom in safety, surrounded by love, many for the first time.

This transformation came at a cost—long nights, countless hurdles, and the blood, sweat, and tears of those who refused to give up. But as we celebrate five years of impact in 2025, we see the proof of why it was all worth it. The once-empty halls now echo with laughter, hope, and the stories of girls finding their voices and their futures. Mount Arukah is more than a campus; it's a testament to resilience, restoration, and the unwavering belief that every life is worth fighting for.

MOUNT ARUKAH RENOVATIONS



DINING HALL BEFORE



BLUE HAVEN LIVING ROOM BEFORE



RESIDENT BEDROOM BEFORE



DINING HALL AFTER



BLUE HAVEN LIVING ROOM AFTER



RESIDENT BEDROOM AFTER

M PROGRAM TIMELINE

GOALS & GROWTH PHASE: 17 MONTHS

The **Goals & Growth Phase** is a 17-month journey of transformation. With support from a **Journey Team**, residents set goals, build life skills, gain vocational training, and develop healthy relationships. Each step fosters independence, confidence, and stability, preparing them for a future free from trauma.

PROGRAM GRADUATION & TRANSITION PHASE: 6 MONTHS

In the final **Graduation & Transition Phase**, residents move into **Crown West Lodge** to prepare for independent living. With support from their **Journey Team**, they secure housing, finalize career or education plans, and build a strong support network. By graduation, they are empowered, self-sufficient, and ready to embrace their new life.

CREATING SPACE FOR HEALING & GROWTH AT MOUNT ARUKAH

At Mount Arukah, every new space is intentionally designed to support the healing, empowerment, and future of our residents.

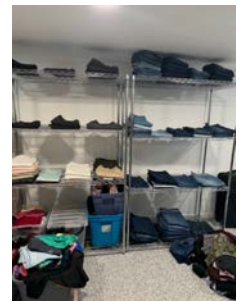


A GARDEN OF HOPE

Thanks to the generosity of Ace Moving and Storage, a beautiful garden now provides a peaceful space for residents to nurture plants, find solace in nature, and engage in therapeutic outdoor activities.

BELLA VIE BOUTIQUE

What was once a simple carport has been transformed into a welcoming boutique where residents can “shop with campus bucks” for gently used and new clothing, accessories, and personal care items. This special space allows them to make choices for themselves, restoring a sense of independence and self-worth.



CROWN WEST GRADUATION HOUSE

Previously used for storage, this building is being transformed into a dedicated home for residents who have reached the final stage of their program. Set to be completed in 2025, this space will provide a supportive environment where soon to be graduates can practice independence while continuing to receive guidance as they transition into their next chapter.

These projects are more than just physical enhancements—they are investments in the confidence, well-being, and future of the young survivors we serve.

WANT TO HELP US?

Donate your time and resources to make Mount Arukah even more comprehensive in the opportunities it provides to our residents.

Email:

FUNDRAISING@THEDEMANDPROJECT.ORG

for more information.

STORIES OF SUCCESS

At Mount Arukah, every milestone our residents achieve is a testament to their resilience and the power of a supportive community.

A FUTURE IN MOTION

One resident proudly graduated high school and took her first steps toward higher education by enrolling at Tulsa Community College.



FINDING CONFIDENCE THROUGH ATHLETICS

Another resident discovered her passion for sports, joining a local volleyball and basketball program. Through teamwork, discipline, and the joy of the game, she is building confidence and forming lasting friendships.

A DREAM BEHIND THE CAMERA

For career-shadow day, one resident had the incredible opportunity to spend time with local news anchor Lori Fullbright. This firsthand experience in journalism and broadcasting ignited her passion for storytelling and opened doors to new possibilities.



EXPRESSING STRENGTH THROUGH ART

Another resident embraced her creativity by entering an art show, showcasing her talent and sharing her story through her work. Art has become a powerful tool for self-expression and healing on her journey.

Every success, big or small, is a step toward healing, growth, and empowerment. We are proud to walk alongside these young survivors as they build their futures.

NOTABLE EVENTS

In 2024, The Demand Project hosted five powerful events—the 7th Annual Beyond Awareness Education Summit, the 7th Annual Raising Hope Blue Tie Gala, the Drive Out the Demand Golf Tournament, the High Tee Women’s Brunch, and the Rally Cry community event — bringing together almost a 1000 attendees between the events committed to making an impact. These events were more than just fundraisers; they were opportunities to educate, empower, and engage our community in the fight against trafficking. Each event served a vital purpose, supporting our work from prevention to restoration, ensuring that survivors receive the care they need while equipping individuals with the knowledge to protect future generations. None of this would be possible without our incredible volunteers, sponsors, and donors, who stand alongside us in this mission. We are also grateful for the multidisciplinary teams we collaborate with—law enforcement, educators, mental health professionals, and advocates—who help us remain united in the work we do. Together, we are not just raising awareness; we are creating lasting change. It takes a community to accomplish what we do—and we are deeply grateful for ours.



Rally Cry



Beyond Awareness Summit



High Tee



Raising Hope Blue Tie Gala



Defund the Demand Golf Tournament



Defund the Demand Golf Tournament



Raising Hope Blue Tie Gala

JOURNEY TREE GIFT DRIVE SUPPORTING SURVIVORS BEYOND THE HOLIDAYS

The **Journey Tree Gift Drive** is an annual holiday TDP tradition that helps provide essential and meaningful gifts for residents of Mount Arukah and non-residential clients. Through the generosity of individuals, businesses, and churches, we collect **clothing, hygiene essentials, experience-based gifts, and special wish-list items** to enrich the lives of survivors. This not only helps to meet residents’ immediate needs, but also fosters joy and encouragement on their journey to healing - especially those who may have never experienced a traditional Christmas before. With structured giving categories—**Individuals, Experiences, Essentials, and Extras**—donors can select personalized items that make a tangible impact. The Journey Tree also supports House Guardians and individuals served through our Recovery team’s crisis response efforts.

Want to help **make a difference**? Email restoration@thedemandproject.org to get involved in next year’s drive!



LEGISLATIVE WINS

CSAM bill proposed by TDP signed into law.



NEW PARTNERSHIPS & COLLABORATIONS

New partnerships and collaborations that have reinforced our collective ability to prevent trafficking and protect vulnerable individuals across Oklahoma:

- » TDP strengthened its partnership with the **Oklahoma Commission on the Status of Women (OCSW)** through collaborative efforts to raise awareness and educate communities about human trafficking. This included distributing “Not Me” campaign materials with TDP prevention materials at our events, engaging in community conversations, and aligning our efforts with the Commission’s initiatives.
- » The partnership between The Demand Project and **CarePortal Tulsa**, through Project 111, has been instrumental in meeting the tangible needs of the children we serve. When Tulsa-area churches respond to our requests through this platform, they not only provide critical resources but also play a vital role in the restoration process. This collaboration empowers survivors by meeting immediate needs while strengthening our ability to serve even more children. Every fulfilled request is a step toward healing, hope, and renewed opportunities. We are deeply grateful to the churches that have joined the fight through CarePortal, standing alongside us to make a lasting impact.



BA CHAMBER NONPROFIT OF THE YEAR AWARD RECIPIENT



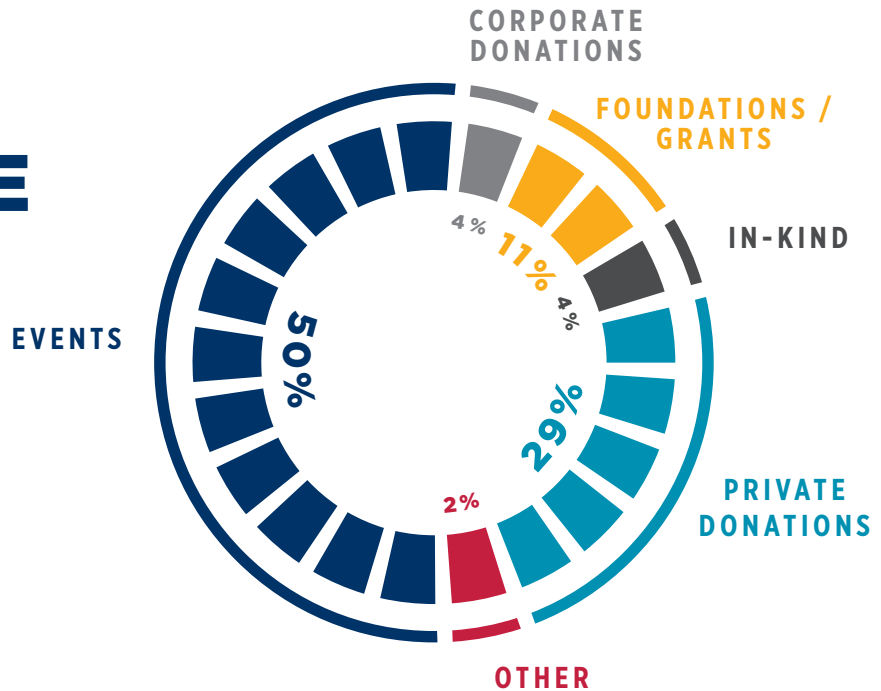


FINANCIAL OVERVIEW

TOTAL FUNDS RAISED IN 2024

\$1,167,000

FY 2024 REVENUE



FY 2024 OPERATING EXPENSES

16%

GENERAL / ADMIN

21%

FUNDRAISING

63%

PROGRAMS

TRANSPARENCY & FINANCIAL ACCOUNTABILITY

At The Demand Project, we are committed to the highest standards of integrity, stewardship, and transparency. Every dollar entrusted to us is used responsibly to advance our mission of protecting, advocating for, and restoring the lives of survivors.

We ensure financial accountability through:

- » Responsible Stewardship – We prioritize donor contributions for maximum impact, ensuring funds directly support programs that provide safety, prevention, and recovery services.
- » Regular Audits & Compliance – Our financials are reviewed annually by independent auditors, and we maintain compliance with all federal and state nonprofit regulations.
- » Public Disclosure – Our financial reports, including our IRS Form 990 and Guidestar Standing <https://www.guidestar.org/profile/46-1890776> are available for review, demonstrating our commitment to openness and trust.

We value the trust of our donors, partners, and community, and we remain dedicated to using every resource effectively to create lasting change.

LOOKING AHEAD TO

2025

“Every dollar you give is more than a donation—it’s tied to a soul. Every hour you volunteer is more than time—it’s tied to a child. Every resource you provide is more than generosity—it’s an opportunity to change the future for an entire generation.” — Jamie Miller

In 2024, The Demand Project hosted a series of powerful events that not only raised critical funds but also united the community in the fight against human trafficking. From immersive experiences to high-impact galas, each event provided a platform for education, advocacy, and direct action. As we look ahead to **2025-2026**, we are excited to expand these opportunities, offering businesses a chance to **partner with us through strategic advertising and sponsorships**, while also creating meaningful spaces for philanthropic leaders to **network, engage, and invest in impact**. Our events are more than fundraisers—they are **movements** that equip individuals with the knowledge and tools to make a tangible difference. Whether through attending, sponsoring, or volunteering, there is a place for everyone to stand against trafficking and bring lasting hope to survivors. **Join us, get involved, and be a part of the change!**

JOIN THE FIGHT

The Demand Project invites you to join the **fight against child trafficking** and help us to defund the demand for commercial sexual exploitation.

HERE’S HOW:



**BECOME A SOLUTIONIST
BY DEDICATING \$25 A
MONTH TO THE FIGHT**



**SUPPORT THE
MISSION THROUGH
VOLUNTEERING**



**STAY CONNECTED
THROUGH OUR
NEWSLETTERS AND
SOCIAL MEDIA**



[/TheDemandProject](https://www.facebook.com/TheDemandProject)



[@TheDemandProjectTulsa](https://www.instagram.com/TheDemandProjectTulsa)



[@TheDemandProject](https://www.twitter.com/TheDemandProject)



TECH SAFETY: PROTECTING KIDS IN A DIGITAL WORLD

Have you done a **TECH CHECK**? Help keep your kids safe online through the following tips:

- » **SIGN A TECH CONTRACT** – Establish clear expectations and consequences. Download TDP’s Tech Contract by scanning the QR code.
- » **CUSTOMIZE EXPECTATIONS** – Tailor the contract to your child’s age, maturity, and responsibilities.
- » **LIMIT UNSUPERVISED ACCESS** – Restrict 24/7 independent use of devices to promote safe habits.
- » **KEEP PASSWORDS ACCESSIBLE** – Maintain an updated list of all passcodes for transparency and security.
- » **APPROVE ALL APP DOWNLOADS** – Require parental permission before installing any apps.
- » **STAY CONNECTED ONLINE** – Friend and follow your child on social media to help guide their digital presence.
- » **SET A TECH CURFEW** – Establish a nightly check-in time for all devices to encourage healthy screen habits.
- » **MONITOR ONLINE ACTIVITY** – Regularly review communications, browsing history, contacts, financial transactions, hidden apps, emails, media, cloud storage, texts, and gaming interactions. Use parental controls to maintain safe boundaries.
- » **TEACH RESPONSIBLE TECH USE** – Emphasize that technology can be a tool for good when used with safety, boundaries, and respectful communication.



2025 EVENTS

- » **8th Annual Beyond Awareness Educational Summit:** January 9-10, 2025
- » **8th Annual Raising Hope Blue Tie Gala:** April 5, 2025
- » **12th Annual Defund the Demand Golf Tournament and 5th Annual High Tee Women’s Brunch:** August 25, 2025
- » **Rally Cry Community Event:** October 4, 2025



**SCAN THE QR CODE TO
SEE UPCOMING EVENTS**



THANK YOU & ACKNOWLEDGMENTS

We extend our deepest gratitude to the donors, partners, volunteers, and staff who make our work possible. Your generosity fuels our mission, and your unwavering support strengthens the lives of those we serve.

SPECIAL THANKS TO OUR DONORS & PARTNERS

To our incredible financial supporters and partners—your contributions empower survivors and drive change. Thank you for investing in a future free from exploitation.

SPECIAL THANKS TO OUR VOLUNTEERS

To the hundreds of volunteers who have dedicated time and energy, your selfless service makes an immeasurable impact. From mentorship to event support, you are the backbone of this mission.

SPECIAL THANKS TO OUR STAFF

To our dedicated team at The Demand Project—your passion, perseverance, and commitment change lives every day. Thank you for your relentless pursuit of justice and healing.

As we close out 2024, we remain steadfast in our mission and filled with gratitude for each of you who stand with us. The journey continues, and with your support, 2025 will be a year of even greater impact.



WANT MORE INFORMATION ON SCHEDULING A PRESENTATION WITH THE DEMAND PROJECT?

SENSITIVE CONTENT DISCLAIMER

At The Demand Project, we are committed to educating youth, parents, educators, service providers, justice system, law enforcement and the community about online safety, exploitation, and child trafficking prevention. While our content is designed to inform and empower, some topics may be emotionally challenging.

SCHEDULING PROCESS

To ensure a safe and supportive environment for youth presentations:

- » School/Organization staff (teachers, administrators, counselors) must be informed and prepared to support students who may disclose abuse.
- » Parents must be notified of their child's participation.

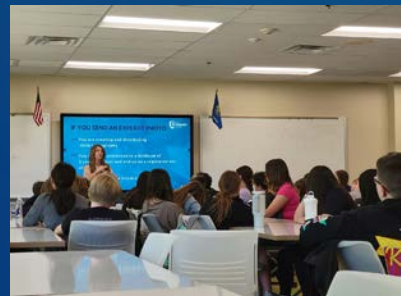
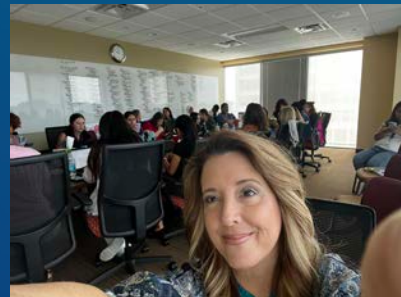
HOW TO SCHEDULE A PRESENTATION

- 1. REQUEST:** Fill out the online request form (scan QR code) or email: present@thedemandproject.org with details.
- 2. DISCUSSION:** We'll confirm date, location, topic, group size, and audience readiness.
- 3. ACKNOWLEDGMENT:** For presentations involving youth, the requesting school or organization must confirm that staff are informed and parents have been notified. For presentations aimed at adult professionals, the appropriate requesting agent must acknowledge the content and intent of the training.
- 4. SCHEDULE:** We finalize details and tech needs for the presentation.



Help us keep your community safe from exploitation.

For more information, contact present@thedemandproject.org.

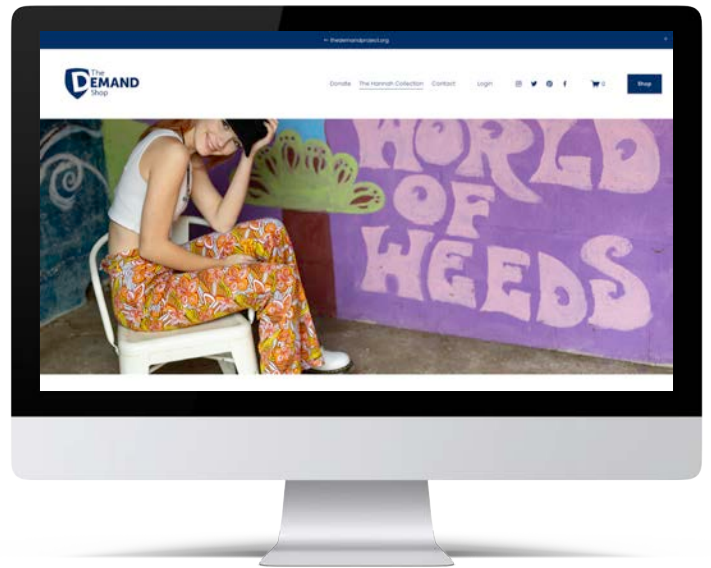


The Hannah Collection

ONE DECISION CAN CHANGE YOUR LIFE

At just 18 years old, Hannah Grace Weis devoted much of her youth to joining the fight against human trafficking through the organization her parents founded. She had just graduated high school and had her whole life ahead of her. But on June 12, 2022, Hannah got into a car with a friend who was under the influence of drugs and alcohol. The friend passed out at the wheel and crashed into a tree, causing fatal injuries.

To honor Hannah's memory, The Demand Project created an apparel line inspired by the art she created at the Mount Arukah campus for human trafficking survivors. Her message of hope to survivors also serves as a daily reminder for us all: "Be a flower in a world of weeds."



SCAN THE QR CODE TO SHOP
The Hannah Collection





thedemandproject.org

539.525.0191

contact@thedemandproject.org

