



Defense  
Against  
Trafficking.

# 2025 Annual Report

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# Vision And Mission

## Vision

Shield North Carolina envisions a world without human trafficking.

## Mission

Shield North Carolina prioritizes collaboration to combat human trafficking in North Carolina through **Empowerment, Prevention, and Advocacy.**

# A Note From Our Board President

As I reflect on 2025, I feel such deep gratitude and pride in what Shield NC has accomplished and in what we have accomplished together. This past year stands as one of the most impactful in our organization's history. Across North Carolina, our staff, volunteers, partners, and supporters united around one shared mission: to prevent trafficking, empower communities, and protect individuals who are vulnerable. Because of your generosity, we reached more than 1,900 people through trainings, community events, professional workshops, and public-safety partnerships. Each of those touchpoints represents more than a number; it's a teacher who now knows how to spot red flags in their students, a nurse trained to provide trauma-informed care, a family better equipped to protect their children, and a community better prepared to stand against exploitation.

What strikes me most about Shield NC's work is the ripple effect of awareness and empowerment. Every person who learns from our programs becomes part of a growing network of protectors across our state. From hospitals and civic groups to police departments and youth centers, the collaboration we've built together is changing the way North Carolina responds to human trafficking.

To our dedicated team, our volunteers, our partners, and each of you who gave, advocated, or showed up in any way, thank you. Your belief in this mission fuels lasting change.

Together, we are creating a North Carolina where every person is safer, more informed, and more empowered to stop trafficking before it starts. I am truly honored to serve alongside you in this life-changing work.

*Jennie Kowaleski*





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## EMPOWERING INDIVIDUALS TO ACT

**At Shield North Carolina, we know that ending human trafficking requires all of us.** This is not a problem solved by one agency or one sector – it is a collective responsibility.

**That's why we invest in outreach, education, and community partnerships that equip people across the state to recognize trafficking and respond with clarity and confidence.** From classrooms to medical clinics, churches to community centers, we are building a network of informed, empowered North Carolinians who refuse to look away.

**Every training, every conversation, and every partnership strengthens our state's ability to prevent exploitation before it happens.** Together, we are shifting culture, increasing accountability, and creating safer pathways for those most at risk. This is the work of a movement and we are determined to keep pushing forward.

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### *Key Highlights:*

- *Dozens of Human Trafficking 101 trainings for schools, youth groups, churches, and civic organizations*
- *Specialized trainings for behavioral health nurses, child welfare workers, and multidisciplinary teams*
- *High-impact community events, including MLK Day outreach, health fairs, public-safety days, and youth empowerment programs*
- *Consistent monthly virtual trainings, ensuring access for anyone seeking to learn*





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## PREVENTING EXPLOITATION BY DISRUPTING DEMAND AND STRENGTHENING COMMUNITIES

**At Shield North Carolina, we believe the most effective way to prevent human trafficking is to stop it at its roots by eliminating the demand that fuels exploitation and fortifying the communities traffickers target.** Through our co-leadership of the NC Demand Reduction Task Force, we advance research-driven strategies that cut off the market for exploitation. At the same time, our local Service Groups and Faith Alliance mobilizes community leaders to reduce vulnerabilities, build protective environments, and close the gaps traffickers rely on.

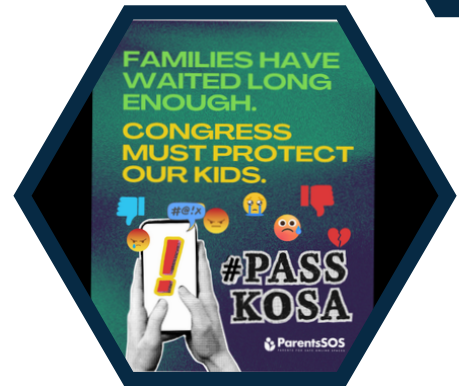
**This dual strategy of upstream disruption and community protection is transforming North Carolina's capacity to prevent trafficking, not just respond to it.** Together, we are shifting norms, strengthening accountability, and creating a state where exploitation has fewer places to hide and fewer opportunities to take root.

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### *Key Highlights:*

- *Four statewide webinars through the NC Demand Reduction Task Force, educating hundreds of participants*
- *Engagement with vulnerable populations, including homeless women, foster families, and teens facing increased risks*
- *Partnerships with law enforcement, including Morrisville PD, Cary PD, Apex PD, and the Raleigh FBI chapter*
- *Quarterly collaborative meetings of the Apex Service Groups and Faith Alliance intended to strengthen the Apex community*





## ADVOCATING FOR EFFECTIVE POLICIES AND LEGISLATION LOCALLY AND NATIONALLY

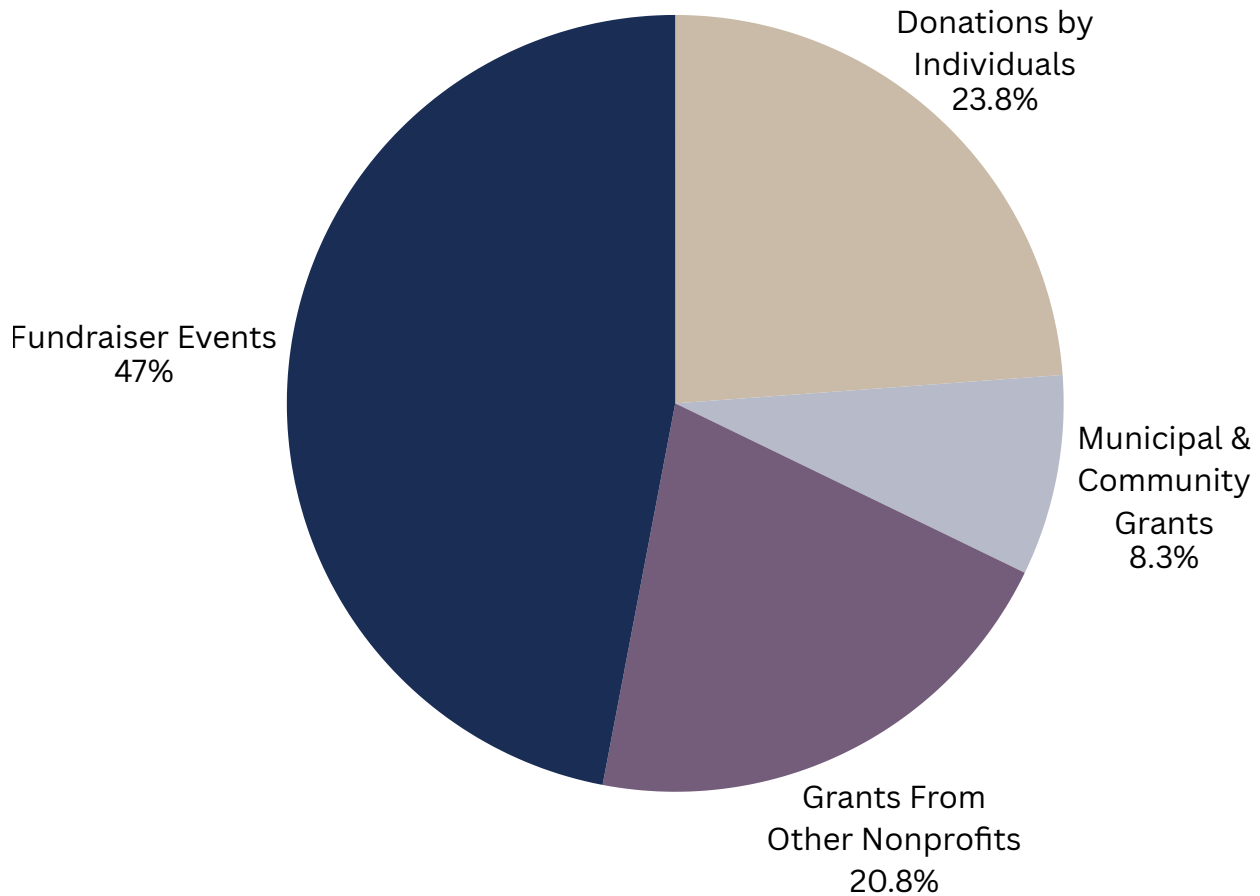
In 2025, Shield North Carolina staff was active advocating for several national bills that aimed to keep our kids safe online. Our policy and advocacy work aimed to protect North Carolina's children not only in classrooms and communities, but also in the digital spaces where they spend so much of their time. This year, Shield NC worked alongside national partners and state leaders to advance stronger online-safety protections.

### Key Highlights

- Collaborated with organizations nationwide to support the Kids Online Safety Act (KOSA), a major federal effort to strengthen online protections for minors.
- Engaged legislators to oppose an AI moratorium that would have limited states' ability to require safe, responsible use of Artificial Intelligence.
- Met personally with the offices of four legislators and contacted sixteen additional lawmakers to advocate for policies that keep children safe online.
- Signed multiple coalition letters urging stronger safeguards and accountability measures for tech platforms.
- Voiced support for the release of information collected in the case against Jeffrey Epstein



# 2025 Financials



## Sources of Funding

In 2025, Shield North Carolina was sustained by a broad and generous community of supporters. Nearly half of our revenue, 47%, came from fundraiser events powered by volunteers and partners. Another 23.8% was contributed by individual donors whose ongoing commitment fuels our mission every day. Eight percent was provided through municipal and community grants, and 20.8% was received from nonprofit grants, including a generous grant from Goodwill Industries of Eastern North Carolina.

Together, this diverse support made it possible for Shield North Carolina to expand prevention education, strengthen partnerships, and create the most impactful year in our organization's history.

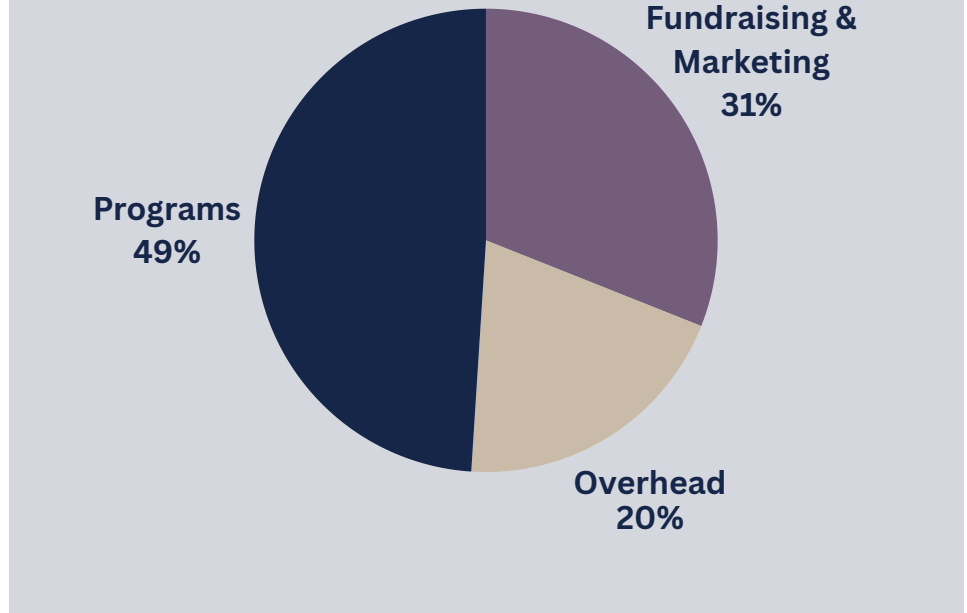


# 2025 Financials

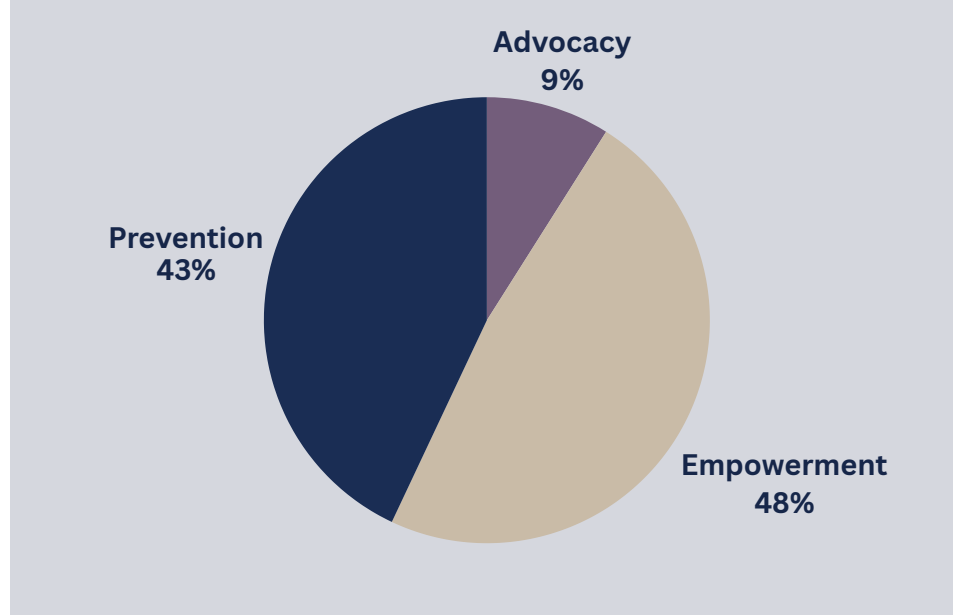


As a small but rapidly growing nonprofit with a budget just over \$100,000, our expense distribution reflects both our mission priorities and the investments required to build long-term capacity. These proportions are typical for emerging nonprofits building capacity, expanding reach, and laying the foundation for future growth. As we continue to grow, our program percentage will increase accordingly.

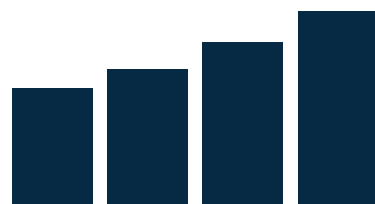
## Total Expenditures



## Distribution of Program Expenses



In 2025, the majority of our Programs budget fueled one of our most important commitments: empowering communities to recognize and respond to human trafficking. Through **57** trainings, presentations, and outreach events, we equipped **more than 1,900 people** with the knowledge and confidence to take action. This momentum is building, and it's opening the door to even greater reach in 2026!



# 2025 Financials



## REVENUE

### Contributed Income

**Donations by Individuals:**

\$25,537

**Municipal & Community Grants:**

\$8,945

**Grants from other nonprofits:**

\$22,300

**Total Contributed income:**

\$56,782

### Event Income

**Event Activities:** \$7,259

**Event Donations:** \$10,070

**Event Gift In Kind:** \$8,323

**Event Sponsors:** \$17,500

**Event Tickets:** \$7,210

**Total Event Income:** \$50,362

**Total Revenue:** \$107,144

## EXPENDITURES

### Fundraising/Marketing Costs

\$31,893

### Overhead Costs

\$20,411

### Program Costs

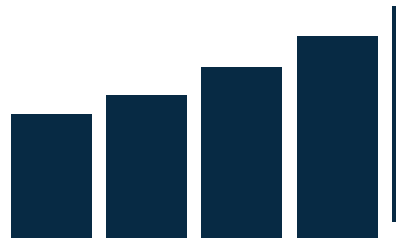
**Advocacy Costs:** \$4,514

**Empowerment Costs:** \$23,661

**Prevention Costs:** \$21,304

**Total Program Costs:** \$49,479

**Total Expenditures:** \$101,783

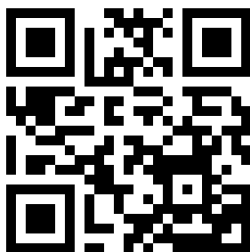


# Thank You to Our Donors, Volunteers and Supporters!



STEPHANIE MOORE, LCSW

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Take Up Your  
Shield

*“Change happens when small groups of people get together.”  
-Margaret Mead*

To stand with us in shielding North Carolina from human trafficking through a contribution of funds, talents or time, connect with us at [www.shieldnc.org](http://www.shieldnc.org).