



# IMPACT REPORT 2024



# About Reset180

Reset180 is an anti-human trafficking organization serving Northern Virginia and the greater Washington, DC area. Our mission is to build safe communities through effective prevention strategies that protect thousands every year, while implementing disruption tactics and restoration initiatives to empower hundreds of survivors. We focus on building relationships to reduce human trafficking prevalence through community awareness and partnerships with local churches, other service providers, businesses, law enforcement and the justice system. Most importantly, Reset180 walks alongside survivors, helping them access vital resources such as trauma-informed therapy, housing, and other essential support after leaving trafficking situations.



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“ You are a breath of life for me.”

*“I have never had a team of people who supported me like Reset180.”*

*–Survivors Reset180 has served*

# Leadership Message



Dear Friends,

As we reflect on this past year, one word rises to the surface: faithfulness.

This year was one of meaningful change and undeniable impact. We navigated a significant leadership transition as our former Executive Director, Kim Luckabaugh stepped down and Reset180 is no longer affiliated with her. In that season of change, we were prayerful and intentional—and we are grateful to share that God brought us exactly who we needed. Esther Daniel stepped into the role of Executive Director with humility, passion, and over two decades of experience in the fight against human trafficking. Her leadership has already brought strength, vision, and deep compassion to our mission.

We also celebrated a landmark moment in our organization's history—our 10 year anniversary gala. It was a beautiful night filled with stories of resilience, restoration, and hope. Thanks to the incredible generosity of our community, we continued to support our programs such as our Buyer Outreach, Survivor Services and Awareness.

But the true heart of our year lies in the stories of those we serve. More survivors than ever before reached out to us—some through law enforcement and others through community referrals. Each one reminded us why we exist: to prevent, disrupt and restore.

On behalf of the Board of Directors, thank you for standing with us. Your prayers, partnership, and generosity make it possible to serve those who are too often unseen and unheard. We believe the best is yet to come, and we are more committed than ever to the work of prevention, intervention, and lasting restoration.

With gratitude,

A handwritten signature in black ink that reads "Sherri Cooper". The script is elegant and cursive.

Sherri Cooper  
Reset180 Board Chair

# A Word from our Executive Director



As I reflect on my first year as Executive Director of Reset180, I am overwhelmed with gratitude and energized by the journey ahead. With God's help—and because of your faithful generosity—this has been a year of real, lasting impact.

Because of you, lives are being transformed. One survivor we walked alongside now owns a cleaning business—and she's dreaming big. Another graduated this summer and was promoted to manager at her workplace. These are not just stories—they're milestones of resilience and freedom made possible by your support.

Reset180 is reducing demand through direct, compassionate conversations with men who frequent illicit massage businesses. And it's working—90% of those we speak with choose not to exploit women, at least for that night. Every conversation is a seed of change.

Throughout the year, our team has been learning, growing, and collaborating with experts to ensure we bring the best possible solutions to this complex issue. We're committed to doing this work with excellence, humility, and deep compassion.

Over the past 10 years, Reset180 has served more than 1,100 victims and survivors. That legacy fuels our bold vision: End illicit massage businesses (IMBs), restore and empower hundreds of survivors in Northern Virginia by 2035. We will continue to serve survivors through wraparound case management, and open a restorative home where survivors can heal, rebuild, and dream again.

I am deeply moved by your continued support. You are part of something powerful. Let's keep going until all are free!

With all my gratitude,

A handwritten signature in black ink that reads "Esther Daniel". The signature is written in a cursive, flowing style.

Esther Daniel  
Executive Director

# 2024 Year in Review



- 26 survivors served, over 1,100 units of resource services provided
- One graduate from our Gradual Self-Sustaining Program



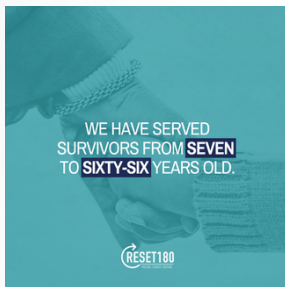
- Gave 31 awareness presentations and 8 van tours
- Reached 1,790 people through awareness events
- Buyer Outreach Team visited 82 IMBs (illicit massage businesses) in the local area, and spoke with 62 people



- Developed a new Outreach mobile app to assist in planning and capture data on during outreach events
- This app tracks data on regional IMBs and captures analytics for latest metrics and trends



- 23 new volunteers, over 70 in total
- 2,844 volunteer hours logged
- 5 new church partners
- One church partner began their own Buyer Outreach Team



## WRAP AROUND CASE MANAGEMENT



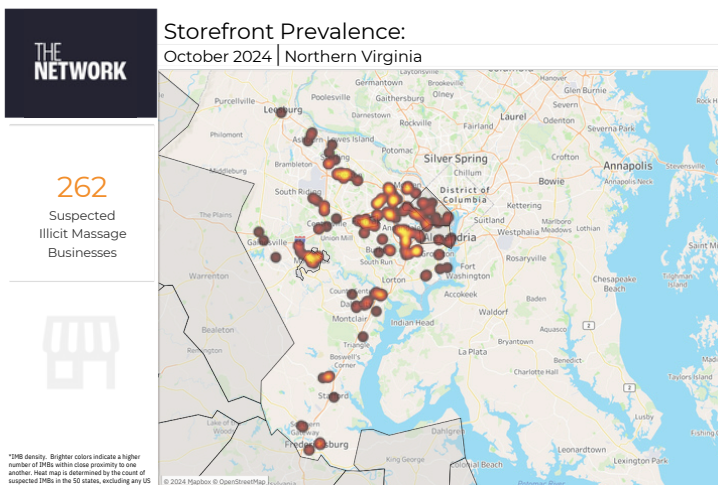
“ I decided to seek help and I found Reset180 the light in that dark tunnel with no way out. They not only helped me get out, but they have continued helping me. They not only make me feel supported I also to feel safe and protected. With Reset180, it is really incredible that I can trust them, since I could never trust anyone before.”

–Survivor Reset180 has served

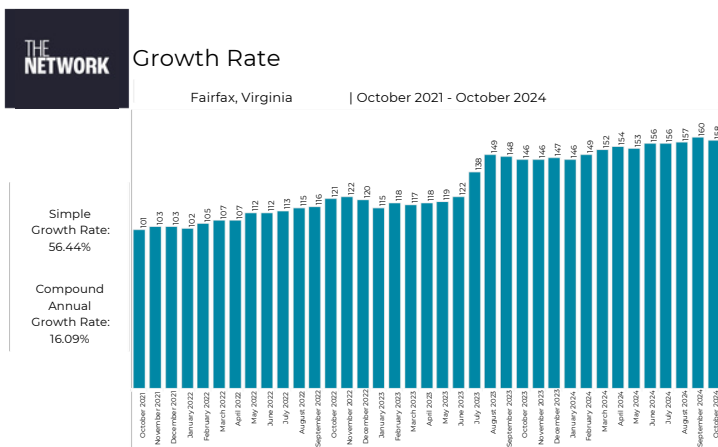
# Illicit Massage Businesses in Northern Virginia

There are currently more than 250 suspected illicit massage businesses throughout the area. Six of those businesses are located within 1,000 feet of a Fairfax County public school.

Reset180 partners with The Network to source accurate data on IMB prevalence and growth rates in Northern Virginia. This enables us to focus on closing IMBs in focused areas and measure the impact of our work. Through proven disruption tactics we aim to shut down IMBs in Northern Virginia by 2034.



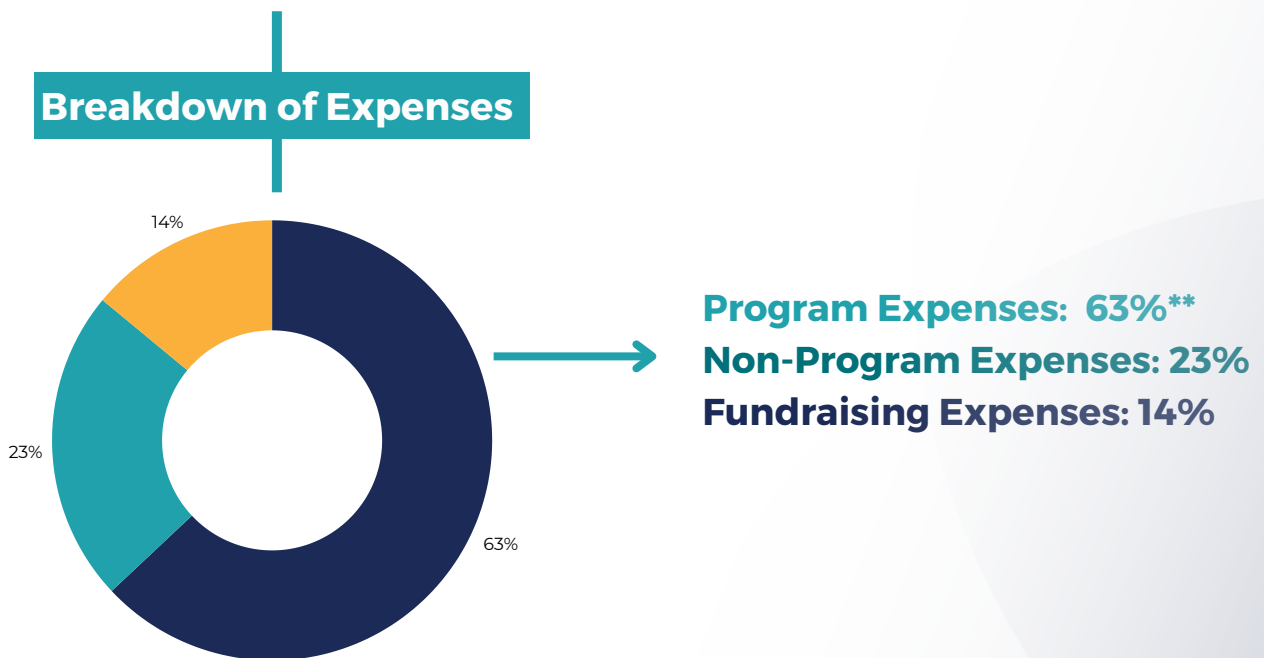
Our strategy to eliminate IMBs in Fairfax County includes targeted interventions in step with the justice system, landlord engagement, ordinance creation, and grassroots mobilization through local churches and community partners. This year, we engaged with the Fairfax County Board of Supervisors to advocate for stronger policies, while also building trusted relationships with law enforcement to provide immediate crisis response and long-term aftercare for survivors. By working together, we are creating an environment where trafficking cannot thrive.



# Reset180 Finances

Following is our financial breakdown for our 2024 fiscal year, October 2023 through September 2024:

Revenue: \$960,682  
Program Expenses: \$558,238  
Non-Program Expenses: \$200,300  
Fundraising Expenses: \$129,966  
Net Increase: \$72,178



*\*\*One of Reset180's strategic initiatives has been to invest in non-program resources including but not limited to partnership and business development. We are confident this additional investment will enable our programs to be well capitalized in the years to come.*

“ Personally, learning about how people in my city– my very neighborhood– were being trafficked broke my heart. Initially, I felt helpless to do anything about it. Then I learned about Reset180 and my hope was restored. I thanked God that He had called and empowered His people to make a practical difference.”

–Reset180 Abolitionist

# Survivor House Update

Development is under way to establish a two-phase shelter and transitional housing program to serve survivors of human trafficking and commercial sexual exploitation in Midland, Virginia. We have secured the land and completed required zoning modifications and some engineering studies, with others still in process. In 2024 we applied for Community Project funds through Congress, however no community projects were included in this year's funding across the board. While this is regrettable, there is considerable support and energy behind this project and we remain committed to moving it forward, including continued donor-based fundraising, plans to launch a capital campaign and applying again this fall for Congressional funds.

## Thank You!

**Reset180 exists because of you!** Donating your time, skills, and finances makes a lasting difference in the lives of survivors we serve. We simply could not do this work without your support and commitment to Reset180.

Thank you for *preventing* human trafficking and sexual exploitation, *disrupting* the related networks, and *restoring* those impacted.

