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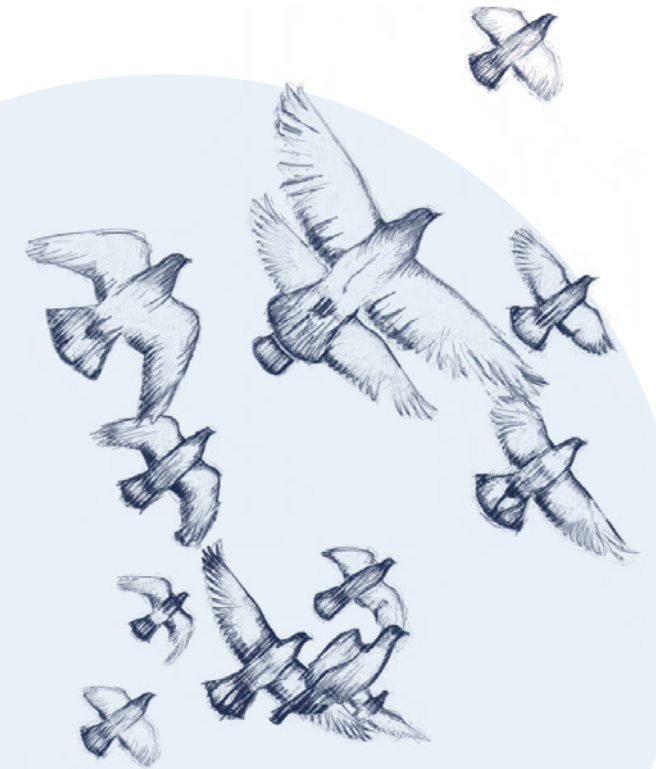
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THE MALOUF FOUNDATION EXISTS TO

provide hope
and freedom for
children around
the world.



A Look Back at 2020

While 2020 was filled with unexpected twists and turns, one thing remained true. Child sexual exploitation exists and it is rampant in our country and our communities.

During a time of high uncertainty, the problem never disappeared—it only worsened. Trafficking crisis situations escalated during the pandemic, plus the National Center for Missing and Exploited Children noted a 93 percent increase in online enticement reports. Not only that, but domestic violence situations have intensified because more people are isolated at home with their abusers.

To address these concerning trends, our team decided to amplify our efforts to confront sexual exploitation. And we did exactly that. We launched OnWatch™ in collaboration with survivors and industry experts to combat trafficking. We identified new opportunities to support child advocacy centers nationwide. We delivered bedding and donated funds to individuals and organizations directly affected by COVID-19.

Of course, none of these initiatives would have been successful without the public's support. Every individual, every business, and every community plays an important part in the work we do. As we embrace 2021, we hope that you will be part of our mission to end child sexual exploitation. No contribution is too great or too small. Your commitment counts, so commit to this cause.



Kacie Malouf
Co-Founder, Malouf Foundation



Kacie and Sam Malouf founded Malouf Home™ 17 years ago as young entrepreneurs. Their first business venture—luxury bedding. Today, Malouf Companies™ spans five states and multiple industries (home furnishings, women's apparel, technology and app development, private equity), employs over 1,200 employees nationwide, and is currently Utah's largest Certified B Corporation®.

In 2016, Kacie and Sam formalized the Malouf Foundation, which they are very proud of. A year later, in 2017, the Malouf Foundation adopted its flagship cause to confront child sexual exploitation. As the parents of five children, it was heartbreaking to learn that millions of children are victims of this horrible crime. When they became aware of the issue, they immediately took action.

The Malouf Foundation has been widely recognized for its charitable efforts with organizations like Citizens Against Physical and Sexual Abuse (CAPSA), Internet Crimes Against Children's Task Force (ICAC), and the National Children's Alliance.

Sam was named EY Entrepreneur of the Year in 2017 and is a Glassdoor Top CEO, and Kacie was named one of the 2020 30 Women to Watch by Utah Business Magazine.

ABOUT OUR FOUNDERS

SAM AND KACIE MALOUF

We provide
education through
free community
resources to
help individuals
understand
exploitation and
how to identify
victims.



EDUCATION

OnWatch™ is a survivor-led and informed training designed to empower people to spot, report, and prevent sex trafficking where they live, work, and play. Take the free training at [IAmOnWatch.org](https://www.IAmOnWatch.org).

The Raise™ app helps parents navigate the technology landscape so they can create safe online boundaries with their children. The app will feature a wide range of topics: connecting with your child, screen-time balance, inappropriate content, cyberbullying, and online predators.

current initiatives

OnWatch™ Combats Domestic Trafficking with Survivor-Informed Content



LAUNCHED IN September 2020 by the Malouf Foundation and Safe House Project, OnWatch™ is a national education platform led by survivors of sex trafficking. It is designed to empower users to spot, report, and prevent trafficking by hearing and learning from true survivor experiences.

The OnWatch™ curriculum was developed by a diverse group of over 20 survivors with a range of socioeconomic backgrounds and trafficking circumstances. Each of the 10 modules teaches users how to recognize the common signs of trafficking, report active and suspected trafficking, and support survivors on their path to freedom.

**SURVIVORS ARE THE ULTIMATE EXPERTS
ON TRAFFICKING BECAUSE THEY'VE
LIVED IT. . .THEIR PERSPECTIVES
CAN LEND POWERFUL INSIGHTS TO
EMPOWER OTHERS TO ACT.**



Malouf Foundation advisory board member and trafficking survivor Julie Whitehead is part of the team that created OnWatch™. Whitehead explained, “Survivors are the ultimate experts on trafficking because they’ve lived it. It’s not something anyone would ever want to be an expert on in that way, but the reality is they know what trafficking looks like and feels like, and their perspectives can lend powerful insights to empower others to act.”

IF WE STAND BY
AND DO NOTHING,
WE ARE SIMPLY
ALLOWING IT TO
HAPPEN.



Whitehead was trafficked for five months in multiple U.S. states until someone noticed something was off and helped her escape (watch her story at [IAmOnWatch.org](https://www.IAmOnWatch.org)). “My trafficker held so many threats against me that I didn’t feel capable of leaving. It took someone from the outside to question my situation and give me the courage to get out. That’s what makes OnWatch™ so impactful. It trains regular people to be heroes—to know what to look for and what action to take,” she shared.

In 2020, OnWatch™ educated over 15,000 individuals nationwide in an effort to increase victim identification in the U.S. beyond the one percent average from 2018. Within the first week of releasing OnWatch™, two survivors were recognized by their family members who completed the training. Today, several more survivors have been identified.

Survivor leader and author Ria Story also contributed to OnWatch™. Story was trafficked by her father for nearly five years before someone intervened. According to the Counter Trafficking Data Collaborative, familial trafficking now accounts for nearly 40 percent of child trafficking cases.

Story shared, “I look back now and wonder why on earth no one ever said anything. My heart cries when I think there are other young people going through something similar, and no one wants to rock the boat by saying something. If we stand by and do nothing, we are simply allowing it to happen.”

The Malouf Foundation continues to work with Safe House Project and other industry experts to provide a platform for survivors to make a difference. Whitehead said, “Sharing my story through OnWatch™ empowered me. I felt like I could use what happened to me, as awful as it was, for a good purpose. I essentially felt like I regained control of my own story and purposefully told it in a way that was honest and vulnerable to create awareness and give insight into helping someone else.”

To learn more or take the free digital training, visit **IamOnWatch.org**. ■

2020 IMPACT	
<h1>Multiple Survivors</h1>	IDENTIFIED AND REPORTED
	15,000 PEOPLE TRAINED NATIONWIDE
\$40,000 RAISED FOR SURVIVOR AFTERCARE	



We promote
healing through
comprehensive
aftercare services
so survivors can
recover and look
toward a brighter
future.

focus 2/3

HEALING

The Malouf Foundation is working to build a national blueprint for survivor aftercare programs, and we're starting in our home state of Utah. The Utah Trafficking Aftercare Center is a long-term, residential facility that will offer robust treatment to survivors of child trafficking. Services will include medical care, clinical therapy, education and life skills training, legal assistance, and faith support groups.

Rooms Restored™ is a bedroom makeover program for child survivors of sexual abuse. The goal is to remove the physical triggers of abuse and create a new space that supports the healing process.

current initiatives





Raising Funds to Support Survivors of Domestic Abuse

EVERY YEAR, the Malouf Foundation hosts an art auction and benefit dinner called Art for CAPSA. Held at the Malouf Companies™ headquarters in northern Utah, the event generates funds for Citizens Against Physical and Sexual Abuse (CAPSA), a Utah-based domestic violence, sexual abuse, and rape recovery center.

At last year's event, the Malouf Foundation helped raised a total of \$44,000 for CAPSA's free clinical therapy program for adults, teens, and children. Their clinical therapists are trauma-informed experts in treating anxiety, depression, and other disorders associated with domestic violence and sexual assault.

During the pandemic, CAPSA reported a 62 percent increase in crisis calls and a surge in shelter clients, and due to social distancing guidelines, they had to reduce their shelter capacity by 50 percent. As an alternative, CAPSA has been placing clients in hotels, which resulted in spending more than \$75,000 on hotel rooms in 2020. Additionally, the organization has incurred unforeseen expenses (e.g., extra phones and cleaning supplies) to keep their program fully functioning.

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CAPSA Development Director James Boyd said, "Domestic abuse is not necessarily happening at a higher rate, but the urgency for people to escape has increased significantly." He continued, "Abusers isolate their victims and limit their resources. The pandemic has created a perfect environment for them to do these things, and victims are reaching a point where they can no longer tolerate the abuse."

According to Boyd, most clients are using all of CAPSA's resources—from emergency shelter to support groups to clinical therapy. In 2020, CAPSA saw a 15 percent increase in provided therapy sessions. CAPSA Clinical Program Director Leila Elmi-Stuart said a client typically starts therapy once they've secured transitional housing, which is another resource that CAPSA provides.

Speaking to the benefits of therapy for its clients, Elmi-Stuart shared, "Abuse affects the way a person thinks, how they perceive themselves, and how they see the world. A therapist's job is to help that person process the trauma they've experienced. We identify thought patterns distorted during the abuse, and then





we rewire the brain to create new thought patterns.” Six years ago, Elmi-Stuart was the only full-time therapist at CAPSA, but through the community’s support at Art for CAPSA, they’ve been able to expand their program to five full-time therapists and one part-time therapist to help more clients. Elmi-Stuart said, “I’m not sure our community realizes the impact they have on not just one person but an entire generation. We could not offer these resources without their support.”

BOYD ADDED, “EVEN WITH THE PANDEMIC AND RECORD SERVICE REQUESTS, WE’VE BEEN ABLE TO MAINTAIN OUR ZERO-TURN-AWAY POLICY, WHEREAS A LOT OF OTHER SHELTERS HAD TO CLOSE THEIR DOORS.

We’ve been able to meet the demand since the beginning, and that’s possible because of community partnerships like the Malouf Foundation.” ■

2020 IMPACT	2 Full-Time Therapists <small>FUNDED</small>	
	\$44,000 <small>DONATED TO CAPSA</small>	95 <small>SURVIVORS SERVED BY NEW THERAPISTS</small>

UPCOMING INITIATIVE • UPCOMING INITIATIVE • UPCOMING INITIATIVE



Fostering Recovery

NEW ENDOWMENT FUND

The Malouf Foundation is excited to announce that we’re starting an endowment fund this year to provide sustainable, long-term care for child survivors of sex trafficking. This endowment will help us continue helping survivors through the aftercare centers and safe houses we support, including the Utah Trafficking Aftercare Center. If you would like to learn more or donate to this fund, please contact us at info@malouffoundation.org.

UPCOMING INITIATIVE • UPCOMING INITIATIVE • UPCOMING INITIATIVE

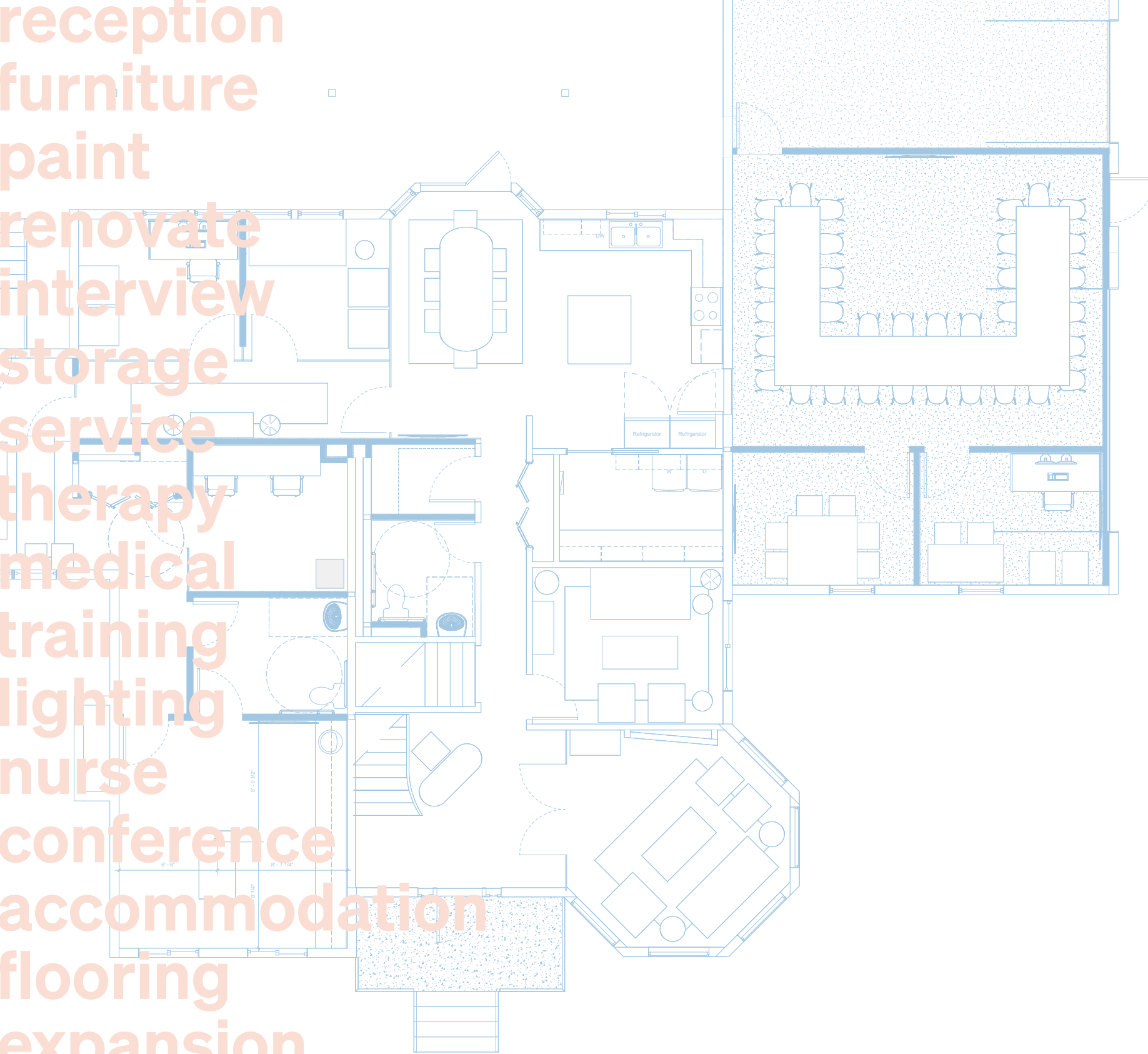
We pursue
justice through
child advocacy
programs
to improve
prosecution
efficiency
and protect
survivors' rights.

JUSTICE

A national model for child advocacy centers, the Family Justice Center will allow families to heal from abuse while ensuring more effective prosecution. The Malouf Foundation is currently developing facilities in Cache County, Utah and Muskingum County, Ohio.

current initiatives

reception
furniture
paint
renovate
interview
storage
service
therapy
medical
training
lighting
nurse
conference
accommodation
flooring
expansion
resources
law enforcement



MALOUF FOUNDATION WORKS TO

Expand Survivor Resources Through Child Advocacy Centers

The Malouf Foundation seeks opportunities to support child advocacy centers nationwide, including the Cache County Children's Justice Center (CJC), to help children and families who have experienced physical or sexual abuse.

THE PRIMARY PURPOSE of the CJC is to collect evidence through a medical exam or interview with a survivor. A prosecutor then uses the evidence to screen cases for criminal charges, while the staff connects the child or family with community resources to begin the healing process.

Since the pandemic, Cache County, Utah has observed a rise in reported abuse cases, which has ultimately led to more children in need the CJC’s services. However, the organization became limited in space and was unable to conduct interviews and medical exams simultaneously.

Director of the Cache County CJC Terryl Warner shared, “We want to help every survivor who walks through our doors, but we’re running out of space. We were tight on resources before COVID-19, but the pandemic made it much more challenging to help everyone.”

Fortunately, the CJC was able to secure funding for a new facility, and with the help of the Malouf Foundation, they acquired a building nearly five times the size of its previous location. The building plans include five interview rooms, two medical rooms, multiple waiting rooms, larger meetings rooms, and open office space to accommodate staff requirements.

With its new facility, the CJC can serve more survivors on a short-term basis and perform more daily interviews and medical exams. The CJC can also install recording equipment in the new interview rooms to document victims’ testimonies to help law enforcement prosecute perpetrators.

Additionally, the Malouf Foundation team helped make significant updates to the new CJC building. Kim Christiansen, lead interior designer for Malouf Companies™ and the Malouf Foundation, said, “We’re grateful for the chance to work with our community on this important project. With the remodel, we hope to create a space that facilitates the needs of children and families, advocacy workers, and law enforcement.”

Warner added, “Community involvement is absolutely critical to what we do. We wouldn’t have known where to start with this new building, and it would have cost us money and resources to figure it out. But thanks to the Malouf Foundation, that is helping us remodel the building, we can allocate our time and resources elsewhere.”

The new facility will accommodate the CJC’s services for the next few years. Eventually, the CJC will transition into a larger building that will support more children as well as adults and families. Oftentimes, when a child comes to the CJC, one or both parents also need support. The Malouf Foundation is committed long-term to helping the CJC expand its resources to the community. ■

2020 IMPACT		
MALOUF™ WORK HOURS DONATED	500+	6,200 SQUARE FEET OF NEW SPACE
INTERVIEW ROOMS	5	
MEDICAL ROOMS	2	

WE WANT TO HELP EVERY SURVIVOR WHO WALKS THROUGH OUR DOORS, BUT WE’RE RUNNING OUT OF SPACE. WE WERE TIGHT ON RESOURCES BEFORE COVID-19, BUT THE PANDEMIC MADE IT MUCH MORE CHALLENGING TO HELP EVERYONE.



simplify
welcoming
familiar
listen
story
recovery
human
survivor
progress
support
comfort
safe
improve
family
champion
future
relief
reassurance

Child Advocacy Center

OF MUSKINGUM COUNTY, OHIO



Evonne Saunders has been named executive director of the child advocacy center in Muskingum County. She will work with Ohio prosecutor Ron Welch (left) as well as Jake Neely (right) and other Malouf Foundation team members to help child abuse survivors.

The Malouf Foundation is supporting the growth of the first advocacy center in Muskingum County, Ohio. In the last year, over 100 cases of child abuse were reported in the area. These children were referred to an advocacy center in Columbus, over an hour away, to get the support they need. However, the drive isn't always feasible for parents and guardians. That's why a locally based organization is so critical.



IMPORTANCE OF CHILD

While at a child advocacy center, a survivor tells their story to a trained forensic interviewer who knows the right questions to ask. Based on the interview, a multidisciplinary team (including medical professionals, law enforcement, mental health providers, child protective services, and victim advocates) makes decisions together on how to help the child. Without the support of a child advocacy center, a survivor can end up retelling their story and be retraumatized as a result. An advocacy center efficiently and effectively collects evidence in one visit.

A board of directors was recently formed for the child advocacy center in Muskingum County. Next steps are to begin the process to become nationally accredited while generating community awareness. The group hopes to be serving children in Muskingum County by spring 2021.

ADVOCACY CENTERS

Provide Care and Comfort to Children and Families

PRODUCT DONATIONS

\$239,086

COMMUNITY DEVELOPMENT

AT THE MALOUF FOUNDATION, we recognize the value of a good night's rest but realize not everyone has access to comfortable bedding or even a bed to call their own. We fulfill this fundamental need through Malouf Companies™ that donates mattresses and bedding to hundreds of organizations every year. Our main goal is to bring comfort to survivors of abuse and other individuals in need.



\$114,997

ABUSE RECOVERY SERVICES

capsa
ABUSE ENDS HERE.

“We receive thousands of dollars every year in donated Malouf™ sheets, pillows, mattresses, and bed frames. Our clients who need shelter often have nothing with them, but they’re able to sleep on Malouf™ bedding while they stay with us and then take it when they leave. As families move into a safe home, many need mattresses and bed frames which Malouf™ donates. Our zero-turn-away policy would not be successful without the support of the Malouf Foundation.”

JAMES BOYD, DEVELOPMENT DIRECTOR, CAPSA

Total of

\$400,505

PRODUCT DONATIONS IN 2020



\$4,373

LOCAL EDUCATION



“The Malouf Foundation is committed to providing beds for survivors of human trafficking staying at our [Mount Arukah] shelter. Many trafficking survivors have never slept on a brand-new bed. It’s a therapeutic experience that gives them a sense of safety and peace.”

KRISTIN WEIS, CO-FOUNDER,
THE DEMAND PROJECT



“The Malouf Foundation has generously supported safe houses across America by donating beds. But it is more than a bed, it is the place where a survivor lays their head on that first night of safety and freedom.”

BRITTANY DUNN, COO,
SAFE HOUSE PROJECT

\$5,312









COVID-19 RELIEF EFFORTS



\$36,737

TRAFFICKING AFTERCARE CENTERS

“I’m sleeping much better now. The other bed was really hurting my back, but I’ve slept really well since having this one.”

TRAFFICKING SURVIVOR

CONTRIBUTIONS TO THE	MALOUF FOUNDATION		CONTRIBUTIONS TO THE		MALOUF FOUNDATION
		<div>\$1,000,000</div> <div>single donation from Paparazzi Accessories</div>	<div>\$310,000</div> <div>raised through Malouf™ VIP Program</div>		
		<div>\$156,000</div> <div>raised through malouffoundation.org</div>	<div>\$122,000</div> <div>raised during Golf for Freedom tournaments</div>		
		<div>\$44,000</div> <div>raised during Art for CAPSA benefit dinner</div>	<div>\$30,000</div> <div>single donation from Radix</div>		
		<div>\$18,000</div> <div>single donation from Tamarak Capital</div>	<div>\$8,000</div> <div>single donation from Malouf Companies™ employees</div>		
		<div>\$1,688,000</div>	TOTAL CONTRIBUTIONS		

	MALOUF FOUNDATION			DISTRIBUTIONS FROM THE	
DISTRIBUTIONS FROM THE	UTAH TRAFFICKING AFTERCARE CENTER	\$1,000,000 <i>Paparazzi Accessories donation is earmarked for a new trafficking aftercare center in Utah.</i>	\$60,000 <i>Funds were used to hire an executive director to oversee the general operations of the facility.</i>	OHIO CHILD ADVOCACY CENTER	MALOUF FOUNDATION
	CAPSA	\$44,000 <i>Art for CAPSA proceeds supported CAPSA's free clinical therapy program for children and families.</i>	\$36,000 <i>Funds supported the opening of a safe house in Montana that helps trafficking survivors heal.</i>	MONTANA SAFE HOUSE	
	INTERNET CRIMES AGAINST CHILDREN TASK FORCE	\$30,000 <i>Radix donation funded a sting operation through ICAC to rescue children and arrest perpetrators.</i>	\$30,000 <i>Funds provided living essentials to recently adopted children transitioning into a new home.</i>	UTAH KIDS BELONG	
	RAPHA INTERNATIONAL	\$24,000 <i>Funds were used to purchase mattresses, bedding, and Haitian furniture for a shelter in Haiti.</i>	\$11,000 <i>Funds provided housing for staff being trained to rehabilitate trafficking survivors.</i>	UNIVERSITY OF THE NATIONS	
		\$1,235,000	TOTAL DISTRIBUTIONS		



INDIVIDUALS AND GROUPS

Take the OnWatch™ training at
IAmOnWatch.org



Host an online
fundraiser



Become an
OnWatch™ Advocate by
training 90% of a group

Make a donation at
malouffoundation.org/donate



Collaborate with us for a **community event**

COMPANIES



Donate a flat-dollar amount
or percentage of profits

Host an online **fundraiser**



Offer an employee
payroll deduction

Become an **OnWatch™ Advocate**
by training 90% of employees



Collaborate with us
for a **company event**



How to Get Involved

You can support the Malouf Foundation by increasing awareness in your community and raising funds to help survivors of child sexual exploitation.

Email **info@malouffoundation.org** for more information.



