

mission
Accomplished

Expanding impact by diversifying funding

Organization thrives with
expanded reach and
services after facing
extreme
funding cuts.



mission
ADVANCEMENT

Fund your mission. For good.

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"Having a partner to carry the load of grant writing and reporting has been a critical component of our organizational growth."

~ Lindsey Speed, Traffick911

Creating a sustainable, diversified, and secure pipeline of grant funding



Background

Established in 2009, Traffick911 provides a safety net for child victims of sex trafficking. The nonprofit, which serves six counties throughout North Texas, employs a team of highly trained advocates who rescues the trafficked youth 24/7, right where they are, and works to foster a sense of trust and security. Traffick911 advocates walk alongside victims as they navigate the healing process post-trauma. The organization strives to meet material needs, establish felt safety, and ensure safe housing while holding the hands of survivors as they rebuild their lives.

Challenge

Historically, Traffick911 primarily relied on funding from Texas's Office of the Governor through the Victim of Crimes Act (VOCA) grant program, a program funded by court fees. In 2021, the source of VOCA funding plummeted from \$40m to \$13m when the pandemic forced court closures and delayed hearings, resulting in a loss of court fees, fines, penalties, and assessments. As a result, Traffick911 funding was reduced by nearly 40% – a steep decrease that posed significant challenges and an existential threat for the organization. Facing uncertainty, the leadership and board of Traffick911 quickly mobilized and contacted Mission Advancement.

Solution

The Mission Advancement team started with a comprehensive onboarding process to collect all the relevant information, including budget size, where Traffick911 stood financially, and how they ran their programs.

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traffick 911

FREEING YOUTH FROM SEX TRAFFICKING

Challenges

BY THE NUMBERS

40% Unexpected reduction of funding by in one year

70% Reliance on one source of government funding

83% Increase in sex trafficking cases from 2011-2020



Lindsey Speed

Executive Director, Traffick911

"Having Mission Advancement as a partner in fundraising feels like getting a whole new department who cares about our mission just as much as we do"

Solution (contd.)

Next the team went to work building a grant pipeline that would provide sustainable and scalable funding. Knowing that a successful grant program is all about creating the right relationships, the Mission Advancement team dove deep, researching funders in the area and understanding how each aligned with Traffick911's mission. From there, they built a robust and strategic pipeline of grant opportunities and got to work writing, reviewing, and submitting the grants.

The team also created a relationship strategy and stewardship plan for the client that included key touch points and connection opportunities with funders throughout the year to ensure each felt connected and invested in Traffick911's purpose and clear about the organization's stewardship of funds.

Impact

As a result of partnering with Mission Advancement, Traffick911 is no longer dependent on any one source of funding. In the first 12-months of the program, the diversified grant program increased Traffick911's overall operating budget by roughly 30% and allowed for the organization to hire and train additional advocates and help 100 more child sex trafficking victims.

Results

BY THE NUMBERS

- 33%** – More child victims served in a 12-month period
- 30%** - Reduction of dependence on government funding
- 30%** - Increase in overall operating budget



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-  www.missionadvancement.com
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"More diverse grants and funding streams allowed us to dream and brought a new vision for our strategy which resulted in expanding our reach to include caregiver support."

– Lindsey Speed, Executive Director, Traffick911

Our Promise

We know that our unique relationship-based fundraising methodology will help you **grow revenue & expand your mission.**

We promise that our team of trained professionals will put relationships first, tap into the collective wisdom of our team, challenge you to engage donors in new & meaningful ways, and always work in the best interest of your organization.

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