

A photograph of four young women of diverse backgrounds laughing and celebrating. They are outdoors at night, with colorful confetti falling all around them. In the background, there are string lights and a building. The overall mood is joyful and celebratory.

THE LANDING

2024

IMPACT REPORT

A LETTER FROM OUR CEO

Dear Friends of The Landing,

Behind every number in this report is a person - someone with hopes, struggles, and a desire for safety and healing. And behind every life changed is *you*.

Because of your generosity, survivors of human trafficking are rebuilding their lives with support from The Landing. In 2024, **The Landing reached a milestone**—over 100,000 moments of care provided since opening our doors in 2016.

From crisis safety planning to warm meals, from counseling sessions to the courage to take the next step forward, your support makes healing possible.

One survivor shared, “The Landing made me feel safe and heard. I’ve never had nobody care about my feelings and problems like The Landing did.”

This is the work we do **together**.

Human trafficking is a heavy reality, but our **hope is stronger**. We see it in survivors learning life skills, securing housing, and finding freedom. And through it all, you have shown up—volunteering, giving, and standing beside survivors on their journeys.

But the work isn’t done. Houston remains a hotspot for human trafficking and many still need safety, support, and a way forward. **With you beside us in 2025**, The Landing will continue offering hope—one life, one step, one moment at a time.

Thank you for being part of this mission. Your support changes lives.



With gratitude and hope,

A handwritten signature in black ink that reads "Gabrielle Campbell". The signature is fluid and cursive, with a large loop at the end.

Gabrielle Campbell
Interim CEO

OUR MISSION IS TO SERVE SURVIVORS OF HUMAN TRAFFICKING AND COMMERCIAL SEXUAL EXPLOITATION WITH A TRAUMA-INFORMED APPROACH FUELED BY THE LOVE OF CHRIST.

WHY THE LANDING?

By serving anyone who has been impacted by the sex trade, whether or not they are an identified victim of human trafficking, we are eliminating barriers to services and increasing victim identification.

WE WORK TO:



IDENTIFY

survivors on their journeys



WELCOME

them into a safe and loving community



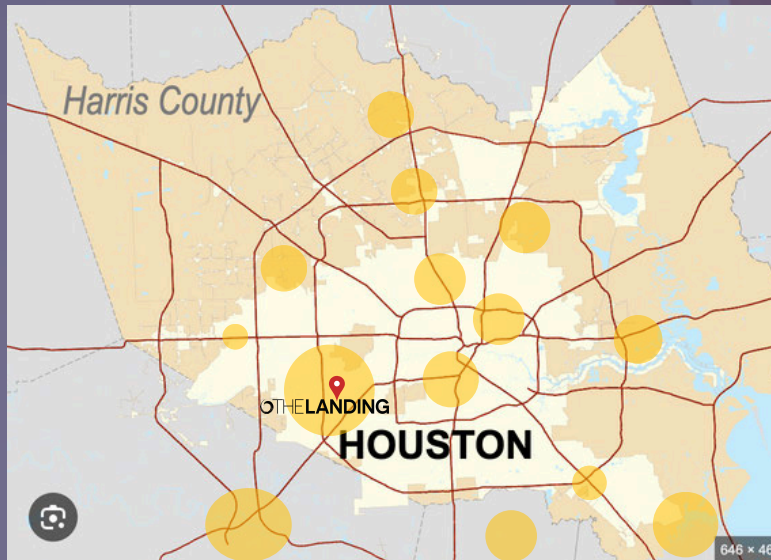
EMPOWER

them to write the next chapter of their story

OUR MISSION

WHAT IS HUMAN TRAFFICKING?

Human Trafficking consists of sex and labor trafficking. Sex trafficking is legally defined as a commercial sex act: (1). with a minor, or (2) by means of force, fraud, or coercion with an adult. Traffickers manipulate and abuse victims by exploiting vulnerabilities — ranging from a history of abuse, poverty, and foster care or simply wanting to fit in. They may use recruitment tactics like posing as a boyfriend, offering career opportunities, and threatening violence or blackmail.



THIS MAP, FROM 2015, SHOWS TRAFFICKING HOTSPOTS IN HOUSTON, TX. IT PLAYED A KEY ROLE IN GUIDING OUR FOUNDERS TO STRATEGICALLY ESTABLISH THE LANDING IN OUR LOCATION.

Less than **1%**
of human trafficking
victims are identified.

It's estimated that
there are over **313,000**
victims of human
trafficking in Texas.

79,000 of whom are
minors*

*Busch-Armendariz, N.B., Nale, N.L., Kammer-Kerwick, M., Kellison, B., Torres, M.I.M., Cook Heffron, L. & Nehme, J. (2016). Human Trafficking by the Numbers: The Initial Benchmark of Prevalence and Economic Impact for Texas. Institute on Domestic Violence & Sexual Assault, The University of Texas at Austin.

IN 2024, THE LANDING SERVED **730*** SURVIVORS OF HUMAN TRAFFICKING AND COMMERCIAL SEXUAL EXPLOITATION.

OUR PROGRAMS



DROP-IN CENTER

524 Clients Served

Located on a nationally known hotspot for human trafficking, the Drop-In Center is a non-judgemental, safe space where survivors can start the long-term restoration process, recover from trauma, and escape exploitation.



YOUTH ADVOCACY

94 Clients Served

Providing 24/7 response, Youth Advocates support youth in crisis and walk alongside them throughout the recovery process. Advocates provide emotional support, assist youth in navigating community programs and services, and ensure that their voices are heard.



OUTREACH

136 Individuals Engaged

With the goal of increasing victim identification and connecting survivors with services, The Landing engages in various outreach efforts to educate the community and meet survivors wherever they are.

*Several clients are served by more than one program.

DROP-IN SERVICES



COUNSELING
SESSIONS PROVIDED



DROP-IN CENTER
VISITS

524

SURVIVORS SERVED



MEALS PROVIDED



REFERRALS GIVEN



CRISIS/SAFETY PLANNING
SESSIONS HELD



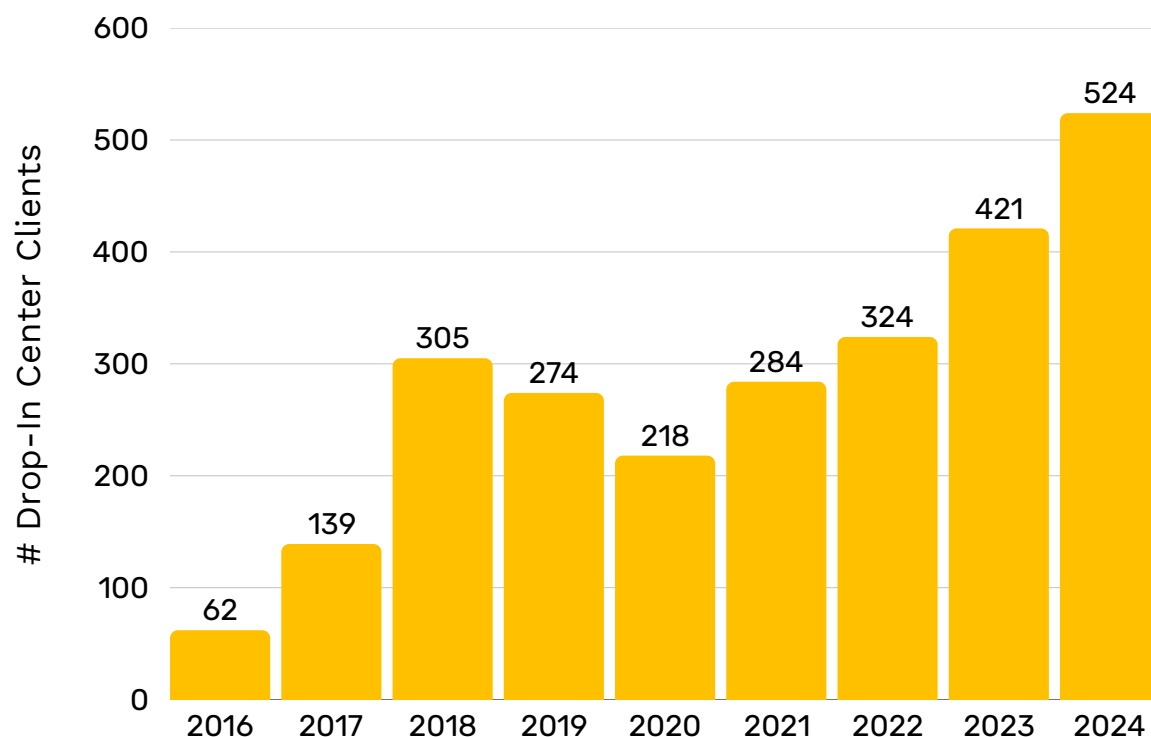
CASE
MANAGEMENT
SESSIONS HELD



Survivors create vision boards at a volunteer-guided workshop.

DROP-IN CLIENTS

Since 2020, we have witnessed a remarkable increase in the number of survivors served each year at our Drop-In Center, reflecting both the growing need in our community and the trust survivors place in us for support and care. In just five years, we have more than doubled our reach, serving a total of 1,771 survivors impacted by human trafficking and sexual exploitation.



“The Landing has helped me learn about human trafficking and that it wasn’t my fault...I have learned self-love. I learned I have a voice. I have gained a good support system” - Elizabeth, Drop-In Center Client*

**Client name changed for confidentiality.*

EMPOWERMENT PROGRAM

The Empowerment Program is a transformative 10-week course designed to equip clients with essential life skills like financial literacy, job readiness training, and Ending the Game curriculum, while also engaging in meaningful community service. Upon successful completion, graduates are eligible to receive a scholarship to support their goals of higher education, technical training certification, or entrepreneurial endeavors.

109 SURVIVORS PARTICIPATED IN JOB READINESS, FINANCIAL LITERACY, AND CAREER COACHING.



66

SURVIVORS SECURED
A JOB



23

PROGRAM
GRADUATES



22

SURVIVORS OPENED A
SAVINGS ACCOUNT

Taking Steps Toward Stability

Riley* had been couch surfing for months, staying with different friends but never having a stable place to call home. Feeling exhausted and uncertain about their next steps, they came to The Landing's Drop-In Center for an intake, where they shared their struggles and goals with a case manager.

With guidance, Riley started gathering important documents, completing housing assessments, and exploring options for stable housing. Encouraged by the support they received, Riley enrolled in The Landing's Empowerment Program to build life skills, financial literacy, and job readiness.

They also began attending counseling, focusing on healing from past exploitation and trauma, and overcoming emotional barriers.

With each step, Riley felt more hopeful and in control of their future.

Now, they are actively working toward long-term stability, knowing they have the support and tools to succeed.

**Client name changed for confidentiality.*

RILEY'S STORY

YOUTH ADVOCACY

94

Child and Youth
Survivors Served

586

Crisis/Safety Planning
Sessions Held

611

Meals Provided

211

Counseling Sessions
Provided

1,430

Case Management
Sessions Held

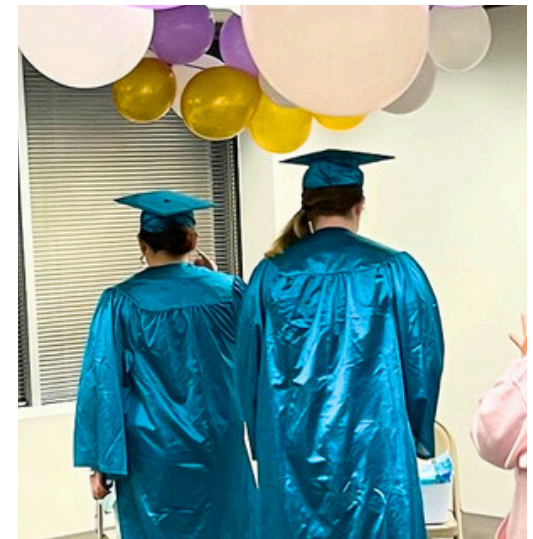
Youth Advocates launched the “Grown-ish” program, equipping young adults with **life skills and financial management tools** for adulthood. **We proudly celebrated the first two graduates of this pilot initiative!**



A youth survivor decorates an ornament for the Angel Tree.



A youth survivor creates their safety plan alongside their Advocate.



“Grown-ish” Graduation.

Building a Future

After a presentation at a local high school, a guidance counselor reached out to The Landing's Youth Advocacy Team about Sarah*, a 17-year-old in foster care who needed extra support. An Advocate connected with Sarah and began meeting with her regularly.

Their time together wasn't about fixing anything, it was about trust, consistency, and simply being there. Sometimes, that meant sharing ice cream; other times, it meant advocating for her at school or providing essentials like hygiene items.

With time, Sarah opened up about how she felt dismissed and unheard for most of her life. With her Advocate's support, she connected with counseling and joined a peer group, **realizing she wasn't alone.**

As she neared 18, Sarah worried about aging out of the system, but learning she could receive ongoing support from The Landing gave her reassurance and a clearer path forward.

By graduation, Sarah had taken steps toward independence. She secured a part-time job, opened a savings account, and began considering community college.

**With resources, support, and newfound confidence,
Sarah was ready to shape her future.**

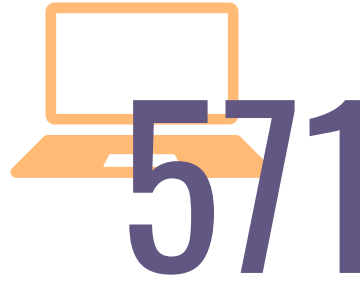
**Client name changed for confidentiality.*

SARAH'S STORY

OUTREACH PROGRAM



Contacts through
Court Outreach



Contacts through
Online Outreach



Contacts through
Street Outreach

23 church outreach
events with over
2,000 people
reached.

51 community and
business outreach
events with over
2,200 people reached.

30 school outreach
events with over
1,700 people
reached.

136
Total Survivors
Engaged



The Landing at a community event.

A Path to Hope

Taylor had lived in Southwest Houston their entire life, but recent years were filled with fear and exhaustion while being trapped in a cycle of exploitation. Though Taylor had heard about The Landing, the thought of being let down kept them from reaching out.

Months later, a member of The Landing's Outreach Team approached Taylor with some snacks and hygiene items, offering kindness with no pressure.

Though Taylor wasn't ready to take the first step towards help, the outreach worker's words lingered: "We're here if you need us." Soon after, Taylor found themselves in court, facing a ticket they hadn't planned for.

Unsure of what to expect, Taylor saw the same familiar face, offering quiet reassurance. **"We're just here to support you."**

Something about those words felt different. They weren't telling Taylor to change to leave their life behind. **In whatever way Taylor chose, The Landing was offering to walk alongside them.**

Later, Taylor made an intake appointment at The Landing. When they arrived, Taylor saw the same Landing team member from court and street outreach, and it brought them a small sense of comfort.

Uncertain of what would come next, Taylor knew one thing, they weren't alone in this journey.

**Client name changed for confidentiality.*

TAYLOR'S STORY

VOLUNTEERS



3,499+

Volunteer Hours



\$104,342

Total Economic Impact



64

Host a Meals



A church partner collects Christmas gifts for survivors and their families.



Volunteers donate backpacks for survivors.



Title Houston Holdings hosts a meal.

Angel Tree

161 survivors and their children received Christmas gifts

\$4,025 donated in Christmas gifts

ABOUNDING HOPE GALA

\$222,153

Raised

501

Attendees

“Living isn’t about surviving – it’s about thriving. You are worth being an advocate and being advocated for.”
– Youth Survivor Speaker

2024 GALA

GALA SPONSORS

GIDEON
CHARITABLE FOUNDATION

 Solace
MEDIA

kids  garden

 FULLER LIFE
Family Therapy Institute

THE GATES
FAMILY TRUST

 IGLESIA COMUNIDAD
TRANSFORMADORA

The Lawder-Lyons
FAMILY

 HK
COUNSELING
HEALTHY KNOWLEDGE

 TEXAS HARDWOOD PRODUCTS

 State Farm™

HOUSTON
Methodist
LEADING MEDICINE

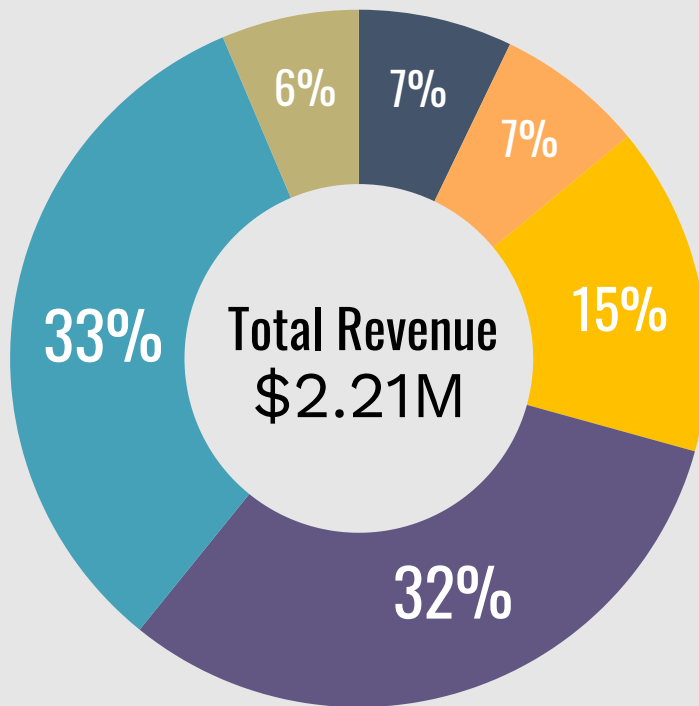
 JAVA
COFFEE & TEA CO.
Since 1979

BakerHostetler

MEMORIAL
HERMANN

redM

FINANCIALS



CHURCH PARTNERSHIPS \$157,890	CORPORATE PARTNERSHIPS \$152,124
INDIVIDUAL DONORS \$698,238	GRANTS & CONTRACTS \$725,678
FOUNDATION & COMMUNITY \$337,963	IN-KIND CONTRIBUTIONS \$141,003

Total Expenses: \$2.20M

● Programs ● Development ● Administration



MEET THE LANDING TEAM



LEADERSHIP

Gabrielle Campbell, Interim CEO

Ashley Burnett, Chief Programs Officer

Laura Guerra, Director of Development

BOARD OF DIRECTORS

Jessica Ballew, Board Chair

Jason Dailey, Vice Board Chair

Melinda Davis, Treasurer

Tamara Caine, Secretary

Members: **Ophelia Mok**, **Paul Minor**, **Heidi Kling**, **Amy Fuller**, **Angie Svetik**, **Charlotte James**, **LaTonia Oyeniran**, **Sandy Ulmer**, **Renne Hanes**, **Deborah Thomas**, **Nina Abraham**

STAFF MEMBERS

Alexandra Maranos, Youth Advocate

Briana Harris, Empowerment Specialist

Choe Swan, Programs Operations Manager

Daryal Bond, Outreach Team Lead

Fantaiza Finn Evans, Program Coordinator

Fatima Dominguez, Case Manager

Jennifer Perez, Youth Advocate

Gabrielle Rojas, Youth Advocate

Kristina Williams, Drop-In Center Team Lead

Lea Byrd, Mobilization Manager

Mary Burton, Youth Advocate

Nairi Tello, Case Manager

Sunni Crenshaw, Youth Advocate Team Lead

Tracey Jaquess, Engagement Specialist

Zoe Padelopoulos, Development Coordinator

CHURCH PARTNERS



CORPORATE PARTNERS



FOUNDATION PARTNERS





TAKE ACTION

Our Goal for 2025 is to expand our reach, deepen our impact, and create more pathways to healing for survivors of human trafficking.

PRAY

RECEIVE MOBILE PRAYER REQUESTS
TEXT @PRAY4TL TO 81010
TO START PRAYING WITH THE LANDING

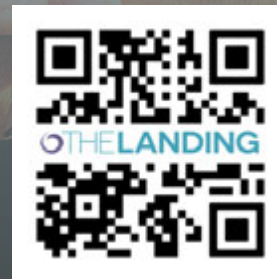
SERVE

BECOME A LANDING VOLUNTEER
SIGN UP FOR A TRAINING AT
[THELANDING.ORG/SERVE](https://thelanding.org/serve)

GIVE



**JOIN OUR MONTHLY
GIVING COMMUNITY**



**MAKE A ONE TIME
CONTRIBUTION**



IN-KIND DONATIONS

THE LANDING

WALKING ALONGSIDE SURVIVORS OF HUMAN
TRAFFICKING TOWARD



SAFETY



EMPOWERMENT



FREEDOM



WWW.THELANDING.ORG



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Greater Houston



SCAN ME