



# Building Strong Foundations

As a charity we have a long-standing history—and most recently we have been in a formative business and marketing, creation and development period. This period has been part of our strategy to transition from grassroots into a growing Australian-based charity.

- 1 Excitingly, we are nearing the full completion of our first core strategic area: **Strong Foundations**. This is a momentous achievement as our first strategic area underpins every single aspect of our charity and allows us to support our Field Partner while engaging with passionate supporters like you.
- 2 This year, we hosted our very first welcome dinner and annual Give Freedom Foundation event to solidify our **operational funding**—a significant milestone that allows 100% of your gift to go directly to our international development work in human trafficking hotspots.
- 3 One core aspect to secure the **program funding** required for The Pokhara Project and other emergency support is our shift towards our product-focused model—designed to grow our program funding capacity and accelerate progress towards completing this ambitious project. We are proud to say this is well underway and exciting new developments are on the horizon!

Once this shift towards our product-focused model takes hold, our strategic model will expand to further our reach and hopefully increase our overall revenue to complete our goal to see The Pokhara Project become a reality.

