



ANNUAL REPORT 2025

Message from the Founder



Brandi Mitchell, Founder &
CEO

"At Shadows of Strength, I pledge to always stand for truth, honesty, integrity, and justice. I refuse to remain silent; I have learned the power of being direct and to the point. No longer will I sit idly by while the voices of Survivors are diminished. Together, we will advocate for those who need it most, shining a light on their stories and ensuring their survival is honored and respected."

As we reflect on the past year, we are reminded of our unwavering commitment to honesty, integrity, and ethics in the fight against human trafficking. At Shadows of Strength, we take these values seriously, understanding that they are the foundation upon which we build our mission. We have seen the fruits of our labor come full circle: from providing a safe space for Survivors to share their stories, to meticulously compiling data that illuminates their experiences. This data has proven invaluable as we present it to law enforcement, who have taken these initial insights seriously, believing in the Survivors and building robust cases to dismantle human trafficking networks. We are filled with hope as we anticipate the justice these brave individuals deserve.

This past year has brought both triumphs and challenges. While we celebrate the progress made in the fight for justice, we are also acutely aware of the work that remains. Too often, we encounter disbelief directed at Survivors and their families, and we see the urgent need for changes within the judicial system. Our commitment to our core values—integrity, honesty, and compassion—remains steadfast. We recognize that it is essential for us to align with those who share our mission, ensuring that our efforts are always rooted in the principles we hold dear. We will not compromise on our morals, as they guide us in this critical work.

Throughout the year, we continued to pause our fundraising activities, focusing our resources and energy on serving our clients and tackling critical cases. Our priority has been to support Survivors and their families, particularly during the vulnerable initial stages of their journeys to recovery. In tandem, we have continued to provide essential data to law enforcement and federal agencies, reinforcing the importance of our collaborative efforts. We are grateful to our donors whose unwavering support has allowed us to maintain our focus on these crucial services. Your generosity has made a tangible impact, and we thank you for standing with us in our mission.

As we look ahead, we remain dedicated to the fight against human trafficking and to uplifting the voices of Survivors. We believe in the strength of our community and the power of truth. Together, we will continue to advocate for justice and support those who need it most. Thank you for your ongoing support and for believing in the mission of Shadows of Strength.

SoS Highlights



Highlight 1: Data Information Provided

Over the past year, Shadows of Strength (SoS) has continued to make significant strides in the fight against human trafficking across the tri-county region of Escambia, Okaloosa, and Santa Rosa County, Florida. Building upon the foundation laid in the previous year, our diligent information gathering efforts—supported by over 3,000 hours of dedicated volunteer work—have allowed us to expand our understanding of the complex networks operating in our communities. This year, we successfully identified from the information in 2024: 11 additional human trafficking victims, 9 additional human traffickers, 1 recruiter, and 3 bottoms, further illuminating the pervasive issues we face.

One of the most compelling aspects of this year's progress has been the successful outreach to Survivors in need. We had two Survivors reach out for assistance in a particularly urgent situation: a victim had been transported from Alabama to Mississippi and was on the way to Los Angeles. Drawing upon our network and resources, we were able to coordinate efforts to ensure that the victim was safely returned to Pensacola. This situation highlights the importance of our work and the trust that Survivors place in us. It underscores our commitment to providing immediate support and intervention for those trapped in these dire circumstances.

1. Hygiene Bags: This year, we successfully donated 15 book bags filled with essential hygiene products, distributing 6 to local law enforcement and 5 directly to Survivors in need. As we continue this initiative, we are actively seeking additional book bags to further enhance our outreach and provide critical support to those impacted by human trafficking.

2. Legislative Changes: In collaboration with Retired Lt. Col Carmen Reynolds, we are advocating for important changes in Florida's legislation surrounding rideshares and human trafficking. Our proposed bill, informed by real cases handled by Shadows of Strength, aims to address this grave issue and enhance protections for vulnerable individuals in our communities.

3. Human Trafficking Courts: We have formed a dedicated team, including members from the University of West Florida's Criminal Justice Department and the Friends of Santa Rosa County Veterans Treatment Court, to establish Human Trafficking Courts. Listening to the voices of our clients has underscored the necessity for this initiative, and we are proud to have a local survivor contributing her insights to ensure that her experiences help shape a more compassionate and effective judicial response.

4. Law Enforcement Training: We are excited to announce the development of our first-ever law enforcement training program, aimed at equipping officers with the knowledge to understand how human trafficking networks operate and identify related crimes. At Shadows of Strength, we emphasize that our clients' choices are paramount; we do not compel them to testify or report, but instead provide them with the information and support they need to feel believed and empowered in their journey toward justice.



Highlight 2: Projects



Highlight 3: Speaking Engagement

In this past year, our Founder had the incredible opportunity to speak at the **2025 Healing and Empowerment Forum hosted by Emerald Coast Victim Services** and at the **2025 Circuit One Human Trafficking Summit** in Pensacola, FL. During her presentations, she not only shared in her personal healing and dedication to her professional career, shed light on the concerning issue of Human Trafficking Network Cells operating within the Florida Panhandle. She highlighted the intricate web of these networks and the urgent need for strategic community involvement and law enforcement collaboration to disrupt their operations.

Her insights not only brought necessary attention to this pressing matter but also reinforced our commitment to combat human trafficking and support affected communities through targeted initiatives and advocacy efforts.

Collaborations



Shadows of Strength is built on a foundation of integrity, so when we look to collaborate with other organizations, the first thing we assess is their integrity and ethics. At SoS, we understand that combating Human Trafficking and Sexual Exploitation cannot be achieved by a single organization; it requires a community of organizations committed to their missions and visions. We are grateful for the collaboration and support we've received in 2024 from organizations that share our dedication. Their collaboration has been instrumental in advancing our causes and expanding our reach. We would like to extend our heartfelt thanks to the following organizations for their invaluable collaboration this past year:

- Freedom Aviation
- Safe House Project
- Rubies LV
- The Exodus Road
- Even for One
- Runaway Girl
- New Roots Recovery
- Emerald Coast Victim Services
- Alpha Female Tactical
- Confidently Carry
- Pensacola PD Community Service Providers
- Uncommon Valor
- Friends of Santa Rosa County Veteran Treatment Court
- Defenders of Freedom
- Hurlburt Field Spouses Club
- A&R Tinting
- Koch Custom Paint
- East Bay Dog Spot
- Melvin Family

Together, we continue to make strides in creating a safer, more just world.

Looking Ahead



As Shadows of Strength enters the year June 2025 to June 2026, we are preparing for another impactful year of information gathering and strengthening trust between victims, survivors, and law enforcement. We recognize that building these foundational relationships is crucial in the fight against human trafficking. The following are a few of the additional initiatives we will be working on:

1. **Establish Emergency Protection Protocols:** Develop and implement comprehensive emergency protection and safety protocols for victims of human trafficking that become standard practice across Northwest Florida. This includes training sessions for local law enforcement, healthcare providers, and community organizations to ensure awareness and adherence to these protocols.
2. **Launch a Human Trafficking Court:** Continuation of our collaboration with local Survivors, local stakeholders, including the University of West Florida Criminal Justice Department and legal experts, to finalize and launch the human trafficking court. This goal includes the establishment of legal frameworks, support services for survivors, and ongoing training for court personnel to ensure sensitivity and effectiveness in handling cases.
3. **Advocate for Ride Share Legislative Changes:** Successfully navigate the legislative process to introduce and pass the drafted bill SoS has created to enhance protections against human trafficking and sexual assault within ride-sharing services in Florida. This will involve building coalitions with advocacy groups, stakeholders in the transportation industry, and policymakers to garner support for the bill.
4. **Advocate for Legal Reforms on Felony Backgrounds:** Work towards enhancing legal frameworks that address the accountability of individuals with felony backgrounds who commit illegal acts or provide illegal items, such as firearms or drugs, that result in the harm or murder of victims. This goal will involve collaborating with lawmakers, legal experts, and advocacy groups to propose reforms that increase penalties and improve prosecution strategies for those who facilitate violence against vulnerable populations, thereby contributing to overall community safety and justice.
5. **Implement Human Trafficking Awareness Initiative:** Organize and launch SoS's first human trafficking awareness initiative in Northwest Florida, focusing on educating the community about the local dynamics of human trafficking operations. This initiative will include workshops, public seminars, and distribution of informational materials, aiming to engage community members and encourage proactive involvement in prevention efforts.

We are committed to making tangible contributions that not only combat human trafficking but also offer healing and hope to those who have served our nation, creating a comprehensive support network for all those affected.

Annual Financial Statement



Period Covered: 2024

100% of money raised and donated goes directly to supporting our survivors of human trafficking.

Financial Overview

Total Revenue

Monetary Donations:

- Current Year Donations: \$905.47
- Prior Year Revenue: \$1,466.11
- Total Monetary Donations: \$2,371.58

In-Kind Donations:

- Uncommon Valor (Office Rent):\$9,000.00
- Vixn (Software for Client Services): \$5,000.00
- Founder Contributions: \$668.40
- Total In-Kind Donations: \$14,668.40

Total Revenue (Monetary + In-Kind Donations):

- Total Revenue: \$17,040.00

Total Expenses:

Victim Services Expenses:

- Total Spent on Victim Services: \$7,109.66

This includes hygiene bags, hotel stays, food, transportation costs, and other items associated with supporting survivors of human trafficking.

Organizational Expenses:

- In-Kind Office Rent: \$9,000.00
- Founder Contributions for Operations:
 - IT Costs: \$668.40
 - Management Costs (Licenses, Website Building, Marketing): \$155.37
- Total Organizational Expenses: \$9,823.77

Total Expenses (Victim Services + Organizational Expenses):

- Total Expenses: \$16,933.43

Summary

- Total Revenue: \$17,040.00
- Total Expenses: \$16,933.43
- Net Surplus for the Year: \$106.57

This financial statement reflects our dedicated efforts to support survivors of human trafficking, with 100% of funds raised directly benefiting them. In the past year, we received a total of \$17,040.00 in revenue, with \$16,933.43 in expenses, resulting in a small net surplus of \$106.57.

Acknowledgments

We extend our heartfelt gratitude to:
With a heavy heart, we share that our time in this space has come to an end as Uncommon Valor embarks on a new journey to better support Veterans and First Responders. We are truly inspired by your unwavering commitment, expertise, and understanding in providing trauma-informed care to those in need. Your work is incredible, and we deeply appreciate everything you do! I look forward to future collaboration with you all!

Vixn Discovery for their partnership in enhancing our client services through their software contributions.

Our Founder and Volunteers thank you for personal contributions that have supported both operational needs and victim services.

Call for Support

Your contributions are crucial to our mission! Monetary donations are especially needed for our emergency protection services. If your business would like to sponsor a Situational Awareness weekend retreat or a self-defense class, please reach out to us.

We are excited about our upcoming fundraiser hosted by the Panhandle Jeepettes: the Jeep Scavenger Hunt on August 9th. Join us for this fun event and help us continue our vital work! Visit our Facebook page for more information!

Your support not only aids in our efforts to combat human trafficking but also strengthens our ability to advocate for legislative changes and improve resources within the court system. Together, we can continue to make a meaningful difference in countless lives.



Shadows of Strength

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As we close out the successful year between June 2024 and June 2025, we extend our deepest gratitude to all of you for your continued support of Shadows of Strength. It is your unwavering commitment that makes our success possible and fuels our mission as we look forward to an even more impactful 2026.

Contact Us

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