

Empowering Entrepreneurs

How Destiny Rescue's **Freedom Plans™** empower survivors and their families to launch or expand their own businesses.

In some rescue efforts, a trafficker's arrest or survivor relocation is the change necessary for continued freedom. When extreme poverty pushes children into exploitation, we push back with Freedom Plans™ designed to empower survivors and their families.

Just under

30%

of the children we rescue enroll in a Freedom Plan¹

On average, more than

50

survivors enroll in a Freedom Plan each month²

An economic solution is a main component of

95%

of Freedom Plans³

Small Business Program

About 24% of Freedom Plans implement this unique economic solution to equip families to achieve the financial stability they need to care for child survivors and support their education, the vast majority in Kenya.

Since the program launched in 2022, more than 500 businesses have been empowered in Kenya!

Full-time school attendance went from 26% before rescue to 96% after rescue when survivors were supported by our Small Business Program.

Survivor Entrepreneurs

10% of survivors who pursued training or other economic solutions outside the *Small Business Program* have gone on to become self-employed or open their own business!

The strategy is inherently intentional and individualized: the most successful businesses we've seen are where a survivor chooses a field they're passionate about and we, through our post-rescue training program, help carve out a niche within that industry to differentiate the survivor's business in the community.



About four survivors per month open their own business or start working for themselves.⁴



Tailoring training is one path that may lead to small business ownership for survivors



89% of participating businesses in Kenya hit or exceeded their profit goals for the majority of their first six months of operation.

¹ Based on two-and-a-half years of rescue and post-rescue data (Jan 2023-Jun 2025)

² Average based on two-and-a-half years of rescue and post-rescue data (Jan 2023-Jun 2025)

³ Average based on two and a half years of Freedom Plan data (Jan 2023-Jun 2025)

⁴ Based on two years of monitoring Freedom Plans 2023 - 2025