

'24
ANNUAL
IMPACT REPORT

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MESSAGE FROM OUR FOUNDER

JBM Annual Report 2024

JACO BOOYENS
CEO & Founder



I want to thank you personally, as the founder of JBM, for your continued support and, more importantly, for your heart for the voiceless and those who need our help most. With the utmost humility and gratitude, I thank you for walking with us. Without your support, many would not have been rescued and restored. 2024 was a phenomenal year, where we saw blessings from God with prayers answered, doors opened, and this ministry becoming ever more impactful by the day. This year, we celebrate the growth of our team with God, bringing phenomenal talent to the fight. People who carry a core conviction to stay true to our mission to defend, protect, and rescue one child, one person at a time. Going after "The One" is an answer to a call from God. It is one of the greatest personal redemption stories and honors of my life to know that my sister Ilonka became a full-time member of the JBM team, heading up Curriculum and content strategy. This redemption story marks our "Why", the work God has done in Ilonka's life, first to rescue her from the scorch, and then to redeem her life for a great commission and purpose, is why we are in the fight to begin with. Our hearts are for all those affected to see the healing and redemption that Ilonka so eloquently displays.

This year, we saw the power that can be displayed when policy and legislation are written from the heart of God. We saw what happened when the community rallied and united together around a common goal to defend and protect the voiceless. We celebrated this year as we saw dark forces being pushed back and light, taking territory from awareness/prevention research/policy and rescue support. JBM is blessed to grow day by day.

We are very proud and thankful for the rapid expansion of our curriculum division, providing content according to gap analysis to see real solutions coming to the table through industry expertise and boots-on-the-ground experience. We are very thankful for the significant state-level and national impact. Our policy and legislation bills have resulted in across 47 states in 2024. Survivor input in 2024 has marked a year of the expansion of the reach and the impact of JBM.

We celebrate this year as God's laid on our hearts to launch this most critical initiative of taking care of vulnerable and exploited children in the form of a general residential operation and child placement agency called The Wat. Because of this initiative, we will be able to care for those in need in the most critical way possible. The men and women on the JBM staff carry a heart of God, a relentless pursuit to impact a single life, and a pure dedication and commitment to what God has called us to do.

Along with your support, this team steps into the darkness into the most difficult of conversations and situations and, through prayer and guidance by the Holy Spirit, brings solutions to critical problems to see the captive be set free, the broken be redeemed, and the lost be found. We honor our supporters, donors, volunteers, the army that shows up when we are whipping up votes at the Capital, prayer warriors, and the power of God.. We celebrate you for the success and victory in the kingdom of God that has flowed through JBM in 2024, and we dream big, and we dream bold with you for what lies ahead in 2025. There are God-sized initiatives that we know will make a critical impact in the lives of so many.

God bless you and thank you.

Jaco Rooyens

2024 IMPACT SNAPSHOT

37M+



Views on
Social Media

57M+



Views Across 210
News Interviews

17M+



Views Across 85
Podcasts

500K+



Live Attendance
Through 60 Keynote
Speeches

276K+



Followers Across
Social Media
Platforms

148



Bills Tracked

3



Bills Wrote

7



Bills Passed

Active in 47 states and wrote 1 Amicus Brief for the United States Supreme Court

5



Curriculums Written

24



Rescues Supported

985K+



Equipped & Trained



OUR STAFF & EXPANSION

Reflecting on 2024, we are filled with gratitude for the incredible ways God moved through our ministry. This year was one of growth, expansion, and new opportunities, made possible by His faithfulness and the passionate individuals who joined our team.

We were blessed to welcome Daniel Russell (Media Producer), Emily Tutwiler (Marketing Manager), Kelley Inman (Administrative Director of Operations, The Way Ranch), Sophia Pengra (Executive Director, The Way Ranch), and Ilonka Deaton (Director of Advocacy & Curriculum). Their dedication and expertise helped strengthen our mission and extend our impact.

At every step, God opened doors and provided in ways beyond our expectations, allowing us to reach more people and further His Kingdom. We are incredibly thankful for everyone who journeyed with us in 2024. As we step into the future, we celebrate His provision and remain expectant for all that is to come.



JACO BOOYENS
Founder/CEO



TAMI BARRIER
Executive Director



DAN FUNK
COO



TAMI BROWN RODRIGUEZ
Director of Policy
& Licensing



ILONKA DEATON
Director of Advocacy
& Curriculum



SOPHIA PENGRA
Executive Director,
The Way Ranch



DANIEL RUSSELL
Media Producer



EMILY TUTWILER
Marketing Manager



KELLEY INMAN
Administrative Director of
Operations, The Way Ranch



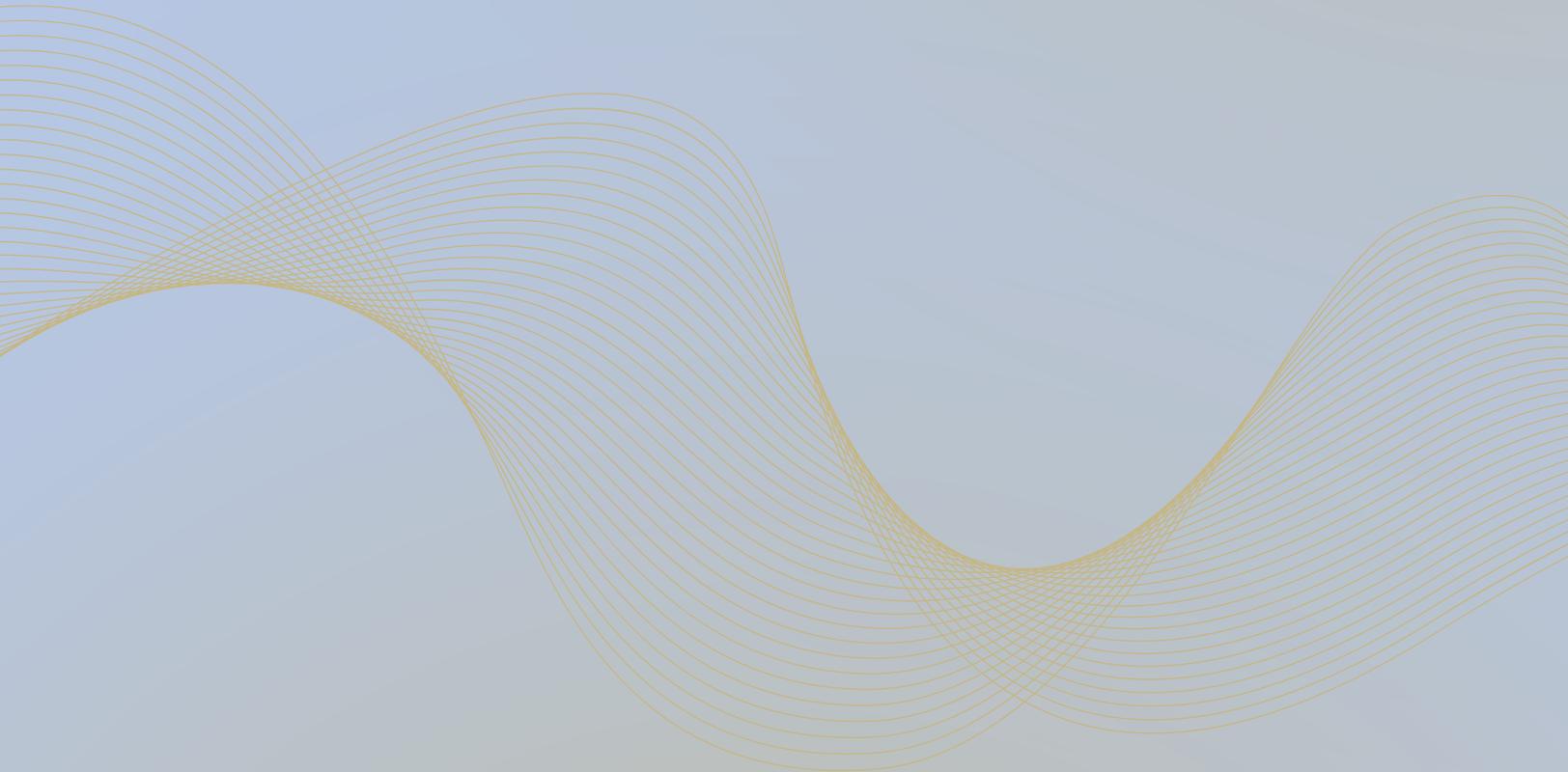
SUMMER ELLIOTT
Communications Director





JACO BOOYENS MINISTRIES

PREVENTION & AWARENESS



EXPANDING AWARENESS THROUGH EVENTS AND PUBLIC ENGAGEMENT

Throughout 2024, Jaco Booyens Ministries (JBM) participated in key events, training sessions, and speaking engagements that expanded awareness, equipped communities, and strengthened the fight against human trafficking. From legislative discussions to global conferences, our outreach efforts connected with diverse audiences and reinforced our mission to protect and restore the vulnerable.



KEY EVENTS & INITIATIVES



Advocacy & Awareness Events

- ▶ **Legislative Engagement**
 - Border trip with legislators
 - March 4 Kids – Washington, DC
- ▶ **Major Awareness Events:**
 - Million Women March
 - Moms for America
 - March for Life with Mercy Culture Church
- ▶ **Fundraising & Community Support:**
 - Beyond Trafficking Gala
 - Alabama Human Trafficking Summit
 - Mercy Culture & The Justice Reform Gala, TX
 - 57/70 Task Force, IL

Education & Training Initiatives

- ▶ **Professional & Institutional Training:**
 - New Mexico State Training
 - JH Ranch Staff Training
 - School Counselor Training
- ▶ **University & Youth Outreach:**
 - Training at Tyler College
 - Speaking at Texas Youth Summit
- ▶ **International Engagement:**
 - FIFA World Cup Meeting – London
 - Speaking at the United Nations – NYC

Faith-Based & Leadership Engagements

- **Church & Faith Community**
 - Preached at Mercy Culture Church
 - Participated in Wallbuilders Event
- **National Conferences**
 - Christians Engaged Conference
 - Texas Leadership Summit

Community & Humanitarian Impact

- Mercury One Disaster Relief Mission (North Carolina)
 - Provided critical aid and support to communities in crisis.

Media & Public Influence

- **National & Global Media Coverage**
 - Interviews & appearances on:
 - FOX News
 - Jesse Watters Show
 - Sean Hannity Show
 - The Dan Ball Show
 - David Harris Jr. Podcast
 - Fox & Friends
 - War Room
 - Epoch Times
 - The Tutor Dixon Show
- **Keynote & High-Profile Appearances**
 - AL Trafficking Summit
 - Trump Rally (Illinois)
 - Celebrity Softball Tournament

In 2024, JBM broadened its reach by forging strategic partnerships, advancing public policy advocacy, and providing education and resources to equip communities in the fight against trafficking.

As we look ahead, we remain steadfast in our commitment to raise awareness, influence policy, and empower individuals to take action in 2025 and beyond.



PUBLISHED OPINION EDITORIALS

To advance our advocacy mission, we published a series of impactful opinion editorials addressing critical issues including human trafficking, global corruption, and the erosion of moral frameworks. These pieces were strategically placed in high-profile media outlets, reaching lawmakers, educators, faith leaders, and the broader public to drive awareness and inspire action.

Featured Op-Eds Include:



"SHADOWS: A CALL FOR TRANSPARENCY, JUSTICE, AND RENEWED VALUES"

Published in The Dallas Express and The Blaze, this piece addressed revelations from the Epstein files and called for moral renewal and institutional accountability.

"TRAFFICKED YOUTH: THE DARK SIDE OF OPEN BORDERS"

This editorial, featured in The Dallas Express and The New York Post, exposed the exploitation of vulnerable migrant youth due to lax border policies and the failure to safeguard children from trafficking networks.

"CCP'S GLOBAL POWER PLAY: BEYOND MIGRANT TRAFFICKING"

Distributed by The Good Lobby and The Blaze, this op-ed explored the role of the Chinese Communist Party in transnational trafficking and its broader human rights violations.

"EPSTEIN: THE BATTLE AGAINST HUMAN TRAFFICKING"

Published across The Blaze and The New York Post, this op-ed connected high-level trafficking operations with systemic failures in justice, calling for sweeping reforms.

Each piece contributed to shaping national conversations, influencing public opinion, and driving engagement on the urgent issues of trafficking, policy transparency, and societal values.



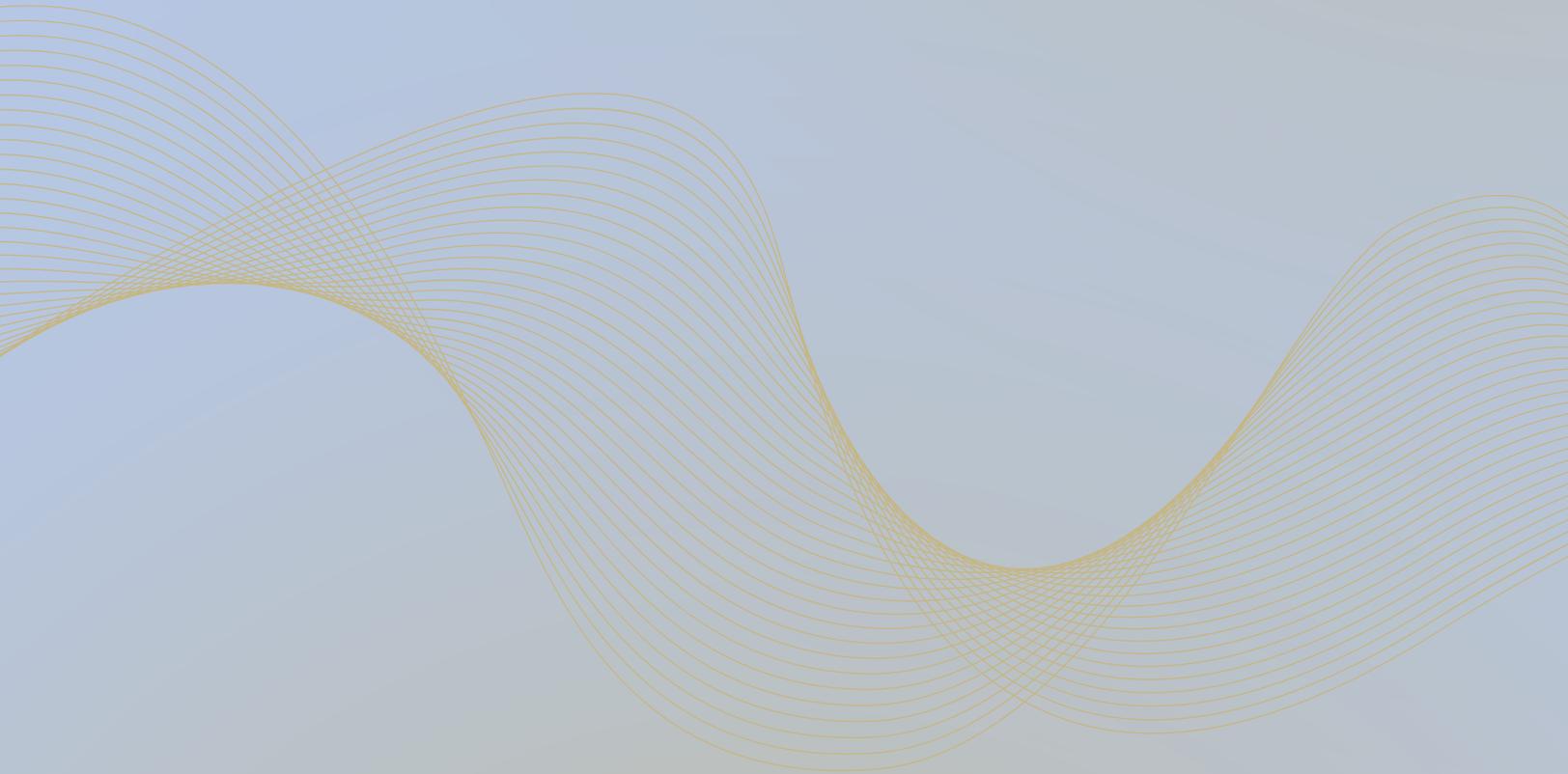
LAUNCHING THE JBM AMBASSADOR & BACKPACK PROGRAM: A VISION FUELED BY THE CIGNA FELLOWSHIP

In 2024, JBM took a bold step forward in the fight against human trafficking with the launch of the **JBM Ambassador Program**, an initiative made possible through the Cigna Fellowship awarded to Charla Figallo. This fellowship provided essential support, expertise, and resources to develop a structured, impactful program that equips volunteers to educate, advocate, and raise awareness in their communities. The timing of this fellowship aligned perfectly with the development of processes and protocols for sustainable impact, contributing to JBM's long-term vision of prevention and restoration. As part of this initiative, we introduced the **JBM Community Guide**, a vital educational tool used to train Ambassadors on human trafficking awareness, prevention strategies, and victim support. Throughout the year, we trained and commissioned our first group of Community and College Ambassadors, preparing them to host events, share information online, and advocate for the vulnerable. Their dedication helped amplify JBM's reach, bringing crucial education and prevention strategies to schools, churches, and communities nationwide. In addition to education and advocacy, JBM launched a **Backpack Program** to provide immediate care and dignity to individuals being rescued from trafficking. Each backpack includes hygiene products, a Bible, a notebook, and a blanket, offering comfort, encouragement, and hope during the first critical moments of a survivor's journey toward healing. By spreading awareness and empowering individuals, these Ambassadors played a crucial role in preventing exploitation before it starts. Their impact in 2024 laid the foundation for a growing movement that will continue to protect lives and influence change. As we move forward, we celebrate this incredible beginning and the impact of the Cigna Fellowship. We remain committed to expanding our reach, equipping more voices, and strengthening the fight to end human trafficking.



JACO BOOYENS MINISTRIES

RESCUE SUPPORT



2024 CASE & SUPPORT UPDATE

In 2024, Jaco Booyens Ministries (JBM) encountered some of the most complex and urgent child protection cases to date. From family court failures to online exploitation, the need for intervention and reform has never been greater. Thanks to the support of our partners, JBM has responded with action, compassion, and results.

Key Challenges in 2024

▶▶ Family Law Failures

- Alarming rise in custody decisions placing children back with abusive parents.
- Forensic, CPS, and medical reports are often ignored in court decisions.
- Calls for urgent reform to prioritize child safety and victim protection.

▶▶ Digital Exploitation Crisis

- Surge in online grooming through apps and chatrooms.
- Traffickers reach children—especially girls—within hours.
- Most 2024 rescues began with online contact.

Continued Services

▶▶ Adult Survivor Support

- JBM continues to stand in the gap for survivors through every stage.

▶▶ Placement & Backpack Program

- Provides detox, trauma counseling, clothing, essentials, and safe housing.

Rescue & Recovery Highlights

▶▶ Youth Group Interventions

- Multiple survivors rescued and placed in trauma-informed care.
- Survivors now rebuilding lives with tools for healing and independence.

▶▶ Freedom Aviation Network Partnership

- Founded by Stephanie Lamar & Jared Miller.
- Pilots donate time, skills, and aircraft to transport survivors to safety.
- 3 successful cross-state missions completed with law enforcement.
- Aims to become the first aviation network dedicated to survivor transport.

▶▶ Life in Restoration

- Two Texas survivors entered recovery through JBM Placement.
- One completed her program, secured a job, and reunited with her child.

New Initiative Incorporated Under JBM 501 c 3

THE WAY RANCH, LLC

A JBM Stabilization Center serving children at risk and victims of human trafficking.



In 2024, Jaco Booyens Ministries (JBM) advanced its mission to protect, restore, and empower children at risk and survivors of human trafficking. Our team expanded with two new staff members dedicated to The Way Ranch initiative. One of these team members achieved a key milestone by earning their Child Care Administrator license, a critical requirement for opening and operating a 24-hour childcare facility.

Our team has developed comprehensive Policies & Procedures that not only meet but exceed Texas minimum standards, prioritizing each child's love, dignity, and safety.

JBM is in the process of designing a child-placing agency through The Way Ranch initiative.

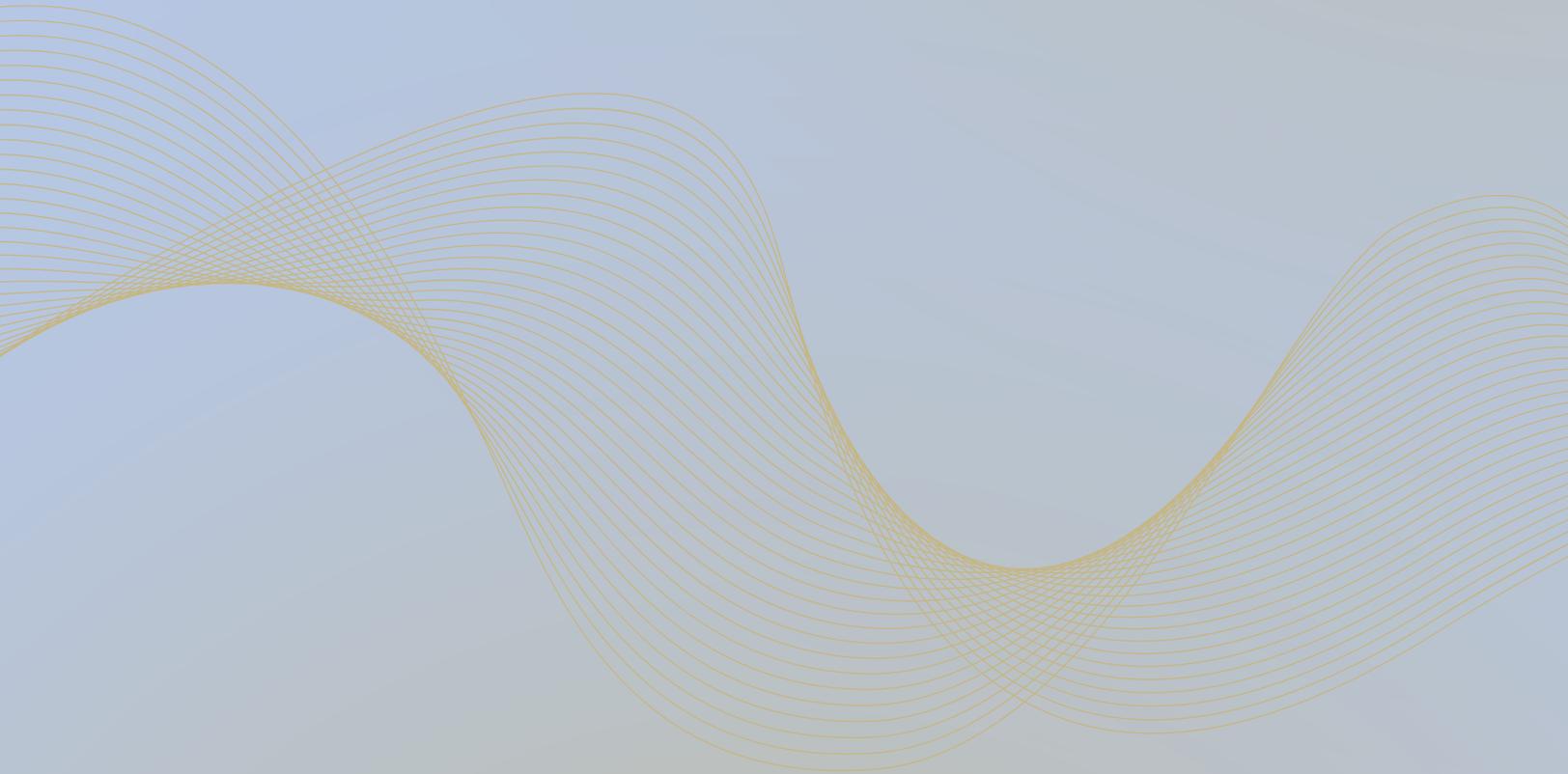
This effort includes building partnerships with local churches to identify families prepared to foster or adopt, providing loving, Christ-centered homes for children in need.

To further equip caregivers and staff, our team is also creating a biblically-based curriculum that will be used to train both childcare professionals and foster/adoptive parents – ensuring that every child's healing journey is supported by faith, compassion, and excellence.



JACO BOOYENS MINISTRIES

TRAINING & RESEARCH





CURRICULUM



RESEARCH

In 2024, our Curriculum Department made significant strides in education, leadership development, and public engagement. Our team focused on equipping leaders, empowering communities, and raising public awareness by developing strategic curriculum resources and publishing widely circulated opinion editorials. These efforts continue to shape informed leaders and foster meaningful conversations in the fight to protect vulnerable children and strengthen families.



Curriculum Development Highlights

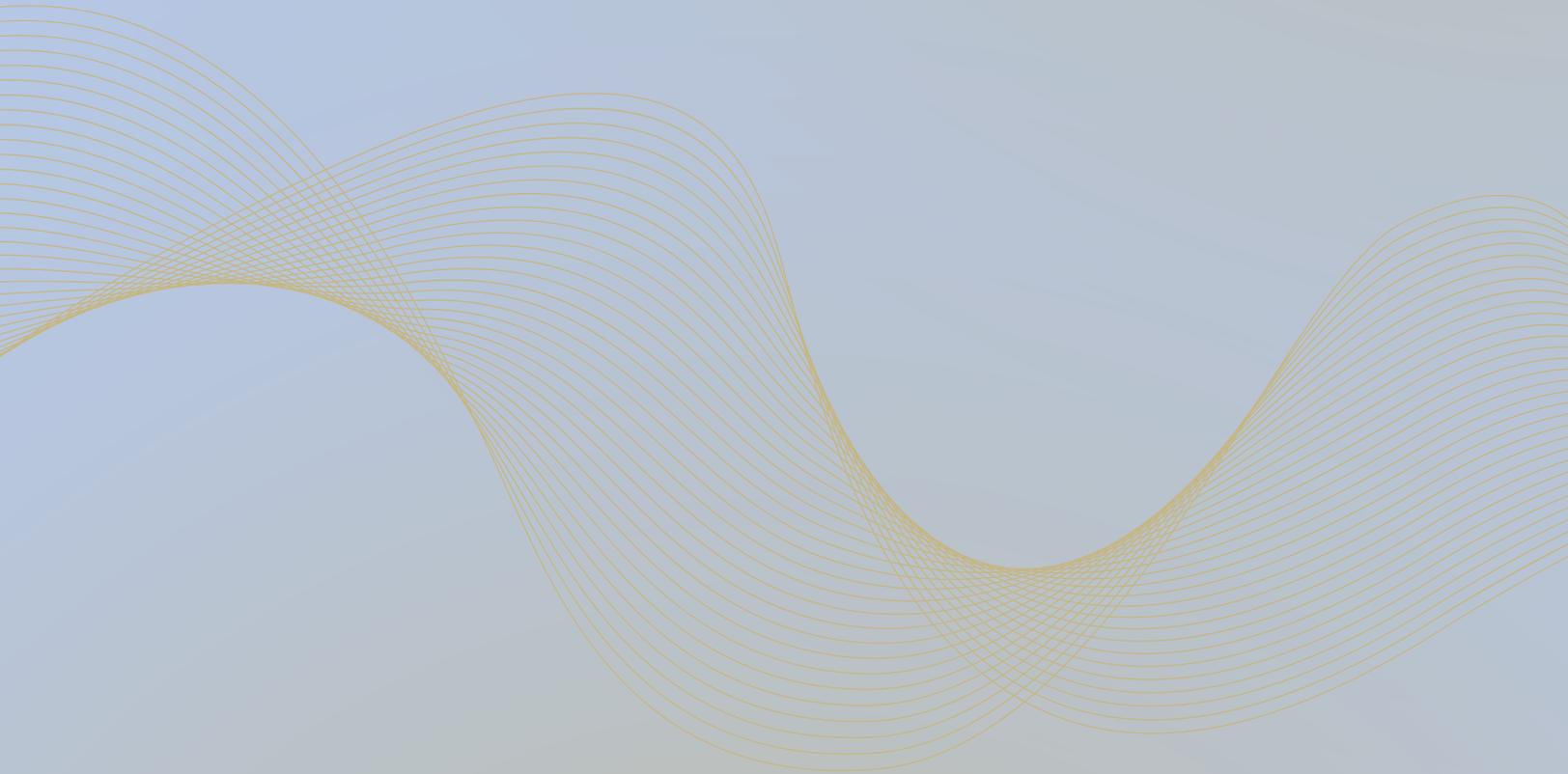
This year, we successfully authored and implemented comprehensive training curricula across multiple sectors:

1. **Church Leadership Training** - A comprehensive curriculum was developed to guide church leaders in ethical decision-making, community care, spiritual leadership, and safeguarding practices.
2. **Texas School Board of Trustees Training** - We created tailored materials to equip school board members with tools for effective governance, policy accountability, and child-centered decision-making in public education.
3. **School Training for Parents, Students, Faculty, and Nurses** - These programs were designed to create unified learning environments by educating parents, empowering students, and providing teachers with trauma-informed strategies, safety awareness, and communication tools.
4. **Judicial Training** - A specialized training series that equips judicial officers with current insights on child exploitation cases, trafficking trends, and ethical frameworks for justice.
5. **School Counselors** - Training for school counselors, as they are entrusted with the safety and well-being of our children, within the school environment.



JACO BOOYENS MINISTRIES

POLICY & LEGISLATION





This year, JBM's legislative team played a vital role in advancing child protection efforts across the country. We traveled to Austin, Oregon, D.C., Pennsylvania, Missouri, and Georgia, meeting with lawmakers, testifying at hearings, and supporting survivor-centered policy.

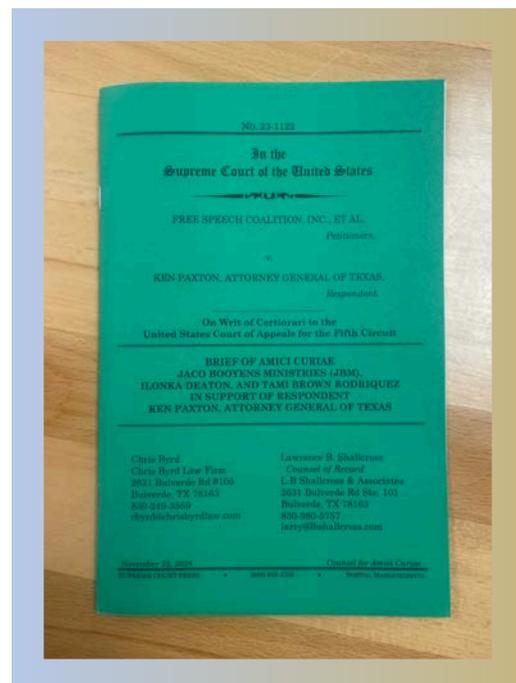
One of the most significant milestones was our participation in an amicus brief filed in the U.S. Supreme Court case Paxton v. Free Speech Coalition. This brief defended Texas's age verification law and underscored the urgent need to protect children from harmful online content—bringing real-world perspective and survivor-informed expertise to the nation's highest court.

In total, JBM tracked 148 bills across 46 states, and our Top 5 priority bills—addressing digital safety, educational obscenity exemptions, and institutional accountability—made meaningful progress thanks to data-driven advocacy partners.



We drafted an Amicus Brief for the Supreme Court of the United States:

- ▶ Free Speech Coalition v. Paxton – Defending laws that safeguard children from online porn.
- ▶ Current status: We are currently awaiting the Supreme Court's opinion and it's expected by June.





Protecting Children Through Legislative Action

At **JBM** we are committed to safeguarding children from exploitation, harmful content, and systemic failures that put them at risk. Our legislative efforts span multiple states and focus on key bills designed to increase penalties for offenders, prevent obscenity in schools and libraries, hold educators accountable, and protect children from harmful content and data misuse.

We are directly involved in drafting legislation, working hand-in-hand with legislators, their legal counsels, and bill drafting teams to ensure strong child protection laws are written, passed, and enforced.

➤ **Stronger Penalties for Predators (19 Bills)**

We drafted legislation increasing criminal penalties for those who exploit children. Tougher laws ensure predators and those enabling them are held fully accountable.

➤ **Removing the Obscenity Exemption from Schools & Libraries (23 Bills)**

Children should never be exposed to explicit materials in educational settings. We draft bills that establish clear content standards, age-appropriate protections, and oversight of all materials.

➤ **Library & School Oversight to Prevent Exploitation (14 Bills)**

We draft legislation ensuring school libraries and educational institutions remove sexually explicit content.

➤ **Protecting Children from Data Exploitation & Online Grooming (11 Bills)**

Big Tech and online platforms must not profit from exploiting children's data. We advocate for laws that limit data collection and prevent the tracking and targeting of minors.

➤ **Age Verification Laws for Online Safety (21 Bills)**

We work directly with legislators, legislative councils, and bill drafting teams in 9 states to advance age verification laws that protect children from online porn. We have filed a wave of age verification bills nationwide, and we are at the forefront of ensuring these policies close legal loopholes and hold platforms accountable.

➤ **Removing the Sovereign Immunity Doctrine from Schools (1 Bills)**

Removing sovereign immunity would allow parents, students, or staff to file civil lawsuits directly against schools for negligence or abuse.

WAYS TO GIVE & PARTNER

Monthly Giving

Every dollar fuels rescue, restoration, and advocacy. Choose any amount and become a sustaining partner in the fight for freedom.

Partner with The Way Ranch

Invest in the development of our stabilization center and residential care program, providing long-term healing and hope for survivors. Please contact tami@helpjbm.org.

Donating Stock, Securities, and Mutual Fund Shares

Donating stock directly to a charitable organization, like Jaco Booyens Ministries, can increase the amount of money received by the charity while reducing tax burden for the donor.

Your financial advisor can explain the possible tax benefits depending on whether the stock has appreciated or lost value since the time you acquired it. When gifting stock, you can reference our transfer form, or contact john@cornerpostfinancial.com to inform us of your gift, so we can properly acknowledge your gift and provide you with a tax receipt.

Workplace Giving Campaigns - Matching Gifts

Double the impact of your generosity by participating in your company's matching gift program. Send your company's matching gift form along with your donation and the development team will take care of the rest.

Honor/Memorial Gifts

Celebrate or remember someone special in your life by supporting JBM. In your donation, select "In Honor Of" or "In Memory Of," and we will send the recipient a beautiful card and let them know you're thinking of them.

THANK YOU!

Thank you for standing with us and making this work possible. Your generosity continues to drive lasting change.

Email :

info@HelpJBM.org

Website :

www.HelpJBM.org

Address :

835 East Lamar Blvd., #389,
Arlington, Texas 76011, United States

EIN :

46-1053138

Platinum
Transparency
2025

Candid.