

2025

TREASURES ANNUAL REPORT





HARMONY DUST
OUR FOUNDER

Dear Friends of Treasures,

As I reflect on this past year, I am filled with deep gratitude — for you, our team, and the thousands of survivors whose courage inspires our work.

2025 marked a significant milestone for Treasures. After 22 years as Executive Director, I transitioned into the role of Chief Vision Officer, and in July we welcomed Zaina Greene as our new Executive Director. She has stepped into this position with tremendous heart, skill, and leadership.

I want to assure you — I am still here. I remain fully engaged in the mission and daily work of Treasures. This transition has allowed me to lean even more into my strengths and contribute where I can make the greatest impact: strategic vision, curriculum development, national thought leadership, fundraising, and long-term sustainability. It has also created more room for speaking and media opportunities that amplify Treasures' reach.

This year, Treasures continued to meet the growing needs of survivors through trauma-informed care, leadership development, and global resource programs. Like many nonprofits, we navigated a challenging financial climate in 2025. Yet through thoughtful stewardship, strategic leadership, and your steadfast support, we have continued to meet increasing demand and strengthen our systems for the continued growth and longevity of Treasures.

Your support is not only appreciated — it is foundational.

In the coming year, I look forward to completing *Free to Heal*, the second volume of our *Live Free Recovery Curriculum*, already used in programs worldwide. In partnership with Zaina, our Board, and our incredible staff, I am excited to continue expanding our reach and building sustainable pathways to ensure survivors receive the care and community they deserve. Our vision remains clear: a world where every survivor has access to the tools, support, and community they need to live free, heal deeply, and thrive.

Thank you for standing with us — for believing in this mission and in the survivors we serve. Your support makes hope, freedom, and healing possible.

With deep gratitude,

Harmony Dust - Founder & Chief Vision Officer, Treasures

To Our Supporters and Partners,

This year represented a meaningful season of transition for Treasures, and in July I stepped into the role of Executive Director with a deep respect for the work already underway and a clear focus on what it will take to sustain and strengthen it.

One of my first priorities was ensuring continuity — honoring the mission, supporting our team, and maintaining the integrity of survivor-led, trauma-informed work during a time of leadership change. Harmony's ongoing leadership as Chief Vision Officer has been a steady and invaluable presence throughout this transition, providing insight, historical knowledge, and partnership as we navigated the operational responsibilities of this next chapter.

Throughout 2025, Treasures focused on strengthening internal systems while continuing to meet the growing demand for our programs. We expanded trauma-informed care and leadership development efforts, advanced global resource initiatives, and invested in the infrastructure required to support both our staff and the organizations we serve. Careful stewardship and strategic planning allowed us to remain responsive in a challenging nonprofit landscape.

As we look toward the year ahead, our focus is on capacity. In early 2026, we plan to hire our first Program Director — a critical step that will allow us to scale training, deepen program delivery, and increase support for partners around the world implementing survivor-centered practices. This role represents a practical investment in the systems that make long-term impact possible.

Treasures is committed to operating with clarity, accountability, and care — ensuring that our mission is not only carried forward, but well supported by the structures behind it. We are grateful to those who make this work possible through partnership, trust, and shared commitment.

With appreciation,

Zaina Greene - Executive Director, Treasures



ZAINA GREENE
EXECUTIVE DIRECTOR

TABLE OF CONTENTS

1	OUR HISTORY
5	OUR MISSION
6	THE PROBLEM
7	OUR SOLUTION
9	OUR IMPACT
12	TREASURES-TRAINED ORGS
15	SURVIVOR DEVELOPED RESOURCES
16	STRATEGIC DIRECTIVES
22	FINANCIALS
23	OUR FOUNDER
25	GET INVOLVED
26	KEY FOUNDATION SUPPORT
27	OUR PARTNERS





THE NIGHT THAT STARTED IT ALL

One night, in 2003, I found myself parked outside of the strip club where I had once worked under the control of my pimp. I was praying for the women inside and wondering how many of my old coworkers were still there. How many new girls must have come and gone? How many children were working there with a fake ID just as so many of my friends had? How many were working under the watchful eyes of their pimps who were arranging for further exploitation once the club closed?

I had just left my own pimp only five years before. Although my healing journey was well underway, in many ways, the trauma was still fresh. And yet, I knew I needed to do something.

I found a stack of postcards in my console I had gathered from a women's conference I recently attended. The message on the front of the cards was exactly what I wanted to communicate to the women.

Her value is far above rubies and pearls...

It was the revelation that I was valuable and my life has purpose that prompted my own transformation. I hoped this message would land in their hearts as it had in mine. So I quickly began writing handwritten notes on the back of the postcards, encouraging the women (and girls) letting them know they were not alone and there was hope for their futures.



HUMBLE BEGINNINGS AND VISION BROUGHT TO FRUITION

After that, I gathered a handful of brave volunteers to join me on the endeavor to reach every single woman in every strip club in Los Angeles County, Orange County and Las Vegas. All I had was a laptop, access to a printer and a vision to reach and serve women experiencing exploitation and trafficking in strip clubs as I once had.

There was no blueprint. Only a burning desire to let the women know that they are loved, valued and purposed, and support is available if and when they are ready.

I had no idea that we were actually partnering into the early stages of a movement and would become forefunners in the anti-trafficking efforts.



OUTREACH

We expanded our outreach efforts beyond strip clubs to women in porn, escorting, and survivors of trafficking and exploitation. Since 2003, we have given over 88,082 gifts to women and girls we have endeavored to reach. Over 33% of them have identified as survivors of trafficking.



TRAINING

Realizing that the anti-trafficking movement was gaining momentum and our small, LA-based group of volunteers could only do so much, we developed our Outreach Care and Training Program in order to equip and empower leaders around the globe in best practices in outreach and care to survivors of exploitation and trafficking in the commercial sex industry. Since then, we have trained leaders to launch outreaches in over 139 cities on 6 continents. Plus countless more allies and service providers in best practices, including the FBI, DOJ, social workers and law enforcement.



TRAUMA-INFORMED, SURVIVOR-LED CARE & EMPOWERMENT

As the need for trauma-informed, survivor-led direct services expanded, so did our programs. We went from a small team of mentors who met at coffee shops to collaborate on program development to a fully developed mentoring and coaching program, three survivor-led support groups a week, gentle case management services, holiday parties, retreats, and more.

We recognize that services designed to address the emotional, relational, and spiritual needs are important, but without services to address basic needs- such as food, clothing, and shelter- permanent freedom from exploitation is improbable. Especially since 80% of the women we serve are living below the poverty line. In order to respond to these tangible, practical, and financial needs, we developed our Freedom Fund. In the last two years, we provided 136 women with financial assistance in order to help them secure stable housing, reliable transportation, access to emergency relocation to escape their traffickers, and so much more.

Even then, we understand that financial sustainability is hard to achieve without education and employable job skills. This understanding is what prompted us to offer economic empowerment opportunities, including access to funding for education and vocational training, in partnership with organizations that offer vocational and educational training and opportunities.

Since inception, we have provided life-changing services to over 7,470 women.

OUR *Mission*

To equip & empower survivors of sexual exploitation and trafficking in the commercial sex industry to live healthy, flourishing lives & train others across the globe to do the same in their cities.



THE PROBLEM



90%

of women in the sex industry were sexually abused as children

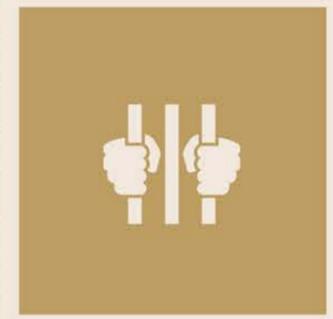
70%

of trafficking victims are from the foster care system



70%

of female victims are trafficked into the commercial sex industry including porn, stripping, & prostitution



89%

want to escape but see no other options for survival

But, there is hope...

OUR SOLUTION

CONTINUUM OF CARE



OUTREACH

- Strip Clubs
- Porn Industry
- Online
- Media
- Referral Partners
- Empowerment Conference



INITIAL SUPPORT

- Needs Assessment
- Provide Care Packages
- Access to Survivor-Specific Resources
- Referrals (partners & social services)
- Peer to Peer Support



SUSTAINING RECOVERY

- Weekly Support Groups
- Matched with a Mentor
- Freedom Fund
- Fostering community
- Employment Coaching
- Design Your Destiny Coaching

EMPOWERING WOMEN ON THE JOURNEY FROM...

OUR SOLUTION

CONTINUUM OF CARE



SUPPORTING SELF-EFFICACY

- Weekly Online Empowerment Groups
- Vocational/Educational Assistance
- Assistance in creating an ongoing self-care plan



EMPOWERING LEADERS

- Design Your Destiny Coaching Program
- Leadership opportunities
- In the Works: Free to Lead Curriculum

...SURVIVOR TO OVERCOMER TO LIBERATOR



2025 IMPACT

Your support made this happen



246

Attended Support groups



259

Received Care Case Management



114

hours of support group provided



913

Hours of mentoring and coaching



145

Care packages sent



210

new women received care in 2025

IMPACT

Since 2003

 **7,470**

Received Care

 **1,441**

Hours of support
group provided

 **89,291**

Gift bags given to
women working in strip
clubs and porn

 **95.18M**

Million Reached
Through Media

 **2,843**

Care Packages have been
sent out to women

 **608**

Women received
mentoring

 **21,950**

Hours of mentoring provided





THE LANDSCAPE

CONTINUED GROWTH

In 2025, **we served 59% more women** than in the previous year. We are seeing more and more women reach out for support and services.

THE OUTCOMES

In 2025, we had...

- 210 new women reached out to receive support/resources
- 145 of those women have received care packages from Treasures
- Supported 259 women in light case management support (including providing support in finding housing, credit repair, employment coaching, etc.)
- Had 19 new women enroll in our mentorship program
- Doubled our team of mentors this year to accommodate meeting the need
- 246 women attend our support groups

A SHIFTING ECONOMY

Giving to nonprofits is down by 30%. Volunteerism has also dropped steeply, so it is more difficult to offset operating expenses with the reduction of volunteer support.

TREASURES-TRAINED ORGS WORLDWIDE

AFRICA

South Africa
Tanzania
Uganda

ASIA

Hong Kong
Philippines

AUSTRALIA

Brisbane

EUROPE

Bulgaria
The Netherlands
Romania

SOUTH AMERICA

Argentina
Brazil
Columbia
Ecuador

CANADA

Alberta
Greater Niagra
Toronto



129 CITIES

29 COUNTRIES

6 CONTINENTS

125+ Orgs Trained in The U.S. alone.

FROM THE *Women*

“I feel surrounded by love and compassion! Every detail of **my journey has been empowered and inspired** by the dedication shown. From the intake, welcome package, support groups, help with my internet privacy, grief recovery, mentorship, gift cards, and most importantly, attention to the simplicity of being gentle and genuine.”

“Coming to group a year and a half ago was my first step to real recovery, too. My Treasures mentor is an actual angel from heaven, she's so good to me. I'm going back to school at HARVARD to be a doctor! **It's SO possible to heal and have a real shot at life** with you guys. Love you!”

“I have learned through group that **I can't fail if I show up as my fully authentic self.**”

**Name & identifying information changed to protect confidentiality.*

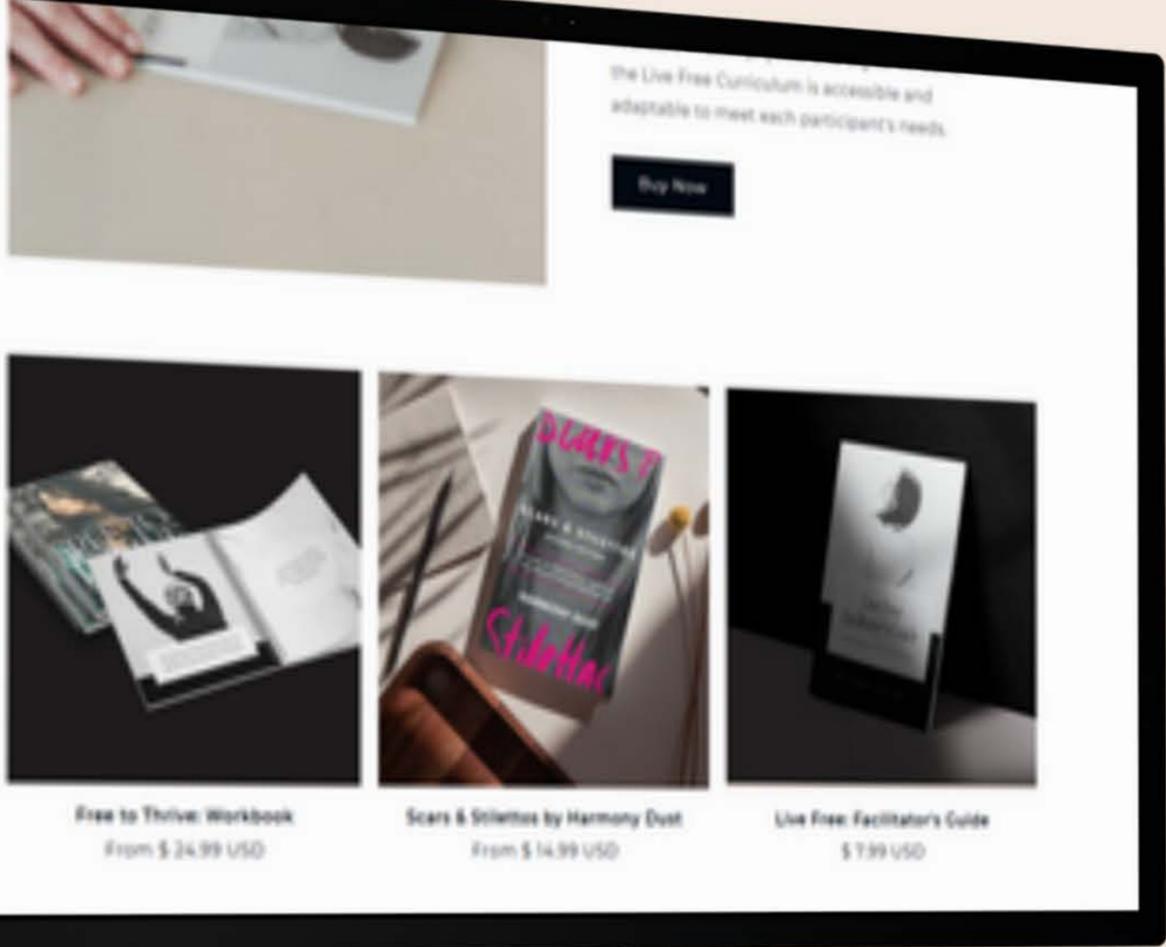




WINS FROM *2025*

- A Treasure had Credit Bureaus accept her disputes through the DBRA and have removed the negative marks. Her credit shot up 183 points, and she now has a 724 credit score!
- We were able to house a family displaced by the fires for 5 months.
- A Treasure who was accepted into a program with her son and healing has begun.
- A Treasure who has been taking classes and who was struggling with her confidence and being able to learn new things, is no longer scared of learning!
- We were able to assist women financially after the LA fires.
- 13 women have received certificates of completion for Care Groups (meaning they have completed two seasons of Care Groups within a calendar year).
- A long time Treasure graduated with her Doctorate in Business Administration.
- We got access to a club that we haven't been into in years.
- A Treasure got into a welding program from one of our partners and received a personalized follow up care and support - has been invited to come back and teach a welding segment to her students.
- Housing for one of the women through a grant. She received \$20k and was able to move into a new apartment!
- A Treasure granted a pardon for the felonies that she received while she was trafficked.
- A mentee got out of the life and started a job at a hotel. She reported 3 different trafficking instances, and then started training the staff on how to see when trafficking is happening/what to do.
- In May 2025, we made a strategic decision to sell the Treasures House to strengthen long-term sustainability and reinvest in programs that now reach four times as many survivors through our expanded virtual services.

SHOP OUR SURVIVOR DEVELOPED RESOURCES



SCARS AND STILETTOS

Our Founder's memoir which shares her story of childhood abuse, exploitation, strip clubs and finding freedom from it all.



SOMEONE I LOVE

A Guide to Helping Those Stuck in Harmful Behaviors and Relationships.



FREE TO THRIVE

A recovery curriculum designed to empower women to find freedom from exploitation and trafficking and live their best lives.

STRATEGIC *Directives*

CARE

Through our survivor-led, trauma-informed mentoring, support groups, recovery curriculum, emergency relief fund, and community partnerships, we help women heal from their past and rebuild their lives.

PROGRAMS

- Online Support Groups
- Mentoring
- Coaching
- Short-Term Case Management
- Emergency Financial Assistance
- Vocational Development
- Survivor-Led Bible Study*

COST: \$526,873.26

OUTREACH

We will continue to reach women and girls in strip clubs, porn, escorting, prostitution, and victims of trafficking with the message that they are loved, valued, and purposed. and support is available.

STRATEGIC ACTIVITIES

- Monthly Strip Club Outreach to 47 clubs in Los Angeles County.
- Bi-monthly outreach to HIV testing centers for people in porn
- Strengthen our online reach by increasing our presence and visibility of resources on platforms where women are engaging.
- Engage in outreach to system-impacted youth through retreats and workshops in partnership with DCFS, Department of Probations, and Local Orgs serving youth.

COST: \$73,183.20

*Though we are a faith-based organization, there are no faith requirements and no strings attached when it comes to all of our programs and services. Our support groups and mentoring are open to women from all walks of life, and we respect everyone's religious and spiritual views.

DEVELOP RECOVERY CURRICULUM

In 2024, we launched Volume One of our Live Free Curriculum Series: Free to Thrive. In 2025, we began working on the next volume, Free to Heal. In 2026, we plan to complete volume two, Free to Heal.

Survivor-developed, trauma-informed curriculum is hard to come by and so very needed. Based on the Stages of Change model and key resilience building blocks, the Live Free curriculum will provide a series of volumes customized to the needs of people in the varying stages of their recovery journey.

COST: \$25,000 UPFRONT (WILL EVENTUALLY CREATE INCOME)}

TRAINING

We will continue to offer our digital training in order to equip and empower allies, service providers, and churches to effectively reach and support women in their cities who have been impacted by sexual exploitation and trafficking.

COST: FULLY FUNDED AND CREATING REVENUE

COLLABORATIVE RESEARCH PROJECT

In collaboration with three other Los Angeles-based non-profits providing services to women who have experienced exploitation and trafficking, Treasures is conducting a longitudinal study tracking survivor success in 14 different categories. We are utilizing data collected using the Outcomes For Human Trafficking Survivors (OHTS) Instrument. The OHTS is an outcome evaluation instrument designed to help comprehensive service programs monitor progress toward outcomes among victims and survivors of human trafficking.

COST: FUNDED

OPTIMIZE OPERATIONS

In order to maximize efficiency and sustainability, we will engage in a process of optimizing operations.

COST: \$30,000

PIVOT DEVELOPMENT *Strategy*

In a time when giving is down, it is critical that we pivot our development strategy and activities in order to ensure sustainability.

STRATEGIC DEVELOPMENT COMPLETED IN 2025

- Onboarded a fundraising consultant to our Board of Directors
- Sold the Treasures home and went fully virtual as a staff
- Hired a new Executive Director, Zaina Greene which allowed Harmony to move into a Founder/Chief Visionary staff position. This transition will allow both roles to expand capacity in vision, strategy, leadership and fundraising as an organization.

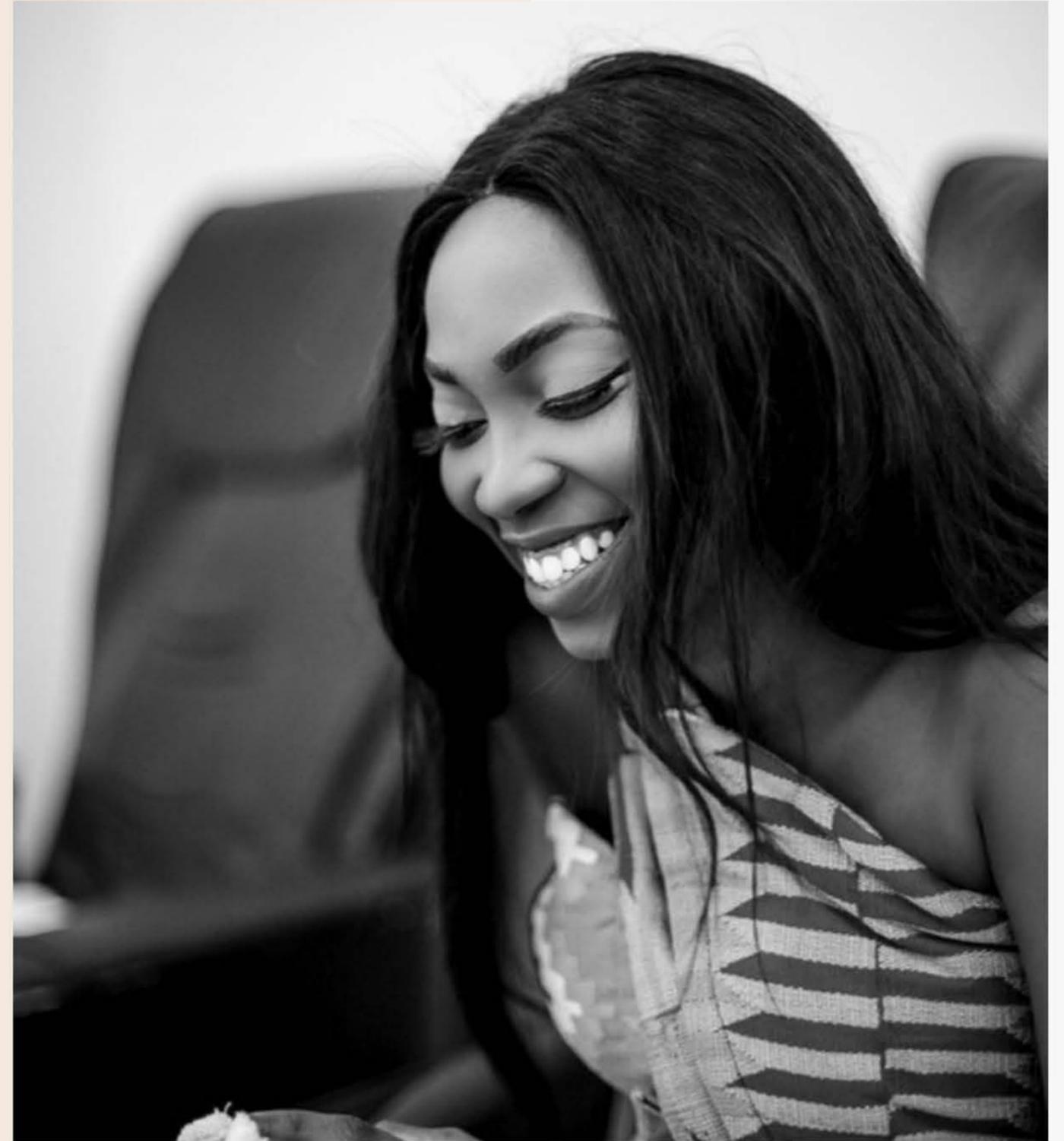
STRATEGIC DEVELOPMENT PLANS OF 2026

- Create a development plan that focuses on donor cultivation and retention
- Increase efforts to secure grant funding (ongoing)
- Create and implement a plan to onboard church partnerships
- Increasing our availability for speaking and media opportunities that will expand our reach and partnerships, and serve to educate the community
- Increase monthly donors by starting the Freedom Fighters; Treasures' community of monthly supporters who believe in freedom, healing, and the restoration of survivors of exploitation. By giving each month, they help provide consistent outreach, resources, and aftercare support that changes lives

STRATEGIC *Activities*

We completed SWOT analysis of each program in 2025, which helped guide us in the following strategic decisions for 2026:

- Hire a full-time Program Director who can oversee all of our Direct Services programming and trainings.
- Outsource HR.
- Engage an independent, third-party accounting firm to conduct a financial review for added transparency and accountability.
- Equip our entire staff through attendance at a national anti-trafficking conference, ensuring with emerging developments, best practices and field-wide innovations.
- Deepen and strengthen our scope of practice in care as we navigate a new climate of remote work and virtual care that expands our services across the country and even internationally.
- Formalize our prevention initiatives to further implement and expand our programming towards at-risk youth and foster care.
- Work with HT workgroup for LA County to develop a governing body to coordinate services for adults.





Leadership

DEVELOPMENT & RECRUITMENT

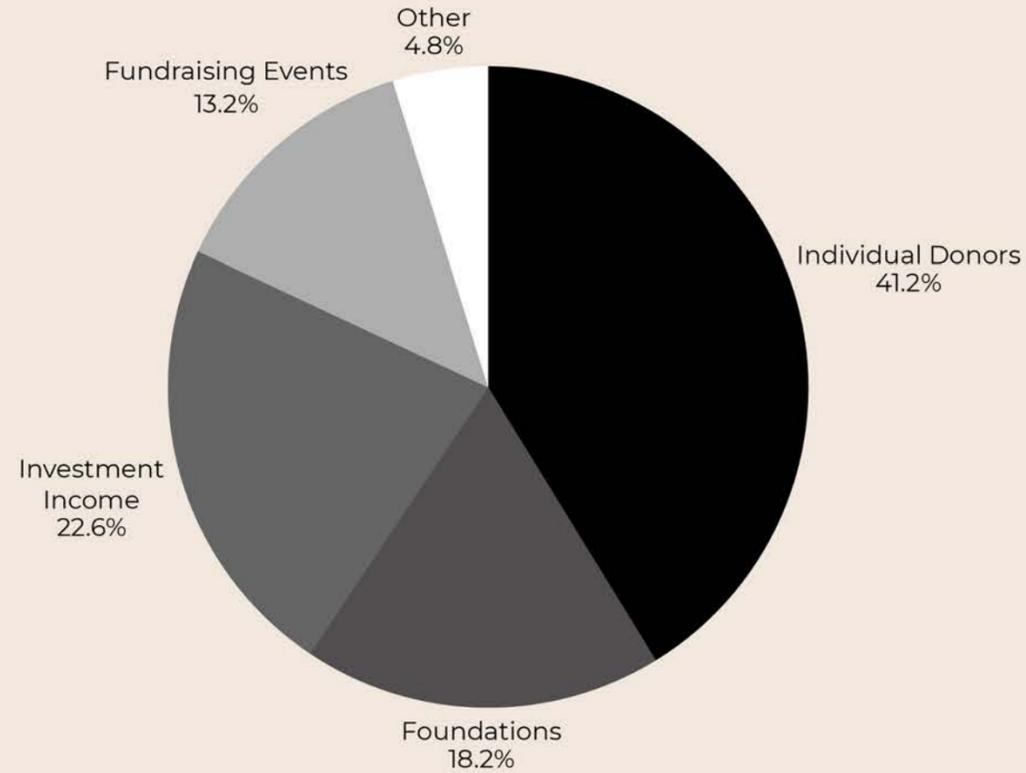
In order to continue to effectively navigate ongoing growth and ensure sustainability, it is vital that we engage in intentional leadership development and recruitment.

STRATEGIC ACTIVITIES

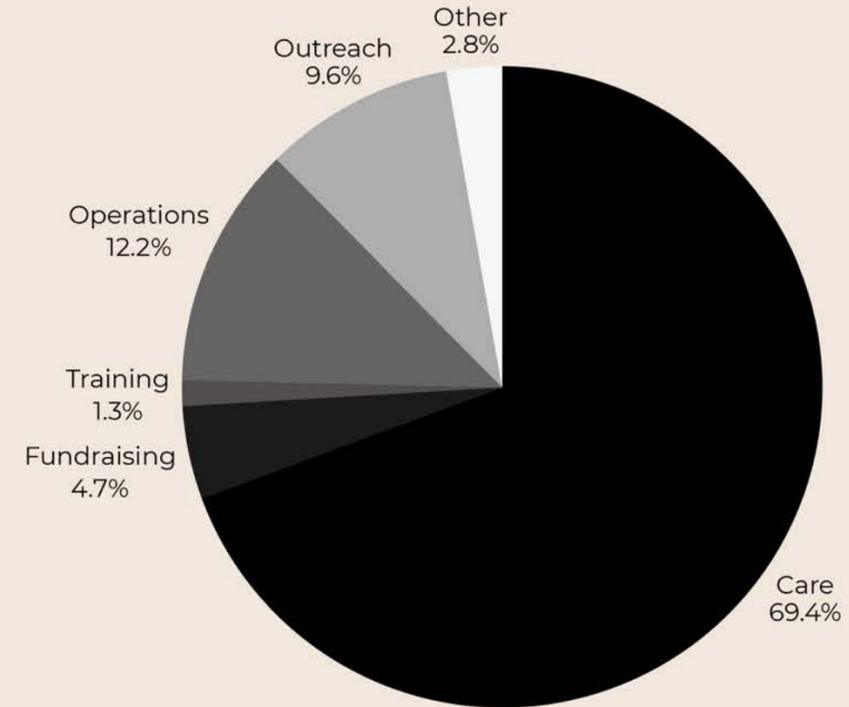
- Strengthen and develop the board of directors by identifying gaps and strategically recruiting new members
- Hire a program director who can bring strong leadership, vision and direction to all of our care programming

FINANCIAL *Breakdown*

INCOME



EXPENSES



For more information on our finances please see our 990 or contact us at operations@iamatreasure.com

HARMONY DUST, MSW

Founder | Chief Vision Officer

Survivor of pimp-controlled exploitation turned UCLA honor student, in 2003, Harmony founded Treasures to help women and girls entrenched in sexual exploitation find freedom. She has provided training for the Department of Justice and the FBI and has helped train organizations in 139 cities worldwide. Her story has been featured on NPR, in Glamour, and in her memoir, Scars and Stilettos.

WWW.HARMONYDUST.COM



The
Washington
Post

RELEVANT

PLAYBOY

ELLE

GLAMOUR

Buzz
Feed

DrDREW

“A very warm thank you for making a transformation unfold in my life. **The feeling of emptiness and fear is being filled with hope and faith.** Treasures is truly making a difference, and the goodwill message is getting heard and felt.”

- A Treasures

**Name & identifying information changed to protect confidentiality.*



GET INVOLVED

Join The Movement

OUTREACH TEAM

JOIN US FOR MONTHLY
**STRIP CLUB
OUTREACH**

IN LOS ANGELES

IMPACT TEAM

SIGN UP TO
**VOLUNTEER
AT TREASURES**

AT OUR HEADQUARTERS

PARTNER

BECOME A
**TREASURES
PARTNER**

GIVE TODAY

*Scan
to Give*



WWW.IAMATREASURE.COM/GET-INVOLVED

OUR *Partners*



OUR CHURCH

Partners

- Expression 58
- Sherpherd Church
- Calvary Murrieta
- Redeemed Life Church
- Lake City Church
- Redeemed Life Church Azuza





 WWW.IAMATREASURE.COM

 818-986-5683

 PO BOX 5311 SHERMAN OAKS, CA 91413

 FED TAX ID# 20-3596433

   @TreasuresLA