Annual Report 2021
The year 2021 is when we decided it was time to take our resources to more survivors, more parents, more partners, and more communities. Child sexual abuse impacts the lives of more than 294 million survivors around the world. One in five children in the United States will be sexually abused before they turn 18. I have felt an overwhelming responsibility to expand our impact further—the need to expand our message of hope further to reduce the suffering of more survivors, and even save more lives.

Child sexual abuse itself is horrific and the lasting impacts from it are typically much greater than most people realize. Its prevalence requires us to take an even more active role in raising awareness about this issue.

In an effort to expand our services and make them more universal to all genders, we knew we needed to rebrand so we could evolve our brand to communicate the breadth and growth of our services, reach new audiences, and facilitate additional partnerships. We started this very deliberate process in 2021 and spent the entire year developing Saprea as our new brand.

The prevalence of such abuse requires us to take an even more active role in raising awareness about this issue. To date our resources have reached more than 14 million people around the world, but we need to reach more.

We need to start a worldwide movement to reject the assumption that nothing can be done about child sexual abuse. I personally invite you to join today in this fight—for it truly is a fight to break the epidemic that impacts millions of children around the world. Doesn’t every child deserve a childhood filled with love, laughter, innocence, safety, and security?

Please take a moment to review our annual report and learn more about what Saprea is doing to help survivors, reduce the risk of child sexual abuse, and create more awareness of this issue.

Sincerely,

Shelaine Maxfield
FOUNDER AND CHAIR / SAPREA
Saprea’s retreat services have been validated by a global research firm that they have an extremely high impact on the survivors of child sexual abuse who attend. According to a recent survey by social impact research firm 60 Decibels, Saprea received a Net Promoter Score of 98. An NPS is a widely used market research metric that asks respondents to rate the likelihood they would recommend a service to a friend or colleague. Well-known companies like Costco, Amazon, and Apple have some of the highest NPS, ranging in the high 80s. Impressive as these scores are, 60 Decibels revealed that it has never seen a nonprofit, or any company for that matter, receive a score of 98 out of 100. “An excellent NPS is a score above 70, and Saprea’s score of 98 is truly exceptional,” said Sasha Dichter, co-founder of 60 Decibels. Some 91% of survivors who attended the Saprea Retreat have recommended it to a friend, family member, or someone in a similar situation. The Saprea Retreat, offered in Utah and Georgia, is free of charge to adult female survivors. Participants gather for a four-day, immersive experience that involves education, reflection, and rejuvenation. Following the retreat, survivors can receive additional education and support through online course materials and community support groups. 

91% of survivors who attended the Saprea Retreat have recommended it to a friend, family member, or someone in a similar situation.
Dr. Betsy Kanarowski, Chief Clinical Officer, welcomed the 4,000th participant at its in-person retreat in 2021. “The trauma of child sexual abuse can feel incredibly isolating and its impacts can seem overwhelming, but I want survivors to know that they are not alone and that their healing journey matters.”

One retreat participant, Trudy, said it was “a life-changing experience... I needed this retreat to really take a closer look at myself and understand how this particular type of abuse can damage a child and change the brain chemistry. It gave me a deeper appreciation for all that I have overcome.”

Since completing the retreat, Trudy has been inspired to serve as a voice for those who are unable to speak and to continue to help others heal and grow. “Abuse does not need to dictate who we are for the rest of our lives,” she said.
Saprea was selected as a “2021 Top-Rated Nonprofit” by GreatNonprofits, the leading website for community recommendations of charities and nonprofits.

GreatNonprofits is the largest donation website for nonprofits and where people share stories about their personal experiences on more than 1.6 million charities and nonprofits in the United States. The GreatNonprofits Top-Rated Awards are the only awards for nonprofits determined by those who have direct experience with the charities—as donors, volunteers, and recipients of aid.

“Saprea is a great example of a nonprofit making a real difference in communities across the country. This award is well-deserved recognition not only of its work, but the tremendous support it receives, as shown by the many outstanding reviews it has received from people who have direct experience working with Saprea.”

Perla Ni / CEO OF GREATNONPROFITS
Saprea is focused on expanding its reach and services to help survivors and parents across the world. We are honored to have the expertise of the following individuals who have volunteered to serve on our Global Advisory Council:

- **John Hancock Dickson**, who has worked globally to secure World Trade Center Association licenses in Okinawa, Kabul, and is working on the licenses in Kurdistan, Addis Ababa, Tulsa, and Shenyang.

- **Victor Postolachi**, who has served as the Ambassador of Moldova to Austria, Republic of Slovakia, OSCE and United Nations; and is CEO of Medici International.

- **Dietmar Goetz**, who served as the President of World Trade Center Cologne since 2004. In 2007, he was appointed as the Economic Ambassador for the City of Cologne and is the founder and CEO of NewsShowTV in Portugal.

- **Dawn E. Ely**, who is an author and CEO of Palladium Group International and the founder and CEO of the nonprofit Liberate from Hate.

- **Marisol Wesson**, who is the founder and Managing Director of MWA Global Business. She has more than 20 years of experience managing manufacturing and service organizations, across Asia Pacific, Europe, and Latin America.

- **John Akudago**, who is a leading, internationally recognized community development expert, and has more than 20 years of global development and research accomplishments.
Saprea launched a series of in-depth online healing resources for survivors of child sexual abuse in October 2021. The resources, which can be accessed for free at saprea.org were conceptualized by Saprea’s Education Team in 2020 and took 14 months to complete. Saprea’s programs and online resources have already served more than 14 million people.
Saprea Earns Award for Most Loyal Supporters from Classy Giving Platform

In August, Saprea’s Giving Tuesday campaign was highlighted at the national Nonprofit Marketing Summit 2021 as one the most successful year-end campaigns. More than 15,000 nonprofit marketing professionals participate in the conference.
Saprea Selected as Transformative Nonprofit by Stand Together Foundation

In 2021, Saprea was selected by the prestigious Stand Together Foundation as one of the country’s most transformative nonprofits. Saprea collaborated with other nonprofits on innovative ways to create more awareness around the issue of child sexual abuse. Saprea was selected from among hundreds of nonprofit organizations through an extensive vetting process and was accepted into the catalyst program after a rigorous evaluation.

Nonprofits selected for the Catalyst Program were acknowledged to be both innovative and impactful while demonstrating “outside-the-box” thinking and embracing community-driven and people-centered approaches. Invitation to the Catalyst Program was also based on proven outcomes and the potential for scale and cultural impact. Stand Together partners are crafting solutions from within communities that are as unique as the people they serve.
Accolades 2021

- Platinum Seal from GuideStar for transparency.
- Curriculum and materials for survivor-led support groups in 13 countries. Materials are available in four languages (English, French, Spanish, and German).
- Launched inaugural Global Advisory Council in November.
- Initial Global Partners identified for program expansion.
- Selected as a top-rated nonprofit by Great Nonprofits.
- Chosen as one of the country’s most transformative nonprofits and invited to be part of its prestigious Catalyst Program by Stand Together Foundation.
- International impact measurement company 60 Decibels independently confirmed Saprea’s NPS (Net Promoter Score) of 98 and found that more than 91% of its retreat participants reported "significant and lasting, or positive transformation" in their lives.
- Jr. NBA legal counsel vetted and approved program resources to be added to its website.
- Named Best in Classy nonprofit organization in the Most Loyal Supporters category.
- Giving Tuesday Campaign 2020 featured at The Nonprofit Marketing Summit attended by more than 15,000 nonprofit marketing professionals.
- Saprea was the focus of a student-produced film which tied for the first-place award in the Changemaker Film Competition.
- General Counsel Trent Belliston was selected for Utah Business magazine’s 2021 Corporate Counsel Award.
- Researchers at Brigham Young University and the University of Michigan published findings of their study on the effectiveness of the retreat in the Research on Social Work Practice journal. Most notably, the researchers found that, on average, participants experienced a 37% reduction of post-traumatic stress symptoms and saw a 45% improvement in levels of life satisfaction.
Saprea, the nonprofit previously known as The Younique Foundation, exists to liberate individuals and society from child sexual abuse and its lasting impacts. We have services that help child sexual abuse survivors find healing from the traumatic effects that have often followed them into adulthood, as well as resources for parents and caregivers to learn how to lower the risk of child sexual abuse in their own homes and communities. Our mission and goals are not changing—instead, the time is right for us to shine our spotlight even brighter to reach more survivors and parents who can benefit from our services.

Services We Offer

- A free healing retreat for survivors of child sexual abuse
- Survivor-led support groups
- Educational online resources on both healing and prevention
- Community education classes and resources

Learn More at saprea.org
Join Our Communities
ON SOCIAL MEDIA

Facebook: facebook.com/saprea.org
Instagram: @saprea_org
For announcements in additional languages, visit @saprea_es, @saprea_fr, and @saprea_de.
Twitter @saprea_org
LinkedIn linkedin.com/company/sapreaorg
YouTube youtube.com/c/saprea_org
The Effects of Child Sexual Abuse: It’s Not a Coincidence

Child sexual abuse often impacts survivors’ lives long after the abuse has stopped. Survivors might experience a variety of trauma symptoms, ranging from depression to addictions, strained relationships, insomnia, and even anxiety and panic attacks, for years or even decades. If you are a survivor, we want you to know you can find relief from the struggles you have been fighting against for so long. The effects of child sexual abuse are real, but you can take back your life. Hope and healing are possible.

Visit saprea.org for free videos, blog posts, and other resources that can help you heal.

Healing Services

- Support Groups
- Healing Retreats
- Online Resources
- Healing Webinar
Martha had written her suicide note before she decided to take one last chance at life by attending the Saprea Retreat for survivors of child sexual abuse. Watch her story on how she began to find healing.

The Saprea Retreat is a free, clinically informed, four-day, in-person experience followed by nine online courses for adult female survivors of child sexual abuse. The retreat teaches about trauma’s impacts, provides opportunities to apply healing tools, and builds community among survivors. The retreat has changed lives and even saved lives.

Read survivors’ stories sharing their individual experiences with healing.
Board of Directors

- Shelaine Maxfield / Board Chair
- Derek Maxfield / Board Member
- Melanie Huscroft / Board Member
- Grant Beckwith, JD, MAcc / Board Member
- Jared Swain, MED / Board Member
- Meredith Lam / Board Member
- Yangzi Jin, JD / Board Member

Executive Leadership

- Shelaine Maxfield / President, Founder, and Board Chair
- Chris Yadon / Executive Director
- Matt Hartvigsen, MPA / Chief Outreach Officer
- Betsy Kanarowski, Ph.D, LCSW / Chief Program Officer
- Abe Young, MAcc, CPA / Chief Finance Officer and Vice President of Administration
- Ric Peeler, MBA / Chief Marketing Officer
- Cynthia Gambill, MBA / Chief Relationship Officer
- Lynda Lee Smith / Chief Development Officer
- Trent Belliston, JD / Chief Legal Officer and Chief Compliance Officer
- Tammy Oldroyd, SPHR / Vice President of Human Resources
Points of Distinction

100%  220K  3.4M  6.2M  98  72K  9,808

- Public funding goes to programs
- Social media followers
- Social media engagements
- Website visits
- Net Promoter Score
- Words in online resources released in 2021 for survivors
- Combined total miles traveled by Ride to Defend motorcyclists

4,200  13  9,562  3,566  8,132  4,536

- Survivors have attended the Saprea Retreat as of 2021
- Countries have survivor-led support groups with materials offered in 4 languages
- Volunteer hours since 2016
- Blankets donated to survivors at retreat since 2016
- Journals donated to survivors at retreat since 2016
- Kintsugi bowls donated to survivors at retreat since 2017
Financials

Donation Use
2016–2021

100%  Percentage of Supporting Services Paid by Primary Sponsors

100%  Percentage of Public Donations Going to Program Services
Financials

Donations vs. Expenses
2016–2021

- Total Program Services Expenses
- Total Supporting Services Expenses
- Total Primary Sponsor Donations
Supporters

Donations 2021

$4 million+
Aspen Cove Holdings
Younique Products

$1 million+
Small Business Administration
Yourique Products

$500,000+
Derek and Shelaine Maxfield

$100,000+
Matthew J. Schleiffarth
Anonymous

$25K–$75K
Facebook Inc
The Kahler Foundation
Joan and Tim Fenton

Jon and Janae Moss
Younique Products
Stand Together Foundation
Clyde Companies Inc
Marc C. and Deborah H. Bingham Foundation

Elizabeth Sarquis
WCF Foundation
Andrew and Heather Housley
Insight Sourcing Group
Joseph and Reja Toscano

$5,000–$9,999
Lauren Pipak
Robbie Jackson
Amazon
The Bank of America
The Bank of America

Robert Phillips
Rodger Pollak
Clayton Anderson
Anonymous
Roofing Done Wright LLC
Lisa Z Trujillo

$2,500–$4,999
Kevin Mitchell
Tiffany McClure
Brandi Raines
Kelsi Bonzi
Kate Strong
Kristi Hubbard
Burgec Inc
Mallory Ludwig

$1,000–$2,499
Kirstynn Evans
Von Wallace
The Progressive Insurance Foundation
Brandi MacDougall
Robert Jackson
Dany Bouchiedd
Trace and Megan Mayer
Steven Dyches
Travis Barnett

Randy Croaklik
Sharlene Wells
Glen Overton
Mary Malone
Shawn Gallant
Inga Hurst
Matthew Hartvigsen
Deni Banach
Christen Hartvigsen
Kim Makechnie
Donna Whelband
Matt Moody

Manuela Gundlach
Robert Cheney
Randy Croaklik
Sharlene Wells
Glen Overton
Mary Malone
Shawn Gallant
Inga Hurst
Matthew Hartvigsen
Deni Banach
Christen Hartvigsen
Kim Makechnie
Donna Whelband
Matt Moody

Mica Jenkins
Chantelle Schreyer
Connie Hare
Mike Molina
Christine Baldwin
Kara Newton
Rachel Phillips
Steven Roberts
Tony Sliguero
Mark Lazzara
Charles Button
Crystal Pickler
J.Lene Olson

Miguel Rovira
Martin and Kym Frey
The GFC Foundation
Deep Roots Wine Market
Eric Smith
Brian Swenson
Sharyl Lewis
Dane and Liz Bradshaw
Courtney Brown
Stephan and Brittany Brown
Doug Jessop
Brad and Melissa Johnson
Scott and Debbie Okelberry
Kristi Hubbard
Susan Carroll
Susan Madsen
Stephanie Stewart
Kere Knapp
Patti Molean
Steve Peeler