



Annual Report

2022



A Message from Our Founder and Chair



Dear Friends,

Thanks to many of you and your generosity, survivors of child sexual abuse have learned about the impacts of trauma, found a community of support, and applied healing tools and strategies to help manage the long-term effects of trauma. Your impact continues with their families and changing the cycle of abuse for future generations.

Over the past year, we have been focused on improving our services and outreach to those in need. Our team of dedicated professionals has worked tirelessly to provide support to survivors and their families, ensuring that they have access to the resources and assistance they need to heal and recover.

We have also been working to expand our outreach by working with community and business leaders to understand the importance of societal change around this issue. Through our efforts, we hope to not only support survivors, but also to prevent future incidents of abuse from occurring.

None of this work would be possible without the continued support of our donors. Your generosity and commitment to our mission have been truly inspiring, and we are grateful for your ongoing support.

As we look ahead to the coming year, we are excited about the many opportunities that lie ahead. We remain committed to our mission of healing, prevention, and awareness. Together we can make a lasting difference in the lives of those in need.

Thank you again for your generosity and support. We could not do this work without you.

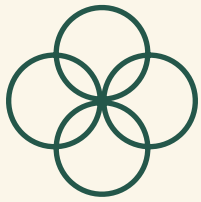
Sincerely,

Shelaine Maxfield

Founder and Chair | SAPREA

A handwritten signature in cursive script that reads "Shelaine Maxfield".

Bringing Support Groups to a Colombia Prison



[Saprea](#) has established a formal partnership with [Accion Interna Foundation](#) in Bogota, Colombia, to expand the prison support group program to incarcerated female survivors of child sexual abuse. This is the first Saprea prison support group program to be implemented outside of the United States.

[Support groups](#) provide a safe place where female survivors of child sexual abuse can learn about trauma, apply healing tools, and connect with fellow survivors. Research indicates a direct

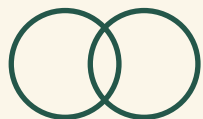
correlation between child sexual abuse and criminal behavior. **Over 70% of incarcerated females are survivors of child sexual abuse** and most have not been exposed to healing resources.

Saprea is also working to implement the prison support group program domestically, with prison support groups in operation or readying for launch across **four states** in the U.S. The 21-week survivor-led curriculum is a model that provides healing and ongoing support.

“It is the hope that, with time and the implementation of the support group program, these women can receive the tools and resources to jumpstart or continue their healing.”

— **Chris Yadon** | Saprea Managing Director

Saprea Partners with **African Women in Leadership**



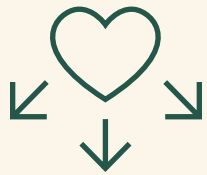
Saprea and the African Women in Leadership Organization (AWLO) have launched a strategic partnership by providing Saprea's healing resources to the AWLO. The AWLO network brings together executives, entrepreneurs, and professionals through **23 chapters in 12 countries**.

In addition to providing free healing resources, Saprea will offer resource training to staff, volunteers, and the AWLO. According to UNICEF, there are nearly **300 million children** worldwide impacted by child sexual abuse.

“This is an opportunity for our chapters to spearhead coordinated action towards ending child sexual abuse. We are happy to be at the forefront of this global initiative.”

— **Elish Attai** | AWLO CEO

Saprea Receives \$300,000 Grant from Stand Together Foundation



[Saprea](#) is one of 25 nonprofits nationwide to receive an inaugural Catalyst Impact Grant from the [Stand Together Foundation](#). Saprea will receive **\$300,000** over the next three years to grow its impact and awareness around the issue of child sexual abuse.

In 2021, Saprea was named one of the country's **most transformative nonprofits** by Stand Together and was invited to be part of the Catalyst Program, a management training and peer-learning program to help nonprofits grow, scale, and replicate their success.

“This grant will allow Saprea to continue to work closely with the Stand Together Foundation in innovative, impactful, and empowering ways with clear measurement outcomes.”

— **Matthew Hartvigsen** | Saprea Executive Director

2022 Is Inaugural Year for **Gala** in Atlanta



Saprea held its inaugural event, “[Thrive Gala: An Evening of Hope and Inspiration](#),” in Atlanta in February 2022 in Johns Creek, Georgia. Atlanta business leader [C. David Moody](#), owner of C.D. Moody Construction Company, served as honorary chair.

Moody is also a survivor of childhood sexual abuse and knows firsthand the importance of protecting society’s most vulnerable — children. “**The Thrive Gala raised valuable funds to support the national and global expansion of this critical work,**” he said. “**More than 1 million children in the United States, and millions more globally, will be sexually abused this year alone. We must do everything within our power to save our children from this trauma.**”

The gala successfully raised funds to support individuals and families impacted by child sexual abuse.



Saprea Hosts Symposium on Societal Change Around Child Sexual Abuse



Saprea, along with The Utah Women & Leadership Project and Malouf Foundation, hosted a [symposium](#) this past fall for elected officials, nonprofit leaders, academic researchers, and university administrators. Utah First Lady Abby Cox welcomed those in attendance and stressed the importance of working together to end child sexual abuse.

The symposium provided an opportunity for community and business leaders to discuss how they can **collectively impact societal change to keep children safer**.

The keynote was given by Dr. Susan Madsen, the Haight Huntsman Endowed Professor of Leadership in the Jon M. Huntsman School of Business at Utah State University. **“It is time for communities and their leaders to work together to halt this disturbing trend. This symposium focused on concrete ways that we can all be involved in doing just that,”** Madsen said.



New Healing Webinar Makes Services More Accessible



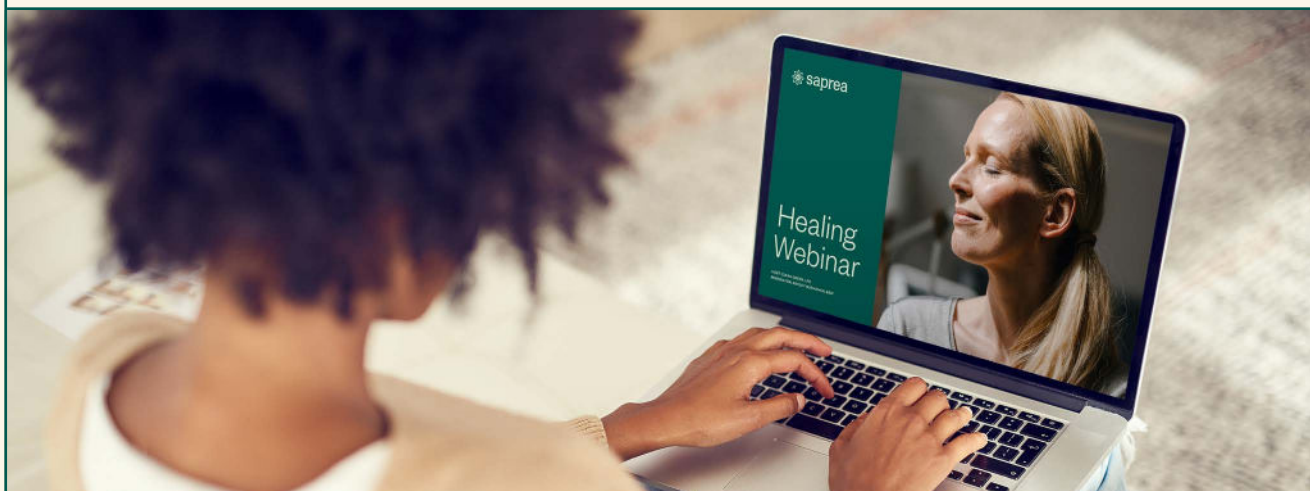
In an effort to help more adult female survivors of child sexual abuse jumpstart their **healing from home**, [Saprea](#) created a [healing webinar](#) this past year for women who were sexually abused as children or teens. **The webinar is a half-day interactive and educational experience for survivors.**

Not all survivors are able to attend Saprea's on-site retreat, so the healing webinar was developed to make Saprea's services accessible to more survivors. Through this service,

women can engage in education and healing practices from the comfort of their own homes.

The webinar platform, funded in part by a generous [grant from Adobe](#), is offered **several times a month** and is limited to **10 participants** for each session. Saprea is currently working on providing the healing webinar in Spanish by the end of 2023.

If you are interested in participating in an upcoming webinar, please visit <https://saprea.org/healing-webinar>.



Saprea Offers First-Ever Kosher Retreat



Saprea offered its first-ever [kosher retreat](#) in 2022. “Kosher” is a term used to describe **food that complies with the dietary standards of traditional Jewish law**. The retreat chefs worked closely with Rabbi Avremi Zippel at Chabad Lubavitch of Utah to follow the proper dietary framework for food preparation, processing, and consumption.

In addition to the kosher dietary framework, Rabbi Zippel and Saprea

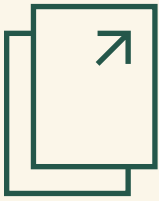
worked together to ensure that the entire direction of the retreat was conducive to the unique needs of the Jewish community. The kosher retreat was so successful that **additional retreats are being held in 2023**.

Thanks to the generosity of donors, the Saprea Retreat is **free of charge** to any woman who was sexually abused at or before age 18.

“I am so grateful to the remarkable team at Saprea for showing such initiative and concern to the needs of a community that so profoundly needs it. I’m hopeful that the Kosher Saprea Retreat will become an annual fixture in the Jewish community, and will be instrumental in once and for all reversing the tide, and empowering the survivors in our community.”

— **Rabbi Avremi Zippel**

Saprea Healing Resources Now in Liberia



[Saprea](#) has partnered with [My Watchman](#), a tech4good company headquartered in Monrovia, Liberia, to work collaboratively on innovative [healing resources](#) to be shared in various channels including, in-app, learning events, and community outreach.

My Watchman is an emergency response app that provides reliable and affordable emergency response services to people of all socioeconomic backgrounds via a 24/7 emergency

response network and an emergency dispatch command center, in lieu of a 911 system.

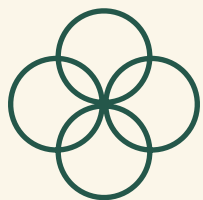
Saprea and My Watchman, along with other identified critical collaborators, are deploying these resources to **recruit and train Liberian volunteers.**

The approach will be phased over a set time to ensure the resources are well received and serve as a **major component of broader solutions** being implemented within Liberia.

“This exciting new partnership between a Liberian technology company, My Watchman, and Saprea will bring much-needed resources and healing to the people of Liberia.”

— **George S.W. Patton, Sr.** | Liberian Ambassador

Saprea Offering Survivor Support Groups through NIA



More than 65% of all female inmates are survivors of child sexual abuse.

While in prison, their trauma symptoms are magnified and their opportunities for healing are severely limited. In an effort to help break this cycle, nonprofits [Saprea](#) and the **National Incarceration Association** (NIA) have partnered to offer survivor support groups in prisons nationwide. **“If a system’s response to a woman’s sexual abuse is to leave her trauma untreated, then we have to do all we can to help her reduce those symptoms,”** said Saprea Managing Director Chris Yadon.

Survivor support groups are led **by survivors for survivors**, with a curriculum of research-based and clinically informed materials provided by Saprea. Saprea’s first prison outreach began in Utah at the **Timpanogos Facility**. The nonprofit is also about to launch a pilot program in Georgia at the Gwinnett County Jail.

Those eligible for the support groups include women who are nearing parole. “We see it as a critical component as they reintegrate back into their communities,” Yadon said. “It demonstrates the challenging work they have done.”

“We are thrilled to partner with NIA who have the national partners to help us spread the program even further. We know our support groups are effective and help survivors move forward in their healing. Once we have secured more funding, we can roll out our support groups nationwide to those facilities who are interested.”

— **Chris Yadon** | Saprea Managing Director

Leadership Changes at Saprea



Chris Yadon / *Managing Director*

Saprea announced changes in its leadership roles in 2022. Chris Yadon, who has served for the last seven years as Saprea's inaugural executive director, is now the nonprofit's managing director. This leadership change allows Yadon to dedicate more time on partner and corporate development, and lead public awareness initiatives. He will continue to oversee business development and public leadership, strategic planning and growth, and board governance.



Matt Hartvigsen / *Executive Director*

Matthew Hartvigsen, Saprea's chief outreach officer, was named executive director. His responsibilities include overseeing human resources, operational management, and clinical operations.

Hartvigsen has been with Saprea since its creation in 2015, serving as the nonprofit's first education manager, and two years later becoming the director of outreach. He holds a bachelor's degree in English from Brigham Young University-Idaho, and a master's degree in public administration from Brigham Young University. Hartvigsen represents Saprea as a member of Prevent Together, the National Coalition to Prevent Child Sexual Abuse and Exploitation.

Saprea Leadership

BOARD OF DIRECTORS

- ◆ Shelaine Maxfield / Board Chair
- ◆ Derek Maxfield / Board Member
- ◆ Melanie Huscroft / Board Member
- ◆ Grant Beckwith / Board Member
- ◆ Jared Swain / Board Member
- ◆ Meredith Lam / Board Member
- ◆ Yangzi Jin / Board Member

EXECUTIVE LEADERSHIP

- ◆ Chris Yadon / Managing Director
- ◆ Matt Hartvigsen / Executive Director
- ◆ Betsy Kanarowski / Chief Clinical Officer
- ◆ Jessica D. Egbert / Chief Program Officer
- ◆ Abe Young / Chief Finance Officer and Vice President of Administration
- ◆ Cynthia Gambill / Chief Relationship Officer
- ◆ Lynda Lee Smith / Chief Development Officer
- ◆ Trent Belliston / Chief Legal Officer and Chief Compliance Officer
- ◆ Tammy Oldroyd / Vice President of Human Resources

Global Advisory Council

- ◆ **John Akudagov** is a leading, internationally recognized community development expert, and has more than 20 years of global development and research accomplishments.
- ◆ **John Hancock Dickson** 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.
- ◆ **Dawn E. Ely** is an author and CEO of Palladium Group International and the founder and CEO of the nonprofit Liberate from Hate.
- ◆ **Dietmar Goetz** has 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.
- ◆ **Victor Postolachi** has served as the Ambassador of Moldova to Austria, Republic of Slovakia, OSCE and United Nations; and is CEO of Medici International.
- ◆ **Marisol Wesson** 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.
- ◆ **Don Williams** is CEO of Princeton Holdings International, Princeton Healthcare International and Princeton Technologies International, advisory/development firms which specialize in developing Healthcare and Infrastructure projects, and providing financing that supports healthcare, affordable housing, and mixed-use commercial infrastructure companies worldwide. Williams was vice-chair and currently serves as advisor to the U.S. Department of Commerce's Industry Sector/Advisory Committee (ITAC9) on international trade for small/medium-sized firms.

Accolades 2022

- ◆ Saprea was awarded the **Platinum Seal from GuideStar** for transparency in financial reporting.
- ◆ Saprea was honored as a **Top Workplace** by The Salt Lake Tribune.
- ◆ Saprea was awarded a **\$300,000-inaugural Catalyst Impact Grant** from Stand Together Foundation.
- ◆ Saprea launched an **awareness campaign** to educate parents and communities about the prevalence of child sexual abuse.
- ◆ Saprea was designated as the **charity of choice at the Art Meso** art and fashion exhibit in New York City in July.
- ◆ Chief Clinical Officer Dr. Betsy Kanarowski published an article, “Time to Talk More Openly About Sexual Abuse in Youth Sports” for **The National Council of Youth Sports website**.
- ◆ Saprea completed a **successful rebrand** in February, changing the name of The Yunique Foundation to Saprea. The rebrand allows the nonprofit to better communicate the breadth and growth of its services (healing, prevention, and awareness), reach global audiences, and facilitate additional partnerships under one brand.
- ◆ In November, Chris Yadon, Managing Director, spoke at the **National Federation of Republican Women’s regional conference** in Las Vegas.
- ◆ Saprea, The Utah Women & Leadership Project, and Malouf Foundation hosted their **first-ever symposium**, “Effecting Society Change for Child Sexual Abuse.” The symposium provided the opportunity for community and business leaders to discuss how they can collectively impact social change to protect children.
- ◆ Saprea representatives appeared on **28 podcasts** around the country in 2022, and wrote 19 blog posts.
- ◆ Some **3,032 news articles** were published about Saprea, including national placements in Yahoo! Finance, Associated Press, MarketWatch, Google News, and MSN. International stories ran in Italy, Germany, Switzerland, Nicaragua, France, the United Kingdom, Portugal, and Canada.
- ◆ Managing Director Chris Yadon spoke about teen consent at the **2022 Coalition to End Sexual Exploitation Summit** hosted virtually by the National Center on Sexual Exploitation. More than 22,000 attendees represented 112 countries at the conference.

Points of Distinction 2022

3,032

Earned media placements

\$300K

Grant amount from Stand Together Foundation

\$33K

Amount raised by Ride to Defend

269K

Total social media engagements

67.5

Total hours of Saprea Healing Webinar

271

Journals donated

2,000

Minky Couture blankets donated

8.8M

Social media views

267K

Total social media followers

91%

of participants recommend the Saprea Retreat

10

Countries that offer Saprea Support Groups

1.1M

Website views

1,520

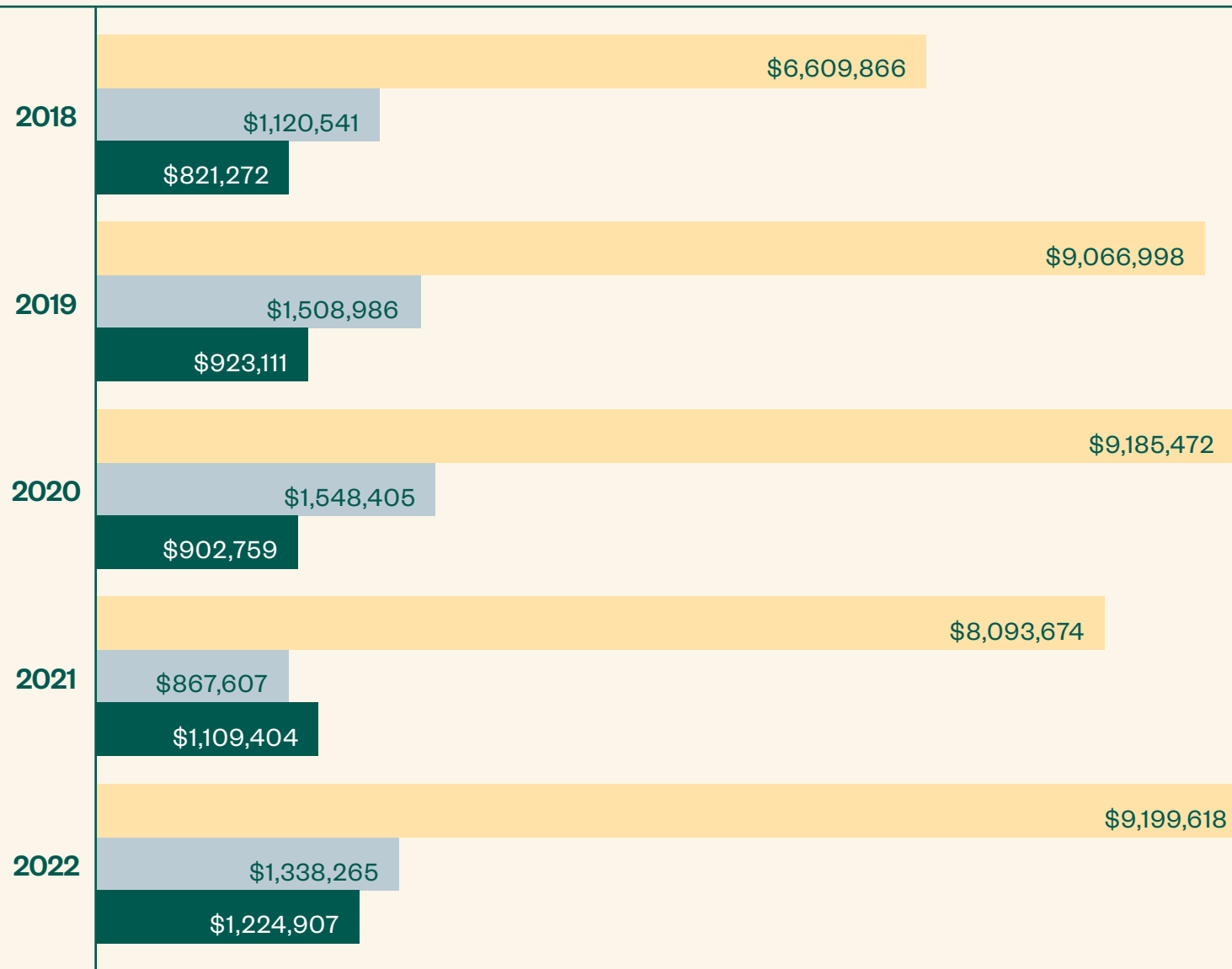
Volunteers hours

2,253

Blankets donated

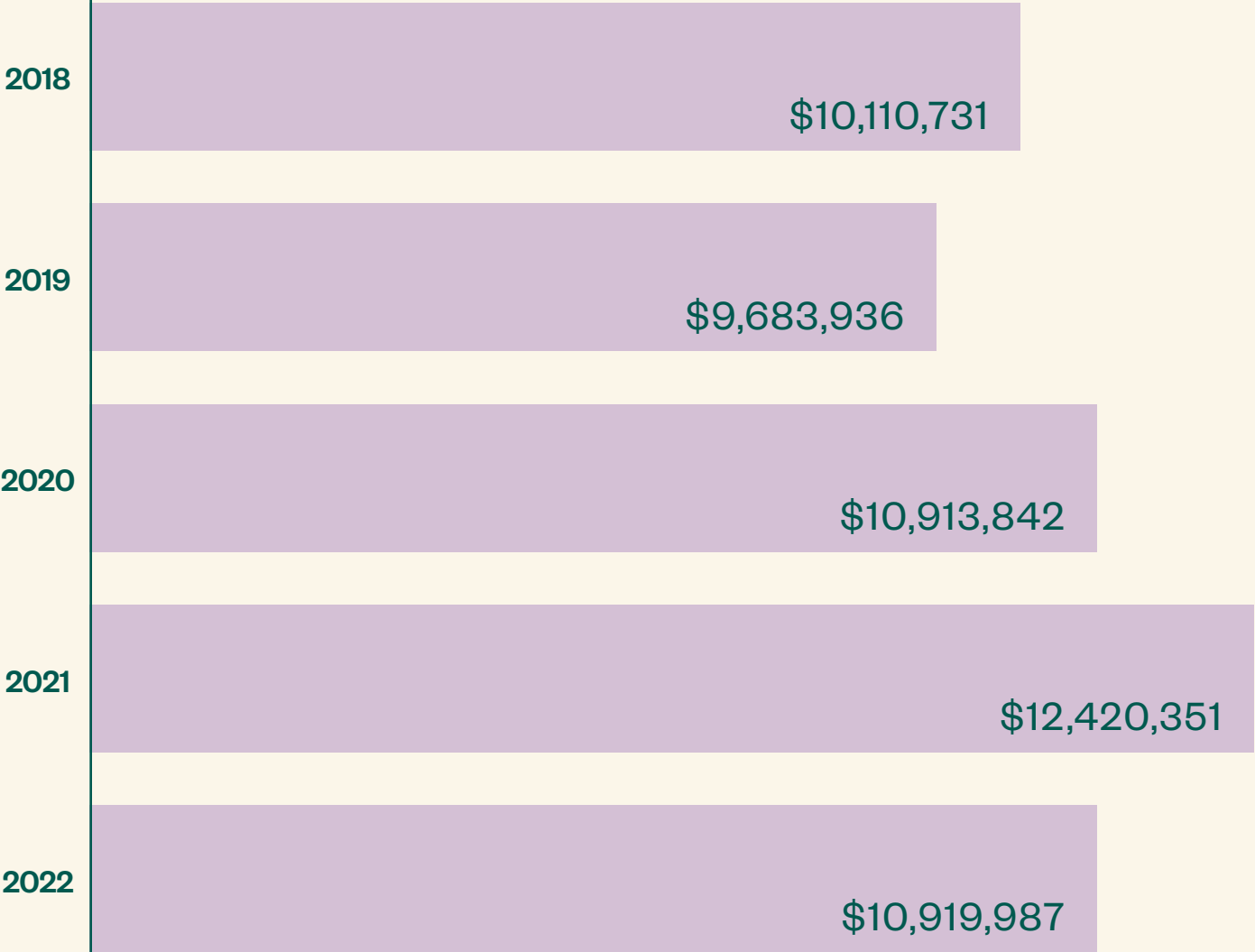
4,643

Total retreat participants through 2022

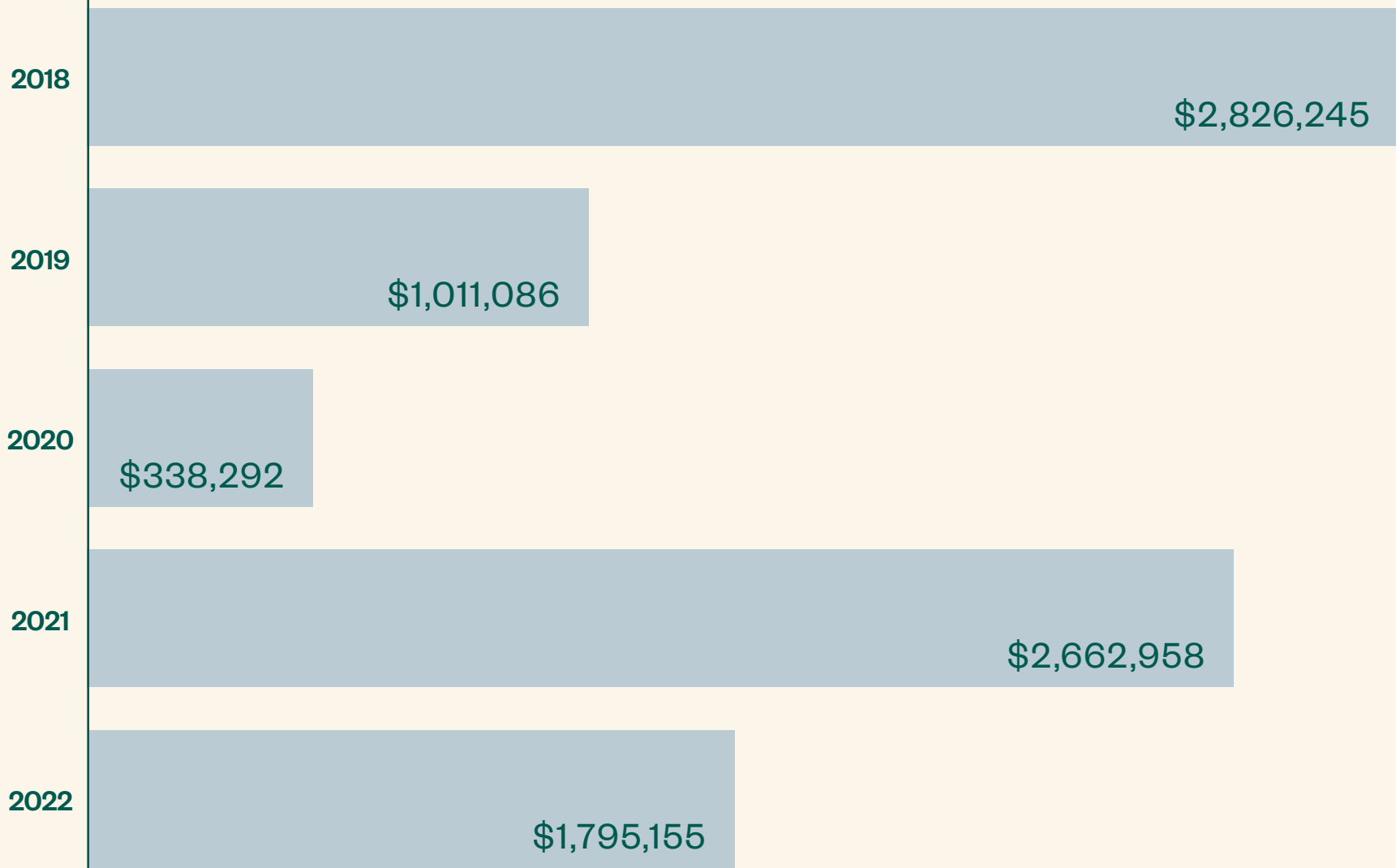


■ Program Services
 ■ Fundraising
 ■ Management & General

Revenues, Support, & Interest



Year End Net Assets



Supporters 2022

\$4M+

Derek & Shelaine
Maxfield

\$1M+

Aspen Cove Holdings

\$500K+

Minky Couture

\$100K-\$400K

Younique Products
J.A. & Elizabeth
Antonelli
Stand Together
Foundation

\$60K-\$80K

Miller Family
Philanthropy
Whitney Husband
Susan Carroll

\$20K-\$35K

AEGON Transamerica
Foundation
Bertin Family
Foundation
Haley Ragadale

The Kahlert Foundation
Marc C. and Deborah H.
Bingham Foundation
Jeremy and Kristin
Andrus Family Giving
The Scott Hudgens
Family Foundation
Shari Brown
Hart Ventures West
Alan Wood

\$10K-\$18K

Stack Management
LLC
Bradley Parker
Yardi Systems Inc
Ezra Lee
R S Holyoak
Sherilyn Laddimore
Elizabeth Sarquis
McMichael & Gray PC
Clyde Companies Inc
LHM
Brandon D Fugal
Steve Anderson
(Elevate)

\$5,000-\$9,999

Robert Jackson
Robert Phillips

Melissa Rae
Anne Carr
Brandi Cowper
Lindsay Reichenberg
Olivia Crank
Owen O'Keeffe
Jamie Truesdale
Private Auto
Malouf Foundation Inc
97th Floor
Sandy City Scheels
InterCap Lending
Lowes
Lauralyn B Swim Living
Trust
Christopher Anderson

\$2,500-\$4,999

Mary Crafts
Anonymous
Brandi MacDougall
Rebecca Dowdell
Mica Jenkins
Steven Dyches
Vivien Bohme
Chris Contreras
Lauren Pipak
Janet Allen
Leigh Lemoine

The Miner Foundation
Jardine Missionary
Donor Advised Fund
Utah Community Credit
Union
Telecom for Change
Melanie Webb
Robert Cheney
Brent Rose
SPARK*L
RNJ Holdings Inc
First Utah Bank
White Oak Renovations
Soliant Health
Daryl Klingaman
David Wade
Vivek Panday

\$1,000-\$2,499

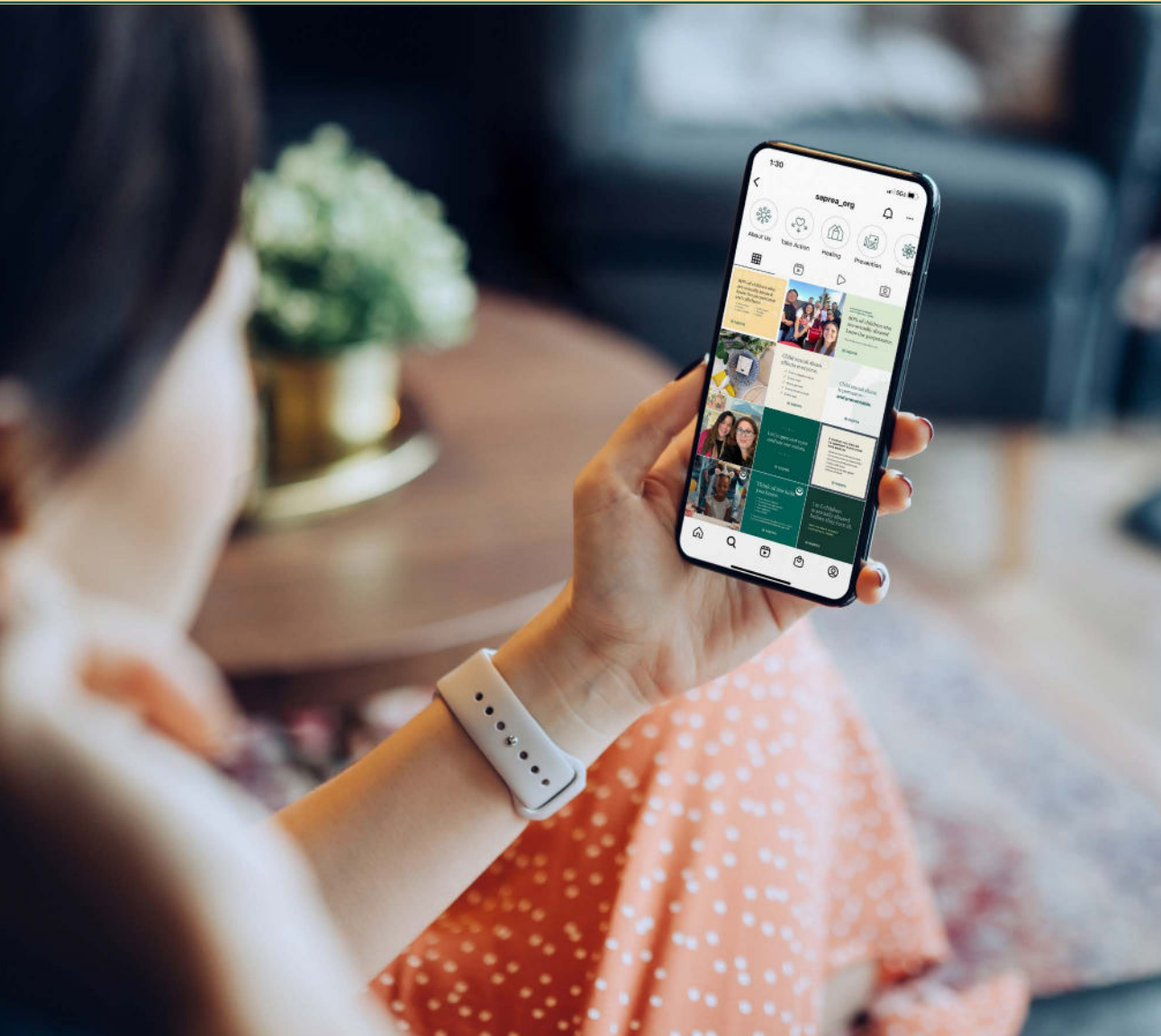
Mike and Michelle
Dickinson
Shawn Gallant
Lilia Glover
Robert & Donna
Specian
Chantelle Schreyer
Travis Harrison
Joshua Wittwer
Mary Malone
Shawn and Dana Still

Kenneth Fazenbaker
Picone Appraisers
Zions Bancorporation
Utah Valley University
Lisa Trujillo
Nicole Hadlock
Travis Barnett
Von Wallace
Christine Baldwin
The Gilroy Firm
Kendra Scott LLC
Tony Silguero
Jessica Veit
Lisa Kohout
Michelle Poulin
Misti Cohorn-Smith
Graco Inc
Jen Zucker
Ana Megrelishvili
Paul and Tanya Parker
CVS Health Foundation
Atlanta Hawks
Foundation
Amy Antonelli
Bob and Mimi
Buchanan
Charles Button
Doug Smith
Katherine Keegan
Marcia Simon

Matt Moody
Rhonda Haran
Sara Rauch
Susan Madsen
Carly Reeves
Ria Rose
Shannon Walker
Jacqueline Sanvig
Lynda Smith
Laurie Orseske
Anne Hasler
Tukker Penrod
Kara Newton
Fidelity Charitable
Kelly Arnold
Christy Sanford
Justine Christensen
Claire Danielle Cowan
James Alexander Dean
Gwen Forbes
DeAnn Proffitt
Patti L McLean
Lauri Putt
JLene Olson
Nichole Smith
Ky Lauren
Steven Peeler
Seven Sisters Scones
Alicia Whitt

Christen Hartvigsen
Dionne Flynn
Marta Figurative-Foss
The Progressive
Insurance Foundation
Inga Hurst
The Piedmont Bank
Roofing Done Wright
LLC
Adam Nugent
Chad Steinmetz
Curtis & Lisa Blair
Dave & Lynda Roskelley
Greg and Raylene
Anderson
Jennifer McGill
Kent Callahan
Mr & Mrs Keegan
Rebecca Covey
Sandra Smith
Scott and Kim Pertel
Sharlene Wells
Steele Kizerian
Tiffany Wellman

Join Our Communities on Social Media



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facebook.com/saprea.org



Instagram:

[@saprea_org](https://instagram.com/saprea_org)

For announcements in additional languages, visit [@saprea_es](https://instagram.com/saprea_es), [@saprea_fr](https://instagram.com/saprea_fr), and [@saprea_de](https://instagram.com/saprea_de).



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