THE ASSERVO PROJECT

Illuminate & Defend:

A Year of Shining Light, Preventing Harm, Protecting the Innocent

2025 Report

LETTER FROM THE CEO

Dear Friends,

This past year has been one of both remarkable progress and deep reflection for The Asservo Project. When I think back to our founding story, born from a single moment of conviction after hearing stories of unimaginable exploitation, I'm reminded that our mission has always been rooted in action. Asservo, meaning "to keep watch, guard, preserve, and rescue," is not just our name; it's our calling.

In 2025, our small but extraordinary team continued to prove that impact is not measured by size, but by dedication and purpose. Together, we educated more than 6,000 students across 24 schools and 16 districts, from just 725 students in 7 schools when we began our education initiative three years ago. We've expanded our partnerships with law enforcement and sharpened our investigative capabilities, ensuring that predators are identified and evidence is delivered quickly and effectively to the right authorities. And through more than a dozen conferences, podcasts, and community engagements, we've raised awareness and built momentum in the fight against human trafficking and exploitation.

Each number represents lives touched, children protected, and communities awakened. Yet, moments like when a student recognizes an online threat before it escalates, or when a parent shares that our presentation gave them language to start an important conversation at home remind us why this work matters.

As we look to the year ahead, the need is greater than ever. While physical abductions are rare, online predation, grooming, and sextortion are widespread and amplified by heavy teen device use. Adolescents spend an estimated 7–9 hours per day on device related activities, creating unprecedented opportunities for predators to exploit them anonymously through social platforms. Platforms like Snapchat receive 10,000+ reports of sextortion each month, and research shows that 1 in 7 teens have experienced inappropriate sexual contact online.

We are committed to scaling our impact in three key ways: strengthening our prevention education, professionalizing our investigations and cyber operations, and building the organizational infrastructure to sustain our mission for years to come. Our 2026 Strategic Plan outlines this vision—expanding our team, modernizing our tools, and deepening collaboration with law enforcement, educators, and community leaders.

At Asservo, we believe every child deserves freedom, safety, and hope. With your continued support, we will keep watch, stand guard, and work relentlessly to protect them.

With gratitude and determination,

Joe Sweeney

Co-Founder & CEO, The Asservo Project

MISSION AND VISION

The mission of The Asservo Project is to combat global human trafficking, child exploitation and sexual predators, support the recovery of victims, and aid in the imprisonment of perpetrators. Our team of diverse, dedicated, and experienced professionals utilizes the latest cutting-edge technology to identify, analyze, and eradicate sexual exploitation and its associated networks.

Gathering intelligence and working with law enforcement

Educating communities to recognize the signs

Creating a movement that shines a light in the darkest places

Year in Review

2025 Key Highlights

50+
Cases Supported

35+
School Presentations

6+
Survivors Supported*

30+
Training Sessions**

**unable to report actual number due to supporting organizations that impact multiple survivors*

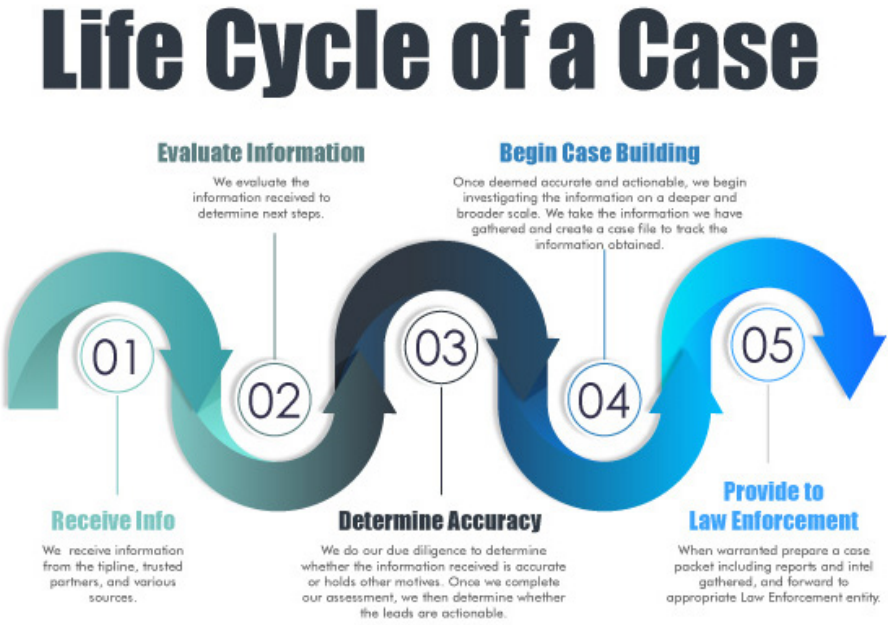
***this number includes presentations to community organizations, college classes, police academy students, bus drivers, radio interviews/podcasts, etc.*

OUR IMPACT

Intelligence & Law Enforcement Collaboration

Our Intelligence and Cyber Operations sector is often the most difficult to understand due to the nature and sensitivity of the work being done. Success also looks different than what people may assume. We cannot simply determine success based on the number of cases handed over to law enforcement or arrests made. For us, success looks like:

- Being a trusted resource in the community- people being willing to reach out with tips or concerns to be investigated.
- Determining the credibility of a tip.
- Connecting non-trafficking tips/concerns, to necessary supports in the community. This may include mental health supports, legal suggestions, etc.
- Supporting families who reach out with concerns about who their child may be interacting with online or pictures/videos that have been discovered, who may not immediately want to reach out to law enforcement.
- Providing information to law enforcement, other partner agencies or families on a victim of suspected human trafficking, or providing information about an identified predator.



In 2025, we conducted over 50 cases that were reported either through our tipline, trusted partners, or organically by our cyber team. We have received over 30 reports on the tipline throughout the calendar year. Our operations and investigations team have dedicated over 300 hours to investigate leads, find victims, and identify predators.

We successfully closed 30% of our cases. That means that these cases were either handed over to law enforcement agencies for further investigation, followed-up with partners, other agencies, or families who had reached out to us. We successfully acted as a force multiplier for law enforcement agencies by providing over 100 data points for ongoing cases, these typically involving missing persons suspected of being trafficked.

In addition to the investigative work they are doing, our analysts work to continue to improve and hone their skills and tactics to identify predators and provide essential support to law enforcement. Predators continually adapt and evolve their tactics. And therefore, so do we. Our analysts logged over 75 hours this year in continuing education, skill challenges,competitions and investigating, and learning new software and tools to amplify their abilities, reduce investigation times, and help make their investigation process more efficient and focused.

In 2025, our analysts competed in two world-wide competitions. There are four members per team and certain data points that teams are working to find within a time limit. The information gathered from this competition is provided to the appropriate law enforcement agencies to support their investigations. Four of the Asservo analysts competed in the spring and finished in the top 30 out of over 100 teams. Recently, our lead analyst competed on a team with individuals who were new to intelligence gathering. He took on a leadership role, helping to also mentor and delegate responsibilities with his team. His team finished 25th out of 80 teams.

We are grateful to be uniquely supported with highly strategic partnerships, that enable us to license and utilize software that supports our intelligence and investigative efforts and relationships that qualify us to provide actionable intelligence and leads of exploiters and traffickers to law enforcement. We are grateful for the trust that law enforcement has in us and that we are able to assist with identifying victims and supporting the rescue efforts.

Community Education & Prevention

Throughout 2025 our Education and Awareness team and staff have worked tirelessly to raise awareness of human trafficking and sexual exploitation. They provided tools for individuals to recognize the signs and actionable steps to take should they find themselves or someone they know in a situation of trafficking or exploitation. We educated over 8000 people ranging from school students/administration/staff, to rotary groups, churches, college classes, bus drivers, parents and concerned community members.

We have educated over 6000 students and 1600 school administration and staff across 19 school districts across Central and Western Pennsylvania. Our staff conducted 35 presentations to bring this awareness and education to our students and school staff.

We have had the honor of giving 19 presentations to the general public where we have educated over 600 community members. These presentations have primarily taken place in churches, at rotary groups, at school community nights and at conferences we've been asked to be a part of.

"The Asservo Project talked to our students to bring awareness to the huge problem that is human trafficking, but more importantly the way that these traffickers gain access to our children. And that's sadly through the devices we hand them, the games we let them play, and the social media that we allow them to join."

- Dr. Robert Heinrich

Superintendent of Schools for Indiana Area School District

"It wasn't a hypothetical situation, it was real. And it was happening to one of our own…The student's vigilance, fueled by Asservo's insights, led to the discovery of a grooming situation involving an individual from several states away. Thanks to her courage, and the knowledge she gained, we were able to notify the authorities and intervene. Potentially preventing a devastating outcome. This isn't just a story but a testament to the power of education and awareness. It's proof that Asservo's programs work. Asservo empowers our students to recognize and report suspicious activity. Fostering a culture of safety and vigilance"

- Dr. Lorree Houk

Superintendent of Mohawk Area School District

In our post presentation survey, students have shared,

"She did a very good job at emotionally connecting with all of us and I think that made it sink in that this is real and happens every day."

"Keep it up and I think what you're doing at schools is great!"

"It was very well presented with the videos of actual stories and the way the presenter spoke with confidence"

Students have shared with us what they learned. Before our program, they didn't know:

"...The huge impact porn has on all of this."

"...Most trafficking is done by someone known to the victim."

"...What exactly poses as a threat."

"...The amount of pedophiles online."

And these are just a few of the things that students share they didn't realize prior to our presentation. We have been educating and empowering students to take steps to protect themselves and others online.

- "I will double my security measures that I take and be more conscious about my friends."
- "Keep an eye out for that kind of person and also not post or share explicit items or sensitive information"
- "I will be more mindful of my online presence."
- "I will have more awareness, especially for when I get my phone this summer."
- "I'll get rid of some of my Discord friends that I don't know in real life"
- "I will try not be more careful and not be on my phone as late"
- "Make sure my brothers stay safe"

Education is empowerment and impactful and this one of the ways The Asservo Project is fighting against human trafficking and sexual exploitation.

"By supporting Asservo, we are investing in the safety and wellbeing of our students. We are actively engaging in the fight against trafficking by finding the predators and keeping them away from our precious children."

- Dr. Lorree Houk

Superintendent of Mohawk Area School District

Survivor Empowerment

Although we are not a recovery organization, our mission statement says, ***"…and aid in the recovery of victims."*** We fully believe that we have trusted partners with wonderful recovery programs, but that we are able to still provide necessary support for survivors.

In 2025, we have provided support for survivors in the US in a variety of ways. This support has looked like providing temporary safe housing, food, clothing, transportation and connecting to services.

One of the individuals we were able to support came to us through a trusted partner. We received a phone call late one evening asking for assistance to house a mother and her 3 children. They had escaped an exploitation situation and needed a place to go. We were able to provide temporary safe housing for 4 days while they went through the intake process for a recovery program. We also provided food, clothing, security, and lodging to the family while they were in our care.

We had the privilege of supporting a mother and her two children as they safely exited a gang-controlled network. A trusted partner reached out to us for help sharing the mother had saved enough to relocate to a new home in order to escape her trafficker, but she needed additional support to do so safely. We provided transportation, volunteers for security due to the nature of her location, and we also were able to provide Christmas presents and a tree for her family. She expressed deep gratitude, sharing that it was the first Christmas she had experienced in years.

We have also supported survivors by providing hotel accommodations and essential needs when they attend conferences where they are invited to share their lived experiences. These opportunities allow survivors to connect with one another, engage with support organizations, and serve as lived experience experts in the field. Through this, survivors are able use their voices to help others understand the reality of human trafficking.

In Uganda, we continue to provide safe housing, transportation, education, clothing, food and medical care to 7 children. Their stories are below.

Benson

Benson is our first survivor whom we meet at a Police station after his escape from the forest where he was taken to work at a very early age. While at the work camp, Benson went through various sorts of torture and abuse, and his meals were given depending on the work load he accomplished in a day. After meeting Benson, we later took him back home in Rukungiri where we engaged with his family on how to assist him.

Benson had developed mental illness due to the constant abuse and torture in the camp. He also was affected by major depression and had suicidal intentions.

He was provided with proper treatment and later entered school. He has recently graduated from a technical institute as a driver and mechanic. He is currently receiving job training and further life skill development.

Reagan

We found Reagan at the police station after surviving a kidnap. She had been rescued by the Police in Buwenge, Jinja District on 08 - November, 2022. Reagan is a bright boy though he was lacking most of his basic needs since he was an orphan, staying with his mother at his grandmother's place. We have been with him for 3 years taking care of all the necessities of life. His discipline is good and he likes working together with others.

Precious

Precious is a 14 year old girl who was brought to the city by her uncle and later abandoned. We have been with her for the last 3 years since November 2022. Godfrey found Precious in his area of residence when she was trying to figure out her way back home. Precious is an orphan who was staying with her grandmother. Her mother died when she was one day old and has no idea about her father. She attends school and gets all the necessary needs for her life. Precious is serious, driven and focused in every task that she is given.

Precious loves dancing and this keeps her moving. She would love to be an International dancer.

Lillian and Patience

Lillian together with her sister Patience survived an attempted kidnap after being abandoned by their mother when her husband died. This happened in July 2022. Lilly is a bright girl who is passionate about things and would like to be a Doctor. She's currently in high school, loves music and is a good singer. Lilly is 17 years of age.

Patience is a younger sister to Lilly and they are at a placed in a home together. She is attending high school at the same school with Lilly. She's currently 14 and would love to study and become a Lawyer.

Whitney and Priscilla

Whitney and Priscilla are our most recent survivors in our custody. They survived a kidnapping attempt along our local borders to Kenya. They were rescued and taken to the nearest local authorities in Bugiri eastern Uganda where we got them from.

We have managed to take them back to school and provide for all their necessary needs. Whitney, Priscilla and Regan currently live together at a trusted partners home.

Advocacy & Movement Building

Throughout 2025, our staff and board members have appeared on various podcasts, tv and radio interviews. We were a part of 6 different interviews across these formats. Links to these interviews are shared below.

https://www.theasservoproject.org/resources/media/

We have been able to share with supporters across our social media platforms about events we had coming up, ongoing initiatives, and education opportunities. We are active on Facebook, Instagram, LinkedIn and X.

2.7k followers | 742 followers | 439 followers | 150 followers

Our monthly newsletter goes out to over 2100 people.

We were honored to receive the Pittsburgh Excellence in Ethics Award from the Rotary Club of Pittsburgh this spring. This is a privilege that we do not take lightly.

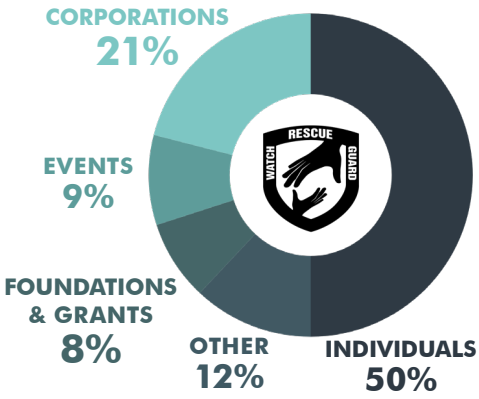
In June, we co-hosted the ***Get in the Fight*** event with America's Future at Christ Church at Grove Farm. We had over 400 people join us at this event. Joe had the opportunity to participate as a panelist for the event.

We attended 6 different conferences over the course of the year to continue to strengthen our connections, continue to develop our awareness and understanding, and to refine our processes in how we work.

FINANCIAL OVERVIEW

2024 FINANCIAL SUMMARY

(AUDITED/FINALIZED)



OPERATING EXPENSES

ADMIN 5%
FUNDRAISING 20%
PROGRAMS 75%

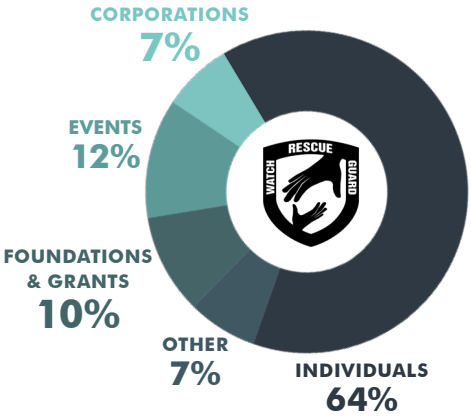
2024 represented a balanced mix of funding sources, with strong support from individual donors and corporate partners. Foundation and grant funding also supported new program growth and victim services.

TOTAL RAISED: $411,749

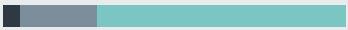
(AUDITED/FINALIZED)

2025 FINANCIAL SUMMARY

(FINALIZED)



OPERATING EXPENSES



ADMIN 6%
FUNDRAISING 23%
PROGRAMS 71%

In 2025, total income increased by approximately 44% year over year, growing from $411,749 to $591,425. Individual giving showed the most significant growth as individual contributions grew by approximately 84% year over year, reflecting increased grassroots engagement and mission trust.

TOTAL RAISED: $591,425

(FINALIZED)

This growth was supported by a modest 1-percentage-point increase in administrative investment, while The Asservo Project directed 71% of expenses to programs, maintaining strong mission alignment while scaling impact.

TRANSPARENCY AND ACCOUNTABILITY

At The Asservo Project, transparency and accountability are cornerstones of who we are and how we operate. We recognize that the trust placed in us by our donors, partners, and the communities we serve is both a privilege and a responsibility and we are committed to stewarding that trust with the highest ethical standards.

In 2025, we were honored to receive the Pittsburgh Excellence in Ethics Award from the Rotary Club of Pittsburgh, recognizing our unwavering commitment to integrity, transparency, and ethical leadership. This acknowledgment reflects not only our organizational values but also the daily actions of our team as we pursue justice, empower the community through education, protect the vulnerable, and operate with honesty and compassion.

We are intentional about ensuring that every dollar entrusted to us is used effectively and responsibly to advance our mission.

This includes:

- **Independent Financial Oversight: Annual independent audits and financial reviews to ensure fiscal integrity and compliance.**
- **Data and Privacy Protection: Safeguarding sensitive information and upholding the privacy and dignity of survivors, partners, and team members.**
- **Ethical Partnerships: Collaborating only with organizations and individuals who share our values of respect, accountability, and transparency.**
- **Open Communication: Providing clear, consistent reporting on our programs, impact, and financial stewardship.**

Our leadership and board remain steadfast in creating a culture where accountability is not just a best practice, but a reflection of our character and our calling. We believe that transparency builds credibility and trust, and credibility and trust fuel lasting change.

THANK YOU TO OUR PARTNERS AND SUPPORTERS

Thank you to our donors for your continued support of our work. Our education and cyber and investigations programs would not be as successful as they are without you. You make it possible for us to continue this mission. Thank you for being a part of it.

To our volunteers, you are the parts that keep things running smoothly. Thank you for your hard work and dedication at the events that you attend, the hours behind the scenes, the baskets and gifts provided, and your hands to help where you are needed. We are grateful for your willingness to contribute your gifts and time to our efforts.

Thank you to all the participants and attendees at our events throughout the year. Each one of you has made an impact through attending an event, sharing awareness and allowing us to enjoy your presence. It may seem like a small thing, but it does not go unnoticed. Thank you for being a part of our story and memories.

To our event organizers, you guys rock! We have been blessed to have some great events thanks to your hard work and dedication. We love the range and variety of events that we get to be a part of throughout the year from golf outings, clays shoots, bike rides to a workout week, a walk, a conference and our beautiful Gala. Your time and effort are appreciated, and we thank you for all the hours, dedication and decisions made to make them successful.

Thank you for everyone that has dedicated to praying for our organization and the epidemic of human trafficking and exploitation. We believe in the importance and power of prayer and the prayers lifted on our behalf are greatly appreciated.

LOOKING AHEAD: OUR GOALS FOR 2026

As we enter the next year, The Asservo Project is committed to scaling our impact against human trafficking and child exploitation. Our 2026 goals are clear:

- Expand prevention education across schools, churches, and communities by 1.5× annually.
- Strengthen our investigations and cyber operations with a fully staffed intelligence team and cutting-edge investigative tools.
- Build organizational capacity by transitioning from a primarily volunteer-driven model to a sustainable, professional team.
- Deepen partnerships with law enforcement, educators, and technology leaders to increase case referrals and prevention reach.
- Measure and improve impact with transparent reporting and meaningful data on education outcomes, case conversions, and survivor support.

Strategic Initiatives Underway

We are actively pursuing the initiatives outlined in our 2026 Strategic Plan, including:

- Hiring a full-time Education Lead to expand our prevention programs and create multi-lesson modules for students, parents, and educators.
- Completing a three-person cyber investigations team with a full-time analyst, supported by licensed investigative software that reduces predator identification time from hours to minutes.
- Formalizing law enforcement and education partnerships through memorandums of understanding (MOUs), referral pipelines, and community awareness campaigns.
- Publishing an annual impact report and collecting measurable data to demonstrate program effectiveness.

A Call to Action: Join Us in the Fight

Our work is urgent. Every day, predators exploit the digital spaces where teens spend 7–9 hours daily, leaving children vulnerable to grooming, sextortion, and abuse. The Asservo Project stands on the frontlines—educating communities, identifying predators, and protecting kids. But we cannot do it alone.

To meet our 2026 goals, we are raising the resources to hire key staff, secure investigative technology, and expand prevention programming into high-risk regions. With your continued support, we can multiply our reach, dismantle exploitation networks, and create safer communities for children and families.

WAYS TO GET INVOLVED

Together, we can prevent exploitation, pursue predators, and protect the next generation.

Ways to get involved to help be an advocate for change:

· Give by becoming a monthly supporter and helping us educate and empower students, work with law enforcement to go after the predators, and provide support to victims.

· Advocate for justice and effective laws

· Help us to bring education and awareness to our schools

· Learn more about human trafficking & sexual exploitation and the work we are doing

· Participate in organizing, promoting and attending awareness and fundraising events

· Report suspicious activity to the local authorities

SCAN ME

DONATE TODAY

CONTACT INFORMATION

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412-534-4224

Tip Line:
877.SAVE994
(877-728-3994)

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