

Executive Paper

Who Are WE?

WEModel USA is a women empowerment-led platform designed to give aspiring models and talented youth a chance to be in the spotlight, promoting them through international cultural experiences and opportunities. At the same time – and more important - it stands as a prominent stage upon which our selected models spread continual awareness of human trafficking, the second highest-ranking international crime, while spearheading initiatives in that fight.

Through its highly-anticipated shows and competitions, WEModel USA celebrates women and children, their beauty and their strength, but also empowers them to champion causes to make this world a better place. As they grace the runway, they simultaneously put the spotlight on human trafficking, raising awareness on this global issue in an effort to eventually bring it to a halt.

At WEModel USA, we are strong and cohesive, but desire to create partnerships and collaborations with others who share our vision. We aim to create a strong network of individuals and families within all communities, adopting influential messaging campaigns to shed increased light and raise increased awareness to the horrific crime of human trafficking. WEModel USA knows just even an ounce of action will get us far closer to our goal than intentions, desires and promises alone. Even the best of ideas can gain no traction without the fuel of decided and determined action.

Understanding our growing platform and mission

WEModel USA is excited to officially announce its non-profit partner, WEModel USA _NWECare. Under the WEModel umbrella, this strategic partner places its focus on establishing a trusted network of resources with like-minded individuals tenaciously working together in strong opposition to the forces that promote the unethical and illegal activities that present in the form of human trafficking. We want to create a more unified global audience and presence that brings together not only individuals from our own communities, cities and states but also extend our reach around the world, building unified networks with foreign embassies, international civil service leaders and the fashion and beauty industries, as well. It may seem like a challenge, but it is one we must accept and fulfill.

Through the development of the WEModel USA _NWECare 2021 “Connect2Protect” Campaign, we plan to build a network of one million individuals in the United States and an additional five million people from around the world. Through our fashion and beauty platform, we have a perfect avenue through which to spread awareness of human sex trafficking, identify and provide resources to undeveloped anti-human trafficking organizations and provide resources and limited opportunities to victims of human trafficking. By partnering with our runway events with the anti-human trafficking message, we not only give aspiring models a chance to promote their talents and their own personal careers in conjunction with high-end fashion brands, we also give them a unified platform upon which to promote their own individual messages to counter this form of modern day slavery. In other words, we offer our models an opportunity of a lifetime through which they will open the door for victims of human trafficking an opportunity of a new lifetime to embrace of their own

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The problem to be solve.

Human Trafficking is a form of modern-day slavery subjecting children, women, and men to force, fraud, or coercion for the purpose of commercial sexual exploitation or forced labor. It Is the 2nd largest criminal industry in the world reaping an estimated \$150 billion a year, victimizing an estimated 25 million people around the world, 80% are victims of forced labor and 20% are victims of sex trafficking. All 50 States in the United States have reported Human trafficking and the U.S. is a source, destination, and transit point for trafficking victims. Anyone can be subjected regardless of class, education, gender, or age when forcefully coerced or lured by false promises. Human Trafficking includes prostitution, pornography, and sex tourism as well as labor for domestic service, factory or construction work, and migrant farming. WEModel USA NWECare will be taking a more active and deliberate approach to deliver targeted and localized message using the fashion and beauty industry. We have enlisted hundreds of models with the desire and conviction to be an active voice against human trafficking and, display and deliver, the importance of being empowered to pursuit one's happiness.

Right the now, there are a lot of organizations, either counter or anti human trafficking, fighting human trafficking or aiding and supporting its victims, however, they are not synchronized or coordinated to provide a comprehensive approach to serve those affected by Human Trafficking. Most organization have specificity in their services and operate in silos. Another noticeable disadvantage is they do not have a major platform to use to communicate their efforts, instead have specific audiences or services, for example, Truckers Against Trafficking promoting recognition and reporting of human trafficking, or Covenant House messaging refuge for children and youth. WEModel USA NWECare will take a domestic and international stage leveraging the Fashion and Beauty Industry to attract and reach a large audience and take an integrated approach against human trafficking by building a trusted global network, executing targeted information campaigns, and lastly, communicating, collaborating, coordinating, and consolidating all resources and organizations into a focused effort.

How WEModel USA NWECare plans to solve it.

WEModel USA NWECare is uniquely positioned to make a grand entrance with swift results due to the relationship of a very well-established fashion and beauty company, WEModel USA that has solid reputation and has been successfully established since 2017. WEModel USA has already created in-roads that WEModel USA NWECare will leverage and be catapulted into the fashion and beauty industry to start our branding and build our trusted global network, and more importantly, our targeted information campaigns.

One our critical initiatives is our trusted Global Network and target information campaigns known as "Connect2 Protect". This initiative will not only bring all voices together, moreover it will be the instrumental vehicle that facilitates the improvement of communication, collaboration, coordination, and consolidation of all efforts and resources to combat human trafficking and support those affected. This initiative will also set conditions for future B2B initiatives. Connect2Protect will effectively achieve it's goal by grass-root community outreach initiatives involving local governments, families, community leaders, business owners and civil service organizations. The goal is to reach 25,000 individuals in the DMV in 2023 by July 31, 2023 and 1,000,000 million individuals globally.

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WEModel USA NWECare has four primary programs we consider our lines of efforts to achieve our strategic objectives: “Connect2Protect” Awareness and Information campaigns driven by fundraisers and special events, Business Partnership Program, and technological solutions/software applications.

Technology Solution: “Connect2Protectx” Software Application Initiative.

By developing, creating, and hosting this application software it allows resource contributors to connect with service providers to protect victims and facilitate family members intervention. This program will be our core effort and competency as it will enable, host, and maintain our trusted global networks that will allow us to communicate, collaborate, coordinate, and consolidate data, information, and actionable insight to combat human trafficking and provide aid and support to its victims. This APP will allow messaging through all forms of media and target regions and localized information campaigns to make aware of the all the facets and indicators of human trafficking with the intent to make people vigilant, be initiative-taking and report potential human trafficking, as well as identify and broadcast the information of local and regional resources. This APP enables us to foster cooperation and integration of resources, such as other nonprofits or organizations that provide