

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 importantly - it is a prominent stage upon which our selected individuals 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 strength, and empowers them to champion causes to improve this world. As they grace the runway, they simultaneously put the spotlight on human Trafficking, raising awareness of this global issue to bring it to a halt eventually.

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 of the horrific crime of human Trafficking. WEModel USA knows that even an ounce of action will get us far closer to our goal than intentions, desires, and promises alone. Even the best ideas can gain no traction without the fuel of decided and determined action.

Understanding our growing platform and mission

WEModel USA is excited to announce its nonprofit partner, WEModel USA _NWECare officially. Under the WEModel umbrella, this strategic partner focuses 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 individuals from our communities, cities, and states and extends our global reach, building unified networks with foreign embassies, international civil service leaders, and the fashion and beauty industries. It may seem like a challenge, but we must accept and fulfill it.

Through the development of the WEModel USA _NWECare “Connect2Protect” initiative, we plan to build a network of one million individuals in the United States and an additional five million worldwide. 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 and talented youth a chance to promote their talents and their careers in conjunction with high-end fashion brands, but we also give them a unified platform upon which to promote their messages to counter this form of modern-day slavery. In other words, we offer our models the opportunity of a lifetime through which they will open the door for victims of human Trafficking a chance of a new lifetime to embrace their own

Executive Paper

The problem to be solved.

Human Trafficking is a form of modern-day slavery subjecting children, women, and men to force, fraud, or coercion for 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 forced 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 take a more active and deliberate approach to delivering targeted and localized messages 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 pursue happiness.

Right 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 serving those affected by Human Trafficking. Most organizations have specificity in their services and operate in silos. Another noticeable disadvantage is that they do not have a significant platform to communicate their efforts; they have specific audiences or services, such as 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 its relationship with a well-established fashion and beauty company, WEModel USA, which has a 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 of 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 improving 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 its goal through grassroots 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 2025 by Dec 31, 2025, and 1,000,000 million globally. This year's theme under the Connect2Protect initiative is Stop the Traffick and Walk the Runway.

Executive Paper

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, the Business Partnership Program, and technological solutions/software applications.

Technology Solution: “Connect2Protectx” Software Application Initiative.

Developing, creating, and hosting an application software 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 the 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 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