



# ANNIECANNONS

a registered 501(c)3  
EIN 47-3202155

# OUR PROGRAM

anniecannons.com



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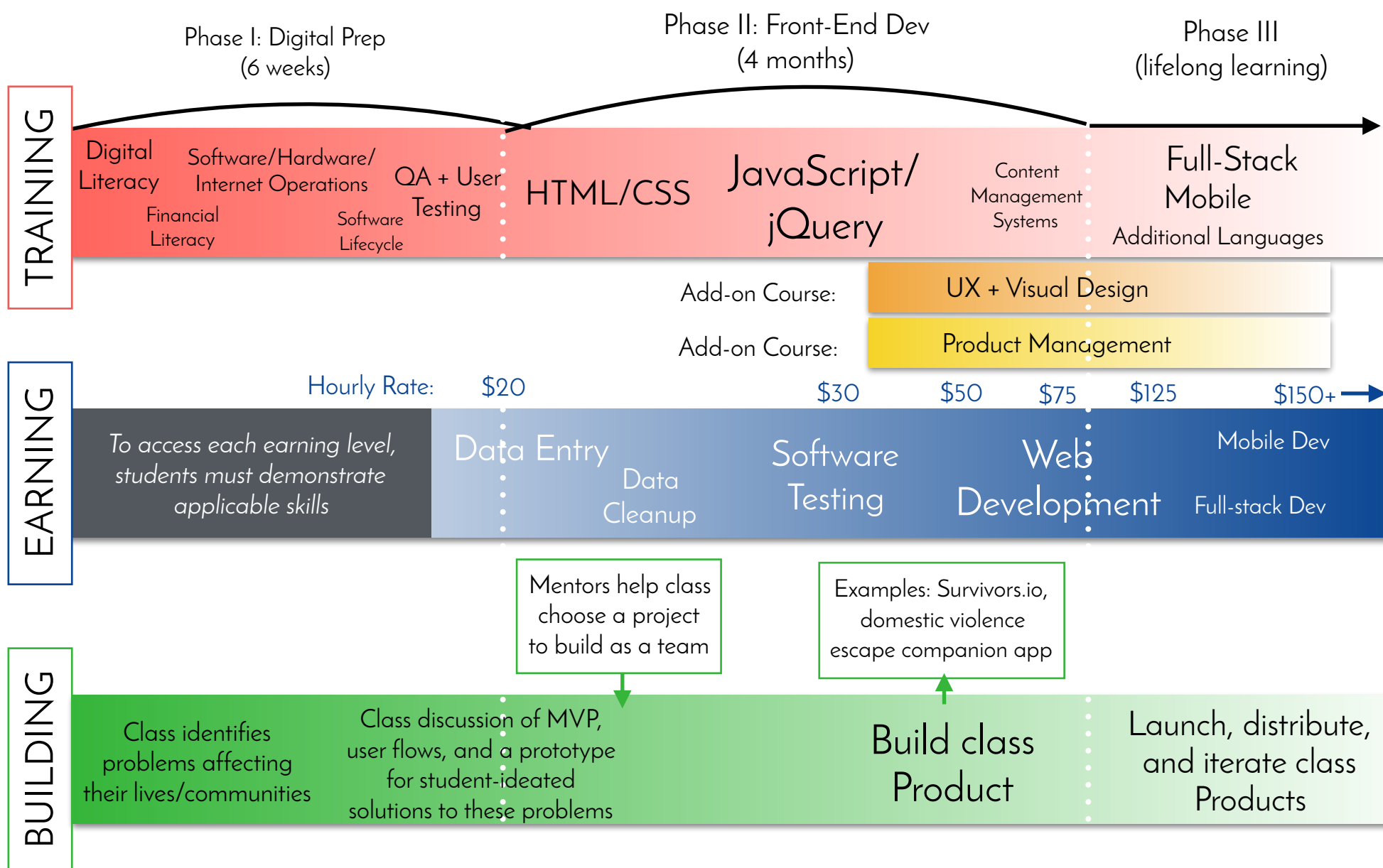


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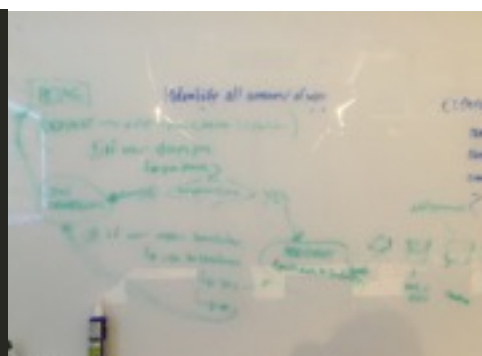
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We work to end human trafficking through the strategic infusion of economic power generated by the growing technology industry using a 3 part approach: survivor training, earning + building:



# OUR IMPACT

Students join our program with little to no computer literacy, hoping to earn minimum wage. Through our program, they drastically increase earning potential, learn to build websites for clients, earn solid incomes, and develop software that targets our society's most critical problems.



# OUR NEEDS:

1. **Capital** → To build a self-sustaining operation, as described below.
2. **Clients** → We welcome introductions to potential clients.
3. **Space** → We need 24/7, dedicated space to support our community.

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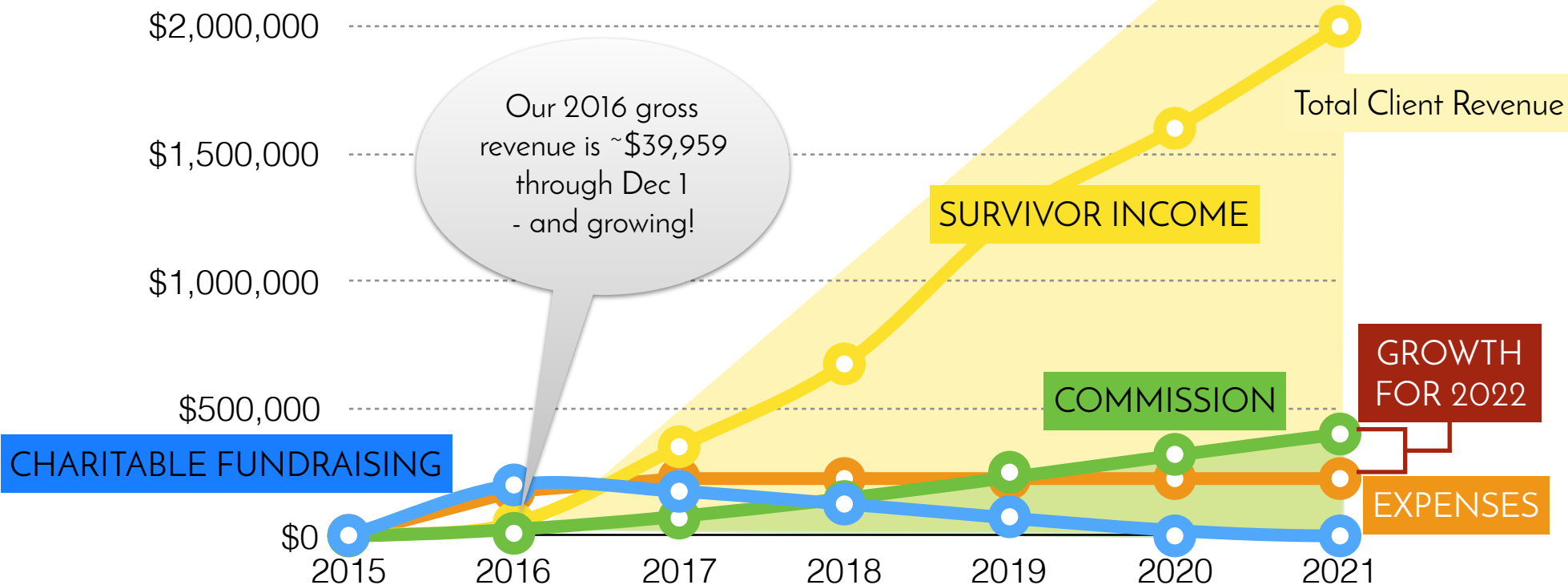


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Here's how your investment in our technology training and economic empowerment program will help us break the cycle of human trafficking for generations to come:



**Our Fundraising**  
Short-term seed  
Core Infrastructure

With **\$750,000** of seed capital applied over 36 months to develop students and clients, we can generate revenue at a level where a client commission completely sustains our operations and funds our growth.

**Our 3-year Budget**  
Cost of Training  
Cost of Staff

Over the next **~36 months**, by hiring a product manager, an operations lead, and two instructors, we create enough revenue to completely sustain growth through commissions and to properly leverage our 100+ strong volunteer base.

**Our Client Fees**  
80-100% of Fees  
paid to Survivors

Our students work on client projects ranging from data entry/management (**\$20/hour**) and software testing to website and mobile application development (up to **\$200/hour**). We pass most of the client's fee to students.

**Our Commission**  
0-20% of Fees  
toward sustainability

AnnieCannons' team manages the sales, quality control, and project coordination for our client projects and retains a modest commission ranging from **0% to 20%** (depending on project sophistication) to fund our work.

WILL YOU HELP US RAISE \$750,000 TO BUILD A PERMANENT SOLUTION FOR SURVIVORS?

(\$189,300 raised to date)



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# OUR SUCCESS

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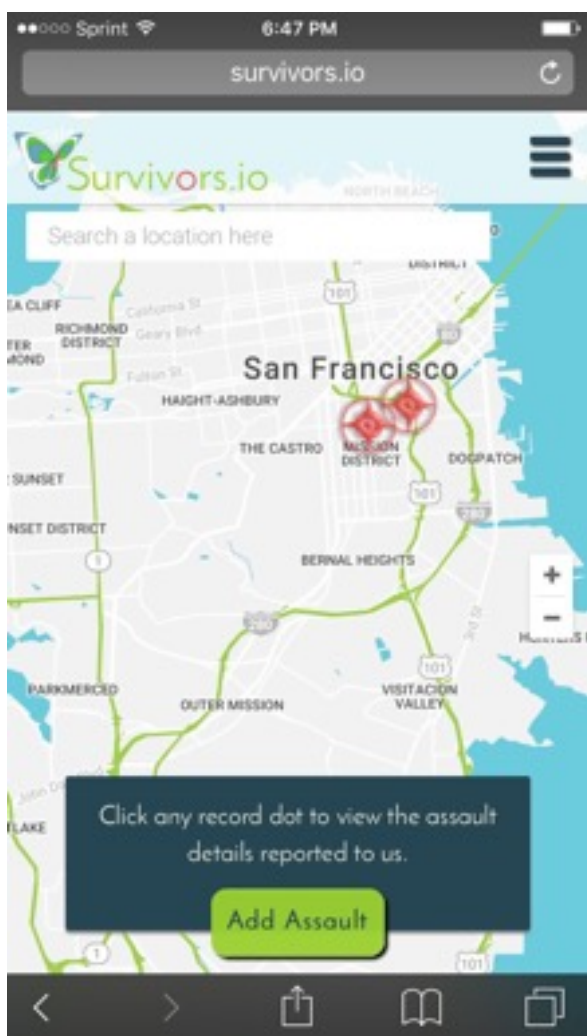
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Every  
**ANNIECANNONS** class  
builds a product that  
**fight**s human trafficking  
and/or gender-based  
violence.

**Our training works** because we spent **years** carefully customizing it for survivors, conscious of our experience studying trafficking, working to fight trafficking, and working in tech companies.

**Our goal:** build a lifelong community of survivors earning a comfortable income + enjoying it.

**Our primary impact measurement is the economic power - monetary income - we deliver to survivors.**



Survivors.io, a mobile-first web app, is a pilot student class project now in beta. It allows survivors of sexual assault to report circumstances of their assault anonymously to improve understanding of underreported assaults and identify trafficking/sexual assault "hot spots".

Our new class is building a companion app that helps domestic violence victims prosecute their abusers effectively, in coordination with the Alameda County DA's office.

## THIS IS AN UNPRECEDENTED SOLUTION.

Others have tried – either failing or quitting before they start – to train survivors in computer programming. AnnieCannons succeeded where others have failed because we:

- Take care of life needs that get students the safety and stability necessary to effectively learn - like glasses
- Anchor lessons to student-ideated software projects meaningful to their lives and communities (often, by fighting trafficking) that we help them bring to life as products
- Begin class prepared for zero knowledge of computers or tech jargon, using data and testing work to improve students' tech industry literacy and knowledge as they learn
- Require instructors to use our proprietary trauma-informed teaching method
- Don't require survivors to brave a hostile technology workplace in order to monetize their skills
- Conduct client sourcing, business development, and quality control supervision on behalf of survivors - so they can focus on the coding

## WE SEEK INVESTMENT TO SCALE THIS SUCCESS.