



IMPACT REPORT 2025



About Reset180

Reset180 is a Virginia based non-profit, serving primarily the Northern Virginia and the greater Washington, DC area. Our mission is to build safe communities through effective prevention strategies that protect thousands every year. Our vision is to end illicit massage businesses (IMBs) and restore & empower hundreds of survivors in NoVA by 2035.

Reset180's mission is to build safe communities by implementing effective prevention strategies that protect thousands every year from the crime of human trafficking, while employing disruption tactics and restoration initiatives to empower survivors. We focus on building relationships to reduce human trafficking prevalence through community awareness and partnerships with local churches, businesses, law enforcement and the justice system. Most importantly, Reset180 walks alongside survivors, helping them access vital resources such as trauma-informed therapy, housing, career counseling, and legal services after leaving trafficking situations.

Message from the Board Chair

Dear Friends,

When I reflect on 2025, I am filled with deep gratitude for what we have accomplished together. This year was marked by growth, and meaningful impact, made possible by the dedication of our staff, volunteers, donors, and community partners.

Because of you, lives were changed, hope was restored, and our mission moved forward in powerful ways. Your belief in this work and standing with us continues to make a lasting difference.

On behalf of the Board of Directors, thank you for your commitment and trust. We look ahead with great hope and anticipation for all that is still to come.

With gratitude,



Sherri Cooper
Reset180 Board Chair



Sherri Cooper

A Word from our Executive Director

Dear Friends and Supporters,

Two years ago, I set a clear direction for Reset180. We would be known, not just present. We would serve survivors with intention, earn the trust of law enforcement and the justice system, and become the organization that women could count on when they had nowhere else to turn.



Esther Daniel

This report is evidence that you helped us keep that promise.

In 2025, over 50% of our crisis response cases came directly from law enforcement, from Homeland Security, the Virginia State Police, and local police departments who now know Reset180 by name and by reputation. Partner organizations are referring survivors to us because they trust that we will walk alongside each woman for however long it takes. The Fairfax County Board of Supervisors voted unanimously to close loopholes that had allowed illicit massage businesses to operate for years, a victory five years in the making, and one that would not have happened without this community's sustained commitment.

Reset180 is no longer just present in this fight. We are recognized as an expert in it. But what moves me most is not the policy wins or the partnerships, as significant as they are. It's a lunch I had recently with one of our program graduates. When she first came to us, she could not choose what she wanted to eat. At her farewell lunch, she walked in confident, ordered her pizza without hesitation, and told me she was moving closer to home to start her career as a veterinary assistant. Then she looked at me and said that if it were not for Reset180, she would not be alive. That is why we do this.

We set a direction. We delivered.

As we look ahead, sustaining this momentum requires investment in the people and systems behind every story like hers. Every case manager who walks a survivor through her first week of safety. Every advocate who shows up, again and again, for however long it takes. Strengthening our team, deepening our capacity, and building the infrastructure to serve more women well, this is what your giving makes possible next. Reset180 is positioned for its most impactful season yet. But we cannot get there without you.

Thank you for believing this was possible. Thank you for making it real. There is still so much ahead, a survivor house to build, more women to reach, more systems to change. We will not stop until all are free.

Until All Are Free,

A handwritten signature in black ink that reads "Esther Daniel". The signature is fluid and cursive, with a long horizontal line extending from the end.

Executive Director, Reset180

2025 Year in Review



- Gave 33 awareness presentations and 8 van tours
- Reached 2,077 people through awareness events
- Buyer Outreach Team visited 82 IMBs (illicit massage businesses) in the local area, and spoke with 62 people



- 34 new volunteers, over 70 in total
- 2,8681 volunteer hours logged



- Approximately 2,400 units of support services were provided to survivors.
- 4 survivors successfully graduated the Reset180 Program
- 50% of survivors served in our program were referred through law enforcement partnerships.
- 5,000 units of service were provided for crisis response survivors



Volunteers from Passion City Church serving at Reset180.



Buyer Outreach Team praying with someone.



Reset180 Staff at Reagan National Airport during Human Trafficking Awareness month.



Reset180 Team at George Mason University.



Buyer Outreach Team before a night of Disruption Outreach.



Reset180 Staff at the 2025 Fundraising Gala.

Picture of a Reset180 Survivor

Based on survivor services records from 2025



**4 out of 5 survivors served are
American Citizens**

34

**Average age of
survivor served by
Reset180**

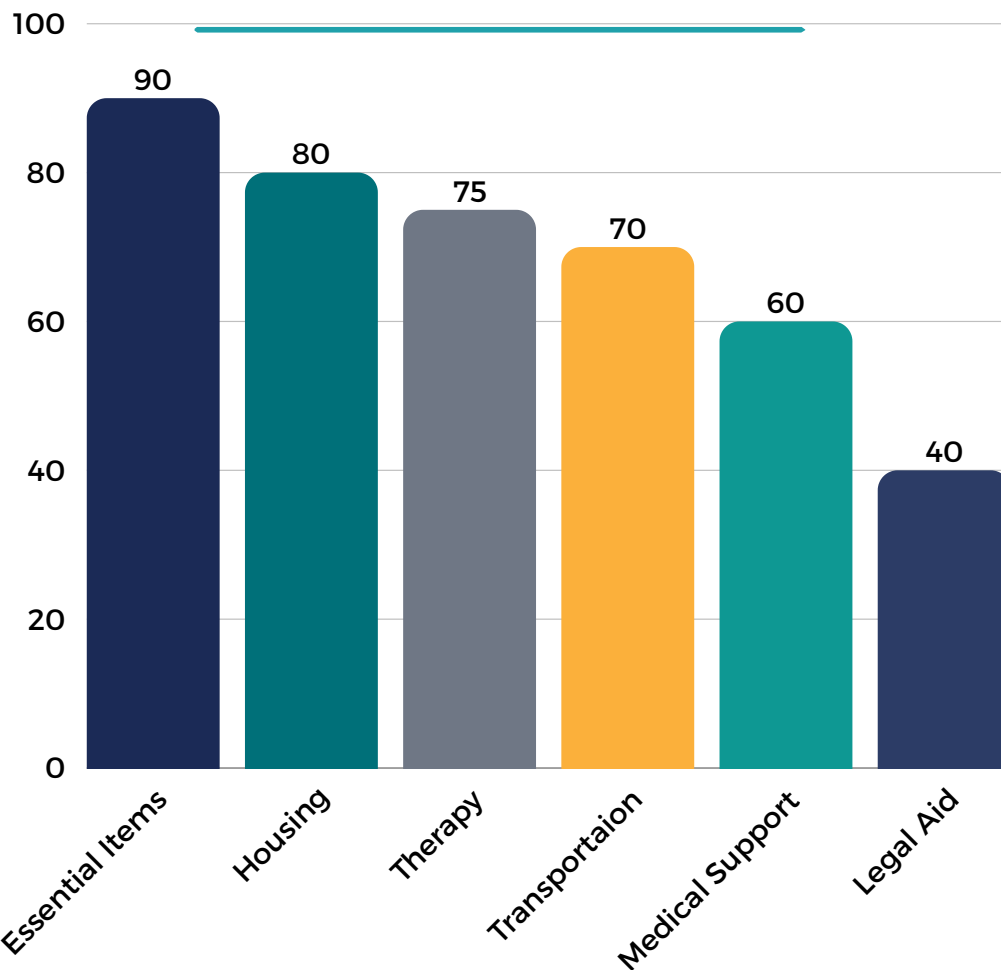
20%

**Survivors were minors
when initially
trafficked**

80%

**Identified English as
their primary
language**

Survivor Need Breakdown



Illicit Massage Businesses in Northern Virginia



November 18, 2025

Fairfax, VA

Esther Daniel, Reset180

Executive Director featured

on Fox 5 DC, WUSA 9, DC

News Now, FFX NOW, and

Yahoo News.



After five years of tireless advocacy and collaboration, we celebrate a major victory for survivors and our community. The Fairfax County Board of Supervisors voted unanimously to strengthen Chapter 28.1 of the county code, closing critical loopholes that allowed illicit massage businesses to operate.

This milestone reflects the vision first set in motion in 2020 by Supervisor Pat Herrity to protect vulnerable individuals while honoring and safeguarding legitimate massage professionals. By shifting oversight to the Health Department and adopting national best practices—such as banning sleeping quarters, prohibiting sexually suggestive advertising, and requiring disclosure of past violations—Fairfax County has taken a bold and compassionate stand against one of the most common forms of human trafficking nationwide.

This moment is a testament to what sustained commitment and community partnership can achieve. Other counties, recognizing the effectiveness of Fairfax County's approach, are choosing not to reinvent the wheel. Instead, they are reaching out to learn from this model and seek our expertise as they pursue similar efforts to protect their own communities and support survivors.

Reset180 Finances

“ Personally, learning about how people in my city– my very neighborhood– were being trafficked broke my heart. Initially, I felt helpless to do anything about it. Then I learned about Reset180 and my hope was restored. I thanked God that He had called and empowered His people to make a practical difference.”

– Reset180 Monthly Freedom Partner

Following is our financial breakdown for our 2025 fiscal year, October 2024 through September 2025:

Revenue: \$960,682

Program Expenses: \$558,238

Non-Program Expenses: \$200,300

Fundraising Expenses: \$129,966

Net Increase: \$72,178



Breakdown of Expenses

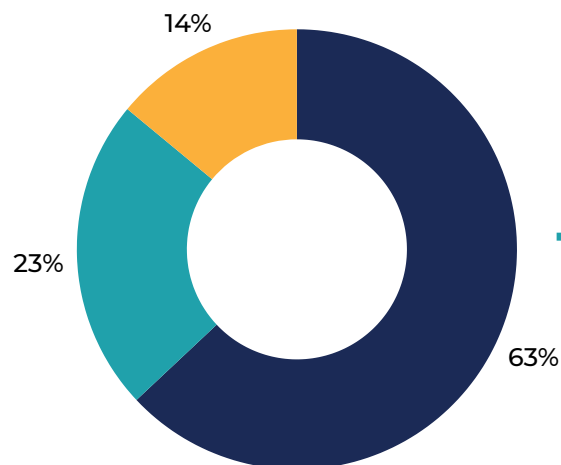


Photo: Community Member, Connie Ruiz of P20 EMS Fitness Training hosts fundraiser for Reset180 at her business.

Program Expenses: 63%**

Non-Program Expenses: 23%

Fundraising Expenses: 14%

**One of Reset180's strategic initiatives has been to invest in non-program resources including but not limited to partnership and business development. We are confident this additional investment will enable our programs to be well capitalized in the years to come.

Survivor House Update

We are thrilled to share that Reset180 has been awarded a \$1 million grant from the U.S. Department of Agriculture to help build the first long-term restorative home for survivors of human trafficking in Northern Virginia.

This milestone would not be possible without the generous land donation from Dayspring Mennonite Church, and the vision and leadership of Pastor Phil Mast, Emily Mast, and their team. We are deeply grateful to Alexa and Jake Savage for their partnership in helping us discern this opportunity, and to Congresswoman Jennifer Wexton and Congressman Suhas Subramanyam for their advocacy and support in securing this grant.

The total project cost is estimated at \$3–4 million. Because the USDA grant is reimbursement-based, Reset180 must first raise and spend \$2–3 million before the federal funds of \$1million are released. We are currently working with construction partners to finalize the project scope and costs. We will share more as those assessments are completed, and will be launching a capital campaign soon. This home will offer safety, healing, and restoration for women rebuilding their lives after trafficking.



Photo: Plans for future Reset180 Survivor Safe House.



Photo: Reset180 Board Members with Congressman Subramanyam and Fauquier County Officials.



OUR VISION AND MISSION

Reset180's vision is to eradicate illicit massage businesses in Northern Virginia by 2035 and support hundreds of survivors as they rebuild their lives. Our mission is to build safe communities by preventing trafficking, disrupting exploitation, and restoring survivors to wholeness and independence.

We do this through three pillars: Prevent. Disrupt. Restore.



PREVENT

We prevent trafficking through education and awareness — equipping communities, churches, and professionals to recognize red flags and take action.

Our Illicit Massage Business Van Tours take participants to real locations, sharing verified data, criminal case studies, and survivor stories.

The responses from our Van Tour participants are powerful:

— ” —

“I can’t believe it — my daughter’s dance studio is right next door.”

“I thought my son was just using drugs, but now I realize he’s being trafficked.”

“I think my friend is being trafficked. What should I do?”

— “ —



In 2025, Reset180 trained over 1,000 individuals through classroom trainings and community events — each now equipped to recognize and respond to trafficking.



DISRUPT

Crisis Response | Victim Outreach | Sex Buyer Outreach | Advocacy

*We serve as a trusted bridge between survivors and investigators
— ensuring trauma-informed, survivor-centered care.*

Crisis Response & Support

- In 2025, Reset180 directly supported 14 women who were in active trafficking situations.
- Over 50% of these cases were referrals from law enforcement including Homeland Security, the Virginia State Police, and local police departments.
- One case came through the National Human Trafficking Hotline, where a pregnant U.S. citizen fleeing another state.
- We provide immediate stabilization through safe lodging, food, clothing, transportation, phones, and emotional care, walking alongside each woman until she was safely housed.

Victim Outreach

This year, Reset180 launched a new investigative initiative to strengthen our partnership with law enforcement by building trust-based relationships with women inside Illicit Massage Businesses.

The goal is simple but vital: when these IMBs are shut down and traffickers are prosecuted, these women already know someone they can trust.

Sex Buyer Outreach

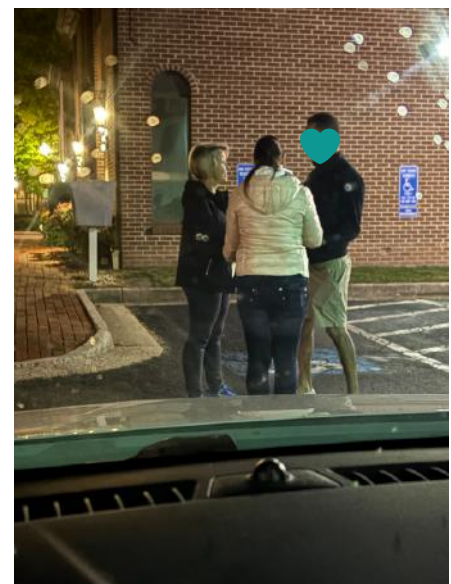
We also address the demand side of trafficking. Teams of trained volunteers, supported by local churches, conduct grace-filled, prayerful outreach outside select IMBs.

By the Numbers

- 95 IMB Visits
- 22 Buyer Outreach Events
- 70 Buyers Contacted
- 86% chose to turn away after engaging with Reset180

Advocacy

This year, Reset180 advocated for policy changes in Fairfax County and partnered with other local jurisdictions to strengthen efforts to combat human trafficking and support survivors.





RESTORE

Restoration is our heartbeat.

Since 2014, Reset180 has served over 1,100 victims and survivors. Through wraparound case management, we help women in recovery gain stability, healing, and independence. This allows survivors to have space to breathe, stabilize, and set new goals.

In the first three months, Reset180 provides basic needs:

- Trauma-informed therapy
- Life skills training
- Personalized support toward employment, housing, and wellness.

WHAT DOES THAT LOOK LIKE?

\$100 BASIC MONTHLY HOUSEHOLD NEEDS FOR ONE SURVIVOR	\$250 GROCERIES FOR TWO WEEKS	\$1,000 MONTHLY HOUSING COSTS FOR A SURVIVOR & CHILDREN	\$2,500 COVERS SUPPORTIVE CARE FOR 2 SURVIVORS
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Mickey's Story

After being tricked into slavery by a friend and trafficked by her own family, Micky was identified and referred to Reset180.

Through years of consistent care, counseling, and mentorship, she rebuilt her life. With courage, she testified against her traffickers — who are now incarcerated. Reset180 helped her buy her first car, giving her the independence to thrive.

Today, Micky has a stable, well-paying job, recently moved to a new city, and is preparing to graduate. Her dream is to become a police officer and mentor other survivors. Her story reminds us that restoration is possible.

— ” —

“I will always remain grateful for Reset180. You gave me a chance to live and be safe. I could not do this without you.” - Mickey

— “ —

Donate Today:

Join us in bringing hope,
healing, and restoration to
survivors of human trafficking.



reset180.com