

# WALKING INTO FREEDOM



Est. 2021 Grand Rapids

## Mission

Walking Into Freedom is dedicated to offering hope and healing to families that have been affected by trauma, addiction, and incarceration by providing resources that support them on their journey toward recovery and lasting transformation.

## Who We Serve:

- Ages 12-75
- Families affected by generational trauma
- Re-entry & Recovery communities
- Incarcerated & their families
- Single mothers
- Teen mothers

## How We Serve:

- Trauma Presentations
- Cross Addicted Book
- YouVersion Devotion
- P.R.E.T.T.Y Podcast
- Social Media
- Paula's Story

## Vision

To see families, no matter their past, heal and break generational cycles, and build a positive future.

## 3-5 Year Priorities:

Walking Into Freedom will reach 2500 families through the Break Free Trauma Course and distribute the Cross Addicted book & Break Free Trauma Course in 25% of prisons across the USA by 2028. Our goal is to raise \$800,000 to support these initiatives.

## 2025 Priorities:

- Break Free Trauma Course & Workbook completion in English and Spanish
- Website redesign and launch
- Update Marketing materials clarifying brand messaging and reflecting 2028 economic goals

## Key Performance Indicators

 25+ Partners by 2028

Dollars Raised Annually

2025 – 150K	2027 – 200K
2026 – 175K	2028 – 250K

Families Served Annually  
(2500 by 2028)

2025 – 350	2027 – 700
2026 – 450	2028 – 1000+



 Trauma Courses in U.S. Prisons and Juvenile Centers

2025 – 10%	2027 – 20%
2026 – 15%	2028 – 25%

## Measurable Outcomes

- Trauma healing in U.S. Prisons and Juveniles Centers
- Reduce suicide in Prisons
- Healthy parenting behind bars
- Break the cycle of generational trauma and incarceration
- Reach youth before the system
- Teach youth to take control of their future