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Annual *Report*



S E T ✝ F R E E

PROVIDING FREEDOM THROUGH CHRIST





S E T F R E E

Because of *you*, lives have been changed forever.

Set Free is pursuing a powerful vision—a world where every child lives in freedom, where every community has clean water, and where everyone has the chance to hear the hope of Jesus Christ.

And thanks to your faithful generosity, 2024 was a truly historic year. I'm overjoyed to share that we reached a milestone that once seemed unimaginable: 100,000 children rescued from slavery since Set Free began. This remarkable achievement belongs to you—your prayers, your giving, and your heart for this mission made it possible.

You are part of a movement that is restoring lives, transforming communities, and bringing hope to the hopeless. The fruit of your giving is evident in every child's smile, every drop of clean water, and every soul that now walks with Jesus.

A few highlights from 2024 made possible by your generosity:

- **139 new wells drilled**, serving over **435,000 people**
- **3,024 children were rescued** from slavery and **2,387 children reunited** with their families
- **2,317 girls were prevented from brothels** and **1,639 children prevented** from slavery
- **Deepening relationships** with Indian donors resulting in **\$1,567,426 in giving**

Inside this report, you'll read stories and see faces that reflect the impact of your giving. I pray they bring joy to your heart and remind you of the incredible difference you're making.

There is more work to be done, but because of your partnership, we move forward with hope. Until every person has clean water, every child is free, and every soul hears the name of Jesus—we press on, together.

With deep gratitude,

SARAH KELLEY

CEO

THE GOSPEL IN MOTION

How meeting needs sparks lasting transformation.

The Flywheel concept from James Collins' book, *Good to Great*, illustrates the sustainable approach we take to meeting humanitarian needs in order to make an eternal impact. At the top of the Flywheel are those that don't yet know Jesus. We serve them by meeting their basic human needs. In doing so, we share the Gospel and establish a trusting relationship. Then, human healing begins, and villagers come to know Christ. Churches are established. Over time, as villages are cultivated, churches grow stronger, and—most importantly—villagers begin sharing the Gospel with others, multiplying the impact and carrying the Good News of Jesus even further.





STATEMENT OF FAITH

Since our foundation, faith has set Set Free apart. In everything we do – each well we drill, medical clinic we conduct, and child we rescue – Set Free seeks to provide *freedom through Jesus Christ*.

Meeting the humanitarian needs is our method, but making disciples *is our mission*.

MISSION

Set Free envisions a world where *all* are set free in the name of Christ.





CHILD REDEMPTION MISSION

We work to prevent child slavery, rescue children from slavery, and whenever possible, reunite them with their families. When reunification is not possible, our team cares for them and prepares them for a brighter future.



WATER OF LIFE INITIATIVE

By drilling wells, we transform entire villages. The simple act of giving fresh, clean water changes individuals' lives and improves communities' health forever.



HEALTH RESTORATION CLINICS

Countless men, women, and children suffer from treatable illnesses in the villages we serve in Sierra Leone, Liberia, and India, so we provide mobile medical clinics to treat those who otherwise wouldn't have access.



CHURCH PLANTING & DISCIPLESHIP

Our pastor partners establish permanent churches in villages, enhancing their ability to build relationships, share the gospel, and foster spiritual growth through Bible studies.



STORIES FROM THE FIELD

Church Planting & Discipleship

The residents of a small village in India belong to the Koya Tribe, an unreached people group with only 1.29% professing Christianity. Pastor Bob and his wife were sent here to share the gospel. When they first arrived, the villagers refused to let them worship God in the building they were currently using to worship other idols. But Pastor Bob and his wife stayed faithful, and God made a way for them. It started when just one villager was willing to hear what Pastor Bob had to say about Jesus. They were interested enough that they allowed him to stay in the village and continue to share the gospel.

Miraculously, after two years, several villagers, including the village head, came to know Christ! This small, remote community was being transformed through Jesus' unconditional love – something their idols had never been able to give them. This year, the building that was once used to worship those idols was torn down and replaced by a new building. The walls of this church were built by the very hands of its members, who used sand from the nearby river to craft together bricks.

This church is now the place of worship for a thriving congregation and home to 8 children rescued from slavery. These children receive holistic care from Pastor Bob and his wife while they wait for reunification with their families. As they heal, they're being introduced to the love of Christ by witnessing the faithfulness of their church home. And, as Pastor Bob made his home in this village, he could not turn a blind eye to the lack of clean water the villagers had access to. He saw families suffering from preventable illness. Pastor Bob worked with Set Free's drill crew to begin drilling a deep water well that has completely transformed the health and village economy and is opening doors for Pastor Bob and the members of the church to minister to the hearts of other villagers with the gospel. God is making a way for this village through the faithfulness of Pastor Bob.





2024 CHURCH PLANTING & DISCIPLESHIP

Statistics



13,000+

pastor partners working
to share the Gospel



100,498

new churches were planted
across India and West Africa



STORIES FROM THE FIELD

Child Redemption Mission

Mamuna's father earned a living doing bicycle repairs in their village to care for her and her three sisters. They were able to get by until one day Mamuna's mother was diagnosed with cancer and was admitted to the hospital in a nearby city. Quickly, the medical bills began to pile up and Mamuna's father was not able to cover the expenses on his wages. Desperately, he turned to a loan agent who visited his village frequently. The agent gave him 3 months to pay the loan back, but with the interest the agent charged, Mamuna's father couldn't pay him back. The agent forcibly took Mamuna as payment so that she could work to pay off her father's loan.

Mamuna was only 9 years old when she became a slave. She faced unimaginable suffering and had lost any hope for a better future. Getting weaker every day, Mamuna began to believe she wouldn't make it out alive. It was then that a team of pastor partners came in the night and rescued Mamuna and 22 other children. The team of pastor partners took Mamuna and the other children to a church home hours away from the mine. Here, they immediately were given holistic and healing care. Their injuries were addressed, they began seeing a counselor and were given a high protein diet to help them regain strength.

Mamuna is still in the care of our pastor partners and is now living at our central campus. She has friends. She is going to school. She is healing more each day and learning what it means to be safe and loved. She has heard the name of Jesus and is interested in learning more about God. Mamuna has hope again.

Praise be to God!





2024 CHILD REDEMPTION MISSION

Statistics



9,364

rescued children
cared for



3,024

children rescued
from slavery



STORIES FROM THE FIELD

Water of Life Initiative

Joshua left his home village in Sierra Leone because of deep-rooted spiritual darkness. The village was known for practicing things like black magic, and on top of that, there were few opportunities for economic growth. Seeking a better life, Joshua left – and it was outside the village that everything changed. He encountered Jesus, gave his life to Christ, and experienced a transformation that filled him with purpose and hope.

As his faith grew, Joshua felt a deep calling from God to return to the very village he had once fled. His heart longed for his people to experience the freedom and love he had found in Christ. He also knew how desperately the community needed clean water, physically, economically and spiritually.

But when Joshua began the journey home, he discovered the roads would be impassable for large equipment and vehicles like a drill rig. Still, he refused to give up on the mission God had placed on his heart. Joshua worked tirelessly, farming and selling rice to raise enough money to build the bridge that would make access possible.

While he worked towards access for the drill rig, he was met in his home village by the very people who had known him his whole life. With humility and boldness, Joshua began sharing the story of how God had changed his life—and how much God loves each one of them. Joshua's true testament of God's love for his fellow villagers was evident by Joshua's commitment to bringing clean water to this village through the drilling of a well. He secured the money needed and the bridge to enter the village was built!

Shortly after, Set Free's drill crew was able to access the village and drill a water well. As clean water poured from the ground, something deeper was happening too. Many in the village gathered to hear Joshua speak, and hearts began to open to the truth he shared. Today, clean water and the love of Christ are transforming Joshua's village. He is deeply grateful he followed God's call—to bring hope, healing, and the gospel to his neighbors.





2024 WATER OF LIFE INITIATIVE

Statistics



139

villages received
new wells



435,000

people served through
clean water



STORIES FROM THE FIELD

Health Restoration Clinics

Aarna was born and raised in the village of Poha, where she and her family used to earn one dollar per day by working in the fields. They used to drink water that made them very sick. Because of this dirty water, Aarna miscarried 3 times. One day a pastor came to their village and told them about a man named Jesus. None of them had ever heard about Jesus before. The pastor stayed in their village and preached the gospel every day. While he was there, he realized how dire the need was for clean water. Aarna and her family couldn't believe when a drill crew arrived and began drilling a well in the center of their village. They couldn't believe that strangers would do something so kind for their village. It wasn't long before Aarna started noticing significant improvement in her health because of clean water. The pastor told her that this well was a gift from Jesus. Because of this kindness, Aarna and many others in her village were interested in learning about this Jesus and the love that He stands for.

Things improved even more for them when the pastor organized a medical clinic after the drilling of the well. Doctors came to Aarna's village and told them that they would do everything they could to help them. He gave them the medicine they needed. Aarna began feeling better than she ever had. Since the arrival of the medical clinic and the new water well, she has even had a healthy pregnancy! Today, there are 561 people in Aarna's village attending the church that began there. The villagers support their pastor with our own hard-earned money. This has led to the establishment of a physical church, a beautiful growth from the initial 3 members who met under a tree. Aarna and her village have been *changed forever in the name of Jesus.*





2024 HEALTH RESTORATION CLINICS

Statistics



18

new medical
clinics hosted



3,838

people gave their lives to
Christ at a medical clinic





THE CORNERSTONE XII

MONTHLY GIVING

Ministries, like buildings, need *a strong foundation.*

When laying the foundation, builders begin with the cornerstone and set all the other stones in reference to it. When properly situated, the cornerstone provides stability and support for the entire structure. Our monthly supporters provide this foundational structure for our ministry and our partners.

God gives each believer unique gifts and abilities to serve His people, and we need all of those together to accomplish Set Free's big goals. God has called us, all of us, to further His Kingdom. By joining The Cornerstone, you are ensuring that Set Free's work throughout India and West Africa continues in a way that allows for effective planning, efficient use of resources, and ongoing innovation that enhances our ability to serve.



2024 MONTHLY GIVING STATISTICS



50%

of Set Free's budget was supported by monthly donors.



70

wells were drilled because of monthly donors.



4,500

rescued children received holistic care for an entire year by monthly donors.



50,249

churches were planted because of monthly donors.



9

medical clinics were hosted because of monthly donors.

SET FREE

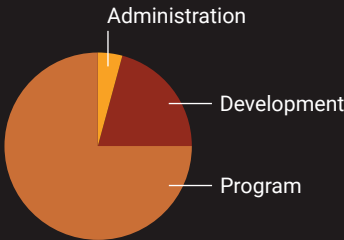
2024 *Financials*

2024 *Overview*

Total Donations	\$4,332,028.94
Total Expenses	\$4,337,291.97
<i>Net</i>	-\$5,263.03

Expense *Breakdown*

Administration	4%	\$189,627.20
Development	21%	\$916,381.89
Program	75%	\$3,231,282.88



Program *Breakdown*

West Africa Total

\$296,625.59

India Total

\$2,934,657.19

Towards all four areas of focus

Breakdown of *India's Total*



\$2,221,414.70

Towards Child
Redemption Mission



\$713,242.49

Towards Water of Life
Initiative, Health Restoration
Clinics, and Church Planting
& Discipleship

What's *Your* Next Step?

As we celebrate all that the Lord has allowed us to accomplish together over the last year, we would love to encourage you to take your next step in supporting Set Free in the year to come.

SHARE

Would you spread the word about Set Free by:

Fundraiser: Start your own fundraiser through Set Free and change lives around the world by doing what you love.

Spread the Word: Share with those in your life about the work that Set Free is doing and how they can make a difference. Share your passion for what we do with your church, business, small group, etc. Invite a Set Free staff member to help you share with your circle!

GIVE

Would you take your financial support to the next level?

Monthly Donor (Cornerstone Member): Give a gift above and beyond your monthly support.

Consistent Supporter: Join The Cornerstone as a monthly support partner.

Occasional Giver: Increase your giving from last year.

First-Time Donor: Give your first gift.



**Scan Here
to Donate**

PRAY

Will you pray for the work Set Free is doing? Join us in this prayer:

Heavenly Father, we come before You united in prayer, asking for Your ongoing blessing upon the ministry of Set Free. We ask that You continue to protect and guide our partners in-country, the villages, families, and children they serve, as well as all those who faithfully support this mission. May Your love be revealed in everything we do. In Jesus' name, Amen.

Join the *Set Free Prayer Team*

Each Monday morning we send out specific and timely prayer points to our faithful prayer team. We believe that there is unmatched power in coming together in prayer and that a great impact can be made when we do so. If you'd like to become a member, please scan the code to provide your email address.



**Join the Set Free
Prayer Team**



Business Partnerships

What if your business had the opportunity to be part of something bigger – something that literally saved thousands of lives and transformed entire villages for generations to come? Our business partners aren't donors – they're investors who give generously and regularly see the tangible ROI and impact of their investment. Far beyond numbers, these partners are our backbone in sharing God's message of love to the unreached and untouchable people of the world to empower entire generations with hope, dignity, and love.

Here are a couple of examples of what a partnership can look like:

- **Sponsorship Opportunities**
- **Paycheck Deduction Programs**
- **Co-Branding Opportunities**



**Become
a Partner**

Contact us to learn more about
Church and Business Partnerships



Church Partnerships

With our foundational priority being to share the love of Christ through our work, church partnerships are crucial. It is our goal to come alongside your church to help achieve your specific missional goal. When Set Free is chosen as a mission your church supports, it is our priority to craft our partnership to uniquely extend your church's overall mission.

Some ways we can do that together:

Raise awareness by speaking to your congregation: Set Free staff member(s) will come to your church and craft a message to your congregation depending on time availability, media abilities, etc. to share about our work.

Special offerings: Add Set Free to your offering schedule. We will be sure to share the impact that you're offering will have on those we serve.

Children's programs: Invite us to come alongside your children's program to curate an interactive and educational program that will introduce the problems Set Free is working to solve through Jesus in an age-appropriate way.

Annual or monthly funding: Add us to your annual or monthly mission budget and see the lasting impact your church will make when your donations help bring an end to the world water crisis or to child slavery in the name of Jesus.

Church-to-Church partnerships: With our church-to-church partnership program, your church could adopt a church home in India where an average of 10 kids are cared for. At \$68 per month to provide holistic care for a child, this is a \$680 total monthly commitment that allows your church to pray for the pastor and village by name where your dollars are going.



S E T F R E E

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