



Striving for Salvation

The primary mission of the Salvation Foundation is to aid in the prevention, rescue and rehabilitation of sex trafficking victims and survivors. We speak to founder Kara Garland about this terrible global issue and what drives her personally

Kara, you are the Founder of the Salvation Foundation. Has Not-for-Profit always been your career?

It hasn't always been at the forefront of my career but has actually been a lifelong dream of mine, since childhood, helping others and trying to make a difference has always been a passion and a way of life, but I had to focus on my actual career, first and foremost.

After a decade in banking, finance, public relations and business development, I became the chief operating officer for Paradyme, a multi-family office focused on real estate investments. Here I run the back-end operations, handling such departments as marketing, human resources, business development, investor relations. I took on the role of liaison

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with the public, orchestrating seminars and workshops for Ryan, the CEO, to speak about what Paradyme has to offer. Since inception, the company has grown exponentially.

Through my community involvement, I've connected with people who have supported my plan and passion, enabling me to put into place a foundation for the prevention of human trafficking, with a keen focus on sex trafficking.

We spoke earlier about the foundation, and watching you speak felt like this is very personal for you...

It is, very much so. I was a victim of sexual molestation by a friend's father as a child, drugged and raped as a teen by law enforcement officers, and molested by a doctor as a young adult. It was terrifying. My abusers isolated me, planted lies, kept me emotionally off balance, and prevented me seeking help and a way out, with coercion.

I didn't have anyone to rescue me, I was in a state of fear; I don't want that to happen to anyone else.

The worst part was my abusers were people that were close to me, people of authority that I was supposed to trust. I refused to let these



occurrences hold me back in life and turned them into the fuel that has driven me to protect others, to help them learn the warning signs and feel empowered enough to seek help and to heal the trauma.

What are the Salvation Foundation's main areas of focus?

There are so many issues to deal with: prevention through awareness, helping those who become victims by rescuing them and then offering them help for rehabilitation, counseling, education, placement, whatever is necessary to bring the survivor back into the community as a healthy, vibrant, healed person.

How is the foundation funded?

The startup funding for the foundation came from a portion of profits which Paradyme dedicates to philanthropy. Since then we have launched our website (SalvationFoundation.com) to educate and accept donations to fund further expansion in efforts to eradicate sex trafficking. I take on speaking engagements, host events, write articles, and continue to be an advocate for children who are victims, the majority of whom are fostered or homeless, or come from unstable family environments.

Paradyme Investments is a family office in more ways than one. How has that translated for the foundation?

Paradyme is absolutely a family environment, we value each person, both internal and external as family. We love doing what we do, and we

have a passion for helping others.

In business it means protecting our investors, their future, their family, and their legacy. Because of our lifelong relationships with our investors, their commitment to the foundation in terms of their time and donations, has been instrumental in its development.

Every team member who works with me at Paradyme Investments has donated some of their time to the Salvation Foundation, helping to organise events, and raising awareness about the issue of sex trafficking within their respective circles of influence. Ultimately, this is what it's all about, educating the public to build an ever-growing global network. ■

Sex trafficking in numbers

The International Labor Organization, an arm of the United Nations, estimated that the profits associated with sexual exploitation and trafficking reach \$150 billion while only \$124 million is spent every year fighting human trafficking. This makes human trafficking the third largest criminal enterprise in the world, with only the drug trade and counterfeiting ranking above it. Worldwide, there are an estimated 24.9 million victims of sex trafficking, with only a handful of countries unaffected.