

VALUE UNCONDITIONAL ✦

ANNUAL REPORT 2025 ✦

Faith that heals. Hope that lasts.



Letter from

THE DIRECTOR

As we reflect on the past year, we are filled with gratitude for all that has unfolded through Value Unconditional. Approaching ten years of ministry, 2025 marked a season of clarity—strengthened partnerships, deeper impact, and a growing sense of rhythm in how we support victims and survivors.

One of the most significant milestones this year was moving into our new Survivor Support Center. Nearly three times the size of our previous space and thoughtfully located near law enforcement and public transportation, this center reflects our commitment to accessibility, safety, and dignity for those we serve.

Alongside these milestones were moments that reminded us why this work matters—celebrating a baby shower for a longtime client and witnessing a wedding take place within our very own space! These glimpses of restoration reflect the heart of our work: healing that is personal, practical, and deeply rooted in faith.

As we look ahead, we remain committed to providing trauma-informed, faith-based care while preparing for increased need in our community. None of this work is possible without the generosity, trust, and partnership of those who walk alongside us.

Thank you for being part of this story.

Geony Rucker

FOUNDER & EXECUTIVE DIRECTOR





A NEW SPACE FOR HEALING

In 2025, Value Unconditional moved into a new Survivor Support Center—nearly three times the size of our previous space. Strategically located near hospitals, law enforcement, public transportation, and closer to our equine therapy facility, the new center expands access to care while creating a welcoming, dignified environment for healing.



The Survivor Support Center became more than a place for services—it became a place for life's meaningful moments. Value Unconditional hosted a baby shower for a longtime client and celebrated the first wedding ever held at VU, honoring moments of joy, stability, and restored hope.

“I couldn't imagine being married in a more beautiful space. Thank you so much, Value Unconditional, for being there for me and my family on so many levels.”

—*Krystal L.*

RESTORATIVE SERVICES

Our Restorative Services program provides survivors with holistic, trauma-informed care that supports healing both practically and spiritually. Through individual sessions, group processing, and clinical therapy, clients are given tools, support, and space to address the root impacts of trauma and move toward lasting restoration.

THE RESTORATIVE PATHWAY

I. THERAPY

Clients begin by learning practical tools to address the mental and emotional impacts of trauma.

2. MENTORING

Mentoring provides space to explore the spiritual components of their hurt.

3. DISCIPLESHIP

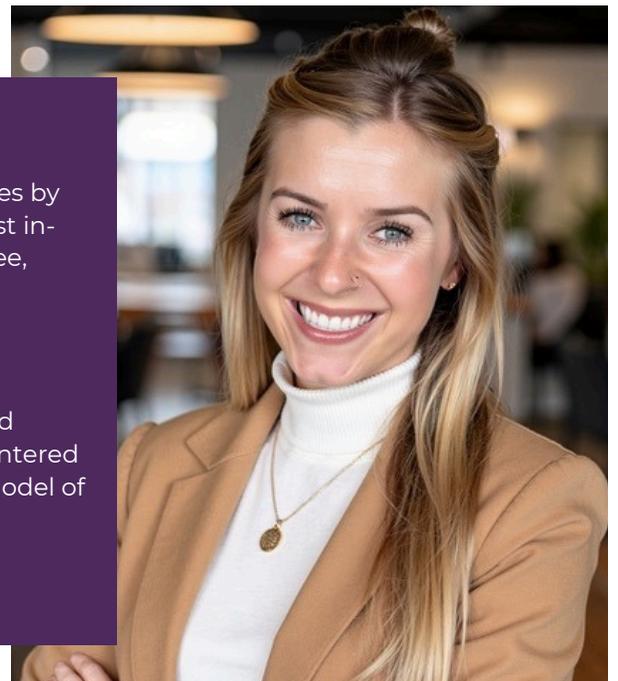
Clients integrate both practical and spiritual growth, developing confidence in their identity and restoration.

The restorative process is designed to meet survivors where they are and support healing in both practical and spiritual ways. Rather than a one-size-fits-all approach, clients move through care at an individualized pace—building stability, addressing root trauma, and learning to walk out healing with confidence and support.

CLINICAL THERAPY EXPANSION

In Q4 of 2025, Value Unconditional expanded Restorative Services by welcoming Katie A. Cumberland, LCSW, as the organization's first in-house clinical therapist. This addition allows clients to receive free, trauma-informed therapy as part of their restorative journey—removing barriers to care and eliminating the need for outside referrals.

Katie brings specialized experience in trauma-informed care and integrates evidence-based therapeutic practices with a faith-centered approach. Her role strengthens Value Unconditional's holistic model of healing, ensuring clients receive consistent clinical and spiritual support within one trusted environment.





✦ **1,005**

hours of individual sessions
provided

✦ **164**

clients supported through
restorative groups or individual
services

✦ **257**

children indirectly impacted
through a parent's
participation in services

ADVOCACY SERVICES

Our Advocacy program provides trauma-informed, compassionate support to victims of sexual exploitation and sex trafficking during moments of crisis. Advocates are present in hospitals, alongside law enforcement, and during emergency responses—ensuring victims are never alone when it matters most.

72

victims supported

2

sting operations supported

100%

of victim services provided at no cost to the client

Throughout 2025, advocates supported victims across the Kansas City metro through hospital advocacy, law enforcement dispatches, and sting operations. Many individuals served faced profound isolation and prior trauma, making consistent, dignified support essential. This year also marked expanded partnerships that increased access to advocacy at critical points of care.

VOLUNTEER OF THE YEAR, *Joel Tanzi*

Joel Tanzi received the inaugural **Blanca Estela Volunteer of the Year Award** for serving more than 430 hours of victim advocacy in 2025. This award honors those who sacrifice selflessly for the well-being of others—just as Blanca did. Joel was the first advocate dispatched to AdventHealth and KU Medical Center.



430+

VICTIM ADVOCACY
VOLUNTEER HOURS



NEW PARTNERSHIP

In 2025, Value Unconditional launched a new hospital **advocacy partnership with KU Medical Center**—expanding trauma-informed support for victims of sexual trafficking in emergency room settings and strengthening coordinated care at critical moments.



EXPANDING ADVOCACY THROUGH *Prevention*

Throughout 2025, we spent time listening, learning, and building the relationships needed to expand our advocacy program beyond crisis response. This work laid the foundation for a **prevention-focused harm reduction initiative designed to support students earlier**—before exploitation occurs.

Beginning in 2026, the initiative will work toward receiving referrals for middle school students showing known risk factors, including sexting, unsafe relationships, and sexualized bullying, addressing vulnerability before harm takes place.

EDUCATION

Value Unconditional's Education program equips organizations and professionals with trauma-informed training focused on sexual exploitation, trafficking awareness, and survivor-centered response. Through professional development and coalition partnerships, education serves as a preventative tool—strengthening systems so victims are met with understanding, safety, and care.

2025 was a challenging year for education nationwide, as many nonprofit and social service organizations experienced funding disruptions that reduced training capacity. While Value Unconditional does not receive state or federal funding, many partner organizations do, resulting in fewer training opportunities overall. Despite these challenges, Value Unconditional continued providing education and support to organizations that remained operational, sustaining critical partnerships and maintaining a presence within key coalitions across the region.



WHAT WE TEACH

- Victim Advocacy & Handling Disclosures
- Trauma-Informed Care
- Red flags of Child Abuse (& Knowing When to Report)
- Sexual Exploitation Awareness, Identification & Response
- Compassionate Care (Healthy Boundaries for those Who Serve)

WALKING TOWARD *Freedom* ✨

watch Samantha's story



In her own words, Samantha shares how Value Unconditional mentors walked alongside her through healing, faith, and restoration.

"Isaiah 61:1-7 is a beautiful picture of God's heart, and of what He instills in our mentors here at VU. Our team members partner with Jesus to help bind up the brokenhearted and call forth the freedom God intended. They guide people out of captivity and darkness and into the light of hope and renewal. They walk alongside those who mourn, offering comfort and healing. Where there have been ashes, they speak of the crown of beauty God longs to give. Where there has been mourning, they invite joy; where there has been despair, they cultivate praise.

Value Unconditional mentors help others rebuild what has been broken, restore what has been lost, and renew generations marked by devastation. They champion the exchange of shame for honor and disgrace for inheritance, leading people toward the everlasting joy that God promises in Jesus.

Their calling is not only to walk with someone through pain but to cast vision for a life of freedom, restoration, and unshakable joy —helping each person step into the story God is writing for them."



Friendsgiving Dinner

At our 5th Annual Friendsgiving Dinner, God was glorified, victims were honored, and critical funds were raised to advance the mission of Value Unconditional into 2026. Because of the generosity of our community, the evening raised more than \$150,000 above our 2024 total—a powerful reminder that trauma does not have the final say when people come together in belief and action.

Friendsgiving is more than a fundraiser. It is a gathering that reflects the heart of this ministry—community standing together to protect, support, and restore those who have experienced deep harm. The impact of this night reaches far beyond the room, directly supporting survivors and strengthening partnerships that save lives.



POWER OF PARTNERSHIP

"The Value Unconditional team kept coming back to support this patient so my team and other medical staff could work on the other pieces to keep her medically stable and safe after discharge. This collaboration resulted in a positive interaction with multiple teams within our hospital and with law enforcement, and a safe discharge for this patient to receive the continuing support she needed, with additional support for a child at the home. Several days after she was discharged, a detective called me and said, "The work you all did for that patient saved her life!" **This type of partnership is working and making a difference in our community.**"



BECKY FINKE

RN, BSN, BA, SANE-A
Forensic Nurse Manager for
AdventHealth



SCOTT TITUS

Supervisory Special Agent
Homeland Security Investigations

POWER OF PARTNERSHIP

Scott shared a passionate message about the critical need for partnerships like the one between Homeland Security Investigations and Value Unconditional. He explained how both victims and law enforcement benefit when VU advocates are present to provide emotional support and resources. Scott shared a personal story about a victim served jointly by HSI and Value Unconditional who was initially firm in her decision not to speak with law enforcement—until she spent time with VU advocates. After 40 minutes of feeling heard and validated by skilled, compassionate advocates who wanted nothing *from* her, she chose to speak. She not only engaged with law enforcement but also shared critical information that helped hold her offenders accountable. She didn't share because she was pressured—**she shared because Value Unconditional made her feel safe.**

Thank You

to our Friendsgiving sponsors and supporters, whose generosity made this evening—and the work ahead—possible.

- Triune Financial Partners
- Christian Brothers Roofing
- Fiorella's
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- KJO Media
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- Bennett Eyecare Midwest
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- Kimberly and Stephen Gerard
- Dara and Chris Giuliani
- Sarah Le
- Samantha Moore
- Tina Moore
- NKC Health
- Becky and David Riekhof
- Trinity Missionary
- Katie Zishka-Eckerberg
- Debelak Advisory Systems
- Jennifer Edwards

LEADERSHIP

Value Unconditional is led by a dedicated team of board members and staff who steward the mission with integrity, compassion, and wisdom. Together, they provide vision, accountability, and hands-on care—ensuring survivors are supported with dignity at every step of their healing journey.

Staff



Geony Rucker
Founder & President



Pam Brown
Director, Restorative Services



Katie Cumberford
Clinical Therapist



Santesa Gentry
Discipleship Lead



Sophia Williams
Mentor



Samantha Drake
Program Support Specialist



Lisa Gallagher
Bookkeeper

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Geony Rucker
Founder & President
Value Unconditional

Kathleen Fisher-Enyeart
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Kimberly Gerard
Board Treasurer
Chief Financial Officer,
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Martin T. Rucker II
President, Rucker Construction

Taurina Smith
Pastor of Ministry
Development & NC Women,
Northland Cathedral

LOOKING AHEAD

WORLD CUP COLLABORATION & READINESS



As Kansas City prepares to host the FIFA World Cup in 2026, Value Unconditional is intentionally preparing for a significant increase in sexual exploitation and trafficking during the six-week period between May and July. While exploitation is always happening behind the scenes in the Kansas City metro, large-scale events are known to increase risk—making proactive preparation essential.



Throughout 2025, Value Unconditional engaged in strategic planning, relationship-building, and cross-sector collaboration to ensure survivors are met with coordinated, trauma-informed care during this critical season. VU is actively working with healthcare systems, law enforcement agencies, advocacy organizations, and child protection partners to identify gaps, strengthen referral pathways, and establish clear response processes—so victims are supported quickly, safely, and with dignity.

This work reflects a commitment not only to respond when harm occurs, but also to prepare systems in advance to protect and support the most vulnerable.

Strengthening for the Future

As the organization looks ahead, efforts are underway to strengthen internal systems, grow board and volunteer capacity, and prepare for responsible scaling. In February 2026, Value Unconditional will also celebrate 10 years of ministry, marking a decade of healing, faithfulness, and impact.





valueunconditional.org

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