



# Annual Report 2024

---

**Ruhama**

4 Castle Street  
Dublin 2  
D02EY44

+353 1 836 0292

**National Freephone:** 1800 02 02 02

[www.ruhama.ie](http://www.ruhama.ie)

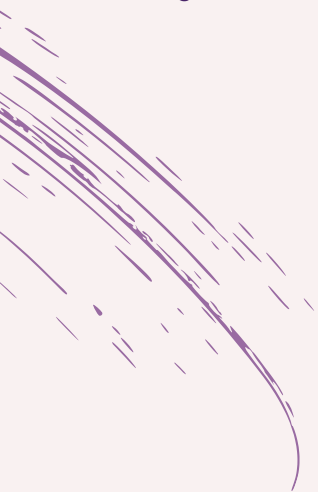
[admin@ruhama.ie](mailto:admin@ruhama.ie)



# Contents



Chair Foreword	2	Seeking Safety	29
CEO Foreword	3	Kia's Story	30
Vision, Mission and Values	5	Peer Support / Survivor Voice	31
2024 Human Impact	6	Service User Social Engagement	33
Individuals Impacted by Prostitution and Human Trafficking	8	Training	36
2024 Highlights	10	Game Changer	38
Charity of the Year 2024	12	Policy and Advocacy	41
Elaine's Story	14	Communications and Media	43
Strategic Plan 2024 – 2028	16	Fundraising	45
Casework	18	Current Ruhama Team	47
Outreach	20	Governance	49
Trauma Therapy and Counselling	21	Financial Reports	51
Education and Development	23	Sustainability	54
Morenike's Story	26	Acknowledgements	55
Bridge to Work	27		



# Chair Foreword



## It is my pleasure to present Ruhama's Annual Report 2024.

It highlights the last year's milestones and achievements, marking one of our most impactful years to date, with an astounding 75% increase in the number of individuals engaged in Ruhama activities in 2024, a 35% increase in new victims of human trafficking and a 37% increase in training provision. This is a clear indication of the relevance of our work and the growing need for our services.

Some of the stand out moments which will be discussed in this report are Ruhama winning the Charity of the Year Award in 2024; and in November, launching Game Changer - a national programme tackling gender-based violence through Gaelic Games - in partnership with the GAA, White Ribbon Ireland and funded by CUAN.

In October, we launched our new five-year Strategic Plan 2024 – 2028, setting out an ambitious roadmap with new targets for the organisation and highlighting the planned continued growth and development of our services.

I want to take this opportunity to commend the work of all the team at Ruhama, including the Board of Trustees for their tireless and ongoing commitment, hard work and dedication. I wish to acknowledge and recognise our funders, donors and corporate partners for supporting us throughout 2024, particularly the Department of Justice, Home Affairs and Migration, CUAN and Google.

I look forward to the continued innovation and impact of the organisation in supporting our service users.

**Ian Carter**  
**CHAIRPERSON**  
**RUHAMA**



# CEO Foreword

---



Welcome to Ruhama's Annual Report 2024, a year that saw a staggering 75% increase on the previous year in the number of individuals engaged in Ruhama activities, demonstrating, if there were ever any doubt, the profound need for the supports we offer.

We provide tailored services to very marginalised, hard to reach, and stigmatised individuals. The women we work with have experienced horrendous violence and need and deserve holistic, specialist, wraparound supports. This is what they are offered when they pick up the phone or walk through the doors to Ruhama.

A key highlight for us in 2024 was winning Charity of the Year 2024. While this award was a recognition of the hard work and commitment of the Ruhama team, it also powerfully signalled a culture shift and a growing intolerance of the sex trade for women coerced into it by poverty, drug addiction or through human trafficking. We are heartened by the growing number of men in particular who see purchasing sex as a denial of the culture of consent.

Last year marked the ending of our previous five-year strategy, and the beginning of our next Strategic Plan 2024 – 2028. This roadmap sets out our ambitions for the growth and expansion of our service delivery across the country, providing support to individuals in most need of our help, including those further away from larger urban centres.

In 2024, we engaged with 1,128 service users, marking a 75% increase on 2023 activities. This is an extraordinary rise and is largely due to the expansion of our outreach service and regional development across our four hubs nationwide, including the most recent opening of our Cork office serving the Cork/Kerry region. Of those in the service last year, 216 were victims of human trafficking for sexual exploitation (VOHTSE), a 35% increase in new victims on the previous year. Service users from 51 nationalities across the globe impacted by sexual exploitation in Ireland sought and received our support.

Ruhama also continued to expand its training provision to meet growing needs and demand. Training on various aspects addressing human trafficking and sexual exploitation was delivered nationally to 1,541 participants from a wide range of organisations.

Casework continues to be at the heart of our approach, with 244 individuals supported in our Dublin base, 56 in the Midlands, 114 in Limerick/Mid-West and 53 in the Cork/Kerry region. Ruhama's Trauma Therapy service saw continued demand with 107 service users attending 776 one-on-one appointments.

The Education and Development team also saw continued rise in demand for its services with 323 service users accessing the programme, attending 2,380 one-on-one appointments for tailored support, including assessments and reviews, in addition to 176 services users participating across 22 unique group classes.

Bridge to Work provided tailored employment support, including interview skills and preparation, CV building and job coaching to 207 individuals, with 32% securing employment in 2024.

The Peer Support Programme continued to thrive this year, with 87 service users participating in peer support groups, one-on-one mentoring and/or community gatherings.

There were 5 Seeking Safety programmes run in 2024. This is a specialist programme aimed specifically at women experiencing drug addiction, trauma and domestic, sexual and gender-based violence. Two external iterations were held at Coolmine Therapeutic Community and one in Jane's Place (Merchants Quay Ireland). Eleven service users had a total of 61 one-on-one sessions.

In 2024, Ruhama continued to engage at a national and international level advocating for victims of trafficking for sexual exploitation and women harmed by the sex trade.

We are excited about implementing our Strategic Plan in 2025, focusing on geographical expansion, developing a training hub, implementing the Game Changer Programme and working in collaboration with all stakeholders on the new National Referral Mechanism (NRM).

The work we do would not be possible without a team of dedicated and passionate staff. I would like to take this opportunity to thank all of the team at Ruhama, including staff and volunteers who bring such vision, energy, dedication and commitment to this work. I am also grateful to the work of the Board of Trustees for their leadership. A very special thank you also to all our statutory and non-statutory funders, donors and fundraisers for their contributions to making this work possible.

Finally, I wish to acknowledge the indomitable spirit of the women we work with. We are privileged to be a part of your journey. We will continue to advocate for more supports, effective legislation and policy that will protect all women and girls.

**Barbara Condon**  
CEO  
RUHAMA

# Vision, Mission and Values



## Vision

Our vision is of a world free of the sexual exploitation of women where all women's lives are valued.



## Mission

Our mission is to support and empower women impacted by prostitution and human trafficking for sexual exploitation, raise public awareness of the harms of prostitution and human trafficking and act as an advocate to influence policy that will support and protect women.



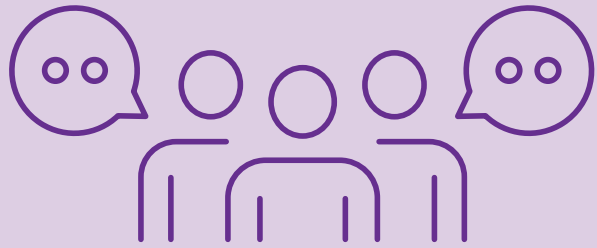
## Values

Our values are as follows:

- **Dignity** - We create a respectful, caring and confidential environment where our service users, staff and volunteers are valued.
- **Integrity** - We demonstrate integrity, accountability and transparency in our practice, organisational systems and structures.
- **Collaboration** - We work in partnership and collaborate with others to achieve our mission.
- **Diversity** - We strive for inclusivity and gender equality in an environment that respects difference.
- **Quality** - We are committed to quality through evidence-based practice, innovation and continuous evaluation and improvement of our services.
- **Survivor-informed** - We recognise and value the unique perspectives of our service users based on their lived experiences and the challenges they face, and we work to ensure their views are sought and meaningfully embedded in our work.

# 2024 Human Impact

**1,128** persons  
engaged in 2024.  
This represented a **75%**  
increase in **Ruhama's** activities.



**216** victims of **human trafficking**,  
**35% increase** on 2023

**282** impacted by **prostitution**,  
**20% increase** on 2023

**630** at risk of **exploitation**  
(outreach/inreach clinics)

Persons engaged in casework  
across the four regions

**Dublin - 244**  
**Midlands - 56**  
**Limerick/Mid-West - 114**  
and **Cork/Kerry - 53**



## Participants engaged in Ruhama's other programmes (some of these individuals participated across multiple strands of support) **including**



**323** in  
**Education**  
and **Development**



**38** in  
**Seeking Safety**



**107** in **Trauma**  
**Therapy** and  
**Counselling**

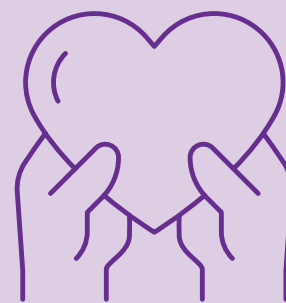


and **207** in  
**Bridge to Work**

**87** individuals  
participated in **Ruhama's**  
**Peer Support Programme.**



The **vast majority** of service users are **women** (including in 2024 6 trans women) reflecting the very **gendered nature** of the **system** of prostitution and **commercial sexual exploitation.**

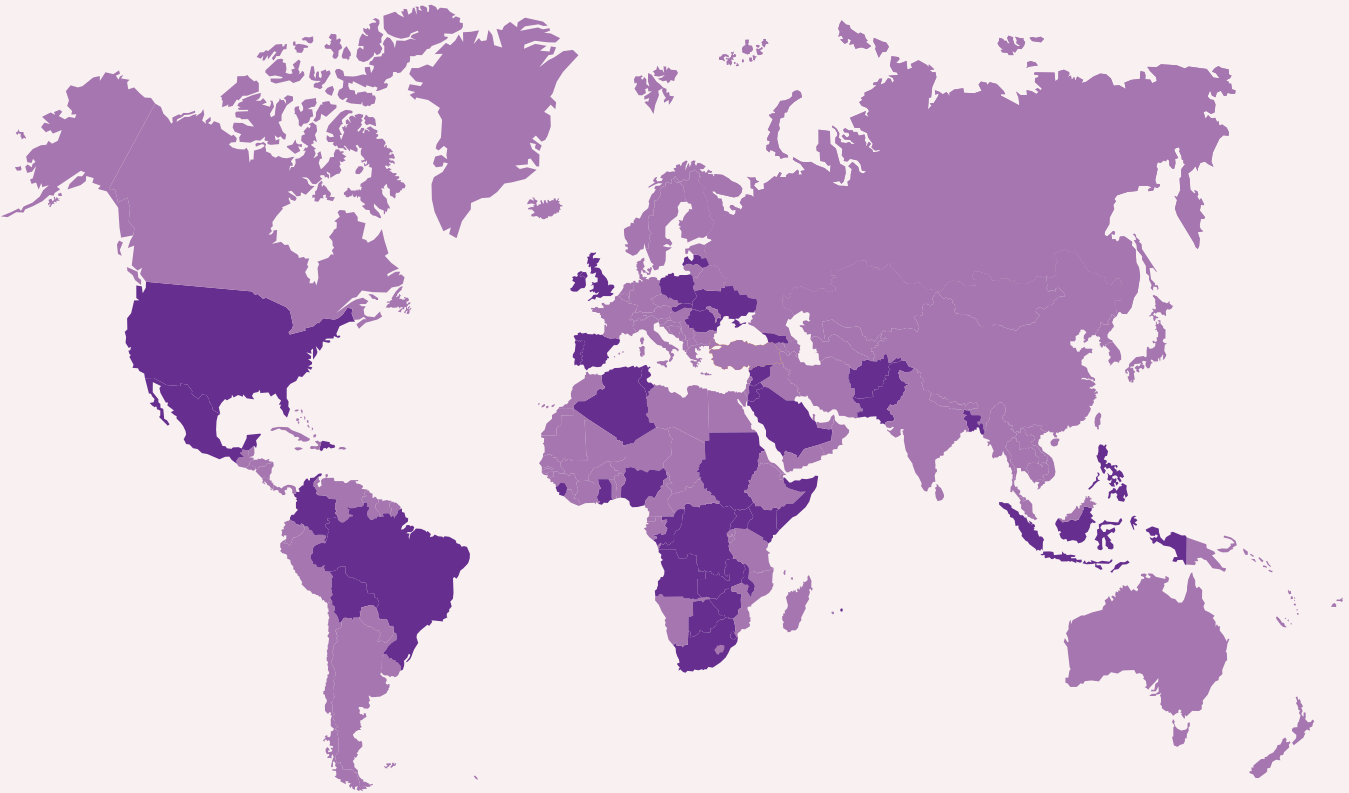


**1,541**  
**participants**  
attended training from  
a wide range of  
organisations.

During **2024**, **55** men  
**engaged** with **our services.**

# Individuals Impacted by Prostitution Engaged with Ruhamā

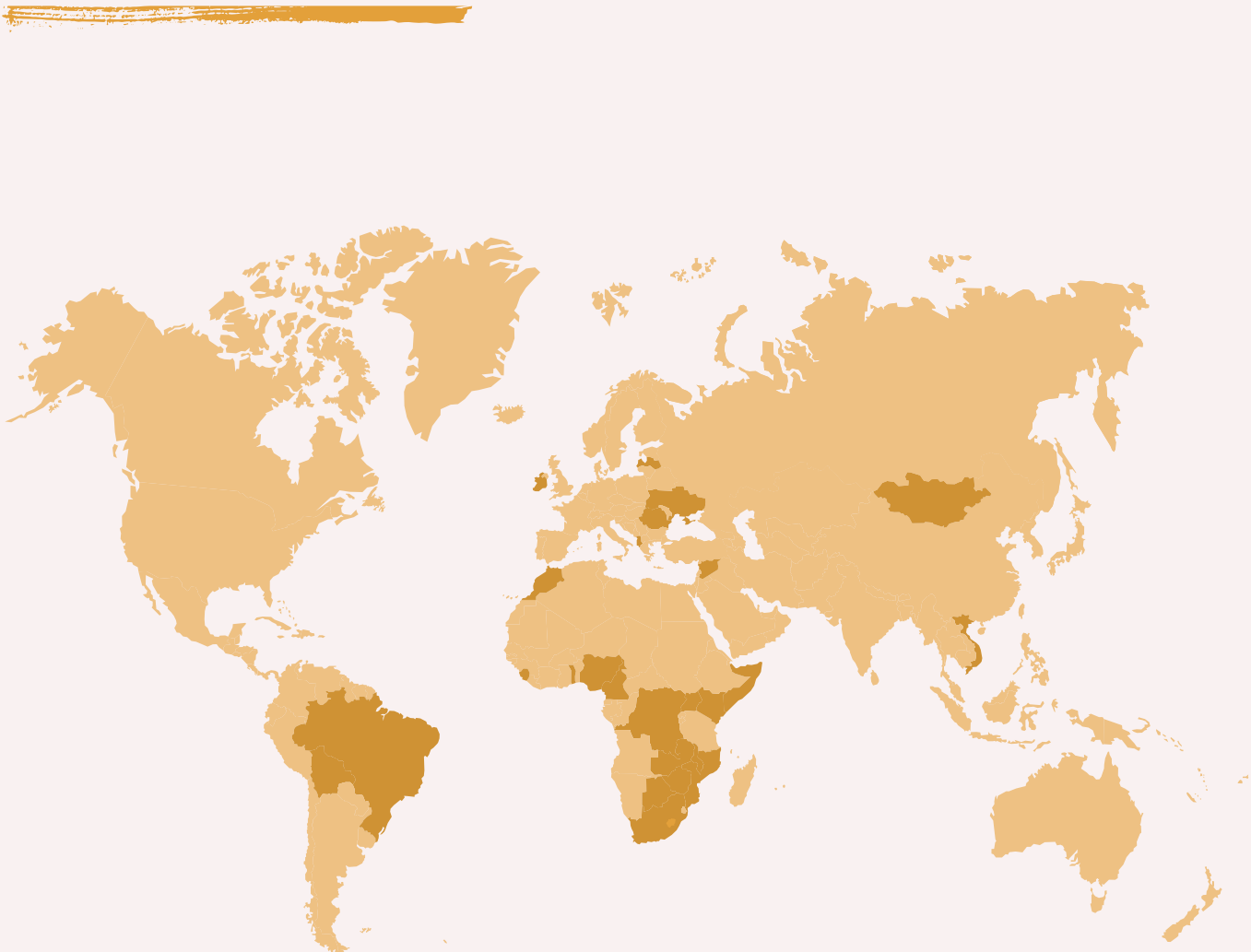
Ruhamā supported service users from 51 countries who were impacted by prostitution and victims of human trafficking in 2024.



Afghanistan	1	Dominican Republic	1	Mauritius	1	Sierra Leone	3	United Kingdom	1
Algeria	6	Georgia	1	Mexico	2	Slovakia	1	United States of America	2
Angola	1	Ghana	1	Nigeria	43	Somalia	28	Zambia	2
Bangladesh	1	Indonesia	1	Pakistan	4	South Africa	16	Zimbabwe	42
Bolivia	2	Ireland	31	Philippines	1	Spain	3		
Botswana	18	Jordan	2	Poland	3	Sudan	1		
Brazil	23	Kenya	6	Portugal	1	Syria	2		
Colombia	2	Lithuania	1	Republic of the Congo	1	Tunisia	2		
Democratic Republic of the Congo	6	Malawi	5	Romania	8	Uganda	4		
				Saudi Arabia	1	Ukraine	1		



# Victims of Human Trafficking Engaged with Ruhama



Albania	4	Ghana	6	Morocco	1	Syria	1
Bolivia	1	Ireland	3	Mozambique	1	Togo	1
Botswana	3	Kenya	5	Nigeria	131	Uganda	1
Brazil	4	Latvia	1	Romania	4	Ukraine	2
Cameroon	2	Lesotho	1	Sierra Leone	1	Vietnam	1
Democratic Republic of the Congo	4	Malawi	2	Somalia	2	Zambia	1
		Mongolia	1	South Africa	14	Zimbabwe	18

# 2024 Highlights

## Ruhama named Charity of the Year 2024

Ruhama was delighted and very honoured to be awarded Charity of the Year 2024 at the annual Charity Excellence Awards hosted by Charities Institute Ireland. This accolade was accepted on behalf of the amazing service users we support.



*The Ruhama team receiving the award for Charity of the Year.*

## Ruhama service users celebrated their graduation from the Seeking Safety Programme in December.



## Ruhama selected as the GAA's 2024 Charity Partner

Ruhama were delighted to be selected as one of the GAA's Charity Partners in 2024.



*Pictured L-R: Ruhama CEO Barbara Condon, Uachtarán of the GAA Jarlath Burns and Ruhama's former Policy & Communications Co-ordinator Danielle McLaughlin.*

## Launch of Game Changer Programme

The Game Changer Project, a collaboration between Ruhama, the GAA and White Ribbon Ireland, supported by the LGFA and the Camogie Association, was launched at Croke Park by former Minister for Justice Helen McEntee in November.



*Pictured L-R: Uachtarán of the GAA Jarlath Burns, Men's Development Network CEO Seán Cooke, Ruhama CEO Barbara Condon, GAA Community and Health Manager Colin Regan and Detective Inspector with the Garda National Protective Services Bureau Adrian Kinsella.*

## CEO Barbara Condon won Trailblazer of the Year Award

Our CEO Barbara Condon won Trailblazer of the Year at the 2024 goss.ie Women of the Year Awards. This is a recognition of her courage, grit and unstoppable energy in working to improve the conditions and opportunities for vulnerable women, and advocating for systemic change to address sexual exploitation.



## Launch of new Strategic Plan 2024 – 2028

Former Minister for Justice Helen McEntee launched Ruhama's Strategic Plan 2024-2028 and Annual Report 2023 to a full house at the Mansion House in Dublin. Former Minister of State James Brown and Former Lord Mayor James Geoghegan also spoke at the event.



*Pictured L-R: Ruhama Chairperson Ian Carter, Ruhama CEO Barbara Condon, Former Minister for Justice Helen McEntee, Former Garda Commissioner Drew Harris, Ruhama Ambassador Frances Fitzgerald and Former Minister of State James Brown.*

## Frances Fitzgerald announced as Ruhama Ambassador

Frances Fitzgerald, Member of the Gender Equality Advisory Committee to the G7 and former Tánaiste, Minister for Justice and MEP became Ruhama's first Charity Ambassador in 2024. We were very honoured and excited that Frances is supporting Ruhama as our Ambassador.





# Charity of the Year

Ruhama was delighted and proud to be the recipient of the Charities Institute Ireland Charity of the Year Award 2024. We celebrated a wonderful night in the Mansion House with our colleagues across the charity sector. We very gratefully received the award on behalf of our service users whose courage, resilience and strength inspire us daily.

It signals to us another step in the growing awareness of the harms of the sex trade, and this recognition meant so much to us because it sheds a light on an issue that can be difficult to talk about and acknowledge. Women involved in commercial sexual exploitation are stigmatised and suffer shame and guilt that should not be shouldered by them. However, we are observing a culture shift which sees the burden of guilt, shame (and criminality) being shifted from the women exploited in the sex industry to where it rightly belongs, the sex buyer.



Top: Ruhama staff pictured after winning the award.  
Bottom: Ruhama staff, Board members, funders and supporters with the award.



*Ruhama CEO Barbara Condon delivering a speech during the awards ceremony.*

Ruhama is really heartened by this growing change which is underpinned by social policy and the law. The Third National Strategy on Domestic, Sexual and Gender-Based Violence recognises prostitution as a form of violence against women, and as a frontline service working to support victims/survivors in this area we can attest to this.

We are proud of the commitment and hard work of our staff, Board of Trustees and volunteers. Our team is driven by determination to address the toxic damage inflicted by sexual exploitation and the prostitution system, whether it occurs in a trafficking context or as a result of disadvantage, poverty or addiction. We acknowledge our funders, partners, and supporters who make our work possible.

Winning Charity of the Year 2024 has strengthened our voice, energised our staff, broadened our reach, and reaffirmed the importance and urgency of our work.



*Ruhama CEO and staff receiving the Charity of the Year award.*



# Elaine's Story

---

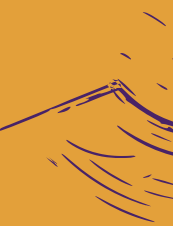
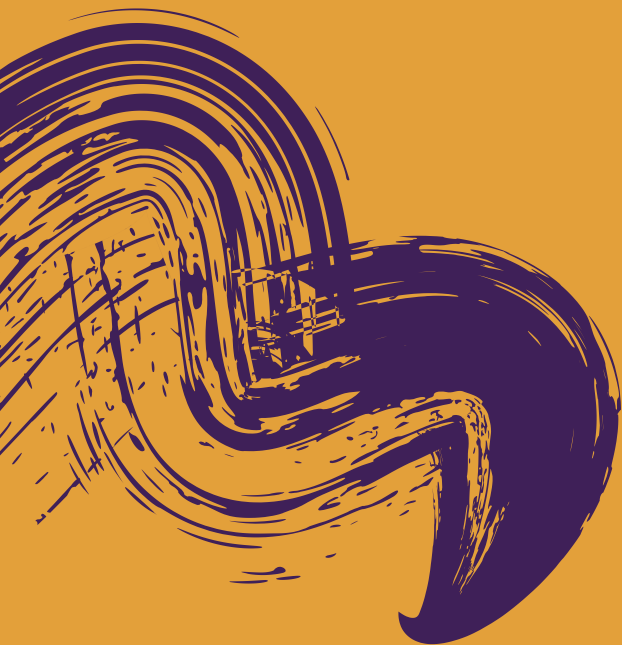
*"I am ready to face any new challenges in life. Now is the time to share my story with other people who may have suffered similar circumstances and tell them there's still hope."*

Girls didn't have many options in the village where I lived. We couldn't access education and were expected to get married young. I told my mother I wanted a different future. I had an aunt that lived in Ireland and my mother agreed that I could go and live with her. One day my aunt sent a man to bring me to Ireland. This man gave me a fake passport and told me to say my name was Sylvia.

When I arrived in Ireland I was brought to my aunt's house where I stayed for two days. On the evening of the third day two men came to collect me. I tried to refuse but was pushed into a car. They brought me to a house where another woman was waiting and they locked me in a room.

The next day, the woman came and told me I had a customer. I didn't understand so she explained that a man had paid money to sleep with me. I refused and she said my aunt had sold me to her, and she had already paid the money. I started to be forced to have sex with multiple men. I couldn't stop crying as I was in so much pain and very scared. One day I tried to leave my room and found that the door was unlocked and the back door was open. I ran away.

While I was wandering the streets I was stopped by a police car and brought to the police station because I didn't have any formal ID and I wasn't able to verify my identity. I told my story to the staff there, and they reached out to Ruhama who provided support and informed me of my rights. At the time, the law was different and I ended up in prison because it was illegal to sell sex back then, and people didn't understand what human trafficking was and how it impacted women. I thought of taking my own life as the only way out.





After I completed my sentence I went to Ruhama. They offered English classes, computer lessons and lots of support. I started to meet new people and went to Ruhama every week to do activities with other women. Eventually, I got my status and I was ready to start working. Ruhama put me in touch with Business in the Community where I learned everything about creating a CV, work skills, job searching and more. I did a work placement and after that I got a job in a supermarket.

Everything was going well. I was working, attending adult education and getting my driving license. I was building myself up, always trying to improve myself. I wanted to go to college. But then I lost my job and had to reinvent myself. I decided to start doing bus driving lessons. It was a difficult time but I kept pushing. I finished my training and got a new job.

Things were going well until I refused to go out with a male colleague. He got angry and looked me up on the internet. He found a newspaper article from a long time ago with my story and shared it with our colleagues.

I didn't know there were articles with my name and picture online. I had almost forgotten about my past. But then all the suffering and pain came back. I sought support from Ruhama again, fifteen years after my first contact with them. I felt they were the only ones I could turn to. It's been a long and difficult process but with the support from my caseworker I realised that I have nothing to be ashamed of. The people who hurt me are the ones who should feel ashamed. I will continue working for this company and focusing on my career.

I am ready to face any new challenges in life. Now is the time to share my story with other people who may have suffered similar circumstances and tell them there's still hope.



# Strategic Plan 2024 – 2028



Ruhama launched our new, ambitious and comprehensive Strategic Plan 2024 – 2028. The plan echoes Zero Tolerance - The Third National Strategy on Domestic, Sexual and Gender Based Violence and the Istanbul Convention in that it is structured similarly across pillars of Protection, Prevention, Policy, with the addition of People, and Governance and Sustainability. This plan will guide our work in line with our mission and values over the coming years.



## Pillar 1 Protection

(Through excellence  
in service delivery)

The objective here is to provide quality and inclusive services that transform the lives of service users.



Scan to read  
our Strategic Plan  
2024 – 2028



## Pillar 2 Prevention

(Through increased public awareness)

This centres on raising public awareness about the prevalence and harms of prostitution, human trafficking, sexual exploitation and pornography.



## Pillar 4 People

(Our people's commitment and expertise is key to our work)

This pillar reflects Ruhama's commitment to retain and continue to attract a diversity of quality staff, volunteers and Board Trustees.



## Pillar 3 Policy

(Through advocating for policy and legislative change)

This aims to use the expertise we have gained from supporting service users to effect positive policy and legislative change, strengthening our reputation as a trusted source of information and providers of services and supports to individuals impacted by human trafficking for sexual exploitation and prostitution.



## Pillar 5 Governance and Sustainability

The objective of this pillar is to continue to deliver sound financial management, good governance and the provision of the necessary infrastructure to facilitate operations.

# Casework

Ruhamma offers support to women using a case management model and a trauma-informed approach. Casework includes one-to-one emotional support, practical assistance, support with material needs, advocacy, accompaniment, and onward referral or signposting, depending on individual needs.

Ruhamma care plans are developed and led by each service user's own self-identified goals and priorities. Service users' care is supported by their caseworker to co-create goals around physical, mental and sexual health, addiction, family, relationships, self-care, legal issues, finances and accommodation. Service users are supported to effect positive changes in their lives.

Accompaniment to various legal proceedings has played a role in a number of service users' care plans. Throughout 2024, caseworkers have supported women with criminal proceedings, legal appointments, family law proceedings, and accompanied them to Garda Stations to report various crimes.



## Pillar 1 Protection

These activities and outcomes reflect the objectives laid out in Pillar 1 of our Strategic Plan, focusing on Protection.

## Dublin, Midlands, Limerick/Mid-West and Cork/Kerry

Ruhama's Dublin based casework team engaged with 244 service users, 109 of whom were identified as victims of human trafficking. The backgrounds of service users supported are varied but include those who are trafficked, active in prostitution, people with a history of involvement in the sex trade and a small number who have been impacted by forced marriage. Given the complexities of the lives of the service users accessing Ruhama's services, support was offered both in person in the Dublin office and online. This provides service users with opportunities to access support when issues such as transport and lack of childcare are barriers.

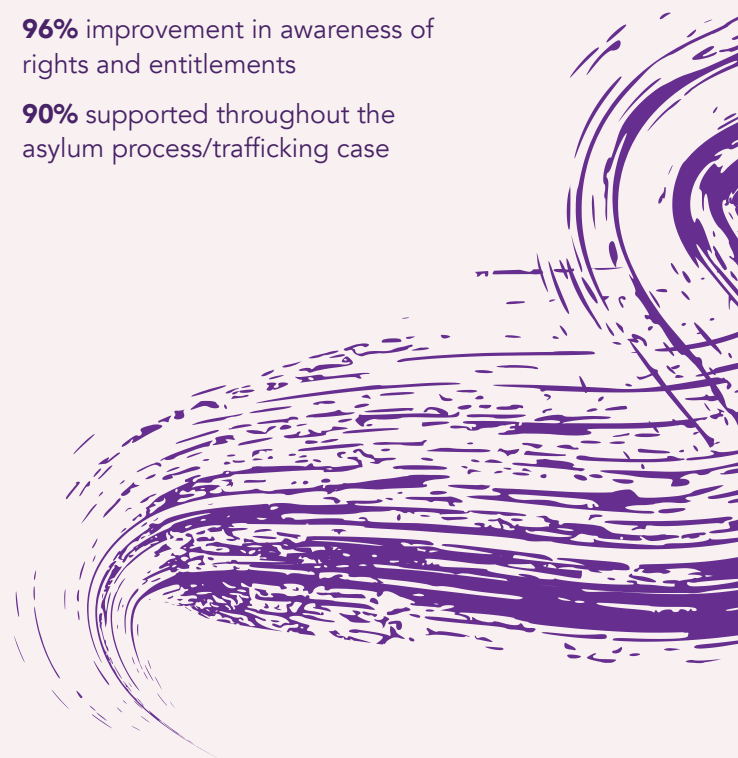
Ruhama's Midlands office is based in Tullamore, in partnership with Merchants Quay Ireland (MQI). In 2024, the Midlands supported 56 service users, 20 of whom were victims of human trafficking.

Ruhama's Limerick office is based in Mahon House in partnership with Coolmine Therapeutic Community. In 2024, the Limerick team engaged with 114 service users, 49 of whom were victims of human trafficking.

In April 2024, Ruhama expanded its regional footprint by opening a new office in Cork, located in Heron House, Blackpool, in partnership with HSE Cork/Kerry Social Inclusion. This strategic location places us alongside a variety of HSE services, fostering a collaborative and supportive environment. The office serves the Cork and Kerry region, enabling us to reach and assist more individuals affected by sexual exploitation and human trafficking.

## Casework Outcomes – National Average

- **98%** improvement in mental wellbeing
- **96%** improvement in quality of life
- **76%** increased control of sexual health
- **96%** improvement in awareness of rights and entitlements
- **90%** supported throughout the asylum process/trafficking case



# Outreach

## Ruhama's outreach work continues to focus on vulnerable and hard to reach individuals.

In 2024, our team of caseworkers conducted inreach in various settings including International Protection Accommodation Service (IPAS) and homeless and addiction services nationally. The team carried out harm reduction work, provided sexual health packs, shared information and where appropriate made referrals to Ruhama for casework or other suitable services. In addition to inreach clinics, a series of workshops were developed by the team to be delivered to those at risk to raise awareness of sexual exploitation. These workshops cover several topics including sexual exploitation, sexual health and the impact of trauma and have been delivered across a variety of settings including addiction and homeless services and within the prison system.

Following on from our work in 2023, the pilot partnership with the Organised Prostitution Investigation Unit (OPIU) of An Garda Síochána was embedded into service delivery. Members of the outreach team regularly attended welfare checks with OPIU across the country. These welfare checks allowed the team to check-in on individuals who are advertised as selling sex online and provided them with sexual health packs, engaging in crisis intervention where necessary, and signposting to relevant services.

In Limerick, we focused on addressing an increase in street prostitution amongst women impacted by homelessness and addiction. We conducted street outreach at night to connect with the women, offer harm reduction packs and speak to them about Ruhama's services. We also partnered with Limerick Prison Service to deliver a series of workshops focused on sexual exploitation, sexual health and healthy relationships with detainees.

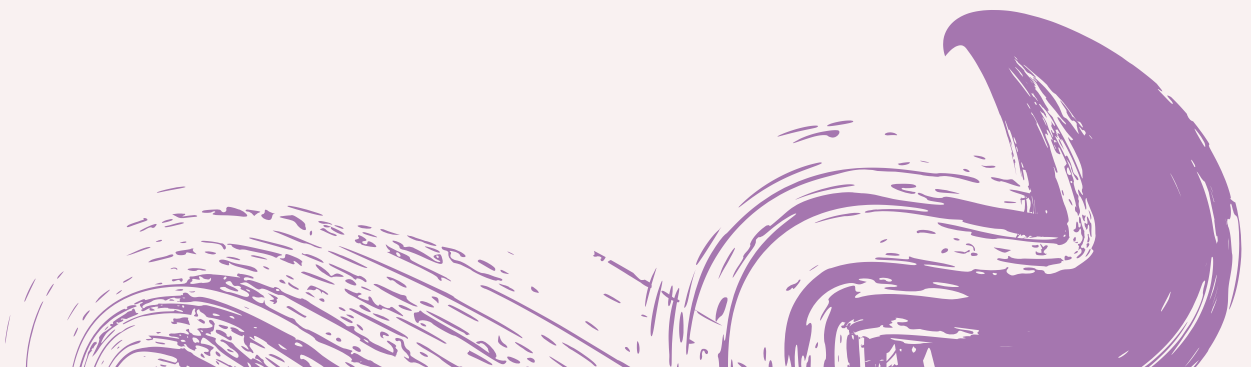
## Outreach Activities

- **301** individuals engaged in the Dublin region through **72** inreach/outreach clinics and OPIU welfare checks
- In the Midlands, **119** individuals engaged through **26** clinics, workshops and OPIU welfare checks
- **173** individuals engaged through **34** clinics, workshops and street outreach in Limerick
- The new service in Cork engaged with **37** individuals through **10** clinics and workshops



### Pillar 1 Protection

These activities reflect the objectives laid out in Pillar 1 of our Strategic Plan, focusing on Protection.





# Trauma Therapy and Counselling

Experiences of commercial sexual exploitation and trafficking leave lasting scars and victims/survivors face a long, complex path to recovery. Many experience post-traumatic stress disorder (PTSD), depression, anxiety, deep-seated shame and isolation, and a disrupted sense of self and safety.

Healing from this kind of trauma is not a simple or linear process. It requires time, trust and a safe, trauma-informed environment where survivors can begin to rebuild their lives.

Throughout the year, Ruhama service users attended 776 one-on-one appointments with Ruhama therapists. Therapists also facilitated 10 group therapy sessions. These provide survivors with more than emotional support - they are a pathway to reclaim agency, rebuild identity, and improve their sense of safety and self-worth. Individual therapy offers a confidential, one-on-one environment where survivors can explore and process their experiences at their own pace, where they begin to make sense of their trauma, manage PTSD symptoms, and build emotional resilience.

*"I am beyond grateful that I have access to therapy sessions with Ruhama. It's an important building block to my recovery and has an immense impact on my daily life. As a person with huge trust issues this is my safe space to fully open up, to be heard, understood and to receive guidance and support from a professional."*

- Ruhama Service User

*"I am incredibly grateful for the support and guidance I have been receiving from my therapist. She has been truly excellent, helping me navigate some of my lowest moments with compassion and understanding. Thanks to her, I've made remarkable progress and feel much better and more positive. Her expertise and guidance have made a real difference in my life."*

- Ruhama Service User

Group therapy, meanwhile, offers a powerful sense of connection. In these sessions, survivors find strength in community, hearing their own experience reflected in other's stories. This shared space fosters empathy, reduces feelings of isolation, and reinforces the message that healing is possible. Many participants shared that these groups were the first place they felt truly seen and heard.

As we look ahead, we remain deeply committed to expanding access to trauma-informed care and creating a world where every survivor has the support they need to heal and thrive.

*"Counselling has helped me navigate grief and the many transitions in my life. It's teaching me how to love myself again, let go of the past, and embrace who I am becoming."*

- Ruhama Service User

## Trauma Therapy/ Counselling Outcomes

- **113** service users attended **776** one-on-one appointments
- **28%** average decrease in anxiety, depression and reduction in suicide risk
- **97%** report improvement in mental health since engaging in counselling



## Pillar 1 Protection

These activities and outcomes reflect the objectives laid out in Pillar 1 of our Strategic Plan, focusing on Protection.

# Education and Development

*“Is education important for me and others in Ruhama? Absolutely it is. Education is a big part of getting out of this situation and moving on. Education can contribute to building you up, equipping you, and helping you make your mark in the world. It has completely changed my life.”*

These are the words of Maria\*, a woman who accessed Ruhama's education services in 2024.

At Ruhama, we echo what Maria says and continue to make education a key pillar of our work. We offer a range of opportunities to help participants set and achieve their learning goals, aiming to deliver a quality, trauma-informed adult education service, in terms of ethos, content and methodologies.

Our team provides a number of group classes and workshops, including the all-important area of technology, with the help of our corporate partners. With support from a team of volunteers, we provide professional guidance counselling and run regular information sessions and individual classes, including English, ICT, social media and study support, both in-person and online. We support students to pay fees, buy materials, and get laptops.

*“I’ve asked for all kinds of education support. I’ve never stopped asking and I’ve got so much help with financial college support, study support, guidance and encouragement. That just makes me work all the harder. I want to make the absolute most of the opportunities I never had before.”*

- Ruhama Service User

\* Name has been changed.

As part of Ruhama's commitment to nationwide expansion, we offer face-to-face education services to individuals across the 26 counties. Along with appointments in our Cork, Limerick and Midlands offices, individual education meetings take place in other counties in locations including IPAS centres, colleges and coffee shops. We are increasing this off-site work so that geographically, as well as emotionally and practically, we can work with people wherever they are.

Last year, 323 individuals worked with us on their education goals, including people of all ages and nationalities; some with no formal education and others who are highly qualified professionals. Their needs and goals varied enormously, but all were united in their desire and motivation to work on education.

There were many positive outcomes, achievements, successes and celebrations and many achieved formal qualifications. Others worked on rebuilding their careers - getting their foreign qualifications recognised, and embarking on the process of registering with professional bodies.

*"You keep opening my eyes to what is out there, to what I can do and be. I've been inspired by other women here pushing through and succeeding even though life is tough. I'm determined to keep going with my studies even though it's not easy. In the end, it'll mean a better life for my child and me."*

**- Ruhama Service User**



Three jewellery making workshops for service users were held in June, September and December, attended by 32 services users.

*"People often say someone like me can't do or achieve certain things; people laugh at you and mock you for trying to go to school, get a good job or have ambitions. That drags you down, makes you not want to try, makes you wonder if you're wasting your time. Then you come here and get plugged in to a positive energy - that gives me a boost and strengthens my belief in what I'm doing. Thank you for that. I don't think I can explain what that means to me."*

- Ruhamah Service User

## Education and Development Activities and Outcomes

- **323** service users (**168 VoHTs**) accessed the Education and Development Programme
- **2,380** one-on-one appointments (ICT, material support, tutoring classes, guidance counselling sessions)
- **145** education assessments were completed
- **226** education reviews were completed
- **100** service users supported to access financial support for education
- **176** service users participated in group classes including CAO & Further Education, Fundamentals of Social Media and Excel Workshop
- **223** service users in accredited education (185 started this year)
- **85%** report satisfaction with Ruhamah for their education needs
- **100%** report increased confidence and capacity as adult learners in one-on-one tutoring classes



### Pillar 1 Protection

These activities and outcomes reflect the objectives laid out in Pillar 1 of our Strategic Plan, focusing on Protection.



# Morenike's Story

---

***“There are days and nights when you don’t think you will ever make it. But then somehow you feel hope, you find the strength and you take one more step.”***

I am a qualified mental health nurse working in a large Irish hospital. I graduated from a university in Dublin. I love my job, as difficult as it can be some days. It has been a tough journey. It still is. When I first came to Ireland all those years ago, I never thought I’d make it this far. I am an African woman and a naturalised Irish citizen. I am a mother, sister, daughter, and friend. I love to dance and to cook. I am a survivor of human trafficking and the direct provision system. I am grateful to be alive and moving forward – a miracle given the circumstances.

Ruhama supported me to go back to school and do my Level 5 Nursing Studies. Education has been so important for me. Back home, I was lucky to finish high school. My grandmother, who raised me and my sister, made sacrifices to make that happen. She started me on the road of learning. I’ll never forget that.

When I qualified as a healthcare assistant, I continued to work in a nursing home. I loved it. I decided to apply for mental health nursing. The first obstacle was the assessment test for mature students which I passed on the third attempt. I did a preparation course, studied hard and did well. That same year,

I was offered a place – my CAO first choice. I was surprised but delighted!

However, I was devastated to learn I wasn’t eligible for Student Universal Support Ireland (SUSI). So, I had a place in university and no money to take it. I deferred my place for a year. I finally managed to go ahead and start my course. When I became an Irish citizen I could access funding here.

The next issue was parenting. I had been on my own in Ireland at first but then became eligible for family reunification. After years of separation, it was such joy when my daughter joined me. We were finally safe and together again. We moved into a lovely apartment in north Dublin.

Just when I thought things were going well, we lost our accommodation. The landlord was selling, and I couldn’t find another place. After all those years of struggling, my daughter and I were homeless. We ended up in a homeless hostel. We were sharing a tiny room but at least we had a roof over our heads.

From that new base, I had to find another school for my daughter, while getting on with work and college. My daughter found it hard to adjust and make new friends.

Some light came when we were moved to a family hub. My daughter had other children to play with and the space was better. We felt safer there and less alone. It’s not the same as having your own place but I’m really grateful.

There are days and nights when you don’t think you will ever make it. But then somehow you feel hope, you find the strength and you take one more step.



# Bridge to Work

**The Bridge to Work Programme supports women to gain meaningful employment leading to financial security, sense of worth and future career progression.**

In 2024, we supported 207 service users through a range of services, including structured courses such as interview skills and start your own business workshops, as well as personalised one-to-one support. This assistance included CV creation and

updates, interview preparation, job searching, job coaching, and application guidance. Additional support included registration with Revenue, work permit applications, and access to financial resources for initial employment. The organisation also funded employment-related training programmes and courses.

We expanded our pilot unpaid placement programme in collaboration with an employer partner, specifically for service users awaiting work permits. This initiative aimed to offer high-quality work experience and meaningful opportunities, while helping participants strengthen their CVs with Irish work experience.

32% of service users secured employment, including 8 paid placements and 6 unpaid placements with employer partners.

*"I hadn't worked in years and was frightened at the prospect of a career and what that might look like. My self-confidence had taken a hit, but through the Bridge to Work Programme, and with Kim's guidance and support, my self-worth began to flourish. I was slowly learning what I did and didn't like in terms of returning to the world of work. I'm now in a stable, permanent and pensionable job and have an interview for a promotion in the coming weeks. From being unemployed and unemployable to thriving at work, the confidence Bridge to Work has given to me is indescribable and has added such value to my life. Thank you!"*

**- Ruhama Service User**

## Bridge to Work Outcomes

- **32%** of service users gained employment
- **95%** report an increase in job searching skills
- **97%** report an increase in confidence at interviews
- **92%** report having more knowledge of the Irish job market
- **97%** of those felt supported by Ruhama with their employment



### Pillar 1 Protection

These activities and outcomes reflect the objectives laid out in Pillar 1 of our Strategic Plan, focusing on Protection.

*"I will not let anything or anyone discourage me from becoming who I want to be."*

- Ruhama Service User

*"I'm grateful to be given this opportunity because I didn't realise how much I really needed it and it has changed how I look at my future."*

- Ruhama Service User

# Seeking Safety

The Seeking Safety Programme aims to support and empower participants by teaching varied coping skills. The programme enables those affected by trauma, with dual diagnosis (mental health and substance use), to create a safe space within themselves, and nurture safety in their everyday lives.

*"I found the best aspect of Seeking Safety is the focus on practical coping skills. It helped me revisit my trauma but in a very safe way, rather than delving into it too painfully."*

- Ruhama Service User

Ruhama is a member of Seeking Safety Ireland, led by the HSE. This programme is based on a model that originated from the USA and has been implemented across seven organisations in Ireland – including Ruhama – since the end of 2022.

In 2024, the Seeking Safety Programme at Ruhama ran 3 groups internally, as well as 2 external groups in partnership with Coolmine Therapeutic Community and Jane's Place in Merchants Quay in Dublin.

38 women attended the Seeking Safety groups at Ruhama, Coolmine and Jane's Place. Additionally, 11 of Ruhama's service users availed of a series of one-on-one Seeking Safety sessions, totalling 61 sessions for the year.

## Seeking Safety Outcomes

- **100%** learned different coping mechanisms
- **100%** felt safer and increased confidence
- **100%** reported the sessions helped with substance misuse issues



### Pillar 1 Protection

These activities and outcomes reflect the objectives laid out in Pillar 1 of our Strategic Plan, focusing on Protection.

# Kia's Story

---

***"I'm learning to say, without shame: I needed help. I got help. And I'm still here. That, to me, is the greatest victory. Thank you Ruhama for walking this journey with me."***

Seven months ago I wasn't sure I'd make it to the next morning. I called my caseworker Hailey; I felt I was drowning and on the verge of suicide. I had turned to alcohol for consolation; it was so bad that I would not go a day without drinking heavily. That day I cried out for hours, pouring out the pain and suicidal thoughts I had. Hailey listened and gave me space to pour it all out. She held my hand through it all.

Every day felt like I was dragging the weight of my past behind me, shackled to memories I didn't ask for. The flashbacks would hit without warning - snapshots of a childhood riddled with pain, confusion, and a loss of safety that left me hollow before I ever had a chance to grow whole. I turned to alcohol, it dulled the edges. For a while, it felt like relief, like silence in the noise. But the silence wasn't peace.

I lost myself. I didn't know who I was outside of the trauma. I was drowning, and I needed help. Hailey introduced me to Debbie from Seeking Safety. I was ashamed, terrified, and barely holding it together. I thought they'd see the broken pieces and walk away. But they didn't, they welcomed me. That was the first time in years I didn't feel alone.

Seeking Safety gave me more than coping skills. It gave me language. It gave me structure. It taught me that safety isn't something I missed out on forever - it's something I can still create. Seeking Safety taught me that I am not my trauma. I am not my addiction. I am not my mistakes. I am someone who survived.

I had to learn self-care through safe coping skills. I was harsh with myself and did not care how much I was hurting myself. I had to acknowledge through one of the quotes that Debbie gave me that *"you yourself, as much as anybody in the entire universe, deserves your love and affection"*. I am full of love and compassion towards others, but I had denied myself that. I learned to create boundaries without feeling guilty.

I had to accept that I had a problem with drinking, and that I needed help. We discussed self-care activities that help with the loneliness and emptiness I was feeling. I won't lie and say it was easy. This journey felt like breaking open before mending. But Ruhama was my safe place where I could be vulnerable. I learned how to breathe again, to speak my truth without fear, to grieve what I lost and still reach for joy.

Today, I'm still on the journey. My alcohol intake has reduced and I can go weeks without drinking, but it is okay to fall. It is a journey that needs one step at a time. I still have scars, but they don't define me anymore. They remind me of the battles I've fought - and won. I'm reconnecting with my inner child, giving her the love and protection she never had. I'm building an identity rooted in self-compassion, not survival.

I'm learning to say, without shame: I needed help. I got help. And I'm still here. That, to me, is the greatest victory. Thank you Ruhama for walking this journey with me.

# Peer Support / Survivor Voice



Peer support is the emotional, mutual and practical support between people who share a common experience. It is characterised by the understanding and empathy that comes from shared lived experiences. The Peer Support Programme plays a vital role in fostering a sense of belonging, reduces isolation and promotes community support among the people who use Ruhama's service.

In 2024, 87 service users participated in the Peer Support Programme. A key objective of the Peer Support Programme is to offer people impacted by prostitution and human trafficking for sexual exploitation the opportunity to offer mutual support in coping with life's challenges and to move forward with a sense of hope in their lives. Sharing lived experiences can help with building trust and developing mutual and empowering relationships to create safe spaces of belonging and community.

Victims/survivors of the sex trade are the real experts in this area and they are best placed to help inform the direction of policy and legislation. An equally important dimension of peer support is that it amplifies victim/survivor voices to inform service delivery.

*"The first session I joined, I felt I wasn't alone. I felt a sense of belonging."*

*"People talk about what they've been through, and you're like, that's me right now."*

*"It gave me something to do with my pain."*

**- Feedback from our Peer Supporters**

*"When you realise your story can help someone, it changes how you see it."*

*"Before this, I didn't even think I could talk in a group. Now I'm helping run one."*

*"I've learnt how to say no. How to listen better. I'm proud of myself."*

*"She was a peer, and she was facilitating us... it made me want to do the same."*

*"It's not therapy. You don't feel like someone's fixing you. You feel like someone gets it."*

**- Feedback from our Peer Supporters**

## Peer Support Outcomes

- **90%** formed mutually healing & empowering relationships with their peers
- **95%** felt a sense of community and acceptance
- **86%** found the space safe and inclusive
- **80%** strengthened their survivor's voice within the organisational service structure
- **90%** reduced feelings of isolation by strengthening their community network



# Service User Social Engagement

## Intercultural Group

The Intercultural Group provides service users with the opportunity to come together to share and learn about each other's culture and their experience of living in Ireland. The Intercultural Group met 8 times between February and November 2024. Forty nine participants took part in the activities, fostering cultural exchange among individuals representing a variety of nationalities. New friendships were formed resulting in reduced isolation and developing a strong sense of community with peers. Attendees enjoyed a meal together after each of the outings or activities.

The 2024 activities included:

- **February:** Afro-Brazilian dance workshop
- **March:** Irish knitting workshop
- **April:** Visit to Dublinia
- **May:** Guided tour of Dublin Castle
- **June:** Singing with African Gospel Choir Dublin
- **September:** Visit to Kilmainham Jail
- **October:** Visit to the Mansion House and Dáil Éireann
- **November:** Mosaic workshop



Our service users went on a journey of Irish history visiting Kilmainham Jail in September.



Adeniyi and Tomilola from the African Gospel Choir Dublin hosted an afternoon of heartfelt singing and spontaneous dancing in June.



Pictured: Fya and Naseem from Fya Mosaic hosting the mosaic workshop in November.



Pictured: Nazanine Nolan, Former Lord Mayor of Dublin James Geoghegan, Frances Fitzgerald, Ruhama Ambassador, and Mia de Faoite, Ruhama Training Lead during October's visit to the Mansion House and Dáil Éireann.



## International Women's Day

An annual fixture in the Ruhama calendar is the International Women's Day (IWD) celebration with service users and staff. IWD 2024 was a special event that included an array of activities including poetry and patchworking workshops, and presentations from guest speakers.

**Pictured:** Ruhama staff celebrating International Women's Day with our service users.



## Service User Christmas Party

The annual service user Christmas party was held on 6th December and included a party with karaoke, food and fancy dress.



**Pictured Left:** Caseworkers Miguel and Marta preparing for the service users' Christmas party.

# Training

**In 2024, Ruhama continued to expand its training programme to meet growing needs and demand. The training was delivered nationally to 1,541 participants from a wide range of organisations.**

We delivered several sessions of our core training, 'Know Sex Trafficking' and 'Safety in Truth', which explore the harsh realities of the sex trade and are aimed at frontline workers. Knowing the realities and how to effectively respond is crucial for those who may encounter vulnerable women and girls in their work.

The training was delivered from Ruhama offices in Dublin, Tullamore, Limerick and Cork to a variety of frontline service providers. Two target groups were the Local Authority Integration Teams (LAITs), reaching 14 teams across the country, and the HSE Social Inclusion teams.

We continued to deliver specialised training to An Garda Síochána, both jointly with the Organised Prostitution Investigation Unit (OPIU), and as a standalone. The training enhances members' understanding of the profile, vulnerabilities and risks experienced by those impacted by the sex trade, and offers practical, victim-centred tools to support Gardaí in their response.

There were several bespoke trainings designed and delivered to target groups including A&E Departments, SafetyNet GPs, My Options and Irish College of Migrant GPs. We also delivered training in partnership with the South Inner-City Drugs & Alcohol Task Force (SICDATF) to explore drug related intimidation as it relates to sexual exploitation.

Ruhama delivered lectures to third-level institutions and has secured annual lectures in some. We gave numerous talks, presentations and conducted workshops which included the Irish Guidance Counsellors Association Annual Conference, the Scottish Parliament, Royal College of Surgeons in Ireland (RCSI), Faculty of Nursing & Midwifery, and the Probation Services. We also chaired an international webinar with France and the United Kingdom with Ruhama's Ambassador, Frances Fitzgerald as the keynote speaker.



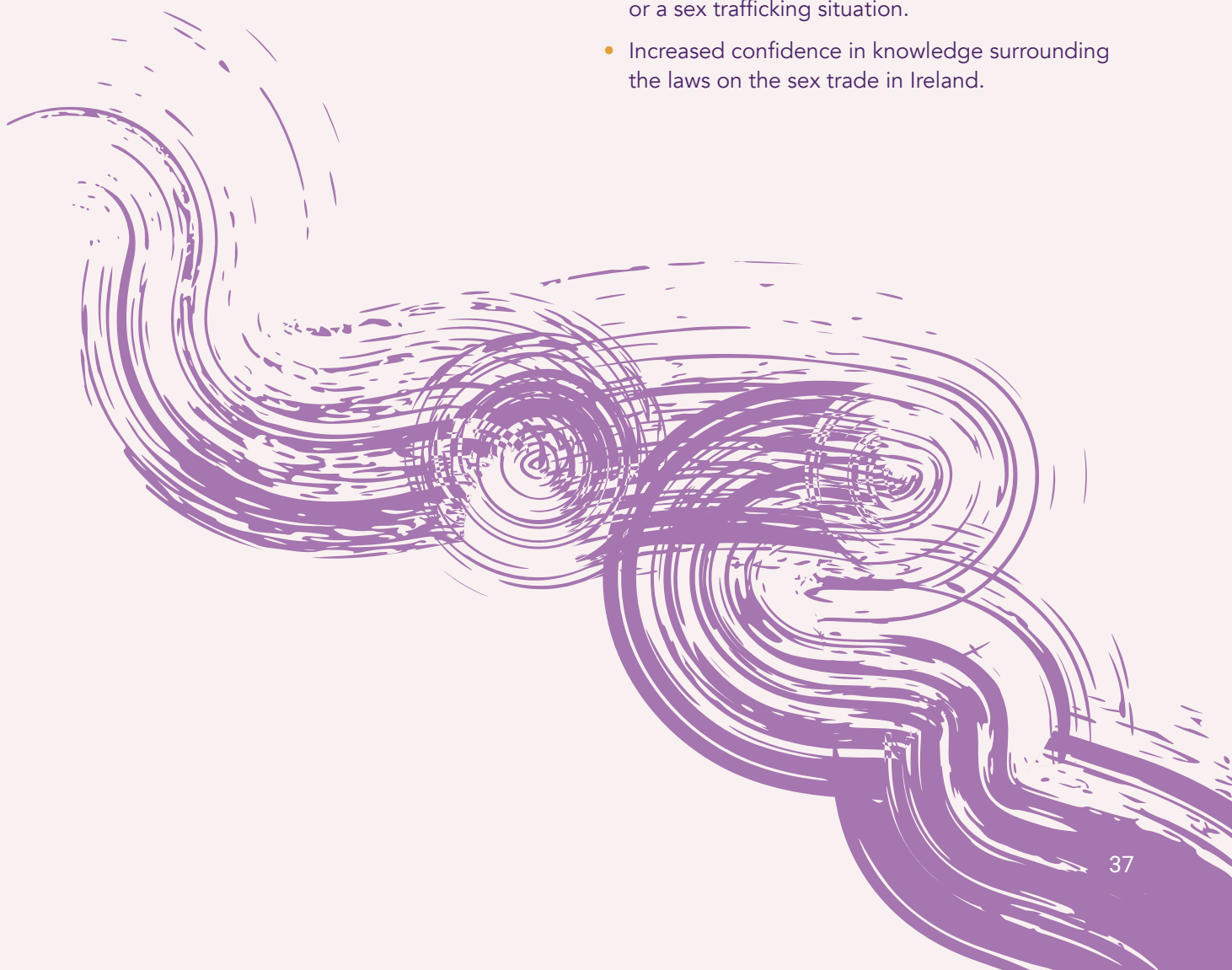


## Pillar 2 Prevention

Training activities and outcomes reflect the objectives laid out in Pillar 2 of our Strategic Plan, focusing on Prevention.

## Training Outcomes reported by attendees:

- Increased understanding of the realities of the sex trade and sex trafficking in Ireland, including the legislation which surrounds it.
- More equipped to identify signs of sex trafficking/sexual exploitation and to respond in a trauma-informed way.
- Increased understanding of the barriers women face trying to exit the sex trade or a sex trafficking situation.
- Increased confidence in knowledge surrounding the laws on the sex trade in Ireland.



# Game Changer

Game Changer is a new programme aimed at raising awareness through Gaelic Games to tackle Domestic, Sexual and Gender-Based Violence (DSGBV). Game Changer seeks to harness the positive influence of Gaelic Games to challenge the social and cultural norms that contribute to gender-based violence and sexual exploitation and aims to deliver positive behaviour change throughout society.

Game Changer is a partnership between Ruhama, the GAA, and White Ribbon Ireland, supported by the Ladies Gaelic Football Association (LGFA) and the Camogie Association. The project is a strategic response to deliver on the goals of the Government's Third National Strategy on Domestic, Sexual and Gender-Based Violence with funding from the Government of Ireland, led by CUAN under the aegis of the Department of Justice, Home Affairs and Migration. The three-year programme will deliver a number of initiatives and will work with Gaelic Games to:

- Challenge the societal culture of sexual violence, including sharing of pornography, intimate image abuse and sexual exploitation.
- Encourage behaviours that support values of gender equality and respect; and build confidence, opportunity and 'sense of place' for women and girls.
- Encourage men and boys to engage in active allyship to eradicate gender-based violence in our society.
- Support the challenging and disclosure of abusive behaviours.
- Raise awareness of the harms and consequences of human trafficking for sexual exploitation.





“

Men need to remind each other that this is what women are faced with every day. They might be oblivious that women are sometimes afraid to put themselves in certain situations, or very conscious of where they're running at nighttime. It's about reminding them continuously and constantly that this is something that women face on a daily basis.

**AMY O'CONNOR**  
Cork Camogie

The first phase of Game Changer was launched on 25th November to mark the first day of the annual 16 Days of Activism against Gender-Based Violence. It was promoted by four inter-county player ambassadors (Amy O'Connor, Louise Ní Mhuircheartaigh, Oisín Gallen and David Fitzgerald). The campaign was promoted across all Gaelic Games communication channels, to all units and members, and therefore into every community in Ireland, including 500 clubs internationally located in 52 countries. This awareness campaign has been informed by qualitative research conducted amongst Gaelic Games players and members (including the youth voice), officers, coaches and supporters from clubs across the four provinces.

Top: Game Changer Launch in Croke Park  
Bottom: Game Changer Ambassador



“

Women are second class citizens at the moment, and we need to be fighting for something that men might find easy in life. That's the reality.

**LOUISE NÍ MHUIRCHARTAIGH**  
Kerry LGFA

“

Men need to do better. They shouldn't remain silent. Things that are wrong need to be called out, and men need to take accountability on that. For the better of our female members within the GAA community, but within our local communities and our wider communities as well.

**OISÍN GALLÉN**  
Donegal footballer



Speaking at the launch, Uachtarán of the GAA, Jarlath Burns, said:

*“The GAA, in partnership with the LGFA and the Camogie Association, is proud to take a stand against the pressing societal issues of Domestic, Sexual, and Gender-Based Violence. As Gaelic Games are deeply rooted in every community across Ireland, we are committed to leveraging our influence to foster awareness, education, and positive change.*

*This initiative has been shaped with the guidance of expert organisations such as Ruhama and the White Ribbon Campaign, whose invaluable input has helped us identify meaningful ways to make an impact.*

*We extend our gratitude to the club members who participated in focus groups, providing insights that shaped the content of this project, and to the players who have lent their voices and presence to our campaign. These individuals truly embody the spirit of our initiative—they are the Game Changers driving this vital conversation forward.*

*Together, we believe we can inspire change and promote a safer, more respectful society for all.”*

“

It goes back to your probably own conscience and your own beliefs and basically what's right and wrong. It's important everyone is treated with respect.

**DAVID FITZGERALD**  
Clare Hurler



Top L & R, Bottom R: Game Changer Ambassadors



Scan QR code  
to view video



# Policy and Advocacy

## Ruhama expanded our advocacy, policy and awareness raising work at local, national and international levels in 2024.

Ruhama's core policy position is that prostitution and human trafficking for the purpose of sexual exploitation are forms of gender-based violence. Ruhama advocates for adequate supports, protection and legislative and policy changes to improve the lives of victims of commercial sexual exploitation. Our advocacy and lobbying efforts are rooted in advancing Ruhama's vision of a world free of sexual exploitation, where all women's lives are valued.



*Pictured: Ruhama CEO Barbara Condon with MEPs Nina Carberry, Maria Walsh & Cynthia Ni Mhurchú, Ambassador Kevin Comey and Permanent Representatives John Laffon & Eoin McLaughlin, and support staff.*

## National Advocacy

In 2024, Ruhama continued to engage at a national level to advocate for the rights and needs of victims of human trafficking for sexual exploitation and women impacted by prostitution. In raising awareness of the harms and consequences of prostitution and human trafficking, Ruhama advocates for further supports for those impacted and who need help exiting the sex trade in Ireland.

Key policy and advocacy work nationally in 2024 included:

- Submission on Human Trafficking in Ireland 2023 to Irish Human Rights and Equality Commission (IHREC)
- Letters to political representatives during the General Election campaign and publication of General Election Manifesto
- Submission to Strategy on Women and Girls to the Department of Children, Equality, Disability, Integration and Youth
- Representation in NGO consultation on National Referral Mechanism (NRM) Operational Guidelines
- Participation in the Observatory on Violence Against Women Meeting with delegates from Crete
- Response to the enactment of the Criminal Law (Sexual Offences and Human Trafficking) Bill 2023
- Stand at the Irish Congress of Trade Unions (ICTU) Women's Conference 2024
- Presentation by CEO and Training Lead at Santa Marta and An Garda Síochána Leadership summit in Cork

## International Advocacy

Ruhama engages with European and international groups such as the EU Civil Society Platform, Brussels' Call, the European Women's Lobby and Coalition for the Abolition of Prostitution (CAP International). Ruhama contributes to these groups through shared knowledge, joint campaigns and lobbying for policies that address prostitution and human trafficking at EU and international level.

Key policy and advocacy work internationally in 2024 included:

- Brussels' Call meeting with Reem Alsalem, UN Special Rapporteur on Violence Against Women and Girls
- Commented on the Global Report on Trafficking in Persons by the United Nations Office on Drugs and Crime
- CEO met with MEPs, Ambassadors and Permanent Representation in Brussels
- Met with Sexual Assault Treatment Unit (SATU) Australian delegation to share knowledge and raise awareness
- Submission to the European Commission on progress on Human Trafficking in Ireland
- Submission to the United States Trafficking in Person (TIP) report 2024
- Met with MEP Maria Walsh to discuss Ruhama's work
- Submission on United Nations Special Rapporteur Report on Prostitution and Violence Against Women
- Attendance at EU Civil Society Platform on Human Trafficking
- Stakeholder delegation visit to Brussels on Migration Pact



Barbara Condon and Maria Walsh MEP during Barbara's visit to Brussels to discuss Ruhama's work.



### Pillar 3 Policy

Our policy work is in alignment with Pillar 3 of our Strategic Plan, focusing on Policy.

# Communications and Media

## GAA Charity Partner Activation Day

Ruhama was chosen as one of the GAA's Charity Partners in 2024. Ruhama's video was shown at the All-Ireland Senior Football quarter final in Croke Park, along with a pitch side interview of Ruhama CEO, Barbara Condon.



Scan QR code to view video

## RTE - The Case I Can't Forget

In October, Ruhama's CEO Barbara Condon appeared on the RTÉ One documentary series 'The Case I Can't Forget'. In Season 4, Episode 4 titled 'Trafficked for Sex', Garda detectives describe the complex investigation from Nigeria to Mullingar that led to the first convictions for human trafficking in Ireland. The documentary is available on the RTÉ Player and was covered by the Irish Times.



Scan QR code to watch the documentary



## Newstalk – The Pat Kenny Show

Ruhama were featured twice on Newstalk's Pat Kenny Show in September. Ruhama's CEO Barbara Condon spoke to Pat about human trafficking in Ireland – how prevalent is it, what the signs are, and what we can do about it.



Scan QR code to listen  
to Pat Kenny interviewing  
Barbara Condon

## Survivors Stories

Coinciding with the release of Ruhama's 2023 Annual Report, Newstalk reporter Sarah Madden paid a visit to Ruhama's offices to speak with survivors impacted by sexual exploitation.



Scan QR code to listen  
to Sarah Madden speaking to  
survivors of the sex trade



# Fundraising



Ruhama staff with Google employees.

2024 was a successful year for fundraising by our team members and supporters. We developed our partnership with Google, who tirelessly promoted Ruhama by organising volunteer events and sponsoring us for their Holiday Giving Campaign, raising an incredible €24,000 to support service users' education needs. A big shout out to Ambre Henry, Camille Bourgin and Marrit Cnossen for their support of Ruhama.



Ruhama's Education and Development Officer and Peer Support champion Trish O'Brien ran the Irish Life Dublin Marathon raising funds for laptops for service users.



*Draiocht na Life* facilitated a night in Liberty Hall with a concert in aid of Ruhama and Sonas (Domestic Violence Support Organisation) kindly sponsored by Dublin City Council, Dublin Port Company and Dublin Stevedores.

Lauren Quigley ran the VHI Women's Mini-Marathon in aid of Ruhama.



Ruhama Caseworker (now Regional Manager) Sara Wallace completed an Ironman 70.3 with donations going towards emergency packs and phones for service users.



Sara Wallace crossing the finish line.

Ruhama's Fundraising Committee organised a table quiz to raise funding for emergency vouchers for service users.



Ruhama staff at the table quiz.

# Current Ruhama Team

CEO	Barbara Condon
Head of Finance & Operations	Adrienne Molloy
Head of Services	Majella Darcy
Interim Services Manager	Hailey O'Shea
Regional Manager	Sara Wallace
Caseworker (Dublin)	Marta Zarza Coca
Caseworker (Dublin)	Alice Valery Beswick
Caseworker (Dublin)	Miguel Vargas Benítez
Caseworker (Midlands)	Sarah Connaughton
Caseworker (Limerick/Midwest)	Marianne O'Sullivan
Caseworker (Cork/Kerry)	Jennifer Murphy
Caseworker (Cork/Kerry)	Meadhbh Stakelum
Trauma Therapist	Poliana Aniculăesei
Trauma Therapist	Katie Dobosz
Trauma Therapist	Sheila Crowley
Trauma Therapist	Vacant
Training Lead	Mia de Faoite
Training Officer	Karen Boylan

Seeking Safety Project Manager	Ann Marie Flanagan
Seeking Safety Project Worker	Debra Kearns
Seeking Safety Peer Worker	Myrice Kelly
Education and Development Co-ordinator	Anne O'Keefe
Education and Development Officer	Trish O'Brien
Education and Development Officer	Vacant
Bridge to Work Lead	Kim Haugh
Bridge to Work Officer	Lynda Kelly
Policy & Communications Manager	Feargha Ní Bhroin
Policy & Communications Officer	Gráinne McAvinchey
Policy & Communications Officer	Paula Kelleher
Game Changer Project Manager	Lisa Dolan
Finance Officer	David Corcoran
Administration Executive	Nazanine Nolan
Administrative Assistant/Receptionist	Maeve Feddis

## Staff Development

Our staff development is geared towards embedding a positive organisational culture to ensure all members of the organisation feel valued and supported in their work.

## Wellbeing Committee

The Wellbeing Committee facilitates staff wellbeing and positive mental health to strengthen team culture and reduce stress in the workplace.

## Volunteers

Ruhama wishes to acknowledge all the hard work, dedication, and commitment of our volunteers who contributed a combined total of 900 hours during 2024.



### Pillar 4 People

This is in alignment with Pillar 4 of our Strategic Plan, focusing on People.

## Training and CPD

Training and Continuous Professional Development (CPD) is strongly encouraged among all staff. In 2024, Ruhama provided and/or supported staff to participate in the following training:

- ASSIST
- Becoming Trauma Aware – An Introduction to Psychological Trauma
- Case Management
- Chem Sex Training
- Children First
- Communicating Effectively through Open Disclosure
- Designated Liaison Person (DLP) Training
- Domestic Violence Awareness Training
- Dyslexia Course for Higher Education & Further Education Educators
- Excel Apprentice Certificate
- Fundamentals of GDPR
- Grounding Techniques
- Higher Diploma in Leadership
- International Peer Leadership Incubator
- Legal Island HR
- Motivational Interviewing
- MS Office Course
- Substance Use Training
- Suicide Prevention
- Support for Suicide Ideations in Service Users
- Trauma Focused Crisis Prevention and Intervention Training
- Trauma-Informed Care
- Understanding Self-Harm



# Governance

**Ruhama is constituted as a Company Limited by Guarantee without a share capital. Its purpose, objectives and how it conducts its business are set out in its Memorandum and Articles of Association. The company is registered with the Charities Regulatory Authority in Ireland in compliance with the Charities Act 2009 and has charitable tax status with the Revenue Commissioners CHY 10733. Ruhama is a triple lock member of Charities Institute Ireland.**

The organisation is governed by a Board of Trustees who work in a voluntary capacity. Trustees are recruited based on skills, knowledge, and experience. Trustees do not receive any remuneration in respect of their service.

Ruhama's Board had nine voluntary Trustees in 2024. No expenses were paid to Trustees. No contracts or arrangements of material interest to a Trustee were entered into during the financial year.

Ruhama is committed to having appropriate systems and robust controls in place. Ongoing reviewing and updating of all Ruhama's policies and procedures was conducted during 2024. Ruhama has fulfilled all obligations under the Lobbying Act 2015 and to the Charities Regulatory Authority. Ruhama is fully compliant with the Charities Governance Code.

To maintain standards of best practice across all areas of our organisation, the Board and Management adhere to the recommendations outlined by the Charities Regulator. We comply with the Statement of Recommended Practice for Accounting and Reporting by Charities (SORP) and Fundraising Principles.

The Board of Trustees met on nine occasions during 2024 for six Board meetings and three Strategic Plan and Evaluation meetings. The Audit, Finance and Governance (AFG) subcommittee met on six occasions during 2024.



## Pillar 5 Governance and Sustainability

The objective of this pillar is to continue to deliver sound financial management, good governance and the provision of the necessary infrastructure to facilitate operations.



## Board Meetings Held in 2024

Board Member	Number of Board Meetings	Attended	Variance	Number of Strategic Plan Board Meetings	Attended	Variance
Ian Carter	6	6	0	3	3	0
Sam Gower	1	0	1	0	0	0
Donagh O’Farrell	6	5	1	3	3	0
Carolann Minnock	6	5	1	3	3	0
Alison Gilliland	5	5	0	2	2	0
Pauline Houlihan	6	4	2	3	3	0
John Sansome	6	5	1	3	3	0
Lucy Maguire	6	6	0	3	3	0
Louise Hyland	6	5	1	3	3	0

## Current Trustees 2025



Ian Carter (Chair)



Donagh O’Farrell  
(Treasurer & Chair  
of the AFG)



Lucy Maguire



Carolann Minnock  
(Member of the AFG)



Allison Gilliland



Pauline Houlihan



John Sansome  
(Secretary)



Louise Hyland



Prof. Maeve Eogan

# Financial Reports

Our Financial Statements for 2024 show total income of €2,034m with expenditure of €2,018m resulting in a surplus of €15,749.

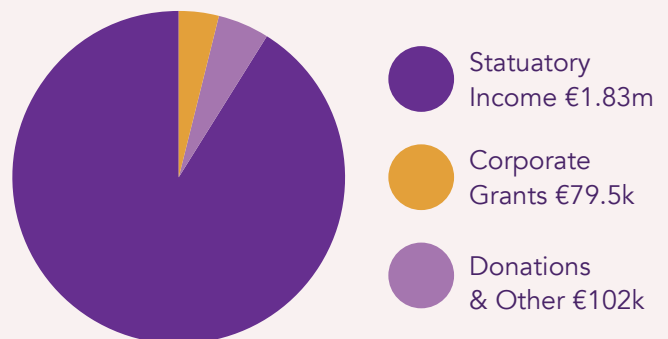
Throughout 2024, Ruhama continued to develop innovative and unique collaborative partnerships with statutory funders, and corporate partners along with building and strengthening relationships with current partners. This strategy and our ongoing focus and attention to strong financial management is evidenced in our year end position and validates our commitment to building reserves for the organisation.

Ruhama works in partnership with statutory agencies to provide our essential services. Ruhama acknowledges the financial support it received from a range of government departments, including core funding from the Department of Justice, Home Affairs and Migration, and additional funding from CUAN, HSE Social Inclusion CH06, HSE CH07 South Inner-City Drugs Alcohol Task Force, the National Lottery, and the Department of Children, Equality, Disability, Integration and Youth. Ruhama's staff work collaboratively with various state officials to ensure that service provision is run on a value for money basis which meets national policy.

## Income

Total income for the period is €2,034m with statutory funding representing 91% (€1.83m) of our 2024 operating budget with Donations and Corporate Support representing the remaining 5% and 4% respectively.

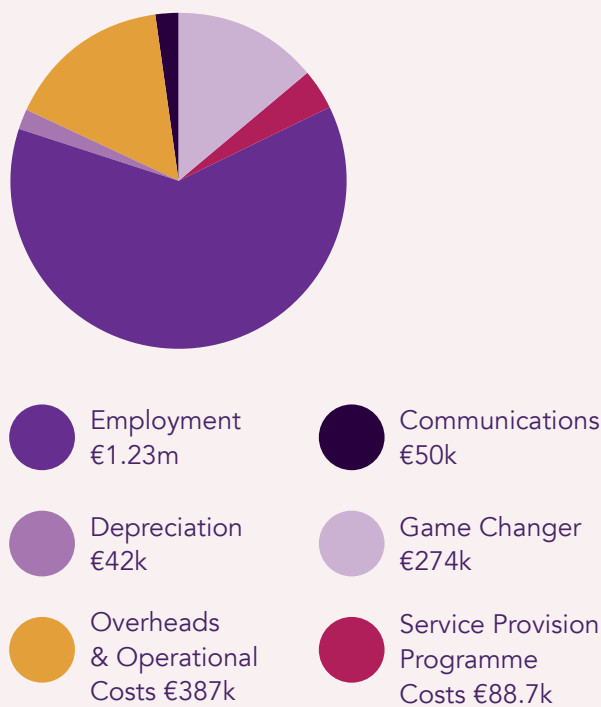
### Ruhama Income at 31st December 2024



## Expenditure

Total expenditure for the period is €2,018m with employment costs representing the highest expenditure at 62% with the remaining 38% going towards overheads and service provision.

### Ruhama Expenses at 31st December 2024



## Corporate Support

Corporate support continued to play an integral role in our daily operations, allowing the organisation to increase the quantity and quality of service provision. New corporate funding streams allowed us to create innovative solutions for emerging problems impacting the individuals we work with and building up the education fund for our service users to enable them to engage in further education. Community Foundation Ireland led the financial support on a number of these initiatives in key areas such as the Peer Support Programme and Policy and Communications. We acknowledge and thank our corporate partners on the Bridge to Work Programme.

## Plans for the Future and Building Reserves

Ruhama's Reserves policy concentrates on building unrestricted reserves as a key element of the strategic objectives for the organisation in line with the principles of good governance for effective future planning.

To continue and develop our services, we must source new funding avenues for the organisation. Whilst we have successfully grown our statutory and corporate support in 2024, we are committed to increasing this further and attracting new corporate partners in 2025 and beyond.

Income & Expenditure 2024	2024	2023
<b>Annual Funding</b>		<b>2023</b>
Department of Justice - Victims of Crime	1,173,599	911,782
HSE Social Inclusion CH06	131,039	122,983
South Inner City Local Drugs & Alcohol Task Force (HSE CHO7)	132,929	117,249
Department of Justice - Outreach Grant	92,862	118,549
CUAN (Dept of Justice)	250,000	0
Other grant income	156,741	154,176
Donations/fundraising	96,945	47,255
Total income	2,034,115	1,471,994
Total expenditure	2,018,366	1,466,595
<b>Operating surplus/(deficit) for the year</b>	<b>15,749</b>	<b>5,399</b>

Balance Sheet as at 31 December 2024	2024	2023
<b>Fixed Assets</b>		
Tangible assets	48,063	90,217
	<b>48,063</b>	<b>90,217</b>
Debtors	49,385	46,212
Cash at bank and in hand	869,642	522,910
Total current assets	<b>919,027</b>	<b>569,122</b>
Creditors: amount falling due within one year	-642,929	-309,471
Net current assets	276,098	259,651
<b>Total assets less current liabilities</b>	<b>324,161</b>	<b>349,868</b>
Long Term Deferred Income	-50,212	-91,668
<b>Net Assets</b>	<b>273,949</b>	<b>258,200</b>
Funds		
Restricted reserves	0	-538
Unrestricted reserves	273,949	257,662
<b>Total Funds</b>	<b>273,949</b>	<b>258,200</b>

# Sustainability

## SUSTAINABLE DEVELOPMENT GOALS



Ruhama is committed to incorporating the UN Sustainable Development Goals for peace and prosperity for people and the planet, now and into the future. We recognise that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change.



# Acknowledgements

## Thank you to our funders and partners throughout 2024.

Department of Justice, Home Affairs and Migration  
CUAN  
Health Service Executive (HSE Social Inclusion CH06)  
South Inner City Local Drugs and Alcohol Task Force (HSE CH07)  
Community Foundation Ireland  
Department of Children, Equality, Disability, Integration and Youth  
Google  
National Lottery Grant  
Human Trafficking Investigation and Co-ordination Unit (HTICU)  
Organised Prostitution Investigation Unit (OPIU)  
Garda National Protective Services Bureau (GNPSB)  
Frances Fitzgerald  
Public Representatives  
DePaul (Rosa's Place)  
NGO Partners  
Charities Institute Ireland  
Gaelic Athletic Association (GAA)  
Ladies Gaelic Football Association (LGFA)  
Camogie Association  
White Ribbon Ireland  
Men's Development Network

Goss.ie  
Sexual Exploitation Research Policy Institute (SERP)  
Former Lord Mayor James Geoghegan, TD  
Helen Bartlett  
Language  
The Croke Park Charity Cycle  
Dublin City Council  
Dublin Port Company  
Dublin Stevedores  
Abbey Capital  
Ann Pratt Foundation  
Arthur Cox  
Beachlawn Nursing Home  
Conrad Hotel  
Coolmine Therapeutic Community  
Donors & Fundraisers  
Eir and Clear Channel  
Financial Services Rathcoole  
Hilton Group  
Maria Logan Recruitment  
Merchants Quay Ireland (MQI)  
Michael's Restaurant  
Microsoft Step in 2 Tech  
Rhiannon Giddens & Francesco Turrisi  
Roddy Boland's  
Vodafone Foundation  
IPAS

Ruhama would like to acknowledge the support of our statutory funders: the Department of Justice, Home Affairs and Migration (core funders), Health Service Executive (HSE Social Inclusion CH06), and the South Inner-City Drug and Alcohol Task Force (HSE CH07), and non-statutory funder Community Foundation Ireland.

Annual Report design: Vermillion Design

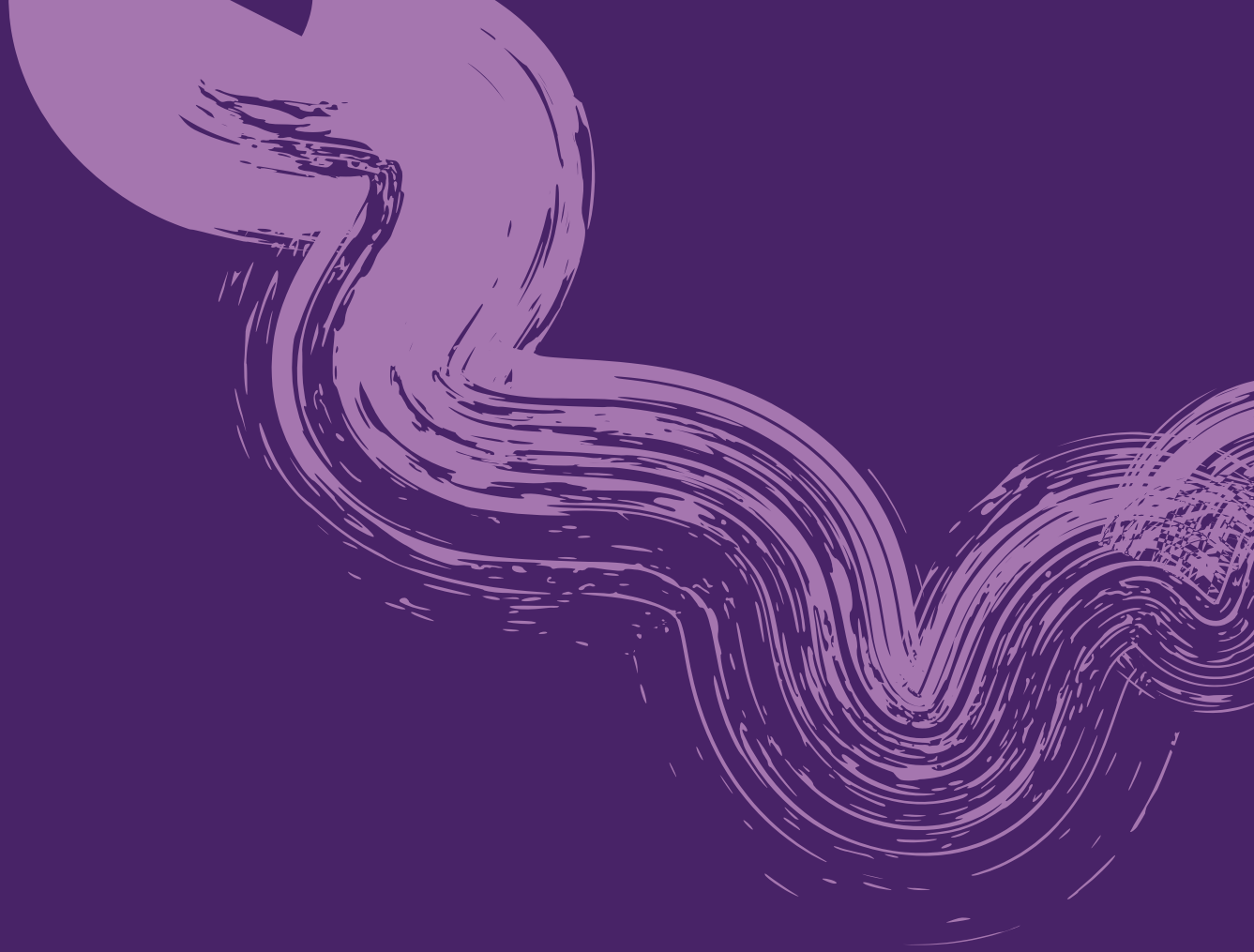


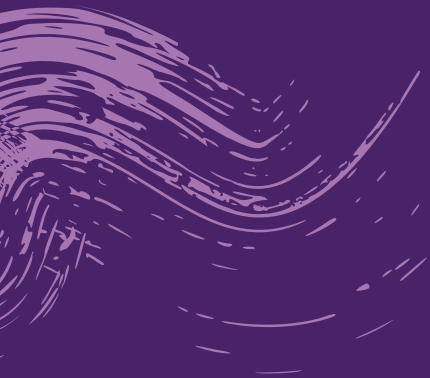
An Roinn Dlí agus Cirt,  
Gnóthaí Baile agus Imirce  
Department of Justice,  
Home Affairs and Migration



**CUAN**  
An Ghníomhaireacht um Fhoréigean Baile  
Géasach agus Inseorbhunaíthe  
The Domestic, Sexual and  
Gender-Based Violence Agency

**Community  
Foundation  
Ireland**





**Company Registration Number:** 209799

**CHY:** 10733

**Registered Charity Number:** 20027897

### **How you can get involved and support our work**

There are lots of ways to get involved in our work supporting individuals impacted by prostitution and human trafficking – whether it is through engaging employees in an impact day, fundraising individually or as a group, partnering with us in an initiative, or applying to be a volunteer. We would love to hear from you about how you feel you could contribute.

**Scan QR code  
to donate:**





**Ruhama**

4 Castle Street  
Dublin 2  
D02EY44

+353 1 836 0292

[www.ruhama.ie](http://www.ruhama.ie)

[admin@ruhama.ie](mailto:admin@ruhama.ie)

**Facebook** @RuhamaIreland

**X** @RuhamaAgency

**Instagram** @ruhamaagency

**LinkedIn** @Ruhama

**National Freephone:**  
**1800 02 02 02**