



## FACT SHEET

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**Website:**       [www.girls-with-grit.org](http://www.girls-with-grit.org)

**Purpose:**       Girls with Grit, a 501(c)3 non-profit organization, formed in 2017, serves to keep children and teens safe by providing free, powerful and proven Safety Programs to Prevent Sex Trafficking of Children. We educate boys and girls, ages 12-18 about the realities of sex trafficking and arm them with awareness and strategies needed to avoid becoming victims. Very little education for prevention exists for this huge and growing problem. Girls with Grit is the first and only organization delivering the *Not a Number®* prevention program in Austin.

**Year Formed:**       2017

### **Audrey Pfluger, Co-Founder**

Audrey is passionate about helping people and is especially committed to programs that empower girls and women. In 2016 and 2017, she hiked through the Himalayas in India with the Himalayan Health Exchange to provide medical care to remote villages working directly with translators, doctors, and medical school students to assess the needs of local patients. Audrey previously volunteered her time to the Girls Empowerment Network teaching self-reliance and confidence as well as other valuable skills. Audrey graduated from Texas Tech University with an Interior Design Degree and is studying to obtain a graduate degree in Clinical Mental Health Counseling. She is an avid outdoor enthusiast and traveler and currently lives in Boone, NC.

### **Deborah Pfluger, Co-Founder/President**

Deborah co-founded Girls with Grit with her daughter, Audrey, in 2017 following the successful sale of her marketing firm, Aha Digital Marketing. Deborah's unique career path that led her to found two highly successful advertising and marketing agencies in Austin has provided her with remarkable insights into business formation, management, operations, branding and marketing. She's helped hundreds of brands plan, develop and execute communication campaigns that successfully integrated strategic thinking with compelling creative. Deborah, who is not one to back down from a challenge, exemplifies the well-known quote by Jonah Lehrer, "Grit is the stubborn refusal to quite." Deborah holds a BA in History from the University of Texas at Austin.

**Curriculum:**       Not a Number Prevention Curriculum developed by Love 146, an International Human Rights Organization. [www.love146.org](http://www.love146.org)

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**The Issue:**       The statistics for Texas are staggering and growing. According to the most recent study by the University of Texas at Austin, there are over 300,000 victims of human trafficking in Texas alone. The 2017 research findings indicate that at least 79,000 minors (children) are trafficked for sex in Texas. Of those 79,000 kids, more than 80% of them are U.S. citizens.