



Ruhama

Fighting Sexual Exploitation,
Prostitution and Human Trafficking

Annual Report 2025

Ruhama

4 Castle Street
Dublin 2
D02EY44



+353 1 836 0292

National Freephone: 1800 02 02 02

www.ruhama.ie

admin@ruhama.ie



Contents

Chair Foreword	2	Seeking Safety	25
CEO Foreword	3	Leah's Story	27
Vision, Mission and Values	5	Peer Support / Survivor Voice	28
2025 Human Impact	6	Intercultural Group	30
Individuals Impacted by Prostitution and Human Trafficking	8	Celebrating with our Service Users	31
2025 Highlights	10	Training	32
Helen's Story	12	Spotlight: Ruhama Research 2025	34
Casework	13	Game Changer Programme	36
Spotlight: Ruhama & OPIU Welfare Visits	15	Policy and Advocacy	38
Outreach	16	Communications and Media	40
Trauma Therapy and Counselling	17	Fundraising	42
Education and Development Programme	18	Current Ruhama Team	44
Spotlight: Ruhama Conference	20	Remembering Ger Murphy	46
Bridge to Work	22	Governance	47
Spotlight: Housing Issues for Service Users	24	Financial Reports	48
		Acknowledgements	52

Chair Foreword

It is my pleasure to present Ruhama's Annual Report for 2025 which reflects another year of significant progress and development for the organisation.

Again in 2025, as in 2024 there was a growth in the number of service users engaging with Ruhama, an indication of the continuing need and relevance of our services. During 2025, Ruhama supported 1,242 individuals from 62 nationalities, with 284 of these being victims of human trafficking. These figures demonstrate both the demand for Ruhama's work and the vital role the organisation plays in supporting those affected by prostitution and human trafficking for the purpose of sexual exploitation.

This year marked the publication of significant research: Room for Recovery, Housing Hope After Exploitation: Comparing Models of Accommodation for Victims of Human Trafficking for Sexual Exploitation. It also saw Ruhama convene and host a significant and successful International Conference Technology – Friend or Foe? An International Conversation on Combatting Pornography, Sexual Violence and Sexual Exploitation.

Over the course of the year, Ruhama continued to build on important initiatives and partnerships that strengthen our collective response to gender-based violence. A key highlight was the continued development and delivery of Game Changer, a national programme tackling gender-based violence through Gaelic Games, delivered in partnership with the GAA and White Ribbon Ireland and funded by Cuan.



I would like to take this opportunity to commend the dedicated staff and the board of trustees for their commitment, professionalism and leadership. Their tireless efforts ensure that Ruhama can respond effectively to the evolving needs of those who need our services.

I would also like to acknowledge and sincerely thank our funders, donors and corporate partners for their ongoing support throughout 2025, particularly the Department of Justice, Home Affairs and Migration, Cuan and the HSE. Their support is essential in ensuring Ruhama continues its work.

On behalf of the board, I look forward to the continued growth, innovation and impact of the organisation in the years ahead as we strive to constantly develop and improve our supports to service users.

Ian Carter
CHAIRPERSON
RUHAMA

CEO Foreword

Welcome to our Annual Report for 2025 - a year in which Ruhama continued to play an important role in providing supports and services to some of those affected in Ireland by the ongoing and much-reported global epidemic of violence against women.



This has been a very significant year for the organisation, marked by growing engagement with our services and continued growth in demand for the uniquely specialist supports we provide. As the service grows and the team expands, we were delighted to have acquired additional premises space in 3 Castle Street, next door to our base.

Ruhama works with individuals who are among the most marginalised, stigmatised and difficult to reach populations - women who are impacted by prostitution and trafficking for sexual exploitation. Most of the women who walk through our doors have experienced ongoing, profound and egregious violence. We offer holistic support through a model of practice developed over 35 years of working with women who have been subject to this kind of abuse and exploitation.

2025 saw the official launch of our Cork/Kerry service by the Taoiseach Micheál Martin. This was a milestone in our efforts to make our support more accessible to women outside the larger urban areas. As human

trafficking is on the rise globally and in Ireland with women being exploited in every corner of the country, we intend to continue to expand regionally to meet demand. The year also marked important contributions to research and public dialogue. Ruhama published *Room for Recovery: Housing Hope After Exploitation - Comparing Models of Accommodation for Victims of Human Trafficking for Sexual Exploitation*, which examines accommodation models and highlights the importance of safe, gender-specific and appropriate housing for women recovering from exploitation.

A major highlight of our year was the conference we hosted; *Technology - Friend or Foe? An International Conversation on Combatting Pornography, Sexual Violence and Sexual Exploitation*, bringing together national and international experts to explore the evolving role of technology in shaping these issues.

The work we do would not be possible without the dedication and commitment of the Ruhama team. I am grateful to the board of trustees for their guidance and support. I would like to sincerely thank our staff and volunteers for the expertise, compassion, passion and determination they bring to their work every day.

This year, we lost a very important and special member of our team, and a wonderful volunteer-Ger Murphy, who embodied the spirit, mission and ambition of Ruhama. We have dedicated a special page of this report to her.

Finally, I would like to thank our statutory and non-statutory funders, donors and supporters for their continued partnership. Your support ensures Ruhama can provide vital services to those who need them most.

Most importantly, I want to acknowledge the strength and fortitude of the women we work with. It is a privilege to walk alongside you on your journey. Like every Ruhama team member, I am inspired daily and amazed by your courage, resilience and indomitable spirit.

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.

2025 Human Impact

1,242 individuals engaged in 2025. This represented a **10%** increase on 2024's activities. Ruhama supported individuals from across **62** Nationalities.



284 victims of **human trafficking**, **31% increase** on 2024

365 impacted by **prostitution**, **29% increase** on 2024

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

Individuals supported in casework:

Dublin - 324 32% increase on 2024

Midlands - 76 34% increase on 2024

Limerick/ Mid-West - 121 64% increase on 2024

and **Cork/Kerry - 101** 90% increase on 2024



Participants engaged in Ruhama's other programmes

(some of these individuals participated across multiple strands of support) **including**



426 in Education and Development, 32% increase on 2024



35 in Seeking Safety groups and 1 to 1 sessions



Trauma Therapy and Counselling: **94** service users participated in **1,191**



250 in Bridge to Work Programme 21% increase on 2024

1 to 1 appointments, **106** participated in group sessions

131 individuals participated in Ruhama's Peer Support Programme.



51% increase on 2024



The vast majority of service users are **women**, (including in 2025 3 trans women) reflecting the very gendered nature of prostitution and commercial sexual exploitation. During 2025, **65 men** engaged with our services, we also supported **4 non-cisgender** individuals.



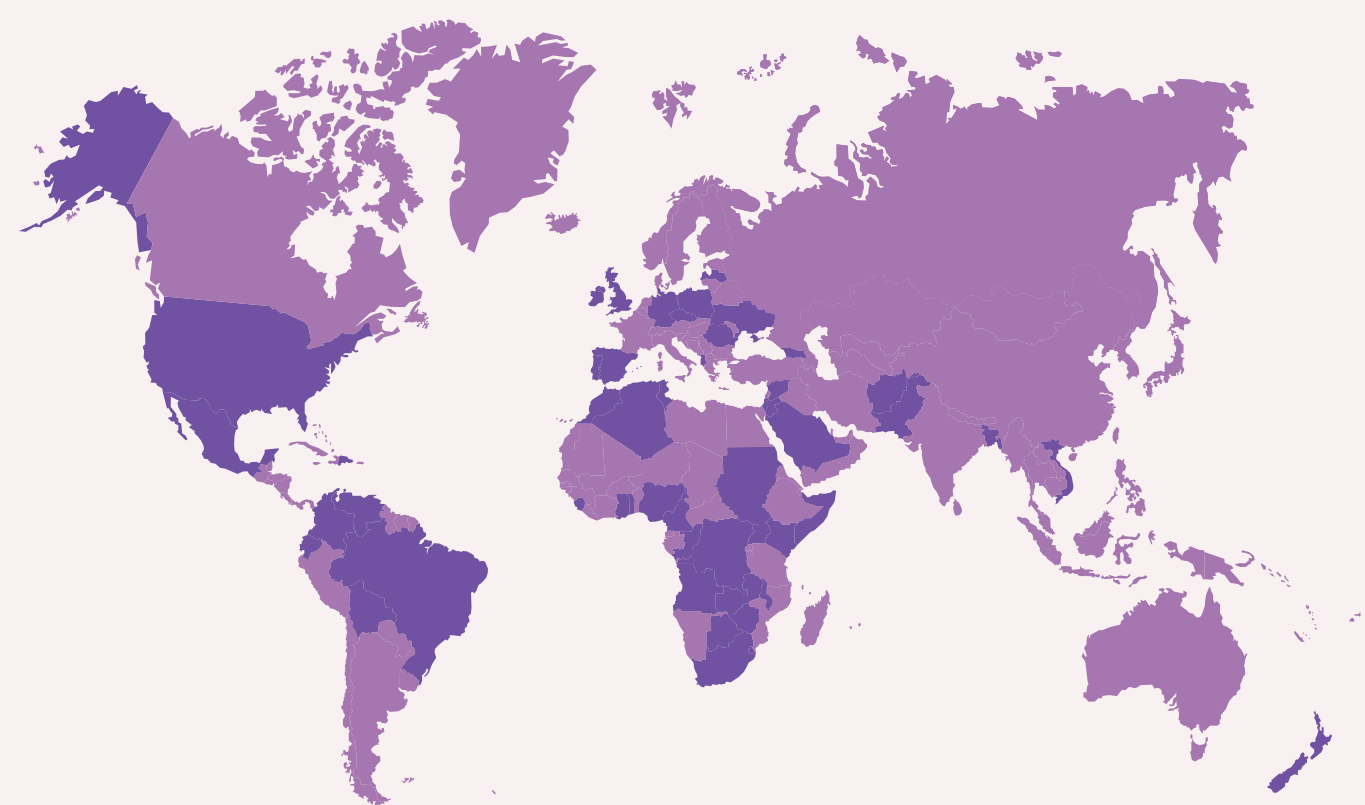
1,986 participants attended training, 29% increase on 2024

1170 Women

65 Men

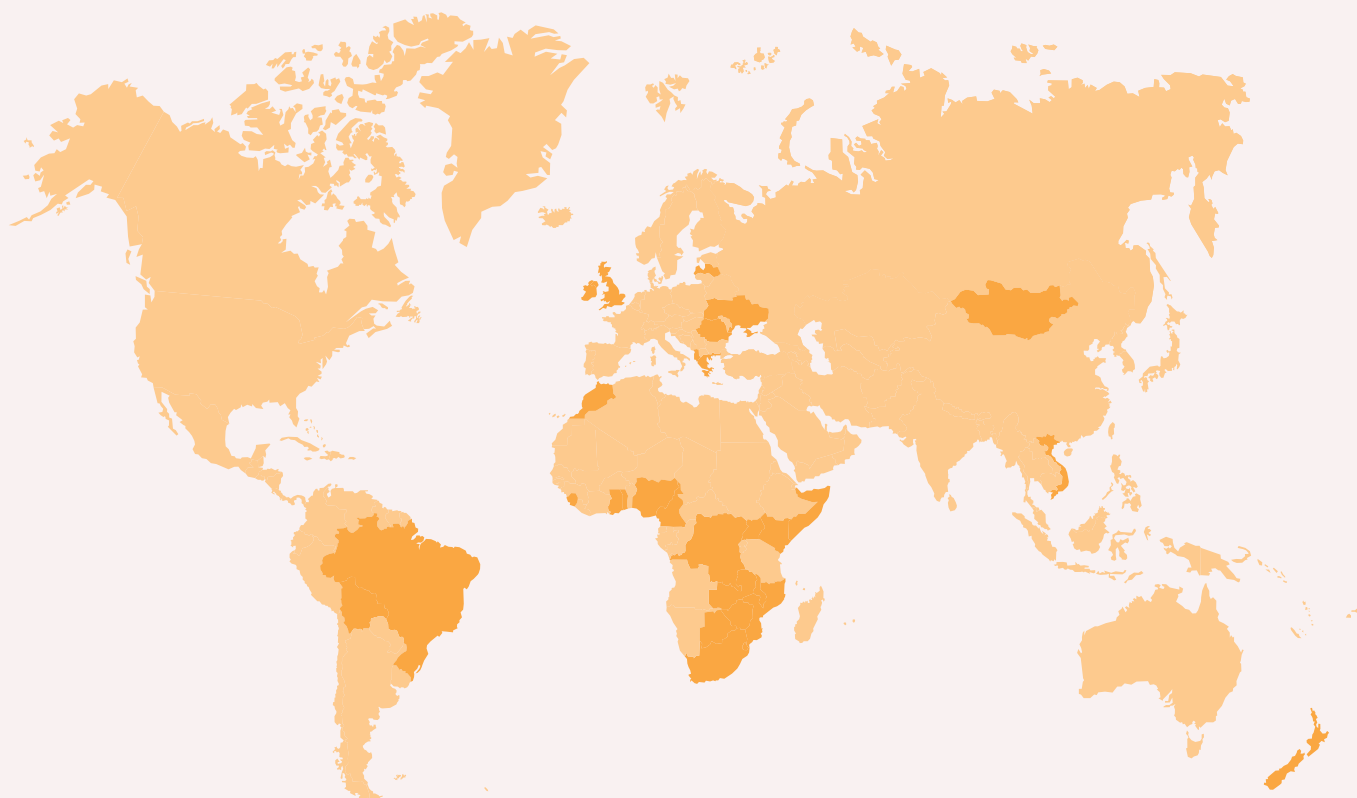
4 Non-cisgender

Individuals Impacted by Prostitution Engaged with Ruhama



Afghanistan	1	Colombia	2	Germany	1	Malawi	5	Saudi Arabia	1	Togo	3
Albania	1	Democratic Republic of the Congo	7	Ghana	4	Mexico	2	Sierra Leone	4	Tunisia	2
Algeria	8	Republic of Congo	3	Great Britain & Northern Ireland	15	Morocco	2	Somalia	40	Uganda	2
Angola	3			Ireland	46	New Zealand	1	Republic of South Africa	13	Ukraine	3
Bangladesh	2	Czechia	1	Jordan	1	Nigeria	63	Spain	4	USA	2
Belize	1	Dominican Republic	4	Kenya	7	Pakistan	3	Sudan	1	Venezuela	3
Bolivia	3	Ecuador	2	Lesotho	1	Poland	3	Syrian Arab Republic	1	Vietnam	1
Botswana	18	Eswatini	1	Lithuania	1	Portugal	1	Tanzania	1	Zambia	1
Brazil	20					Romania	6			Zimbabwe	50
Cameroon	2										

Victims of Human Trafficking Engaged with Ruhama



Botswana	5	Greece	1	New Zealand	1	Ukraine	2
Brazil	4	Ireland	6	Nigeria	177	Vietnam	3
Cameroon	2	Kenya	7	Romania	2	Zambia	1
Democratic Republic of the Congo	4	Latvia	1	Sierra Leone	1	Zimbabwe	27
Eswatini	2	Lesotho	1	Somalia	3		
Ghana	6	Malawi	2	Republic of South Africa	13		
Great Britain & Northern Ireland	2	Mongolia	1	Togo	1		
		Morocco	1	Uganda	3		
		Mozambique	1				

2025 Highlights

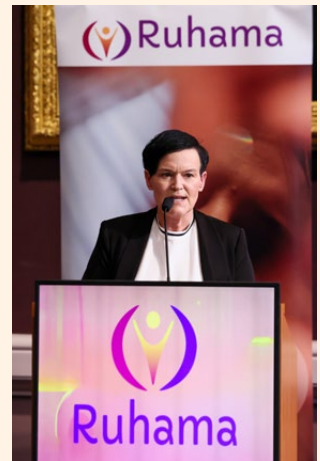
International Conference



Minister for Justice, Home Affairs and Migration Jim O'Callaghan closing Ruhama's International Conference



Ruhama staff with Ruhama Ambassador Frances Fitzgerald at Ruhama's International Conference



Ruhama Training Lead, Mia de Faoite speaking at the Conference

Launch of the Cork/Kerry Service



Ruhama CEO Barbara Condon, Taoiseach Micheál Martin, Ruhama Case Worker Jennifer Murphy and Lord Mayor of Cork Fergal Dennehy at the launch of the Cork/Kerry Service

Game Changer Activation Day at Croke Park



Seán Cooke, CEO Men's Development Network, members of the Poole family, Minister for Justice, Home Affairs and Migration Jim O'Callaghan, President of the GAA Jarlath Burns, Taoiseach Micheál Martin, Ruhama CEO Barbara Condon, and Former Minister for Education Helen McEntee, at the Game Changer Activation Day in Croke Park.



Ruhama staff and members of Erin's Isle GAA Club carrying the Game Changer flag.

Excellence in Charity Leadership 2025 Finalist

Our CEO Barbara Condon was a finalist in the Excellence in Leadership category at the Charity Excellence Awards hosted by Charities Institute Ireland (CII).



Ruhama Survivor Engagement Worker, Trish O'Brien and Ruhama CEO Barbara Condon

Meeting with the EU Commissioner in Brussels



Ruhama CEO Barbara Condon, EU Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection Michael McGrath and Ruhama Ambassador Frances Fitzgerald meeting in Brussels

Helen's Story

"But there it was, 22 years later, my past coming back to hit me full force in the face."

Life got tough for me after my mother died by suicide when I was 10 years old. Most of my family were involved with crime. I started using substances to cope around this time and looking back, I can see how I was primed for a life surviving the streets. I got involved in street work when I was 20 years old, by this point I had developed a chronic drug habit. I would often drop in to the staff in the Ruhama van who would be doing their rounds. They were a great emotional support to me especially when I found myself navigating the shock of falling pregnant unexpectedly.

In 1999 I was arrested, brought to the police station, and told that I was charged with loitering for the purposes of prostitution. I was mortified, all alone, and panicked. I wanted to get out of there as fast as I could. I was asked to sign a form, and, in that moment, I didn't know or care what it was about. I signed it as quick as I could, relieved to walk back out the door of that station. I was so ashamed and I didn't want anyone to know what I was doing for money.

A few weeks later I was summonsed to court, convicted of loitering for the purposes of prostitution and fined 100 pounds. I paid the fine, got on with my life, and thought no more about it.

In 2011 I became drug free. I fell pregnant with my second child two years later but went on to complete my leaving certificate. Life was starting to look up. I was a busy Mom raising my family and trying to focus on my recovery. As my family got older, I went on to qualify as a home care

assistant. In 2021, I got a job in a care home. I had just started my induction in my new job going through the usual procedure of applying for Garda clearance. To my shock I received a call from my new boss to tell me that a disclosure had come up in my clearance form. I asked what the disclosure was, my boss was able to tell me over the phone that I had a conviction for Loitering for the purposes of prostitution. She then went on to say that because of this I was no longer suitable for the role that I had just been appointed to.

Those words hit me hard. I thought because I had paid the fine that this conviction would be long forgotten. But there it was, 22 years later, my past coming back to hit me full force in the face. I just thought what's the point? What's the point in trying to turn your life around when there's no getting away from your past. Hard as I tried, here I was, back where I started. Feeling worthless, consumed with the shame of it, the words ringing in my ears. I fell apart that day. I went into a black hole of depression, it felt like all hope was gone. All I wanted to do was work and I couldn't, I wasn't suitable. I wanted to die; I reached out for help not really thinking I'd even get it.

Today, slowly I'm getting there, but this conviction still haunts me. It does not feel good to be viewed as a criminal with a sexual offence. I did what I had to do to survive my life. I don't deserve this life sentence of poverty living a life with limited opportunity, as I see it, because I sold sex at a time in my life when I was struggling to cope.

Casework

Ruhama offers support to women using a case management model, trauma-informed approach. All our Casework includes a variety of approaches to ensure the centrality of the service users' experiences. Our interventions range from 1 to 1 emotional support, practical and material assistance, advocacy, accompaniment, and onward referral or signposting, depending on individual needs.



Individuals are supported to achieve positive and sustainable changes in their lives shaped by self-identified goals and priorities. Ruhama assists in practical issues around accommodation, finances, legal issues alongside complexities linked to addiction, homelessness, relationships with others, and layered mental, sexual, and physical health concerns.

Throughout 2025, caseworkers noted a 77% increase in supporting service users around suicide prevention compared to 2024. Accommodation issues remain a significant challenge, with service users requiring support in relation to IPAS transfers, the housing crisis, unsuitable accommodation, and experiences of homelessness.

First-instance immigration decisions, in Ireland as in other European countries, are being accelerated to reduce pressure on accommodation services, and to comply with the EU Migration and Asylum Pact by the deadline of June 2026. In 2025 35 service users received a negative decision from the International Protection Office, which in turn impacted their labour market permissions and meant they did not have entitlement to work. This inability to earn money can leave women, particularly those with children, more vulnerable to sexual exploitation in addition to having a detrimental effect on mental health and overall sense of purpose and hope. Women being located by IPAS in isolated rural areas without access to childcare or transport and with limited financial resources creates additional barriers to accessing supports and services. Accompaniment to legal proceedings remains an important aspect of casework. Throughout 2025, case workers accompanied 20 women in attending criminal proceedings, legal appointments, family law processes and reporting crimes to An Garda Síochána.

Midlands

Ruhama's Midlands team, which welcomed a new team member in May 2025, continued its work from the Merchants Quay Ireland office in Tullamore. The strong partnership with Merchants Quay Ireland (MQI) offers a colocated base for our team in the Midlands which allows the work to focus on increasing outreach engagement across counties. This included strengthening connections with Local Authority Integration Teams, domestic violence services, and participating in awareness-raising events.

Limerick/Mid-West

In the Mid-West region, Ruhama continued to focus on engaging with women involved in on-street prostitution, a cohort that is difficult to reach and build rapport with given the demographic profile of these women. Service users in this region faced ongoing challenges, including limited access to mental health services, insufficient supports in remote areas, and barriers to employment due to transport and location. Addiction-related vulnerabilities also remained a concern, requiring sustained and consistent engagement with service users throughout the year. Despite these challenges, strong interagency collaboration continues to support coordinated responses across the region.

Cork/Kerry

In July 2025 Ruhama launched the Cork/Kerry service expanding its reach in the region. The Cork/Kerry team focused on establishing a regional presence, particularly in Kerry, by scoping a location for weekly service provision. Significant engagement took place with local services, including rape crisis centres, women's centres, domestic abuse services/refuges, family resource centres, migrant health teams, and social inclusion services. The team also developed strong links with community health teams and migrant hubs across Cork and Kerry.

Casework Outcomes – National Average

- **2,998** 1-to-1 meetings with Ruhama Caseworkers
- **99.5%** improvement in mental wellbeing
- **99%** improvement in quality of life
- **88%** increased control of sexual health
- **95%** supported throughout the asylum process/trafficking case

"The process of going through it is not easy. To go through what I went through, to reach where I have reached, and to achieve what I have achieved is not simple, nor is it for everyone. The merit is mine, for my resilience and understanding. But the applause belongs to you. For the unconditional support, both direct and indirect, from everyone who is part of this wonderful organisation that restores hope, dignity, and self-esteem to people."

- Ruhama Service User

Spotlight

Ruhama & OPIU Welfare Visits

During his opening address at Ruhama's International Conference in October 2025, Garda Commissioner Justin Kelly referenced the strong working relationship that has been developed between An Garda Síochána (AGS) and Ruhama.

Ruhama case workers, in partnership with the Organised Prostitution Investigation Unit (OPIU) within the AGS, carry out welfare checks on vulnerable adults who are involved in the sex trade and are possibly under the control of a third party. These checks are of utmost importance, especially in cases where there is existing knowledge of sexual exploitation in locations that require prioritisation of the safety and dignity of the women involved. These visits are conducted with three purposes in mind:

Firstly, they serve to identify and protect individuals who may be at risk of harm, including victims of human trafficking or exploitation.

Secondly, they help to build trust and establish initial contact, which can be critical for individuals who may be isolated or reluctant to seek help independently, creating safe spaces and opportunities to disclose concerns and experiences of coercion, violence or trafficking.

Thirdly, they seek to build and support interagency collaboration, striving to ensure that responses to vulnerability are coordinated, trauma-informed, and effective.

The partnership with the OPIU of An Garda Síochána continued to grow throughout 2025, with outreach staff participating in ongoing welfare checks nationwide. These engagements enabled the team to connect with individuals advertised as selling sex online, provide sexual health packs, offer information, and engaging in crisis intervention and signposting where necessary.

"Joint Collaboration between Ruhama and the Garda National Protective Services has strengthened significantly in recent years. This relationship has enabled both agencies to enhance the delivery of supports and services to individuals engaged in the sex trade through the joint safety and welfare initiative."

- Detective Sergeant, Andrew Lambe,

Organised Prostitution Investigation Unit, Garda National Protective Services Bureau

Outreach

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

In 2025, our teams provided outreach supports across a range of settings, including International Protection Accommodation Service (IPAS) centres, homeless services, addiction services and Limerick prison. Through the provision of sexual health packs, information provision around rights and entitlements, promoting and facilitating referrals to Ruhama, and signposting to other relevant services where appropriate, caseworkers ensured the visibility of entry points to supports for women living with the impact of sexual exploitation.

With this purpose in mind, 140 workshops were delivered nationally throughout the year to individuals at risk of sexual exploitation. These workshops addressed topics such as sexual health and wellbeing, trauma, and healthy relationships, within the context of sexual exploitation, and were delivered across a variety of settings including addiction services, homeless services and within the prison system. Ruhama's Limerick team visited the Limerick prison 10 times in 2025 hosting group workshops, which in turn resulted in 1 to1 meetings with the women and Ruhama staff.

In Dublin, Ruhama participated in 2 awareness-raising events at Dublin Airport in collaboration with OPIU, the Human Trafficking Investigation and Coordination Unit (HTICU), the International Organisation for Migration (IOM), and the HSE. These events aimed to increase awareness of human trafficking and highlight available supports.

Outreach Outcomes

- **300** individuals engaged in the Dublin region through **72** in reach/outreach clinics and OPIU welfare checks
- In the Midlands, **48** individuals engaged through **14** clinics, workshops and OPIU welfare checks
- **140** individuals engaged through **27** clinics, workshops and street outreach in Limerick
- In Cork **105** individuals engaged through **27** clinics and workshops



Awareness raising at Dublin Airport

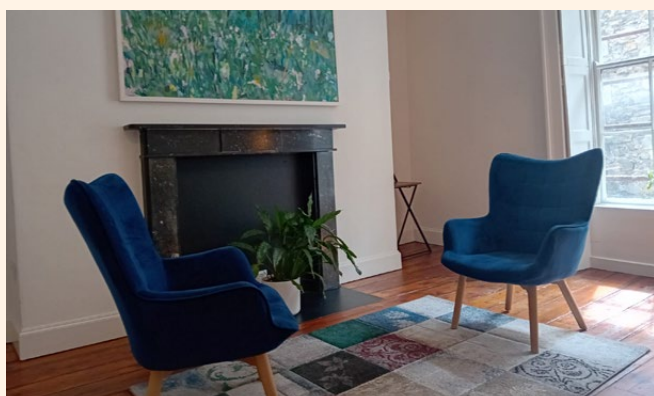
Trauma Therapy and Counselling

Experiences of commercial sexual exploitation and human trafficking for the purpose of sexual exploitation leave lasting scars, and victims/survivors continue to face a long and complex path to recovery. Many live with post-traumatic stress disorder (PTSD), depression, anxiety, deep-rooted shame, isolation and a fractured sense of self and safety.

Healing from this kind of trauma is neither simple nor linear. It takes time, consistency, and a safe, trauma-informed environment where survivors can begin to rebuild trust in themselves and others and slowly reclaim control over their lives.

In 2025, 94 Ruhama service users attended 1,191, 1-to-1 appointments with Ruhama trauma therapists. In addition, therapists facilitated structured group-based supports, including 2 Trauma Healing and Wellbeing Programmes each consisting of 8 sessions. These supports offer far more than emotional care – they create meaningful opportunities for survivors to regain agency, rebuild identity, and strengthen their sense of safety and self-worth.

Individual therapy provides a confidential, 1-to-1 space where survivors can explore and process their experiences at their own pace. Within this setting, they begin to make sense of their trauma, develop tools to manage PTSD symptoms, and build emotional resilience for the future.



Therapy room in Ruhama

Group-based supports continue to offer a powerful sense of connection and belonging. Whether delivered in person or online, these shared spaces enable survivors to draw strength from one another, often hearing their own experiences reflected in another's stories. This fosters empathy, reduces isolation, and reinforces the understanding that healing is possible. Many participants describe these groups as the first place they have felt truly seen, heard, and understood.

As we look ahead, Ruhama remains deeply committed to expanding access to trauma-informed therapeutic support, ensuring that every survivor/victim has the opportunity, resources, and support they need not only to heal, but to move forward and thrive.

Trauma Therapy/ Counselling Outcomes

- **94** service users attended **1,191**, 1-to-1 appointments
- **51%** reported a decrease in anxiety, depression, and reduction in suicide risk
- **97%** reported an overall improvement in mental health
- **106** service users participated in group sessions

Education and Development Programme



At Ruhama, we believe in the transformative power of education – both at a personal and societal level. We support service users to move from where they are to where they would like to be in terms of education, learning, and personal and professional development. Education continues to be a key pillar of our work.

We also offer a professional guidance counselling service and run regular information sessions. With the support of a dedicated team of volunteers, we provide individual classes – including English language support, ICT, and study skills – delivered both in person and online. We work to remove financial barriers by supporting students with course fees, learning materials, and access to laptops, supported by our corporate partners.

As part of Ruhama's commitment to nationwide development, we continue to expand our reach across the 26 countries. Alongside appointments in our Cork, Limerick, and Midlands offices, we meet participants in locations that suit them – including IPAS centres, colleges, and community spaces – as well as online. This flexible, outreach-based approach ensures that we are accessible geographically as well as emotionally and practically.

In 2025, 426 individuals engaged with our education services. They represented a diverse range of ages, nationalities, and educational backgrounds. For some, education was also a pathway to rebuilding professional identities. This included having international qualifications translated and recognised and beginning or progressing through registration processes with professional bodies such as CORU.



Our Education & Development Programme are delighted to collaborate with Maynooth University in preparation for courses in 2026.

As always, participants faced multiple barriers. These included well-documented structural challenges such as limited availability of part-time courses, insufficient access to basic education, inadequate financial supports for mature students, lack of affordable childcare, rural transport issues, and housing instability. Some also experienced an increasingly hostile housing environment as migrants.

Alongside these external barriers, participants often navigated significant internal challenges, including trauma, shame, and stigma.

Education and Development Outcomes

- **1,232** 1-to-1 appointments
- **171** education assessments were completed
- **277** service users participated in group classes
- **312** service users were in accredited education with **190** starting new courses in 2025

"If all is well, I'll be a nurse soon – a mature, grandmother nurse. I've pushed through – from computers at Level 3, to healthcare and social care at Levels 5 and 6 to the degree. Years of study. Hours of commuting and traffic jams. Balancing family, work and college. But all worth it, and with so much support on the way – study support, financial help... and knowing you were always there, cheering me on, especially on the days I feel like giving up. Thanks for helping me make the most of the opportunities I never had before."

- Ruhama Service User

Spotlight

Ruhama Conference, October 2025

Overview

On October 9th, 2025, Ruhama hosted a conference titled *Technology - Friend or Foe? An International Conversation on Combatting Pornography, Sexual Violence and Sexual Exploitation*. The conference was opened by Garda Commissioner, Justin Kelly. Health Minister Jennifer Carroll McNeill launched Ruhama's Annual Report 2024 at the conference and Minister for Justice, Home Affairs and Migration Jim O'Callaghan closed the event.

The conference focused on 4 themes:

1. **The challenge for Ireland and how we are responding**, laid out the current situation in relation to pornography, sexual violence and sexual exploitation.
2. **How technology has changed the nature of sexual exploitation**, explored the rapid and relentless advancement of technology including AI - and the potential for technology to be harnessed as a force for good.
3. **Measures to prevent sexual violence and sexual exploitation** looked at ways in which the issue is being addressed internationally and in Ireland, what Ireland must do to prevent sexual violence and tackle demand.
4. **Men's role in ending violence against women and girls** explored the important role of male allyship and the place of positive role modelling in tackling domestic, sexual and gender-based violence.

Key Takeaways

Session 1: The Challenge for Ireland and How We're Responding

Speakers and panellists highlighted the urgent need to address the harms of unregulated technology, AI, and online pornography. They called for effective age verification measures, explored the role of the banking sector in restricting payments to pornography platforms, and emphasised the links between pornography, domestic violence, trafficking, and exploitation.

Session 2: How Technology has Changed the Nature of Sexual Exploitation

Speakers and panellists raised concerns about the growing use of AI technologies, including "nudify" apps and virtual "girlfriend" platforms. Frontline services reported increasing levels of serious sexual violence linked to the consumption of violent pornography.



Sarah Benson, CEO of Women's Aid, Ruhama Ambassador Frances Fitzgerald, Ruhama CEO Barbara Condon, Oonagh McPhillips, Secretary General, Department of Justice, Home Affairs and Migration, and Dr. Stephanie O'Keeffe, CEO, CUAN Agency



Ruhama CEO, Barbara Condon with Ruhama Chair, Ian Carter, at the International Conference



Delegates listening to a presentation at the International Conference

Session 3: Measures to Prevent Sexual Violence and Sexual Exploitation

Speakers and panellists called for greater investment in services, stronger prosecution measures, and targeted support for marginalised communities. They also highlighted the impact of recent legislation, particularly the increase in prosecutions for stalking and non-fatal strangulation.

Session 4: Men's Role in Ending Violence Against Women and Girls

Speakers and panellists emphasised the importance of engaging men and boys through programmes that promote positive behavioural change. They also stressed that prevention efforts must reflect the reality that young people experience the online and offline worlds as one. It was emphasised that for young people there is no difference between the on-line and the physical world, young people live on-line, that is their real world.



Minister for Health, Jennifer Carroll MacNeill, who launched Ruhama's Annual Report 2024 at the conference



Ruhama CEO Barbara Condon with Garda Commissioner Justin Kelly, who opened the conference

Ruhama wishes to acknowledge and thank Denis O'Brien for supporting the conference.

Bridge to Work Programme

The Bridge to Work Programme supports women to access meaningful employment, and opportunities for future career progression. In 2025, we continued to provide a combination of structured training and personalised 1-to-1 supports, working closely with participants as they navigated their pathways into employment. Our approach is holistic and participant-led, supporting individuals to build confidence, develop practical skills, and take concrete steps towards their career goals.

Throughout the year, we supported 26 service users to avail of a range of pre-employment training courses designed to prepare participants for the workplace. These included Forklift, HACCP, Safepass, Manual Handling, Security Guard Training, Barista Training, and Start Your Own Business programmes. These courses provided participants with both certified skills and increased confidence to enter the workforce.

We also ran a series of targeted employment workshops, including Thrive in the Workplace (March and October with 37 participants) and Interview Skills (February, June and August with 43 participants).

Another highlight of the year was our Career Information Workshops that ran 4 times throughout the year, with service users returning to share their own employment journeys. These peer-led sessions created a powerful space for learning and inspiration, with speakers representing a wide range of fields including finance, software testing, business, healthcare, hospitality, HR, and social care.

In addition, we strengthened external collaboration, including developing a new partnership with the Irish League of Credit Unions, supporting participants in building financial literacy and stability alongside employment progression. Practical supports such as assistance with revenue registration, work permits, and access to financial resources supports for starting employment remained a critical part of our work. Mr Price and Forvis Mazar were two new corporate partners that we began working with in 2025. The opportunities given to our service users by these organisations continue to grow each year.

Bridge to Work Outcomes

- **250** Service Users engaged
- **58** service users gained employment through Bridge to Work
- **90%** of participants reported increased confidence with their job searching skills and how they presented at interviews
- **87%** of employed participants felt supported by Ruhama with their employment

"The bridge to work scheme has done so much more than just help me look for jobs. It rebuilt my confidence from the ground up after feeling stuck. The work search guidance was incredibly detailed and hands-on, but the best part was how Kim focused on my long-term future. I didn't just find a temporary job; I found a career foundation that gives me total confidence in my future growth."

- Bridge to Work Service User

"Employment partners like Ruhama play a vital role in helping businesses access talented people who are too often overlooked. They understand the barriers individuals face, prepare people for work and provide ongoing support, giving employers the confidence to recruit and helping new colleagues settle and succeed."

This is not about corporate social responsibility or charity. It is about accessing an untapped labour market at a time when attracting and retaining great people has never been more important. Businesses benefit from a wider talent pool, improved staff retention, diverse perspectives and dedicated colleagues who are eager for the opportunity to work. With the right partnership in place, employers reduce recruitment risk, strengthen their workforce and build more inclusive teams."

It's not just the right thing to do, it's good business sense."

- Edel McSorley, Operations Director, Mr Price



Spotlight

Housing Issues for Service Users

Many of the women supported by Ruhama face multiple challenges at the same time. Alongside experiences of sexual violence and exploitation, some are homeless, living in insecure accommodation, or are part of the international protection system. For many, finding a safe and stable home is the biggest barrier to rebuilding their lives. Even when they are ready to work, study or move forward, it is incredibly difficult to do so without secure housing.

Homelessness is one of the most damaging forms of social exclusion. Without a stable home, it is much harder for people to recover, feel safe and fully participate in society.

Ireland's International Protection Accommodation Service (IPAS) provides accommodation for people seeking asylum. Once someone is granted permission to remain in Ireland, they become a Beneficiary of International Protection (BIP). At this point, their entitlement to accommodation from IPAS ends and they must leave. For many of Ruhama's service users, this transition into independent housing is extremely difficult. As of July 2025, around 33,000 people were living in IPAS accommodation, including more than 5,300 people who had already been granted permission to stay in Ireland but had not been able to find somewhere else to live.

The housing crisis is the biggest obstacle. Social housing waiting lists are long, rents are unaffordable,

and many people struggle to find appropriate accommodation. Beneficiaries of International Protection can also face additional barriers, including language difficulties, discrimination, limited knowledge of the Irish housing system, and a lack of rental references. Many also struggle to afford deposits and rising rents after spending long periods in IPAS with limited opportunities to save. While people seeking international protection have had the right to work since 2018, many still find it difficult to access secure employment, making it even harder to access housing. Although Ireland's housing crisis affects many people, migrant women often face even greater challenges because they are more likely to experience unemployment, lower incomes and discrimination.

For women recovering from sexual exploitation, safe and secure housing is not simply about having somewhere to live. It provides the stability they need to heal, rebuild their confidence and begin moving forward with their lives.

"I can't sleep with a stranger in my room. She's a new person because when I came here I was sharing a room with someone else. When that person left, they brought me to a new person. And last week they were asking me to meet [yet] another new person there. I told them I'm not doing that again. I'm tired, moving me up and down. I can't. I can't take it anymore."

- Ruhama Service User

Seeking Safety



Seeking Safety Ireland is an interagency collaboration delivering an evidence-based, trauma-informed programme for women experiencing trauma, substance use and domestic, sexual and gender-based violence. Ruhama has played a central role in shaping and developing Seeking Safety Ireland, as part of the Governance Group and as a delivering partner.

The programme is delivered in both group and 1 to 1 sessions. This flexible approach supports engagement at different stages and reflects the complex and varied experiences of women accessing the programme. Ruhama has continued to support access and engagement through onsite and external delivery, including Jane's Place and Coolmine, ensuring that women can connect with the programme in environments that feel accessible and supportive.

A key achievement this year was the completion of the Seeking Safety Ireland Strategic Plan 2026–2029, Building Bridges to Safe Futures. The plan sets out a clear direction for the next phase of development, with five core goals:

- Expanding access to the Seeking Safety programme to reach more women across all regions
- Strengthening interagency collaboration to support integrated and consistent responses
- Developing the workforce through training, support and professional development
- Embedding evaluation, fidelity, and quality assurance to maintain the integrity of the model
- Strengthening data collection and policy engagement to inform integrated service development and contribute to national responses

Ruhama is committed to delivering the Seeking Safety programme, working alongside women, informing the development of Seeking Safety Ireland bringing its knowledge on the issues impacting women affected by prostitution and human trafficking for sexual exploitation, and related trauma.



Seeking Safety Outcomes

- **35** participated in the Seeking Safety Programme
- **100%** found the sessions helped to achieve a significant reduction in their trauma
- **70%** found an overall improvement in the ability to set clear boundaries in relationships
- **100%** found the focus on coping and cognitive skills very beneficial

"Seeking safety taught me that, I thought I knew everything about life until I came upon seeking safety and it showed me I didn't. I would've never realised the red flag signs and the green flag signs until I learned more about them. I thought the way I had been living in my life was the right way, now realising there was a better way."

- Seeking Safety Participant

Seeking
Safety
Ireland 

Leah's Story

Growing up with a disability in my village brought a lot of hurt and discrimination. People would abuse me, hit me, physically and verbally. It was really very tough growing up in my community.

My family was not really financially okay, so coupled with that and being ostracised and abused and saying I was a cost to the society even from extended family members was very difficult. It was really, really traumatising for me. I still had ambitions and I did go to school, which was a country school. I also went on to do my bachelor's degree in Science.

Towards the end of my university studies, I met a woman who claimed to run an NGO that helped people with disabilities access medical treatment abroad. She said she would take me somewhere to get surgery, and I'd be able to live a better life and get over all of these traumatic experiences I've had in my past. Trusting her, I travelled with her to another country, believing I was finally being given a chance to rebuild my life.

We travelled together and she was in charge of processing everything. She told me to bring some money and then she would process everything for me. She took me to a country, but it was really difficult when I got there as all of a sudden, everything changed. She brought me to a medical facility, and she had discussions with the doctor, I don't really know what they discussed. She changed and said she won't be able to cover the cost of the surgery and that I would have to cover it myself. They said I could sell my kidney or go into prostitution to get the money. That is when I entered the sex trade, it was really traumatic during that time.

During my time working for her, I met a South African woman who decided to help me. I confided with her about what is going on, and she said she could help get me to Ireland. That was how I came here. She helped me when I went to the International Protection Office and did the application. Through my solicitor, I learned about Ruhama and the support available there. I called and immediately met with a caseworker. Ruhama's support has been very important to me, especially when it came to my recognition as a victim of trafficking.

Being formally recognised as a victim of human trafficking was not straightforward because my exploitation happened outside Ireland. Initially, I was told I could not be recognised, but with Ruhama's advocacy my case was reviewed, and I was eventually formally identified as a victim of trafficking. But talking about my trafficking is very difficult for me. Sometimes, you still feel the shame around everything, and you feel like things could have been better if you weren't so stupid.

But people took advantage of me, and it is one of the reasons I am very careful. It's affected my entire relationship with people. I struggle to trust people and often feel anxious in crowded places, fearing that I am being judged or watched.

Sometimes I think of the future. Sometimes I feel like it's not possible to have one. But I am hoping that if things get settled, I'll be able to work. I'd love to work in an area of my degree, something science related. It is really difficult at the moment to make decisions or plan because of my situation. Nothing makes sense. But I just hope, I want to be able to properly recover.

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 continues to play a vital role in fostering a sense of belonging, reducing isolation and promoting community among people who use Ruhama's service.

In 2025, 131 peers engaged with the Peer Support Programme, with 67 mentoring sessions completed with 19 peers. A key objective of the programme is to facilitate individuals impacted by prostitution and human trafficking for sexual exploitation to connect with others, share experiences and offer mutual support in coping with life's challenges, while moving forward with a sense of hope.

The impact of peer support is evident in the experiences of participants. Participants report forming mutually healing and empowering connections, building their capacity to engage within the peer community, and gaining confidence in drawing on shared lived experience to support one another. Strengthening these connections has contributed to a reduction in isolation and a deepening sense of community and belonging.

A number of key activities throughout the year marked the continued growth and development of peer support within Ruhama. The year began with a community gathering in Monaghan, followed by an opportunity in February to present Ruhama's peer support model to students of the Peer Support in Mental Health programme at Dublin City University. In May, Ruhama hosted its first peer support community gathering in its Cork regional office, marking an important step in the expansion of peer support across regions. A further gathering took place in Dublin in July, continuing to strengthen relationships and connections across the peer community.

A significant milestone in 2025 was the completion of a 12-week peer supporter training programme, with 11 peers stepping into leadership roles. This bespoke programme, co-developed with peers, was guided by the principles and values of peer support practice and supported participants to deepen their understanding of peer support, strengthen their skills, and build confidence.

The year concluded with a final community gathering in Limerick, led by peer supporters, reflecting the programme's continued focus on empowerment, leadership, and the creation of safe, peer-led spaces. The programme continues to grow and develop with a clear objective of amplifying survivor voices and informing the development of responsive, inclusive services that reflect the needs of our service users.

Peer Support Outcomes

- **93%** formed mutually healing & empowering relationships with their peers
- **93%** built capacity & community of a peer support network
- **93%** reduced feelings of isolation by strengthening their community network

(National averages across multiple groups)

"My experience might be a bit different from others', but at least I know I'm not alone. My peers always try to encourage me when I am down in spirit. I feel a sense of belonging and mostly a relief. It feels safe, and I am learning something new about other people's experiences at every peer support meeting."

- Feedback from Peer Supporter

Intercultural Group

The Intercultural Group brings service users together to learn about different cultures and share their experiences of living in Ireland. The group met eight times in 2025, with 52 participants representing a wide range of nationalities.

Each session included a shared meal and a different activity, creating opportunities for people to get to know one another, build new friendships, and celebrate cultural diversity. Through the group, participants developed a stronger sense of belonging, reduced feelings of isolation, and became part of a supportive community.

The Intercultural Group is supported by Community Foundation Ireland.

The 2025 activities included:

- National History Museum tour
- Dance Workshop with Alessandra
- Origami Workshop
- Collins Barracks tour
- Irish Patchwork Society Workshop
- Halloween event
- Poetry Workshop with Ann Tannam
- Freedom Dancers Workshop

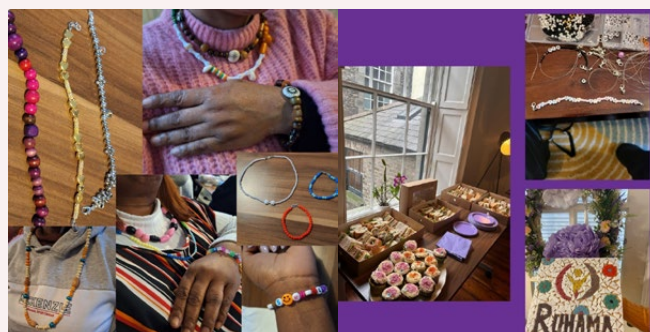


Ruhama's Operations Leader Nazanine is pictured here with Mary, Marilyn and Romney of the Irish Patchwork Society who hosted our service users for a workshop as part of Intercultural Group.

Celebrating with our Service Users

International Women's Day

Every year Ruhama celebrates International Women's Day with a special open house event for service users. Our Ambassador Frances Fitzgerald opened the 2025 event with CEO Barbara Condon giving introductory comments. The office was full of energy as everyone enjoyed a variety of arts, crafts, and wellness activities. Service users got involved in mosaic making, bracelet making, nail art, a relaxing sound bath meditation, and an informative women's health talk. The event was rounded off with a wonderful lunch, generously sponsored by The Delicious Food Company.



Service User Christmas Party

The annual service user Christmas party was held on Friday 28th November and contained plenty of fun for everyone! Service users participated in decorating Christmas cards, designing their own Christmas tree ornaments, a *Capacitar* session (a holistic technique of mindfulness and stress management) and karaoke!



Training

In 2025 Ruhama continued to expand its training options to meet growing demand, by delivering training nationally to 1,986 participants from a wide range of organisations.

Ruhama developed and delivered training courses Know Sex Trafficking, which focuses on human trafficking for sexual exploitation and Safety in Truth which was in high demand throughout 2025. It explores the harsh realities of the sex trade for those actively involved in prostitution or those who may be at risk of sexual exploitation.

Knowing these realities and how to actively respond is crucial for frontline service workers who may encounter vulnerable women and girls in their work. Training was delivered from all Ruhama offices in Dublin, Tullamore, Limerick, and Cork to a wide variety of frontline service providers. The training team reached another 5 Local Authority Integration Teams bringing the total number of teams to 19 across the country.

Our training programme Preyed Upon which focuses on child sexual exploitation was designed and delivered as a response to a growing awareness of the prevalence of the issue among vulnerable children and young people. 2025 saw strong demand for this again with frontline staff from agencies who provide care for children at risk including Tulsa, Orchard Fostering and FosterCare Ireland (among others) participating.

Ruhama continued to deliver specialised training to An Garda Síochána jointly with the Organised Prostitution Investigation Unit. The training enhances members' understanding of the profile, vulnerabilities and risks experienced by those affected by the sex trade, and offers practical, victim-centred tools to support Gardaí in their response.

In 2025 Ruhama partnered with the Department of Justice, Home Affairs and Migration to design and deliver bespoke training sessions to all International Protection Accommodation Service centres. This was a big undertaking for our small training team as the course was delivered to 274 centres with 810 staff attending the sessions, over a seven-month period.

There were several bespoke trainings delivered to specialist groups in 2025. One such group was medical professionals who are working with vulnerable cohorts of women. Ruhama also delivered 8 lectures to third level institutions having secured a number of annual lecture spots on degree modules.

Ruhama continues to expand both its training range and the audience year on year as awareness grows of the need for training.

Training Feedback reported by attendees

- Excellent content, well delivered, great range of information presented in a compassionate way, very well thought through considering the subject matter
- Training helped me to understand a lot of nuances about the sex-trafficking topic and bring great awareness about how to help people
- This is excellent training focussing on lived/reality of life for those who have been sex trafficked. It offered a really good reflective space for me as a worker. My understanding on impacts has increased and on trauma informed best practice
- A great range of statistics, examples of case studies, the facilitator was authentic, grounded and approachable



Ruhama Training Lead, Mia, spoke at Westminster contributing to a powerful discussion entitled **Unbuyable: Why sexual consent cannot be purchased.**

"Great insight on how to communicate with vulnerable people we may encounter, our first contact can have a massive impact on how those involved in prostitution will trust and come forward to AGS or other NGOs."

- Member of An Garda Síochána who attended training

Spotlight

Ruhama Research 2025

Room for Recovery

Housing Hope After Exploitation



Comparing Models of
Accommodation for Victims
of Human Trafficking for
Sexual Exploitation

Ruhama
Fighting Sexual Exploitation, Prostitution and Modern Trafficking

In 2025 Ruhama published major new research on accommodation for victims of trafficking for sexual exploitation. Recovery following trafficking is impossible without access to safe housing that will discontinue the victim's exposure to traffickers and risk of exploitation. It is widely recognised, including in the National Action Plan to Prevent and Combat Human Trafficking 2023-2027, that the current model of accommodation provision in Ireland is not suitable for the complex needs that victims of trafficking have.



Ruhama CEO Barbara Condon with Taoiseach Micheál Martin speaking with guests

Room for Recovery – Housing Hope after Exploitation



Guests at the official launch of the Cork/Kerry services and research Room for Recovery

In summary, the research found that there are serious deficiencies in the current Irish accommodation model, below is a synopsis of the main recommendations suggested in the research:

- **Specialised Gender-Specific Housing:** Establish gender-specific shelters with wraparound support as short-term options, followed by step-down and own-door housing for up to three years.
- **Victim-Centered Approach:** Ensure victims have autonomy over housing decisions, including whether and with whom they share spaces.
- **Integrated Support Services:** Provide trauma-informed care, case management, and access to health, legal, and social services.
- **Policy Reform:** Embed the right to specialist accommodation in legislation and remove barriers linked to immigration status or nationality.
- **Collaboration and Training:** Increase involvement of local authorities and provide regular training for service providers on early detection and referral of victims.

The full report and a summary version are available on the Ruhama website.

<https://www.ruhama.ie/publications/>



Taoiseach Micheál Martin launching the Cork/Kerry service and the research



Ruhama staff with Lord Mayor of Cork Fergal Dennehy

Game Changer Programme

Game Changer is an innovative programme aimed at tackling gender-based violence through sport. By harnessing the positive influence of Gaelic Games, Game Changer works to challenge the social and cultural norms that contribute to domestic, sexual and gender-based violence (DSGBV), while promoting positive change across communities.

The programme is a partnership between Ruhama, White Ribbon Ireland and the Gaelic Athletic Association (GAA), supported by the Ladies Gaelic Football Association and the Camogie Association. Game Changer is funded by Cuan.

Following its launch in late November 2024, Game Changer continued to build momentum throughout 2025. A Project Manager was appointed early in the year to support the development, delivery, and evaluation of the programme over its three-year lifespan. During 2025, the programme expanded significantly, delivering a range of awareness-raising initiatives, including a national public awareness campaign, the development of a dedicated microsite, the launch of four e-learning modules, and increased in-person engagement through events. A key milestone in 2025 was the Game Changer 'Activation Day', which took place at the All-Ireland Senior Football Semi-Final Championship in Croke Park in July. The event reached an audience of over 82,000 attendees, with campaign visibility integrated throughout the matchday experience. This included a large-scale pitch display, in-stadium messaging, and a half-time interview highlighting the importance of addressing gender-based violence. The campaign was further amplified through national media coverage, across broadcast, print, and digital platforms.

A significant development in 2025 was the launch of four e-learning modules on the GAA's online learning platform, Tobar. These modules were developed following research and consultation with organisations working in the DSGBV sector and were piloted with participants prior to rollout. The modules aim to support young people, players, coaches and volunteers to better understand gender-based violence, promote respectful relationships, and foster safer, more inclusive club environments.



A poster to raise awareness from the Game Changer Programme highlighting some of its Ambassador's.



Lisa Dolan, Game Changer Project Manager and Frederick Okungu, Manager, White Ribbon Ireland at the GAA Healthy Club Conference

As the programme continues to develop, Game Changer will focus on expanding its reach and deepening its impact across Gaelic Games. With funding secured until 2027, the next phase will prioritise scaling education and awareness initiatives, supporting clubs to embed positive cultural change, and strengthening collaboration across the sports sector to prevent and address domestic, sexual and gender-based violence.

Policy and Advocacy

Ruhama continued to expand its advocacy, policy, and awareness-raising work at local, national, and international levels in 2025. 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.

In 2025, Ruhama continued to engage at a national and international level to advocate for the rights and needs of victims of human trafficking for sexual exploitation and women impacted by prostitution. Through awareness-raising, research, and policy engagement, Ruhama advocated for enhanced supports for those seeking to exit the sex trade in Ireland.



Ruhama CEO, Barbara Condon with the Permanent Representative of Ireland to the UN, Fergal Mythen

Key policy and advocacy work in 2025 included:

- Submission to the Irish Human Rights and Equality Commission (IHREC) on Human Trafficking in Ireland 2024
- Submission to the Department of Justice on the draft National Referral Mechanism (NRM) Operational Guidelines
- Submission of motions to the National Women's Council of Ireland (NWC) AGM which were carried
- Completion of a comparative research report titled "Room for Recovery - Housing Hope After Exploitation: A Comparative Analysis of International Models of Accommodation for Victims of Human Trafficking"
- Ongoing advocacy on accommodation needs for victims of trafficking, including a national launch of research at a Ruhama event in Cork
- Hosting an International Conference in October 2025 at the Royal College of Physicians of Ireland, bringing together national and international stakeholders to engage with Ruhama's work
- Delivery of the 'Dear Sex Buyer' social media campaign as part of the 16 Days of Activism
- Attended the joint meeting of the EU Network of National Co-ordinators and Rapporteurs and Civil Society Platform against trafficking in human beings in Brussels
- Met with European Commissioner Michael McGrath, MEPs, and the Permanent Representative of Ireland to the EU, Aineal O'Donoghue and the Permanent Representative of Ireland to the UN, Fergal Mythen



Ruhama CEO Barbara Condon with Permanent Representative of Ireland to the EU, Aineal O'Donoghue and Ruhama Ambassador Frances Fitzgerald

- Engagement with GRETA (Group of Experts on Action against Trafficking in Human Beings) during its evaluation visit to Ireland
- Submission to the United States Trafficking in Persons (TIP) Report 2025
- Attendance at High Level meeting of the General Assembly on the appraisal of the United Nations Global Plan of Action to combat Trafficking in Persons in New York

Communications and Media

Cork/Kerry Services Launch
and Launch of research Room
for Recovery | July 2025



Ruhama CEO Barbara Condon speaking at the launch in Cork



Scan QR code to read
about the launch

Game Changer
Activation Day | July 2025



Game Changer poster from the July Activation Day



Scan QR code to
read the article

Some Media Coverage of our International Conference | October 2025



Irish Examiner Article on Ruhama's Conference



Scan QR code to
read the article

Interview with Ruhama Ambassador Frances Fitzgerald on the need for better protections for children around pornography | October 2025



Ruhama Ambassador Frances Fitzgerald speaking at the International Conference



Scan QR code to listen
to the Radio Clip



One of the stickers in Circle K bathrooms to raise awareness and highlight Ruhama's Freephone number

Awareness Raising Campaign

In 2025, Ruhama collaborated with Circle K to raise awareness on Human Trafficking. Posters and stickers were placed in bathrooms across the country in Circle K service stations with Ruhama's Freephone contact number. This campaign was part of Circle K's and Ruhama's goal to raise awareness on the heinous crime of human trafficking for the purpose of sexual exploitation. Thank you to Circle K for leading on this initiative.

Fundraising



Fundraising plays a vital role in enabling Ruhama to respond to the evolving needs of the people we support. Every euro raised helps us provide practical assistance, emergency support and opportunities that make a meaningful difference in the lives of service users. We are deeply grateful to our corporate partners, community supporters and staff whose generosity and commitment continue to strengthen our work.

Our partnership with Google continues to go from strength to strength. Through the work of Camille Bourgin, Ambre Henry, Marrit Cnossen and Corinne Verstraete, their sponsored walk and Giving Week initiatives, Google raised more than €19,000 for Ruhama in 2025, demonstrating their ongoing commitment to our service users. Beyond fundraising, the team has also shared their skills and expertise by delivering communications training to service users, helping to build confidence, strengthen communication skills and support future education and employment opportunities.

Our staff also play an important role in supporting service users through their own fundraising efforts. In 2025, colleagues raised €9,000 to provide emergency Christmas vouchers for service users, helping to ensure that individuals and families could access financial support during the festive season. This was achieved through a variety of activities, including completing the Camino, taking on a team hike to the Stairway to Heaven, and hosting a pub quiz. Thanks to Áine Lally who held a popup clothes shop fundraiser which raised more than €6,000. This fundraiser was used to purchase emergency packs containing essential items for service users when they are most needed.



Ruhamas staff participating in the Stairway to Heaven Hike in Fermanagh to raise funds for Ruhamas Service Users

"I wanted to sincerely thank you for the thoughtful Christmas vouchers. It is such a kind and generous gesture. I really appreciate all the support and care you provide, and receiving this reminded me once again of the wonderful work you do."

- Ruhamas Service User

Current Ruhama Team

CEO	Barbara Condon
Head of Finance & Operations	Adrienne Molloy
Head of Services	Cristina Santamaria
HR Manager	Maria O'Dwyer
Services Manager	Hailey O'Shea
Regional Manager	Sara Wallace
Dublin Caseworker Leader	Marta Zarza Coca
Regional Caseworker Leader - Acting Regional Manager	Jennifer Murphy
Policy & Communications Manager	Feargha Ní Bhroin
Game Changer Project Manager	Lisa Dolan
Caseworker (Dublin)	Alice Beswick
Caseworker (Dublin)	Miguel Vargas
Caseworker (Midlands)	Sarah Connaughton
Caseworker (Limerick/Midwest)	Krissie Shaw
Caseworker (Limerick/Midwest)	Marianne O'Sullivan
Caseworker (Limerick/Midwest)	Sorcha Gannon
Caseworker (Cork/Kerry)	Lucy Fahy
Caseworker (Cork/Kerry)	Meadhbh Stakelum

Trauma Therapist	Barbara Doyle
Trauma Therapist	Louise Keating
Trauma Therapist	Sheila Crowley
Training Lead	Mia De Faoite
Regional Training Officer	Helen Russell
Seeking Safety Project Worker	Anne Marie McCarrick
Seeking Safety Peer Worker	Myrice Kelly
Education & Development Co-ordinator	Anne O'Keeffe
Education & Development Officer	Finola McCarthy
Survivor Engagement Worker	Trish O'Brien
Bridge to Work Leader	Kim Haugh
Bridge to Work Officer	Lynda Kelly
Policy & Communications Officer	Gráinne McAvinchey
Communications Officer	Sheila Lafferty
Finance Officer	Tracy Buckley
Operations Leader	Nazanine Nolan
Administrative Assistant/ Receptionist	Sofiia Shulha

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 685 hours during 2025.

Training and CPD

Training and Continuous Professional Development (CPD) is strongly encouraged among all staff. In 2025, Ruhama provided and/or supported staff to participate in the following training:

- GDPR and Data Protection
- Conflict Boundaries
- AI Awareness
- ASIST (Applied Suicide Intervention Skills Training)
- Boundaries Training
- Career Services
- Children First
- Coercive Control
- Community Addiction
- Culture Training
- Designated Liaison Person
- Domestic Sexual & Gender Based Violence
- Drug Related Deaths
- Eating Disorders
- First Aid Responder
- First Aid Training
- Media Training
- Sexual Health Promotion
- SSI Treatment Innovation
- Strength & Leadership
- Suicide prevention
- Supervisory Management
- Train the Trainer
- Training Needs, Delivery and Evaluation
- Trauma Informed Care
- Vicarious Trauma & Compassion Fatigue

Remembering Ger Murphy



In 2025 Ruhama suffered the loss of the amazing Ger Murphy. Ger, a guidance counsellor, and Ruhama volunteer since 2011, died after a very short illness in November. Ger remained an active member of the team to the very end with her contribution and commitment leaving a legacy of many years, sharing her wisdom, her time and her encouragement with hundreds of service users.

Ger began volunteering with Ruhama shortly after her retirement. She came with over 30 years' experience as a guidance counsellor, and a great one. She was a highly skilled professional, with vast expertise. She modelled life-long learning: launching seamlessly into a new and very different world, working with complex challenges facing every service user she met.

Over the years in Ruhama, Ger supported hundreds of services users' personal, education and career development. Her main work was in 1 to 1 sessions, but she also offered information sessions for groups online. She supported so many people to dream dreams, explore options, identify strengths, pursue interests, get information, access opportunities, build confidence, reach their potential, achieve their goals.

Warm, gentle, kind, caring, loving, understanding, uplifting, capable of inspiring and motivating, encouraging, smiling, fun, steady...: these words echoed in the many tributes from service users. There was mention of her 'special way of making everyone feel seen and supported', of how she offered 'unwavering support', of how she 'would do anything to help at any point in time, convenient or not'. While she was indeed a 'tough motivator', people knew 'she was always on my side' and 'wanted only the best for me'.

Ger's contribution was incalculable. Our newly named 'Ger's Room' in our office at 3 Castle Street, is one small token to honour her, a symbol of how she became part of the very fabric of Ruhama.

"We'll take your love, grit and determination with us moving forward without you. A valiant warrior for justice and equality. You smashed glass ceilings for so many women. You never gave up or backed down! You'll be sorely missed. It was a privilege and a pleasure to know you and to work alongside you. Rest easy Ger, watch over us, guide us with your wisdom."

- Trish O'Brien, Survivor Engagement Worker, who worked with Ger for many years at Ruhama

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 2025. 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 2025. 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 six occasions during 2025. The Audit, Finance and Governance (AFG) subcommittee met on four occasions during 2025.

Board Meetings Held in 2025

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

Current Trustees 2026



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



Drew Harris

Financial Reports

Our Financial Statements for 2025 show total income of €2,457m with expenditure of €2,389m resulting in a surplus of €67k.

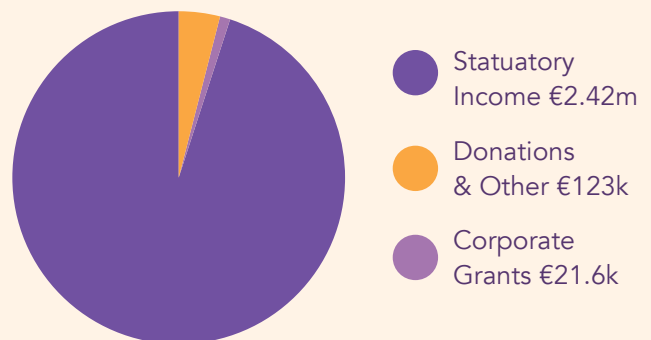
Throughout 2025, Ruhama continued to develop innovative and unique collaborative partnerships with statutory funders, and corporate partners along with building and strengthening relationships with current partners. This strategy and our ongoing focus and attention to strong financial management is evidenced 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, Migration & Home Affairs, Cuan, HSE Social Inclusion, HSE South Inner-City Drugs Alcohol Task Force, HSE National Health & Wellbeing, and the National Lottery. Ruhama's staff work collaboratively with various state officials to ensure that service provision is run on a cost-effective basis which meets national policy.

Income

Total income for the period is €2,457m with statutory funding representing 94% (€2.42m) of our 2025 operating budget with Donations and Corporate Support representing the remaining 5% and 1% respectively.

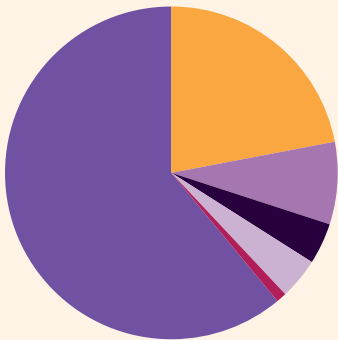
Ruhama Income at 30th December 2025



Expenditure

Total expenditure for the period is €2,389m with employment costs representing the highest expenditure at 61% with the remaining 39% going towards overheads and service provision.

Ruhama Expenses at 31st December 2025



- | | |
|---|-----------------------------------|
| Employment
€1.5m | Communications
€99.9k |
| Overheads
& Operational
Costs €542k | Service Provision
Costs €96.4k |
| Game Changer
€213k | Depreciation
€32.7k |

Corporate Support

Corporate support continued to play an important 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. We acknowledge and thank our corporate partners, as referenced on page 63.

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 support in 2025, we are committed to increasing this further and attracting new corporate partners in 2026 and beyond.

Balance Sheet as at 31 December 2025	2025	2024
Fixed Assets		
Tangible assets	64,399	48,063
	64,399	48,063
Debtors	57,694	49,385
Cash at bank and in hand	847,079	869,642
Total current assets	904,773	919,027
Creditors: amount falling due within one year	606,400	642,929
Net current assets	298,373	276,098
Total assets less current liabilities	362,772	324,161
Long Term Deferred Income	21,684	50,212
	-	
Net Assets	341,088	273,949
Funds		
Restricted reserves		-
Unrestricted reserves	341,088	273,949
Total Funds	341,088	273,949

Income & Expenditure 2025	2025	2024
Annual Funding		
Department of Justice - Victims of Crime	1,494,685	1,173,599
HSE Social Inclusion CH06	122,031	131,039
South Inner City Local Drugs & Alcohol Task Force (HSE CH07)	128,417	132,929
Department of Justice - Outreach Grant	185,923	92,862
CUAN (Dept of Justice)	254,560	250,000
HSE National Health & Wellbeing	18,117	-
Department of Justice (Game Changer Programme)	17,556	-
Other grant income	80,815	156,741
Donations/fundraising	155,024	96,945
Total income	2,457,128	2,034,115
Total expenditure	2,389,988	2,018,366
Operating surplus/(deficit) for the year	67,140	15,749

Acknowledgements

Thank you to our funders and partners throughout 2025

Abbey Capital
Actavo Group Limited
Áine Lally
An Garda Síochána
Arthur Cox
Beachlawn Nursing Home
Camogie Association
Circle K
Collen Construction
Community Foundation Ireland
Conrad Hotel
Coolmine Therapeutic Community
Cuan
Denis O'Brien
Department of Children, Equality, Disability, Integration and Youth
Department of Justice, Home Affairs and Migration
DePaul (Rosa's Place)
Donors & Fundraisers
Eir and Clear Channel
Financial Services Rathcoole
Forvis Mazar
Frances Fitzgerald
GAA
Garda National Protective Services Bureau (GNPSB)
Gerry O'Dwyer

Google
Health Service Executive (HSE Social Inclusion)
Health Service Executive (HSE National Health & Wellbeing)
Hilton Group
Hamilton Park Care Facility
Human Trafficking Investigation and Coordination Unit (HTICU)
Irish League of Credit Unions
Island Capital
Language
LGFA
Maria Logan Recruitment
Men's Development Network
Merchant's Quay Ireland (Midlands)
Michael's Restaurant
Microsoft Step in 2 Tech
Mr Price
National Lottery Grant
NGO Partners
Organised Prostitution Investigation Unit (OPIU)
Public Representatives
Roddy Boland's
Salon 14
SERP Institute
South Inner-City Local Drugs and Alcohol Task Force
White Ribbon Ireland
Vodafone Foundation

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), and the South Inner-City Drug and Alcohol Task Force, and non-statutory funders Community Foundation Ireland, and Actavo.

Annual Report design: Vermillion Design



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





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/or sex 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:**



