Form **990**

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)
Do not enter social security numbers on this form as it may be made public.
Go to *www.irs.gov/Form990* for instructions and the latest information.

OMB No. 1545-0047

2025

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

A For the 2025 calendar year, or tax year beginning , and ending

B Check if applicable:
- ☐ Address change
- ☐ Name change
- ☐ Initial return
- ☐ Final return/terminated
- ☐ Amended return
- ☐ Application pending

C Name of organization: The Her Campaign
Doing business as:
Number and street (or P.O. box if mail is not delivered to street address): P.O. Box 51451
Room/suite:
City or town: Billings
State: MT
ZIP code: 59105
Foreign country name / Foreign province/state/county / Foreign postal code:

D Employer identification number: 81-4525436

E Telephone number: (406) 986-1665

G Gross receipts $: 1,483,636

F Name and address of principal officer: Samuel Higgs II P.O. Box 51451, Billings, MT 59105

H(a) Is this a group return for subordinates? ☐ Yes ☒ No

H(b) Are all subordinates included? ☐ Yes ☐ No
If "No," attach a list. See instructions

H(c) Group exemption number:

I Tax-exempt status: ☒ 501(c)(3) ☐ 501(c) ( ) (insert no.) ☐ 4947(a)(1) or ☐ 527

J Website: www.hercampaign.org

K Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other

L Year of formation: 2017

M State of legal domicile: MT

Part I Summary

Activities & Governance

1 Briefly describe the organization's mission or most significant activities:
At HER Campaign, we know w/o safe housing human trafficking survivors are re-victimized. We provide crisis stabilization & recovery programs throughout the continuum of care, bridging the gap between rescue and freedom.

2 Check this box ☐ if the organization discontinued its operations or disposed of more than 25% of its net assets.

3	Number of voting members of the governing body (Part VI, line 1a)	3	7
4	Number of independent voting members of the governing body (Part VI, line 1b)	4	6
5	Total number of individuals employed in calendar year 2025 (Part V, line 2a)	5	56
6	Total number of volunteers (estimate if necessary)	6	
7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	0
b	Net unrelated business taxable income from Form 990-T, Part I, line 11	7b	

Revenue

		Prior Year	Current Year
8	Contributions and grants (Part VIII, line 1h)	1,310,967	1,469,780
9	Program service revenue (Part VIII, line 2g)	0	0
10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	0	0
11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	18,849	8,260
12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	1,329,816	1,478,040

Expenses

13	Grants and similar amounts paid (Part IX, column (A), lines 1–3)	0	0
14	Benefits paid to or for members (Part IX, column (A), line 4)	0	0
15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	249,351	1,422,349
16a	Professional fundraising fees (Part IX, column (A), line 11e)	0	0
b	Total fundraising expenses (Part IX, column (D), line 25) 57,306		
17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	314,562	828,205
18	Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	563,913	2,250,554
19	Revenue less expenses. Subtract line 18 from line 12	765,903	-772,514

Net Assets or Fund Balances

		Beginning of Current Year	End of Year
20	Total assets (Part X, line 16)	1,608,236	918,686
21	Total liabilities (Part X, line 26)	304,467	387,431
22	Net assets or fund balances. Subtract line 21 from line 20	1,303,769	531,255

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

Signature of officer: Samuel Higgs II — Director
Type or print name and title
Date:

Paid Preparer Use Only

Preparer's name: Kelly B Rickard	Preparer's signature:	Date:	Check ☐ if self-employed; PTIN: P01257312
Firm's name: ClavesVita, Inc. Tax & Wealth Advisors		Firm's EIN: 46-1482596	
Firm's address: 3012 4th Avenue N., Billings, MT 59101		Phone no.: (406) 248-5487	

May the IRS discuss this return with the preparer shown above? See instructions ☒ Yes ☐ No

Part III **Statement of Program Service Accomplishments**

Check if Schedule O contains a response or note to any line in this Part III X

1 Briefly describe the organization's mission:

HER Campaign empowers adult survivors of human trafficking through trauma-informed crisis stabilization, residential care, recovery support, and coordinated aftercare. We provide safe housing, case management, advocacy, and survivor-centered services that help individuals move from crisis to long-term stability, healing, & community reintegration.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? . . . . . ☐ Yes ☒ No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? . . . . . ☐ Yes ☒ No

If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses $ 1,985,418 including grants of $) (Revenue $ 1,483,636)

Residential Emergency Stabilization Program (Largest Program)-HER Campaign operates an 8-12 week Emergency Stabilization Program (ESP) providing trauma-informed residential victim services for adult survivors of human trafficking, including individuals with dependent children & individuals with complex medical, mental health, & substance-related support needs. Services include safe & stable housing, crisis intervention, individualized safety planning, trauma-informed supportive counseling, group support services, case management, advocacy & coordination of services, referrals to community-based medical & behavioral health providers, life skills development, & stabilization-focused support services. HER Campaign provided residential stabilization services to 34 adult survivors & 7 dependent children. Participants received approximately 190 individual supportive counseling sessions, 1,755 hours of group support services, 373 case management sessions, comprehensive biopsychosocial assessments, & coordination of referrals to community-based medical & behavioral health providers as needed

4b (Code:) (Expenses $ including grants of $) (Revenue $)

Survivor Aftercare & Crisis Intervention - During 2025, HER Campaign received more than 200 crisis intervention and referral calls, completed 78 intake assessments, and referred other survivors to partner agencies across the nation.

4c (Code:) (Expenses $ including grants of $) (Revenue $)

Public Awareness, Prevention, & Community Education -In 2025, HER Campaign expanded its public education & awareness initiatives through national & regional media appearances designed to educate the public about human trafficking, survivor-centered care, prevention, emergency stabilization, & long-term restoration. Founder & CEO, Britney Higgs participated in interviews with national radio networks, TV news outlets, podcasts, & public media orgs, sharing educational info regarding trafficking identification, trauma-informed care, survivor recovery, & community response. These public education efforts generated an estimated audience exceeding 18 million people through broadcast, radio, podcast, TV, digital news, & online platforms. These outreach activities advanced HER Campaign's charitable mission by increasing public awareness of human trafficking, educating communities on prevention & victim identification, promoting survivor-centered recovery services, strengthening collaboration among community stakeholders & encouraging public engagement & support for programs serving survivors

4d Other program services (Describe on Schedule O.)

(Expenses $ 0 including grants of $ 0) (Revenue $ 0)

4e Total program service expenses 1,985,418

Part VI **Governance, Management, and Disclosure.** *For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions.*
Check if Schedule O contains a response or note to any line in this Part VI X

Section A. Governing Body and Management

				Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year . . . . If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O.	1a	7		
b	Enter the number of voting members included on line 1a, above, who are independent	1b	6		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2		X	
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person?	3			X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4			X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5			X
6	Did the organization have members or stockholders?	6		X	
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a		X	
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b		X	
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:				
a	The governing body?	8a		X	
b	Each committee with authority to act on behalf of the governing body?	8b		X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? *If "Yes," provide the names and addresses on Schedule O*	9			X

Section B. Policies *(This Section B requests information about policies not required by the Internal Revenue Code.)*

			Yes	No
10a	Did the organization have local chapters, branches, or affiliates?	10a		X
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? .	11a	X	
b	Describe on Schedule O the process, if any, used by the organization to review this Form 990.			
12a	Did the organization have a written conflict of interest policy? *If "No," go to line 13*	12a	X	
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	X	
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? *If "Yes," describe on Schedule O how this was done*	12c	X	
13	Did the organization have a written whistleblower policy?	13	X	
14	Did the organization have a written document retention and destruction policy?	14	X	
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
a	The organization's CEO, Executive Director, or top management official.	15a	X	
b	Other officers or key employees of the organization	15b	X	
	If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.			
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a		X
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed MT

18 Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.

[X] Own website [ ] Another's website [ ] Upon request [ ] Other *(explain on Schedule O)*

19 Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

20 State the name, address, and telephone number of the person who possesses the organization's books and records

Sammy Higgs (406) 989-1665
33 N. 15th Street, Billings, MT 59101

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII . . . . . ☐

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See the instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (box 5 of Form W-2, box 6 of Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than $100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than $100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than $10,000 of reportable compensation from the organization and any related organizations.

See the instructions for the order in which to list the persons above.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/ 1099-MISC/ 1099-NEC)	(E) Reportable compensation from related organizations (W-2/ 1099-MISC/ 1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) Britney Higgs	40.00									
Key Employee	0.00				X	X		89,196	0	0
(2) Sammy Higgs	40.00									
Key Employee	0.00				X			82,638	0	0
(3) Dana Paulson	1.00									
Key Employee	0.00				X			34,843	0	0
(4) Kevin Haidle	1.00									
Member	0.00	X						0	0	0
(5) Carol Kuhns	1.00									
Member	0.00	X						0	0	0
(6) Ben Cooley	1.00									
Member	0.00	X						0	0	0
(7) Taylor Williams	1.00									
Secretary	0.00	X		X				0	0	0
(8) Matt Hardy	1.00									
Treasurer	0.00	X		X				0	0	0
(9) Dawn Hardy	1.00									
Member	0.00	X						0	0	0
(10) Maggie Schieno	1.00									
President	0.00	X		X				0	0	0
(11)										
(12)										
(13)										
(14)										

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII. ☐

					(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512–514
Contributions, Gifts, Grants and Other Similar Amounts	1a	Federated campaigns	1a	0				
	b	Membership dues	1b	0				
	c	Fundraising events	1c	0				
	d	Related organizations	1d	0				
	e	Government grants (contributions)	1e	0				
	f	All other contributions, gifts, grants, and similar amounts not included above	1f	1,469,780				
	g	Noncash contributions included in lines 1a–1f	1g	$ 0				
	h	**Total.** Add lines 1a–1f			1,469,780			
Program Service Revenue				Business Code				
	2a				0			
	b				0			
	c				0			
	d				0			
	e				0			
	f	All other program service revenue			0			
	g	**Total.** Add lines 2a–2f			0			
Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)			0			
	4	Income from investment of tax-exempt bond proceeds			0			
	5	Royalties			0			
				(i) Real / (ii) Personal				
	6a	Gross rents	6a					
	b	Less: rental expenses	6b					
	c	Rental income or (loss)	6c	0 / 0				
	d	Net rental income or (loss)			0			
				(i) Securities / (ii) Other				
	7a	Gross amount from sales of assets other than inventory	7a	0 / 0				
	b	Less: cost or other basis and sales expenses	7b	0 / 0				
	c	Gain or (loss)	7c	0 / 0				
	d	Net gain or (loss)			0			
	8a	Gross income from fundraising events (not including $ ____ of contributions reported on line 1c). See Part IV, line 18	8a	6,529				
	b	Less: direct expenses	8b	5,596				
	c	Net income or (loss) from fundraising events			933			
	9a	Gross income from gaming activities. See Part IV, line 19	9a	0				
	b	Less: direct expenses	9b	0				
	c	Net income or (loss) from gaming activities			0			
	10a	Gross sales of inventory, less returns and allowances	10a	0				
	b	Less: cost of goods sold	10b	0				
	c	Net income or (loss) from sales of inventory			0			
Miscellaneous Revenue				Business Code				
	11a	Insurance Proceeds on Vehicle			7,327			
	b				0			
	c				0			
	d	All other revenue			0			
	e	**Total.** Add lines 11a–11d			7,327			
	12	**Total revenue.** See instructions.			1,478,040	0	0	0

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX X

	Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	0			
2	Grants and other assistance to domestic individuals. See Part IV, line 22	0			
3	Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16	0			
4	Benefits paid to or for members	0			
5	Compensation of current officers, directors, trustees, and key employees	206,676	159,874	46,802	
6	Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	0			
7	Other salaries and wages	1,051,985	1,051,985		
8	Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)			0	0
9	Other employee benefits	47,785	47,785	0	0
10	Payroll taxes	115,903	111,477	4,426	0
11	Fees for services (nonemployees):				
a	Management	0			
b	Legal	28,017	28,017	0	0
c	Accounting	69,869	69,869	0	0
d	Lobbying	0			
e	Professional fundraising services. See Part IV, line 17	0			
f	Investment management fees	0			
g	Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Schedule O.)	188,087	77,851	77,241	32,995
12	Advertising and promotion	9,985	5,736	60	4,189
13	Office expenses	62,301	45,446	15,527	1,328
14	Information technology	0			
15	Royalties	0			
16	Occupancy	88,209	80,752	7,457	
17	Travel	66,573	45,708	2,366	18,499
18	Payments of travel or entertainment expenses for any federal, state, or local public officials	0			
19	Conferences, conventions, and meetings	6,705	5,247	1,308	150
20	Interest	23,317	0	23,317	0
21	Payments to affiliates	0			
22	Depreciation, depletion, and amortization	23,777	11,765	12,012	0
23	Insurance	45,485	33,669	11,816	
24	Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A), amount, list line 24e expenses on Schedule O.)				
a	Contract Labor	558	558	0	0
b	Program Supplies	167,645	163,649	3,851	145
c	Trauma/Mental Health Care	41,087	39,487	1,600	0
d	Taxes & Licenses	6,590	6,543	47	0
e	All other expenses	0			
25	**Total functional expenses.** Add lines 1 through 24e	2,250,554	1,985,418	207,830	57,306
26	**Joint costs.** Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here ☐ if following SOP 98-2 (ASC 958-720)				

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X . . . . . ☐

				(A) Beginning of year		(B) End of year
Assets	1	Cash—non-interest-bearing		884,763	1	189,109
	2	Savings and temporary cash investments		0	2	
	3	Pledges and grants receivable, net		0	3	0
	4	Accounts receivable, net		0	4	0
	5	Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		0	5	
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		0	6	
	7	Notes and loans receivable, net		0	7	0
	8	Inventories for sale or use		4,019	8	4,019
	9	Prepaid expenses and deferred charges			9	22,317
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 767,713			
	b	Less: accumulated depreciation	10b 64,472	719,454	10c	703,241
	11	Investments—publicly traded securities		0	11	0
	12	Investments—other securities. See Part IV, line 11		0	12	0
	13	Investments—program-related. See Part IV, line 11		0	13	0
	14	Intangible assets		0	14	0
	15	Other assets. See Part IV, line 11		0	15	0
	16	**Total assets.** Add lines 1 through 15 (must equal line 33)		1,608,236	16	918,686
Liabilities	17	Accounts payable and accrued expenses		551	17	2,700
	18	Grants payable		0	18	
	19	Deferred revenue		0	19	
	20	Tax-exempt bond liabilities		0	20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		0	21	
	22	Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		0	22	
	23	Secured mortgages and notes payable to unrelated third parties		301,672	23	294,347
	24	Unsecured notes and loans payable to unrelated third parties		0	24	0
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17–24). Complete Part X of Schedule D		2,244	25	90,384
	26	**Total liabilities.** Add lines 17 through 25		304,467	26	387,431
Net Assets or Fund Balances		**Organizations that follow FASB ASC 958, check here ☐ and complete lines 27, 28, 32, and 33.**				
	27	Net assets without donor restrictions		0	27	
	28	Net assets with donor restrictions		0	28	
		Organizations that do not follow FASB ASC 958, check here ☒ and complete lines 29 through 33.				
	29	Capital stock or trust principal, or current funds		0	29	
	30	Paid-in or capital surplus, or land, building, or equipment fund		0	30	
	31	Retained earnings, endowment, accumulated income, or other funds		1,303,769	31	531,255
	32	Total net assets or fund balances		1,303,769	32	531,255
	33	Total liabilities and net assets/fund balances		1,608,236	33	918,686

SCHEDULE A
(Form 990)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

Attach to Form 990 or Form 990-EZ.

Go to *www.irs.gov/Form990* for instructions and the latest information.

OMB No. 1545-0047

2025

Open to Public Inspection

Name of the organization	Employer identification number
The Her Campaign	81-4525436

Part I Reason for Public Charity Status. (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.)

1 ☐ A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**

2 ☐ A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E (Form 990).)

3 ☐ A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**

4 ☐ A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state: _____

5 ☐ An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II.)

6 ☐ A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**

7 ☐ An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II.)

8 ☐ A community trust described in **section 170(b)(1)(A)(vi).** (Complete Part II.)

9 ☐ An agricultural research organization described in **section 170(b)(1)(A)(ix)** operated in conjunction with a land-grant college or university or a non-land-grant college of agriculture (see instructions). Enter the name, city, and state of the college or university: _____

10 ☒ An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions, subject to certain exceptions; and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2).** (Complete Part III.)

11 ☐ An organization organized and operated exclusively to test for public safety. See **section 509(a)(4).**

12 ☐ An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2).** See **section 509(a)(3).** Check the box on lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.

a ☐ **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**

b ☐ **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**

c ☐ **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**

d ☐ **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization must generally satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**

e ☐ Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.

f Enter the number of supported organizations 0

g Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1–10 above (see instructions))	(iv) Is the organization listed in your governing document? Yes	(iv) No	(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
(A)						
(B)						
(C)						
(D)						
(E)						
Total					0	0

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2021	(b) 2022	(c) 2023	(d) 2024	(e) 2025	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	463,139	366,376	1,133,017	1,331,752	1,476,309	4,770,593
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						0
3 Gross receipts from activities that are not an unrelated trade or business under section 513						0
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						0
5 The value of services or facilities furnished by a governmental unit to the organization without charge						0
6 **Total.** Add lines 1 through 5	463,139	366,376	1,133,017	1,331,752	1,476,309	4,770,593
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						0
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of $5,000 or 1% of the amount on line 13 for the year						0
c Add lines 7a and 7b	0	0	0	0	0	0
8 **Public support** (Subtract line 7c from line 6.)						4,770,593

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2021	(b) 2022	(c) 2023	(d) 2024	(e) 2025	(f) Total
9 Amounts from line 6	463,139	366,376	1,133,017	1,331,752	1,476,309	4,770,593
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						0
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						0
c Add lines 10a and 10b	0	0	0	0	0	0
11 Net income from unrelated business activities not included on line 10b, whether or not the business is regularly carried on						0
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						0
13 **Total support.** (Add lines 9, 10c, 11, and 12.)	463,139	366,376	1,133,017	1,331,752	1,476,309	4,770,593

14 **First 5 years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here** ☐

Section C. Computation of Public Support Percentage

15 Public support percentage for 2025 (line 8, column (f), divided by line 13, column (f))	15	100.00%
16 Public support percentage from 2024 Schedule A, Part III, line 15	16	100.00%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for **2025** (line 10c, column (f), divided by line 13, column (f))	17	0.00%
18 Investment income percentage from **2024** Schedule A, Part III, line 17	18	0.00%

19a **33 1/3% support tests—2025.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ☒

b **33 1/3% support tests—2024.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ☐

20 **Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ☐

SCHEDULE O
(Form 990)
(Rev. December 2024)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.
Attach to Form 990 or Form 990-EZ.
Go to *www.irs.gov/Form990* for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization

The Her Campaign

Employer identification number

81-4525436

Form 990, Part VI, Line 11b: Review Process - Prior to filing, a complete copy of Form 990 was provided to each voting member of the Board of Directors for review. Board members were given the opportunity to review the return, ask questions, and provide comments before the return was finalized and filed.

Form 990, Part I, Line 19: Significant Changes in Financial Position - During 2025, HER Campaign made significant investments in organizational growth and infrastructure, including workforce expansion, program development, program design and service planning, licensing and compliance preparation, and expansion into additional geographic markets. These investments were intended to support increased victim services capacity, strengthen operational systems, and support long-term sustainability through Medicaid-aligned reimbursement structures. As a result, total expenses increased during the year due to planned growth initiatives and expansion of service capacity.

Form 990, Part I, Line 19: Operating Deficit Explanation - HER Campaign intentionally utilized accumulated reserves to expand survivor services, staffing, facility capacity, and infrastructure in preparation for future Medicaid-aligned programming and long-term sustainability initiatives.

Form 990, Part III, Line 4d: During 2025, HER Campaign continued operating and expanding its Emergency Stabilization Program, which provides residential victim services for adult survivors of human trafficking. Services are designed to support individuals experiencing acute safety concerns, trauma-related impacts, medical needs, emotional distress, and barriers to stable housing and long-term recovery.

Form 990, Part III, Line 4d: Program outcomes indicated stabilization and engagement with ongoing victim services. Approximately 61% of participants transitioned to a next level of care or stable living arrangement at discharge or documented follow-up. Participants reported changes in coping skills, emotional regulation, safety planning, and connection to community-based services.

Form 990, Part III, Line 4d: Demand for services continued to exceed available capacity. During the reporting period, some individuals were placed on waitlists or were unable to be admitted due to limited bed availability. Referral volume increased during the year. In response, HER Campaign continued program expansion efforts, including development of a broader continuum of victim services incorporating Partial Hospitalization Program (PHP) and Intensive Outpatient Program (IOP) services, as well as continued planning related to Medicaid-aligned licensure and service expansion strategies.

Form 990, Part III, Line 4d: The organizations national referral line received more than 200 crisis intervention and referral calls during the reporting period. Seventy-eight individuals completed intake assessments, and 34 adult survivors along with 7 dependent children received residential stabilization services. Participants received trauma-informed supportive counseling, group support services, case management, safety planning, advocacy, referrals to community-based medical and behavioral health providers, and life skills programming.

Form 990, Part III, Line 4d: During 2025, HER Campaign continued advancing its continuum-of-care model for survivors of human trafficking through program development, infrastructure expansion, and workforce growth. The organization invested in systems, staffing, and facility capacity to support future Medicaid-aligned service delivery and ASAM Level 3.3 and 3.5 licensure readiness. These efforts are designed to expand access to trauma-informed residential and recovery support services, strengthen long-term recovery pathways, and improve the organizations ability to provide comprehensive stabilization, treatment, and transition services for survivors with complex behavioral health, substance use, and medical support needs.

Form 990, Part III, Line 4d: Public Education and Awareness Impact - HER Campaign believes that public education is an essential component of preventing human trafficking and improving outcomes for survivors. Throughout 2025, the organization invested significant effort into community education through earned media opportunities, interviews, podcasts, radio

broadcasts, television news segments, and digital publications. Founder and CEO Britney Higgs served as the organization's primary spokesperson, participating in at least eighteen documented media appearances during the year. These appearances focused on educating the public about recognizing indicators of trafficking, trauma-informed survivor care, emergency stabilization, long-term recovery, and the importance of collaborative community responses.Media appearances included: K-LOVE Radio, FOX31 Denver (KDVR), Colorado Public Radio (CPR), KOA NewsRadio, Denver Post, American Warrior Radio, Jesus Calling, GPS: God.People.Stories., Voices of Montana, MercyCast, The Naked Gospel, The Energy to Heal, Anchored by the Sword, Spark of Faith, Gods Story Podcast, Thats Just What I Needed Podcast, The Refined Sisterhood, and The Pinkleton Pull-Aside Podcast. Based on publicly available audience information from participating media organizations, these appearances represented an estimated cumulative potential audience exceeding 18 million individuals. This estimate reflects the aggregate reach of participating media platforms and should not be interpreted as unique listeners or viewers because audience overlap is possible. These public education activities directly furthered HER Campaign's exempt purpose by increasing awareness of human trafficking, reducing stigma surrounding survivors, strengthening community prevention efforts, promoting survivor services, and encouraging collaboration among nonprofit organizations, healthcare providers, law enforcement agencies, churches, businesses, and community members.

Form 990, Part VI, Line 12c: Conflict of Interest Policy - The organization maintains a written Conflict of Interest Policy applicable to directors, officers, and key employees. Covered individuals are required to disclose actual or potential conflicts annually and as they arise. Any individual with a conflict is recused from discussion and voting on the applicable matter. Compliance with the policy is documented in Board meeting minutes.

Form 990, Part VI, Line 15: Compensation Process - Compensation for the Chief Executive Officer and key employees is reviewed and approved by the independent members of the Board of Directors. In establishing compensation, the Board considers comparable market data, organizational size and complexity, duties and responsibilities of the position, and other relevant factors. Compensation decisions are documented contemporaneously in Board meeting minutes.

Form 990, Part VI, Line 19: Public Disclosure - The organization's governing documents, Conflict of Interest Policy, and financial statements are made available to the public upon request in accordance with applicable law.

Form 990, Part IX, Line 11g: Statement of Functional Expenses - Professional services include specialized consulting provided by Maxwell & Marie LLC under multiple contracts during 2025. Services were performed by five consultants engaged during different periods throughout the year and included organizational strategy, infrastructure development, implementation of the organization's Monitoring, Evaluation, Research, and Learning (MERL) framework, marketing and public relations, fundraising strategy, and organizational development. These services supported the organization's growth, program evaluation, operational capacity, and long-term sustainability.

Form 990, Part XI, Line 10: Reconciliation of Net Assets - During 2025, HER Campaign made intentional investments to strengthen organizational capacity and expand its continuum of care for adult survivors of human trafficking.Significant investments included: (1)Expansion of staffing to support program growth and future clinical service delivery. (2)Development of clinical infrastructure, policies, procedures, and compliance systems required for ASAM Level 3.3 residential treatment licensure. (3)Implementation of a Monitoring, Evaluation, Research, and Learning (MERL) framework to strengthen program evaluation, outcomes measurement, and quality improvement. (4)Strategic planning, organizational infrastructure, fundraising capacity, and communications systems to support long-term sustainability.

Form 990, Part XI, Line 10: Reconciliation of Net Assets - During the year, the organization also experienced an early termination of a previously anticipated long-term facility

partnership in Colorado. As a result, HER Campaign incurred one-time transition costs associated with maintaining operations, supporting staff, evaluating future program delivery, and repositioning its Colorado strategy.Additionally, the organization invested in preparing for Medicaid-reimbursable behavioral health services. Because Medicaid reimbursement is retrospective, organizations must incur operating expenses and deliver eligible services before reimbursement claims may be submitted and paid. Accordingly, staffing, licensing preparation, compliance systems, and clinical infrastructure costs were incurred in advance of anticipated reimbursement.