



# TONI D. RIVERA

## FOUNDER/CEO OF THE R.O.S.E. ORGANIZATION

**Toni D. Rivera** is the CEO and founder of **The R.O.S.E. Organization** (Restore Overcome Sexual Exploitation), a non-profit 501c3 established to provide resources (housing, clothing, and other life essentials) to victims of human trafficking and sexual exploitation! A certified mental health specialist, activist, philanthropist, producer, and a survivor herself, Toni has dedicated her life to helping women, children and LGBTQ identified who have been sexually exploited in the United States. To date, Toni has single-handedly rescued over 2,500 trafficked individuals across America.

A victim of trafficking at a young age of 15, the courageous wife and now mother of five was born in South Carolina. She was sexually abused and molested at a very young age stripping away her self-esteem and opening the way for predators to prey upon her. *“The first thing people should know about sex trafficking and child exploitation is that it can literally happen to anyone,”* shares Toni. *“It’s important that you make sure your children feel protected, loved, and that they have your attention. In my case, I lost my sense of value after being sexually abused as a child. I felt like I was damaged goods, and I didn’t matter anymore. A quick trip to Atlanta for Freaknik (a college festival), dancing on the roof of a car, brought the wrong attention and changed my life forever. What I thought began as a relationship turned into six horrible years in captivity during which I became addicted to drugs and wasted away physically and emotionally.”*



While she never sold a human being in exchange for money, her former sex trafficker forced her to help recruit and groom especially around high shopping times The Superbowl, The Olympics, Grammys, and big musical tours. When she refused, she paid a terrible cost both physically and sexually for it. During the 1997 Super Bowl (New England vs Green Bay), Toni was raped by nearly 50 men back-to-back to pay off her captor’s football debt. It was by God’s grace alone that an opportunity to escape from the nightmare came. Toni seized the opportunity to escape and never looked back.

Like most people in captivity, when she emerged on the other side, she was anxious to put the past behind her. Her motivation to help rescue others came after someone attempted to kidnap her 6-year-old daughter while riding the #6 train in New York City; almost snatching her out of her hands. Fear turned into action and The R.O.S.E. Organization was founded to provide the essentials needed for women and children who are victims of sexual exploitation and human trafficking.

Now a Certified Mental Health specialist, Toni candidly shares first-hand knowledge that only she can offer, educating and counseling concerned families across the country, advocating, rescuing, and re-acclimating loved ones who have been victimized. In speaking engagements and interviews, she makes a [clear distinction between prostitution and sexual/human trafficking](#). *“Sex trafficking is human slavery and is done to you against your will! You do not get paid for it! You do not sign an NDA! With sex trafficking you do not get to leave, instead you get whisked off somewhere and most of the time do not even know where you are.”*

In speaking engagements and interviews, she offers the following tips that you can use to keep yourself and loved ones safe!

- Behavior Adjustments for Parents. It all begins with listening and being aware.
- Mobile Apps that Parents Should Remove Today from their Children’s Phones
- Warning Signs than an Individual is being Trafficked
- Behavior that Traffickers often Exhibit
- 5 Locations that Traffickers Often Linger (Yes Churches are common places where the “Prey”)
- Shopping Season: Learn Which Calendar Months are More Popular for Traffickers and Why

An author of *Toni D. Rivera Presents Silent Screams: Survival On The Frontlines*, her notoriety and expertise caught the attention of *Traffik* director, Deon Taylor, and producer Roxanne Taylor, who brought her on as consulting producer for the film which starred Paula Patton, Omar Epps, and Laz Alonzo. Toni’s life in captivity was also captured in **TV One’s *For My Man*** (season 6, episode 13) which aired March 18, 2021. She is also credited for pushing for the release of another sexually trafficked victim, **Cyntoia Brown** (Cyntoia Brown Long), and helping to inform key influencers who brought her story to the awareness of celebrities like Kim Kardashian and Rihanna. Brown was a 16-year sex trafficking victim, who served 15 years of a life sentence for killing a 43-year-old John who picked her up for sex from a Sonic Drive-In in Nashville. Support from criminal justice reform advocates and sex trafficking activists like Rivera [inspired the introduction](#) of state legislation aimed at protecting minors who are victims of sex trafficking.

Her message is an impactful one, *“Please know that what happened to me can literally happen to anyone! I never understood before why God allowed me to go through such things, I have been through in my life. I understand now that I had to go through the flames to bring others through the fire. God was preparing me with the roadmap! Through The R.O.S.E. Organization, my goal is to lead women, children, LGBTQ, immigrants, and all who are sexually exploited out of captivity.”*

**Here is how you can help R.O.S.E. in their mission to turn victims into survivors!**

- Assisting with housing, clothing, and other life essentials drives and collection
- Make financial donations
- Provide sponsorships, partnerships for R.O.S.E. special events
- Resources for sexual traffic survivors
- Mentorship and job opportunities for survivors
- Trained personnel for SOS calls
- Provide professional services (therapy, legal defense and marketing)
- Research and grant writing

Please visit [Roserescues.org](http://Roserescues.org) and follow them on socials [@roseorgrescues](https://twitter.com/roseorgrescues) if you’d like to make a financial donation or support in other ways. For more information on Toni D. Rivera please visit: [tonidrivera.com](http://tonidrivera.com) and on socials [@tonidrivera](https://twitter.com/tonidrivera).