Kristi Roye brings more than 15 years of fundraising and donor relations experience as Chief Advancement Officer for Zero Abuse Project. Having spent more than a decade serving communities affected by many intersectional matters within child abuse and sex trafficking, she found her place in child advocacy and became relentless in her efforts to support survivors and fuel prevention efforts. At Zero Abuse Project, she is responsible for spearheading sustainable fundraising efforts including engaging major, individual, and institutional donors, events, and comprehensive digital campaigns.

Previously, Kristi served as Vice President, Advancement at Traffick911 where she oversaw fundraising and communications. During her time, she exponentially grew individual, major, corporate and foundation giving and diversified revenue streams which fueled Traffick911’s 24/7 crisis response and child sex trafficking advocacy team. Additionally, she trained thousands of civilians in prevention efforts and trafficking 101.

In addition to her extensive fundraising experience, Kristi brings a deep knowledge of community engagement, public speaking, communications, and brand management.