



2019

ANNUAL REPORT



As I reflect on 2019, I am grateful for all that we have accomplished together. New Friends New Life has experienced tremendous growth and achievement in each of our four strategic pillars:

-  **EMPOWERMENT:** Our redesigned, four-phase **Women's Program** has welcomed 240 brave new women who are committed to restoring their lives and the lives of their children;
-  **EDUCATION:** Through our **Men's Advocacy Group (MAG)**, more community members are participating in **Sex Trafficking Awareness Excursions**, boys are learning about healthy behaviors through **The manKINDness Project™**, and business and faith communities are inviting NFNL experts to educate their stakeholders;
-  **ERADICATION:** NFNL has stood alongside the **Governor's Office**, the **Dallas Police Department**, and other state and local legislative and civic leaders through the signing of important bills that hold traffickers accountable and provide restitution for survivors;
-  **EXPANSION:** To accommodate our growing membership, we expanded the footprint of our **Adult Resource Center (ARC)** for more women to receive counseling, job readiness classes, and life skills training, and added transportation to better support the teen girls who visit our **Youth Resource Center (YRC)** every single day.

The latest data shows that the average age a girl is trafficked in America is 15 years old. By this time, she has likely already endured a lifetime of trauma. Her time in "the life" robs her of emotional health, an education, work experiences, and the hope that keeps us looking forward to each day. At New Friends New Life, we help her reclaim the life she once hoped to live.

This year, we have women on track to graduate from our new four-phase Women's Program and we have teen girls who have enrolled in college. *While the fight to end sex trafficking continues, the future is bright and filled with hope for our members.*

Thank you for taking a Stand for Her!

Sincerely,



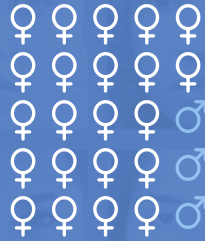
Kim Robinson
Chief Executive Officer



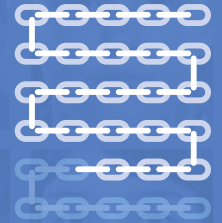
77%
of trafficking
victims are
U.S. citizens



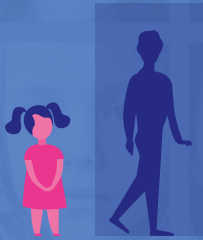
86%
of trafficking
victims are
female



77%
of human
trafficking is
sex trafficking*



87%
of trafficked
teens have been
abandoned



93%
of trafficked
teens have been
sexually abused



80%
have run away
from troubled
homes



48 HOURS
is all it takes for a
runaway teen to be
approached by sex
traffickers on the street

SOCIAL MEDIA
and other online
platforms are often
used to recruit
potential victims

**15 IS THE
AVERAGE AGE**
an American girl
enters the sex trade



**Texas ranks
#2 in the nation**
for human trafficking, and
Dallas ranks #2 in the state



\$99M
is the annual revenue
of the illegal sex trade
in Dallas



400 teens
are trafficked on Dallas
streets nightly



**300,000
children**
are at risk of being
trafficked domestically



*Other forms of trafficking include labor and organ trafficking.

Women's Program



The New Friends New Life Women's Program provides a road-map for adult members to experience restoration as they achieve individualized goals.

Each of the four phases – Earth, Wood, Fire, and Metal – focuses on counseling, case management, and economic empowerment milestones. Enrollment in the program includes financial incentives that are critical to a woman's ability to provide for herself and her family. Members also have access to classes ranging from trauma-informed yoga to creative expressions, as well as in-house substance abuse recovery meetings, if needed.

When a woman completes each phase of this program, she is celebrated at a Phase Up ceremony. Not only do these ceremonies signify members' transitions through significant life milestones, but they also help create a sisterhood of support between members.

← 28 women advanced to the next phase of the Women's Program in →



"MANY WOMEN IN THE PROGRAM HAVE NEVER BEEN CELEBRATED FOR THEIR STRENGTHS OR EVEN HAD THEM ACKNOWLEDGED. OUR HOPE IS TO CONTINUE TO CHANGE THE NARRATIVE FOR THEM AS THEY MAKE PROGRESS."

Jessica Brazeal, Chief Programs Officer, NFNL

When Sharon, age 68, arrived at New Friends New Life, she had experienced decades of trauma as a victim of sex trafficking and exploitation. She had no conventional work history, was living in shelters, had no valid identification, and suffered from complex emotional trauma. Upon enrollment in the NFNL Women's Program, Sharon was able to access financial literacy coaching and workforce readiness training along with trauma-informed counseling and case management services. Soon after, she secured her first entry-level job and earned a promotion. Less than a year after joining the Women's Program, Sharon has built enough savings, credit, and financial responsibility to live in her own apartment and is well on her way to creating the new life she deserves.



NEW FRIENDS NEW LIFE
EMPOWERED
147% MORE
WOMEN IN 2019

“YOU REALIZE YOU CAN ACTUALLY TRUST PEOPLE AND THAT YOU CAN FEEL SAFE AND LEARN A DIFFERENT WAY OF LIFE. THANK YOU, ALL OF YOU, FOR EVERYTHING YOU DO.”

Natasha, 28

Data upon intake of new members

74%
experienced domestic violence

66%
have had suicidal thoughts

39%
are homeless

63%
are unemployed

66%
experienced childhood abuse

47%
have attempted suicide

Economic Empowerment



The Employment Partnership Program is a vital stepping stone for members.

Employment Partners help women who are ready to start their new professional lives but have had limited opportunities to gain skills and work experience. Before partnerships begin, NFNL pre-screens women through our intensive case management program to assess their readiness and connect them to the best opportunities. The tangible work experience provided by companies, coupled with soft and hard skills taught in NFNL's educational groups and one-on-one sessions, equip members to navigate the conventional workforce, which may be unfamiliar to them. This program helps women achieve and maintain sustainable employment, sometimes for the first time in their lives.

"I JUST CELEBRATED MY ONE YEAR AT A JOB THAT I ABSOLUTELY LOVE. THIS PROGRAM HAS BEEN LIFE CHANGING FOR ME."

Cynthia, 28

Outcomes



31 members held full time jobs



28 members worked part time jobs



7 earned a skill certificate



7 received a promotion with an increase in salary



20 opened a savings account



14 saved at least \$500

Volunteers & Advocacy

Volunteers



750 hours of volunteer service logged (\$19K+ in labor costs)



105 volunteers received intensive training



90 meals donated by volunteer groups

Education & Advocacy



74 Speaking engagements



16 Sex Trafficking Awareness Excursions conducted



4,153 Community members educated



252 Excursion attendees

In-kind donations totaled \$107,997 in value—a 48% increase over 2018.

NFNL Hosted Governor Abbott's Bill Signing Ceremony

On June 4, 2019, New Friends New Life hosted a press conference for members of the Office of the Governor, including Governor Greg Abbott, legislators, survivors, community partners, and staff to recognize the signing of **five bills** into law to **support survivors** and **hold violators accountable**.





NEW FRIENDS NEW LIFE

Youth Resource Center (YRC)

112
girls served

The YRC provides counseling, case management, and life skills programming to help girls and female youth ages 12-24 escape or avoid trafficking exploitation. The YRC also provides two transportation vans to pick up youth who would otherwise be unable to visit the center, houses a hygiene closet full of clothes and feminine products, and offers educational and cultural immersion opportunities like college visits, sailing, and a talent showcase to allow members to focus on themselves, be recognized for their achievements, and plan their future goals.

In September, New Friends New Life held its Second Annual Fall Showcase. Adult and youth members shared original spoken word and creative art pieces centered around the theme: **Igniting Hope, Rising Together**. Participants spent several months preparing spoken word poetry with guidance from author and poet, Michael Guinn.



“These forms of expression are not only beautiful, but can be healing, as well.”

Kim Robinson, CEO, NFNL, on the Fall Showcase



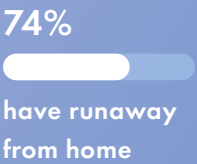


- ### How Youth Learn About The YRC:
- 40 Agency Referral
 - 18 Other (ie-walk in, self referral)
 - 15 Juvenile Justice
 - 13 Friend
 - 7 Attorney
 - 5 Housing Program
 - 3 Law Enforcement
 - 3 Child Protective Services
 - 1 Shelter

Jamie was sold for sex by her mother before the age of 5 to fund her mother’s drug addiction. She was then in and out of Child Protective Services before finding the Youth Resource Center. With the help of YRC program support, including clinical counseling and case management assistance, Jamie was accepted to Cornerstone Crossroads Academy to complete her high school education. She is currently enrolled at El Centro College studying information technology, with plans to transfer to a four-year university.

“The Youth Resource Center feels like home to me.”
 Ebony, 16

Data upon intake at the YRC



5 girls are enrolled in college

30 girls are employed

38 girls are in H.S. or working on their GED



Men's Advocacy Group (MAG)

95 active members

"IF WE WANT TO REDUCE THE LEVELS OF ABUSE [AGAINST WOMEN], WE NEED MORE MEN WITH THE COURAGE AND STRENGTH TO JOIN WITH WOMEN AS PARTNERS IN THIS WORK."

Dr. Jackson Katz, Keynote Speaker, MAG Breakfast



The Men's Advocacy Group (MAG) hosted three events in 2019:

2nd Annual MAG Breakfast
Event Chair: Michael K. Hurst
Held in May 2019 at the Dallas Country Club, the event hosted 340 attendees, consisting of mostly male business and civic leaders.

Summer Social at The Star
Hosted by Tyler Clutts
With panoramic views of the Dallas Cowboys practice facility, nearly 50 men gathered to learn more about NFNL and ways men can make a difference in the fight against sex trafficking. MAG also unveiled its new "I Stand For Her" t-shirts.

Fall Social at the Dr. Pepper Ballpark
Sponsored by Chris Kleinert
A few months later, MAG men took a swing at a batting cage session and home run contest. Several men brought their sons to participate in batting practice and enjoy traditional ballpark food of hotdogs and hamburgers.



820 boys and young men have been reached by The manKINDness Project™

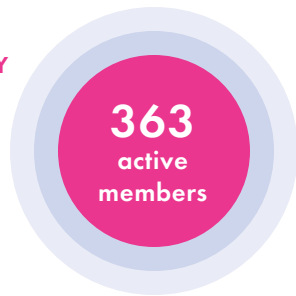
Participating schools and organizations:

- Berkner High School
- Christ Community Church Youth Group
- Golden Gate Missionary Youth Group
- Guntner High School
- Highland Park Area Boys
- Highlander Young Men’s Service League
- Hillcrest High School
- JJ Pearce High School
- Lake Highlands High School
- Letot Boys
- Lincoln High School – LINKS Human Trafficking Awareness Conference
- Mercy Street Dallas Boys
- Michael Irvin’s Playmakers Academy
- Mountain View College – DCCCD Male Initiative Summit
- Parish Episcopal School
- Plano High School
- Project Transformation-North Texas
- Prosper High School
- Richardson High School
- Richland College – Male Achievement Program
- University Park – Young Men’s Service League



VOLUNTEERS & ADVOCACY

Circle of Friends



Last year, the Circle of Friends (COF) introduced two meetings to offer education, fellowship, and brainstorming opportunities for its members.

The Spring Membership Meeting, hosted by Jane Rose Hurst, introduced attendees to the redesigned Women’s Program, while the Winter Membership Meeting, hosted by Nancy Best, provided a deeper look into the trauma-informed therapies NFNL women receive.

COF members helped purchase and wrap Angel Tree gifts for more than 100 women and children, and assisted with the following drives:

- 8 car seats for children of youth members
- Amazon Wish List – board games, snacks, coffee, hygiene items
- Back to School drive for 50 students
- Winter wear





THE POWER OF PARTNERSHIPS

NFNL Annual Luncheon

At the 2019 luncheon, New Friends New Life launched its partnership with designer and CEO, Abi Ferrin, unveiling the Mariposa Loop Scarf. Handmade by the women of New Friends New Life, the scarf project is a shining example of the power of partnerships. Not only are survivors gaining experience and a livable wage as employees, but proceeds of the scarf purchases benefit the NFNL programs.



Nearly
1,000
attendees



Activist, producer, and actress Jada Pinkett Smith engaged in a riveting discussion with NBC5's Laura Harris about the prevalence and impact of sex trafficking here in the United States.

“NEW FRIENDS NEW LIFE IS DOING A PHENOMENAL JOB. IT IS BECOMING A VERY SOPHISTICATED CRIME, SO JUST BEING ABLE TO HAVE DISCUSSIONS LIKE THIS IS CRUCIAL.”

Jada Pinkett Smith, Keynote Speaker, Annual Luncheon

2019 Revenue Sources

2019 Revenue: \$2.7 Million

43% (\$1,190,052.28)

Grants

41% (\$1,121,105.80)

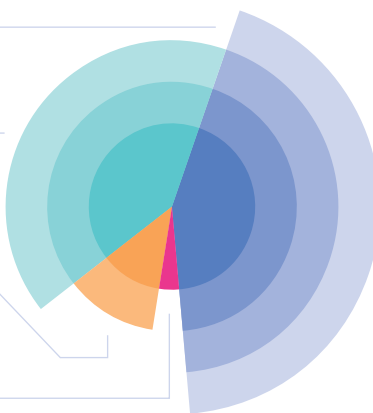
Special Events

12% (\$325,007.00)

Individual giving

4% (\$114,236.65)

Churches and auxiliary groups



2018 → 2019

\$2,366,984

Total gifts received

\$2,750,401

Total gifts received

620

Donors

834

Donors

88

First time donors

290

First time donors

Thank you to our 2019 foundation and corporate funders!

- Annie L. Stevens Fund of The Dallas Foundation
- Baron and Blue Foundation
- BBVA Compass Foundation
- Capital 4 Kids
- Carrie S. Orleans Trust, Bank of America, N.A., Trustee
- Dallas Influencers in Sports and Entertainment
- Dart Foundation
- Discovery Foundation
- Episcopal Church of the Transfiguration
- Episcopal Health Foundation of Dallas
- Florence Foundation, Bank of America, N.A., Trustee
- Hillcrest Foundation, Bank of America, N.A., Co-Trustee
- Katherine Carmody Trust, Bank of America, N.A., Trustee
- Kershaw Foundation
- Kohl Foundation
- Kozmetsky Family Foundation
- Lesley Foundation
- Liberty Mutual Foundation
- Moody Foundation
- ORIX Foundation
- Perot Foundation
- Rose Family Foundation
- Rowling Foundation
- Saint Hilda's Guild
- Santander Consumer USA Inc. Foundation
- Servant's Heart Foundation
- Simon and Louise Henderson Foundation
- Stranahan Foundation
- The Office of the Governor – Victims of Crime Act Fund
- The Alice E. and Joseph C. Blewett Foundation
- The Patrick and Beatrice Haggerty Foundation
- The Texas Bar Foundation
- The Theodore and Beulah Beasley Foundation, Inc.
- The Village Giving Circle at Texas Women's Foundation
- United Way of Metropolitan Dallas
- W.P. and Bulah Luse Foundation, Bank of America, N.A., Co-Trustee
- Wells Fargo
- Women of Saint Michael
- Zonta Club of Dallas



New Friends New Life's mission is to restore and empower trafficked and sexually exploited women, teens, and their children, and drive awareness of the issue and its prevalence. By providing access to education, job training, interim financial assistance, mental health services, and spiritual support, New Friends New Life helps women and children overcome backgrounds of abuse, addiction, poverty, and limited opportunities.

**2019 - 2020
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