



NEW FRIENDS

New Life



ANNUAL REPORT

2021



OUR *Vision*

Creating a community where women and girls can soar above the limits of their past and achieve their dreams.

CORE *Values*

Authenticity

We show up as our truest selves, displaying consistency and congruency between our beliefs and actions.

Inclusion

We recognize each other's intrinsic worth, value our diversity, and treat each other with dignity and respect.

Empathy

We are mindful of each member's individual journey and believe in her inherent strength and skill to create the life she deserves.

Compassion

We see our members' experiences through a trauma-informed lens and commit to helping them restore their lives.

Collaboration

We believe that working together with other agencies, businesses, and organizations is the most impactful way to serve our community.

Stewardship

With a spirit of gratitude, we utilize with great care, the resources of time, talent, and treasures entrusted to our organization.

Dear FRIENDS,

As we wade beyond the fogginess and uncertainty of the last season, there is a new season waiting just ahead. At New Friends New Life, we are embracing this new season by reintroducing our survivors to the community and redefining our agency's Core Values and Vision.

What we know about the 312 women and girls we served in 2021, and survivors everywhere, is that they are so much more like us than different from us. The same dreams and goals you have for yourself, these brave women and girls have for themselves, too. All they've needed is someone to help clear the path forward, ushering them into their new season.

Allow me to reintroduce you to a sex trafficking survivor. She looks like a young woman graduating from Vanderbilt University, a mom achieving her real estate license, or a business owner closing on her very first home. She looks like a girl who graduated as valedictorian of her high-school class, a woman who was promoted to assistant manager at a restaurant, or a published author.

And, behind every survivor stands a team of women and men who are committed to seeing her thrive. I cannot say enough about the staff at NFNL. Every day they fulfill our mission to restore and empower women and girls who have been trafficked and exploited. Recently, we put our beliefs and actions into words to create our Core Values and Vision.

Allow me to redefine what we believe and what we see. Our six core values (see inside cover) represent our commitment to each other (authenticity and inclusion), to our members, (empathy and compassion) and to YOU (collaboration and stewardship). It is because of donors and supporters like you that we are creating a community where women and girls can soar above the limits of their past and achieve their dreams.

Thank you for embracing this new season with us!

With gratitude,



BIANCA DAVIS
Chief Executive Officer



The same dreams and goals you have for yourself, these brave women and girls have for themselves, too. All they've needed is someone to help clear the path forward, ushering them into their new season.

BIANCA DAVIS

Reflecting on 2021 at New Friends New Life, we celebrate the triumphs and acknowledge the losses to humanity as a result of the prolonged effects of the pandemic.



At New Friends New Life, we work very hard to create and maintain a great organizational culture. We promote authenticity and encourage employees to bring their true, authentic selves to work each day. We are honored to be the 2021 Non-Profit Category Winner for BBB's NCTX Torch Awards for Ethics.

Women's Program



The New Friends New Life (NFNL) Women's Program is designed in phases: In each phase, women have the opportunity to access wrap-around services at no cost.

The program provides individual/group counseling, case management, and economic empowerment tools to help adult survivors heal and become independent. Our Adult Resource Center (ARC) also provides technology access, computer and life-skills training, and vocational and job readiness preparation opportunities. When a woman completes the NFNL program, we honor her with a graduation ceremony and dinner to celebrate her launch from NFNL to her new life.



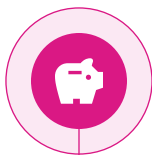
58 members phased up



7 members graduated from the program

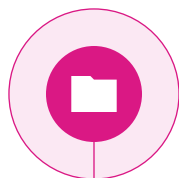


2 members graduated with their Bachelor's Degree!



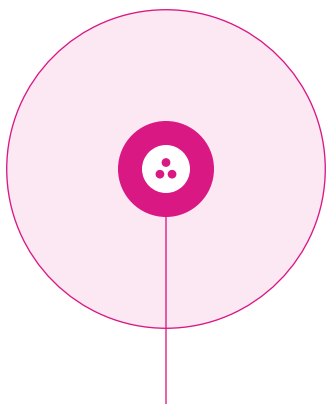
463

hours of **economic empowerment**



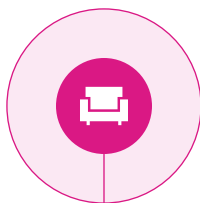
626

hours of **case management**



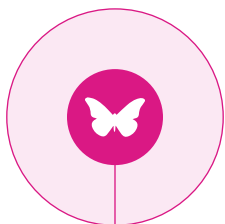
2,180

hours of **group programming**



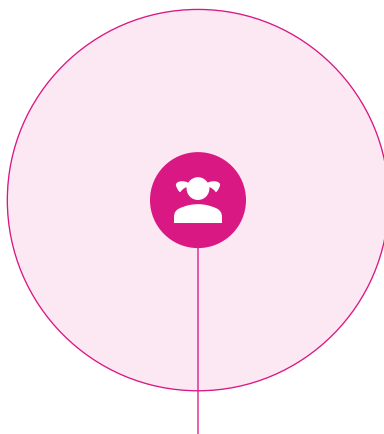
814

hours of **trauma-informed counseling/therapy**



101

new members in 2021



312

women and girls served in 2021

“

When I entered the program in 2017, I had a hard time convincing them that I qualified because I couldn't talk about my trauma out loud or even admit that it happened. I still don't like talking about it, but through the program I received counseling and learned how to own my experiences without blaming myself or letting them define me. I learned how to set and maintain healthy boundaries, communicate effectively, and advocate for myself, and now for the first time in my life I am in a healthy relationship, and I have never been happier.”

ABIGAIL

“I'm blown away. When I saw the others phasing up then graduated 'wow' I said, 'that will be me.' I set the ball in motion asking questions, setting goals, most of all be willing to listen and take suggestions. Now that goal is accomplished, and that lady is me!”

BEATRICE

Youth Resource Center



Our Youth Resource Center (YRC) recognizes, recovers and restores high-risk, exploited and trafficked girls through holistic, trauma-informed care.

The YRC serves female youth ages 12-22. We identify and use strengths to help youth create a plan for safety, independence, and new possibilities for their lives.

What the Youth Resource Center provides:



Trauma-Informed Care

- Counseling
- Case Management
- Youth Mentorship



Self-Sufficiency

- GED Classes
- Career Building
- Financial Literacy



Basic Needs

- Food
- Clothing
- Toiletry Items



Life Skills Programming

- Conflict Resolution
- Mindfulness Workshops
- Creative Expression



62

hours **off-site advocacy**
while youth in detention



102

hours **program groups**



141

hours **parent consultation**



152

hours **drop-in**



199

hours **counseling**



486

hours **case management**

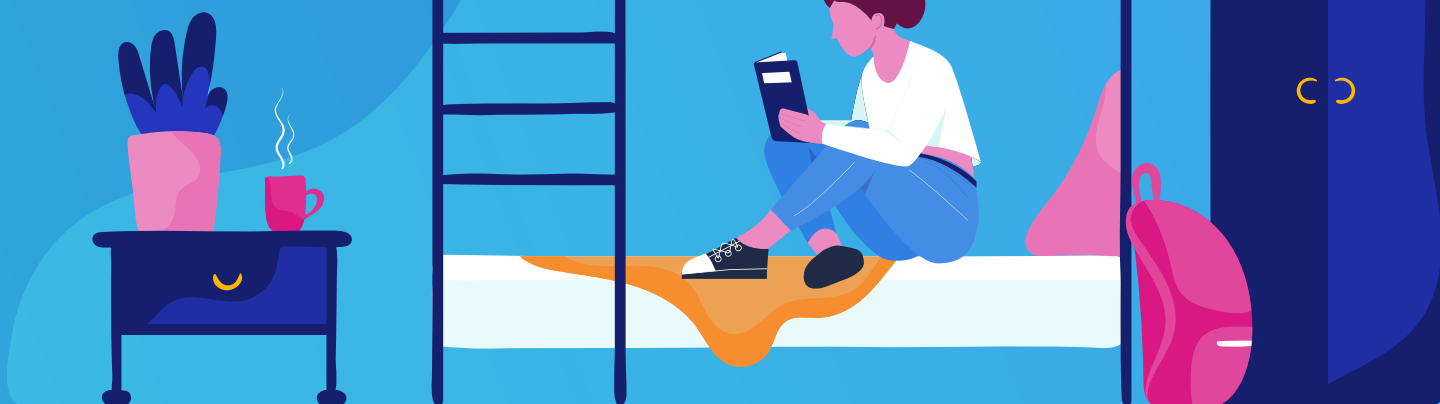


597

hours of **direct advocacy**



Jane has been
a member of the
YRC since 2019.



She initially came for services after being removed from her mother's custody and placed into foster care. She was moved to multiple foster homes because of the abuse she endured from her initial foster parents. After living in multiple transitional living programs after she turned 18, she was finally able to find a secure and stable home environment with a family member. Jane continued receiving services from the

YRC including the foundational support she needed to continue to make progress in her life. Over time, Jane achieved several milestone accomplishments like obtaining employment and graduating with her high school diploma. In 2021, Jane was able to achieve secure, stable, long-term employment in addition to applying and being accepted to Kilgore College. Through the New Friends New Life

partnership with NeighborShare, a nationwide community fund, Jane was able to furnish, decorate, and get all the essentials necessary for her dorm room. Although Jane is a full-time student in college, she continues to receive services from the YRC through virtual meetings and utilizes our drop-in center during her breaks from school, highlighting how NFNL continues to serve as a secure support system for her.



1,354

hours of service equaling nearly
\$40,000 in payroll savings



\$102,952.59

value of in-kind donations

Volunteers & Advocacy

We are grateful for our exceptional volunteers every day and are thrilled to recognize them for their dedication, all while navigating through the continued uncertainties of the past year alongside our team! To our NFNL volunteers – thank you for taking a #StandForHer.



VOLUNTEER SPOTLIGHT

Crys Kelly & Cindy Niederhaus

Crys Kelly and Cindy Niederhaus have shown their dedication since day one of becoming New Friends New Life volunteers. Their commitment to service and their heart for our mission embodies a servant hearted volunteer.

Crys began volunteering with NFNL in 2019 and since then has been involved with all of our volunteer initiatives. She has served and donated meals, has been active in our holiday program, teaches classes in our Economic Empowerment program, keeps our closet organized, worked with our mock interviews and so much more.

Crys brings so much compassion to our members through her joyful personality and love for service. Crys leads with integrity, brings a wealth of knowledge and empowers our members through her time spent with them.

Cindy joined NFNL as a volunteer in 2020. She has been a blessing to the children of our members as an active childcare volunteer. Cindy is caring and nurturing in all of her interactions with the children as their mothers receive services at NFNL. In addition to childcare, Cindy is active in our in-kind program and seeks ways to help fill the needs of our members. She is also active in serving members through our Fashion Friday program and by keeping our space organized. Cindy's attentiveness to our members really shines through in all that she does while making each experience dignified as she serves.

Both Cindy and Crys, continuously go above and beyond for NFNL members and staff. We are incredibly grateful for volunteers of this caliber with a genuine love for the women, girls and children that we serve. They volunteer with grace, empower our members and have such humility in their work.



Alumni Circle

The New Friends New Life Alumni Circle is made up of graduates of the NFNL Women's Program. Alumni Circle Members serve as an organic, built-in focus group to ensure that NFNL always has survivors' voices at the table. The women also serve as mentors and examples for those who are still enrolled in our program.



MISSION STATEMENT

Our mission is to realize our individual power, passion, and purpose. We seek to edify, empower and encourage the women of New Friends New Life on their journey and let our collective light shine throughout the community.

Q&A FROM OUR

Alumni Roundtable



What would you tell someone going through similar experiences?

"I've got a place for you that has everything you need that can change your life."

"Believe in the process here."

"You will never have to hurt again. Your life will never be the same when you walk through those doors. You won't be judged, you'll be loved. They will love on you until you learn how to love yourself and then they'll still keep on loving you."



What did you learn from your time at NFNL?

"The counseling I got here was what was missing in my life. They never judged us when we felt dirty."

"I'm no longer that little girl looking for someone to protect her. New Friends New Life turned me into the woman I never had the courage to be because I was so broken. It's all because of the support and therapy that I had here and the people that loved me."

"From 2014 up until today, New Friends New Life has really changed my life. I have went way beyond I even expected to see myself."



What's next for you?

"I'll be graduating with my bachelor's degree and I'm going to continue my education and get my master's degree. My ultimate goal is to be a LCDC (Licensed Chemical Dependency Counselor)."

"I wrote a book and I've got a good business making awnings for vintage campers and I do quite well at it. I'm investigating getting my masters degree as a LPC (Licensed Professional Counselor)."

"People always say that 'you're never going to be anything' but you can't say that because my past has not defined me. It has given me a testimony. Nine years I've been clean and sober with no relapses. I feel like today I'm living my best life."

Men's Advocacy Group

The Men's Advocacy Group, an auxiliary of New Friends New Life, mobilizes men to take action against sex trafficking and exploitation by raising awareness through advocacy, education, and volunteerism.

This year's Men's Breakfast featured remarks from Dallas Mayor Eric Johnson and a formidable panel of civic and corporate leaders—Dallas District Attorney John Creuzot, Dallas Police Department Chief Eddie Garcia and CEO of Human Trafficking Institute Victor Boutros - who discussed how human trafficking affects the safety and economic health of our community. Survivor and NFNL Youth Mentor Robbie Hamilton, who was a panelist at the first breakfast four years ago, shared the impact of the growth and interest of the Men's Breakfast over the years.



As our CEO Bianca Davis often shares, "Dallas has the perfect combination of people with passion and resources. When passion and resources meet a need, there is impact." Whether its homelessness, child abuse or domestic violence - all issues that intersect with human trafficking – the Dallas community says what we proclaim at New Friends New Life – Not Our Children. Not Our City. With your continued support of the mission of the Men's Advocacy Group of New Friends New Life, we are that much closer to the day when sex trafficking no longer flourishes in our community.



300+

men gathered for our Men's
Breakfast at The Rustic



\$125k

raised at the record-
breaking Men's Breakfast



Men's Breakfast Co-Chairs

Bill Minick
Zeke Fortenberry

MAG Board

E. Christopher Johnson Jr., *Chair*
Dr. George Ball
Jeff Blakeley
Noel Bouché
Tyler Clutts
Mark Demler
Scott Dyer
Zeke Fortenberry
Michael K. Hurst
Chris Kleinert
Joshua Mayfield
Bill Minick
Jerry Sanders

MAG Honorary Board

Ray Hunt
Dr. Bobby Lyle
Pete Schenkel
John Scovell
Dr. R. Gerald Turner



“I am very fortunate to have served my country for 12 years with the CIA and the U.S. Department of State. It was while I was working in Madrid, Spain with the U.S. DOS that I wrote the Trafficking in Person Report for Spain. I admit, I thought this was prostitution and not trafficking. I thought these were volunteers and not victims and boy was I wrong.”

MATT OSBORNE
MAG Liaison

“I think it was Edmund Burke who said that ‘all that’s necessary for the triumph of evil is for good men to do nothing’—that’s it. We don’t need to have a massive engine driving evil...all that has to happen is good men do nothing. The converse of that is also true, that all that’s necessary to oppose the triumph of evil is for good men to start showing up.”

VICTOR BOUTROS
CEO Human Trafficking Institute

“What we’re doing with NFNL is entering into a collaborative agreement. Instead of prosecution we want therapy. Instead of further exploitation we want services. And so what we want to do and have done is join NFNL to get those therapeutic interventions to get these lives straightened out, to help the individual and help the children and family wherever they may be in life.”

JOHN CREUZOT
Dallas County District Attorney

Circle of Friends



The purpose of the Circle of Friends (COF) group is to support the mission of New Friends New Life through volunteerism, community awareness, and fundraising. By joining our partner group, you are joining a movement to help women and teens leave the sex industry and develop the building blocks for a better future.

COF Board 2021 -22

- | | |
|----------------------------------|----------------------|
| Emily Hargrove, <i>President</i> | Sheryl Lilly-Pidgeon |
| Christin Brown | Paige Mason |
| Alicia Forbes | Ashley McConkey |
| Maureen Gutierrez | Laura Weis |
| Gracie Hunt | Janis Wells |
| Tracie Jay | Lisa Winkley |
| Sharita Kayembe | Tracy Young |
| Julia Kramer | |



Nearly 300 members joined in 2021, resulting in **\$20,050** in membership revenue

Our COF achieved record-breaking membership and fundraising success in 2021! Along with the launch of the virtual race, members participated in informative Virtual Circles featuring relevant and timely discussions. In addition, COF members led the way in making the Thanksgiving and Christmas holidays memorable for our members. Thank you for joining our circle!

2021 Virtual Race to End Sex Trafficking

In recognition of January as National Human Trafficking Awareness Month, NFNL COF launched its inaugural Virtual Race to End Sex Trafficking 5K/10K which culminated on March 21, the first day of spring!



\$23K + raised in the first year



Nearly 300 participants



30 states represented

2021 ANNUAL LUNCHEON

Our hybrid Annual Luncheon featured empowering words from Academy Award®-Winner Lupita Nyong’o, the debut of our emotional Alumni Circle testimonial video, and recognition of the 2021 ProtectHER Award recipients. We are incredibly grateful for our generous sponsors and donors, our Luncheon Co-Chairs and Host Committee members, and for each of you that make it all possible.



VIRTUAL KEYNOTE Speaker
Lupita Nyong'o



Luncheon Co-Chair, Jan Osborn, CEO, Bianca Davis, and Luncheon Co-Chair Trina Terrell-Andrews



Jessica and Dirk Nowitzki



Honorary Chairs, Tonya & Charlie McKinney



Lupita Nyong’o and moderator, Laura Harris



Live performance by The King’s Return

“WHEN PEOPLE ARE OPPRESSED, THE FIRST THING TAKEN AWAY FROM THEM IS FREEDOM TO BE CURIOUS. I WANT TO IMPART ON PEOPLE TO HOLD ON TO YOUR CURIOSITY – IT’S WHAT KEEPS YOU ENGAGED IN LIFE, YOUTHFUL AND GROWING, AND WHEN YOU LET IT GO, THAT’S WHEN YOU START TO DIE.”

LUPITA NYONG’O

NFNL is proud to recognize the 2021 ProtectHer Awards recipients, Dr. Monique W. Morris for being a transformative voice for girls of color who are impacted by sex trafficking, American Airlines for providing pro bono legal services for survivors of human trafficking, and Jessica and Dirk Nowitzki for supporting health, wellbeing and education of vulnerable children and youth.

2021 PROTECTHER Awards



GRANTMAKERS FOR
GIRLS OF COLOR

American Airlines



Jessica and Dirk Nowitzki

LUNCHEON Chairs

Jan Osborn & Trina Terrell-Andrews

HONORARY Chairs

Tonya & Charlie McKinney

RAFFLE Chair

Beth Thoele

LUNCHEON Moderator

Laura Harris, NBC 5

Sold Conference

The Sold Conference on Human Trafficking and Exploitation offers cutting-edge topics targeting an array of professionals including advocates, legal community, law enforcement, healthcare workers, and educators.

Our conference is designed to provide relevant and up to date training for those working on the front lines and behind the scenes in the fight against human trafficking and exploitation. Thank you to all of our Sold Conference attendees, our plenary speaker, Yasmin Vafa, and all of our session speakers that made our second annual conference possible.

"THE ADULTS IN THE INDUSTRY TODAY ARE THE CHILD SEX TRAFFICKING VICTIMS OF YESTERDAY."

YASMIN VAFA

Co-Founder & Executive Director, Rights4Girls



"Being able to collaborate is key. We want to arrest traffickers and then provide resources to trafficking survivors who have had many setbacks and work with the anti-trafficking organizations that can actually do something to end that vulnerability."

DETECTIVE JOSEPH SCARAMUCCI

McLennan County Sheriffs Office



"We as a society need to hold the buyer accountable to the same degree as the trafficker."

CPL. ALAN WILKETT (RET.)

Corporal (Ret.) Dir. of Training & Outreach

Partnerships

Grant PARTNERS

- | | | |
|--|---|---|
| The Addy Foundation | Hattie Mae Lesley Foundation | Rosemary Haggard Vaughan Family Foundation |
| Altrusa International | Hillcrest Foundation, Bank of America, N.A., Co-Trustee | The Roy Gene and Pamela Evans Foundation |
| The Baron and Blue Foundation | Holloway Family Foundation | Santander |
| Carl B. and Florence E. King Foundation | Horizon Foundation | Susan Wayne Strauss Charitable Foundation |
| Capital for Kids | Katherine Carmody Trust, Bank of America, N.A., Trustee | Target |
| Chi Omega Christmas Market | Kershaw Family Foundation | Texas Alliance of Child and Family Services |
| Dallas Influencers in Sports & Entertainment | Kohl Foundation | The Theodore and Beulah Beasley Foundation |
| The Discovery Foundation | Lyda Hill Foundation | TX Bar Foundation |
| Episcopal Church of the Transfiguration | The Meadows Foundation | United Way of Metropolitan Dallas |
| Episcopal Health Foundation of Dallas | Moody Foundation | W.P. & Bulah Luse Foundation, Bank of America, N.A., Co-Trustee |
| The George and Fay Young Foundation | Next Step Scholarships Fund | Wells Fargo |
| Gil and Dody Weaver Foundation | The Ninnie L. Baird Foundation | Women of Saint Michael |
| Grantmakers for Girls of Color | Office for Victims of Crime | |
| Gulf Coast Community Foundation | Plains Capital Bank | |
| | The Redman Foundation | |
| | The Richardson Woman's Club Charitable Foundation | |
| | Rose Family Foundation | |

Community PARTNERS

- | | | |
|--|-------------------------------|-------------------------------------|
| ASIS International - North Texas Chapter | The Good Foundation | Park Cities Presbyterian Church |
| Bands of Hope | The Jensen Project | Project Moses |
| Bent Tree | Noble Dallas | Saint Michael and All Angels Church |
| | Preston Road Church of Christ | |

Pre-Trial Diversion Program

In 2020 NFNL began a pre-trial diversion program with Dallas County District Attorney's Office to aid women who got arrested for first time misdemeanor prostitution charges. These women are referred to NFNL, and upon successful completion of Phase 1 of the Women's Program, they are eligible to have their record expunged.

Judge Elmo B. Hunter Legal Center for Victims of Crimes Against Women Clinic

An estimated 65% of the women we serve at NFNL have a criminal record as a direct result of being trafficked and exploited. We are grateful to partner with the Judge Elmo B. Hunter Legal Center for Victims of Crimes Against Women Clinic to create a legal training manual and to deliver on-site training for our program staff. This collaboration provides better insight into the logistics of the criminal justice system and how we can best help our members navigate the process as a part of their restoration journey.

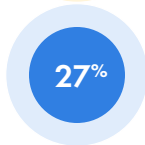
Overview of Financials

 **\$250k** in year-end gifts in 2021



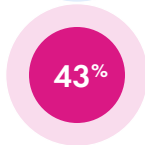
Contributions
\$756,325

 **\$1.25M** in total grants in 2021

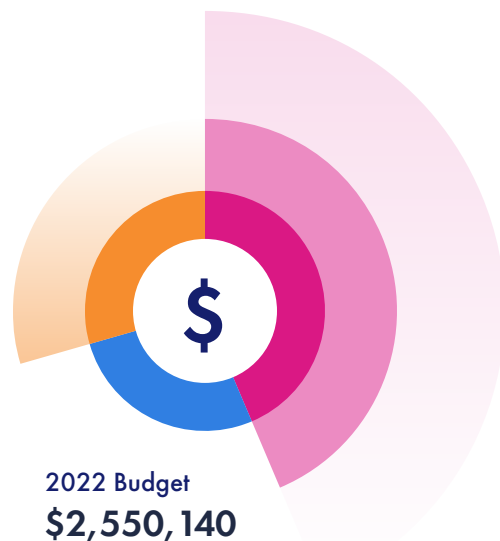


Events
\$682,815

 **\$2.6M** total income in 2021



Grants
\$1,111,000



Board of Directors & Honorary Board

2021-22 Board of Directors

Tracey Nash-Huntley
NFNL Board Chair; Community Leader

Robin Bagwell
Community Leader

Nancy Best
Business and Community Leader

Adam Cannon
Chief Brand Officer, G6 Hospitality, LLC.

Erin Nealy Cox
Former U.S. Atty.; Partner, Kirkland & Ellis;

Sherri Daniel
Certified Public Accountant

Cole Edmonson, DNP, FAAN
Chief Clinical Officer, AMN Healthcare

Kelley Grayson
Vice President, BCBS of Texas

Ashlee Kleinert
Community Leader

Wendy Messmann, CFA, CFP, CAIA
Regional Investment Exec., Bank of America

Paulette Miniter
Associate Att., Gibson, Dunn & Crutcher LLP

Jane A. Rose
General Counsel, Irwin R. Rose & Co.

Christa Sanford
Partner, Baker Botts, LLP

Pat Schenkel
Community Leader

Shelly Slater
Founder, Shelly Slater Strategies

Gail Turner
Community Leader; SMU affiliation

Jessica Turner-Waugh
Actor & Voice Over Artist

Katherine Wynne
Business and Community Leader

Honorary Board

Nancy Ann Hunt
Business and Community Leader

Hon. Jeanne Phillips
Senior VP of Corporate Engagement
& Intl. Relations, Hunt Consolidated, Inc.

Lisa Troutt
Community Leader



500 Most Powerful and Influential CEOs

In November 2021, our CEO Bianca Davis, and NFNL Board Members Erin Nealy Cox and Christa Sanford were named to the 2022 D CEO Magazine's Dallas 500 Most Powerful and Influential CEOs list. We celebrate their accomplishment and are grateful to have each of them serving on our board and executive team.



MISSION STATEMENT

New Friends New Life restores and empowers trafficked and sexually exploited teen girls, women, and their children, and drives awareness of the issue and its prevalence.

By providing access to education, job training, interim financial assistance, mental health and spiritual support, New Friends New Life helps women and their children overcome backgrounds of abuse, addiction, poverty and limited opportunities.



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in New Friends New Life

tw @nfnlnews

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