



ANNUAL  
REPORT

2022

# Values & Vision

## 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.

# Letter from Our CEO

**When New Friends New Life opened its doors 25 years ago**, our founding Board of Directors and early supporters could not have known just how complex or life-changing the journey ahead would be. They said yes to the mission of restoring and empowering survivors of sex trafficking and exploitation before it became a part of our society's vernacular and before trafficking was recognized as a federal crime.

**What they *did* know is that a woman needed help, and they decided to take a stand for her.**

What we've learned over the last 25 years is that sex trafficking is not just happening over in some faraway land to other people. In fact, of the 357 women and girls we served at NFNL in 2022, virtually all of them were residents and citizens who were trafficked in their local community. **Sex trafficking is a clear, present, and domestic danger** to the women and girls, men and boys, right here in our own backyard.

Over the past 25 years, we've also learned how to identify and address the major barriers that stand between a survivor of trafficking and the new life she deserves which I call our agency's big rocks: **legal advocacy, employment, education, and housing**. I am proud to share that in 2022, we've made significant strides in mitigating the legal barriers our women face. Along with our Pre-Trial Agreement with the Dallas County District Attorney's Office, the tremendous pro-bono legal support offered by law firms and clinics, and thanks to the investment of several foundations and corporations, NFNL opened its on-site Legal Advocacy Clinic by hiring a dedicated staff attorney. We've learned that we can provide a survivor with counseling and case management support, but if she can not find a job or stable housing due to her criminal record or other legal issues, then **she can never truly be free**.

To advocate on behalf of trafficking survivors requires consistency, conviction, and courage. We are so sure that this is the path to restoration and empowerment that no closed door, lack of resources, or unfavorable outcome will deter us. If you asked our Board of Directors, our staff, or even donors and supporters just like you, *if or when* we will take a stand for her, I am confident that the responses would be yes and *always*.

It is because of you that we can dismantle the obstacles that stand in the way of our members' path to restoration and empowerment. While we celebrate each and every win, we know that our work has just begun.

Sincerely,



A handwritten signature in black ink that reads "Bianca Davis". The signature is stylized and written in cursive.

**Bianca Davis**  
Chief Executive Officer

# Women's Program



## About

The New Friends New Life (NFNL) Women's Program is designed in four phases. In each phase, women receive wrap-around services free of cost focusing on three areas:

Trauma-Informed  
Counseling

Case  
Management

Economic  
Empowerment

Our Adult Resource Center (ARC) is where members come for services such as computer training, life-skills coaching, job readiness preparation, technology access, and vocational opportunities. When a woman completes the NFNL program, we honor her with a graduation ceremony and special dinner for her loved ones to celebrate her launch into a new life.

"I'm looking forward to putting me first, getting to know who I am, and falling in love with myself. I have hope where I didn't know the meaning of hope. I am determined to do this for me."

Julissa, 31





746 hours of case management



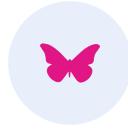
736 hours spent on economic empowerment



3,298 hours of group programming



779 hours of trauma-informed counseling/therapy



169 new members



357 women and girls

“Advocating for myself now is second nature. I have amazed myself. I have always had the desire, but I didn’t have the skills to not make decisions based on my trauma. I can win now!”

Theresa, 42

68 members phased up and 4 members graduated from our Women’s Program.

### Legal Advocacy Clinic

In 2022 NFNL launched the on-site Legal Advocacy Clinic which provides our women—60% of whom have a criminal record from acts they were forced to carry out while being exploited—with aid in reviewing criminal history, creating a legal action plan, leading cases on behalf of members, maintaining a Legal Advocacy Fund, and helping with fees associated with clearing criminal histories.

RHONDA



Rhonda, 31, experienced flooding in her apartment causing severe water damage, including corrosion and mold that made her home unsafe. Despite repeatedly asking for help from the landlord and housing assistance agency, Rhonda was ignored, forcing her to remain in terrible living conditions that impacted both her mental and physical well-being. Thanks to the advocacy efforts of NFNL’s staff attorney, Rhonda has since been relocated to a safe, mold-free home, and can now focus on her personal development, financial education, and counseling she receives in the NFNL Women’s Program.

# Youth Resource Center (YRC)



## About

The Youth Resource Center (YRC), recognizes, recovers, and restores high-risk, exploited, and trafficked female youths (ages 12-22) through holistic, trauma-informed care. We partner with YRC members by identifying and utilizing their strengths to create a plan for safety, independence, and new possibilities for their lives.



Served **555 youth** since opening in 2018



**872 hours** of case management



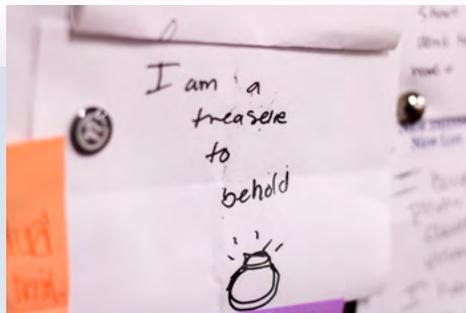
**1,616 hours** of direct advocacy



**109 drop-ins** per month



**173 hours** in off-site advocacy with youth in detention



## Steps to Success Program

All YRC members engage in tailored programming focused on the unique case management, counseling, and education or employment needs of vulnerable or trafficked female youth. Members matriculate through the program in cohorts based on their ages and signified by different types of butterflies:

### Little Yellow

AGES 12 - 14



### Monarch

AGES 15 - 17



### Queen

AGES 18 - 22



MAYA



NFNL received a referral from the Dallas County Juvenile Detention for Maya, age 16. Upon joining NFNL's Youth Resource Center, Maya felt supported and listened to, which created a sense of safety, enabling her to disclose the significant physical and sexual abuse she was experiencing. After meeting her YRC Case Manager, Maya finally felt supported and safe enough to speak up and advocate for herself.

After disclosure, she still faced overwhelming legal and financial barriers. But, thanks to the hiring of our staff attorney, NFNL was able to help mitigate the barriers Maya faced, ultimately empowering her to move forward in her fight for justice. Maya's bravery, vulnerability, and trust in our team is what mattered most. And it was the comprehensive legal support and teamwork that opened the doors she needed to truly reclaim her power.

# Volunteers & Advocacy

**2,723 hours of service** equaling \$81,554 in payroll savings

↑ 100%



**\$185,117.21 value** of in-kind donations

↑ 80%



Our exceptional volunteers represent every demographic, industry, and stage of life. These incredible women, men, and teens logged 2,723 hours of service and coordinated over \$185,000 in in-kind donations!



## VOLUNTEER SPOTLIGHT: *Erin Sander*

Erin first connected with NFNL in 2018. She has since played an instrumental role in our meal program, helping provide weekly meals to our members and their children. She also assists with childcare and other activities. Erin communicates with our members in a way that makes them feel valued, seen, and heard. She has also recruited her family members to join her in service to the women and girls of NFNL. We are beyond grateful for all that Erin does to support our mission and the lasting impression she has made on our agency!

# Alumni Circle



## About

The New Friends New Life Alumni Circle is made up of graduates of the 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

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.

There are currently  
12 active members of  
the New Friends New  
Life Alumni Circle.

[NewFriendsNewLife.org/alumni-circle](http://NewFriendsNewLife.org/alumni-circle)

"I am a survivor leader, mentor, and advocate. I have been in recovery for 10 years after decades of battling substance addiction and commercial sexual exploitation. After 14 months of incarceration, I was referred to NFNL by my probation officer in 2014. Through my years of participating in the Women's Program, I received counseling, case management, and financial literacy. After graduating from NFNL in 2017, I was offered a part-time position as a Youth Mentor and later hired as a Survivor Leader. In that role, I mentored and offered support to young women who are at high-risk of or have been sex trafficked or sexually exploited. Since then, I've been promoted to Economic Empowerment Specialist, where I educate young women with financial literacy and job training to enter the workforce feeling equipped and confident. My special interests also lie in substance addiction; I studied and graduated from Dallas College Eastfield Campus in 2019 with an Associate of Science degree in Substance Abuse Counseling and, in an exciting update, I recently earned a bachelor's degree in Sociology from the University of North Texas at Dallas, graduating magna cum laude."

### Annette Bailey

NFNL Economic Empowerment  
Specialist and Survivor Leader

"Since graduating from NFNL, it has been a journey. I had to overcome more obstacles, but by the grace of God and the healing I received from the Women's Program, I was able to stand firm and move forward. I am happy to share that I work for an organization that sees my value and how I could help others as a case manager for a domestic violence shelter. I am also part of the Human Trafficking Survivor Leadership Council (HTLSC). I've been to the Capitol and the Governor's Office to sit in on important meetings about how to help victims of human trafficking and honored to be the President and Facilitator of an Outreach Ministry. Today I'm learning what it looks like to start a Human Trafficking Leadership Counsel for North Texas. Finally, I've started a non-profit called Lost Lilies, with a mission to educate, support, mentor, and encourage survivors in the beginning stages of their healing journey. The most important thing is being able to give back to the community and helping a survivor become an overcomer. NFNL educated, encouraged, and promoted healing for me to achieve a rewarding lifestyle."

### Sheniquia "Nikki" Lockett

Survivor Leader, Overcomer  
and Founder of Lost Lilies

# Circle of Friends



New Friends New Life held its 2nd Annual Virtual Race to End Sex Trafficking, 5K/10K organized by Circle of Friends.

Sponsored by: Lincoln Property Company, Santander, G6 Hospitality, and FC Dallas.

 Over 360 participants

 29 states represented

## Mission

The purpose of the Circle of Friends (COF) is to support the mission of New Friends New Life through volunteerism, community awareness, and fundraising. Our COF members are women from all walks of life who are committed to helping women and girls leave the sex industry and develop the building blocks for a better future.

## Involvement

Our Circle of Friends members were a major part of our success and growth in 2022! From serving meals and helping members find the perfect interview attire on Fashion Fridays, to creating thoughtful staff appreciation gifts, and participating in Trunk-or-Treat and Angel Tree, our COF members bring joy and hope whenever they show up.

Circle of Friends also participated in Virtual Circles discussing the trial and verdict of the Ghislaine Maxwell case and the survivor story of Dr. Nissi Hamilton, a ProtectHER Awardee for our 2022 Annual Luncheon.

## 2022-23 Circle of Friends Board

Tracy Young  
Christin Brown  
Amanda Coussens  
Lynn Dowdle  
Adebimbola Faminu

JoJo Fleiss  
Dr. Maureen Gutierrez  
Shelby Igaz  
Kaileigh Johnson  
Crys Kelly

Bora Laci  
Sheryl Lilly-Pidgeon  
Lisa Rocchio  
Yolanda Scott



# Men's Advocacy Group (MAG)



## FIFTH ANNUAL MEN'S BREAKFAST

GEORGE W. BUSH  
PRESIDENTIAL LIBRARY  
HALL OF STATE

### Mission

The NFL Men's Advocacy Group mobilizes men to take action against sex trafficking and exploitation by raising awareness through advocacy, education, and volunteerism.

"Sex trafficking and the problems that we have in our society is heartbreaking. Especially when you have three girls like I do. I stand with you and coming together and doing things like this as men, I think it goes a long way."

Colt McCoy, *NFL Quarterback, Arizona Cardinals*

### 2022-23 MAG Board

Zeke Fortenberry  
Scott Alexander  
Don Allen  
Dr. George Ball  
Jeff Blakeley  
Robin Blakeley  
Noel Bouché  
Mark Demler

Scott Dyer  
Michael Holmes  
Michael K. Hurst  
E. Christopher Johnson, Jr.  
Chris Kleinert  
C. Davis Prescott  
Jerry Sanders  
Bill Wallace

### Honorary Board

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

### Breakfast Chairs

Jeff Blakeley and Robin Blakeley

### Keynote Speakers

Brad McCoy and Colt McCoy

### Moderator

Scott Murray

This year's sold-out Men's Breakfast featured a conversation between the father and son duo: Leadership Strategist and former head coach Brad McCoy and NFL QB Colt McCoy. Together, they talked about their journeys and philosophies as men of purpose and character leading on the field and in life. It was a morning of insightful conversation and connection between civic leaders, law enforcement, businessmen, and clergymen from across the Dallas-Fort Worth Metroplex. Thank you to the dedicated men of our Men's Advocacy Group who stand for her and work together to reach the day when sex trafficking no longer flourishes in our community.

# Trafficking Intersections Partnership Series



Over 300 men  
in attendance



Raised a record-breaking  
\$178,550

“What I hope you will leave with, etched in your minds and sealed on your hearts, is how powerful and necessary it is for you, particularly men in the room, to Stand for Her.”

Bianca Davis, CEO, NFNL

In 2022, New Friends New Life expanded its training opportunities to include a new series, Trafficking Intersections Partnerships Series (T.I.P.S.), that helped bring focus to relevant and cutting-edge information in the fight against trafficking.

Trainings are offered quarterly and are relevant to those working in the legal, law enforcement, medical, and advocacy fields related to trafficking. In addition, we partnered with the Conference on Crimes Against Women for their 2022 conference, which included a special opportunity to tour the NFNL facility while hearing from the Dallas Police Department’s Vice Unit’s Sgt. Reginald Luster and caseworker Angela Dominguez, along with NFNL’s CEO, Bianca Davis. 2023 brings more exciting changes as New Friends New Life’s Sold: Conference on Human Trafficking and Exploitation will join the Conference on Crimes Against Women by leading the Human Trafficking Track. This will include approximately 25 sessions dedicated to information related to human trafficking as well as a facility tour, allowing conference attendees working in the legal, law enforcement, medical, and advocacy fields related to trafficking to learn more about developing trauma-informed programming and partnerships in the anti-trafficking field.

# Annual Luncheon



Nearly 800 attendees at the Hyatt Regency Dallas Hotel

Our 2022 Annual Luncheon featured a powerful conversation with Emmy® award-winning stage, film, & television actress, & longtime advocate against trafficking, Julia Ormond, who illustrated how small choices can have a monumental impact. Attendees learned more about our Youth Resource Center through the unveiling of the “She is Me” YRC video and getting a first look at the Steps to Success brochure.



(Left to right) Moderator, Shelly Slater, and Keynote Speaker, Julia Ormond

### Luncheon Chairs

Melissa Sherrill Martin, Kristi Sherrill Hoyl, and Katherine Wynne

### Honorary Chairs

Matrice Ellis-Kirk and Ambassador Ron Kirk

### Keynote Speaker

Julia Ormond

### Moderator

Shelly Slater

"I believe that enslavement and forced labor is like the cancer in humanity. Cancer research and development has had 90 billion dollars put into it. I don't think we've spent one [billion] on this oldest issue in the world, not one."

Julia Ormond, Keynote Speaker



Moderator, Shelly Slater; Keynote Speaker, Julia Ormond; CEO, Bianca Davis; Luncheon Chairs: Melissa Sherrill Martin, Katherine Wynne, and Kristi Sherrill Hoyl



Chief Development Officer, Priya Murphy; ProtectHER Awardee, Santander Consumer USA Fdn., Inc.



Luncheon Chairs: Melissa Sherrill Martin, Katherine Wynne, and Kristi Sherrill Hoyl



ProtectHER Awardees: Santander Consumer USA Fdn., Inc., Dr. Nissi Hamilton, and Lynn McBee



Honorary Chairs, Ambassador Ron Kirk and Matrice Ellis-Kirk

"On behalf of the girls who couldn't make it out, the girls who were in the midst, and the ones who are free, thank you for believing that she is me."

Bianca Davis, NFL CEO



## 2022 *ProtectHER* RECIPIENTS

Lynn McBee, a philanthropic leader in Dallas and longtime advocate for women and girls

Santander Consumer USA Foundation, Inc., which helped fund our on-site Legal Advocacy Clinic

Dr. Nissi Hamilton, a child sex trafficking survivor and award-winning advocate and founder



*ProtectHER* Awardee,  
Dr. Nissi Hamilton

"I became the only survivor in the state of Texas to be sued for child support by the men who were trafficking me. I'm asking you to sacrifice with me. I'm asking you to go to court with 15-year-old Nissi. I'm asking you to get the courage that 15-year-old Nissi really needs."

Dr. Nissi Hamilton,  
*ProtectHER* Awardee



SEPTEMBER 29 | HYATT REGENCY DALLAS

# 2023 ANNUAL LUNCHEON

FEATURING

## KERRY WASHINGTON

### LUNCHEON CHAIRS

Tracey Nash-Huntley  
and David S. Huntley  
Elizabeth Carlock Phillips  
and Kevin Phillips

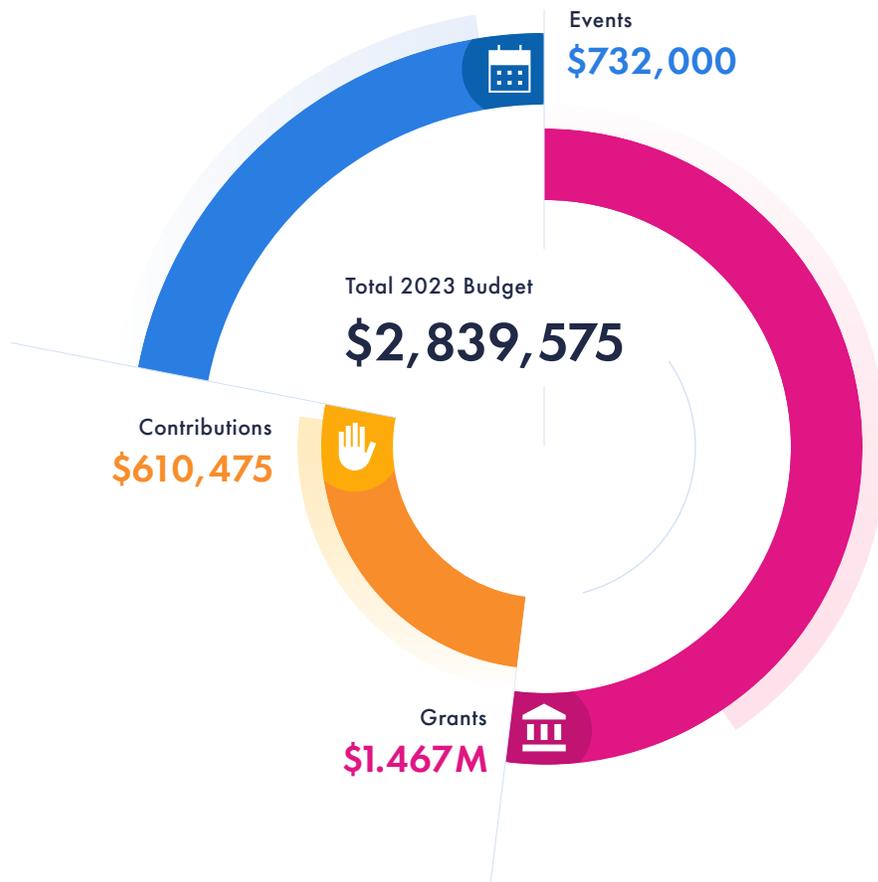
### HONORARY CHAIRS

Nancy Ann and Roy L. Hunt  
Pat and Pete Schenkel  
Gail and Dr. R. Gerald Turner



Scan the QR code or visit [NewFriendsNewLife.org/Luncheon](https://NewFriendsNewLife.org/Luncheon). Experience the full circle moments that define New Friends New Life, honoring the agency's founding board members and celebrating 25 years of serving survivors of sex trafficking and exploitation.

# Overview of Financials & Partnerships



Funders from within the Dallas community and across the nation helped NFNL achieve a record-breaking year in grant dollars, and it could not have happened at a more critical time. 2022 brought an increase in gas prices, food, living expenses, and changes in the economy that affected our members and impacted our income. Despite these challenges, we were able to maintain our programs and our staff in large part because of our grants program. NFNL is grateful for each funder who has trusted us to be good stewards of their financial contributions as we fulfill our mission to restore and empower women and girls who have been trafficked and exploited.

## Community PARTNERS

- AMN Healthcare
- ASIS Internation, North Texas Chapter
- Bands of Hope
- Bent Tree Bible Church
- Kleinert Foundation
- Noble Dallas
- Preston Road Church of Christ
- Park Cities Presbyterian Church
- The Jensen Project
- Project Moses
- St. Michael & All Angels Episcopal Church
- Yardi Systems, Inc.



## Grant PARTNERS

Aibtikar Foundation  
Alice E. & Joseph C. Blewett Foundation  
Altrusa Richardson  
Blue Cross Blue Shield -  
Healthy Kids Healthy Family  
Carl B. & Florence E. King Foundation  
Chi Omega Education  
& Charity Fund of Dallas  
CVS Health Foundation  
Dallas Alumni Association  
Discovery Foundation  
Episcopal Church of the Transfiguration  
Episcopal Health Foundation  
Florence Foundation  
Gil & Dobby Weaver Foundation  
Grantmakers for Girls of Color  
Hattie Mae Lesley Foundation  
Hillcrest Foundation, Bank of America NA  
Holloway Family Foundation  
Holmes Murphy  
Horizon Foundation  
Independent Financial Bank  
Junior League of Dallas  
Kohl Foundation  
Moody Foundation  
Northwood Woman's Club  
Office of the Governor,  
Criminal Justice Division  
Richardson Women's Club  
Rockwall Woman's League  
Santander Consumer USA Foundation  
Slalom Foundation  
Texas Alliance of Child & Family Services -  
Mary Lee Allen  
Texas Bar Foundation  
The Dallas Foundation's  
Women's Philanthropy Institute  
The Rose Family Foundation  
The Theodore & Beulah Beasley Foundation  
The Village Giving Circle  
United Way of Metropolitan Dallas  
Wells Fargo  
Women of Saint Michael

# Board of Directors & Advisory Board



## 2022-23 BOARD OF *Directors*

### Tracey Nash-Huntley

NFNL Board Chair;  
Community Leader

### Robin Bagwell

Community Leader

### Nancy Best

Business Leader; Community Leader

### Adam Cannon

Chief Brand Officer, G6 Hospitality, LLC

### Erin Nealy Cox

Partner, Kirkland & Ellis;  
Former High-Ranking U.S. DOJ Official

### Sherri Daniel

Certified Public Accountant

### Dr. Cole Edmonson, DNP, RN

Chief Clinical Officer, AMN Healthcare

### Kelley Grayson

Regional Vice President,  
Provider Network Solutions

### Dr. Millicent Knight, OD, FAAO, FAARM, FNAP

Senior Vice President,  
Customer Development Group,  
Essilor Luxottica

## NFNL *Advisory* BOARD

### Nancy Ann Hunt

Business Leader; Community Leader

### Ashlee Kleinert

Community Leader

### Wendy Messmann

Managing Director & Market Leader, Private  
Banking, Bank of America

### Paulette Minitier

Associate Attorney, Gibson, Dunn & Crutcher LLP

### Cheryl Monroe

Vice President Controller & Treasurer,  
Mary Kay Inc.

### Jane A. Rose

General Counsel, Irwin R. Rose & Co.

### Christa Sanford

Partner, Baker Botts, LLP

### Shelly Slater

Community Leader; WFAA Special Contributor

### Elena Sacca Smith

Group Manager, Office of Social Innovation,  
Toyota North America

### Gail Turner

Community Leader; SMU affiliation

### Jessica Turner-Waugh

Actor; Voice Over Artist

### Katherine Wynne

Business Leader; Community Leader

### Hon. Jeanne Phillip

Senior Vice President, Corporate Engagement &  
International Relations, Hunt Consolidated, Inc.

### Pat Schenkel

Community Leader

**NEW FRIENDS NEW LIFE**

P.O. Box 192378

Dallas, TX 75219



**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.



**f** @newfriendsnewlife

**ig** @newfriendsnewlife

**in** New Friends New Life

**tw** @nfnlnews

**P:** (214) 965-0935

**F:** (214) 965-9561

NewFriendsNewLife.org