



NEW FRIENDS
New Life



Annual Report

2020





As we reflect on the past season, we choose to focus on the incredible progress our organization and members have achieved, despite the setbacks of COVID-19 and Winter Storm Uri.

Dear FRIENDS,

In the midst of this unusual season we all find ourselves grappling with, one word keeps coming to mind... COMMUNITY.

One definition of community is noted as *“a feeling of fellowship with others, as a result of sharing common attitudes, interests and goals.”* We know what happens when we lose community – the last 18 months have taught us that in painful, unsettling ways. But those losses remind us all the more of how powerful and healing it is when we are **IN community.**

A collective sense of community has been brewing at New Friends New Life, in large part as a result of the reimagining of our Women’s Program in 2019. When we relaunched our four-phase program, with its clear benchmarks and goals in the areas of case management, counseling, and career readiness, it gave our members a strategic, attainable roadmap to their future, all in the context of community.

On any given day at New Friends New Life, something amazing happens – a woman earns a promotion on her job, reaches a breakthrough moment in her counseling session, or celebrates finding safe and secure housing. This does not happen without you embracing our community of women and girls through your financial support, donation of your time, and resources.

It also does not happen without the committed NFNL staff. This heart work is hard work, and the women and men of NFNL carry out our mission with excellence, empathy, and enthusiasm. I am blessed to work alongside them.

It is my hope that these pages do more than provide a record of numbers, but that this report reflects YOU - the community that has brought us through the most turbulent of times, and that steadfastly ushers us into the future.

With gratitude,



A handwritten signature in black ink that reads "Bianca Davis".

Bianca Davis
Chief Executive Officer



Renee’s childhood was filled with sexual abuse and drugs.

When she was 14, she was kicked out of her home by her father. With no one to turn to, she felt the only way to survive was to have sex with men who could provide her food or a place to sleep. Despite feeling no one believed she had a future, Renee obtained her GED at 17 and enrolled in community college. However, her dreams were extinguished when she was coerced by a man under the guise of attending a concert. This man she thought she knew ended up forcing her into sex trafficking.


As soon as the trafficker left her alone, Renee ran away, only to fall prey to other traffickers. Ten years later, she felt she could not escape the devastating impact these experiences had on her. Renee turned to New Friends New Life. With a newborn and in need of job support, she agreed to attend a New Friends New Life intensive sexual abuse recovery group. Creating a new life for herself with our support, Renee earned a certification in the medical field and secured her dream job of working in a hospital. With a new goal of pursuing nursing, Renee is building a future for herself she did not know was possible years ago.

Women's Program

The New Friends New Life Women's Program is designed in phases: In each phase, women have the opportunity to access wrap-around services free of 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.



 **75 members**
actively enrolled in one of the four phases

 **1,331 hours**
invested in economic empowerment


 **327 women/girls**
served in 2020


 **2,127 hours**
of group programming


 **122 new members**
joined our program since the onset of the pandemic

 **2,751 hours**
of trauma-informed counseling/therapy

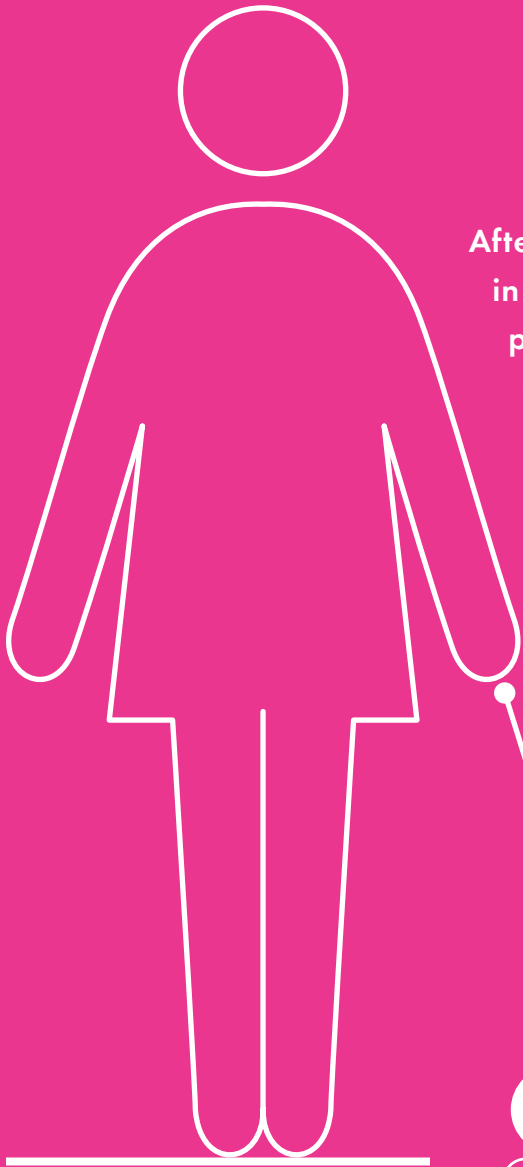
 **1000+ hours**
spent on video sessions and phone check-ins with therapists and case managers

 **292 Survival Bags**
distributed with frozen food, hygiene products, feminine hygiene kits and boxed lunches

 **33 members**
reengaged in the program when we reopened in July 2021

 **Online groups**
Added with a focus on Economic Empowerment, DBT Skills (trauma-informed therapeutic module) and recovery

 **1,163 hours**
hours of case management



After having a baby at age 13, Crystal felt lacking in options for her future, until she met a 21-year-old pimp who introduced her to both sex trafficking and drugs to numb her experiences.

Crystal was trapped in sex trafficking and addiction for 35 years, cycling in and out of the prison system and rehab before a probation program referred her to New Friends New Life. When she began our Women's Program, Crystal felt like she was "a passenger in [her] own life," but through healthy relationships she built with counselors and case managers at NFNL, she was able to take charge. Crystal began consistently attending Alcoholics Anonymous meetings, multiple group classes at NFNL weekly in addition to counseling, earned her GED, and eventually obtained employment. Crystal now maintains a self-proclaimed "life of stability" including a job, housing, and healthy relationships with her community and her children for the first time in her life! Crystal has goals of becoming a drug counselor, hoping to pour back into her own community and give others what was once given to her.



What does phasing up mean to you?



The phase up process gave me the motivation to continue my journey. It gave me a reason to be hopeful for a better future. It was like a reward I could see, and it gave me the push I sometimes needed to believe in myself and what I could achieve."

Shelly, 39



Youth Resource Center

The 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.



Trauma-informed care

Counseling · Case management · Youth mentorship



Basic needs

Food · Clothing · Toiletry items



Self-sufficiency

GED classes · Career building · Financial literacy



Life skills programming

Conflict resolution · Mindfulness workshops · Creative expression



NFNL is proud to celebrate Jasmine, who graduated from a local second-chance high school as valedictorian of her class in 2020!

Jasmine enrolled in the YRC two years ago, burdened by a traumatic past including surviving childhood sexual abuse. She spent her early teen years in and out of the juvenile system, running away from home, getting into altercations at school, probation violation, and homelessness. During her two years at the YRC, Jasmine was able to process her traumatic past and learned how to resolve conflict in a more productive way. After graduating at the top of her class, Jasmine is now attending a university with plans to become an attorney.



595 hours

of case management



601 hours

of direct advocacy



117 hours

spent in parent consultation



Google Meetup

Introduced group movie watching for youth to continue to engage in supportive services from case managers and youth mentors



248 hours

of counseling



108 youth

served in 2020

Volunteers & Advocacy

We are grateful for our exceptional volunteers every day and are thrilled to recognize them for their dedication.



NCL Park Cities Volunteers



650

hours of service equaling nearly \$18k in payroll savings



\$206k

value of in-kind donations

Volunteer Spotlight: Richard Plinck

Since becoming a volunteer in 2014, Richard Plinck has blessed New Friends New Life in countless ways and always does it with a smile, reminding us that there are still so many good people in the world. His demeanor and pure intentions provide a sense of safety, showing the women and girls we serve that there are gentle and caring men who are willing to stand for them. Richard is always the first one to step up and find ways to make the lives of our members better and brighter. From **sending words of encouragement every Monday** since the pandemic started to **providing and distributing meals, diapers, and clothing**, he is always there when we need a helping hand.

Richard has transformed countless lives of those that we serve and has also made an impact on the staff through his selflessness. We are so proud and thankful to call him one of our volunteers!



Monday Messages from Richard

All NFNL volunteers are proud of all that you've accomplished and have the utmost respect for all of you!

No matter what's in your past, each one of you are special and dearly loved by God.

Monday Messages from Richard

Partnership in Practice

American Airlines Legal team gives new hope to human trafficking survivor

American Airlines is in the business of getting people where they want to go and caring for them on their journeys. Recently, members of the airline's legal team helped fulfill the company's purpose in an unexpected way, changing one woman's life for good.

Castanita's journey

Castanita Fitzpatrick spent 31 years in what she describes as a never-ending cycle of drug and alcohol use, homelessness and sexual exploitation. After experiencing trauma at a very early age and being abandoned by her mother soon after, the trajectory of Castanita's life became defined by her desire to earn her mother's love and acceptance even if it came at a personal cost.

She began using drugs and alcohol at 10 years old, dropped out of school in sixth grade and, at one point, hitchhiked from Chicago to Cleveland in search of her mother. In the wake of that journey, and because her mother again turned her away, Castanita was classified as a runaway and placed in a detention center. Later, Castanita became homeless and found herself trapped in a life of sexual exploitation and prostitution, which she describes as something she had no choice but to do "just to have a place to stay."

"Off on the streets I went again," Castanita said. "That was my safe place, because that's all I knew."

Several years later, Castanita would find her way from the streets to NFNL, an organization that would help change her circumstances in ways she never thought possible.



Partnership in practice

As part of the global travel industry, American prides itself on taking a leadership role in preventing human trafficking from happening on its watch. That's why American began a partnership with NFNL in January 2020, aiming to raise awareness of human trafficking and support the needs of victims and survivors in the Dallas-Fort Worth area the airline calls home.

Around the same time, American's Legal team, helmed by a new general counsel in Priya Aiyar, was launching a new pro bono program to enable members of the team to volunteer to provide free legal services to people in need. The department saw the airline's budding partnership with NFNL as a ready-made opportunity for its attorneys and support staff to put their professional skills to work.

"We have an extremely talented group of attorneys and legal professionals at American who support our business in a variety of ways," said Priya. "Knowing how much of a difference our team could make in the lives of others, we wanted to create

a program that would give those team members an opportunity to use their unique skills to give back to the community. We couldn't be prouder of the pro bono work our team has taken on so far."

In the fall of 2020 and in partnership with attorneys at Jones Day, American participated in an initiative led by the Dallas County District Attorney's Office, providing legal help to Dallas-area residents including human trafficking survivors who were qualified to have offenses expunged.

Soon after, Priya and McKenzie Brown, a paralegal with American, were among a small team of attorneys involved with a case in which a former human trafficking victim and NFNL member was eligible to have a prostitution charge removed from her record.

Clearer skies ahead

"I got the email and I said, 'Can I do that? Can I get my record expunged?'" That's how Castanita recounts her reaction to a message she received from NFNL counselor Hillary Owen alerting her to the possibility of having certain criminal offenses cleared from her record.

The Meadows Foundation

Over the next three months, Priya and McKenzie worked with Castanita to help her through the expungement process a process McKenzie notes would have been difficult in the absence of specialized support. On Jan. 8, 2021, the prostitution charge Castanita had been carrying for 10 years was formally expunged.

Now, as she looks forward, Castanita has new hope for what her life might hold. She says she'll be able to get better housing in a different neighborhood, a better job, and maybe even go back to school.

"I was ready to go out and start filling out applications and putting 'no' by 'ex-offender,'" Castanita said. "I feel like a new person. I get to just be a normal person without a past."

And Castanita wasn't the only one to benefit from the process. McKenzie and Hillary say they were inspired by Castanita's story, her positive attitude and her commitment to healing from her past.

"We did put work in, but Castanita has been on this 31-year journey. We did some paperwork," McKenzie said. "At the end of the day, we're all just honored to be in on this one small part of that journey."

Hillary described the experience this way: *"At New Friends New Life, we see so many clients, and if it were up to us, everybody would have the same success Castanita had. It's such an honor to get to witness a full-circle moment like this."*

For Castanita, there's no overstating the transformative nature of the work American and NFNL are doing together. *"You guys have given me the next part of my journey: The life I want to live," she said.*

This article was first published on American Stories, an American Airlines online blog: news.aa.com/american-stories

In 2020 New Friends New Life relocated to a larger, freestanding building for all operations through a partnership with The Meadows Foundation.

We had the honor of holding a soft opening of our new facility in September sponsored by Rolls-Royce Motor Cars Dallas, in partnership with NFNL Circle of Friends member, Melissa Muller showcasing our amazing 15,000 square-foot space.





2020 Virtual Men's Breakfast

Mission

The NFNL Men's Advocacy Group (MAG), 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.

Beginning in 2020, COVID-19 and the subsequent increase in time spent at home has sadly led to a spike in online youth sex trafficking and exploitation of women and girls. We are exceptionally grateful for you and other members of our Dallas community who joined MAG for last year's first virtual event, helping sound the alarm about this crime happening right in our backyards. As we heard from Adam LaRoche, "If you feel pulled toward the mission [of anti-sex trafficking]...now is the time to dive in." With your continued support, we will ensure that sex trafficking no longer flourishes in our community. **Not Our Children. Not Our City.**

MAG Breakfast Chairs

Zeke Fortenberry
Bill Minick

MAG Board 2021-2022

Chris Johnson, Chair
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
Bobby Lyle
Pete Schenkel
John Scovell
R. Gerald Turner



650 people

were reached through the virtual MAG Breakfast



9.2k views

on Facebook



I think it is absolutely critical for both men and women [to advocate], but I think [for] men in particular it's our responsibility to fix something we have kind of created."

Adam LaRoche
Former MLB First Baseman & Activist



I started to learn that this is not just a problem in some of these countries where we would assume it is a problem and assume that it's acceptable and just flourishing. I think you could argue that there's probably not a county in the states that is free of sex trafficking."



2021 AVA Digital Award Gold Winner



Circle of Friends

Mission

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

Circle of Friends Board 2021-2022

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

Our Circle of Friends (COF) members have been a huge part of our success and growth in 2020. Thank you for your commitment to taking a stand for our members during an unprecedented year. From providing COVID-19 care kits to creating thoughtful staff appreciation gifts, supporting our Trunk-or-Treat, giving Thanksgiving dinners and helping during Christmas time, you have brought so much joy to our members, and have helped to move our mission forward!



I'm a mom of three daughters, and when I think about what New Friends New Life is doing to help our young girls, I think it's phenomenal. I know human sex trafficking is a crime, it's immoral and it's really an epidemic... So I really applaud the ladies and everything that they're doing at NFNL that are making an impact to save one to hundreds of lives from this modern day form of slavery. Let's just continue to help and support them to save as many as we can."

Yolanda Scott
 Past COF Board Member & Lifetime Member



2020 Virtual Luncheon

Luncheon Chairs

Jane A. Rose
Jessica Turner-Waugh

Honorary Luncheon Chairs

Elizabeth & Eric Gambrell

 **600+ views**
in total

 **300 people**
viewing live



**2021 AVA Digital
Award Gold Winner**

Our Annual Luncheon hosted virtually in 2020 was a resounding success featuring a powerful message about the critical need for criminal justice reform to ensure victims of sex trafficking have a path toward restoration.

From the inspiring story of sex trafficking survivor and luncheon speaker Cyntoia Brown-Long to ProtectHer Award recipients Natalie Nanasi and Brittany K. Barnett, to our exciting announcement of a new partnership with the Dallas District Attorney's Office working on an initiative to help break the cycle of abuse. 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.

“

When young girls are trafficked, they go through so much, they are tired, they react, and they can easily snap out of trauma. We need to have compassion. They are defending themselves and their right to survive and be free. Let's not throw them away and lock them up. Let's provide them with a support community, rehabilitate them and help them re-enter the community.”

Cyntoia Brown-Long
Survivor & Activist

“

Even in the midst of COVID-19.... the possibilities [to help end human trafficking] are endless. Don't let walls stop you. I've never let them stop me.”





LUNCHEON CO-CHAIR
JANE A. ROSE



LUNCHEON CO-CHAIR
JESSICA TURNER
WAUGH



HONORARY CHAIRS
ELIZABETH & ERIC
GAMBRELL



PROTECTHER AWARDEE
BRITTANY K. BARNETT
Attorney, Author, Founder
and Social Entrepreneur



PROTECTHER AWARDEE
NATALIE NANASI
Director, Judge Elmo B. Hunter
Legal Center for Victims of
Crimes Against Women

2020 Sold Conference

The Sold Conference 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 speakers and attendees for your engagement and participation.

 **30 speakers**
from seven states



Do not minimize what you bring to the table. Your gift and your role are important in the fight against human trafficking.”

Rebecca Bender
CEO/Founder, Rebecca Bender Initiative; Survivor Leader



SOLD PLENERY SPEAKER
Rebecca Bender, MACT

CEO & Founder
Rebecca Bender Initiative

Survivor Leader

Overview of Financials

2020 FUNDRAISING



\$99,299

Raised for North Texas Giving Day



\$107,643

From seven grants directly related to COVID-19 pandemic relief



\$1.04M

Total grants

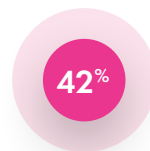


\$2.4M

Total income

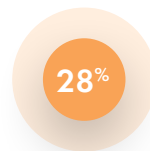
2021 BUDGET GOAL

\$2,775,650



GRANTS

\$1,169,650



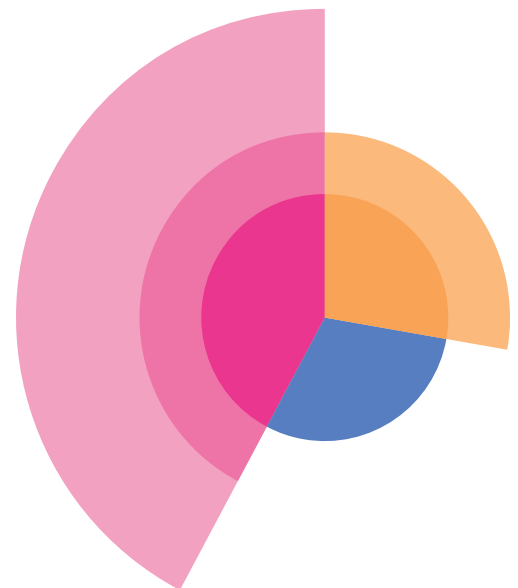
CONTRIBUTIONS

\$774,500



EVENTS

\$831,500



2020 COVID-19 Funders

BBVA Compass Foundation
Grantmakers for Girls of Color
The Jensen Project
Liberty Mutual Foundation
Nancy Ann Hunt Foundation
ORIX Foundation
Santander Consumer USA Foundation
Texas Center for Child and Family Studies
United Way of Metropolitan Dallas
Wells Fargo Foundation

Board of Directors



Mission

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.

Board of Directors 2021-2022

Tracey Nash-Huntley, *Chair*
Robin Bagwell
Nancy Best
Adam Cannon
Erin Nealy Cox
Sherri Daniel
Cole Edmonson
Kelley Grayson
Ashlee Kleinert
Wendy Messmann
Paulette Minter
Jane A. Rose
Christa Sanford
Pat Schenkel
Shelly Slater
Gail Turner
Jessica Turner-Waugh
Katherine Wynne

Honorary Board Members

Nancy Ann Hunt
Hon. Jeanne Phillips
Lisa Troutt



We are thrilled to welcome our incoming Chair of the NFNL Board of Directors, Tracey Nash-Huntley, who began her term as Board Chair on April 1, 2021.

Along with her three-year tenure on the NFNL Board, Tracey serves on the Board of Goodwill Industries Dallas, and is a member of several philanthropic and community groups, including The Village Giving Circle at Texas Women's Foundation and The Junior League of Dallas.



"I am honored to serve as Board Chair and I look forward to my new role on the Board advising and supporting our CEO, Bianca Davis, as she leads her dedicated staff. Together, they do the important work - day in and day out - empowering, educating and restoring the lives of the women and girls we serve. Bianca's passionate and inclusive leadership style is a tremendous asset, especially now, as NFNL navigates through the effects of the global pandemic, the Black Lives Matter and Stop Asian Hate movements and the fight for social justice and racial equity. We know our members are disproportionately affected.

Tracey Nash-Huntley
Incoming Chair of the NFNL Board of Directors



We also gratefully recognize our outgoing Board Chair, **Ashlee Kleinert**. We are so thankful to Ashlee for her leadership and are honored that she will remain a member of our esteemed Board of Directors.



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ig @newfriendsnewlife

in New Friends New Life

tw @nfnlnews

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