

August 8, 2017

Dear Friend of Awaken,

I'm pleased to share with you Awaken's 2016 Impact Report. Thanks to you, we altered the course of women and children's lives through coordinated case management, advocacy, mentorship, counseling, crisis intervention, as well as a wide range of direct services to help with education, employment, housing, and other basic needs.

Awaken partnered with Creighton University to collect data on just how big the problem of trafficking is on a local level. Our results showed every month, 1,500 women and children are sold online for sex in the Reno/Tahoe area.<sup>1</sup>

Commercial sexual exploitation (CSE) and trafficking isn't just a global problem, it's a serious local epidemic. Your support and generosity ensures many of our region's most underserved and vulnerable women and children have access to the services they needed to stabilize and rebuild their lives. In 2016, we reached 104 victims, a record-breaking number for Awaken.

Through this report, we look out over the past year and celebrate the many ways Awaken's employees, volunteers, and funding partners are working together to eradicate sex trafficking, restore women and children, and transform our community.

We are also thrilled to share Awaken's 2017 initiatives as we continue to expand and improve the ways in which we serve the victims and survivors of CSE.

We at Awaken cannot thank you enough for your partnership and contributions. By providing safety, love, and healing to women and children seeking to escape sex trafficking and CSE, you are helping create a bright future for them and healthy communities for all.

Sincerely,



Melissa Holland  
Founder and Executive Director

What would we do without  
Cornerstone Church?  
Thank you for all your  
support!

<sup>1</sup> The Human Trafficking Initiative, Data Science Lab, Creighton University. Ads on Backpage.com April 2016 through September 2016.



# 2016

## Impact Report

Eradicate sex trafficking  
Restore women and children  
Transform our community



After learning how rampant commercial sexual exploitation (CSE) is in northern Nevada we knew we had to do something. A prayer initiative began, a passion grew, and in 2011 Awaken was started!

Awaken is a community of people that came together because of one common factor, love. We are a group of people that deeply understand the power of love. Love is a powerful force and can create an atmosphere for healing. It is with this love that we have been allowed to witness hundreds of lives change, women healed and a community begin to unite.

We hope you enjoy this report on the impact Awaken has had during 2016 and continue to join with us to bring an end to commercial sexual exploitation in our community.

Gratefully yours,

**Melissa Holland**

Co-Founder & Executive Director

This year Awaken has experienced many milestones in our ability to fulfill our mission. Thanks to the generosity of our local community partners, we were able to open the Awaken Drop-in Center. Purposefully located in an area known for sex trafficking, prostitution and CSE, Awaken is removing barriers and increasing accessibility to our programs and services and changing lives!

We are excited about what the future holds for 2017! We look forward to expanding our ability to meet the needs of our clients by acquiring our first house, starting a social entrepreneurship program that will allow us to offer jobs for the women we work with and near and dear to my heart are our plans to increase our services for youth.

Thank you for all of your past support. We couldn't do what we do without your love, time and gifts.

Thank you!

**Jen Robinson**

Co-Founder & Youth Intervention Director

## OUR MISSION



Awaken's mission is to increase awareness and education surrounding the issue of commercial sexual exploitation and to provide housing and restoration for its victims.



## THE PROBLEM

**14**

The average age a girl enters prostitution<sup>1</sup>.

**1500+**

Women and children sold online for sex each month in the Reno/Tahoe area<sup>2</sup>.

**16-29**

The age range of 75% of women and children served by Awaken<sup>3</sup>.

**8 years**

Average amount of time Awaken's clients have been trafficked for<sup>3</sup>.

**Only 10%**

The amount of legal prostitution, out of all prostitution in Nevada<sup>4</sup>.





## SOLUTIONS

Awaken has seen that with the right opportunities and support, locally trafficked women and girls can overcome the circumstances that led to their exploitation. Awaken's strategies are built on **the pillars of Prevention, Restoration and City Transformation.** It is with your generosity that we have been honored to witness hundreds of lives changed, women healed and a community begin to unite.



## PREVENTION

The average age of entry into prostitution in the United States is 14 years old. We estimate more than 300 youth in northern Nevada are either currently being trafficked or at a very high risk of being trafficked. Awaken targets education and outreach efforts in middle and high schools and local youth organizations to prevent the sex trafficking of youth.

### Education

Awaken educates middle school and high school age children through assemblies and delivery of modern day slavery curriculum. In 2016, we presented in 23 classes and assemblies in 5 schools, reaching nearly 1,600 students.

### Collaboration

We provide professional training to help school counselors, educators and Washoe County Department of Social Services staff identify children at risk. Awaken partners with Young Life to deliver prevention sessions and make available Young Life programs to Awaken's youth.



## RESTORATION

Awaken offers an escape that includes direct services such as coordinated case management and counseling, a Drop-in Center, and referrals to partner organizations for transitional housing and other services.



### Direct Services

Awaken's direct services include coordinated case management, individual and group counseling, mentorship, family support, housing assistance, education and tutoring, crisis prevention, legal help, job training and transportation.

### Drop-in Center

Awaken's Drop-in Center provides a safe and comfortable setting for women and children to meet with us, relax and restore.

### Partnerships

CAAW, Safe Embrace and Tahoe Safe Alliance are among the community partners who provide transitional housing and other services to Awaken clients. We receive referrals from Washoe County Department of Social Services, Eddy House, local law enforcement, judges, first responders and the medical community.



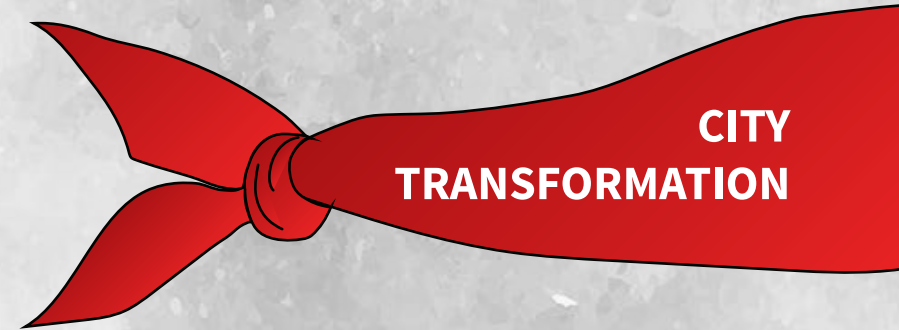
**Our dream is to be the safest city in America.**

We want our community to be known as the city where girls find love instead of exploitation, family instead of abuse or neglect, and freedom instead of a legalized sex industry.

**Awareness:** Speaking engagements and events such as our annual fundraising banquet and sex trafficking awareness nights at UNR athletic events drive awareness.

**Training:** Training programs equip professionals and first responders to identify, serve and refer victims.

**Community Connections:** Awaken participates in the Nevada Coalition to Prevent the Commercial Sexual Exploitation of Children (CSEC). We were honored to have the Mayor of Reno proclaim an Awaken Day in November, 2016 to support sex trafficking awareness.



## 10,000 People

In 2016 alone, Awaken trained and educated nearly 10,000 people in the community. We're proud to be a trainer for the Washoe County Department of Social Services and to have partnered with Renown to train over 300 professionals. This year we also took part in the coalition that resulted from the Governor's executive order mandating Nevada to have a statewide response to child victims of sex trafficking. These are signs of transformation even beyond our community!

## Reno Taxi Toppers

You're probably familiar with ads for brothels and strip clubs atop Reno taxis, but you've never seen this before! Thanks to a generous donor we were able to partner with the Whittlesea Taxi company to have the first Awaken taxi topper placed on a taxi in northern Nevada! We're changing the conversation, changing the face of our city, and working towards changing its culture, too.





## LIVES IMPACTED



**1,585**

Youth reached in  
5 schools



**52**

Women received  
case management



**16**

Women secured  
housing



**3**

Women received  
job certifications



**1**

Woman earned a  
bachelor's degree



**26**

Family members  
served



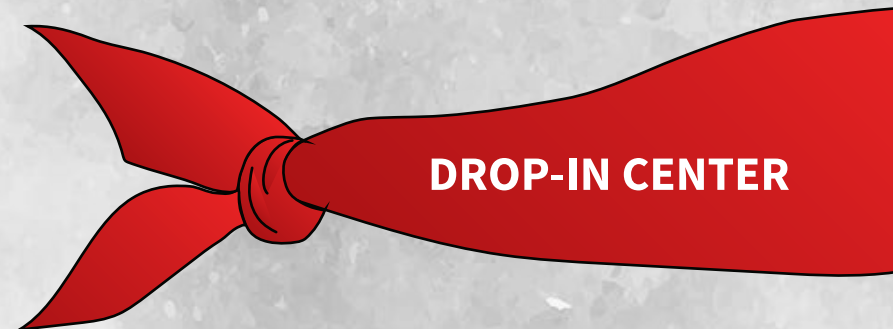
**10,000**

Community  
members  
informed about  
sex trafficking



**620+**

Professionals trained on  
identifying and serving  
sex trafficking victims  
including medical and  
other first responders



A place to rest, restore, celebrate and grow!

Awaken is deeply grateful for the financial support of Reno Christian Fellowship and the dedicated volunteer hours which made possible the remodeling and opening of our Drop-in Center on December 31st of 2015.

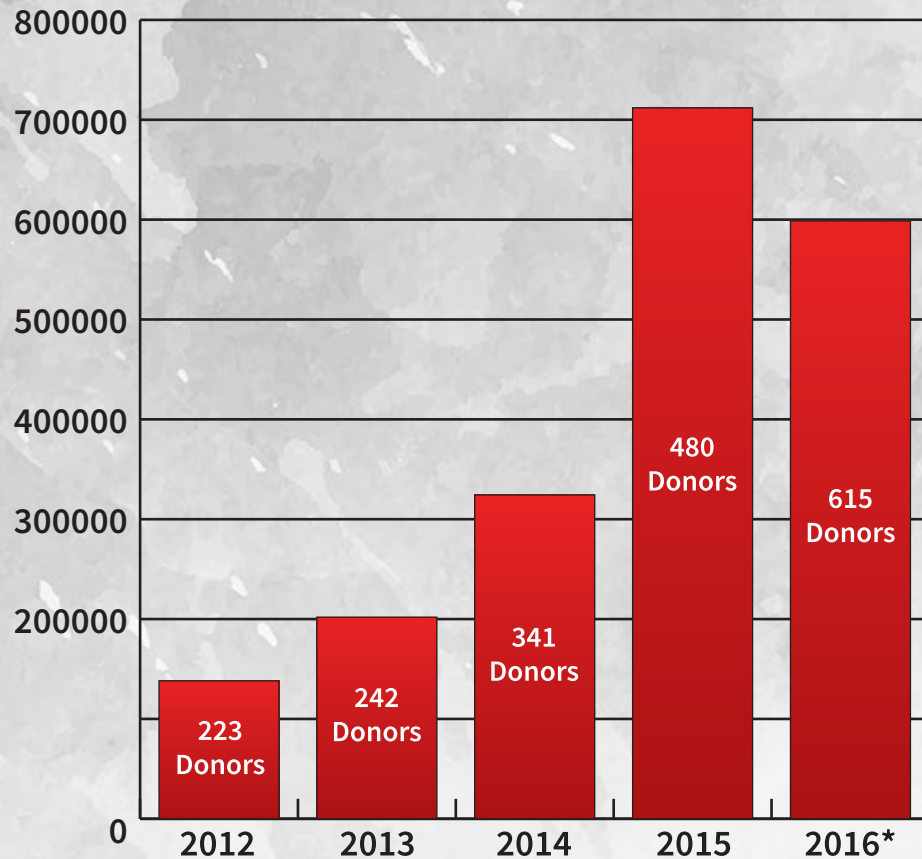
Over 100 volunteers contributed over 200 hours at classes and events.

Thank you to the generous organizations that have provided goods and services in 2016 including Bed Bath & Beyond, Haven Massage & Health Center, La Di Da Beauty, Pottery Barn, Williams Sonoma, Paws 4 Love, Sephora, The Give Back Yoga Foundation, Gaia and Alpine Ranch.





## YEAR-TO-YEAR REVENUE GROWTH



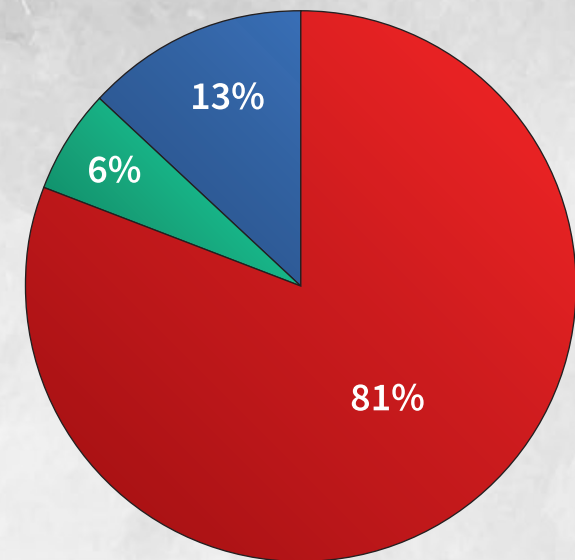
Awaken is grateful for the year-over-year growth in the number of our donors. In 2015, Awaken received two significant one-time gifts which significantly increased revenue.

In 2016 Awaken changed its fiscal year from the calendar year to start July 1 and end June 30 to better align with grant cycles. Future financial reporting will reflect this change to our fiscal year.

## FINANCIALS

### EXPENSE BREAKDOWN

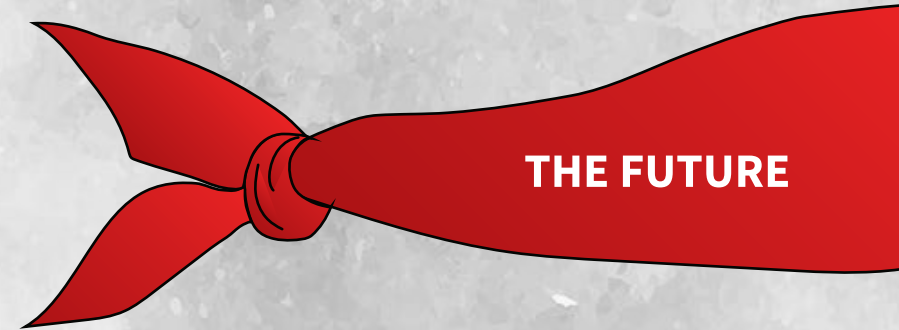
January - June 2016\*



- Program
- Fundraising
- General and Administrative



Awaken plans to continue to grow the ways in which we serve victims and survivors of commercial sexual exploitation.



## 2017 initiatives

**Acquire Restorative Home:** Awaken is committed to meeting the housing needs of the women and children we serve whether emergency, transitional or establishing stable permanent housing. In the past three years, Awaken has provided emergency housing to 11 women and children, seven of whom graduated to our transitional housing program. Our current housing goal is to obtain and open a restorative transitional home in the Reno/Sparks area by the end of calendar year 2017.



**Expand Youth Services:** Awaken currently works to prevent the sex trafficking of at-risk youth populations with our Prevention programs in the schools. In the coming year, Awaken will provide targeted intervention services that include counseling and mentoring. We will also increase our capacity to provide comprehensive case management for the youth we serve.



**Launch Social Entrepreneurship:** As part of our Restoration program, Awaken seeks to help women achieve economic self-sufficiency. Our goal is to build a sustainable business model that can create a profitable source of income for our clients, while building their confidence and giving them job experience.



If you would like to learn more about Awaken's plans for the future, please call our office at 775-393-9183 or email [info@awakenreno.org](mailto:info@awakenreno.org)



# You can help.

Give, spread the word, volunteer

Those who exploit women and children are counting on you to do nothing because their best weapon is your silence. Awaken is counting on you to prove them wrong and stand behind our commitment to make this a safe city.

## **Awaken VALUES our donors! Ways to invest include:**

- One-time donations of cash or liquid assets
  - Monthly pledges
- Legacy planning and gifts in memoriam
  - Participate in fundraising activities
  - Sponsorship opportunities
- Gifts of real estate, vehicles and boats
- Donations of office supplies, gas cards, gift cards (groceries, department stores) and other “in-kind” items

## Volunteer

Awaken LOVES its volunteers! Awaken volunteers donate over 200 hours of their time every month.

What do you do?  
Chances are great  
that we can use  
your talents too!

Visit our website to  
learn more.



**AwakenReno.org**

## Emily's Story

*"At 6 years old I remember my stepdad setting up our first 'secret movie night'. He popped popcorn and had my favorite fuzzy blanket laid out on the living room floor. It was late and I remember feeling so special being the only sibling chosen to stay up late and watch a movie."*

Secret movie night turned out to be watching pornography and being asked to "reenact" what she saw, which then turned into a video production of her reenactment. Emily's life changed forever. Her innocence was stolen and her childhood dreams turned into a nightmare. Emily became a part of the foster system, where the abuse continued. By the age of 16, still being a child herself, Emily had a baby girl. Emily began working in the strip clubs, where she was recruited by her first pimp and forced into sex trafficking.

After years "in the life" Emily's friend who had worked with Awaken and successfully left the life, connected her to Awaken to get help. After sobering up from a cocaine addiction Emily was able to process and heal from some of the trauma from the things that had happened to her. *"I've spent the past year in therapy every week trying to heal. Months of tears and feeling excruciating pain on the inside. I am here to tell you, it is not just getting dolled up and dancing for strangers, it is so much more that leaves lifelong scars."*

As a result of Emily's hard work and intensive counseling from Awaken, she began to accomplish many of the goals she had once dreamed of. In 2016, with Awaken's support, Emily completed her first two semesters in college with a 3.8 GPA, got a full-time job, moved into her first house rental, got her first business license and is beginning her own bakery! It has been Awaken's privilege to walk alongside Emily and her daughter!



# Footnotes

1. Prostitution & Trafficking in Nevada – Making the Connections by Melissa Farley, C 2007, p. 27.
2. The Human Trafficking Initiative, Data Science Lab, Creighton University. Ads on Backpage.com April, 2016 through September, 2016.
3. Awaken internal data.
4. Prostitution & Trafficking in Nevada – Making the Connections by Melissa Farley, C 2007, p. 12.