



ANNUAL REPORT

2017





“DAWN’S PLACE TAUGHT ME
TO LOVE MYSELF.”

(PAINTING WON FIRST PLACE IN DAWN’S PLACE COMMUNITY ART PROJECT)



OUR MISSION

Dawn's Place pro-actively supports women affected by Commercial Sexual Exploitation (CSE) and its abuse by providing services to women, raising awareness through education, and generating prevention, public policy reform, and community collaboration. Because we believe that CSE is a violation of human rights, and the most extreme form of gender based violence, Dawn's Place works to improve the lives of women exiting Commercial Sexual Exploitation, by providing housing, trauma recovery services, vocational training, and other services.



“I NEVER IMAGINED SOMEONE
WOULD EVER THINK I MATTERED.”

A LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,

As Dawn's Place continues to seek to provide a safe place for the recovery of women who have been trapped by, or are at risk for, commercial sexual exploitation (CSE), we are mindful that it is only with the support of those who share our belief in the strength and importance of our residents that we are able to have the capacity to do more for those we serve. We are so grateful for those of you that have supported us over the years, and especially in the past year.

As we reflect back upon our program's developments we are excited for the things that have passed and are to come. We are in our eighth year of operation and our program has continued to grow, bettering the lives of our residents and improving our communities as a result. Further, through furthering our efforts to raise awareness of CSE through education, community partnerships, and advocacy in the public arena we have continued to publicly address the challenges of CSE.

This year, we were also able to expand beyond our initial house into a second Transitional residence that houses the offices of our on-site social worker, grant writer, and executive director. Even more importantly, this expansion has enabled us to increase transitional support for women who have completed our program but are still seeking permanent housing. Specifically, our second residence contains four bedrooms for transitional residents and much needed space for the residents' classes and meetings. We believe that this exciting development has positioned us to build on our prior successes and to move in promising new directions in order to fulfill our mission.

Thank you for joining us in this vital work to change the lives of our residents and achieve a world where women are no longer victims of sexual exploitation.

Sincerely,



Sister Kathleen Coll
Executive Director



thanks to you and your
generous support of
dawn's place mission,

in 2017 we continued to impact the lives of women
traumatized by commercial sexual exploitation and put in
motion a strategic plan to enhance our work.

WHO

Dawn's Place is a non-profit organization that was founded in 2007 and opened its doors in 2009 as the first residential program for survivors of Commercial Sexual Exploitation (CSE) in Philadelphia and the tri-state region. Founders recognized a need for a safe, residential setting for long-term care and healing for both domestic and international women trafficked for commercial sex work.

Dawn's Place mission is also one of advocating and raising awareness on local, state and national levels. Members of our Board, staff and volunteers speak to a broad audience about CSE and Dawn's Place program that provides hope to trauma victims.

WHAT WE DO

Since opening, Dawn's Place has improved the lives of 96 survivors both domestic and international by providing safe, long-term housing, trauma recovery services, vocational training and other care. Our trauma-informed program, structured into components that unfold over twelve months, focuses on meeting the physical, psychological, and emotional

WE ARE

needs of each resident in a welcoming nine-bedroom home.

We also offer after care in a second home for women who have completed the program but are still seeking permanent housing. Professionally trained staff members support residents through all phases of their individualized treatment plans. The core of our program lies in individual and group counseling addressing the social and psychological trauma underlying the client's involvement with commercial sexual exploitation.

Dawn's Place is survivor-centered with residents receiving help from certified peer support specialists and social workers. For example, one of our specialists conducts "Out of the Lifestyle" groups, addressing issues of "the life" and guides a reflection and journaling session. Further, our social worker and peer support specialist jointly facilitate a weekly group called Trauma Recovery Empowerment Model (TREM) a group-based intervention designed to facilitate trauma recovery. Additionally, we link residents to health care providers, including drug and

alcohol addiction, education, employment and legal and immigration services, so that all aspects of recovery are addressed.

Dawn's Place is in the forefront of raising public awareness of CSE by advocating for improved public policy and working to end sex trafficking. Our work addresses the grave injustice of sex trafficking and helps strengthen laws to better protect victims and hold responsible perpetrators. Dawn's Place participates in a broad coalition of partners to continuously lobby on behalf of victims of CSE.

WHY WE DO IT

Human trafficking is a form of modern slavery—a multi-billion dollar criminal industry that traps and exploits millions of people around the world, including the United States. Sex trafficking, a form of human trafficking, is a grave violation of human rights in which traffickers use violence, threats, lies and other forms of coercion to compel adults and children to engage in commercial sex acts against their will.

Between December 2007 and December 31, 2016,
the National Human Trafficking Hotline received reports
by the public of

31,659

potential sex trafficking cases in the U.S.



The International Labor Organization estimates that there are

4.8 million

people trapped in commercial sexual exploitation globally



CLOSE TO HOME

PA 2017 STATISTICS FOR COMMERCIAL SEX ARRESTS

1443 arrests

for selling sex

447 arrests

for buying sex

17 charges

for trafficking in individuals in Philadelphia County

*Source: The Institute to Address Commercial Sexual Exploitation,
Villanova University Charles Widger School of Law*



A woman wearing a blue headscarf, glasses, and a green jacket is walking away from the camera down a narrow alleyway. The alleyway is flanked by red brick buildings. On the right, a yellow utility pole is visible. In the background, there are trees and a white sign hanging from a building. A bicycle is parked on the right side of the alleyway.

“I LEARNED SO MUCH AT
DAWN’S PLACE. THERE IS NO
STOPPING ME NOW!”



OUR PROGRAM: THE MEANING OF SUCCESS

We measure success by reviewing changes in our residents' lives that support healing and recovery. The tools we used in 2017 to measure outcomes were the HADS (Hospital Anxiety and Depression Scale) and an Exit Interview. While the HADS provided us with quantitative data regarding resident outcomes, the Exit Interview provided us with qualitative data regarding our program. While we cannot report on this data yet, in 2018, we will add another long-standing measurement tool, the Applied Mindfulness Process Scale (AMPS), a scale used to determine therapeutic change after mindfulness-based therapeutic intervention.

All residents acquire coping skills to live a healthier life, even those who may not complete our program. Residents report that the care and respect that they receive at Dawn's Place made a difference in their lives. As a result, these women often regain their footing through a combination of supports and some decide to come back to Dawn's Place at a later time.

COMPLEX CHALLENGES FACED BY RESIDENTS IN 2017:

While we strive to improve the lives of every resident that enters Dawn's Place, it is also important to recognize the complex challenges that our residents face before and during their time with us.

78% of residents of Dawn's Place
in 2017 had substance abuse issues

Of those with substance abuse issues,
55% relapsed

MAKING A DIFFERENCE IN THE LIVES OF OUR RESIDENTS

However,
33% of those who relapsed
were able to return to recovery

14% of residents
have severe mental illness and were
hospitalized within a psychiatric unit at least once

Only 8%
had neither substance abuse issues
nor severe mental illness

WOMENS' ACCOMPLISHMENTS

Of the women who completed the program in 2017:

Despite the many challenges inherent in overcoming addiction, trauma and the “lifestyle”, the women at Dawn’s Place have been able to make remarkable strides that have improved their lives and the communities in which they participate. In order to empower our residents and raise their awareness of issues related to human trafficking, justice and peace.

100%

reported that they felt better about their lives because they were re-connected with their families.

100%

of women who completed the program in 2017 went to safe housing and remain in contact with Dawn’s Place.

100%

reported that they feel more assertive, they have more confidence, and they feel truly happy about living, based on exit interview data.

80%

reported they have greater self-esteem and a more positive view of themselves, based on exit interview data.

60%

showed decreased anxiety, based on the HADS.

60%

of those who completed the program in 2017 left with a stable income.

40%

of residents said that they learned healthier coping skills to avoid resorting to old behaviors, based on exit interview data.

20%

of the women showed a reduction in depression, based on the HADS.

PROGRAM ACCOMPLISHMENTS

100%

of staff received on-going training to enhance our trauma-informed services.

Partnered with Belmont Behavioral Health to provide mental health and substance abuse support for our residents, resulting in enhanced staff understanding of recovery and relapse in the context of life change.

Partnered with the Advocacy Center in Silver Spring, Maryland to provide weekly classes in human rights, in order to empower our residents and raise their awareness of issues related to human trafficking, justice and peace.

Provided Mindfulness classes for our residents and began establishing a culture of mindfulness with staff.

DAWN'S PLACE HONORS THE UNIQUE STORIES OF THE WOMEN WHO HAVE PASSED
THROUGH OUR DOORS

SPOTLIGHT ON SUCCESS

SURVIVOR LEADERSHIP: ANN MARIE

Dawn's Place believes in and leverages survivor leadership in our programs. A survivor leadership model acknowledges that survivors are more than their experiences of exploitation. It supports and encourages survivors not only to recognize their value as survivors, but to also realize their leadership qualities as experts in the field and within their own lives.

From victim, to survivor to leader, Ann Marie Jones, Peer Mentor at Dawn's Place has dedicated her life to breaking the silence around commercial sexual exploitation. She first decided to use her own experience of being "in the life" for fourteen years as a tool of empowerment during her time as a resident of Dawn's Place.

Peer mentors like Ann Marie, having gone through their own experience of healing from the physical and emotional trauma associated with CSE hold the unique ability of being able to tell someone "I've made it. I've done this. I've been through what you have been through. You can do this."

FINDING ONESELF IN HELPING OTHERS- TAMMY

At Dawn's Place Tammy says people loved her before she learned to love herself. Professional support and acceptance encouraged Tammy to take a job caring for horses while she was at Dawn's Place. Caring for these beautiful animals helped her to heal her wounds. Tammy also reconnected with family and says they are much closer now. Currently working with young adults at a nonprofit organization, Tammy realizes that her life goal is to help and inspire others. She is doing this in part by sharing her story and has recently been asked to speak at the United Nations.

Just like the feathered bird in Emily Dickinson's poem, "Hope is the Thing with Feathers", Tammy found hope within herself. Using hope to help change her life, she dreams of inspiring others to do the same.

FROM THE STREETS TO SUPERVISOR- BRENDALÉ

Brendalé felt "love in the air" when she moved into Dawn's Place. Adjusting to the rules took some time, but she respects the program and what it helps women accomplish. She feels blessed and grateful that she finished the program that helped her begin a new life. Starting over with acquired skills, hope, support, love and self-respect, Brendalé was able to reconnect with her family and has been spending precious time with her mother.

Showing a strong work ethic, Brendalé holds two jobs. She enjoys her responsibilities as a supervisor at a daycare center during the day. Brendalé also helps inspire other women affected by CSE through her job at Dawn's Place as an evening Resident Manager.

MAJOR MILESTONES & SUCCESSES

Dawn's Place achieved several milestones in 2017 to mark our journey of helping women traumatized by CSE. Fueled by generous donors, volunteers, partners and staff, we are fine tuning strategies to measure impact.

first,

we laid a solid foundation for future growth and sustainability through Board governance and leadership with the development of a three-year strategic plan.

Goals include:

- Strengthening finances through resource development
- Fulfilling our mission through enhanced program effectiveness
- Building staff/board capacity

second,

we continued to shape policies and effect legislative change through advocacy, especially through the efforts of Board members Shea Rhodes, Esq., Director of the Institute to Address Commercial Exploitation, Villanova University, and Mary DeFusco, Esq., Director of Training and Recruitment Defender Association of Philadelphia and Sr. Kathleen Coll, SSJ, Ex. Director.

third,

we implemented a Marketing Committee consisting of professionals in the area of marketing and communications to enhance and measure marketing efforts and to build brand presence.

finally,

we continue to speak out and raise awareness to ensure that victims of CSE voices are heard.

We achieved exceptional awareness-raising successes through new partnerships and collaborations:

Founders of Dawn's Place met with Karen Hartman, playwright, to share information about Dawn's Place, Dawn's Court and CSE. She wrote the play Project Dawn which was performed at People's Light and Theater in Malvern, PA and went on to be produced in Atlanta, Georgia and Kansas City, Kansas as a part of a National New Play Network.

Dawn's Place was chosen as subject of a documentary film to be developed by Cathi Melfi, an Emmy-Award-winning producer and communications professional.

HOW WE DO IT

gratitude for our supporters

Words alone cannot express the gratitude we feel for all of you who made the commitment and provided the support to enable us to serve women victimized by CSE. Dawn's Place relies on the generosity of its funders, loyal donors and dedicated volunteers and is deeply grateful to those who support our mission.

ways to give

There are so many ways to support the mission of Dawn's Place and our shared commitment to the women in our program healing from being trafficked, prostituted or pimped.

online

Make a secure donation online with your credit card at ahomefordawn.org

matching gifts

Double the impact of your donation through a matching gift. Check with the Human Resources office of your employer.

planned giving

Planned giving is a simple way to make a lasting impact on the lives of women affected by commercial sexual exploitation.

gifts of stock and appreciated assets

By making gifts of stock and appreciated assets, you receive an immediate tax deduction for the fair market value of the securities on the date of transfer.

amazon smile

Support Dawn's Place when you shop at Amazon by designating Dawn's Place as your charity of choice.

OUR VOLUNTEERS

Our 57 volunteers are vital ingredients in our formula for success and are our most dedicated supporters. Some of the ways they showed their commitment to our mission and residents this year:

Dedicated volunteers celebrated our mission and raised needed funds to support residents' path to healing.

They showed up early, stayed late and worked weekends without complaint.

Wrote hundreds of thank you's and stamped, folded and mailed 2,400 appeal letters.

Raised needed funds by presenting 5 special events: a "Shopping Party"; a viewing of Project Dawn and a wine tasting, in partnership with the People's Light and Theater Company; Oktoberfest at the Manayunk Brewery; joining the Walk Her Home 5k events in West Chester; and a Holiday Craft Fair.

Gave valuable time to connect with residents and accompany them on their journey of recovery and healing.

Worked to support the expansion of grant writing efforts, to improve marketing efforts and to build brand presence, as well as enhance our facilities.

STAY CONNECTED



/AHomeForDawn

ahomefordawn.blogspot.com

DAWN'S PLACE GAVE ME HOPE OF A NEW LIFE.

THANK YOU TO OUR SUPPORTERS

We are thankful for the support of all of our donors whose generosity provides the resources needed to achieve our mission.

Being viable, sustainable, and able to effectively serve the women in our care requires partners like you. We collaborated to support fund development and meet our financial obligations. Your generosity has facilitated our growth and helped us realize our mission this past year.

Foundation grants combined with individual and corporate support enabled Dawn's Place to effectively serve 10 women in 2017 with five leaving to live independently. Every gift, from a \$5 donation to \$50,000 grant funding sustained our efforts to enhance program services, advocate for legislative change and educate and raise awareness of the issue of commercial sexual exploitation. This broad support has enabled us to empower and help women in need of a new life.

In 2017, grant funding from local and regional foundations and religious communities allowed us to focus on strengthening program and improving operational capabilities.

WE ARE DEEPLY INDEBTED TO THE FOLLOWING ORGANIZATIONS WHO CONTRIBUTED GRANT FUNDING

The Alfred and Mary Douty Foundation

Cameron Memorial Fund

Capuchin Charitable Giving Fund

The Charles and Anne S. Genuardi Foundation

Connelly Foundation

Daughters of Charity, Mission and Ministry, Inc.

Franciscan Sisters of Perpetual Adoration

Genuardi Family Foundation

Grandom Institution

Lush Fresh Handmade Cosmetics

Our Mother of Consolation Parish

Patricia Kind Family Foundation

Phillies Charities Inc.

Presbyterian Church Chestnut Hill

Raskob Foundation

Sisters of Charity of the Incarnate Word Houston

Sisters of St. Francis Foundation

Sisters of St. Joseph of Chestnut Hill

Sisters of St. Joseph of Orange

St. John's Presbyterian Church

St. Thomas of Villanova Parish

Union Benevolent Association

2017 FINANCIAL SUMMARY

Dawn's Place ended fiscal year 2017 on a sound financial footing enabling our organization to continue to effectively serve the women in our care. From 2016 to 2017 there was an increase in net assets of \$8,974 through continued and expanded support with a 56% increase in revenue from individual contributions, grants and special events. Hiring a grant writer in 2017 resulted in 37 grant submissions and \$205,165 in grant funding. Direct program services accounted for 82.4% of expenses or \$300,706. Administrative costs remained extremely low at 5% of expenditures while fundraising costs increased from \$32,378 in 2016 to \$45,908 in 2017 due to the hiring of a grant writer

Financial Statements

year ending December 31, 2017

SOURCES OF REVENUE & SUPPORT

Individual Contributions \$159,595

Foundation Grants \$205,165

Special Events \$2,228

Interest Income \$6,945

Total Revenue & Support \$373,933

EXPENSES

Program Services \$300,726

Fundraising \$45,985

Administrative \$18,248

Total Expenses \$364,959

Statement of Financial Position

as of December 31, 2017

ASSETS

Cash & Equivalents \$394,716

Fixed Assets, Net \$578,897

Total Assets \$973,613

LIABILITIES

Total Liabilities \$0

NET ASSETS

Unrestricted \$806,038

Temporarily Restricted \$167,575

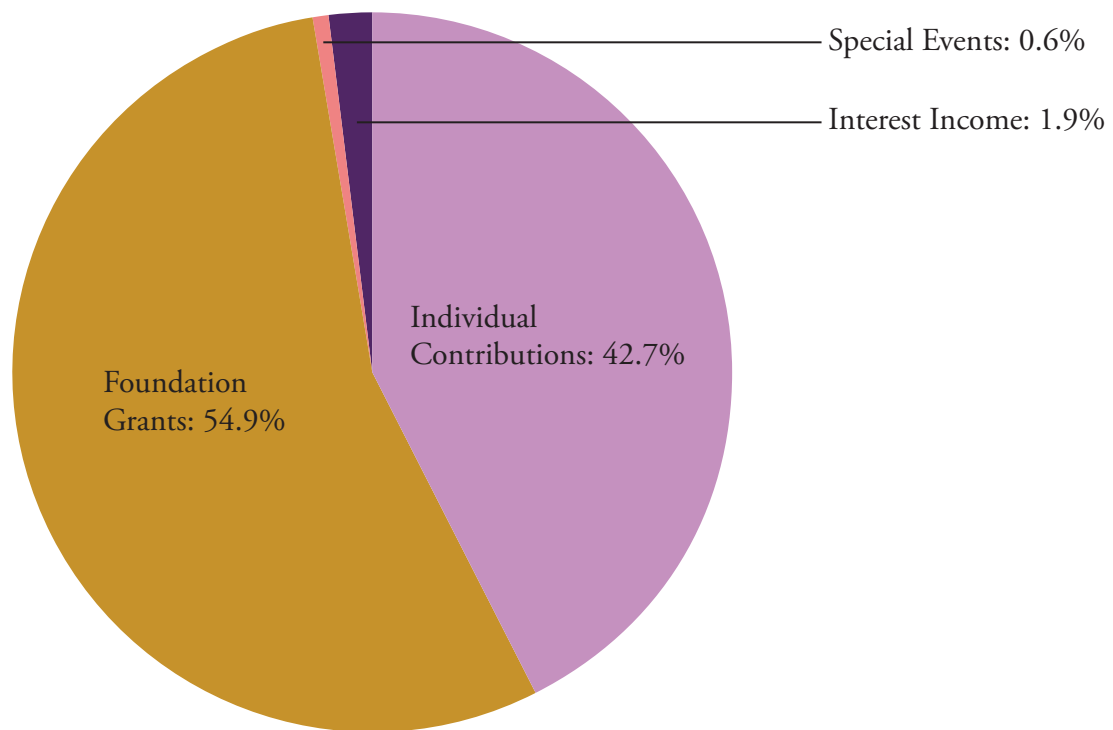
Total Liabilities & Net Assets \$973,613

Change in Net Assets \$8,974

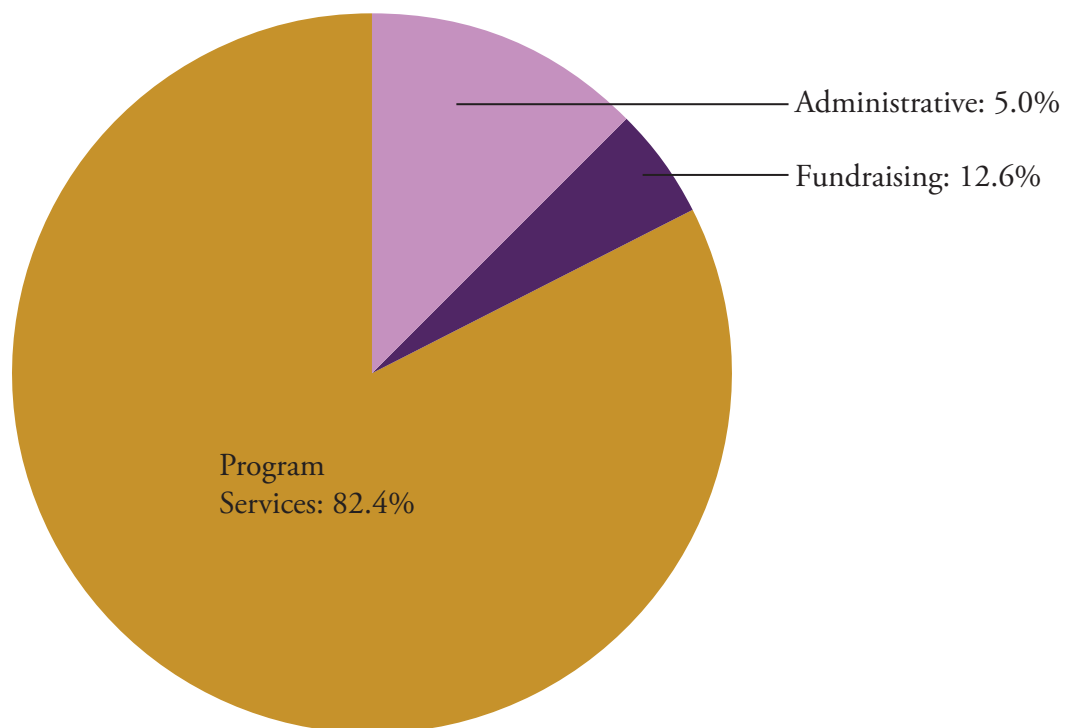
Net Assets, beginning of year \$964,639

Net Assets, end of year \$973,613

INCOME



EXPENSES



STAFF

Sr. Kathleen Coll, SSJ, Executive Director
Sr. Eileen White, GNSH Residential Coordinator
Claudia Palacio, MSW, LSW
Ann Marie Jones, Peer Support Specialist
Joanna Fulginiti, Grant Writer
Sr. Rita Margraff, GNSH, Book-keeper

BOARD OF DIRECTORS

OFFICERS

President, Mary DeFusco, Esq.
Defender Association of Philadelphia

Vice-President, Katina Sawyer
Assistant Professor Management
School of Business
The George Washington University

Secretary, Shea Rhodes, Esq.
Director, Villanova Law Institute to Address
Commercial Sexual Exploitation

Treasurer, Peter Schiesser, CPCU
Security Bond Underwriter

DIRECTORS

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Cardiology Consultants of Philadelphia

Jerry Givnish
Community Advocate

Nancy Koppelman, JD, PhD
Nonprofit Professional and Advocate

Sr. Betty Scanlon, RSM
Executive Director
Visitation Community Center

Elizabeth Turner, MD
Nonprofit Advocate

Deborah Wojno, MS
Fundraiser



OUR VISION

To provide a new beginning for survivors and a growing awareness
of Commercial Sexual Exploitation and sex trafficking.

Those who spearheaded the foundation of Dawn's Place from left to right include: Mary DeFusco, Esq., Sr. Kathleen Coll, SSJ and Sr. Terry Shields, MSHR. Not pictured are Sr. Teresita Hinnegan, MMS and Marissa Bluestin , Esq.

