

LIFEWAY NETWORK IMPACT REPORT 2021

TRINITY CHURCH WALL STREET RESTORES DRESS FOR SUCCESS CLOSET



Women survivors choose clothing that empowers them in their journey toward independence.

Having the “choice” to work, where to work, when to quit and where to go after exiting is not the case in the commercial sex industry. Once empowered to leave their trafficking situation, however, survivors find that safe and dignified work is a pathway to a sustainable recovery. Economic empowerment is one of the highest priorities for survivors of trafficking.

Access to professional clothing not only helps survivors secure jobs, but it also has a positive impact on the survivor’s overall confidence. LifeWay understands this need and, with its survivors’ input, created a Dress for Success Closet.

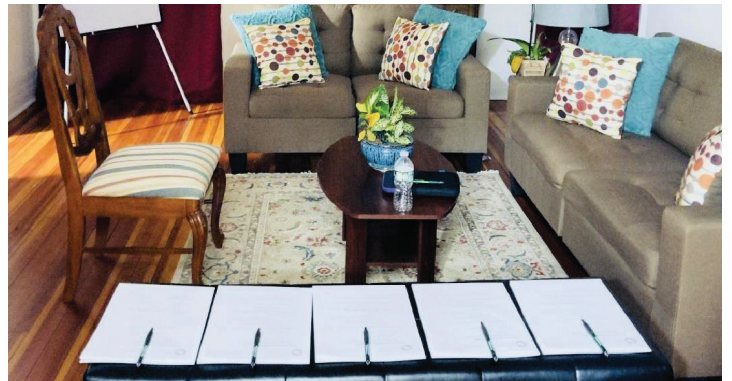
“With more than 90 percent of the survivors gainfully employed, the demand for appropriate clothing for interviews and appointments grew immensely.”

Yet in 2021, LifeWay’s fully stocked closet was destroyed by Hurricane Ida. It was quite devastating as we worked hard to collect items for the survivors. Our thoughtful partner, Trinity Church Wall Street, rushed in to show their solidarity. They supported us not only with a significant donation, but they also rebuilt our Dress for Success Closet. We are beyond grateful, and the survivors couldn’t be more excited—not having to worry about buying an outfit for work,

interviews or court appointments is one less stress.

Financial literacy is another core component of economic empowerment. Regardless of where each survivor is in her career, knowing how to manage her personal finances is an important life skill. Yet many are not confident with the choices they’re making when it comes to their money.

In our personal finance workshops, survivors learn the essentials of money management and the costly mistakes to avoid for a successful financial life.



Classes in financial literacy provide tools for survivors to attain their goals.

How can you support survivors in their quest for financial independence?

- Contribute toward the purchase of laptops and other technological tools for use in the safe houses via our Amazon Smile Charity List. See smile.amazon.com or go to lifewaynetwork.org/ways-to-donate/.
- Volunteer your skills in resume writing or financial literacy education.



MESSAGE FROM THE EXECUTIVE DIRECTOR

Our organization and Safe House programs continued to encounter unprecedented opportunities and challenges in 2021. From the outset of the pandemic, it was our intent to come out of this tumultuous period better than when we entered. I think it's safe to say we all thought this crisis would come to an end sooner than it has, and with perhaps fewer peaks and valleys. But, true to our history, our organization has proven resilient in addressing these rapid changes and is on the right trajectory to be in a much better place when we get to the other side. With you as a part of our LifeWay community, I'm certain we can anticipate a season of extraordinary progress ahead.

Even before the world-changing events of the past year, we believed that the last chapter of a successful transformation story is to grow and even flourish. In 2021, we made a great leap forward — increasing the number of women served and helping survivors to thrive by developing our AfterCare program. Yet as always, there is more to do.

On a daily basis, challenges persist during and after a resident's compelling trafficking situation that threaten to obstruct her path to recovery. We are proud to be a part of the pivot away from those experiences by offering financial literacy programming, in-house restorative care, and a sense of security—all of which previously may have initially seemed unimaginable to the resident. The strength of our programs was affirmed through client satisfaction and employee engagement, two key indicators for long-term success.

As proud as we are of the achievements of today, they are offshoots of the organization's deep-rooted commitment, led by our visionary and founder Sr. Joan Dawber, to equal opportunity, to equal pay and to treating people the right way. I'm committed to carrying forward and expanding this vision by establishing new ways to serve survivors beyond the Safe House program, creating a system for their continued recovery and support in the AfterCare Program so that, as they enter the community, they too can secure equal opportunity and equal pay.

2021 Business Performance Highlights

Financial success translates to survivors' success. In 2021, our revenue was \$1,183,076, which was growth of 9.5% percent over the prior year and was also our third consecutive year of revenue growth.

- Rose to meet the needs presented by a 30% increase in admission and referrals
- Welcomed 25 women in 2021, bringing the total to more than 140 survivors from 38 countries since our founding
- Realized our vision for an AfterCare Program to address the survivors' needs post-exit from the safe houses
- Further empowered survivors with a Dress for Success Closet, providing access to dignified and professional attire for survivors
- Maintained consistent evaluation of our economic empowerment workshops

Marion Kendall
Executive Director



RESIDENTIAL AIDES CREATE BOND IN SAFE HOUSE COMMUNITY

On a typical day at the safe house, a resident might be greeted by a director, a social worker or a house manager during the work week. After working hours and on weekends and holidays, this care was traditionally sustained by a volunteer host community, composed mostly of women religious.

LifeWay has maintained a partnership with women religious for the last 15 years, collaborating closely with the Coalition of Religious Congregations to Stop Trafficking of Persons to pass the NY State Anti-Trafficking law and partner on important educational projects. LifeWay has also enjoyed the presence of women religious over the years as they generously devoted time to volunteering.

When the COVID-19 pandemic hit, however, LifeWay had to pivot to a paid model of support to provide 24-hour coverage, as it was no longer feasible to rely solely on volunteers for this level of care. In 2020, LifeWay introduced a new layer of support in the safe houses: RAs.

RAs provide direct assistance and care to the survivors, and come with demonstrated experience in similar social service settings. RAs serve as primary connections between operation managers, clinical staff and the survivors, raising the current survivors' needs or recommendations. Importantly, they work carefully to keep the environment COVID-free. They are available on site for any needs, or emergencies, providing continued quality care around the clock.

After the first year, LifeWay assessed the RA's impact by administering Quality of Service surveys to the RAs and the residents, finding that eighty-three percent of residents strongly agree that the RAs are supportive, welcoming, empathetic and respectful.

SURVIVORS BLOSSOM IN SAINT ANNE'S GARDEN



Spending time outdoors is proven to lessen anxiety, improve well-being and boost immunity, sleep, focus and creativity. The survivors at LifeWay's safe house can attest: After spending time working in Saint Anne's Garden, they've cited positive effects on their mental health. The garden was made possible by a

dedication from a wonderful partner. Its therapeutic fruits—and the delicious fresh vegetables on the menu at the safe house—are a source of health and healing for which we're immeasurably grateful.

*WebMD article, "Health Benefits of Getting Outside," <https://www.webmd.com/balance/ss/slideshow-health-benefits-nature>

IKEA DESIGNS WELLNESS ROOM IN SAFE HOUSE

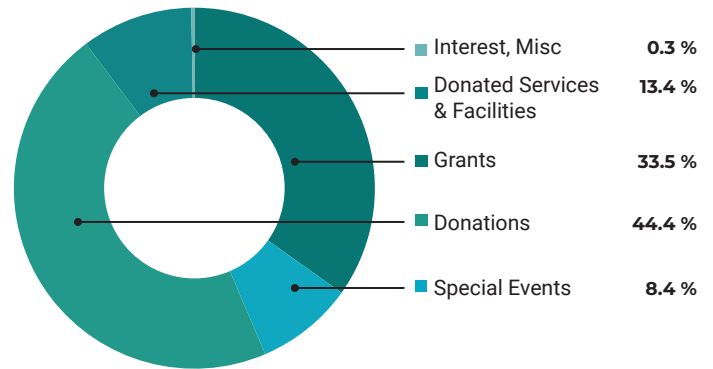


The IKEA team in Queens was true to the company's vision, "to create a better everyday life for the many people," when the store donated more than \$4,500 worth of furniture and manpower to redesign a shared space in one of our safe houses. The new activities and wellness room was designed and

assembled by IKEA Queens coworkers to invite positive energy into the space while incorporating details that capture the beauty of the residents' home countries.

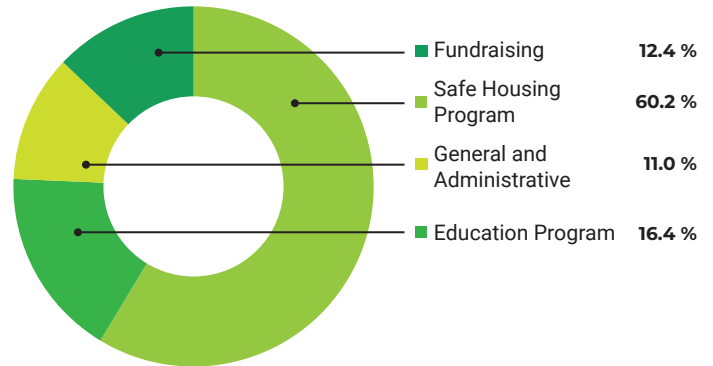
2021 IMPACT REPORT

LIFEWAY NETWORK 2021 AUDITED FINANCES



INCOME

Grants	\$458,919
Special Events	\$115,009
Donations	\$608,402
Donated Services & Facilities	\$183,633
Interest, Misc.	\$3,634
Total Income	\$1,369,597



EXPENSES

Safe Housing Program	\$851,270
Education Program	\$231,828
General & Administrative	\$155,974
Fundraising	\$175,591
Total Expense	\$1,414,663



LifeWay founder Sister Joan Dawber, here with Executive Director Marion Kendall, remains closely involved with and supportive of the organization's work.



NEW YORK IS SIXTH STATE TO BAN CHILD MARRIAGE

Did you know that minors under the age of 18 years were permitted to be married in the state of New York? That was the case—until now. Throughout the year, LifeWay joined the advocacy efforts of survivors and organizations including Unchained at Last to advocate for an end to child marriage under the age of 18—no exceptions. LifeWay was proud to be part of the Coalition to End Child Marriage in the United States, where all parties met with legislators and rallied for immediate attention. Finally, A3891/S3086 was signed with persistence from the movement. In addition, the Equality Model was introduced in the state of New York due to the marked advocacy of survivors and the New Yorkers for the Equality Model, for which LifeWay is on the founding steering committee. Executive Director Marion Kendall was also recently appointed co-chair of the New York State Anti-Trafficking Coalition and recognized as a New Abolitionist alongside dozens of survivors, politicians, judges, leaders, attorneys, social service professionals and more, including LifeWay founder Sister Joan Dawber.



SUPPORT LIFEWAY

Did you know there are many ways you can donate to help survivors of human trafficking? In addition to direct gifts of cash, you can donate shares of stock, schedule monthly or quarterly gifts, or give through payroll deduction, if offered by your company. You can also ensure your support for survivors will continue beyond your lifetime, by naming LifeWay as a beneficiary on your life insurance policy or establishing a planned or legacy gift through your will or trust. These legacy gifts can be cash, stocks, securities or real estate. To learn more about how you can support LifeWay and its vital mission, now and in the future, please reach out to Marissa Harvey, director of development, at mharvey@lifewaynetwork.org.

LIFEWAY'S EDUCATION PROGRAM SHEDS LIGHT ON HUMAN TRAFFICKING

LifeWay's education program was LifeWay's first program, and has reached 20,000+ individuals since its founding in 2007. The program has only continued to push the bar in 2021. LifeWay hosted its first month-long campaign for human trafficking awareness month, #ShedLightHT. The campaign focused on debunking myths and conspiracies in the age of harmful misinformation through virtual events, partnerships, blogs, activations and more.

The campaign raised nearly \$50,000, and reached 485,000 individuals online.

Throughout the year, LifeWay continued to reach audiences; its proposal "Why Direct Service Providers Need to Dive into Policy" was accepted to The National Center on Sexual Exploitation's international conference, where Tori Curbelo, the director of education and advocacy, presented. In the fall, LifeWay Executive Director, Marion, presented at the New York State Social Work Education Association's 54th annual conference with the Beck Institute in a roundtable discussion about restorative communities for survivors of human trafficking.

LIFEWAY PUBLISHES RESEARCH IN THE JOURNAL OF MODERN SLAVERY

LifeWay's education department consistently seeks opportunities for strategic learning, especially from its safe housing program and residents. Tori Curbelo, director of education and advocacy, published research on LifeWay's behalf entitled: *Exploring the Relationship between Humanitarian Emergencies and Human Trafficking: A Narrative Review in the Journal of Modern Slavery*. The connection between emergencies and human trafficking hit even closer to home when Hurricane Ida devastated one of LifeWay's safe houses a few weeks after the article was published. LifeWay hosted a virtual lunch & learn series to unpack the issue. The series uncovered both the macro intersection of emergencies and human trafficking, as well as the micro intersection—the critical needs of the newly flooded safe house. LifeWay is grateful for the quick action of the community, which provided **\$62,500** in hurricane relief to repair the environment for the residents. Thank you!

NICKY HILTON AND MAX MARA PARTNER TO SUPPORT LIFEWAY



Nicky Hilton Rothschild has long held space in her heart for LifeWay Network. In November, she again found an opportunity to benefit our work by hosting a cocktail party with Max Mara at the fashion brand's Madison Avenue location. In alignment with Max Mara's mission to support and empower women, the company donated 10 percent of sales from the event to Lifeway. We remain grateful to Nicky Hilton for her commitment to the women of LifeWay and the generosity of Max Mara for sharing the proceeds of this event.