



January 2015 Special Report on the FAWCO Target Project

LOOKING BACK AND LEAPING FORWARD

What a year 2014 was for Free The Girls! Since we received the news that Free The Girls was chosen as FAWCO's 2014-2016 Target Project, there have been a number of exciting changes and improvements in how we run the organization.

In 2014, we started the year with one paid employee—our part-time Executive Director. Through the generosity of FAWCO and the Target Project, Free The Girls added four additional employees. All four of these people were already working in limited capacities as volunteer staff with Free The Girls, but accepted the challenge of joining our staff in paid, part-time positions.

Melissa Watson, National Director, is partially funded by FAWCO. This position includes development, grant management, marketing, social media, and technology.

Pam Gumns, Inventory Manager, is partially funded by FAWCO. The position includes managing all donated bra inventory at our inventory center in Chesterton, Indiana--from receiving, sorting, and packing to shipping overseas to our program locations. The Inventory Manager coordinates the efforts of 70 volunteers, fosters relationships with lingerie industry partners, and oversees our third party drop-off locations (85 total!) in North America.

Selah Davenport, Operations Manager, is partially funded by FAWCO. This position was originally a volunteer manager in charge of recruiting, training, supervising, and retaining all volunteers located outside of Indiana, including event concierges and volunteer staffing of Colorado events. As the Operations Manager, the position is also responsible for bookkeeping and financial donation management.

Josh Broward, International Program Manager, is fully funded by FAWCO. This position manages all five of our international program locations with four program partners, as well as fostering relationships with faith-based communities in North America and Europe.

With the addition of these part-time, paid positions, we have seen tremendous changes in our domestic and international programs. Domestically, we received a grant from a software company allowing us to manage our donor and supporter information in a



single, online database. This change in operations attracted two new high-level volunteers in 2014, both with significant professional experience in donor database development and management. A robust system for tracking donations and managing donor information helps us foster relationships that will build a solid core of long-term financial and in-kind supporters of our mission. Having the financial “breathing room” afforded by FAWCO’s generous support has provided us with professional staff dedicated to creating and improving operating systems within organization for long-term sustainability and expansion, and allowed the executive director to be more fully focused on vision, strategy, and planning rather than day-to-day operations.

As a result—and while our final financial reports are not available yet—the projected income for 2014 (excluding FAWCO grant funding) is well over \$151,000! This is an 18% increase from year-end 2013. We are encouraged by these results, especially considering that some of the professional staff positions and new systems have only been in place for a few months.

Further, with the support of FAWCO, we have expanded and updated the donated space that houses our inventory center to include better space management for incoming and outgoing inventory, secure storage of supplies, and a modest work area for volunteers helping with database entry and other administrative tasks. As we grow, so does the inflow of inventory, and our infrastructure must be able to support this growth and scale with it—the space was expanded and improved with this in mind.

In the fall of 2014, Free The Girls international programs received a shot in the arm with the addition of a dedicated International Program Manager. While our co-founder and Global Director, Dave Terpstra, had put into place solid partnerships in Mozambique, Uganda, and El Salvador, our International Program Manager is able to give the personal attention needed to allow our program partners in each of these locations to grow and expand—increasing the number of women offered job opportunities with Free The Girls’ uniquely entrepreneurial jobs program. We grew from serving 21 women in 2013 to almost 60 women in 2014!

Moreover, this staffing change has allowed our Global Director to refocus his attention, first and foremost, on overall vision and strategy for Free The Girls, in addition to his responsibilities overseeing our flagship program in Mozambique—where they recently launched an in-house educational component for the women in their program. We are encouraging all our program partners to begin offering more educational opportunities for the women we serve.



Looking forward, our 2015 strategic plan calls for more deeply engaging Free The Girls supporters in North America by making them feel known, informed, useful, and valued. This thoughtful strategy will permit us to increase our domestic education, bra collection, and fundraising efforts and establish a solid organization that will seamlessly transition away from FAWCO-funded salaries in early 2016 with no changes in personnel. We are also continuing to explore the possibilities for establishing an inventory collection point in the EU to allow women in Europe the opportunity to become engaged with Free The Girls in the fight against human trafficking.

Finally, Free The Girls is excited to be a part of FAWCO's conference in Rome this March. Our National Director Melissa Watson and Global Director Dave Terpstra will be there to introduce "Everyday Abolitionist", an education and engagement campaign encouraging individual supporters to take small actions in the abolitionist movement for collectively big results in ending human trafficking worldwide, and "Freedom Stories", a collection of stories about the women around the world touched by Free The Girls' job creation program. Both of these initiatives will allow FAWCO member clubs to engage support in their fundraising efforts for the Target Project. Each FAWCO club attending the Rome conference can look forward to receiving a packet of information from Free The Girls.

In closing, we are excited and energized by the tangible results of FAWCO's generous support of our mission to provide job opportunities for survivors of sex trafficking. We look forward to continuing to build an organization that puts people first—from the women we serve who inspire us, to the financial and in-kind supporters who sustain us, to our professional and volunteer staff who keep us moving upward.

Thank you for believing in Free The Girls!

Kimba Langas
Executive Director/Co-Founder