

ACTION169
A 501-C3 ORGANIZATION

Faith in Action

2020 ANNUAL IMPACT REPORT



WWW.ACTION169.COM

Prevention • Intervention • Restoration

Action169 is built on a foundation of prayer and is committed to addressing commercial sexual exploitation and substance use through Christ-centered prevention, intervention and restoration care services.

A Special Thanks To

Co-Founders Michael and Jenna De Jong
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Corey Freitag
Ruth Schueler
Sue Koons
Chris Gerhardt
Audrey Nawrocki

Bella Daughter Volunteer Team
Marci Trei
Anna Friendt

Anna Friendt, Anchor 13 Studio

Cassandra Strom, Footprint Publishing

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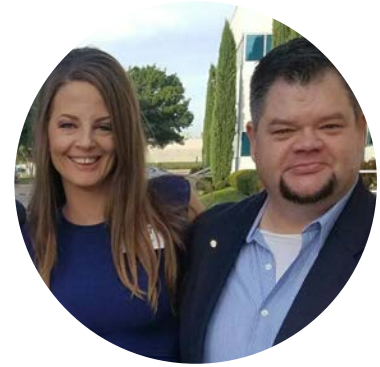
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Ron and Linda Blair
Nick and Cheryl Freitag
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Our additional 20+ Support Partners



Michael & Jenna De Jong
Co-Founders
Prevention Program Directors



Audrey Nawrocki
Director of Finance



Tim & Marci Trei
Marci, Bella Daughter
Outreach Leader



Corey & Danielle Freitag
Co-Founders

2020 was a year unforeseen that brought a change in the activities we typically engage in and offer. Even so, outreach still happened, lives were impacted, and **you still made a difference.**

One of my favorite memories from 2020, other than finally becoming a mother, was seeing my dear friend Anna Friendt teach attendees of the Grow Ever Green event how to activate their faith through a guided teaching on painting. The night also included a message and time of worship led by Josh Edwards.

In 2021, Action169 will be extending more opportunities for healing and growth through various workshops, events, and restoration groups as we did in 2020.

Rose House is expected to be fully operational with capacity for up to four residents -brave overcomers taking the path of restoration.

**You cause this mission and vision to move forward.
Thank you for all of your prayers and support.**

Danielle Freitag

Danielle Freitag, LADC
Co-Founding Executive Director

2020 Impact Breakdown

2020 was a year unforeseen that brought a change in the activities we typically engage in and offer. Even so, outreach still happened, lives were still impacted, and you still made a difference. Thank you!

01

The Action169 Highway Billboard on Highway 169 in Minnesota continues to be seen by countless people, giving the message and raising awareness, that in fact, **Our Daughters are Treasured, Not Commodities.**

02

Bella Daughter Outreach
Gifts were given, connections were made.

She told us she wanted to be done. She spoke about her son. She said she was tired and that she was glad to see us that night.

03

A young woman who came out of sex trafficking received direct support, care, counseling, and advocacy.

A precious life impacted • A life of healing and restoration begun

04

The Grow Ever Green event, a faith-based night of encountering God's presence, gave an opportunity for people to engage in the creative arts, worship, and join others in a time of fellowship.

05

Executive Director Danielle Freitag had an opportunity to speak at the Running for Justice and She Rises events. Both events gave attendees the opportunity to learn about Commercial Sexual Exploitation and how to engage in effective actions to end such.

She Rises provided Bella Daughter Outreach with several gifts and support to be extended to those served. Thank you!

06

Bible studies hosted throughout the year both in-person and on-line gave individuals the opportunity to grow in their faith.

07

Continued fundraising and writing of policies and procedures was completed in order to move closer towards Rose House being fully operational.

08

Jenna De Jong, Action169 co-founder, spoke at the Esther Mordecai event in early March. Attendees were given a message on the strategy of Esther in correlation with ending exploitation and the related trauma that often intersects.

PREVENTION



2019 DADDY DAUGHTER DANCE

Prevention efforts occur first and foremost through prayer. Prayer is an effective way to defeat exploitation, a modern-day slavery. Action169 hosts prayer calls and mobilizes national and international prayer initiatives to eradicate a spiritually-oppressive injustice. While prayer and awareness are essential, it is not enough without taking social action.

Effective actions of prevention include the billboard campaign, printed and published material that is reaching concerned citizens, advocates, counselors, and volunteers of various anti-exploitation organizations. Actions of prevention also include trainings on decreasing demand, awareness events such as the annual Freedom Race 5k 10k and the Daddy Daughter Dance—designed to strengthen the family and decrease vulnerabilities in youth.

Action169 provides training and/or consultation to government and non-government organizations, social services, staff and advocates providing safe housing and or treatment, and faith-based organizations.



ACTION169.COM/DADDY-DAUGHTER-DANCE

INTERVENTION



YOU ARE
PRECIOUS IN MY
SIGHT AND
HONORED, AND I
LOVE YOU.

Isaiah 43:4

Bella Daughter

Bella Daughter provides a message of love and hope, as well as support, for women in the strip club industry. Outreach happens once a month in two to three different adopted clubs in Minnesota and Northern Iowa.

Once a month the Bella Daughter Gift & Prayer hour gives volunteers an opportunity to come together, package gifts, and pray.

Intervention occurs in group settings where overcomers are given the opportunity to heal and discover their God-given dreams and intrinsic value.

Intervention includes providing direct services, support and empowerment for women in the commercial sex industry, whether still involved or not.

Survivor-led outreach and support groups for women working in strip clubs, escorting, or the porn industry are offered through Bella Daughter, an outreach focus of Action169.

LOVE SUPPORT EMPOWER

RESTORATION



Arukah© Restoration Services
For females 18 +

New Beginnings of Health, Hope and Healing

Individualized restoration services are provided separately or in addition to our Arukah program, which provides a unique opportunity to complete online and in-person therapy drawing from a holistic, trauma-informed, person-centered approach. This unique perspective allows participants to simultaneously address trauma and substance abuse, while on the path of restoration.

Services specialize in addressing trauma from commercial sexual exploitation and/or problematic substance use to achieve better overall health.

Group is optional, and consists of no more than three women who are highly engaged in their own restoration. Counseling is offered by licensed and trained professionals who understand trauma and addiction, as well as restoration and recovery.

Individualized Restoration Plan	Person-Centered Holistic Approach
Chemical Dependency Assessments	CBT (Cognitive Behavioral Therapy)
Trauma Informed	Expressive Art Therapies
Wellness, Fitness and Nutrition Planning	Faith-Based MBRP
Spiritual Life Coaching	12-Step Facilitation



CAPITAL CAMPAIGN
24K Rose Challenge

FAITH IN ACTION

PREVENTION • INTERVENTION • RESTORATION

On November 27th, 2020, a year-end campaign was launched with the goal of raising a total of \$24,000.

A total of \$19,817 was raised.

Thank you for supporting the mission and vision of Action169—to end exploitation, reach those being exploited, and provide restoration services.

We thank God for provision and we thank God for you who propel this mission forward.

*Thank
you*

2020 FINANCIAL EXPENSES

Empowering Others

Beautiful and Loved \$242
Strip Club Outreach

Administrative Expenses

Bank Charges & Fees \$315.58
Fundraising Expenses \$498.13

Insurance \$698
D&O Insurance \$567

Office Supplies & Software \$270
Monthly Consulting Fee to Arukah
\$3,800

PREVENTION

Advertising, Marketing, Graphic Design
\$2,184.94

A high value is placed on advertising, promotion, and media presence. Images and correct information are significant in changing culture. We consult with and hire for graphic design, women who've overcome sex trafficking who are now thriving and those passionate about ending the injustice of exploitation.

Billboard Rent \$7,800

Workshop - Grow Ever Green \$1,712.19
Includes Honorarium to overcomer

INTERVENTION

Bella Daughter Strip Club Outreach
\$1,001.95

RESTORATION

Scholarship Funding for Individual Counseling, Groups and Direct Support Extended for Women 18+ \$2,151.36

Travel Expenses \$373.39

Grand Total Expenses \$21,614.54

ACTION169 INCOME

Action169 Income

General Contributions \$20,334.84

Year-End Campaign \$19,817

Rose House Funding \$5,000
Grow Ever Green Ticket Sales \$133.85
IA Cycle Fundraiser \$3,567
Minneapolis 5k Race Donations \$694

Total Revenue \$49,551.25

2021 PROJECTED BUDGET

To operate Action169, and based on the previous year's budget, the projected, approved cost to operate Action169, excluding Rose House, is \$36,697.09. Considering our plan to provide housing, the total now estimated at \$73,812.00, the projected 2020 budget is \$110,509.09.

Expenditures

Empowering Others \$400

Bank Charges and Fees \$316

Fundraising Expenses \$500

Insurance \$698, D&O Insurance \$565

Legal and Professional Services \$1,000

Computer & Word Program \$1,200

Quickbooks \$270

Postage and Delivery \$200

Arukah LLC Consulting Fee \$6,000

Total General & Admin Expenses \$11,149

Prevention

Advertising, Marketing & Graphic Design
\$2,000

Billboard Rent \$7,800

Workshop Event(s) \$2,000

Daddy Daughter Dance \$6,500

Honorarium(s) \$500

Training Meeting \$1,000

Prevention Travel \$2,000

Total Events Budget \$9,000

Total Prevention Expenses \$18,800.00

Intervention

Bella Daughter Outreach \$2,000

Bella Daughter Travel \$1,548.51

Total Intervention \$3,548.51

Restoration

Scholarship Funding, Direct Care \$3,200

Rose House \$73,812

Total Restoration \$77,012

Total Expenditures \$110,509.09

Net Revenue \$22,639.91

ACTION169 PROJECTED INCOME

Action169 General Contributions \$33,000

Year-End Campaign \$20,000

Daddy Daughter Dance Donations \$2,352

DDD Ticket Sales \$3,985

Grant or Rose House Funding \$73,812

Total Income \$133,149.00



We are continuing to move forward in making Rose House fully operational. Rose House will include the option for emergency shelter-care and long-term care.

Four phases of the program will provide women 18+ with an opportunity to transition into appropriate care based on needs and personal growth.

Case management shall be provided in addition to individualized care. A basic outline of the four phase program can be found on P. 12, and we continue towards completing writing policies and procedures, expected to be completed by March 1st. This is a timely process we seek to do with excellence.

We are committed to meeting the needs of women in crisis so that they have an opportunity for restoration in a safe place with appropriately trained staff.

We are asking for individuals, families, churches, and businesses to partner with us in this vision to be a part of changing the lives of women coming out of exploitation and substance use.

It is always our hope to see the faith community rise up to meet this need.

The Rose House projected budget is a working budget as we move through the vision, conception, and planning stages into the operational stage.

Liability Insurance - Estimated \$100/mo
Furnished Living Spaces \$1,351 includes all utilities.

Daily Living Items \$500/mo
Facility Management \$200/mo
Case Manager Salary \$1,600/mo
House Mother Salary \$2,400/mo

Total Projected Monthly Cost \$6,151/mo

Annual Projected Rose House Budget \$73,812.00

We have worked in the community for 7 years and have found a gap in temporary housing and longer term care for women leaving crisis situations such as sexual exploitation, sex-trafficking, and drug/alcohol addiction.

Rose House will bridge that gap by providing a dwelling place of refuge, hope, and healing.

The Rose House program is estimated to be about 12 months. If it is determined more time is needed, such will be offered.

Phase 1 of Rose House is emergency care with access to an RN and LADC; however, is not a detox center.

Residents will meet with a case manager to determine if continuing at Rose House is appropriate according to residents' needs and goals.

A basic outline of the four-phase program:

Phase 1
1 month

- Initial entrance into Rose House
- Up to 30 days sober-detox cleanse
- Medical Appointments
- Create individualized plan
- Begin one group session
- Spirit-Soul Care Group

Phase 2
5-7 months

- Begin Trauma-care counseling
- Chemical Dependency Treatment if needed
- Support groups
- Life Skills Workshops
- Health and Wellness Class
- Spirit-Soul Care Group
- Begin volunteering 1x a week during outing

Phase 3
7-12 months

- Trauma-care counseling
- Move out of main house into separate living space
- Workshops, Classes, and Life Skills Cont.
- Continue Spirit-Soul Care
- Begin work and/or school
- Prepare for independent living and graduation

Phase 4
12 Sessions

- Graduated from the main program
- Living out of the home
- 1x a week check-ins with case manager
- 12 - 24 Sessions of after-care support groups with LADC or Counselor and group leader

Anna has a big heart for those who feel broken, lost, and abandoned. She believes the creative process can reveal so much about heart conditions; wounds to be healed, dreams to be ignited, and needs to be fulfilled.

She is passionate about using her gifts and her voice to make an impacting difference; helping people discover healing. Her life story, career path, and her personal faith walk led her to the vision and mission of Anchor 13 Studio.

Anna is an artist and graphic designer who finished attending UNWSP for a B.S. in Graphic Design in 2012. Creating has always been at the foundation of her being. As she grew, she discovered her creativity would grow with her. Just as it is with achieving any goal, there is always hardships, resistance, and obstacles. Hers came in the form of clinical depression and severe anxiety, which stemmed from a traumatic childhood and unstable young adult life, sexual abuse, foster care to adoption, and commercial sexual exploitation - all of which she overcame.

We are grateful for Anna's valued input, creativity, and servant heart. Anna not only volunteers for outreach, but she assists in teaching and leading workshops offered through Action169 that foster healing in others.

The beautiful kintsugi necklaces that Anna hand crafts are gifted to the women on outreach, as well as others who come through the restoration program.



kintsugi necklace

"Kintsugi" word meaning: **golden seams**

- an ancient Japanese process used for ceramic restoration. It is a technique where tree sap is used to bond the broken pieces of a vessel to make it whole again. At the end of this creative process, the bond dries, and the seams are not hidden to make the vessel appear as it did before broken. Instead, the seams are highlighted beautifully in gold, highlighting that the vessel had shattered and has been mended in gold.

When God mends us together, He does not make us as we once were, although the old can be seen in part. **He makes us into a new creation**, from what once was, where our brokenness reveals His beautiful golden glory in our lives.

A broken vessel that stands mended is a message of hope to those who feel as if their lives are shattered in pieces.

LIVE EACH WEEK

2021 Real Talk

Friday 1:00 CST



DANIELLE FREITAG



JENNA DE JONG



ACTION169 YOUTUBE + FACEBOOK

ACTION169.COM

JOIN THIS JUSTICE MOVEMENT

Points for financial support that you, your organization, or business can consider. Any donation amount is appreciated and welcomed. Funding fuels prevention programs, outreach, and direct impact through restoration programming and housing.

\$1,000 - \$3,000/mo Rose House

\$200, \$500, or \$1,000 Daddy Daughter Dance, Workshop(s) and/or Freedom Race Sponsor

\$50 - 200/mo Strip Club Outreach

\$100 - \$500 Scholarships for women 18+ to receive counseling and support for restoration

\$1,200 One Annual Training

Please visit the "Donate" section of our website, Action169.com

Checks can be made out to Action169

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