

ACTION169
A 501(C)(3) ORGANIZATION

ACTION169 2019 ANNUAL IMPACT REPORT



Faith in Action



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

The Action169 Team
The Board of Directors
Corey Freitag
Ruth Schueler
Sue Koons
Chris Gerhardt
Audrey Nawrocki
Sally Kassuelke

Bella Daughter Volunteer Team
Marci Trei
Anna Friendt

Footprint Publishing, Cassandra Strom
Stacey Tweedt

Volunteers of Daddy Daughter Dance
Volunteers of Freedom Race 5k 10k
Anderson Race Management

Anonymous Billboard Support Partner

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Grace Tabernacle
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Breath of God
New Creation World Outreach Church
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Maranatha Assembly of God
Saint James First Presbyterian Church
Kohls Weelborg Chevrolet LLC
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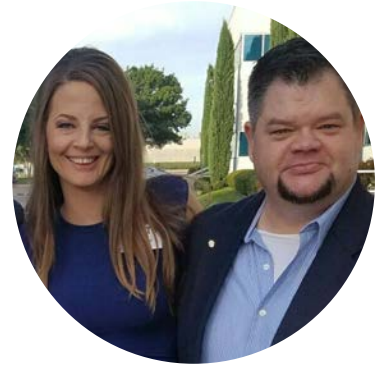
Jeanette Johnson
Elizabeth Freitag
Brett Weelborg
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Rich Murray
John and Susan Lund
Lona Larson
Ryan and Erin Biller
Dan and Ashley Stensland
Michael and Jenna De Jong
Taylor and Audrey Nawrocki
Bryce Ihrke
Brenda Bonser
Darrell and Sue DeWar
Scott and Kim Groeneweg
Our additional 30+ 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

2019 was a year of growth for the Action169 organization. Growth has meant extending influence into new places and with new people.

Strip club outreach continued in both Minnesota and Iowa. The message from The Garden Keys was shared nationally and internationally. Little girls danced, each one with her dad at the third annual Daddy Daughter Dance. People ran in Freedom Race 5k 10k to be a part of ending exploitation. The opportunity to minister and meet many young women in the nation's largest rehab facility and a Safe Home in South Africa was accomplished – all of this, not without your support.

I will never forget the faces of the women I had the honor of spending time with in South Africa. My husband Corey and I will not forget what God did when He showed up in tangible ways in Birmingham, Alabama at a women's rehabilitation center.

My hope in 2020 is for Rose House to officially provide a place for her restoration, a place where she can begin the journey of healing. Action169 will also be extending more opportunities for healing and growth through various workshops, events, and restoration groups.

**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

2019 Impact Breakdown

- **74 gifts** given during Bella Daughter strip club outreach. **74 face-to-face interactions** made to love, support, and empower women to know their intrinsic worth.
- Two boxes of books given to the largest women's rehabilitation facility in the nation, located in Birmingham, Alabama. Not only were books distributed, but an **impactful message was given**.
- Five women who came out of sex trafficking in South Africa received **direct, restoration care** through participating in healing, therapeutic groups.
- **100 little girls**, each one, danced with her dad at the annual Daddy Daughter Dance in Sioux Center, Iowa.
- You volunteered your time for Bella Daughter Gift + Pray so that women in the strip clubs, in Minnesota and Iowa, were **reached with a message of hope**.
- **154 Prayer Calls** and several prayer meetings hosted since 2014.
- The Action169 Highway Billboard on Highway 169 was seen by countless people, **giving the message and raising awareness**, that in fact, Our Daughters are Treasured, Not Commodities.
- **The Best Care Practices manual was distributed to 20+ professionals** working directly with women who've come out of exploitation, including sex trafficking and/or problematic substance. Most of these professionals took part in the Action169 Best Care Practices training sessions.
- **Copies of The Garden Keys for Strip Club Outreach** and women in various Safe Homes were sponsored.
- Executive Director Danielle Freitag had an opportunity to be a part of a 12-part docuseries airing in Canada on **Confronting Porn**.

<http://confrontingporn.com/>

PREVENTION



2019 DADDY DAUGHTER DANCE

Prevention efforts occur first and foremost through prayer. Prayer is a powerful and 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.



2019 DADDY DAUGHTER DANCE

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.

INTERVENTION



LOVE SUPPORT EMPOWER

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.

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 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

On December 1st, 2019, a year-end campaign was launched in hopes of raising a total of \$14,000. A total of \$9,083 was raised. In September of 2019, as a part of Freedom Race 5k 10k, a goal was set to raise \$10,000, accomplished through support partners and the participating Freedom Fighters themselves.

Between the two 2019 fundraisers, a total of **\$19,115.04** 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.

“

You gave us courage to see that with God everything is possible.

JASMIN*



Overcomer of exploitation who participated in a restoration group | *Name Changed

“

Please pray for my sister. She is addicted and I am so worried about her. Please ask everyone you know to pray for her.

ALLIE*



Letter from a precious woman we met while ministering in a rehab facility | *Name Changed

“

We love when you come here. It means a lot to receive a gift.

BRANDI*



Strip Club Outreach | *Name Changed

2019 FINANCIAL EXPENSES

Empowering Others

Beautiful and Loved \$355.65
Prayer Journey Expenses \$1,992.92

Administrative Expenses

Office Expenses
PO Box, Accounting Software
Dues and Subscriptions \$786.80

Postage + Delivery \$299.87

Legal + Professional \$1,484.64

Action169 Training + Travel Expenses
\$3,756.44

PREVENTION

Advertising, Marketing, Graphic Design
\$3,478.93

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

Billboard Rent \$8,450

Daddy Daughter Dance \$6,779.68

Freedom Race 5k 10k \$3,403.26

INTERVENTION

Bella Daughter Strip Club Outreach
\$3,471.58

3 Boxes of Books for Super Bowl 53
Strip Club Outreach Gift Bags \$1,350

RESTORATION

Scholarship Funding for Individual
Counseling, Groups and Direct Support
Extended for Women 18+ \$3,075.63

South Africa Safe Home \$9,540.18
Seven Weeks of Consulting on Best Care
Practices + Training Manuals + Seven Weeks of
Restoration Groups for Women Who've Come
Out of Sex Trafficking + Personal Care Items for
Women + Books + Traveling Expenses

Grand Total Expenses \$48,225.58

ACTION169 INCOME

Action169 Income

General Contributions \$35,875.30

Freedom Race Registration Sales \$3,692.04
Freedom Race Sponsorships \$6,340.00

Daddy Daughter Dance Sales \$3,985
Daddy Daughter Dance Sponsorships \$2,352
Other \$146.77

Grand Total \$52,391.11



As we have been moving towards providing emergency housing, it's become evident there is also need for longer term care here in Southern, Minnesota.

The option for residents to transition into longer term care at Rose House will be available.

Three 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. We are in the process of developing the program and writing policies and procedures. This is a timely process that we seek to do with excellence.

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.

Our plan in 2020 is to begin looking at possible foundations and/or grants; however, it our hope to see the faith community rise up to meet this need.

We are committed to meeting the needs of women in crisis so that they have an opportunity for restoration in safe housing.

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

Location is secured as of now.

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 6 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.

2020 PROJECTED BUDGET

To operate Action169, and based on the previous year's budget, the projected, approved cost to operate Action169, excluding Rose House, is \$53,298.02. Considering our plan to provide housing, the total of which is now estimated at \$73,812.00, the projected 2020 budget is \$127,110.00.

Expenditures

Empowering Others \$577.65

Bank Charges and Fees \$59.90
Fundraising Expenses \$153.29
Insurance \$698.00, D&O Insurance \$565
Legal and Professional Services \$115
Office Supplies and Software \$786.8
Postage and Delivery \$299.87
Arukah LLC Consulting Fee \$3,600/yr
Total General & Admin Expenses \$6,855.51

Prevention

Advertising, Marketing & Graphic Design
\$3,404.75
Billboard Rent \$8,450
GROW Ever Green \$1,500
Daddy Daughter Dance \$6,779.68
Freedom Race 2019 \$2,806.26
Total Events Budget \$11,085.94

Travel not including Bella Daughter
\$15,253.31
(Prayer Initiatives, Consulting, Training)
Total Prevention Expenses \$38,194

Intervention

Bella Daughter Outreach \$3,500
Bella Daughter Travel \$1,548.51
Total Intervention \$5,048.51

Restoration

Scholarship Funding, Direct Care \$3,200
Rose House \$73,812
Total Restoration \$77,012

Total Expenditures \$127,110.02

Net Revenue \$6,636.02

ACTION169 PROJECTED INCOME

Action169 General Contributions \$33,000
Year End Campaign \$10,000

Daddy Daughter Dance Donations \$2,352
DDD Ticket Sales \$3,985

Freedom Race Registration Revenue
\$3,985.04
Freedom Race Sponsors \$6,340
D&O Insurance Officer Donations \$565

Grant or Rose House Funding \$73,812
Total Income \$133,746.04

2020 Vision



Rose House

Restoration care for women 18+

* Developing program, policies, and procedures

Monthly Bella Daughter Strip Club Outreach and Gift + Pray

4th Daddy Daughter Dance
May 2020

6th Freedom Race 5k 10k
August 22, 2020

New York City



1.22.2020

G R O W
Ever Green in 2020



GROW
Ever Green in 2020
A faith based night of encountering God's presence.

NYC Global Prayer House
NYC - 2020 City in Focus
www.globalprayernyc.org/

Action169 will highlight and assist in releasing prayer over the injustice of human sex trafficking in an area in NYC known for exploitation.

Outreach and training for strip club outreach will be part of this focus.

JOIN THIS JUSTICE MOVEMENT

Financial support points that you, your organization, or business can consider. Funding fuels prevention programs, outreach, and direct impact through restoration programming and housing:

DAVID \$22 CYRUS \$45 ISAIAH \$222.20 ESTHER \$414

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

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

\$200-\$300/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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