

ACTION169
A 501-C3 ORGANIZATION

Faith in Action

2021 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
Corey and Danielle Freitag

The Board of Directors

Corey Freitag
Ruth Schueler
Sue Koons
Chris Gerhardt
Preston Vaughn

Bella Daughter

Anna Friendt *OutreachTeam*
Diana Bradley *Gift + Pray*
Sue Koons *Gift + Pray*
Ruth Schueler *Gift + Pray*
Sue De War *Gift + Pray*

Annie Lobert, Hookers for Jesus

Anna Friendt, Anchor 13 Studio

Cassandra Strom, Footprint Publishing

Abigail Eernisse, The Abolitionist Collective

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Kim Van Dyken

Richard Marek

Nathan Marti

Amy Ruzynski

Neil and Jacki Royer

Our additional Support Partners



Michael & Jenna De Jong
Co-Founders
Prevention Program Directors



Ruth Schueler
Resident Housing Manager
Prayer Pastor



Anna Friendt
Outreach Leader



Corey & Danielle Freitag
Co-Founders

2021 was a year in which we witnessed lives impacted and transformed. Thanks to you, we had two residents at Rose House, a restoration home for women 18+ who've experienced exploitation and/or problematic substance use. A safe place was provided, support was extended, and seeds were planted. We also hired a Resident Housing Manager, Ruth Schueler. Ruth is one of the main contact points for women coming through the program. It was our dream years ago to see Ruth compensated for all that she has done. That dream is now a reality.

In addition to Rose House offering support, Anna Friendt and I have been continuing strip club outreach, furthering building the relationships with those we have the opportunity to serve through Bella Daughter, our outreach initiative. *Real Talk*, a recently released podcast by Action169, is reaching thousands with messages such as: *Preventing the Sexualization of Children* and *Why Sobriety?*

You cause this mission and vision to move forward.

Thank you for all of your prayers and support.

Danielle Freitag, LADC
Co-Founding Executive Director

IMPACT BREAKDOWN

01

Strip Club Outreach

Gifts were given, connections were made.

She asked for more support. She wanted prayer right there in the Strip Club.

*A total of **501 gifts** have been given in the Strip Clubs since 2014. More so, gifts come with connection and conversation.*

02

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.**

03

Two women in 2021 who came out of sex trafficking received direct support, care, and counseling at Rose House. One resident came with son.

Rose House opened in June of 2021

04

Real Talk with Danielle and Jenna, a podcast released in early 2021, reached over 12,000 downloads in just seven months.

Learn more on page 13

05

Three women in our restoration program took advantage of the provided scholarship funding to enroll in **Corey Russell Online.**

CoreyRussellOnline.com

06

Diana Bradley became a Sister Advocate. She is also heading up the new Runway for Action, a program partnering with the Fairmont High School.

Learn more on P. 12

IMPACT BREAKDOWN

07

Activation Ministries saw hundreds reached with the gospel message.

Action169 assisted Activation Ministries as they launched Activation Church in Orange City, IA.

08

Protect Children not Porn

As an NGO signed on and in support of this movement, we implore you to see the documentary film *Raised on Porn* and sign the petition.

The average age of pornography exposure is now 10-11 (we have tragically been receiving direct reports of children as young as 3) and both boys and girls are stumbling across this content, often without looking for it. Most porn tube sites have zero barriers of age verification in place. As tragic as it is for a child to become addicted to porn, the danger goes far beyond that.

Sign the Petition at [TraffickingHubPetition.Com](https://traffickinghubpetition.com)
Learn more about you can do at [Exodus Cry](https://ExodusCry.com)

09

On May 8th, 2021 Dads and Daughters connected at the Daddy Daughter Dance. Dad's heard an impactful message and daughters created bracelets.

Dads and daughters danced and memories were made.

PREVENTION



2021 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 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



Bella Daughter

LOVE SUPPORT EMPOWER

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



Restoration Services + Housing
For females 18 +

New Beginnings of Health, Hope and Healing

Individualized restoration services provide 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. Support and counseling is offered by licensed and trained professionals who understand trauma and addiction, as well as restoration and recovery.

Individualized Restoration Plan

Chemical Dependency Assessments

Trauma Informed

Wellness, Fitness and Nutrition Planning

Spiritual Life Coaching

Person-Centered Holistic Approach

CBT (Cognitive Behavioral Therapy)

Expressive Art Therapies

Faith-Based MBRP

12-Step Facilitation



“

Whether you know it or not, I owe you a thank you. I spent a lot of my life trying to squeeze myself into places where I didn't fit, forcing myself to be whoever they wanted me to be.

But it wasn't like that with you, with Action169

Rose House opened June of 2021.

At Rose House 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. Rose House provides long-term programming, as well as, emergency housing for women 18+

In 2021 we were able to hire a resident housing manager and contract a therapist.

We continue to look for individuals, families, churches, and businesses to partner with us in 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.

In 2022, we are **looking for 10 people/businesses who would commit monthly to supporting the women who go through Rose House.**

See support points on the last page.

ACTION169

FAITH IN ACTION

Prevention Intervention Restoration



On November 27th, 2021, a year-end campaign was launched with the goal of raising a total of \$25,000.

A total of \$21,480 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*

2021 FINANCIAL EXPENSES

Empowering Others \$2,637

Pray First Travel

Administrative Expenses

Bank Charges & Fees \$994

Legal and Professional Services \$1,915

Insurance \$3,867

Office Supplies & Software \$3,357

includes new case management software

Postage and Delivery \$617

PREVENTION

Advertising, Marketing, Graphic Design
\$1,148

A high value is placed on advertising, promotion, and media presence. Images and correct information are significant in changing culture. We consult with those passionate about ending the injustice of exploitation.

Billboard Rent \$7,800

Podcast \$7,434

Honorariums for guests \$990

Social Media Curator \$1,210

Daddy Daughter Dance \$6,003

INTERVENTION

Bella Daughter Strip Club Outreach \$3,523

RESTORATION

Scholarship Funding for Individual Counseling, Groups online and in person and Direct Support Extended for Women 18+ \$8,167

Rose House \$36,560

Travel Expenses \$990

Activation Ministries \$45,583

Grand Total Expenses \$163,009

ACTION169 INCOME

Action169 Income

General Contributions Action169 \$47,723

Year-End Campaign \$21,480

General Contributions Activation \$66,145

Interest Earned + Sales of Product Income

Daddy Daughter Dance \$2,732

Rose House Funding \$63,229

Total Revenue \$201,582.00

2022 PROJECTED BUDGET

To operate Action169, and based on the previous year's budget, the projected, approved cost to operate Action169, including Rose House, is \$158,300.00. Total Income is \$168,500.00, which leaves a net revenue of \$10,200.00.

Expenditures

Empowering Others \$2,000
Survivors Only
Bank Charges and Fees \$1,000
Fundraising Expenses \$500
Insurance \$2,500
Legal and Professional Services \$5,000
Office Supplies + Software \$3,300
Case Management System
Postage and Delivery \$200
Payroll
Total General & Admin Expenses \$26,500

Prevention

Advertising, Marketing & Graphic Design
\$8,800
Daddy Daughter Dance \$7,000
Honorarium(s)
Runway for Action \$2,000
Training Meeting \$1,000
Action169 Podcast \$3,000
Honorarium(s)
Total Events Budget \$9,000
Total Prevention Expenses \$21,800

Intervention

Bella Daughter Outreach \$3,000
Bella Daughter Travel \$1,500
Total Intervention \$4,500

Restoration \$37,500

Contracted Therapist
ReCreated Heart Workshop(s)
Online + In-Person Support, Counseling

Rose House \$68,000
contracted Therapist
payroll
household Items
groceries
maintenance
rent
utilities

Total Restoration \$105,500.00

Total Expenditures \$158,300.00

Net Revenue \$10,200.00

ACTION169 PROJECTED INCOME

Action169 General Contributions \$30,000
Year-End Campaign \$25,000

Runway for Action \$6,000
Daddy Daughter Dance Donations \$3,000
DDD Ticket Sales \$4,000

Grant for Restoration \$37,500
Total Income \$168,500.00



DESIGNER DRESS POP UP BOUTIQUE

FAIRMONT HIGH SCHOOL
IN PARTNERSHIP WITH ACTION169 PRESENTS

Runway for Action

EMPOWERING ONE ANOTHER
JANUARY 29TH

Sponsoring her designer dress for prom means supporting the women who go through Rose House.

This partnership allows young women to wear a new, designer dress while also supporting a worthy cause.



ACTION169

OVER
12,000
DOWNLOADS
IN 2021

REAL TALK WITH DANIELLE AND JENNA ENCOURAGING FAITH + INSPIRING RESTORATION



What started as a LIVE discussion on Facebook became a Podcast. On May 14th 2021, Jenna and Danielle launched the first Podcast episode.

In just seven months the Action169 podcast had over 12,000 downloads and was picked up by Charisma Podcast Network.

People are tuning in from parts of Asia, South America, Africa and Europe - and for that, we are grateful.

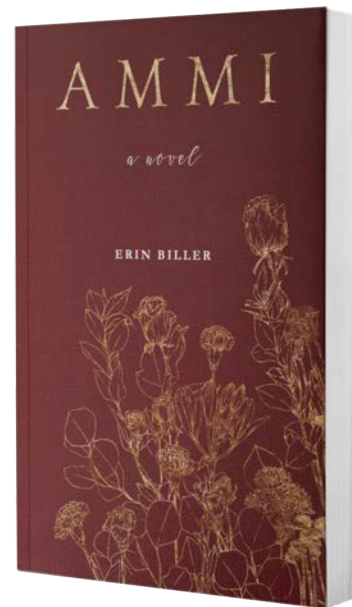
Thank you for helping us spread the word.



AUTHOR ERIN BILLER WRITES AMMI

Ammi is a young woman striving for a life of independence in Los Angeles, far away from the troubled childhood she left behind. Loneliness fades as she develops a friendship with Joel Hayes, a kind architect whom she meets over lunch at a park. When Nathem, a striking club owner, enters her life, Ammi is swept into an entirely different world where passions reign and boundaries are blurred.

Will her choices lead her into the freedom she craves, or a bondage beyond imagination? This redemption story will keep you turning the pages as Ammi battles to find herself amidst complicated relationships and internal struggles with self-worth and hopelessness.



Ammi offers Action169 and Bella Daughter as a resource to anyone reading this powerful novel who may connect with the storyline and want support.



THE AUTHOR ERIN BILLER

Erin Biller grew up in rural Iowa. She married Ryan in 2008 and worked in youth and worship ministry for a number of years. She wrote this novel, her first book, over the course of twelve years. During that time, she undertook a variety of adventures and educational pursuits, among them recording a worship album, moving to California, and interning at a language institute where she thoroughly enjoyed teaching and making friends from many nations. Erin and Ryan have four children and now reside in rural Minnesota.

AUTHORERINBILLER.COM

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.

\$200, \$500, or \$1,000 Daddy Daughter Dance, Workshop(s) and/or Runway for Action

\$50 - 100mo Strip Club Outreach

\$100 - \$200 Restoration (Counseling, Care, Support) for Women 18+

\$100 - \$500 Scholarships for women 18+ to receive supportive, residential housing at Rose House

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

Checks can be made out to Action169

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Fairmont, MN 56031



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