


Wellspring
Living

RESTORING LIVES
BROKEN BY
SEXUAL EXPLOITATION

MISSION

TRANSFORMING LIVES OF THOSE AT RISK OR
VICTIMIZED BY SEXUAL EXPLOITATION



Wellspring
Living

MISSION


AGENDA

Welcome Activity
Protocols & Structure
Programming Daily Needs
Partnership Coordination
Five Takeaways for Implementation



Wellspring
Living

DELIVERY SERVICE




RESIDENTIAL CARE

GIRLS' RESIDENTIAL PROGRAM
(ages 12-17)

WOMEN'S RESIDENTIAL PROGRAM North
(ages 18-32)


WOMEN'S RESIDENTIAL PROGRAM South
(ages 18-21)



COMMUNITY-BASED PROGRAMS

WOMEN'S ACADEMY
(ages 18+)

GIRLS' ACADEMY
(ages 14+)




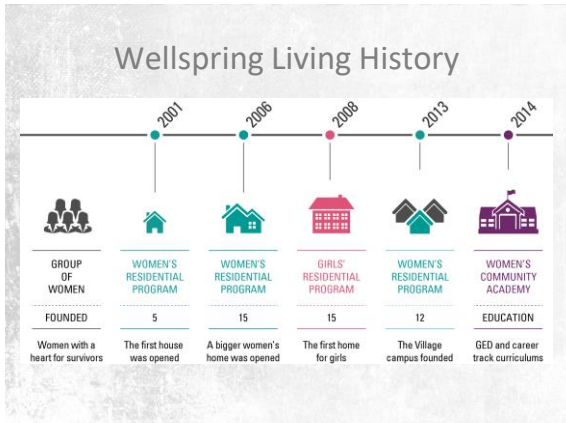
WELLSPRING LIVING INSTITUTE

Training, Education & Awareness

Governmental/Legislative Consultation

Corporate, Civic & Charity Partnerships





GIRLS' RESIDENTIAL PROGRAM

AGES 12-17

100% of participants demonstrate decrease in trauma symptoms

85% of participants achieve measurable stability

In 2017, we served 38 girls through GRP by providing:

- SAFE RESIDENTIAL ENVIRONMENT
- COMPREHENSIVE TRAUMA INFORMED CARE
- EVIDENCE-BASED THERAPY: INDIVIDUALIZED, GROUP, AND FAMILY
- CASE MANAGEMENT
- INDIVIDUALIZED HYBRID TREATMENT SCHOOL
- LIFE SKILLS DEVELOPMENT
- CULTURALLY RELEVANT FIELD TRIPS AND EXPERIENCES

Each participant stays up to 13 months

RESIDENTIAL CARE 

WOMEN'S RESIDENTIAL PROGRAM NORTH

AGES 18-32


95% of participants remain substance free

90% of participants report improvement in physical and emotional safety, stabilization, and resiliency

In 2017, we served 32 women through WRP by providing:

- SAFE RESIDENTIAL ENVIRONMENT
- COMPREHENSIVE TRAUMA INFORMED STABILIZING CARE
- THERAPY: INDIVIDUAL, GROUP, AND FAMILY
- CASE MANAGEMENT
- LIFE SKILLS DEVELOPMENT
- COMMUNITY SERVICE ENGAGEMENT
- CAREER READINESS THROUGH THE WOMEN'S ACADEMY

Each participant stays up to 18 months

RESIDENTIAL CARE 

WOMEN'S RESIDENTIAL PROGRAM SOUTH

AGES 18-21

Our newest program for young women who are aging out of foster care is officially open!

680 children will likely "age out" of foster care without a stable home.

Requirements to participate:

- BE BETWEEN AGE 18-21
- BE COMMITTED TO LIVING A CLEAN AND SOBER LIFESTYLE
- BE WILLING TO PARTICIPATE IN PROGRAMMING, THERAPY, EDUCATION, LIFE SKILLS AND CAREER-READINESS TRAINING
- MUST ENTER VOLUNTARILY AND BE READY TO ENGAGE IN HEALTHY COMMUNITY PROGRAMMING

Each participant stays up to 13 months

RESIDENTIAL CARE 

WOMEN'S ACADEMY

AGES 18-32

87% received employment after completing career track and apprenticeship

75% of participants stated they would not have been able to complete our program without the provided transportation and childcare


Engaging strategic corporate, civic, and nonprofit partners to deliver:

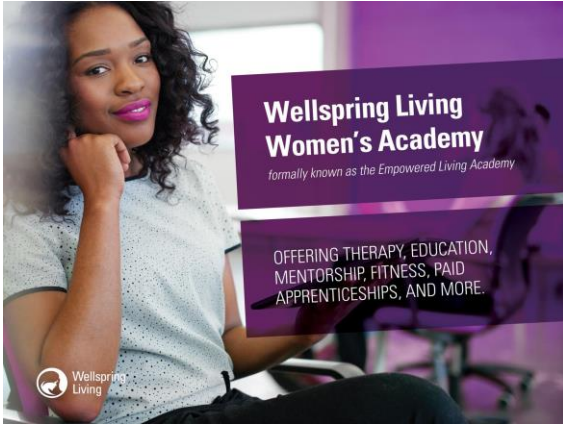
- INDIVIDUAL AND GROUP THERAPY
- CASE MANAGEMENT
- ACQUISITION OF GED
- MICROSOFT OFFICE CERTIFICATION
- PROFESSIONAL CAREER DEVELOPMENT
- LIFE SKILLS DEVELOPMENT

GED Completion Track: 10 weeks of GED training

Career Track: 10 weeks career training & 12 weeks paid apprenticeship

In 2017, we served 85 women through the Women's Academy.

COMMUNITY-BASED PROGRAMS 



PURPOSE OF THE PROGRAM: AGES 18+

Formally known as the Empowered Living Academy, the Women's Academy offers life-changing programming to young women who have experienced difficulty gaining living-wage employment due to life circumstances such as poverty, sexual abuse, and trafficking. The Women's Academy offers an invaluable opportunity to equip women in Atlanta's communities for success!

OFFERING

- Individual case management
- Mental health services, including group therapy
- Education (including GED)
- Life skill classes and mentorship
- Spiritual exploration
- Healthy and physical fitness sessions
- Paid apprenticeships

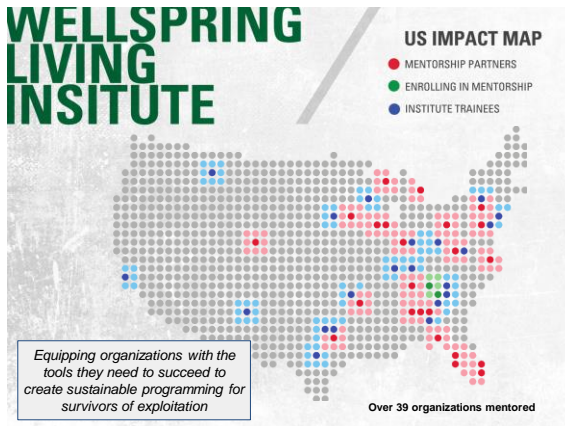
LENGTH OF PROGRAM

CAREER TRACK:
10 weeks training / 12 weeks paid apprenticeship

GED COMPLETION TRACK:
10 weeks of GED training / Opportunity for Career Track

LEARN MORE AT WELLSPRINGLIVING.ORG/WOMEN





WOMEN'S ACADEMY PURPOSE

The Women's Academy, for young women, provides opportunities for personal development, academic advancement, community, wellness, and career readiness aimed at independent living and living-wage employment.

WALK IN HER SHOES

In groups of 4-5, you will read aloud a vignette of a participant.

In your group, think through:

1. Risk Factors
2. Pathways to Entry (possible or stated)
3. Her choices/options

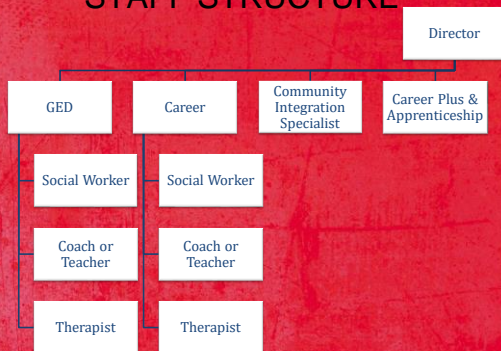
OVERALL PROGRAMMING

THE DETAILS THAT MAKE IT WORK

PROGRAM GOALS

- Personal Development
- Academic Advancement
- Community Support
- Health and Wellness
- Career Readiness
- Consistent Employment

STAFF STRUCTURE



QUALIFICATIONS FOR CLINICAL RESOURCES

- Trained Professionals
- Collect & Collaborate to fund
- Group Therapy
- Individual Therapy
- Referral Partners

SCHEDULES

- Each session offered quarterly
- 10 weeks
- 5 days per week 9am-3:30pm
- Except Friday half day
- Orientation: Mandatory offered 1 week before session begins

COURSES OFFERED

course offered	course summary
business administration	Microsoft Office practice
spiritual formations	faith based curriculum
health & wellness	mind, body, spirit emphasis
business communications	professionalism, body language
career bus	learning from professionals

MICROSOFT OFFICE CERTIFICATION

- In partnership with a staffing agency/ consulting firm
- Participants are introduced to Microsoft Office
- For many, steep learning curve
- A few hours per week simply practicing

WHO WE SERVE

AND A LITTLE ABOUT THEM

DEMOGRAPHICS OF THOSE SERVED

Race/Ethnicity	Total Percent	
African American	86	81.10%
Asian or Pacific Islander	0	0.00%
Latino	2	1.90%
Caucasian	13	12.30%
Multi-racial	1	0.90%
Other	4	3.80%
Total	106	

DEMOGRAPHICS OF THOSE SERVED

WA Total Numbers	Total Numbers	%	WA Total Numbers
18-24	45	42%	18-24
25-64	59	56%	25-64
Unknown	2	2%	Unknown
Total	106		Total

METRICS

New Metrics from 2017-18

- 106 participants served
- 80% were victims of crime
- Around 70% confirmed or potentially trafficked
- 28% of moms utilized childcare
- 30% of the 164 children were in need of childcare.
- 46% were considered



HOW TO ACCOMPLISH?

- Building relationships with corporate partners who excel in training future employees.
- Utilize volunteers skilled in their own areas of talents and employability
- Garner support of board members who are able to leverage their corporate networks

PARTNER STRUCTURE

NAVAGIATING THE RELATIONSHIP

WOMEN'S ACADEMY

AGES 18-32

10-week intensive program that prepares women ages 18+ to enter the workforce

Partnerships



Wellspring Living

MILLER

accenture

the Y

DELTA

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Leveraging the strength of partnerships to provide comprehensive services to those looking to live and dream again

AMERICA'S CHARITIES STUDY,
2014

-
- The infographic features a vertical red bar on the left with a repeating geometric pattern. To its right are three white rectangular boxes, each containing a percentage and a challenge. The percentages are 80%, 90%, and 80% from top to bottom. The challenges are listed in bullet points within each box.
- | Percentage | Challenge |
|------------|--|
| 80% | Report difficulty in building strong corporate partnerships |
| 90% | Report the major challenge is sustaining ongoing relationships with corporations and other funders |
| 80% | Report that communicating effectively about the impact of their work is also an obstacle |

¹⁰ "Snapshot 2014: Rising Tide of Expectations" *America's Charities*. America's Charities: Chantilly, VA 20 April 2014. http://charity.org/sites/default/files/userfiles/pdfs/Snapshot2014_RisingTideOfExpectations_April202014.pdf.

AMERICA'S CHARITIES STUDY, 2014

50%

- Of companies are moving to year round giving options

68%

- Of employees expect their companies to support volunteerism

70%

- Of employers value matching gifts

80%

- Of companies value payroll contribution options

"Snapshot 2014: Raising Tide of Expectations" America's Charities, America's Charities: Charity, VA 20 April 2014.
https://charity.org/news/charity-impact/2014/04/20/snapshot2014-RaisingTideofExpectations_April2014.pdf

2018 STUDY RESULTS FROM CLASSY

- ✓ Impact & ROI are foundational to a company choosing a partnership
- ✓ Capacity & reach are adaptable
 - 2/3 of Americans say it's more important to be able to have a tangible impact on an issue than be familiar with the organization they are supporting.
 - IOI – IMPACT ON INVESTMENT
 - EXECUTIVE TIP: You don't have to figure out impact all by yourselves. Define proactive impact goals together for collective community impact

"Nonprofit Partnerships: How to Attract Corporate Sponsors." Classy, Maureen Carlson & Katie Golland, 2018
<https://cpa-classy.org/nonprofit-partnerships-how-to-attract-corporate-sponsors-classy/>

COMPANIES AND NON-PROFITS

Companies have a "sliding" scale for evaluation of partnerships:

Missio → Imp →

Need → Purp →

Metrics → Assets → **Value**

"Nonprofit Partnerships: How to Attract Corporate Sponsors." Classy, Maureen Carlson & Katie Golland, 2018
<https://cpa-classy.org/nonprofit-partnerships-how-to-attract-corporate-sponsors-classy/>

WHAT WORKS

1. Get in the door
2. Discover their motivation
3. Education them on the issue
4. Educate them on those you serve & their capabilities
5. Get to know them!
6. Create an experience
7. See and meet participants
8. Help them feel confident
9. Reassure
10. Be a true partner



EXPERIENCE SAYS

- Reduce the unknown
- Find an organization where the person in charge has inclination (and the organization has capacity)
- Assure them that they're not in it alone, it will be a true PARTNERSHIP

EDUCATE

- Program Requirements & Prerequisites
- Trauma & the Brain
- Trauma Behaviors
- Coping Skills
- Boundaries
- Healthy Relationships



MENTOR

Create a position for mentorship + corporate liaison

FAQ #1

Is there a common thread that draws women to the Women's Academy?

- Positive change
- Reached their limit of options and opportunities
- Comprehensive services



FAQ #2

In your opinion, what sets women up for success at the Women's Academy?

- Strengths examined, known, acknowledged
- Instill sense of self-worth, belief that things can be different
- Dedication from staff, access to services

FAQ #3

Where have you found the strongest referral to the Women's Academy?

- Schools
- Community Programs
- Other Residential Services



FAQ #4

Is there a service that the Women's Academy provides that you think are the most beneficial to participants?

- Holistic Approach
- Trauma Informed Care + Therapeutic Services

FAQ #5

If a program wanted to replicate the Women's Academy, what would you say they would need to make sure they do/have/say?

- Holistic Approach
- Staff Team Model Healthy Relationships
- Safe Space for healing
- Easily Accessible by Public Transit

CORPORATE PARTNER PLAYBOOK

- Ensure all parties are well aware of expectations and procedures
- Prepare partners in what to expect
- Underscore the relationships and the opportunities that exist to see people rise to the level of expectation

UNDERSTANDING PARTICIPANT REALITY AND APPROPRIATE RESPONSE

Reality:

Participants have survived unbelievable circumstances. The mere fact that they have survived indicates their strength. Participants are smart & can exceed expectations!

Response:

Embrace opportunities to recognize strengths and believe in their potential!

MUTUAL UNDERSTANDING PARTICIPANT REALITY AND RESPONSE

Reality:

Most participants have been operating in an environment of change and transience.

Response:

Work with Wellspring Living to re-emphasize these goals/expectations:

- Show up
- Show up on time
- Show up prepared

ISSUES THAT ARISE WITH APPRENTICESHIPS

AND HOW TO OVERCOME THEM

COMMON ELEMENTS

Issue #1:

Not arriving at work when they are expected.

Issue # 2:

Learning appropriate boundaries

Issue #3:

Issues that arise with background checks

PROTOCOLS

FIVE RULES ON HOW TO IMPLEMENT

FAB FIVE

#5

Curriculum is important, but there must be flexibility and room to individualize!



FAB FIVE

#4

Time for Case Management + Therapy

FAB FIVE

#3

Training is important! We must be prepared to serve those we encounter.



FAB FIVE

#2

Good Team + Trained Team =
Best Options for Participants

FAB FIVE

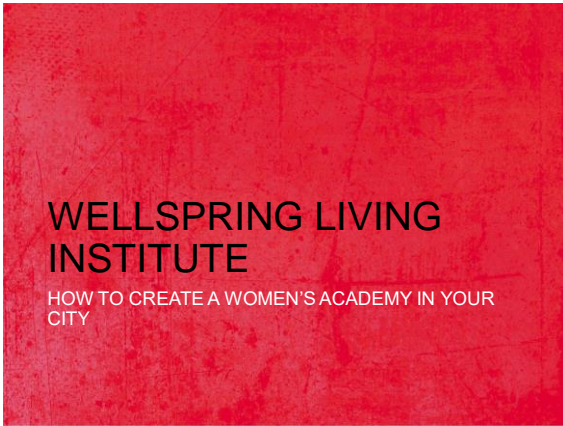
#1

Importance of Partnerships:
Knowing what we can do and what we can
do well



VIGNETTE RETURN

- What helped this woman to succeed?
- What was most helpful to her?
 - Transportation
 - Childcare
 - Technology
 - Case management services to connect to housing, medical, etc.
- How have her options changed?







NETWORKING PROGRAM

We offer free online networking webinars that focus on training and best practices in residential care. Topics are set by our expert team each month.



MENTORSHIP PROGRAM

Mentorship, resources, organizational structure, program development and support for non-profits wishing to serve sex trafficking survivors in their own city.



DIRECT CARE TRAINING

On-site direct care trainings and tours for staff of members in our networking program on a quarterly basis. Training cover Strength-Based Approach, Healthy Boundaries, Trauma-Informed Care and more.



REFERENCES

- "Nonprofit Partnerships: How to Attract Corporate Sponsors." *Classy*. Maureen Carlson & Katie Golland. 2018 <https://go.classy.org/nonprofit-partnerships-how-to-attract-corporate-sponsors-classy>
- "Snapshot 2014: Rising Tide of Expectations" *America's Charities*. America's Charities: Chantilly, VA 20 April 2014. http://charity.org/sites/default/files/userfiles/ndis/Snapshot2014_RisingTideOfExpectations_April5x2014.pdf
