



 Restore

# Gratitude Report

2024



**Restore NYC is a nonprofit organization making freedom real for survivors of trafficking in the United States.**

Our vision is a world free from trafficking.  
For every survivor, a life of hope, restoration, and flourishing.

## Dear Restore Community,

As I step into this new chapter as the Chief Executive Officer of Restore NYC, I am both humbled and energized by the incredible legacy of this organization and the promise of what lies ahead. For more than 15 years, Restore has been a beacon of hope, helping to bring freedom and opportunity to survivors of human trafficking. It is with immense gratitude that I reflect on what we have achieved together and look forward to the future.

Fifteen years ago, Restore was a small team offering a single service to one brave survivor. Today, we are a community of 40 staff members, hundreds of volunteers, and countless supporters, serving nearly 500 survivors annually. Together, we have expanded the reach of our holistic programs while remaining steadfast in our mission to make freedom real for every survivor.

This past year, we celebrated a remarkable milestone: receiving the Presidential Award for Extraordinary Efforts to Combat Trafficking in Persons. This honor is a testament to the strength of survivors and the unwavering commitment of our staff, board, and supporters, who have championed innovative, survivor-centered solutions to one of the greatest injustices of our time.

As we look to the future, we are guided by a bold three-year strategic plan to stabilize, strengthen, and stretch Restore's impact. By 2027, we aim to reach over 600 survivors annually while expanding housing and mental health services, launching new financial literacy resources, and influencing the anti-trafficking field through leadership and advocacy.

Restore's story is one of transformation and hope—a story made possible by the power of community and the resilience of survivors. As we step into the next 15 years, I invite you to dream boldly with us. Imagine a world where every survivor has access to the resources they need and where freedom is not just a possibility but a guarantee. Together, let's embrace the capacity for change and work tirelessly to create a world free from trafficking.

Thank you for your steadfast commitment to supporting survivors on their journey to healing and empowerment. I am honored to lead this remarkable organization and excited to partner with you as we step into a future full of hope, justice, and freedom.

With heartfelt thanks,



*Beck Sullivan*

**Beck Sullivan**

Chief Executive Officer, Restore NYC

# Client Demographics

**474** clients served via referral and core services

**230** clients served in our core services

**30%** Homeless \*at intake

**63%** Mothers

**81%** Immigrant

**83%** Unemployed/Unsafe Work \*at intake

**88%** Persons of Color

**84%** Cis Women

# Impact at a Glance 2024

**213**  
new survivors served

**474**  
total survivors and those at risk served

**230**  
total survivors served in core services

**79%**  
of clients with improved Freedom Index (FI) scores by 12 months post intake



## Our Work is Effective

### Winner of the 2024 Presidential Award for Extraordinary Efforts To Combat Trafficking in Persons

We are honored to be one of only two organizations across the United States to receive the 2024 Presidential Award for Extraordinary Efforts To Combat Trafficking in Persons. In our 15th year, this milestone reflects the progress we've made in fighting trafficking and our unwavering commitment to supporting survivors.

Restore's CEO Beck Sullivan was in attendance at the Eisenhower Executive Office Building in Washington, D.C., to receive the 2024 Presidential Award for Combatting Human Trafficking on February 13th, 2024.

# What is trafficking?

US law defines human trafficking as the use of force, fraud, or coercion to compel a person into commercial sex or labor.

Human trafficking is a \$245 billion dollar industry. Every year, trafficking generates more profits than McDonald's, PepsiCo, and Disney combined.

Approximately 1,091,000 people are being trafficked in the United States, with an estimated 26,000 individuals trafficked in New York City alone.<sup>1</sup>

# Where does trafficking occur?

## Sex Trafficking

The recruitment, harboring, transportation, provision, or obtaining of a person for the purposes of a commercial sex act in which the commercial sex act is induced by force, fraud, or coercion

- Residential Brothel
- Illicit Massage Business
- Escort Services
- Street Prostitution
- Online (e.g., social media, dating apps, and illicit websites)

## Labor Trafficking

The recruitment, harboring, transportation, provision, or obtaining of a person for labor or services, through the use of force, fraud, or coercion for the purpose of subjection to involuntary servitude, peonage, debt bondage, or slavery

- Hospitality Industry
- Domestic Work
- Service Industry

Trafficking is a **\$245 billion global industry**, with the US having the most trafficked individuals in the Americas. Traffickers target the most vulnerable, yet only **2% of philanthropic funds support women's causes, and even less goes to trafficking survivors.**

<sup>1</sup>Global Slavery Index (2023); a prevalence of 33 victims of trafficking for every thousand in the country



# Who is being trafficked?

**Data shows us that traffickers don't target people—they target vulnerabilities.** Communities most impacted by racism, sexism, and classism disproportionately experience trafficking. In order to end human trafficking, we first need to know who it's impacting.<sup>2</sup>



<sup>2</sup>These statistics are according to the Polaris Project 2021 report



# Our Solutions

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**Our programs offer a holistic approach to helping survivors heal their trauma and rebuild lives that can sustain permanent freedom.**

Survivors will always drive our approach - that's why we leverage trauma-informed, survivor-centered, and impact-driven service delivery in the areas survivors share are essential to sustained independence: trauma counseling, housing, and economic empowerment.

Since 2009, Restore has served more than 2,800 individuals of 116 nationalities with a geographic focus in NYC via direct services, and nationwide through resource coordination.



## Client Services

**We facilitate trauma-informed clinical services and holistic case management** to help survivors meet their most urgent needs and begin a path to healing.



## Housing

**We are a housing-first organization** that offers survivors access to low-barrier safe housing, including emergency, transitional, and long-term housing solutions, which are critical to survivors' continued freedom.



## Economic Empowerment

**We empower survivors to achieve their goals** of financial independence through job readiness training, entrepreneurship courses, education grants, small business seed funding, and job placement.



## Impact and Evaluation

**We pilot, measure impact, and iterate on our programs** to continually improve and ensure the highest level of effectiveness and support for survivors.



## Client Services

The unimaginable trauma from being trafficked leads to survivors experiencing depression, isolation, hopelessness, and anxiety.

**Restore facilitates trauma-informed clinical services and holistic case management to help survivors meet their most urgent needs and begin a path to healing.**

To support survivors on their journey towards mental and physical well-being, Restore's Client Services team provides:

crisis intervention

case management

resource coordination

counseling

Through our network of partners, survivors enrolled in Client Services have access to wrap-around services including:

financial assistance

medical care

healthcare assessment

mental health counseling

legal services

food access



**184**

clients served in client services program

**415**

new client referrals received

**91%**

of survivors enrolled in core services in active trafficking at intake no longer being trafficked 12 months post intake

**68%**

of survivors with improved SF-12 mental health scores by 12 months post intake



# Housing

**Restore is one of only two organizations that provides housing specifically for survivors in NYC, and the only organization providing emergency housing.**

Restore finds the housing support survivors need at critical moments in their lives, whether **emergency housing, transitional housing, or long-term housing solutions** – from one night to 24 months. Restore operates from a housing-first framework, where we see safe shelter as a right of all people, placing survivors in housing as quickly as possible.

**55**

clients served in Housing Program

**\$227,800**

in rental assistance provided to survivors

**96%**

of clients served in core services housed by 12 months post-intake

**83%**

of survivors in core services living independently 12 months post intake





## Economic Empowerment

When a survivor exits their trafficking situation, securing safe employment and income is essential to reducing the vulnerabilities to re-trafficking and exploitation.

**Restore's Economic Empowerment Programming prepares survivors with the skills they need to find and maintain a job, all within the safety of a trauma-informed model.**

Clients have access to:

**job readiness services**

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**entrepreneurship training with experts**

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**our network of business partners offering employment opportunities**

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Participants gain the skills, confidence, and community they need to thrive in safe work. We also help clients to advance their careers through professional development, higher education, and scholarship opportunities.



**101**

clients served in Economic Empowerment Program

**\$74,790**

disbursed in entrepreneurship seed funding and educational grants

**303%**

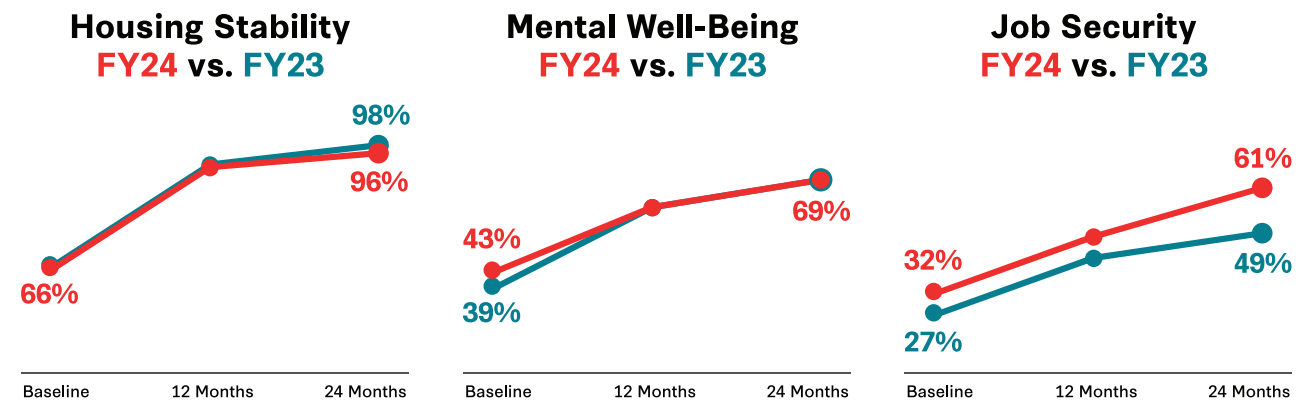
increase in earnings from intake to first job placement for survivors in core services

**92%**

of survivors retained job for 12 months post first job placement



# Restore's commitment to impact and evaluation



We believe it is not enough to be a good cause. You have to be able to demonstrate that it works. That is why we have a program dedicated to collecting data, tracking outcomes, and developing tools like the Freedom Index that can clearly demonstrate Restore's efficacy in helping survivors of trafficking reach their goals and live out their vision of permanent freedom.

Our Impact & Evaluation program collects short—and long-term data at Restore, evaluates field-wide trends and survivor insights, provides white papers that inform decision-makers nationwide and allows us to continually refine and improve our approach to providing best-in-class trauma-informed programs.



**The Freedom Index:** We developed the Freedom Index (FI) to define freedom, monitor progress, and understand all components of the survivor's journey. This tool reflects our holistic approach, measuring progress in five key areas: housing stability, job security, living wages, mental well-being, and perception of safety.

# Funding Freedom

## Leading with Impact

Each January, as part of our commitment to impact and evaluation, Restore NYC publishes a white paper to guide and advance the anti-trafficking movement. Collaborating with leading organizations in the field, we leverage data and impact assessments to enhance services both within our organization and nationwide, solidifying our role as a thought leader in the space, and using data and impact evaluation to strengthen service provision within our organization and across the country.

This year, Restore released our newest white paper, **Funding Freedom: The Effects of Cash Assistance on Housing Stability for Adult Survivors of Trafficking**.

We draw on five years of outcome data, survivor perspectives, and expert interviews in this first-ever multi-year analysis of housing, employment, mental health, and safety outcomes among survivors of human trafficking who received direct financial support for housing.

This report examines the immediate impact of our innovative approach while also exploring its long-term implications. It offers valuable insights for practitioners, policymakers, and stakeholders across the anti-trafficking sector.



**Look for this year's white paper "Funding Freedom" on Restore's website.**

In FY24, Restore disbursed **\$686,000 in cash assistance** to survivors, empowering them to rebuild their lives. This direct financial support is a key pillar of our innovative approach to meeting survivors' needs.

# We can't do it alone.

Trafficking is a multi-billion dollar industry, run by sophisticated business people exploiting others for sex or labor to make a profit. At Restore, we know that the key to developing innovative solutions to trafficking is rooted in cross-sector collaboration with partners across industries.

One of the main tactics traffickers use to prevent victims from escaping is isolation. Restore creates community as a key antidote to isolation, including partnering with churches, volunteers, businesses, and supporters to ensure that survivors are accessing an abundance of resources to rebuild the life intended.

Thanks to our incredible community of supporters, we've built a network of partnerships that spans sectors and industries, making it possible to provide comprehensive care to survivors. Here's a snapshot of the diverse groups that power our mission:

Together, we are not only meeting immediate needs but also creating pathways for survivors to thrive. Your support transforms unimaginable dreams into reality.

## Our Community Partners

Aesop	Her Justice	QBE
American Hotel and Lodging Association	Hilton	Redeemer LSQ
Arbor Rising	Homeland Security Investigations	Reference Point
Atlas Free	Hope Church Network	Reveal Beauty
Bank of NY Mellon	Hope for New York	Safe Horizon
BlackRock	Hot Bread Kitchen	Salvation Army
Booth Ferris Foundation	Housing and Urban Development	Sanctuary for Families
CarePortal	Hyde and Watson Foundation	Shim and Associates
Central Presbyterian Church	International Justice Mission	TD Charitable Foundation
Chick-fil-A	Joy Christian Fellowship	The Achelis and Bodman Foundation
Children's Rescue Fund	Junzi	The Case Family Foundation
Citibank	Law Offices Of Michael S. Lamonsoff, PLLC	The Esther and Harold Mertz Foundation
Coming Alongside Ministries	Legal Aid Society	The Fullgraf Foundation
DO & CO New York Catering, Inc.	Lily Auchincloss Foundation	The Heckmand Family Fund
Elevation Church	Mission City Church	The Horticultural Society of New York
Ellig Group	Morgan Stanley	The Jensen Project
Emanuel Presbyterian Church	Morre & Van Allen	The Martha Mertz Foundation
Empowered Center	Mother Cabrini Health Foundation	The Table Church
Empowered Network	New York City Council - DYCD	The Well
Exilic Church	Northwell Health	Trinity Wall Street Philanthropies
Family Justice Center	Office of Temporary and Disability Assistance	U.S. Committee for Refugees and Immigrants
Federal Bureau of Investigation	Office of Victim Services	Urban Justice Center
Feel Good Network	Office of Victims of Crime	Volunteers of America
Fount Church	Office of Violence Against Women	Wasily Family Foundation
Glowbar	P.S. Kitchen	Wells Fargo
Goldman Sachs	Parker Pohl	Woman Kind
Google	Peach and Lily	
Grace and Mercy Foundation	Pilgrim Foundation	
Harry and Jeanette Weinberg Foundation	Plymouth Church	
Henry Street Settlement	Ponce De Leon Foundation	

# Reflections of Freedom

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**What does a world free from trafficking look like?** We posed this question to two incredible survivor artists, inviting them to share their vision of freedom through their unique creative expressions. Their responses offer profound insights into the power of resilience, hope, and imagination.

## Survivor Artist Reflection One

### Heart no.3

"Art comes from life, and it should also give back to life.

Between 2018 and 2019, I lived in a domestic violence shelter. Life at that time was incredibly difficult—I had no money, couldn't speak English, was going through a divorce, and had no family or friends to rely on. I felt like there wasn't much I could do but cry.

Reflecting on my experiences and hoping to inspire other survivors, I launched the FeelFen Project last summer. I created heart-motif artwork

from leftover materials in my life, like ribbons, fabric, and old jewelry. One of my favorite pieces in this project is Heart no.3. I made this piece from layers of colorful fabric, ribbon, and old jewelry. It symbolizes how we can take the broken and discarded parts of our lives and turn them into something beautiful.

My hope is to remind women like me to make the most of what life gives us to create a richer, more beautiful journey."

**- by FW, artist, mother, survivor**



# Reflections of Freedom

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## Survivor Artist Reflection Two

### "Taste of Freedom"

"I stand in front of a clean, white canvas, nervous about making a mistake. What if I choose the wrong colors or use the wrong technique? For a long time, I didn't have the freedom to express myself or to make decisions.

Now, as I hold the brush, I'm beginning to realize that these freedoms are the same—the freedom to decide is the freedom to express.

The process of creating abstract art was transformative for me. Its openness—free from familiar shapes or clear meaning—challenged me to explore and express myself in ways I hadn't before. Pushing through my fears, I focused on creating, even in moments when I didn't like parts of the painting or questioned what the mess even meant.

But as I kept going, I began to feel free—free to make choices and free to express without judgement or control. It reminded me to think

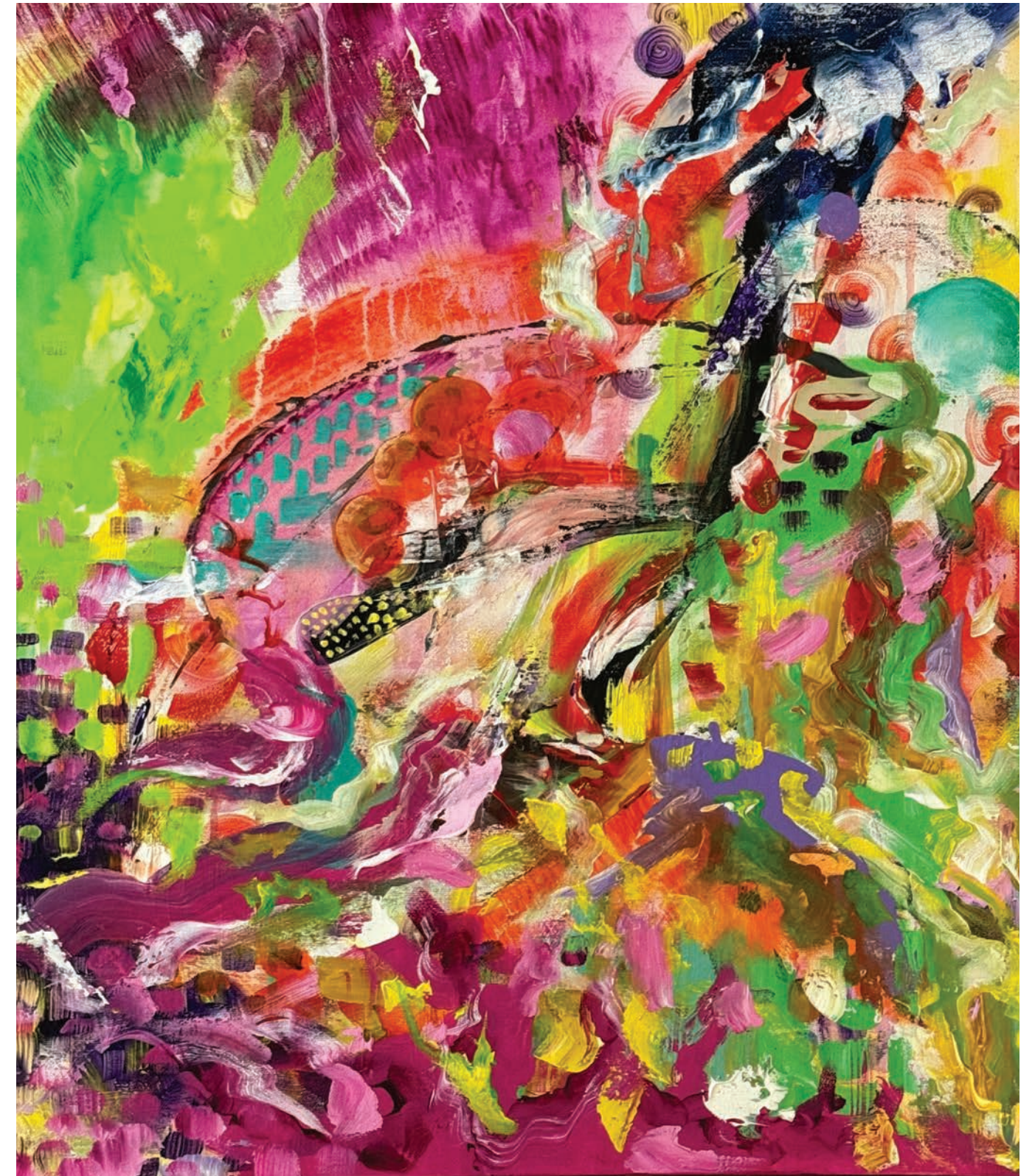
positively, confidently make decisions, and focus on my own personal growth. Through this, I found freedom.

Imagining a world without trafficking is imagining a future where every person is free to live with dignity, purpose, and safety. It's a world where passions are pursued, talents are valued, and dreams are realized.

In this world, fear no longer holds anyone back. People are empowered to choose joy, embrace freedom, and contribute to something greater.

This is the future we strive for—a world where the collective potential of humanity flourishes because every individual has the opportunity to live fully, freely, and authentically."

**- by Yana, artist, creator, survivor**



Yana, Taste of Freedom, 2024

# Celebrating 15 Years of Making Freedom Real

On September 20th, 2024, we marked 15 years of making freedom real at the iconic Rainbow Room in New York City. Against the backdrop of breathtaking city views, guests were immersed in a stunning atmosphere filled with hope and inspiration.

**Honoring Inspiring Leaders:** At the Freedom Gala, Restore NYC honored dedicated leaders and supporters of the anti-trafficking movement.



**Alicia Yoon**  
founder of Peach & Lily



**Ansa Noreen**  
founder of Empowerment Square



## Looking Ahead

This incredible evening was just the beginning. We can't wait to share details about our 2025 gala, where we'll continue to celebrate freedom, community, and the journey ahead. Stay tuned for what's to come—we'd love to see you there!



## Making an Impact Together

Thanks to the incredible generosity of our supporters, we raised **\$517,252**, enabling us to expand access to resources survivors need to rebuild their lives.



# Financials

## FY24 Revenue

Individuals	\$1,120,940	22.1%
Foundations	\$1,444,333	28.5%
Government	\$1,804,890	35.6%
Events <i>(Net of Direct Benefit Expense)</i>	\$398,898	7.9%
Corporate	\$78,511	1.5%
Churches	\$49,429	1.0%
Other	\$177,781	3.5%
<b>Total Revenue</b>	<b>\$5,074,783</b>	<b>Total</b>

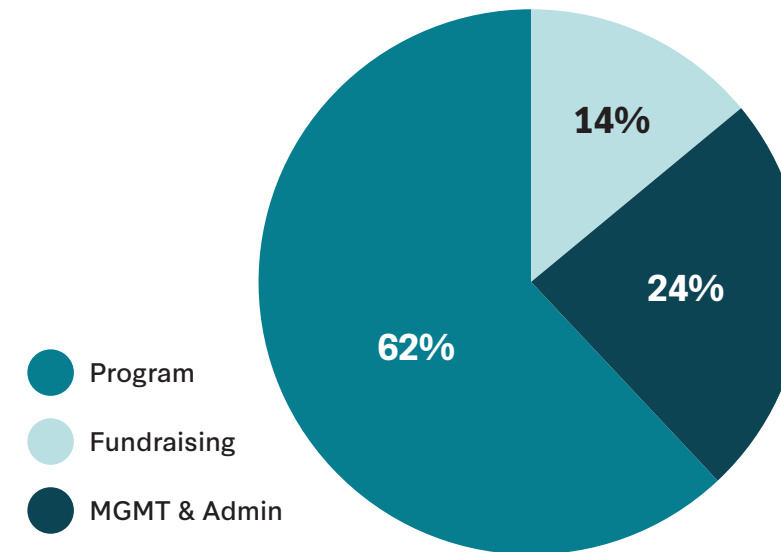
## FY24 Expenses

Client Services	\$1,406,090	25.5%
Economic Empowerment	\$734,788	13.3%
Housing	\$1,038,154	18.8%
Impact	\$242,226	4.4%
Fundraising	\$796,264	14.4%
MGMT & Admin	\$1,305,135	23.6%
<b>Total Expenses</b>	<b>\$5,522,658</b>	<b>Total</b>

\*Numbers shown are 2024 unaudited financials.

## FY24 Net Assets

Net Assets, Beginning of Year	\$3,477,603
Net Assets, End of Year	\$3,029,728
Change in Net Assets	-447,875





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# **MAKING FREEDOM REAL FOR SURVIVORS OF TRAFFICKING IN THE UNITED STATES.**

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Restore NYC is a 501(c)(3) organization. All donations are tax deductible.

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