



A YEAR IN REVIEW:

2018 Annual Report

Changing lives
through business.



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LETTER FROM OUR FOUNDER & CEO



Dear Advocates,

2018 was a year to be thankful for. It was a season of true growth for Rethreaded. This was a time to pause, reflect and thoughtfully build our company. In 2018, we hired some amazing individuals. We had some hard decisions to make in faith that if we just kept moving forward we could push ourselves past the challenging time of growth and make it to the next level.

We can all relate to the feeling of being in the midst of challenging times and finding out more about yourself and learning what you are really made of. **2018 was the year we found out what we are made of.**

The Rethreaded team is full of grit, strong character, courage and abundant faith.

In 2018, we took a big leap of faith. We weren't that strong financially. We didn't know really how we were going to generate income. And we had four survivors who needed jobs. After a generous donor stepped up to provide a way for them to join Rethreaded for their first six months, we hired four new women. Yes, this was risky; and yes we didn't know exactly how it would all work together. However, we would never take back our yes.

We knew that extending ourselves by faith would pay off in the end. What we gained from saying yes was worth it. We witnessed four women start their journey to a new life. We saw a first paycheck, laughter and hope restored, new found freedom, and the gift of seeing new dreams emerge. We witnessed the renewal of hope, the reigniting of dreams, and the release of potential.

I learned this past year what it means to dig deep and have faith when things don't make sense at first. I learned that by saying **Yes**, even when it is scary that it's always worth it in the end.

And as the year came to an end. It did work out. We wrapped up 2018 with 15 survivors employed at Rethreaded. Our outreach touched over 28 new women just from August to December. We closed the year ready to launch a national program with Southwest Airlines® and Project Runway All Stars. We ended the year with a little bit of money in the bank and a whole new level of grit, faith and passion instilled in our hearts. And that is something money cannot buy.

I pray that as you read these pages of our report, you will be able to see the mission of Rethreaded coming to life. I hope you see that the numbers, stories, and statistics exemplify that our **Yes** was worth it.

With much hope,

Kristin Keen

“
The Rethreaded team
is full of grit, strong
character, courage and
abundant faith.
”



our MISSION

Rethreaded **renews hope, reignites dreams & releases potential** for survivors of human trafficking through business locally and globally.

COMPANY OVERVIEW: Mission, Vision & Values

our VISION

Rethreaded's vision is to have the capacity to never say no to a woman who is ready to start a new life. We dream of the day that we will be able to provide every survivor we encounter the opportunity to reclaim her life.

social enterprise MODEL

Rethreaded is a **conscious gift company** that uses business to benefit our community and our world. We do this through **long-term employment** coupled with life and career development for survivors of human trafficking.

our VALUES



HOLISTIC RESTORATION



CRAZY GRIT



AUDACIOUS FAITH



RADICAL COMMUNITY



DO THE RIGHT THING



Survivor Accomplishments & Milestones

RETHREADED 2018 ANNUAL REPORT

Often, people do not understand the **many barriers** there can be for women who have experienced significant trauma and are **seeking a new life.**

Access to a trauma-informed workplace with steady employment can help a woman find stability so that she can continue on her journey from **surviving to thriving.**



A story about **RENEWING HOPE:**

DIANA Respress

CUSTOMER SERVICE ASSOCIATE
Promoted in 2019 to Retail Sales Lead



"Push Through, Keep Fighting." Those words were my life story until one day, I just couldn't anymore. I had lost all hope for change and the wish that some miracle would happen. I thought that the way I was living was going to be my forever.

I did not want to believe it but that was my life: the streets, the pain and hurt after hurt. It took some pushing, fighting and a whole lot of faith. Then, I met some people that know love and they told me I was worth more. Can you believe they began to show me that love? Now I wake up every morning ready to go to work, happy to be alive and hopeful for a future I could have only imagined. I could cry nonstop when I think about how much my life has changed. I'm filled with uncontrollable JOY. I believe again and have hope. Rethreaded has given me the courage to challenge myself in so many ways. Who would have thought I had these skills inside of me? I am talking to customers about our products and how every product is my favorite!"

2018 SURVIVOR ACCOMPLISHMENTS & MILESTONES



Partnered with over 160 companies like Grace, Love and Acupuncture and Health Designs to provide survivor services.



One employee was the first individual in the city of Jacksonville to get her record expunged.



Five employees moved into permanent housing out of transitional housing.



One employee got her right to vote reinstated.



We successfully transitioned one woman into a long-term secure program outside the state of Florida.



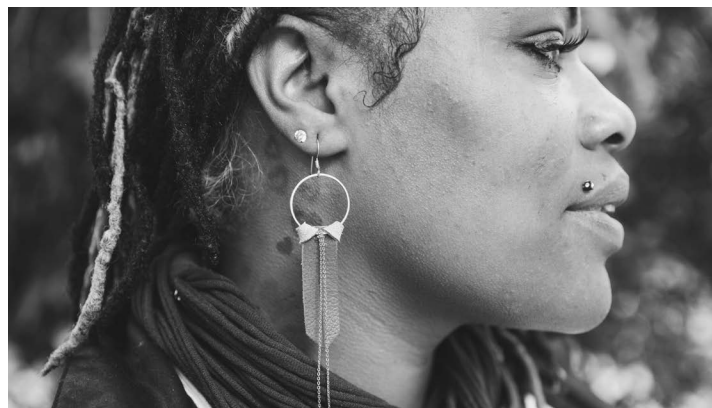
One employee got her driver's license. Four employees purchased reliable vehicles.



One survivor employee bought a new home.



Four employees reunited with their children and family.



Did you know?

In 2018...



hours of warm-line* crisis and support services



hours of mental health group services



hours of on-the-job care management services



hours of after-hours care management services



number of individuals served pre-employment



hours of services provided pre-employment

*Warm-line is a telephone line that provides assistance for people whose need is not urgent.



Organizational **Accomplishments**

RETHREADED 2018 ANNUAL REPORT





Did you
know?
In 2018...

**12,088
pounds**

12,088 pounds of
t-shirts were donated
to Rethreaded.

2,681

We produced
2,681 Grace Scarves.

**21,062
hours**

We provided 21,062 hours of
employment to survivors.

TedX

Our Founder Kristin Keen
participated in TedX
Jacksonville.



We partnered with 29
like-minded conscious
companies around the globe
to **sustain the freedom of**
over 4,000 women through
the purchase and sale of their
products. Around 55% of our
sales come from our Freedom
Partner products.



Hired **eight** new survivors
and employed **15** world-
changing survivors in 2018.



Created and developed a full
leather jewelry and accessory
line through our collaboration
with Southwest Airlines®.



Launched a new website
and updated our brand
colors. Check it out at
rethreaded.com.



We began offering individual
counseling services.



We partnered with
333 companies, either
through Gifts of Hope,
Volunteering,
Events, or Donations.



We have **saved taxpayers**
\$840,000 in recidivism
costs to date.



We hired our first **survivor**
mentor. A survivor mentor's
expertise of lived-through
experience is invaluable in
this role.



One acre of land and a
5,000 square-foot building
was donated.



A story about **REIGNITING DREAMS:**

JANINE Sanders

PRODUCTION ASSOCIATE

"Without struggle there is no progress."

Frederick Douglass

"As a child I was head strong and determined
to achieve what challenges lay before me.
However, when it came to mapping my
life and creating personal goals, I became
discouraged easily. When I expressed my
dreams with others the only thing they heard
were the impossibilities. As a result, I drowned
my hopes and dreams in the sea and focused on
accomplishing what tasks were assigned to me.

For many years I listened to the voices that were around me, eventually I
stepped down the wrong path in life. It took giving birth to my daughter
for me to reevaluate my responsibilities in life. After a year of treatment, an
opportunity for change came when I was offered an interview with Erin to
work for Rethreaded.

Currently I am entering an opportunity of mentorship to fully explore the
gifts and talents inside of me. One of the lovely attributes of Rethreaded
are our values; and I have worked to bring them into my day-to-day
life. With support and love from Rethreaded, I finally have a rock solid
foundation to reignite my dreams and the confidence to boldly take my first
steps into unfamiliar territory.

If it wasn't for the compassion, grace and love I've found at Rethreaded,
there is no telling how the tables would have turned. Instead of coming to a
place where it feels like "work" I have the opportunity to step into a special
place where healing happens everyday. I am reignited to find success in
whatever I pursue. I am truly grateful for my new family."





Financial Summary

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A story about **RELEASING POTENTIAL:**

RENATA Bryan

ADMINISTRATION & FINANCE LEAD



"When I was a child my home life was very unstable. We never stayed in one place for very long.

This habit followed me into my adult years making it hard for me to set goals or even follow through with any plans I made. During the years I spent in trafficking I couldn't even hold on to the same phone number for more than a month.

I developed a record that hindered my stability for years as well. Coming out of trafficking, I couldn't find a job, couldn't get a license and couldn't find anyone to allow me to rent a home.

Since I've come to Rethreaded, I have been given the tools and a safe space to reframe my thinking and create a more stable lifestyle. For two years I fought for an expungement of my record. In the past, I would have given up within a few months if I encountered that timeline. The Rethreaded community surrounded me with so much love and support and for the first time in my life I pushed through, stuck with the process and completed my journey and saw my record expunged.

On November 26, 2018, I was finally able to move forward with my life. I realized during that process I had set many goals for myself and never backed down. I have now enrolled in college and am on my way to a bachelor's degree in business management.

I am more stable than I have been in my entire life. Rethreaded taught me that the fight was inside me the whole time and that I am capable of conquering the hard things. When I have my team behind me, the impossible becomes a reality."

2018 FINANCIAL SUMMARY

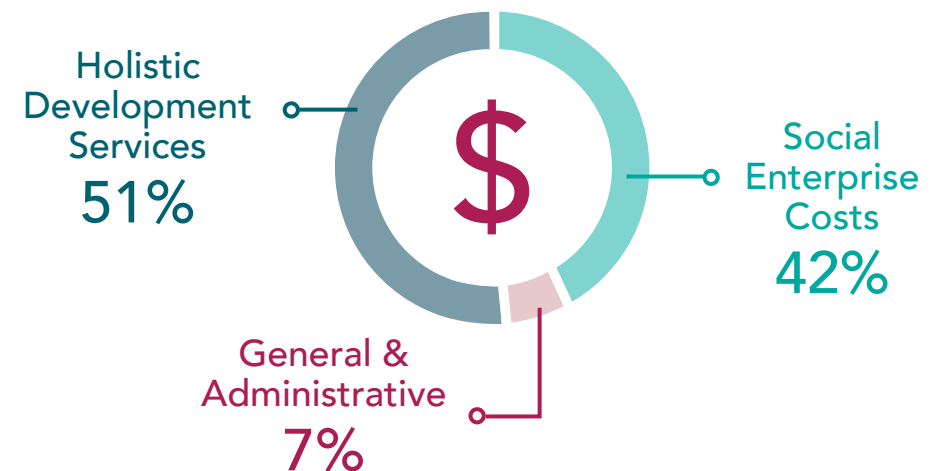
Income

TOTAL: \$ 1,065,320



Expenses

TOTAL: \$1,107,886





WHERE WE ARE GOING

and why **we**
need you to
partner with us...

1

HIRE **SIX** NEW WOMEN
by the end of year

2

EXPAND SURVIVOR SERVICES:
hire full-time Program Administrator

3

ADD PRE AND
POST-EMPLOYMENT SERVICES
*with extended career
readiness pilot program*

4

DEVELOP & IMPLEMENT A CUTTING
EDGE WORK AS THERAPY PROGRAM

5

NEW RETHREADED
BUILDING & FACILITY

How to **partner** with us...



DONATE

Every dollar goes to helping
restore choice for survivors
of human trafficking.

rethreaded.com/pages/donate



SHOP

Support women locally
and globally through
purchasing survivor-made gifts.

rethreaded.com



SHARE OUR STORY

Become a Rethreaded advocate
by being a voice for us in your
community (social media,
neighborhood, business...
ANYWHERE!).

