



HOUSE OF CHERITH

"that you may
declare the
praises of Him
who called you
out of darkness
into His
marvelous light."

1 Peter 2:9

RECLAIM. RENEW. REKINDLE.

Join us in the fight for freedom against sexual exploitation.

Hocatl.org



Kelsi Franco, Founder and Director

Fighting for freedom is a task that I do not take lightly - no man, woman, or child should ever have to experience this terrible injustice. But where there is darkness, there is an immense opportunity for light. As we join hands, join hearts, and join this fight for freedom, we are empowering survivors to take back the keys to their voice, their dreams, and their freedom.

Kelsi Franco

WHAT IS SEX TRAFFICKING?

The U.S. Congress has defined and classified human trafficking into two categories – sex trafficking and labor trafficking. Sex trafficking involves the recruitment, harboring, transportation, provision, or obtaining of a person for the purpose of a commercial sex act in which a commercial sex act is induced by force, fraud, or coercion or in which the person forced to perform such an act is younger than age 18. A commercial sex act means any sex act on account of which anything of value is given to or received by any person. Types of sex trafficking include prostitution, pornography, stripping, live-sex shows, mail-order brides, military prostitution, and sex tourism.

TRAFFICKING STATISTICS

- There is an estimated 24.9 million victims of human trafficking worldwide. (U.S. Department of State)
- Approximately 40% of victims of trafficking are recruited by immediate family members or close family friends. (Counter-Trafficking Data Collaborative)
- The average age a teen enters the sex trade in the US is 12 to 14 years old. (Office of Juvenile Justice and Delinquency Prevention)
- Globally, the human trafficking industry earns \$150 billion annually, and \$99 billion comes from commercial sexual exploitation. (U.S. Department of Homeland Security)
- Survivors of sex trafficking suffer from severe physical, emotional, and mental health challenges.

THE LIFETIME COST

Tremendous effort has been invested to raise awareness and eradicate this modern-day form of slavery. In the meantime, countless survivors are struggling to be rescued and recover from the years, or even decades, of trauma they've endured. Human trafficking takes a tremendous toll on its survivors, and those who are trafficked for sexual exploitation are subject to repeated, multiple trauma resulting in significant health consequences, high rates of mental health disorders, and social ostracism.

Physical

Survivors of trafficking often experience harsh and physically debilitating impacts (e.g., back, hearing, cardiovascular, respiratory, eyes, dental) due to excessive use of force by traffickers and buyers. In addition, they are exposed to serious health risks such as cervical cancer, chronic hepatitis, HIV/AIDS, and other STDs.

Emotional

Anxiety, insecurity, and fear are all products of trafficking. Studies indicate high levels of Post-Traumatic Stress Disorder, substance abuse, and sleep disorders. Trauma may manifest as physical symptoms such as headaches, chest pain, chronic back pain, shaking, and dizziness. Emotional trauma can also lead to cognitive impairment, memory loss, clinical depression, and even suicide.

Social

Trafficked persons are often isolated from their social circles, leaving them unable to engage socially. Those trafficked for sex describe facing stigma and other negative responses during and after their trafficking experience, especially from friends and family members.

We, in the general public, tend to think that once a survivor is rescued, she is free. However, the truth is that healing is a long and intense process for survivors of sex trafficking – a process that long surpasses a rescue. Rescue is only the first and maybe even the easiest part of life returning to normal. In fact, many women return to their traffickers at least once or even multiple times before being "rescued" for good.

DEFINITION OF TRAUMA

Exposure to actual or threatened death, serious injury, or sexual violence through direct experience, witnessing the event, learning it occurred to a family member or friend, or being repeatedly exposed to details of a traumatic event.

EXAMPLES OF TRAUMA

Physical and/or sexual abuse, domestic violence, neglect, major accident, violent crime, terrorism.

SAFE RECOVERY & REINTEGRATION

CONTINUUM OF CARE

Despite increased attention to the problem of human trafficking in the U.S., research literature on impactful interventions is limited, as research has focused primarily on estimating the scale of the problem. There are only a few empirical studies, and only a handful of evidence-informed practice models have been tested. While there is little hard evidence to support the effectiveness of specific interventions, service providers have moved ahead and adapted their programs to meet the needs of survivors through a conceptualized continuum of services that address safety, stability, and reintegration.

1

SAFETY

When a victim escapes from her trafficker, the urgent need is to secure food, clothing, and safe housing.

2

STABILITY

Now, in a position of safety, a survivor begins her lifetime recovery from the trauma of sexual exploitation with a lengthy "detox", from not only drugs and alcohol, but also from chronic overstimulation due to the threat of violence and constant need to stay on high alert.

3

REINTEGRATION

Finally, the survivor must transition into a new environment of self-sufficient living and begin to thrive while continuing to maintain her mental and physical health.

The following key components have demonstrated impact in a continuum of care for this population of survivors, and most service providers achieve outcomes in one or more of these:

Identification

Successful identification of victims facilitated by standard protocols to screen for victims and increased education and training on the crime of human trafficking, the rights of victims, how to respond to victims, the needs of victims, and available resources

Outreach & Education

Increased public awareness by educating communities about the crime of human trafficking and the needs of its victims and educating middle and high school students in an effort to prevent youth from becoming victims of sexual exploitation

Intensive Case Management

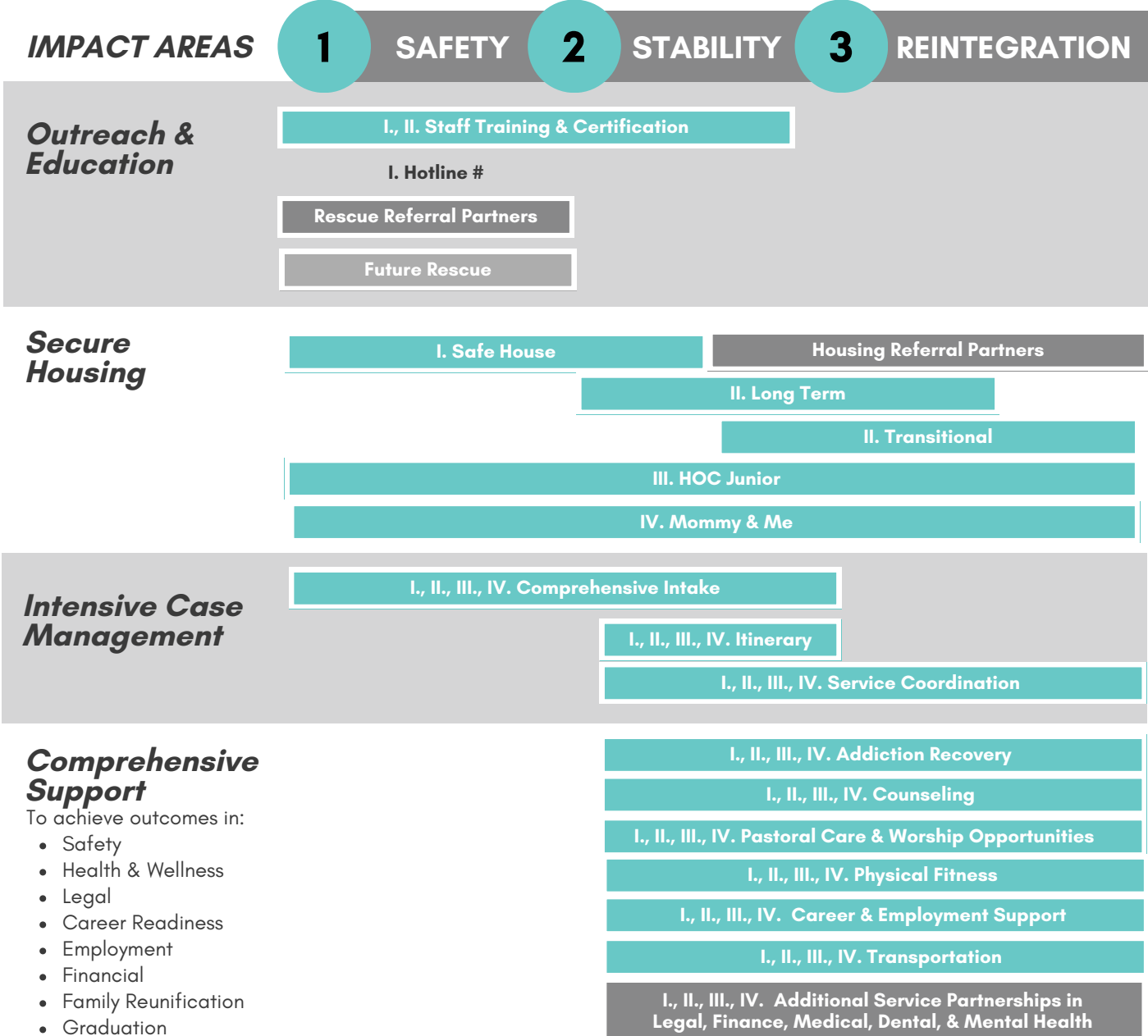
Working closely with survivors to assess service needs, provide information about their rights to services, establish a comprehensive service plan, identify and make referrals for services, coordinate services, accompany them to appointments, advocate on behalf of survivors to other providers and agencies, provide emotional and moral support, keep informed of progress on legal issues, facilitate SSN and other identification applications, etc.

Comprehensive Support

The provision of core services such as housing, legal assistance, medical assistance, social services, trauma therapy, and substance abuse treatment

HOUSE OF CHERITH HEALING MATRIX

To achieve the desired outcomes we deliver programming that aligns with our **Healing Matrix** framed by the Continuum of Care and its impact components that demonstrate successful outcomes.



Comprehensive Support

To achieve outcomes in:

- Safety
- Health & Wellness
- Legal
- Career Readiness
- Employment
- Financial
- Family Reunification
- Graduation

WHAT WE DO

House of Cherith offers safe housing with supportive services where women recover from the trauma of sexual exploitation and prepare to live a self-sufficient lifestyle.



OUR PROGRAMS

PROGRAM I

SAFE HOUSE

General Description

The primary goal of the Safe House is to place women in a long-term recovery program (whether it be HOC Program II or another program). The stay is intended to be a time of respite, reflection, recovery, and restoration, providing a safe and comfortable environment coupled with activities to help guide residents through the process of determining healthy next steps for their journey to full recovery.

Strategic Goal

Deliver safe and sustainable emergency housing and support services where women are able to make clear, conscious, and sober decisions about taking the next steps in their life beyond exploitation.

Key Outcomes

Women are discharged to HOC long-term or other long-term programs:

- Substance and alcohol-free
- Emotionally stable (healthy enough)
- Within 35 days of intake

PROGRAM II

LONG-TERM & TRANSITIONAL

General Description

In the 12-15 month Long-Term phase of Program II, women are provided case management and comprehensive support to become healthy emotionally and physically, maintain sobriety, and secure employment. When ready, women graduate to the 6-9 month Transitional phase of the program, where their focus is to transition from program dependence to self-sufficiency.

Strategic Goal

Deliver safe and sustainable long-term and transitional housing and support services where women are able to recover from their trauma and prepare to live a self-sufficient lifestyle.

Key Outcomes

- 12 months after discharge, women who graduate:
- Are living independently in permanent housing
 - Feel safe in their new environment
 - Have access to reliable transportation
 - Are employed and earning at least 250% of FPL
 - Have visited the dentist for an annual cleaning
 - Have visited the doctor for an annual physical
 - Are continuing being treated for long-term mental health needs
 - Are emotionally stable (healthy enough)
 - Are free of addictions
 - Are reunified with family (living with or in good relationship)
 - Have returned to HOC to volunteer or work as employee

"OUR LIVES BEGIN TO END THE DAY WE BECOME SILENT ABOUT THINGS THAT MATTER."

Dr. Martin Luther King, Jr.

OUR PROGRAMS

PROGRAM III

JUNIOR CARE

General Description

The primary goal of our Junior Care services is to provide support for girls ages 12-17. The average age a child is first exploited through prostitution is 13 years old (Shared Hope International). House of Cherith's goal is to provide a safe place for minors who have experienced sexual trafficking, trauma, or exploitation.

Strategic Goal

Empower every girl that comes through the doors to successfully reintegrate into society and heal from their past traumas.

Key Outcomes

Girls who graduate from HOC Junior are:

- Substance and alcohol-free
- Emotionally stable
- Excited for their future goals
- Enrolled in school or holding a steady job
- Are able to be reunified with family (if deemed healthy and safe)
- Have visited the dentist for an annual cleaning
- Have visited the doctor for an annual physical
- Feel safe in their new environment
- Have access to reliable transportation

PROGRAM IV

MOMMY & ME

General Description

Statistics show that the majority of trafficked and exploited individuals are introduced at a young age by a close family member or friend. This makes it extremely difficult for women to leave their children in pursuit of their own healing and recovery. Our Family Support Care provides an opportunity for women to overcome their trauma alongside their children and to break the generational cycles of abuse, addiction, and pain.

Strategic Goal

Deliver safe and sustainable long-term housing and care to both mothers and their children to help them recover from their trauma and promote healthy family relationships.

Key Outcomes

Families who graduate from the House of Cherith program are:

- Substance and alcohol-free
- Emotionally stable
- Holding a steady job
- Are able to be reunified with family (if deemed healthy and safe)
- Have visited the dentist for an annual cleaning
- Have visited the doctor for an annual physical
- Feel safe in their new environment
- Have access to reliable transportation
- Enrolled in school or child care



FIGHT FOR FREEDOM

PROMISING PRACTICES

While little evidence exists to support the effectiveness of specific interventions for victims of human trafficking, providers nationwide agree on some promising practices in the field based on their observations and experiences working with trafficking victims and similar populations. House of Cherith has incorporated these same practices into its programming



INCORPORATE SAFETY PLANNING

Maximize the physical and emotional safety of survivors and protect the safety of staff.

Secure housing provides 24/7 armed security, fenced-in property, video cameras, limited access, and private rooms. Staff are trained and certified in crisis prevention intervention (CPI), suicide prevention, CPR & first aid, and drug & alcohol awareness. Upon intake, residents are provided a physical exam to assess health and identify exposure to infectious disease.



REQUIRE CROSS-AGENCY COLLABORATION

Offer core services in-house and leverage specialized services of other providers, as no single organization can respond to all of the complex and extensive needs of victims.

Collaborative programming and referral partners are integral to achieving HOC survivor outcomes.



CONSISTENTLY OFFER TRUST

Build relationships with consistency over time, coupled with a non-judgmental approach and significant perseverance.

HOC case managers work side-by-side with survivors building a relationship in a firm yet compassionate manner while assisting them in all aspects of their recovery. Case managers also encourage and facilitate the reunification of survivors with family, when appropriate.



ESTABLISH TRAUMA-INFORMED PROGRAMMING

Make trauma recovery a key component of treatment in an atmosphere of love, support, and unconditional acceptance.

HOC supports the healing process through cognitive behavior therapy and trauma-informed care provided by a HOC clinician and partners. The comprehensive counseling services are delivered in individual, group, and family settings.



ENGAGE SURVIVORS IN PROGRAM SERVICES

Incorporate a peer-to-peer counseling model and hire survivors to provide services.

HOC has not yet implemented a peer-to-peer counseling model. However, HOC graduates have returned to volunteer or work at House of Cherith and mentor current residents.



DREAM BOUTIQUE & SALON

Finding Beauty From The Inside Out

With the help of Van Michael Salon, Aveda, and fabrik', we have given our ladies a space to find their own idea and concept of beauty. Our DREAM Boutique & Salon allow our ladies to be spoiled and pampered while gaining confidence in who the Father created them to be.



GET INVOLVED

FIGHT CLUB

Our biggest need right now is for sustainable, monthly giving. We are calling you into the fight for freedom with us. When you give monthly, you're welcomed into our FIGHT CLUB, a community of passionate individuals who give monthly to help women recover from the trauma of sexual exploitation. Join our FIGHT CLUB today with a monthly gift of any amount!

HOCATL.ORG/FIGHTCLUB

VOLUNTEER

Volunteering is a great way to get involved and join the Fight for Freedom! We have many different volunteer opportunities available at our House of Cherith locations. Click the button below to select which HOC site you would like to volunteer with.

HOCATL.ORG/VOLUNTEER

PRAY

Join us as we pray for our current, former, and future residents at House of Cherith. Pray that the ladies and families that walk through our doors will not leave the same. Pray for transformation to take place and lives to be changed. Prayer is powerful!

HOCATL.ORG

PARTNER WITH US

Join the #FightForFreedom by becoming a partner. Together we can empower survivors to reclaim their dignity and self-worth, renew their faith in humanity, and rekindle a passion for a lifetime of success.

HOCATL.ORG/PARTNERS

STORIES OF HOPE



MEET MARGO

My life before House of Cherith was filled with abuse, violence, and drugs; my life was completely out of control. I spent most days wishing I was dead for the first 17 years, and the last seven were filled with so much pain and suffering from trying to find love and peace in all the wrong places. I was so desperate to end the pain that I did anything to try to stop it; subconsciously, I ran as hard as I could away from God. I felt like I had to prove to God that I didn't need Him. After all the deaths, trauma, neglect, and abandonment in my youth, I'd developed resentment and hatred for God. Me trying to drive him out of my life completely, ultimately led me right into His grace & mercy.

Upon coming to HOC, I was willing to do whatever I had to do to heal & reclaim my life. HOC has given me so many resources to have another chance at a successful life. I have been given the support to beat my legal case, gain certification for a career, and support in gaining personal stable housing. I've been able to address emotional pain and traumas that have kept me bound for years! I've been able to notice and face codependent behaviors and learn how to navigate the codependency in my relationships.

HOC has been a place that has loved me to life and has stood by my side and been my biggest advocate, even when it wasn't easy & when I wasn't lovable. They've taught me my worth in Jesus and they push me to live up to my potential and follow the will of God for my life.

Current Partners



WHY INVEST IN HOC?

Our Story

House of Cherith, originally a program of City of Refuge, Inc., has been in operation since 2013 and currently has capacity to provide housing and support services for over 60 survivors of sex trafficking in various stages of recovery. In early 2019, House of Cherith launched as its own 501c3 non-profit organization but continues to receive financial and operational support from City of Refuge, which has a 20+ year history of impacting individuals and families who struggle to live self-sufficiently.

Kelsi Franco co-founded and has directed House of Cherith since its inception, leading the program in impacting over 900 survivors by assisting in rescue, offering safe - very comfortable - housing, and providing the support necessary to recover from trauma. Since the age of five, Kelsi has been engaged in serving others and has developed a passion and compassion for those living in poverty - especially those trafficked and sexually exploited. She has also been trained and certified in all aspects of sex trafficking and has been invited to speak to audiences in churches, schools, and other organizations as an expert in this field.

Locations

- Atlanta, GA
 - Safe Housing, Long-Term Housing, Family Support Services, Junior Care
- Breman, GA
 - Long-Term Housing, Family Support Services
- Thomaston, GA
 - Transitional Housing
- Dallas, TX
 - Long-Term Housing



DATA DRIVEN

Not only does House of Cherith have an established history of compassionate impact, it is developing data-driven accountability for that impact. By measuring key performance indicators against benchmarks for all desired programming outcomes as well as strategic outcomes in branding, operations, development, and governance, House of Cherith is able to demonstrate program impact, evaluate progress in achieving strategic planning objectives, engage in continuous quality improvement and create a solid foundation for growth and scaling.

Inputs and Outputs (measuring #'s served):

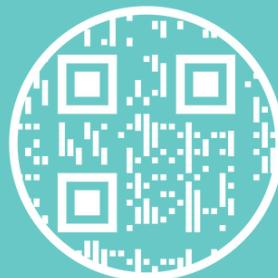
- Accepted by referral partners
- Rescued directly
- Discharged to HOC long-term
- Discharged to long-term partners
- Phased to transitional housing
- Graduates
- Discharged due to voluntary exit
- Discharged due to involuntary exit

Outcome KPIs (measuring impact):

- Safety
- Health and wellness
- Legal
- Career readiness
- Employment
- Financial
- Family Reunification
- Program graduation

Cost of Service (measuring \$):

- Average annual cost per woman served
- Average daily cost per woman served



For more
information, visit
Hocatl.org



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