



# *Damascus Road Project, Inc*



*Annual Report 2022*



# FOUNDER'S NOTES

Greetings Dear Friends,

Wow, what a year! Damascus Road Project has been more busy than ever. We experienced a significant increase in the number of new clients, while continuing to serve our existing women. 2022 was a record year for women saying YES to healing and transformation. We saw 10 women choose to participate in long-term trafficking-specific faith-based restoration programs in other parts of the country! We are so excited for what God has in store for them.

2022 has been a year of growth - our volunteer base has increased with the most awesome loving and committed people who are pouring into our women. We seated an amazingly gifted and talented Board of Directors, and look forward to their guidance and leadership contributions.

We have enlisted the help of a talented realtor and we are in the process of shopping for a new larger office space in order to better serve our clients. We are literally bursting at the seams, and we look forward to being able to stretch in 2023, allowing us to continue to pour into the precious women we serve. To God be the glory!

*Lisa*

**LISA SENNHOLZ**

**FOUNDER / EXECUTIVE DIRECTOR**

# Our Mission

Damascus Road Project, Inc. is dedicated to fighting the evil of human trafficking and sexual exploitation. We are committed to bring awareness through educating, restoring and empowering the abused, and advocating for the prevention and abolition of human trafficking.

# 2022 In Review

**91**

New Clients  
Served

(in addition to existing clients)

**3583**

encouragement  
letters sent to  
incarcerated  
survivors

Nearly

**10,000**

hours volunteered  
to serve survivors!

**317**

women  
received  
care &  
services

**10**

Women  
transported to  
restoration  
programs  
out of state

Nearly

**6000**

community  
members  
educated

**3**

beloved survivors  
lost their battles  
with trauma.



# Meet our Board of Directors



Greg Sennholz  
President



Dennis TeGrootenhuis  
Vice-President



Christina Wilson  
Secretary



Joyel Vandenboogart



Brandon Ansell



Pastor Sandi Spence



Joshua Ernst



Stephanie Cisneros  
Survivor Advisor



Pastor Chris Elflein  
Pastoral Advisor

Lisa began her work with human trafficking advocacy in 2009 in Cambodia with World Hope International. She has traveled to Atlanta, Las Vegas, and Los Angeles for extensive training. Lisa is the former WI State Representative for FREE International. In January 2015 she joined the Super Bowl outreach in Phoenix, AZ. providing training, victim outreach, and connecting law enforcement with leads, and also traveled to Nicaragua with Breaking Chains to help local sex trafficking victims on the streets and in brothels. Lisa founded Damascus Road in 2013 to more directly serve the needs of local survivors.



Lisa has completed Ending the Game Supporter Training, ACEs Training, GEMS Commercial Sexual Exploitation of Children (CSEC) Training, Thistle Farms National Conference Training, National Resource Center on Justice Involved Women Training, Treasures Sex Industry Care and Outreach Training, International Christian Alliance on Prostitution Global Summit Training and training through the Wisconsin Department of Justice/Wisconsin U.S. Attorneys' Offices Human Trafficking Conferences. Lisa is a passionate and committed advocate for the sexually exploited, and educates professionals and community groups throughout Wisconsin, and is a member of the WI Anti-Human Trafficking Initiative.

*Lisa  
Gennholz*

Founder / Executive Director

Some of Lisa's commitments include case management, overseeing our incarcerated survivor program, volunteer training (HT 102 classes), weekly prison encouragement correspondence, visiting incarcerated survivors in local jails, donor relations and bookkeeping oversight. Lisa also transports clients to out-of-state long-term restoration programs, partners with law enforcement for stings, and is attentive to all of the important details that keep our program running smoothly, and can even be found staffing drop-in from time to time!

In 2011, Lisa founded a prayer ministry called Scarlet Cord, matching commercially sexually exploited women in legal Nevada Brothels with a prayer sponsor. In 2017 this ministry was expanded to focus on every survivor Damascus Road Project has the privilege of assisting. These women are anonymously adopted by committed community members who pray for them. It is one of her passion projects to this day.

Kelly has volunteered with Damascus Road Project since 2014.

She completed her BA in Interpersonal Communications from UW-Milwaukee. In addition, she has completed college coursework in Business Management at UW-Madison and Child Development through MATC. Kelly has also served as an Americorp Vista volunteer and a youth mentor.



*Kelly  
Olson*

Support Services Director

Kelly pursued Human Trafficking education and has completed curriculum through both Moody Bible Institute in Chicago, and Stanford University on-line. She has also completed the Ending the Game Supporter training, Treasures Sex Industry Care and Outreach training, ACEs training, Thistle Farms National Conference Training, education through the Wisconsin Department of Justice / Wisconsin Human Trafficking Conferences, Polaris Project Human Trafficking training, and the International Christian Alliance on Prostitution Global Summit (ICAP). She has spoken on anti-sex trafficking legislation at our state capitol, and participated as a presenter with United Madison and is a member of the WI Anti-Human Trafficking Initiative.

Kelly coordinates services and case management for overcomers, & incarceration advocacy for the women Damascus Road Project serves in jails and prisons. She trains volunteers for and coordinates our jail outreach program. Kelly partners with the Department of Probation & Parole, Attorneys, Social Services, law enforcement, counselors, residential AODA programs and more as a survivor advocate. In addition, she oversees our prison pen pal program, places survivor written and therapeutic book orders for survivor inmates, and facilitates a prison correspondence Life Group. Kelly accompanies women to court appearances & medical appointments as needed for support. She also works with local law enforcement, participating in organized stings resulting in the recovery of exploited women.

Kelly manages our social media and web presence, and handles "all things technology" for Damascus Road Project. In our office, Kelly facilitates a Life Group for survivors, staffs the office during drop-in time, and helps to coordinate invites and transportation for our monthly family dinners. Kelly does some grant-writing & fundraising, manages all of our travel needs, and transports clients to out-of-state long term restoration programs.

Terra attended Evangel University in Springfield, MO earning BA's in International Multi-Cultural Studies and Secondary Social Studies Education. She continued her education by completing the End the Game Supporter Training, GEMS CSEC Training, Thistle Farms National Conference Training, the Wisconsin Human Trafficking Conference, and ICAP Global.



Terra began her work in anti-trafficking with an internship at the National Salvation Army Headquarters in Washington D.C. in 2003. In addition, Terra was a re-occurring guest host on HopeNet Radio, a program dedicated to suicide prevention and other related topics for teens, young adults, and parents on Q90FM from 2013-2018.

In 2010, Terra founded "Stop the Traffick, Make Some Noise," an annual Human Trafficking Awareness Day Rally in Oshkosh. Terra moved to Las Vegas in 2011 to assist in the formation of an anti-trafficking non-profit organization and launch their internship program. She has helped to coordinate 6 Super Bowl outreaches, and many other Missing Children and Hospitality Outreaches in Las Vegas, Kansas City, and Wisconsin. Terra has had the opportunity to partner with law enforcement under-cover, participate in sting operations and outreach to brothels, assisting survivors. She has provided training to hotels and businesses Terra's favorite role is working with students and the community, teaching prevention education. She coordinates awareness activities throughout the Fox Valley, teaches monthly Human Trafficking 101 classes, networks within the community to recruit volunteers and procure donations, produces weekly social media update videos, and serves as the liaison for the Oshkosh North High School Communities Program.

Terra  
Koslowski

Outreach Director



# Covid 19 Impact on an Underserved Population

"While the number of individuals at risk of trafficking grew during the pandemic, so did the conditions under which traffickers thrive. Traffickers capitalized on the reduced capacity and shifting priorities of law enforcement resulting in greater anonymity and impunity to pursue their crimes. Disruptions to public justice systems and diversion of resources from anti-trafficking efforts during the pandemic increased impunity for traffickers and lowered the odds of their arrest."

2021 TIP Report

Pandemic mitigation efforts forced many people to shift online, including human traffickers. Online recruitment and grooming increased as children spent more time online for virtual learning due to school closures, often with little parental supervision. Reports from several countries demonstrated drastic increases in online commercial sexual exploitation and sex trafficking, including online sexual exploitation of children (OSEC), and demand for and distribution of child sexual exploitation material (CSEM), including content that involved human trafficking victims.

2021 TIP Report

IMPACTS OF COVID-19 ON THE ANTI-TRAFFICKING COMMUNITY  
Governments, donors, and civil society organizations faced practical and ethical dilemmas reconciling pandemic mitigation strategies with the implementation of anti-trafficking activities. In the resulting absence of adequate anti-trafficking responses around the world, victims went unidentified, survivors were underserved, and traffickers were not held accountable.

2021 TIP Report

"Our data shows that people are exploited because traffickers know that there are certain groups of people that don't have the support, that don't have the ability to get accountability, or justice for themselves."

Robert Beiser, Strategic Initiatives Director for Sex Trafficking, Polaris

“When people are struggling with their finances, struggling with poverty, loss of work, childhood trauma and abuse, homeless or a young person who’s not safe at home and ends up on the streets or couch surfing, all those things can lead to you being exploited by a trafficker—and those people are in every town.”

Rebecca Ayling, Project Director, New Hampshire Human Trafficking Collaborative Task Force

Wisconsin experienced a 142% increase in reported cases of sex trafficking from 2019-2020, however according to the 2021 TIP report, support and services, as well as arrests and prosecution experienced a 64% decrease due to the pandemic.

Polaris Project, and 2021 TIP Report

The Global Slavery Index 2018 estimates that on any given day in 2016 there were 403,000 people living in conditions of modern slavery in the United States

Global Slavery Index

According to Polaris, individuals are most often trafficked for sex by family members and intimate partners.

84.3% of traffickers in the U.S. advertise online.  
The Exodus Road

# Our Approach

## Educate

### Community and Professional Educational Opportunities are Offered to:

- Attorneys
- Churches & Youth Groups
- Civic Organizations
- Community Members
- Foster Parents
- Gas Stations/Convenience Stores
- High Schools & Technical Colleges
- Hotels & Motels
- Law Enforcement Agencies
- Limousine Companies & Taxi Services
- Medical Professionals
- SANE (Sexual Assault Nurse Examiners)
- Mental Health Providers
- Pregnancy Resource Centers
- Prison and Jail Employees
- Probation & Parole
- Social Workers
- TSA Agents
- Youth Clubs & Organizations

# Locate

Outreach in community to identify women being victimized:

- AODA Treatment Programs
- Client Referrals
- County Jails
- Dept. of Probation & Parole
- High Schools & Universities
- Law Enforcement Relationships / Stings
- Social Media
- State Prisons

# Advocate

Connect with victimized women, and offer support, compassion, encouragement & mentorship.

- Access and Transport to Long-Term Faith-Based Restoration Programs throughout the US at No Cost to Client
- ACEs Assessment and Intake
- Bus Passes, Gift Cards for Gas & Groceries
- Clothing Boutique
- Connection to Resources
- Court Support
- Referrals to Partnering Agencies
- Exodus Bag (Hygiene & Toiletries)
- Foster Community (Monthly Family Dinner, Life Group, Weekly Drop-In, Peer Support with Lived Experience Experts, Private Social Media Chat Group, Supportive Reading Materials & Studies, Weekly Correspondence)
- Goal Setting and Assistance with Safety and Self-Care Planning
- Medical Appointment / Hospital Accompaniment

# Strategic Directives

For 2023 and Beyond

## INCREASE DIRECT SERVICES

As the number of clients we serve continues to increase, it has become challenging to effectively meet the need for services. It is necessary to hire specialized dedicated staff to meet the demand.

COST: \$350,000

## STABILITY FUND

Emergency financial assistance helps to meet critical short-term needs. Lack of local emergency housing means money is needed to help women escape exploitative situations. The ability to assist in temporarily meeting basic needs helps survivors to move toward permanent stability. Funds also enable transport to long-term healing programs.

COST: \$50,000

# Social Enterprise



We are launching Warrior Wear, a social enterprise with the vision of generating revenue to sustain our mission. It is our goal to be able to teach valuable job skills needed to operate a custom apparel and giftware business to our clients. In turn, they will participate in production and marketing of the products made. The goal is to help improve the employability of the women we serve while financially contributing to the long-term sustainability of Damascus Road Project programming.

# Vision

## Stabilization Home

Wisconsin is one of only 16 states in the country that does not have a residence to provide emergency and short-term housing for those who have been sex trafficked or sexually exploited.

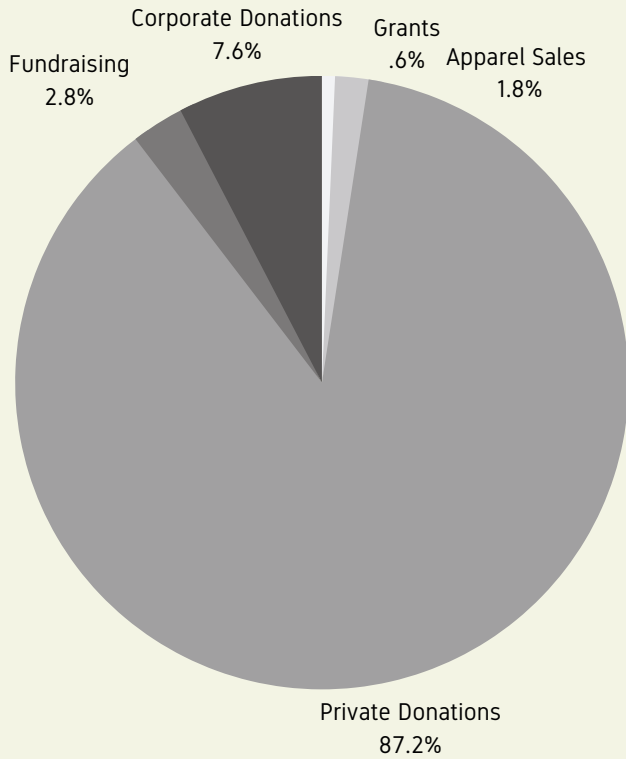
Lack of stable housing is one of the biggest barriers survivors experience. There is a critical need for a safe place for this underserved population. Our vision is to purchase, renovate and staff a transitional home for survivors that will offer the opportunity to rest and regroup, obtain counseling, participate in programming, apply for permanent housing, look for employment and deal with legal issues, all without the burden of homelessness.

Damascus Road Project would enter into a collaborative partnership with many community resource providers in support of Hesus Place, which would operate as a separate entity under separate directorship. Funding would allow for the purchase of a building, renovation, staffing and an operating budget.

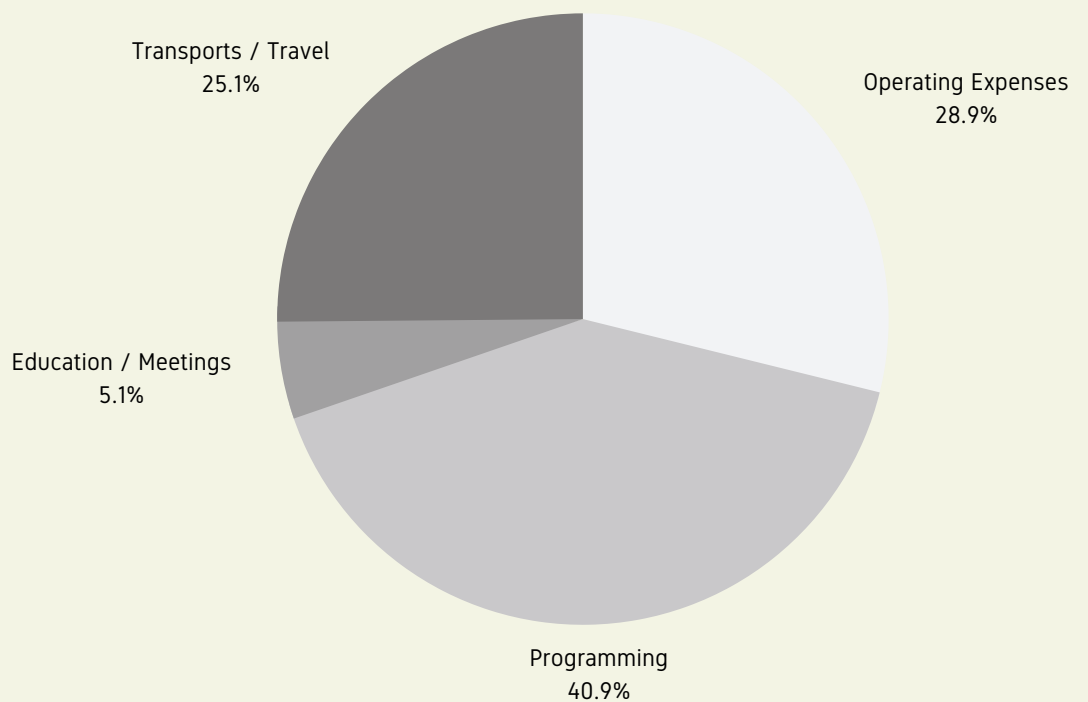


# Financials

2022 Annual Income - \$113,596.89



Expenses- \$81,577.72



# Testimonies

I met Kelly from Damascus Road in April of 2019 In Outagamie count jail, having arrived to that place hopeless and helpless, lost, broken and afraid. I was about 110 LBS and heavily addicted to heroin and selling drugs. With not a single cloud of hope in sight, Kelly walked through those doors with this program and God on her side, and she moved mountains for me. From the weekly visits, to any reading material I could want or need, Bible studies and letters to my judges and she showed up in court spoke on my be half. The support mentally, emotionally and physically never stopped no matter where I was on my life. if I was clean, in the streets or in jail their support remained. It's now 2023 and I am clean and sober working building a life with my son and living a life worth being proud of. I owe this to the program, the ladies and to Kelly.

With every emotion and every step in my life Damascus road has remained a positive driving force. I can't begin to tell you the value of this program. I wouldn't be where I am today with out them.

Their impact indescribable, their support unmeasurable, their patience, understanding and love unwavering. Damascus Road is forever changing the lives of the ladies they come in contact with.

-AF

Damascus Road Project has been working with me for over 7 years, and I am so thankful I met them. They are kind, caring, loving - with open arms. They have helped me out of a lot of bad life cycles, and they are like a family to me now.

-TC

Damascus Road has given me so much hope and strength. The ladies who volunteer for Damascus are literally angels in my eyes. They are so kind and selfless and are always there when I need them. I know I can reach out to them when I'm struggling and I won't be judged and I know that I can share with them all my successes. They love me exactly for who I am. They are compassionate and very empathetic. The love they show me allows me to love myself the same way. I love all of the ladies who volunteer for Damascus Road and I am so very grateful to be a part of what they have available to girls like myself.

-JG

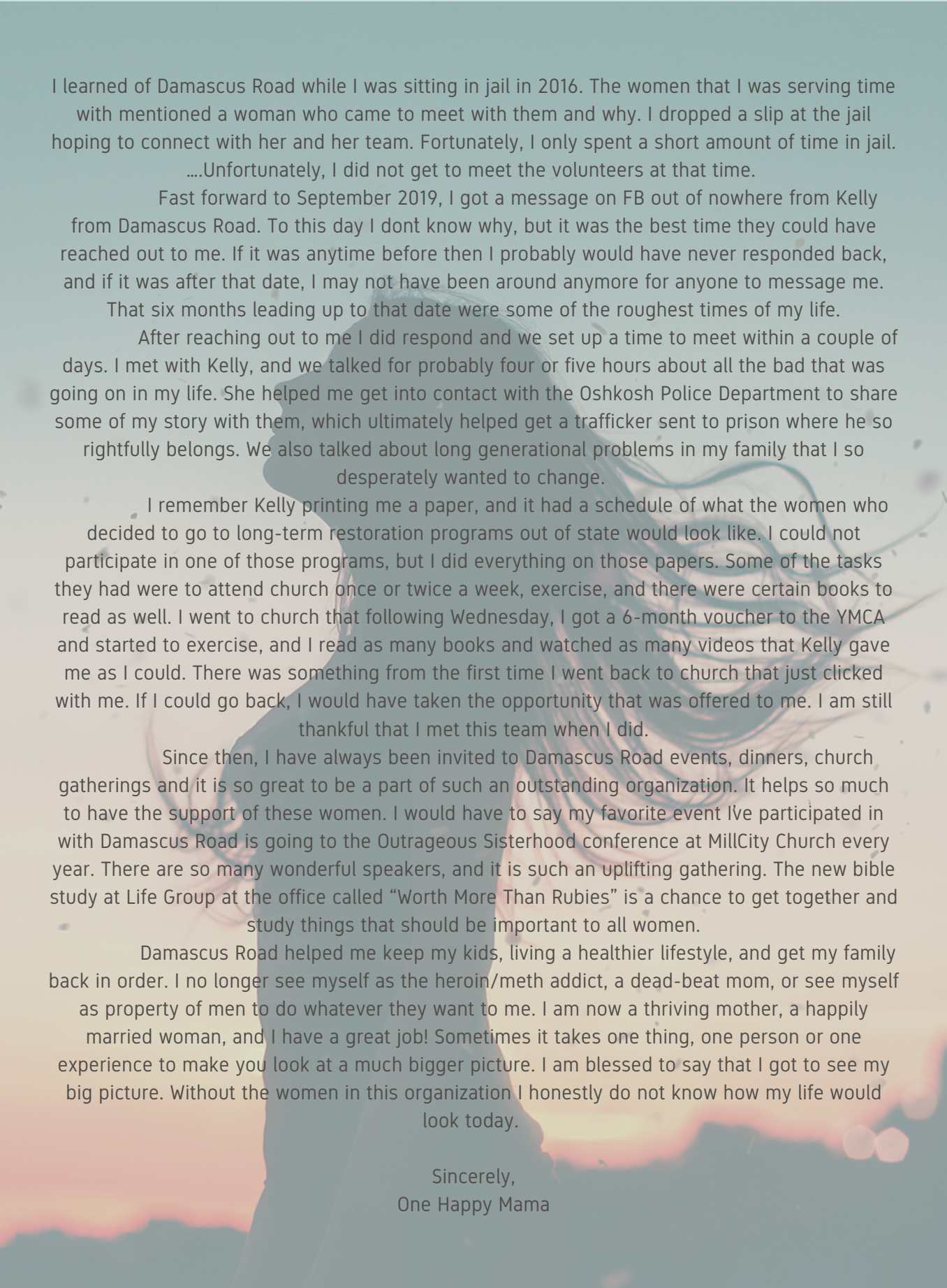
Damascus Road has been amazing in every way. The ladies involved with Damascus Road have been by my side 100% from the time I was at my lowest, and still by my side as I am getting better everyday. They show me love and support and make me feel like a beautiful woman. Their kindness is angel sent, their hearts are made of gold and I'm so thankful for this organization and everyone involved.

-CG

I have been a client of Damascus Road Project since 2017. They have helped me in so many ways, and each time I am very grateful. The volunteers are always willing to lend an ear and help me out.

The people who help us out with donations are also a great help, and I appreciate everyone involved with Damascus Road Project.

-DR



I learned of Damascus Road while I was sitting in jail in 2016. The women that I was serving time with mentioned a woman who came to meet with them and why. I dropped a slip at the jail hoping to connect with her and her team. Fortunately, I only spent a short amount of time in jail.

...Unfortunately, I did not get to meet the volunteers at that time.

Fast forward to September 2019, I got a message on FB out of nowhere from Kelly from Damascus Road. To this day I don't know why, but it was the best time they could have reached out to me. If it was anytime before then I probably would have never responded back, and if it was after that date, I may not have been around anymore for anyone to message me.

That six months leading up to that date were some of the roughest times of my life.

After reaching out to me I did respond and we set up a time to meet within a couple of days. I met with Kelly, and we talked for probably four or five hours about all the bad that was going on in my life. She helped me get into contact with the Oshkosh Police Department to share some of my story with them, which ultimately helped get a trafficker sent to prison where he so rightfully belongs. We also talked about long generational problems in my family that I so desperately wanted to change.

I remember Kelly printing me a paper, and it had a schedule of what the women who decided to go to long-term restoration programs out of state would look like. I could not participate in one of those programs, but I did everything on those papers. Some of the tasks they had were to attend church once or twice a week, exercise, and there were certain books to read as well. I went to church that following Wednesday, I got a 6-month voucher to the YMCA and started to exercise, and I read as many books and watched as many videos that Kelly gave me as I could. There was something from the first time I went back to church that just clicked with me. If I could go back, I would have taken the opportunity that was offered to me. I am still thankful that I met this team when I did.

Since then, I have always been invited to Damascus Road events, dinners, church gatherings and it is so great to be a part of such an outstanding organization. It helps so much to have the support of these women. I would have to say my favorite event I've participated in with Damascus Road is going to the Outrageous Sisterhood conference at MillCity Church every year. There are so many wonderful speakers, and it is such an uplifting gathering. The new bible study at Life Group at the office called "Worth More Than Rubies" is a chance to get together and study things that should be important to all women.

Damascus Road helped me keep my kids, living a healthier lifestyle, and get my family back in order. I no longer see myself as the heroin/meth addict, a dead-beat mom, or see myself as property of men to do whatever they want to me. I am now a thriving mother, a happily married woman, and I have a great job! Sometimes it takes one thing, one person or one experience to make you look at a much bigger picture. I am blessed to say that I got to see my big picture. Without the women in this organization I honestly do not know how my life would look today.

Sincerely,  
One Happy Mama

# Key Partnerships

We are humbled and grateful for the following community relationships:

## Law Enforcement/DOC/Recovery

- City of Oshkosh Police Department
- Neenah Police Department
- Winnebago County Jail
- Outagamie County Jail
- Wisconsin Women's Prisons
- Apricity
- Prism
- Attic Correctional Services
- Winnebago County Dept. of Probation & Parole
- Outagamie County Department of Probation & Parole
- Outagamie County Court
- Winnebago County Court

## Community Partners

- Communities at Oshkosh North
- Venue 404
- United Madison
- Zeteo
- Fresh Start Learning
- Inner Beauty Center
- Cherith International

## Church Partners

- River Valley Church
- Christ The Rock Church
- MillCity Church
- First English Lutheran Church
- Pathways Church
- Covenant Community Presbyterian Church
- Community Church
- Homestead Church
- Peace Lutheran Church

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