



# IMPACT REPORT 2022

# Our Mission



## The call to action

Different Day Foundation Residential is a community for women in recovery from commercial sexual exploitation (ages 17+). The mission of Different Day is to provide sanctuary along with an array of support services, educational opportunities, paid vocational training, employment, safe permanent housing, healing, and restoration. We believe that love along with connection is more powerful than all the forces that help survivors heal. The vision of Different Day Residential is for women to grow individually and collectively while living in a community.

We seek to empower women by:

Providing an 18 to 24-month, rent-free, home environment based on a community living model;

Helping residents live honest, sober, and self-sufficient lives;

Providing educational and paid vocational opportunities;

Through our equine program survivors heal and learn to build healthy relationships.

## Purpose

Fostering self-understanding through personal and spiritual growth;

Offering the time and support needed to recover from sex trafficking and to fully understand the role it plays in healing.

Offers opportunities to work towards each woman's healing journey but also offer economic self-sufficiency with our first Justice enterprise.

*Every Scar has a story;*

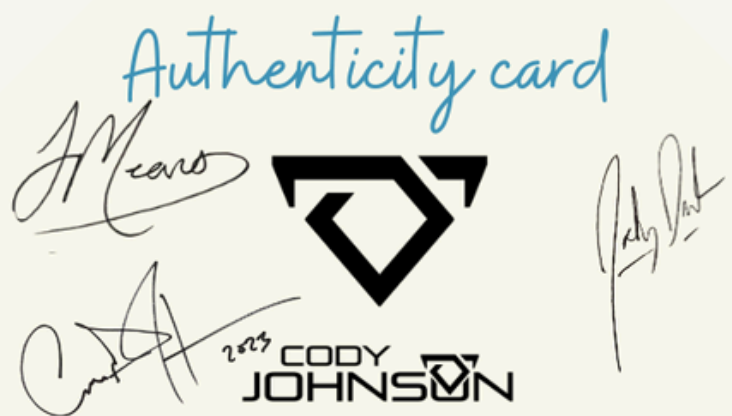
Six will be offered a Different Day in the fall of 2023.

# Letter from the Founder

**Hello friends, it's Marcy B, MSW the Founder and Executive Officer.**

I have been absolutely BLOWN away by the kindness of those around all of us. We have people who rallied and showed up. Our first fundraising event was a sell-out! I have received so many compliments on how fun and beautiful it was. I wanted to show how much survivors mean to DDF, how special THEY are, and we set a bar. Now the community knows what to expect from DDF. I am so blessed and just so immensely grateful to those that believe in this mission. We still have a little ways to go. Here is our impact so far.

This year we launched our Cody Johnson guitar string jewelry. Different Day Foundation has partnered with Strings for Hope. We first met them in Nashville at a Thistle Farms training. Strings for Hope is a work development program for survivors of commercial sexual exploitation, they teach the skills needed for women to get back on their feet and re-enter the workforce while learning the jewelry trade in Nashville. The program comes full circle to Bryan, Texas where survivors at Different Day have a chance to learn packaging, labeling, and organizing all SOH orders. This is a huge task for how popular these have become.



Handmade by survivors, Stage  
Left presents guitar string  
jewelry from the Cody Johnson  
Summer 2022 tour.

# Meet our team



**BRANDI JOHNSON**

BOARD PRESIDENT AND CEO



**SHALISE BARNETTE**

MARKETING AND FUNDRAISING



**SAVANNAH SEAGO**

BOARD MEMBER & JUSTICE  
ENTERPRISE DIRECTOR



**SHELBY MEARS**

BOARD MEMBER AND STAGE LEFT  
BRAND COORDINATOR



**MARCY BARTULA, MSW**

VICE PRESIDENT, FOUNDER, &  
EXECUTIVE OFFICER



**ROSE YEAGER**

SURVIVOR COUNCIL

# Survivor Impact



## Rose

Our Founder Marcy Bartula, has worked with a special survivor named Rose for over 3 years. Rose and Marcy began to work together at a different agency. Our walk began professionally and after major medical surgery, we lost touch with each-other very briefly. After reconnecting our story evolved into a true friendship, support, and a true partnership. We both never dreamed of a friendship as special as ours. Survivor, graduate resident, and Stage Left Manager, survivor Rose will have a pivotal role in helping survivors transition into our employment program. Rose has single handily enhanced the program manual for residents along with designing the first light-the-night candle and continues to be a huge part of DDF. We started the program as it was meant to be, survivor-run and survivor strong.

## Emergency Services

We received a call from an adult survivor seeking emergency help. With the help of our founders' connections, she was able to connect with a County Judge in Ector County, Texas, and the CEO of Reflections Ministries. Together we made a plan to get the survivor and child safely to the airport in the morning to bring the family to Bryan, Texas. DDF was able to secure safe placement, a flight from Midland to Austin, where she and her child could be safe. All were in-kind donations from friends' airline points, friends donating clothes, and toys. All who helped, got the client safely to us in Bryan, Texas. We helped complete law enforcement and CPS reports with the mother along with offering an array of services. We helped mother and child obtain clothes and funds for food. ALL WITHIN 24 hours! When a survivor is in need there are no limits too great for us to serve. We served the family for 5 days. Our team at DDF helped get the family into a safe placement in Austin.





# Fundraising 2022

## Avenues of Revenue

Wild as You Fundraiser Total event sales  
\$2,200.00

Donated Checks thus far  
\$2500.00 Brazos Valley Gives  
\$121,000.00 Private Donors

Event Brite Birthday fundraisers \$1500

In-kind Donors for Wild as You Fundraiser

Suede and Threads

Dusty Diamond

Reesey B's Boutique

Catalena Hatters

Blingy Blondies

Sinful Southern Belles

Merge

The Stella Hotel

18 Friends

Movers

Volunteer hours

In-kind donation total: \$33,225.94

1

Wild as You Fundraiser

7

Survivor Served

1st

First event

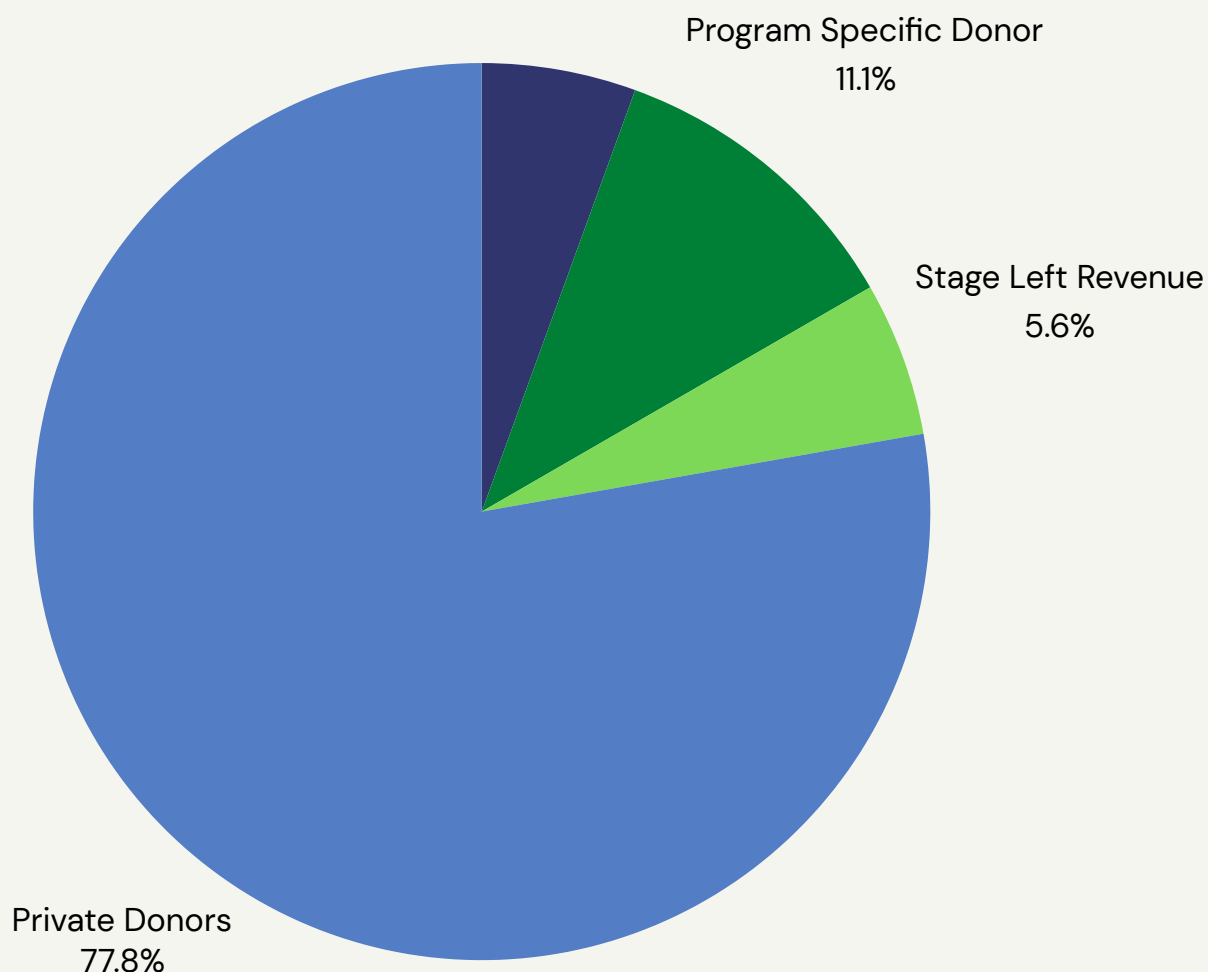


# 100%

Funds are provided for  
survivor care and  
program staff.

# \$121,500

## Current Budget



"But she loves horses, wide open running wild, that's where her heart is, She'll let me hold on for a while. I won't try to change her. No way to tame her..." WCG

We would like to thank Marsha Heap for allowing us to run our equine program from her ranch. We could not provide the equine-assisted therapy without you Marsha. Equine-assisted therapy will start in mid-September.

# What we have accomplished in 2 years

# Major IMPACT

- 4 survivors in emergency housing
- 100 hours of life skills.
- 6 served by Wild as You Fundraiser
- 30 served by Christmas Campaign
- A home purchased for 5 survivors in the fall.
- Immediate rescue assistance to 5 survivors in Texas, Illinois, Arkansas, New York, and Philadelphia.
- Clothes provided to survivors
- Airline points given for emergency flight
- 5 Hotel stays
- 2 survivors served by 3Cross Ministry
- 2 in long term housing
- Apartment complex purchased for graduate housing.
- 1088 prayer hours for survivors.
- 2 survivors secured for Store Management and Resident Advisor in the fall.
- Full storefront for Stage Left our Justice Enterprise.
- Employed 2 residents.

## Partnerships

We have gained a tremendous amount of support for our program from learning financial independence, medical, functional medicine, ranch for equine, first aid, website, marketing, job readiness program, goodwill, GED and high school diploma.





# WHAT IS NEXT

# OUR BIG GOALS



## 1

### Fundraising

The Cody Johnson Golf Classic in Las Vegas, Nevada. December 8, 2023.

The Cody Johnson Roping Event in Texas April of 2024.

## 2

### Education and outreach

Partner with TDCJ to provide Different Day on the inside. A licensed professional counselor or LMSW provides therapeutic services, and guides peer groups to those identified as survivors of commercial sexual exploitation. We also allow the women to come on the waitlist for our residential program. We time their entry with parole.

Continue expanding our reach to the Brazos Valley.

Complete campaigns with partners to expand education throughout the state.

## 3

### Stage Left

#### "Recycle clothes, not women"

Gaining influencer partners to expand the brand and help bring sales to the resale shop.

Continue to partner with our sister agency Thistle Farms on products and holiday launches.

Launch new handmade products from survivors.

Allow refugee partners to collaborate and bring in income to their villages and countries.

# Acknowledgements

None of this would be possible without a certain few people on my board and staff:

Those responsible for **concept and coordination**;

**Brandi and Cody Johnson,**

for seeing my vision, helping me realize my dream, and turning this dream into a reality.

**Nick Ferrata,** for keeping me on track and never letting me forget the vision, "If you build it, they will come";

**Colleagues, Mentors, and Good friends,** Shelby Mears and Savannah Seago, thank you for believing in my dream and giving me guidance, time, and being the biggest cheerleaders of DDF.

**Staff, Shalise Barnetche** thank you for taking this journey with us. It'll be a rollercoaster but the best one we've ever been on!!

**Staff, Rose** thank you for allowing me to walk with you. I thank you for always pushing me forward and making sure I eat. I can't wait for this next journey together.

Thank you for your ongoing  
support of our program



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