



## IMPACT REPORT 2025



### *Because You Chose to Stand: A Year of Courage, Restoration, and Freedom*

As we step into 2026, we do so with renewed conviction and an unwavering commitment to Awaken's mission: to confront exploitation, restore dignity, and create pathways to lasting freedom for those impacted by the commercial sex trade. This work is urgent, sacred, and deeply human and it is only possible because of partners like you who choose to stand for justice and restoration.

Your faith in this mission has strengthened Awaken's ability to meet survivors where they are, expand survivor-centered care, and respond boldly to the realities facing our communities. Over the past year, our presence in Nevada deepened not just in reach, but in impact through programs rooted in compassion, accountability, and long-term healing. Each story you will encounter reflects the power of what happens when mission and action move in alignment.

As we look ahead, 2026 calls us to lead with courage and clarity. We are investing in further program development to strengthen and advance effective healing and restoration. These will serve both immediate safety and long-term restoration. Our vision remains clear: building a community where exploitation has no place, freedom is protected and every person is seen, valued and empowered to live whole.

We are profoundly grateful to walk this path with you. Together we are building a future defined by dignity and hope. Thank you for being part of the movement to awaken freedom and restore what exploitation has tried to take.

With resolve and gratitude,  
**Melissa Holland & Jen Campbell**  
Co-Founders, Awaken





# Our Impact

Awaken exists to confront commercial sexual exploitation (CSE) through measurable action, raising awareness, strengthening prevention, and providing housing and restoration for survivors. Guided by our three strategic pillars Prevention, Restoration, and City Transformation we translate mission into outcomes.

With the partnership of supporters across our country, Awaken expanded reach, deepened survivor services, and strengthened community response systems driving tangible progress in each pillar area.

In May 2025, after nearly three years of dedicated work in Wisconsin, we celebrated a major milestone: the successful launch of our Wisconsin site as its own organization! Awaken in Wisconsin officially became HER Alliance, reflecting the growth of local investment and sustainability. This transition represents a model rooted in community ownership and expanding Awaken's national footprint.

## 2025 IMPACT SNAPSHOT

218

Total Survivors Served

44

Total  
Secondary Participants  
Supported  
(Children and Partners)

74

Total  
Community  
Outreach and  
Educational Events

2,180

Total  
People Reached  
Through Educational  
Efforts



Awaken Youth Program Participants Attending Jesus Culture Youth Conference

# Prevention



Awaken partners with local schools and frontline professionals to educate students and trusted adults on identifying, preventing, and interrupting sex trafficking. We also deliver targeted early-intervention programming for girls ages 12–17 who have experienced sexual abuse and face elevated risk of exploitation.

## Prevention Services

### My Life My Choice (MLMC)

In collaboration with **Washoe County Human Services Agency**, Awaken continues to offer My Life My Choice (MLMC) an evidence-based, survivor-designed, 10-week prevention curriculum. The program equips participants with practical skills to recognize trafficking tactics, establish healthy relationship boundaries, and identify warning signs before exploitation occurs.

In 2025, Awaken delivered MLMC for the fourth consecutive year achieving a 100% graduation rate. Strong program outcomes continued to drive demand for additional cohorts. In response to this growth, Washoe County selected and trained an additional clinical social worker to co-facilitate groups, strengthening clinical capacity and supporting program sustainability.

### Awareness Presentations

Awaken delivered awareness presentations to local schools alongside community partners. The presentations were led by Awaken together with local law enforcement, equipping students with age-appropriate education, online safety, and exploitation awareness. Building on this engagement, Awaken will continue education and awareness outreach to middle and high school students and host parent education nights, extending prevention efforts to families and caregivers.

### Family Empowerment

A new **Parent Guide and Prevention Brochure**, equipping caregivers with practical tools to address online safety, recognize recruitment tactics, and engage in proactive, protective conversations with their children. This resource extends Awaken's prevention reach beyond programs placing critical knowledge directly into homes and communities.



[www.awakenjustice.org/parents](http://www.awakenjustice.org/parents)

**100%** Graduation Rate



Awaken Summer Healing & Resilience Program



# Restoration

Awaken delivers comprehensive, trauma-informed services for women and children impacted by commercial sexual exploitation, with tailored programming for both adults and youth. Through our community center model, we provide low-barrier access to critical supports that help survivors stabilize, heal, and rebuild their lives. Services include street and community outreach, a welcoming Awaken Center, individualized case management, therapy, mentorship, and assistance with employment, education, and housing. Survivors also receive support meeting essential needs such as food, clothing, and transportation. In addition to direct services, Awaken facilitates social development opportunities that foster healthy relationships, strengthen peer connections, and create safe spaces for joy, belonging, and personal growth as key components of long-term restoration and resilience.

## Restoration Services



### Awaken Education Center

The Awaken Education Center (AEC) provides a safe, supportive educational pathway for middle and high school students recovering from sex trafficking. Designed to address both academic disruption and trauma, the AEC offers accredited online schooling within a nurturing, survivor-centered environment.

Students are supported by an integrated team of case managers, mentors, an education advocate, and tutors who work collaboratively to ensure each young person can heal while progressing academically. Beyond coursework, the AEC incorporates social and emotional enrichment activities that promote confidence, resilience, and holistic growth.

The Awaken Education Center demonstrates the impact of tailored education paired with compassionate care. We are restoring stability, rebuilding trust, and creating meaningful opportunities for students to envision and pursue a brighter future.



### Awaken Transitional House

This year marked a deeply meaningful milestone for Awaken as our Transitional House welcomed its first resident family.

Almost immediately, the home became a space where growth felt visible and hope tangible. In those early days, moments unfolded that reminded us why this work matters so deeply. The youngest child, who had never been able to lift his head independently, sat supported in a play chair and raised his head on his own for the first time. His sister took her very first steps inside the house and quickly began walking with newfound confidence. Their older brother explored every room with laughter and wonder, experiencing something entirely new, eating his first meal at a table.

These seemingly small moments carried extraordinary significance. They reflect what becomes possible when a family is surrounded by consistency, care, and dignity. At Awaken, we see time and again that when safety is restored, healing begins, and lives start to flourish.



## Awaken Family Nights

Trafficking is an act of isolation. It fractures trust, severs connection, and erodes hope. In response, Awaken hosts Family Nights, a monthly faith centered gathering designed to restore connection and strengthen families.

Each evening includes a shared dinner provided by volunteers, worship led by survivors alongside staff, and a survivor-led devotion reflecting on how God is present in their healing journey, followed by a time of open prayer. While children play together and mentors join in community, families experience safety, belonging, and renewal.

In addition to on-site gatherings, participants are invited each month to attend worship nights at local partner churches, extending community beyond Awaken's walls. Through Family Nights, survivors are reminded they are not alone, but part of a caring network committed to their healing and restoration.

## Restoration Services



*I wanted to let you know that I'm doing so very good, oh how God has given me a miracle and changed my life. I've been in my home for over 4yrs clean and sober!!! I have had my little dog also since 2019. And I have a kitty too... I'm so thankful, beyond thankful and every day I get on my knees to give my Lord praise!! My neighborhood is awesome, and it's a whole different world than 4th Street.*

-Adult Survivor



**5** men working  
with spouses  
and children of  
survivors

## Awaken Capacity Building

Awaken strengthened our approach to restoration by hiring a Community Outreach Director. This position works alongside our case managers to provide additional relational support to participants and their families, particularly when children, partners, or spouses are part of the healing journey. Recognizing the importance of healthy male presence, Awaken has built and led a dedicated team of men who volunteer their time to model consistency, respect, and positive masculinity. Together, they create welcoming spaces through family-centered activities. This team also offers mentorship to partners and boyfriends, helping reinforce healthy relationships and supportive family dynamics with healthy men. This intentional investment in safe, positive male role models has become a meaningful extension of Awaken's commitment to whole-family healing.



Youth & Adult Program Participants Nevada Day

## Restoration Services



“ It was really heartbreaking learning about everything, but it was really educational and helpful...I learned not to trust everyone and be careful. The other participants were genuinely fun to be around and the teachers there were super supportive and also very cool. They help out in any way possible and open your eyes. ”

-Youth Survivor



Awaken Adult Participant and Child at Empowerment Program Wild Water Day

### Participant Empowerment

Awaken youth participated in the **Jesus Culture Youth Conference** during Spring Break, joining hundreds of peers in a powerful experience of encouragement, belonging, and spiritual renewal. Throughout the year, community-centered experiences include family nights, retreats, and shared meals—reinforced healing through connection and faith.

### Partner Empowerment

Awaken launched a new partnership with **Willow Springs**, supporting the development of a dedicated recovery wing for girls who have experienced trafficking. Through this partnership, Awaken staff will engage with youth from the earliest stages of recovery building trust, supporting healing, and ensuring successful transitions into long-term restoration programs. This collaboration represents meaningful, systemic change at the intersection of crisis response and sustained care.



Awaken Youth Program Participants at Jesus Culture Youth Conference



## Restoration Services



### Youth Summer Healing & Resilience Program

Recognizing that summer is the most vulnerable season for exploited youth, Awaken launched its first ever Summer Healing & Resilience Program. With a 43% increase in hotline calls during summer months, the program filled a critical gap by providing safe, structured experiences including outdoor adventures, life-skills development, family nights, and a week-long, device-free summer camp. These initiatives offered stability, connection, and purpose during a time of heightened risk.

Thanks to the generous support of community partners, Awaken was able to provide critical care and connection for youth impacted by sex trafficking and commercial sexual exploitation. Throughout the summer, participants engaged in experiences that created meaningful memories rooted in safety and belonging. Through community partnerships, including activities in Lake Tahoe and hands-on programming at the Awaken Center, youth were introduced to new opportunities designed to foster confidence, connection, and personal growth.

The summer camp experience emerged as a defining highlight. Time away from daily routines allowed participants to reconnect spiritually, explore new interests, and experience the simple joy of being kids. For many, it was a rare opportunity to feel safe, supported, and free—an experience they continue to reflect on with gratitude.

Because of this support, the Summer Healing and Resilience Program served 14 participants and their 7 children, offering a season of healing, joy, and renewed hope. Awaken is deeply grateful to the multiple Foundations for making this transformative program possible and for investing in experiences that restore childhood, strengthen resilience, and build pathways to lasting freedom.



*Awaken Summer Healing & Resilience Program*

# City Transformation



## Education and Outreach

Awaken advances social change by educating communities and mobilizing action to confront commercial sexual exploitation. Through community events we engage the community and policymakers to strengthen awareness, influence systems, and drive collective response.

### Community Screenings

In 2025, Awaken continued hosting community screenings of *At What Cost*, using film as a catalyst for education, dialogue, and systems-level change.

These screenings created space for survivor-centered conversations, community reflection, and increased public understanding of the realities of trafficking and its impact on individuals, families, and society.



Attendees who  
participated in *At What  
Cost* Community  
Screenings

214

### Documentary Recognition & Impact

Produced under Safe City Media, a mission-aligned entity created to advance Awaken's advocacy through storytelling, *At What Cost* has received international recognition for its artistic and social impact. These honors underscore the documentary's effectiveness in elevating survivor voices and bringing critical visibility to the urgent need for collective action particularly around the realities of legalized prostitution in Nevada.



### Transformation Milestone

This summer, the Awaken Transition House underwent a thoughtful refresh, including new paint, flooring, bedding, and children's toys creating a warm, safe, and welcoming home for individuals and families beginning their next chapter. Each update was intentionally chosen to foster comfort, stability, and peace, reinforcing that meaningful transformation begins with care, community, and a place to belong.



### Global Advocacy

On March 8, we marked International Women's Day, recognizing the global call for rights, equality, and empowerment for all women and girls. This year also commemorated the 30th anniversary of the Beijing Declaration and Platform for Action, a landmark global commitment calling for the elimination of trafficking and the sexual exploitation of women and children. In this critical moment, Melissa Holland, CEO and Co-Founder of Awaken, represented our mission at the United Nations Commission on the Status of Women (CSW) in New York. Melissa served on a panel addressing the sexual exploitation of women, with a focus on pornography and prostitution as often-overlooked drivers of demand that fuel human trafficking. The panel advanced global dialogue on public policy solutions to prevent exploitation and protect women and girls worldwide. We are honored to see Awaken's leadership and advocacy elevated on the global stage.

# City Transformation



## The Power of Volunteers

At Awaken, volunteers are the key to our mission, bringing energy, expertise, and compassion to the fight against exploitation. Their contributions go far beyond tasks- they are catalysts for healing, empowerment, and transformation in the lives of survivors and their families.

**148 volunteers**  
**3,781 service hours**  
**431 meals served**

## Annual Banquet

This year's Annual Banquet marked a powerful moment in Awaken's story. We were honored to welcome Molly Heather as our keynote speaker, a survivor whose journey from exploitation to empowerment reflects the power of restoration and hope. Made possible through the generosity of Awaken's donors and partners, the evening brought our community together to witness lives transformed and to reaffirm a shared commitment to healing, dignity, and lasting freedom.



## Community Engagement with Awaken Staff



Melissa and Jen accept the  
Spirit of Activism Award at the Las  
Vegas Film Festival



Awaken Staff at the Spring  
Volunteer Appreciation Gathering



Kaia Fit Burpee Mile Fundraiser

# City Transformation



*As we reflect on this year's Awaken Banquet, our hearts remain full. Even weeks later, the impact of that night continues to unfold and it is all because of you. On November 15, our community gathered with courage, compassion, and generosity to affirm that every person deserves freedom, safety, and the opportunity to rebuild their life. We do not only want to tell stories of restoration; we strive to be a community where restoration is possible. Your presence and support sent a powerful message, that here in Northern Nevada, survivors do not have to face their healing journey alone. Together, we are building a place where safety is tangible, opportunity is within reach, and families can step into a future grounded in dignity and hope.*

# Thank You to Our Incredible Supporters





## 2025 Community Engagement Highlights

### Convo Church Partnership

Awaken partnered with Convo Church to provide Christmas gifts for participants and their children, helping families experience care and joy during the holiday season.

### UNR Communication Group

UNR communication students collaborated with Awaken's Volunteer Coordinator to assemble and distribute stocking stuffers for all participants, and hosted a showing of *At What Cost* on UNR's campus.

### Truckee Meadows Quilters & Close Knit Friends

The Truckee Meadows Quilters, Close Knit Friends and generous donors provided fleece blankets and handmade quilts offering warmth and comfort to participants.

### Cornerstone Church

Cornerstone Church collected and distributed Christmas meal boxes so families could prepare and enjoy holiday meals at home.

### FAITH, FAMILY + REAL ESTATE


In partnership with REAL Real Estate LLC, Awaken hosted a Christmas Boutique where participants could shop for their children and wrap gifts on site.

### Holly Jolly Trolley

On December 23, Awaken staff led the Holly Jolly Trolley outreach, distributing winter essentials, treats, and encouragement while connecting with the community and sharing hope.



# THANK YOU



None of this work would be possible without the generosity of donors, volunteers, and partners who gave their time, resources, and belief. Together, we continue to prove that when a community shows up, especially in the darkest seasons, hope and healing prevail.



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