

REACHING AND RESTORING LIVES IMPACTED BY SEX TRAFFICKING AND SEXUAL EXPLOITATION.



  
**created**  
GAINESVILLE

**Annual Report**

**2023**



# VISION AND MISSION

**Created Gainesville is committed to reaching and restoring lives impacted by sex trafficking and sexual exploitation.**

## HOPE

We aim to offer hope in the darkness through viable options for spiritual, emotional, and physical opportunities geared toward freedom, wholeness, and new life. We believe it is through the perfect love of Christ and His promises for our future that we can persevere in hope.

## EMPOWERMENT

We desire to equip women with the tools needed for independence, a sustainable future, and greater opportunity. We also seek to empower our community to end sex trafficking and sexual exploitation through prevention, awareness, and education.

## OWNERSHIP

We define ownership as operating with integrity and humility, taking responsibility for a situation and moving toward resolution. We also believe every individual is responsible for respecting and valuing diverse life experiences and backgrounds and ensuring that every voice is heard.

## COLLABORATION

Greater justice and rehabilitation are accomplished when individuals, teams, organizations, and systems are working together while being led by survivor expertise.

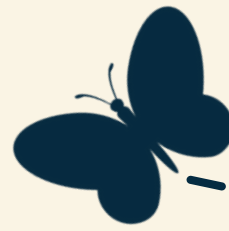
## COMMUNITY

We believe a thriving community is achieved through cultivating an environment of open communication, mutual respect, and maintaining an attitude of excellence. Community fosters unity, celebrates diversity, and builds up our unique God-given gifts and experiences.

## LEGACY

We aim to break the cycles of poverty and exploitation to create a legacy that impacts future generations. Through consistency and building relationships, we strive to foster sustainability that ultimately transforms lives and our community.

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**ALISON UNGARO**  
FOUNDER & EXECUTIVE  
DIRECTOR



**JENNIFER RADDER**  
ADMINISTRATION & OPERATIONS  
DIRECTOR



**LAURA SNOOK**  
PROGRAMS  
DIRECTOR

# MEET THE TEAM

**DANA DYCUS**  
RESIDENTIAL COORDINATOR

**LAKISHA SCOTT**  
PROGRAM COORDINATOR

**DELESHIA JEMISON**  
CASE MANAGER

**DENISE THOMAS**  
MARKETING COORDINATOR

**BETH WARREN**  
RESIDENTIAL CASE MANAGER

**ELSIE HAHS**  
RESIDENTIAL ADVOCATE

**MADISON SHOWALTER**  
RESIDENTIAL ADVOCATE

**CALUEGH TOBOLSKI**  
RESIDENTIAL ADVOCATE

**MURIEL MAXIS**  
RESIDENTIAL ADVOCATE

**SHANNON MURRAY**  
RESIDENTIAL ADVOCATE

**BILLIE JO OWENS**  
RESIDENTIAL ADVOCATE

**KATELYNN DUNAWAY**  
INTERN

**APRIL ROSE SALVA**  
INTERN

## 2023 BOARD OF DIRECTORS

- BRANDON WEST**, BOARD OF DIRECTORS BOARD CHAIR
- KATHY SARANTOS, MD**, BOARD OF DIRECTORS TREASURER
- PRISCILLA BROWN**, BOARD OF DIRECTORS SECRETARY
- MICHELE EMERY, MD**, BOARD MEMBER
- DRENEIGH COBB**, BOARD MEMBER
- TYRAN BUTLER, PHD**, BOARD MEMBER
- LATISHA MINCY**, BOARD MEMBER
- CONNIE PIERRE-ANTOINE**, BOARD MEMBER

# A LETTER FROM OUR EXECUTIVE DIRECTOR

ALISON UNGARO  
CREATED GAINESVILLE'S FOUNDER/EXECUTIVE DIRECTOR



Dear Supporters of  
Created Gainesville,

What a year it has been, with so many victories and life-changing moments. One survivor at a time has found new hope, new direction, and new freedom to not only survive, but to thrive forward into a life that once felt out of reach.

2023 was our first full year of offering three restorative program options designed specifically for the varying needs of survivors of sex trafficking, knowing that no two journeys are the same and there isn't a one-size-fits-all approach to providing excellent comprehensive survivor care.

Our three restorative programs currently consist of a long-term residential program and non-residential program, and a community participant program (as our bookends...great for someone who is considering one of our long-term programs and for graduates of long-term care who are interested in remaining in community and having access to aftercare).

In October, we hosted our very first graduation ceremony which included residential graduates. It was a day that I will treasure and hold onto for a long time to come. As I stood at the door to greet our graduates and guests, what washed over me was the realization that the dream God placed in my heart 12 plus years ago was happening in real time. I was standing in a moment that I had held in my heart for so many years. This moment represented women reclaiming their lives, and families/communities being restored.

I watched as graduates walked in, completely transformed from their first day walking into our programs, accompanied by their parents, grandparents, friends, sponsors, and advocates. The smiles of uncontrollable gratitude and joy on every face was something that didn't need words to explain.

The words from family members who were there to celebrate their beloved graduate, included the most sincere thanks to our organization for standing in gaps of need that spared their loved one's life and gave them back something through renewed relationships they weren't sure would ever be restored. One mom shared through tears, "We prayed for 10 years that someone would be able to find and help our daughter in ways that we hadn't been able to as her family. Created Gainesville, you were the answer to so many of our prayers, and today we have her back."

I extend this precious mother's sentiments to each of YOU! We could not have the impact that we do without individuals like you who have made yourselves available to be someone else's source of hope, healing, and freedom! You are making a difference that will not only last a lifetime, but for eternity and generations to come.

Thank you for standing with us in 2023 and for continuing your support for 2024 in new and much needed ways!



# SPOTLIGHT ON SUCCESS: SURVIVOR SNAPSHOTS

**A few highlights of the year, showcasing incredible stories of resilience, community support, and personal triumphs among the survivors we serve.**

A survivor learned her love and talent for sales. After securing a position, she was a top performer her first week of employment and promoted to team leader within her first 30-days of employment,

The power of community. When one survivor's new job required long hours, often out of town, another survivor supported her by providing childcare at no cost, affording Survivor A the opportunity to be reunited with her child after several months apart.

One survivor met on jail outreach completed 14-month human trafficking residential program after spending nearly two decades battling substance abuse and in and out of the criminal system and currently lives independently, gainfully employed, and sober for over six months.

One survivor got her first credit card and is diligently working to build her credit with hopes of home ownership in the next two years.

A survivor and community participant in our program who at one point in her life was drug addicted and living in a tent was able to purchase and remodel (with little assistance) her own RV, creating a home for her and her young daughter to spend their first Christmas together in.

One survivor is very active in the Narcotics Anonymous (NA) community. Attended and volunteered at Regional NA convention in Orlando June 2023, and is a panel leader with Hospitals and Institutions (H&I) which is a committee of those in recovery who share the NA message of recovery to those battling addiction who do not have full access to regular Narcotics Anonymous meetings.

One survivor after over a decade in an abusive and life-threatening relationship followed by homelessness moved into her very first apartment of her own and has enjoyed the freedom to decorate for the various holidays, especially Christmas.

Two survivors celebrated 18-months sober and both are now at the 2-year sobriety mark.

# 10%

There are only enough safe beds to serve 10% of trafficking victims in the US.



Americans are the largest global consumers of sex trafficking

## Beyond the Numbers: Crucial Insights



Florida ranks third in the nation for reported sex trafficking cases



VOCA (Victims of Crime Act) services reduction

In recent years, the issue of sex trafficking has gained significant attention, particularly in states like Florida, where the reported cases rank third highest in the United States. While statistics provide a glimpse into the magnitude of the problem, they often fail to capture the full extent of its impact. One critical aspect often overlooked is the funding allocated for victim support services. Despite Florida's high prevalence of sex trafficking cases, only a mere ten percent of beds are available for survivors. This stark lack of resources underscores the urgent need for comprehensive support systems to aid victims in their journey towards recovery.

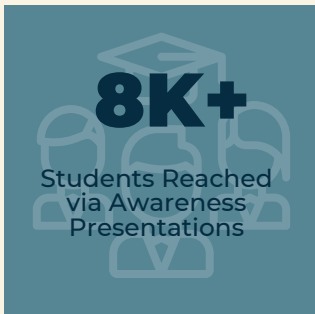
Moreover, the prevalence of sex trafficking is closely intertwined with the demand for commercial sex. Shockingly, Americans are among the largest purchasers of commercial sex globally. This demand perpetuates the cycle of exploitation, fueling the illicit industry and enabling traffickers to thrive. Beyond mere numbers, understanding the root causes and societal factors driving this demand is imperative in combating sex trafficking effectively.

Additionally, the plight of survivors extends beyond the physical rescue. Many victims endure psychological trauma, stigmatization, and socioeconomic challenges long after their escape from trafficking situations. The limited availability of support services exacerbates their struggles, leaving them vulnerable to re-exploitation. Addressing these systemic shortcomings requires a multifaceted approach, including increased funding for victim assistance programs, comprehensive education and awareness campaigns, and stringent enforcement of anti-trafficking laws.

In essence, while statistics provide a snapshot of the issue, delving beyond the numbers reveals the intricate web of challenges faced by survivors and the systemic inadequacies in addressing sex trafficking. It is only by acknowledging these crucial insights and taking concerted action that we can hope to combat this grave violation of human rights and provide meaningful support to those affected by it.



# NUMERICAL NARRATIVE: Reflecting on the Past Year





Over the past year, our services have flourished, surpassing previous benchmarks and evolving to meet the ever-changing needs of our community.

**12**  
Non-Residential  
Participants

**10**  
Club  
Outreaches

**32**  
Women Met  
During Street  
Outreach

**4**  
Program  
Graduates

**x2**  
Expanding  
Outreach to a  
Second Strip Club  
(Doubling Efforts)

**88**  
Referrals  
Received

**4 PILLARS**

**AWARENESS & PREVENTION**  
We are dedicated to educating individuals in our community about domestic sex trafficking.

**OUTREACH**  
We are actively on the streets and in the club, jail, and court to reach women who may be trafficked and/or exploited.

**CREATED CARE**  
Our outpatient, long-term, restorative care solution for women seeking to reclaim their lives. It is holistic and individualized.

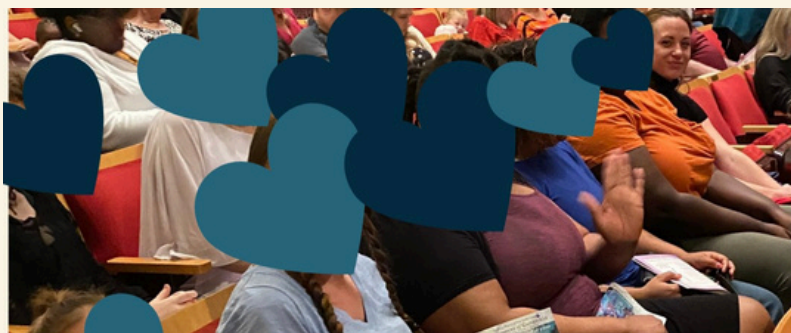
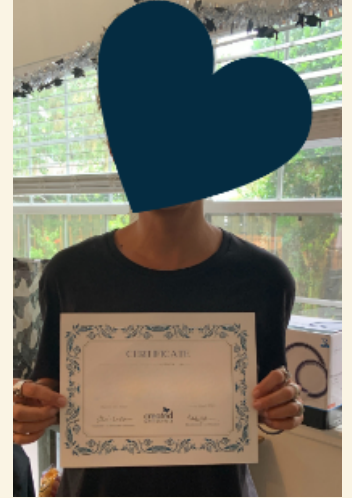
**RESIDENTIAL PROGRAM**  
Our multi-disciplinary approach to care is what makes us different from shelters, half-way houses, and drug treatment facilities.

Referrals and collaborations with neighboring counties have seen a significant increase as survivors share positive feedback through word of mouth.

We've received numerous referrals from law enforcement agencies such as Florida Department of Law Enforcement (FDLE), Alachua County Sheriff's Office (ACSO), and Gainesville Police Department (GPD), as well as the State Attorney's Office.

This highlights the growing partnership with law enforcement and a heightened awareness of appropriate treatment options for survivors, moving beyond incarceration.





# LIFE *Reclaimed*



In early 2023, Created Gainesville hosted "Life Reclaimed 2023: Light Her Way" at the UF Hilton, a gathering marked by empowerment and healing. With over 300 attendees, including survivors and community partners, the event celebrated a decade of impact. Special thanks to our sponsors for their support. The annual awards recognized outstanding partners, highlighting collaboration at the core of Created Gainesville's mission.

We maintained our membership as a vetted service provider and we were able to attend our first conference with the National Trafficking Sheltered Alliance, which has become a cornerstone in our field's efforts to research and development of best practices and excellence in survivor care. We began the process of having our safe house accredited by the NTSA, and we were part of developing the first standards for adult safe houses in the state of Florida through DCF.

With over 96,000 votes, we are honored to have been named by OurTown FAVE as the 2023 Favorite Local Non-Profit of the year. We extend our heartfelt gratitude to everyone who nominated us and took the time to vote during the finals. Thank you for your support!

The Florida Human Trafficking Summit convenes leaders at local, state, and national levels to tackle human trafficking with 11 hours of pre-recorded sessions. Our very own Alison Ungaro and Laura Snook shared insights on survivor care during the 2023 summit. This free, online conference fosters collaboration among survivors, law enforcement, prosecutors, victim advocates, and community leaders. By addressing victim protection, prevention, and prosecution, the summit empowers attendees to contribute effectively to anti-trafficking efforts.

During a 12-hour period in April, the Amazing Give, hosted by the Community Foundation of North Central Florida, raised nearly \$1.5 million with over 6,600 donations to 127 local non-profits. We were one of 127 non-profits featured on the Amazing Give Live Stream, where we shared about our mission with Kiss105.3 listeners. Special thanks to Greenhouse Church for their generous \$5,000 matching gift. Additionally, 38 donors contributed over \$12,000 to our cause.

In June, Created Gainesville was featured on The Ilene Silverman Show, a long-standing public affairs program highlighting North Central Florida's cultural events and activities. As guests on the show, we discussed our organization's mission and the impact we're making in the community. It was a wonderful opportunity to share our work and raise awareness about the issues we're passionate about, furthering our commitment to supporting survivors of trafficking and exploitation in Gainesville.

Created Gainesville hosted its inaugural Pickleball with a Purpose tournament at the Alachua County Sports and Event Center in Celebration Pointe. Over 100 players competed in a round-robin format, followed by double-elimination matches. Thanks to our sponsors and in-kind donors, players enjoyed the event while supporting our mission to empower survivors. We aim to continue this tournament annually to advance our cause. Special thanks to all participants for making it a success.

Created Gainesville was honored as a nominee in the Leading Women-Owned Business category at the 2023 Greater Gainesville Chamber of Commerce Business Awards. We celebrated alongside other local businesses and nonprofits on December 7th, 2023, acknowledging outstanding achievements in the business world. This nomination underscores our dedication and community support. Thank you to the Greater Gainesville Chamber of Commerce for the recognition.



# HOPE RISES WITH EVERY DONATION



## Join Us in Our Mission

Make checks payable to “Created Gainesville”

Mail to PO Box 6013, Gainesville, FL 32627



Cash App:  
\$CreatedGNV



Venmo:  
@Created-Gainesville



Online:  
CreatedGainesville.com

# FINANCIAL INSIGHT

The funding challenges we've encountered at Created Gainesville in 2023 have illuminated the pressing need for ongoing support for survivors of sex trafficking in our community. It's crucial to recognize that our organization is just one among many facing similar obstacles nationwide. For instance, there is a **40% cut to Victims of Crime Act (VOCA) funding for 2024**, totaling over 700 million dollars.

These reductions in grant funding have become a pervasive issue, impacting organizations across various sectors, and sadly, we've witnessed similar programs forced to close their doors due to financial constraints.

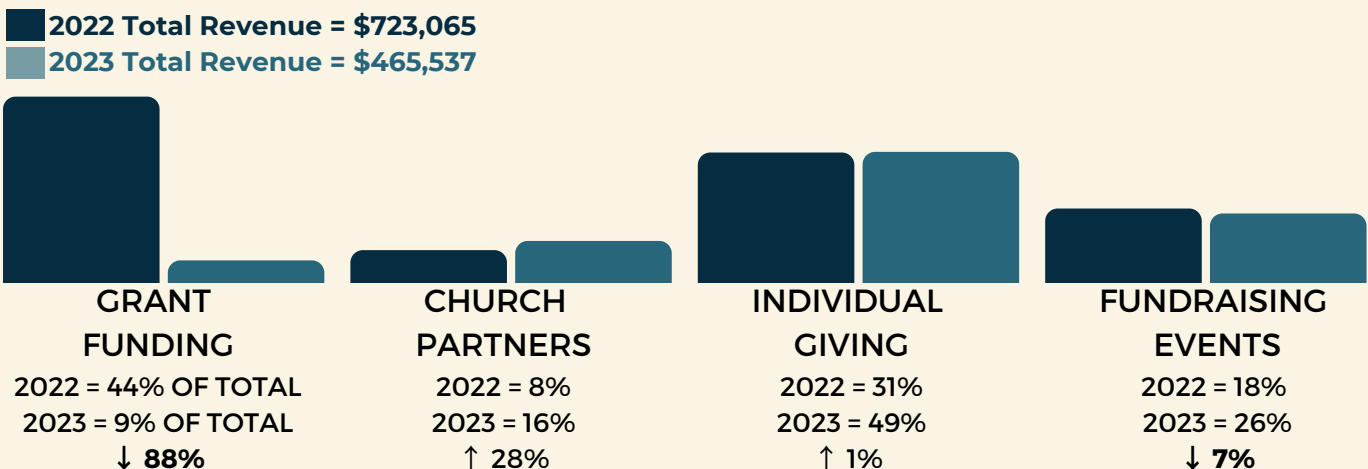
Despite facing significant **cuts totaling over \$500,000 from state government funding**, our commitment to serving those in need remains unwavering.

As we look ahead to the next fiscal year, we understand the importance of proactively addressing these challenges while upholding our promise to survivors. While difficult decisions may lie ahead, including potential adjustments to services such as trauma counseling, housing provisions, and staffing, we are dedicated to finding innovative solutions to bridge the gap.

To confront this challenge head-on, we've already begun exploring fresh avenues for fundraising and refining administrative processes to ensure the sustainability of our programs. We draw strength from the resilience of our community and the steadfast support of our partners.

Reflecting on the fiscal years 2022 and 2023, **we recognize the profound impact of every contribution and partnership.**

## PERCENTAGE OF TOTAL REVENUE



**Reflecting on 2023, we're deeply grateful for our community's collective effort in serving sex trafficking survivors. Heartfelt thanks to our donors, volunteers, staff, Board of Directors, and community partners. Your support, through monthly giving, event sponsorship, or collaboration, has been pivotal in our success. Together, we've made a tangible difference.**

**To our volunteers and staff: your tireless dedication is the backbone of our organization. Thank you for bringing our mission to life every day. Special gratitude to PHOS Creative for their remarkable generosity in advancing our mission. Their support has amplified our outreach efforts.**

**To all our donors and community partners: your generosity and collaboration have expanded our reach and impact. Your belief in our mission propels us forward.**

**As we enter 2024, we express immense gratitude to our 2023 board members for their dedication. To our 2024 board members: welcome! We look forward to your guidance as we continue supporting survivors and combatting sex trafficking.**

*Thank you all for your unwavering commitment!*

## **2024 BOARD OF DIRECTORS**

**PRISCILLA BROWN**, BOARD OF DIRECTORS BOARD CHAIR  
**KATHY SARANTOS, MD**, BOARD OF DIRECTORS TREASURER  
**MICHELE EMERY, MD**, BOARD OF DIRECTORS SECRETARY  
**WILLIAM DEBLEY**, BOARD MEMBER  
**JOEY FORD**, BOARD MEMBER  
**FAREN FLEETWOOD**, BOARD MEMBER  
**LATISHA MINCY**, BOARD MEMBER  
**ALICIA PFAHLER, PHD, LMHC**, BOARD MEMBER  
**SHANE STOCKING**, BOARD MEMBER





**“Forget the former things; do not dwell on the past. See, I am doing a new thing! Now it springs up; do you not perceive it? I am making a way in the wilderness and streams in the wasteland.”**

**Isaiah 43:18-19**

# Anew



## Where Hope Makes a Way

After two years of meticulous planning and collaboration, Created Gainesville is embarking on an exciting new chapter: a comprehensive rebranding initiative. This transformative endeavor comes as a result of our organization's exponential growth and evolving mission to serve survivors of sex trafficking across broader geographic regions.

Our expansion beyond Gainesville to encompass North Central Florida, the state, and national networks has necessitated a reevaluation of our organizational identity. Through partnerships with esteemed organizations such as the National Trafficking Sheltered Alliance and the National Human Trafficking Hotline, we have become recognized leaders in the fight against sex trafficking, presenting best practices and shaping industry standards.

However, our previous name, which prominently featured "Gainesville," created confusion about the scope of our services and geographical reach. In our commitment to clarity and accessibility for all survivors, irrespective of location, we embarked on a journey to discover and create a new name and brand that would more accurately reflect our mission.

Inspired by the profound message of renewal found in Isaiah 43:18-19, we are proud to introduce our new identity. Rooted in symbolism and purpose, our new logo features the enduring image of the butterfly—a powerful representation of transformation and resilience.

As we prepare to officially unveil our new identity in the coming months, we invite you to join us in celebrating this significant milestone. Together, we are forging new pathways to healing and empowerment, ensuring that every survivor has the opportunity to thrive and flourish.

We extend our deepest gratitude to Phos Creative for their unwavering support over the years and their invaluable contribution of a rebrand package. Their commitment to our cause and their dedication to excellence have been instrumental in this transformative journey.

Thank you for your unwavering support as we embark on this journey of hope and resilience. With your partnership, we are paving the way for a brighter future for survivors everywhere.

Celebrating a new chapter, we bid farewell to Created Gainesville with gratitude and welcome Anew with open arms!



If we want to make lasting changes in our community and in the lives of survivors and those most vulnerable to sexual exploitation, we need to start with humbly acknowledging our gaps, shortcomings and lack of resources.

We need to acknowledge there is a big issue in Gainesville and our surrounding communities that demands our response of action, compassion and generosity of time, resources and expertise.



OUR COMPANY IS REBRANDING, SO EXPECT A NEW NAME!

**Anew**  
Where Hope Makes a Way

  
**created**  
GAINESVILLE



[www.CreatedGainesville.com](http://www.CreatedGainesville.com)



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