

bjm

LIFE CHANGING RESULTS OF

BECAUSE JUSTICE MATTERS



2025 REPORT



Analysis & Report by
SEED Impact

EXECUTIVE SUMMARY

At Because Justice Matters, we remain rooted in a simple but profound conviction: when women and girls thrive, whole families and communities thrive. This year, we continued to walk alongside that community - young adults, girls, parents, and women in the adult entertainment industry - creating pathways to brighter futures through discipleship, leadership development, creative expression, and pastoral care.

Across our ministries, several moments rose to the surface:

• Deepening Azul Leadership Cohort

We walked with seven students in Azul, including our first-ever student apprentice, who served as a second-year peer facilitator and leader. Together, they deepened their spiritual foundations, grew in leadership, and gained workforce development skills through WildFlour pop-up pizza events. Students stepped into public-facing roles with confidence, professionalism, and joy.

• Dreaming of New Futures with EdenMade / Women in the Adult Entertainment Industry

Our outreach in clubs continued to be marked by openness to prayer and honest conversations about hope beyond the club. We saw women express long-held dreams, articulate their desire to leave, and take concrete steps toward new futures, often beginning with a simple, Spirit-led conversation.

• A new church plant takes root from our Brave Spaces

Weekly gatherings with parents, dance-class check-ins, and Bible studies created a web of support where families experienced pastoral care, friendship, and spiritual formation. From this long-term presence and relationships, a new church plant is developing from the neighborhood's dreams and prayers.

• Leading through Creative Arts & Dance

Dance classes and productions grew in size and depth. Youth of all ages explored dance as worship, developed discipline and creativity, and stepped into visible leadership roles on and off the stage.

• Belonging and transformation through IGNITE & SHINE Mentorship

Youth showed a deep hunger for belonging, purpose, and spiritual growth. Through activities such as gatherings, summer camps, conferences, and one-on-one mentoring, we have empowered young people by nurturing their growth and leadership skills. The relationships formed between SHINE mentors and their mentees are already showing promise in providing protection against potential exploitation.

• Weaving a web of Community Care (Community Resources & Volunteers)

Our partnerships with community organizations, churches, and coalitions, along with a growing team of deeply committed volunteers, have expanded our capacity to provide spaces for safety, growth, and connection.

As you read this report, we invite you to see what we see: a community in motion. Young adults leading, dancers worshipping, mothers finding their voice, women envisioning freedom, volunteers stepping in with courage and love, and a church being planted from the ground up. Together, we are strengthening the foundations for long-term, generational impact in the heart of San Francisco.

PEOPLE, PASSION & PLACE

Because Justice Matters (BJM) is an extension of Youth With A Mission (YWAM) Bay Area. YWAM is a global movement committed to knowing God and making Him known. Here in the Bay Area, our ministry is centered on people, passions, and place.



Our People

are women, girls, young adults, and families.



Our Passion

is a Christ-centered, creative community focused on restoration, leadership, and long-term discipleship.



Our Place

is the Tenderloin and the surrounding neighborhoods of San Francisco.

Through Azul, EdenMade, Dance & Creative Arts, SHINE, IGNITE, and the emerging church plant, **BJM builds pathways toward brighter futures.** These pathways take shape as participants grow in their creative and prophetic voices, experience holistic healing and freedom, and step into leadership in their homes, churches, and communities.



MISSION, VISION, & RESULTS

Because Justice Matters (BJM) paves the way for promising futures for women and girls in urban communities. We create these pathways by providing opportunities for them to express themselves, experience restoration, and grow their leadership skills. Now in our eighteenth year, BJM has developed a range of strategies to engage women and girls in the Tenderloin neighborhood of San Francisco.

This report highlights the consistency of BJM's programs over the past 18 years. A thorough examination of our work with families shows that our impact has expanded, creating a ripple effect that significantly transforms lives in the community.

AZUL LEADERSHIP COHORT

WORKFORCE DEVELOPMENT, INNER LIFE FORMATION, & LEADERSHIP

At the beginning of the year, our Azul team reflected on what we already do well with young adults: nurturing healthy, grounding rhythms that integrate teaching, hands-on work, and spiritual formation. From weekly sessions to one-on-one meetings, staff connected curriculum themes to real-life challenges students faced at school, at work, in family life, and in faith.

We strengthened the program's overall structure, bringing greater clarity to calendars, communication, and core processes. **The Azul team is committed to:**

1



Establishing weekly routines that provide spiritual and practical grounding for students

2



Weaving curriculum themes into everyday life and organizing pop-up events

3

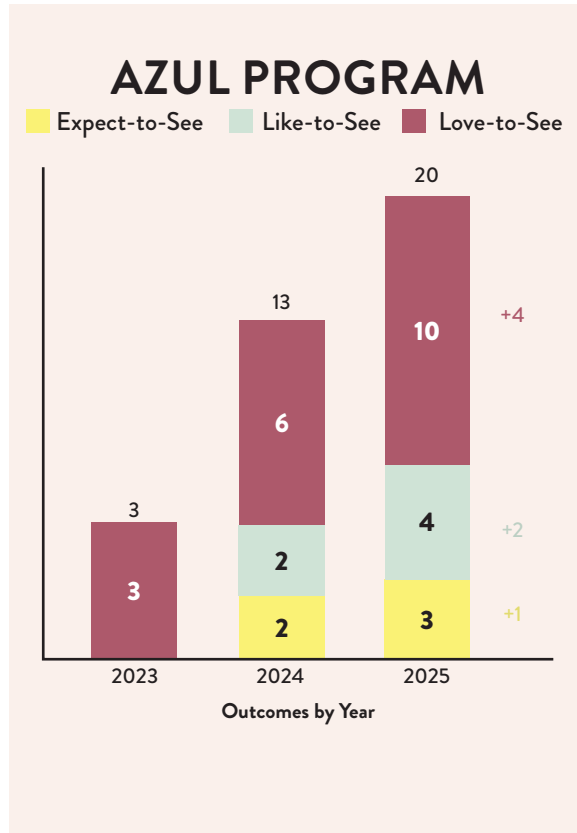


Developing clearer systems for future cohorts, including scheduled rhythms and accountability during staff meetings to monitor impact and student goals

A MILESTONE YEAR:

OUTCOMES & IMPACT

This year was a milestone for the Azul Program, marked by growth, leadership, and meaningful transformation. **Seven students** between the ages of 18 and 24, including our **first-ever student leader/apprentice**, helped lead the newest cohort as they progressed through the program for the second time.



AZUL PROGRAM RESULTS

Of the seven participants, one reached “expect-to-see,” showed committed attendance to activities, received practical resources and stipends, and built strong relationships with staff and peers. Two participants reached “like-to-see,” developed deeper connections, experienced growth and healing, began forming concrete plans via the resource network, and felt more connected to the community. Four participants reached “love-to-see,” recruited others, pursued leadership, honed their talents and aspirations, experienced significant personal and communal healing, and inspired peers all while having the relational support to pursue next steps.

AZUL PROGRAM

Students

- Deepened their inner life and spiritual foundations
- Grew in leadership capacity, stepping into planning, hosting, and prayer
- Practiced workforce development by crafting hundreds of pizzas for WildFlour pop-ups
- Interacted with a broad range of customers, growing in professionalism, communication, and confidence

“That pizza was one of my favorites in San Francisco. The doughiness was chef’s kiss!”

“The flavor profiles of the pies were out of this world.”

“The Wild Flour team is prompt, professional, and pizza geniuses!”

At our fall WildFlour pop-ups, customers continued to share their enthusiasm:

“Let me know when the pizzas are ready because I’m ready!”

“Hands down the best pizza flavor combination I’ve had in a while!”

“It literally melted in my mouth.”

“This pizza is eleven out of ten -- it’s top 3 in San Francisco for sure!”

By year’s end, several key themes emerged:



Identity

A clear thread of “identity” was woven throughout the cohort. Students engaged in meaningful reflections about their identities and how God perceives them. The staff remained dedicated to prayer and preparation to nurture this theme effectively.



Leadership

A returning student embraced an apprentice role, exemplifying peer-led leadership and establishing a clear pathway for future alumni.



Process

During staff transitions, our staff embraced a stretching, learning season—committed to carrying these lessons into the next semester with more robust processes for activities, teaching, and pop-ups.

EDENMADE

WALKING WITH WOMEN IN ADULT ENTERTAINMENT A YEAR OF PRESENCE, PRAYER & EMERGING DREAMS

In 2025, our ministry again stepped into the dim hallways and loud rooms of the club, carrying quiet hope and simple gifts wrapped in prayer. Time after time, we encountered deeply open women—even hungry—for prayer.



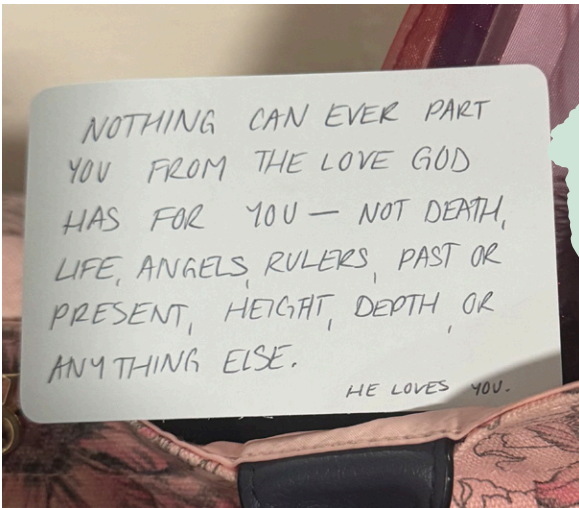
WE HEARD WOMEN SHARE:

- Dreams for life beyond the club
- Desire for new work, healing, and stability
- Weariness from long nights, hard stories, and unsafe situations



WE PRAYED FOR:

- New jobs and financial provision
- Restoration and protection
- Healing from sickness
- Safety for women who were homeless, using substances, or navigating dangerous circumstances



The handwritten notes, small but deeply personal, became a tangible reminder that someone sees them, remembers them, and cares.



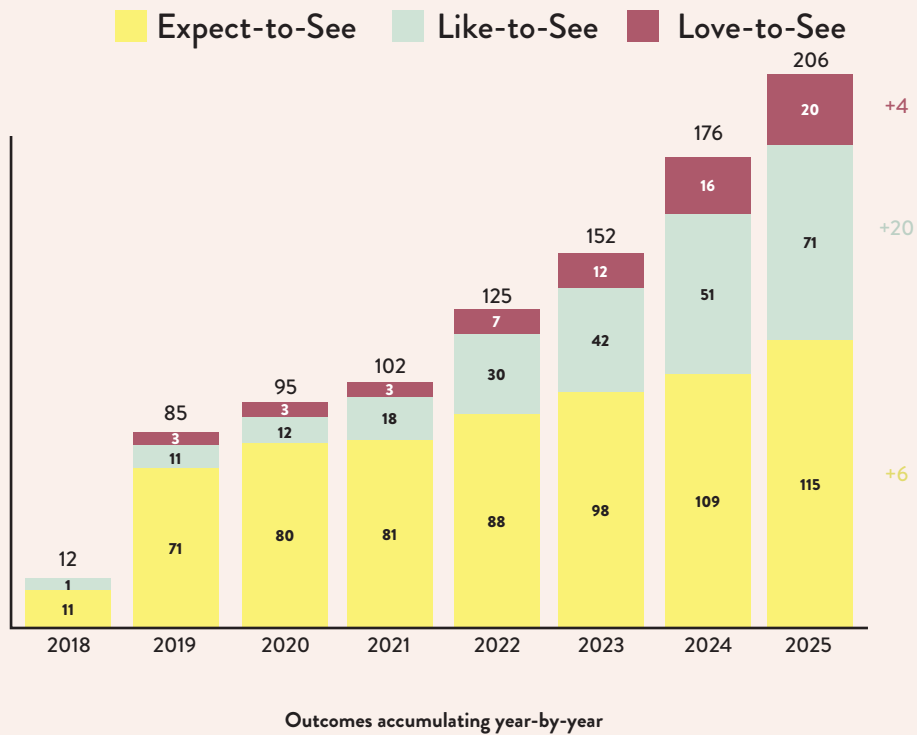
One woman we spoke with throughout the year repeated that she wanted to leave. Over time, glimmers of that possibility began to emerge as her hopes became more concrete.

“A lot of us don’t want to be here.”

“My favorite part of the gift bags is the handwritten note cards.”

Another woman quietly shared she had been **waiting for someone to pray** for her. Moments like these—small, fragile, yet decisive—reminded us why we do this work: to hold space for hope, to answer need, and to walk with people toward change.

EDENMADE



The chart above displays EdenMade’s sustained impact since 2018. This year, 30 women engaged with Eden Made: six reached “expect-to-see,” engaging with BJM staff/volunteers and expressing feeling loved or supported. Twenty reached “like-to-see,” making personal decisions toward holistic living—engaging with EdenMade beyond outreach, accessing resources, receiving prayer, and discussing God/spirituality. Four reached “love-to-see,” who may exit the adult entertainment industry, hold leadership roles, create growth and healing pathways for others still in the industry, and/or are engaging in a personal relationship with Jesus.

HOLY MOMENTS IN UNEXPECTED PLACES



THROUGHOUT THE YEAR,
MEANINGFUL ENCOUNTERS
CONTINUED.

A woman who had been dancing at the club for six years recognized our team and remembered that we were there when she began.

Using translation tools, we prayed in the heart language of a woman whose mother was gravely ill—tears streaming down her face as we lifted her family before God.

In a simple prayer circle—hands held, heads bowed—a woman slipped quietly in to join the group. Another woman then began praying aloud over all of us, turning the moment into a tender, shared act of faith.



We also walked with women outside the club—meeting a woman on the street who was considering returning to work at the club after a few years in a new profession, praying together as she weighed her options and longed for a different path.

Perhaps one of the most profound moments came with a dancer we've known for seven or eight years. After years of schooling, training, and preparation to leave the club, she introduced herself to us by her *real name* rather than her stage name. It was a small but powerful step toward reclaiming her life.

In it all, we heard longing, resilience, and the first steps toward hope. Even in the darkest places, light is breaking in—and the women feel it.

BRAVE SPACES

This was the fifth full year of Brave Space Groups in our Families’ Ministry. In Brave Spaces, family members are encouraged to share dreams and hopes, struggles or moments of grief, resources, holiday celebrations, recipes, and laughter.

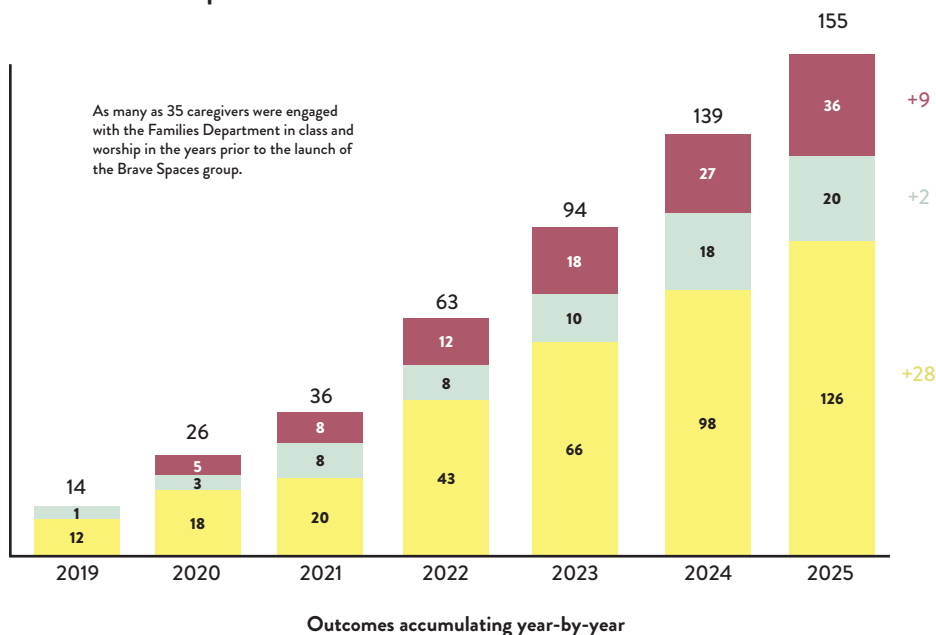
Brave Space Groups foster moments of openness and vulnerability, facilitating healing and restoration. This year, 39 families regularly participated in these groups, reflecting more than double the engagement from 2021. The accompanying chart illustrates our program’s impact since 2022, showing a 183% increase over 2025.

Brave Space Goals & Vision:

At a minimum, BJM aims for participants to attend groups consistently and engage actively. This year, staff observed 28 family members meeting “expect-to-see.” BJM also aspires for participants to achieve some of their goals, begin helping with classes, welcome others into the community, and meet regularly with a coach. In 2025, two family members reached “like-to-see.” Additionally, we hope to see participants recruit others for the following year-long cohort, lead group meetings, and take ownership of the curriculum in their spaces. Nine family members reached this “love to see” stage in 2025.

BRAVE SPACES

Expect-to-See Like-to-See Love-to-See



Throughout the year, we continued gathering with parents on Saturday mornings and added pastoral check-ins during Tuesday dance classes as an additional layer of care and connection. These rhythms:



- Strengthened relationships with parents
- Supported the Creative Arts department as they prepared for the May production
- Created another “third space” for conversation outside of formal Bible studies

These touchpoints allowed staff to gain a deeper understanding of family dynamics, spiritual growth, and practical needs. They created meaningful opportunities to invest in parents’ lives, often in simple moments, such as walking to the library, sharing lunch, or chatting after a class.

We were especially grateful for the presence of several dads—one who came every Tuesday and another who attended on Saturdays—creating more opportunities for connection.

Parents shared:

“Thank you for being there for us and making yourself available to my family. I really appreciate it—thank you for coming to visit.”

When illness kept a staff member away, parents told her they had been praying, checking in, and even sending messages and home remedies. These are **reciprocal relationships in action**—a community that cares for one another.



BIBLE STUDY & SPIRITUAL FORMATION



Bible studies began as a bi-weekly space to grow together in our understanding of Jesus, cultivating curiosity about the Kingdom of God and His goodness.

Over time, we:

- Transitioned to meeting three times a week to deepen consistency and spiritual rhythm
- Studied the Gospels and watched *The Chosen* together
- Shared meals, engaged in discussions, and prayed and worshiped as a community



Pastoral care remained central. Meeting in parents' homes led to a profound transformation. One mom, who began meeting with us in September of last year, is now pursuing the heart of God with renewed purpose. Over the past year, she:

- Launched a small baking business, turning a hobby into a means of providing for her family
- Involved her daughter in creative aspects of the work, strengthening their relationship
- Began exploring training with *La Cocina*, a local nonprofit partner supporting women of color in food-based businesses





The spiritual shift in her home is palpable—a deep sense of God’s shalom has taken root.

Another mom shared with our Families Director, Sylvia:



“

Sylvia, you’re my most trusted friend. I only share these things with you—no one else knows what’s going on in my home and in my heart.

”

Others added:

“Thank you for caring for my family. You guys are a treasure.”

“God is with us, and He cannot fail. We have to trust that He will keep us safe.”



A CHURCH PLANT EMERGING FROM THE NEIGHBORHOOD

As relationships deepened and spiritual hunger grew, parents and youth began asking for something more. **A church that reflects their language, culture, schedules, and neighborhood life,** where:

Weekly gatherings of families and youth for worship, Bible study, and shared meals

Growing leadership among local volunteers and student apprentices

Ongoing collaboration with church partners as we walk through denominational processes and discern next steps

We are now moving toward monthly family gatherings hosted at a partner church, combining information, training, prayer, and worship. These spaces are designed to enable families to plan ahead and for community partners to participate as speakers, resource providers, and co-laborers. This is a picture of what long-term presence, trust, and collaboration can build: a Christ-centered home for the neighborhood.



CREATIVE ARTS

MEETING STUDENTS WHERE THEY ARE



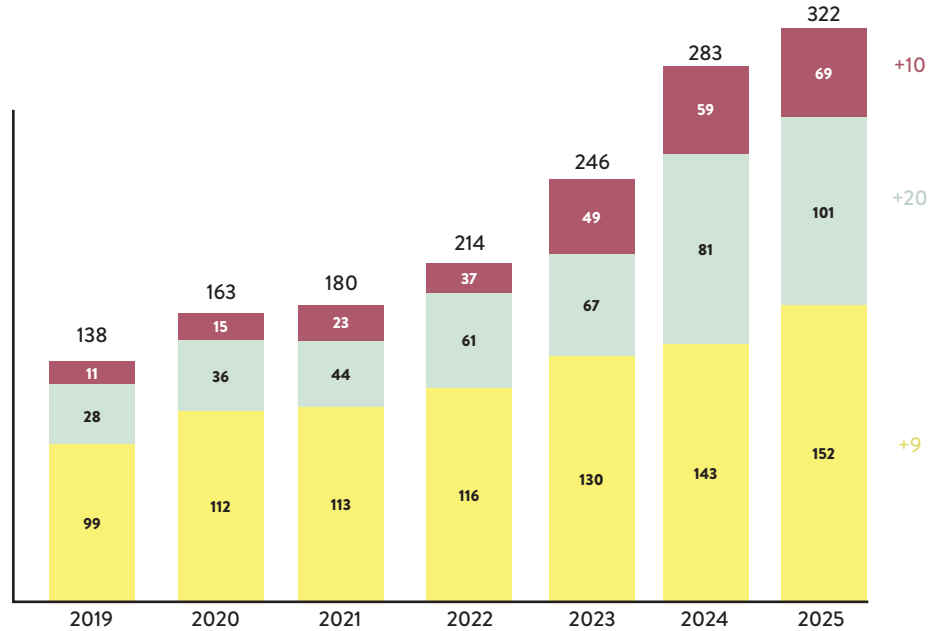
Our Creative Arts team continues to:

- Meet students where they are developmentally and emotionally
- Prepare thoughtfully for classes each week
- Invest deeply in a curriculum that integrates creativity, discipleship, and character formation



GIRLS IN CREATIVE ARTS CLASSES

Expect-to-See Like-to-See Love-to-See



Outcomes accumulating year-by-year

Creative Arts Goals & Vision: In 2025, among the 39 participants, nine girls reached “expect-to-see” through weekly Creative Arts classes and a showcase recital. Twenty girls reached “like-to-see,” demonstrating commitment by engaging over consecutive seasons, developing a sense of timeliness and preparedness, and exhibiting leadership qualities while assisting teachers.

Additionally, ten girls achieved “love-to-see,” serving as assistants or lead teachers while cultivating their artistic voices in praise and worship. They benefited from consistent, transformational relationships with their coaches or mentors, using their creative expressions to convey their spiritual truths effectively.

As our classes have grown, we have recognized the need for additional teachers and a more diverse approach to learning. The team is planning to:

- Hire additional dance teachers to support expanding classes
- Continue training around different learning styles and age-appropriate pedagogy

A YEAR OF GROWTH IN DEPTH AND REACH

Dance at BJM grew in both depth and reach this year.



Our **spring production** became a beautiful milestone—every dancer, from our youngest students to Azul participants, stepped on stage with courage and joy.



Summer workshops expanded our vision of dance as worship, connecting students with new teachers and styles.



The **fall semester** reopened with our **largest** classes yet, attracting new families and expanding our impact across the broader community.



We ended the year with a **radiant Christmas showcase**, celebrating students growing in leadership, wisdom, creativity, imagination, and wonder.



We step into the coming year excited and expectant for all that God will continue to grow in this ministry.

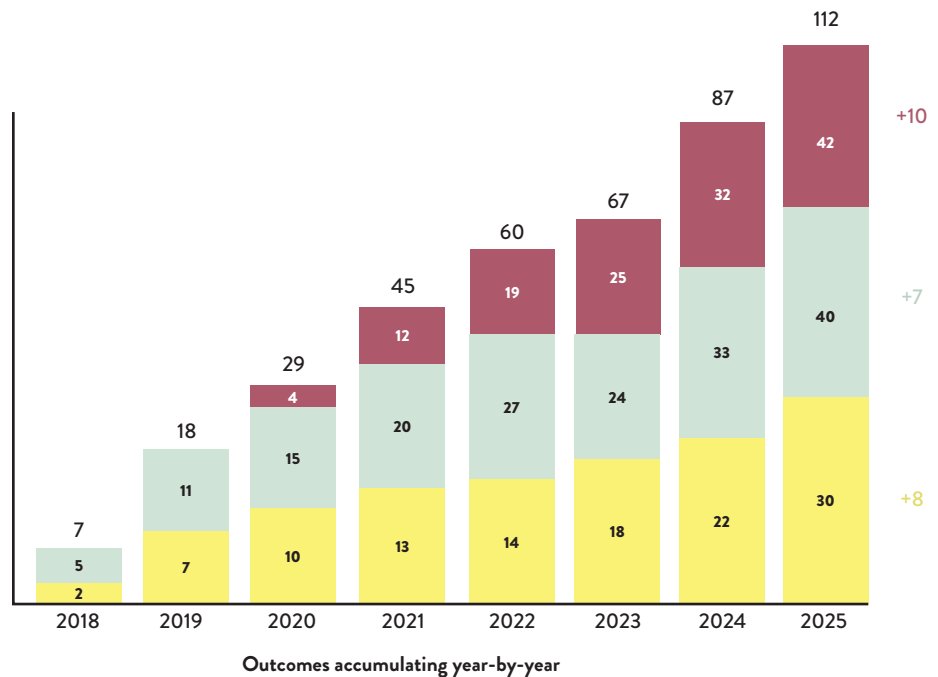
IGNITE YOUTH GROUP

A SUMMER MARKED BY HUNGER & BELONGING

IGNITE continues to be an intentionally curated third space where youth and young adults experience community, safety, and spiritual formation.

IGNITE YOUTH GROUP

Expect-to-See Like-to-See Love-to-See



Throughout the year, students shared that IGNITE feels like:

“A space where everyone can laugh, play games, and open up about how their week has been.”

“People are there with you, cheering you on.”

“Even if I can’t come every week, when I come back, it feels like I never left.”

“This is what home should feel like.”



In 2025, among IGNITE’s 25 participants, eight were observed at “expect-to-see” and engaged weekly in program activities. Seven participants achieved “like-to-see” by consistently participating in “intentional community,” which includes worship, prayer, discipleship, and taking on leadership roles through community service while actively inviting friends into the BJM community.

Furthermore, ten participants reached “love-to-see,” stepping into leadership roles within their communities and developing specific skills that created tangible roadmaps for their futures, including jobs, school, and internships. These participants were empowered to be leaders in their communities and spheres of influence, demonstrating thriving relationships with God and one another while exhibiting characteristics of health and wholeness.

This summer, students leaned in with a deeper hunger for belonging and growth:

Summer camp created space away from the city, where students encountered God, shared openly, and experienced healing and joy

A group of students attended the CCDA National Conference, learning about Christian Community Development and seeing how their stories fit into a bigger movement

RHYTHMS, LEADERSHIP & LONG-TERM FAITHFULNESS

Throughout the year, the IGNITE team:



Held regular gatherings with rhythms like checking in on highs, lows, and funny moments of the week – making room for honest sharing



Created a homelike environment where youth could process challenges and celebrate wins



Prayed with students seeking God in the midst of intense trials, celebrations, and daily moments



We also celebrated **two student apprentices** who stepped into leadership—joining staff meetings, helping plan programming, shaping prayer and worship, and guiding younger students. Their presence is a glimpse of the future BJM is building: **Young people are disciplined, equipped, and released to lead.**

SHINE MENTORSHIP

BUILDING PROTECTIVE, HOPE-FILLED RELATIONSHIPS

This year marked the first full year with volunteer mentors in SHINE, expanding our impact:



3 mentors walked closely with **3 mentees**

Brave



Mentees were **brave, honest, and engaged** with the curriculum with seriousness and curiosity

Safe



Mentors invested deeply, creating **safe, fun spaces** where girls **felt seen, heard, and believed in**

Parents expressed strong support for the program and want their daughters to continue participating. One mom said:

“Thank you for having my daughter in SHINE Mentorship. I want her to continue doing this with her mentor. My family is very grateful.”

A mentee celebrated:

“I got my grades up!”

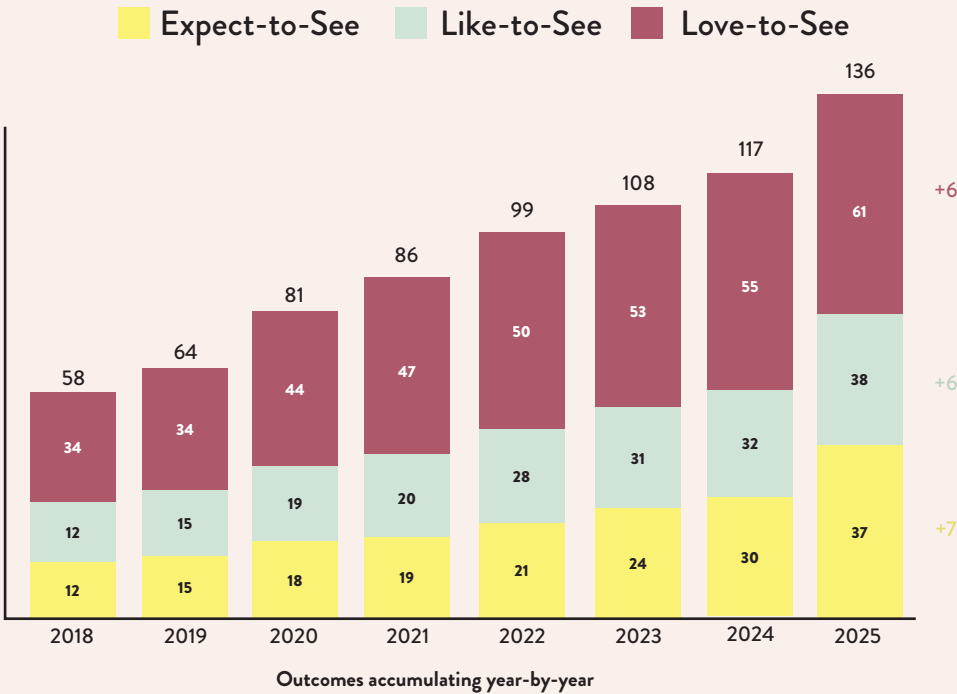
This came after conversations about her future and a shared decision that improving her grades was a key step toward her bright future.

Throughout the year, mentors and mentees:

- Worked through the SHINE curriculum, learning to set goals and pursue their God-given potential
- Explored the “true voice” of what God says about them versus the “false voice” of shame and lies
- Talked about where God is in hard moments and how to turn to Him for comfort and direction
- These conversations are already acting as a **protective layer** against possible future exploitation, equipping girls with discernment, confidence, and community

COMMUNITY RESOURCES & PARTNERSHIPS

COMMUNITY RESOURCES



Our Mission & Results with Community Resources and Schools:

In 2025, seven community resources and schools reached “expect-to-see” and collaborated to develop plans to support local youth. Six community resources and schools reached “like-to-see,” where we forged deeper relationships, shared resources and best practices, and created mutually beneficial programs for youth. Additionally, we are pleased to report that six community resources and schools reached “love-to-see,” where we co-developed a model to support youth, shared it with a broader audience, and created collective impact for young people in the community.

We strive to go above and beyond in our partnerships—communicating gratitude, staying flexible and adaptive, and seeking ways to ensure our collaborations are mutually beneficial.

To date, BJM has engaged and **developed 136 partnerships with community resources** and local schools. The accompanying chart illustrates the cultivation and growth of these community partnerships since 2014. We help ensure that families, youth, and women have access to the holistic support they need.

Throughout the year, we:

- Partnered with the **Kroc Center** to host bi-weekly Bible studies, where staff felt welcomed, supported, and equipped with everything needed for gatherings
- Collaborated with **Tillage** to secure quiet, dedicated workspaces for Azul students needing a calm place to study or work on homework
- Continued to walk alongside local organizations like **La Cocina**, which is helping parents—like our baking entrepreneur mom—take tangible steps toward launching sustainable small businesses
- Stayed connected to neighborhood partners through the **Tenderloin After School Program Coalition**, sharing resources and strategies to serve local families better





Our work is profoundly intertwined with a network of community partners, churches, and organizations. At BJM, our long-term strategy focuses on driving collective change. We invest in transformational relationships with our volunteers, donors, and community partners, which include local, national, and international organizations. Our focus is on the quality and reach of these relationships, and we diligently track cumulative outcomes, recognizing that we do not undertake this work alone.



EXECUTIVE DIRECTOR LETTER

FROM GABRIELLE ALZATE, EXECUTIVE DIRECTOR

Dear friends,

As I look back on this past year at Because Justice Matters, I keep thinking about one word: growth. Not the flashy kind, but the deep, steady, rooted **growth** that comes from listening closely to our community, responding with faithfulness, and building consistently over time. The kind that looks like elementary school-aged students who are now young adults leading worship, teaching dance, serving pizza, and mentoring younger girls. The kind that looks like immigrant moms finding their voice, women walking in

freedom from exploitation, and families finding a place to breathe again.

This year has stretched us and strengthened us. As staff transitioned and new leaders stepped in, we discerned together what it means to build long-term stability for women, girls, and families in the heart of San Francisco. We listened, really listened, to the dreams and needs of the community we've been walking with for almost twenty years. And what we heard was clear:

“We want a church. We want a Christ-rooted home that reflects us. We want a place where our children can grow up knowing they are loved, gifted, and called.”

So after years of prayer, steps of faith, and relationships, we are stepping into the next chapter with joy and courage.

We are planting a church.

After nearly two decades of faithful ministry and steady trust in God's leading, we are stepping into a new season: planting a church in the heart of San Francisco.

In the year ahead, we will begin sharing a clear timeline and vision for what this next chapter entails — both in our day-to-day ministry practices and in our organizational structure.

We are deeply grateful for how God has moved through these past 18+ years, and we are filled with expectation for how He will continue to move in and through our community in this new season.

Even through this change, we are sure: SHINE. EdenMade. Azul. Dance. IGNITE.

Each one continues, and each one is growing.

We are sharpening our focus: **creating pathways to brighter futures where women and girls, and the families who love them, can thrive.** Because at our core, we believe:

When women and girls thrive, families and communities thrive. And when families and communities thrive, women and girls thrive.

This is the heartbeat of our mission, and we are leaning into it more intentionally than ever.

As you read through this SEED Impact Report, I hope you see what we see: lives transformed, leaders rising, families strengthened, and a community shaping its own future. We are bursting with stories of transformation. Honestly, it feels like we're just scratching the surface of what's possible.

To our donors, partners, and friends: thank you.

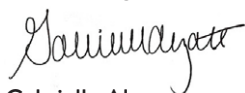
Your generosity has carried us through seasons of transition, through moments of crisis, through the slow, beautiful work of discipleship and development. You have prayed for us, invested in us, and believed in the bright futures of women and girls long before you ever saw the fruit.

Everything you see in this report exists because of people like you.

And now, as we step into this historic chapter—the planting of a church birthed from community trust—I want to invite you to continue building with us. **Your investment today creates stability, opportunity, and hope for the next generation of leaders growing up in the heart of San Francisco.**

The future really is still bright. Brighter than it's ever been.

With deep gratitude,



Gabrielle Alzate
Executive Director, Because Justice Matters

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