

LIFE CHANGING RESULTS OF

bjm —————

BECAUSE JUSTICE MATTERS

2022 REPORT



Evaluation & Report by
SEED Impact

letter from our executive director

Dear BJM Community,

As I reflect on this year, I am filled with gratitude. As we transitioned out of COVID restrictions and began rebuilding this year, we were able to increase our impact in our community and saw incredible growth and transformation in the lives of women, girls and their families.

It is because of generous partners like you that we were able to expand exponentially in 2022:

- We hosted our first live performances for our Creative Arts classes since December 2019 and **doubled** the number of students enrolled in our classes and ministries.
- We strategically began resourcing families by inviting fathers and sons into our BJM community. This **tripled** weekly outreach to families through Bible studies, mothers' breakfasts, coaching, in-home family visits and, of course, Zumba classes.
- We **expanded** the impact of EdenMade outreach by connecting more deeply with women outside of the clubs, and extending prayer beyond the dressing rooms to the dance floor, foyer and beyond. We saw women leave the industry and pursue education and other job opportunities.
- We collaborated on a regular basis with **eight community partners** to reach **seven times** as many participants as in previous summers.
- We have begun piloting a **new social enterprise model** for system-impacted youth. Community pizza nights are now a time for youth, families and neighbors to share life together as we continue to build out and streamline this model.
- We finalized a **prevention-focused mentorship program** and **curriculum** for system-impacted girls, particularly girls impacted by the foster care system. We will be rolling this out at the beginning of 2023.
- We welcomed **three staff** and mentored **six short-term trainees** and college students.

As we look ahead to 2023 and cross into our 15th year of presence and ministry in our community, we are filled with hope and expectancy.

Thank you for your continued investment in Because Justice Matters. You are an essential partner as we build pathways to brighter futures for women, girls and families together.

Grace and gratitude,



Gabrielle Alzate

people, passion & place

Because Justice Matters (BJM) is an extension of Youth with a Mission (YWAM) Bay Area. YWAM is a global movement to know God and make Him known. Here in the Bay Area, the ministry is centered on people, passion and place. At BJM, our people are women and girls. Our passion is a Christ-centered, creative community focused on restoration. Our place is in the Tenderloin and surrounding neighborhoods of San Francisco. YWAM Bay Area is our fiscal sponsor (EIN 94-3218675).

2022 Year-In-Review

In addition to the highlights noted above in the letter from our Executive Director, this year we launched two exciting training initiatives:

1) **Youth Apprenticeship Program** provides hands-on training and coaching for older youth who want to step into leadership roles within and beyond BJM.

2) In partnership with YWAM SF, we launched the first urban leadership cohort of **SOUL (School of Urban Leadership)**, a nine-month course gaining hands-on experience in urban ministry while learning about God's heart for cities, a theology of place, and the importance of loving our neighborhoods well.

Monthly prayer walks invited our larger BJM community to experience in a tangible way what God is doing in our neighborhood and the lives of women, girls and families.

In 2022, we resumed our regular rhythms of retreat and gathering together via our **BJM Staff Retreat** and later our **YWAM Bay Area Staff retreat**. These moments were full of prayer, rest and renewal and are essential to the wellbeing of our team.

Finally, our Families Director, Sylvia, co-led the coordination of the **YWAM North American Cities Conference in May**. Difficult topics of nationalism, racism, immigration, and the impact of these subjects on our ministry were discussed in the hopes of bringing awareness and deeper unity.



"I'm undeniably passionate about BJM's mission and ... I love how our mission is integrated in the internal culture of our team. We are for brighter futures, period. Whether you are a woman dancing in a club, a girl navigating high school, a college student discerning her call, or a staff member going through big life changes, our mission is not compartmentalized. This has been healing for me personally."

-Sonja

Director of Operations



mission, vision & results

Because Justice Matters builds pathways to brighter futures for women, girls and families in urban communities. Pathways are built when women and girls are empowered in their creative and prophetic voices, when they experience holistic healing and freedom, and when their leadership is cultivated. Over 15 years, BJM has identified multiple strategies to reach women and girls in the Tenderloin neighborhood of San Francisco.



2008
BJM founded



AUG. 1, 2009
First Nail Day



AUG. 2011
First Family Fun Fest



FALL 2013
Youth Department launched



SUMMER 2016
Leadership Development Intensive established to equip leaders to work with women & girls in urban contexts



FALL 2018
EdenMade launched outreaches in clubs



SPRING 2020
Brighter Futures Benevolence Fund established



SPRING 2020
Families Department launches Brave Space groups for moms



2021
New Horizons: New leadership - from the great pivot to pivotal



Fall 2022
Holistic family empowerment

This report showcases the consistency of BJM by highlighting the impact of each department:

Youth Department

Families Department

EdenMade Department

As we reflect on the breadth and depth of our work, we see our impact compounded and transformation amplified in the lives of women and girls.



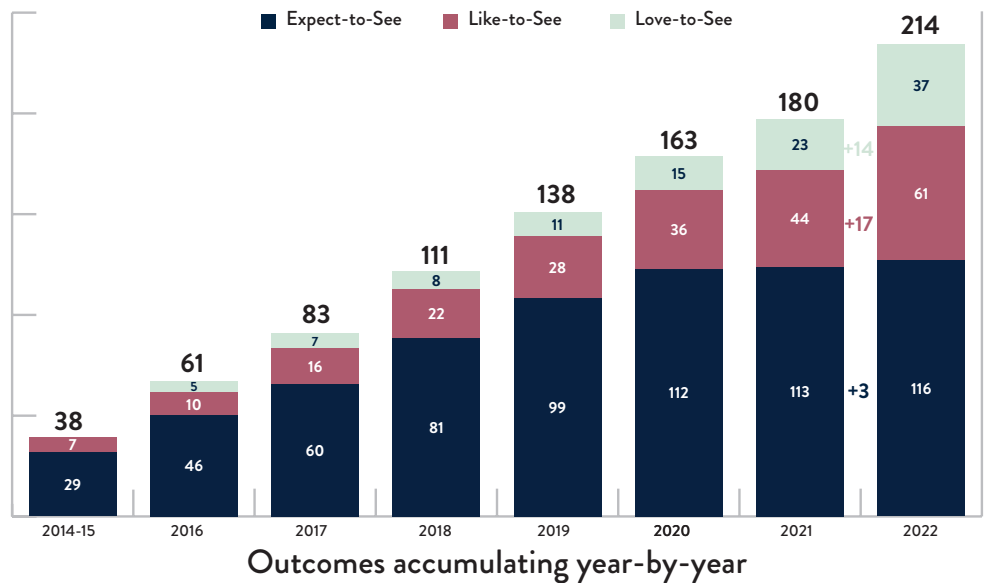


youth department results

Moving out of a pandemic mindset and re-establishing our youth programs in the community, it was a blessing to resume studio classes, see beautiful faces, laugh together, and have fellowship. We hired essential staff to expand these programs and increase the depth of relationships.

Thirty-four girls (ages 5-18) participated in Creative Arts classes. They developed artistic voice and confidence through choreography, leadership skills, peer support and relationships with a mentor.

GIRLS IN CREATIVE ARTS CLASSES 2014-2022



As shown, BJM has achieved a steady increase in annual impact since 2014 when the program began.

“We use a lot of creativity ... as a healing and powerful tool in uplifting voices and elevating crucial stories! I love connecting with women every week in all the different spaces. Jesus is at work here. It’s a true gift to experience community in the Tenderloin, and I’m so excited for the beautiful things that continue to blossom in this place.”

-Sophie

Music Instructor



Creative Arts Goals & Vision

At a minimum (shown in blue), BJM *expects to see* girls **participate** in weekly creative arts classes and a showcase/recital. Staff observed three girls at this level this year. Having reached that level, BJM would further *like to see* (shown in red) girls engage for consecutive seasons, developing a sense of timeliness and preparedness, taking on **leadership characteristics**, and assisting teachers. This was achieved by 17 girls in 2022. At best, BJM would *love to see* (shown in green) the girls step into **leadership roles** in their communities and **cultivate their artistic voices**.

In 2022, **fourteen girls reached “love to see.”** They served as assistants or became lead teachers, having cultivated an artistic voice in praise and worship. They benefited from a consistent transformational relationship with their coach or mentor and used their creative expression to convey their spiritual truth effectively.



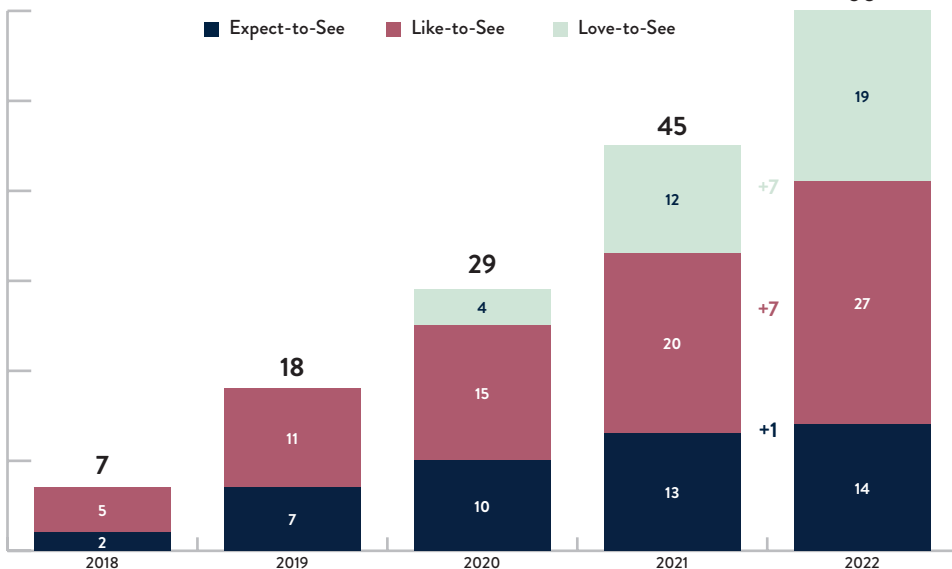
Our high school-aged participants are encouraged to participate in IGNITE, where they build healthy relationships with peers and mentors, advance their spiritual development, engage in community service, and initiate future life trajectories. This year, we combined this program with Lily Club, bringing middle school students into the fold, and maintaining participation numbers from the prior year.

IGNITE Goals & Mission:

At a minimum (shown in blue), BJM expects to see girls engage weekly. One girl was observed at this level. Having reached expect to see, BJM would *like to see* (shown in red) girls consistently engaged in “intentional community,” which involves **worship, prayer, discipleship**, taking on leadership characteristics through **community service** and actively inviting friends into the BJM community. Seven girls reached the like to see level in 2022. BJM would especially *love to see* (shown in green) the girls advance even further: stepping into **leadership roles** in their communities and developing specific passions/skills leading to tangible roadmaps, including **jobs, school and internships**.

In 2022, seven girls reached “love to see,” joining the ranks of those before them. They were empowered to be leaders in their communities and spheres of influence, enjoyed thriving relationships with God and each other and exhibited characteristics of health and wholeness.

GIRLS IN IGNITE AND LILY CLUB 2018-2022



Outcomes accumulating year-by-year

Fifteen girls (ages 10-18) participated in this newly combined program.

The chart above shows the combined impact of Lily Club and IGNITE since 2018.

“I interned with BJM in 2013-14 during their first-ever dance season. Then eight years later, this past January, I returned to teach for the teen IGNITE class. I am super passionate about empowering women and girls and using the creative arts as a protective factor and identity constructor. BJM does this so well. Growing up, dance was my escape, the structure I needed during the turbulence of adolescence, and a place where I felt close to Jesus. Being a part of the opportunity to provide the same for our youth, and watch them further step into their power and calling is a gift and a privilege.”



Aylin

Volunteer Dance Instructor

youth department highlights

cultivating new leaders

One of our ministry dreams came true this year. Two girls who grew up dancing in our program rose to leadership and became student dance teachers. The strength of their leadership was on full display as their choreography came to life on stage during a recital. The crowd's roar lit the room on fire during the finale as younger students cheered their teachers on.

In the Fall, our Youth Apprenticeship Program expanded, adding three more girls as they led younger girls weekly in dance and music. What a joy it has been to watch them grow in their communication skills, leadership, compassion and confidence.

creative arts performance.

In May, we celebrated our first creative arts live performance since 2019. Having the room filled with applause from our friends, family, and community was a 2022 highlight. We're grateful to Reality SF for hosting our recital and to the many other church partners, volunteers, and donors who made this event a special moment in so many hearts.

summer camp in the redwoods

We were challenged taking 14 kids to camp in the redwoods. We bonded over vertical obstacle courses, zip-lining, swimming, card games and so much laughter. We gathered for teaching, worship and reflection on what it looks like to be people of courage and trusting God in our lives.



"I love building relationships with our youth and families in the neighborhood. It's an honor for me to be invited to be a part of their lives. I love BJM's vision for the neighborhood and the city of San Francisco. Seeing others not just surviving but thriving is what keeps me going, and BJM follows that vision really well. Our commitment to people and their wellbeing is truly inspiring."

- BJM Staff Member

"Tuesday mornings have impacted me in many good ways. Learning and studying together about something I can see in my day-to-day life, putting those learnings to practice, and seeing things differently."

- Youth Mentee

"In mentoring young women, I intentionally let the transformation happen both for my mentees and me, inside and out. Real change happens when we live our real lives together, talk through our challenges, explore what God has to say about who we are, and celebrate wins, big and small. This is a transformational relationship--It calls young women higher into their true potential, and it makes me more like Jesus in the process."

- Laina
BJM Staff and Mentor



"I love how safe and open I'm able to be while talking to Gabby, regardless of the topic or situation. It's just a comfortable, loving space, no matter where we are."

- Youth Mentee

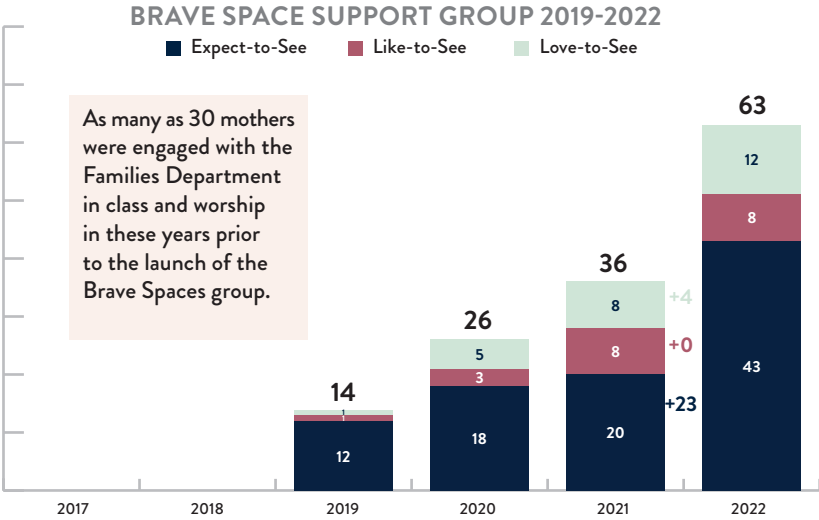
families department results

This was the third full year of Brave Space Groups in our Families Department ministry. Family members are encouraged in Brave Spaces to share dreams and hopes, struggles or moments of grief, resources, holiday celebrations, recipes and laughter.



“Thank you for coming to my home and supporting me through this. I did not know where else to go.”

-Yelina
Pastoral Care Recipient



Outcomes accumulating year-by-year

Brave Space Groups invite moments of openness and vulnerability leading to healing and restoration.

Twenty-seven families regularly participated in Brave Space Groups, more than **doubling** 2021 engagement.

The chart above shows the impact of our program since 2017. We achieved a **75 percent increase** in the annual impact this year.

Brave Spaces Goals & Vision

At a minimum (shown in blue), BJM expects to see participants attend groups regularly with **active engagement**. Staff observed 23 family members at this level this year. BJM would further *like to see* (shown in red) participants achieve some of their dreams, begin assisting in classes, welcome others into the space, and consistently meet with a coach. Further, we would *love to see* participants recruiting other family members for the subsequent year-long cohort, leading group meetings, and **taking ownership** of the curriculum in their spaces (shown in green). Four family members were performing at the love to see stage in 2022.



“This Saturday, I am having a soft launch of my restaurant, the one we have talked about for a while. Thank you for always supporting and believing in us.”

-Alisa, Participant

families department highlights

- **Expanded in-person and online Brave Space Groups:**
 - **El Faro**, the “lighthouse,” offered a common space for coming together twice monthly as a community of support for one another. As a metaphor, they assist one another safely to shore, out of darkness and isolation.
 - **La Familia Group** engages in weekly Bible study and prayer. One mom hosted the group in her home and guided the study content for parents and teens.
- **Zumba Class** was launched in the fall. One mom expressed deep thanks for finally being able to sleep through the night after class.
- **Mothers’ Breakfast** was launched and co-led with the San Francisco City Academy.
- **Pastoral care shifted to coaching** and was provided for six families, continuing the goal of 1:1 meetings in cafes, homes, or workplaces.
- **Family Fun Fest.** Our annual Family Fun Fest made a spectacular comeback this August. It was a celebration of the resilience of our families in the Tenderloin through dancing, face painting, bouncy houses, snow cones, popcorn, and so many smiling faces. It provided an opportunity for community members to meet with local church leaders and other community influencers and volunteers to support community spirit.



“My favorite summer moments were the weekly Bible studies with the moms, teaching kids ballet moves and the pizza-making contest. It was inspiring to witness the dedication of BJM staff and their community partners, showing up continually ... for the youth, Tenderloin and the city. The BJM staff poured into me and welcomed me into their close-knit community. I am beyond thankful for all the relationships cultivated and the opportunity to work with BJM this summer.”

-Dylan

**Fourth-year Student at
Westmont College,
BJM Volunteer**

“I love being a part of BJM because we constantly seek shalom for the Tenderloin and San Francisco. I love that we practice reciprocal transformational relationships within our BJM community, which extends from our staff to interns, trainees, women, girls, families, donors, volunteers, etc. We believe not just in justice but restorative justice; it is an honor that I get to be part of a community seeking God’s heart for our city.”

-Sylvia

**Families Department
Director**



edenmade department results

EdenMade is dedicated to building pathways to brighter futures for women and girls who are vulnerable to sexual exploitation and impacted by the adult entertainment industry.

Launched in 2018, our team continued to meet monthly when strip clubs were closed during COVID-19. We prayed for the women we had met and discerned what God was inviting us into next.

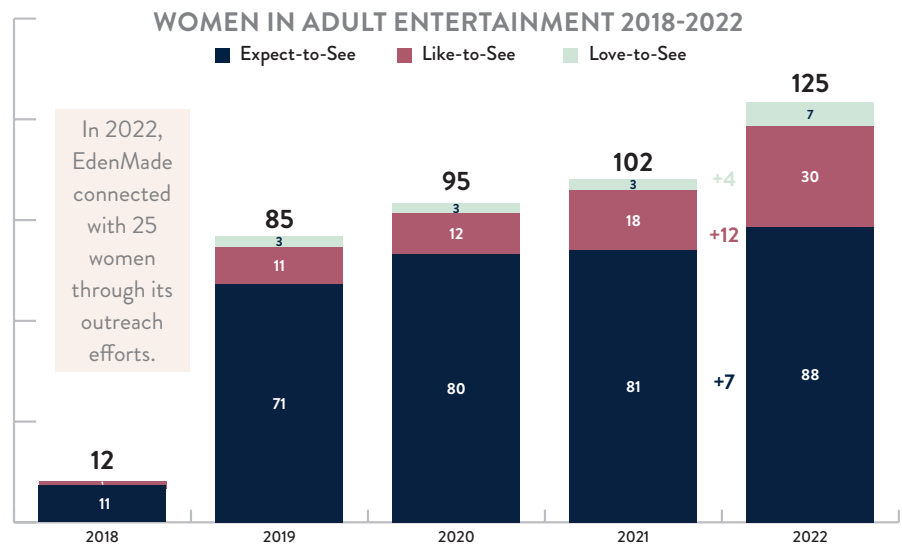
At the beginning of 2022, we got into our EdenMade Outreach Night rhythms again with a fresh vision. For each monthly outreach, we had a team of women who went into the club with gift bags and resources. Concurrently, another team stayed behind to pray and intercede on behalf of the women and our in-club team. We built relationships with women we had never met and rebuilt connections with women we knew before the pandemic.

“Prior to my three years with BJM, I worked in social welfare spaces as a therapist and alongside the child welfare system. I love being part of BJM because it is a space where the passions God has cultivated in me align and come alive. I get to know God in fresh and beautiful ways through the people..., and I’m so grateful. I truly believe we will see God’s impact in this city for generations!”

-Lauren
Director of EdenMade

“Thank you so much for doing this, you don’t know how much our community needs this. Thank you for accommodating us.”

-Nancy
Participant



Outcomes accumulating year-by-year

EdenMade Goals & Vision

At a minimum (shown in blue), BJM *expects to see* women engage in conversations leading to feelings of **love and support**. Seven women reached this level in 2022. Further, BJM would *like to see* (shown in red) women make personal decisions leading to **holistic living**. This includes engaging with EdenMade beyond outreach, accessing and interacting with resources, receiving prayer, and engaging in a conversation about God/spirituality. Twelve women were impacted at this level. We *love to see* (shown in green) women **exit the adult entertainment industry** and enter into leadership positions at EdenMade or elsewhere, create pathways of growth and healing for themselves and other women who are still in the industry and/or engage in a personal relationship with Jesus. Four women advanced to the “love to see” stage in 2022.

edenmade department highlights

Building Connection and Trust

Our primary outreach is a monthly visit to strip clubs to offer support to the dancers through resource opportunities, prayer and community. Slowly, we build relationships. We witness them realizing that we aren't there with an agenda other than supporting them.

This year we also began **meeting with women outside of the club**, where conversations, connections and community can develop in significant ways. In addition to the women, we've had the opportunity to pray with the bouncers, DJs, managers, front desk attendants and security guards.

New Mentorship Program

Our team spent time developing the design and curricula for a new Mentorship Program focused on **preventing the sexual exploitation of girls**. This program will foster and nurture life-long stability and supportive relationships and instill confidence and leadership in girls impacted by familial hardship and systems such as the child welfare system. We plan to pilot the program in early 2023.

One Woman in Her Dream Career

Over the last year, we developed a close friendship with a dancer who shared with us through tears her wish to **exit the adult entertainment industry** "more than anything." She shared the struggles she faced stepping into her dream career, including doubts about her abilities, scheduling with her current work, and insecurities about new colleagues' opinions of her work at the club. After many months of **hard work and consistent prayer**, she was finally able to fully leave her work at the strip club and step into her dream career!

Notes from the Heart

We were so moved that women had taken the encouragement notes we gave them in the gift bags and taped them onto the dressing room mirror. Women have shared that the handwritten note is the **first thing they reach for** when opening the gift bags. Women have opened their lockers to show the messages they have received taped inside, saying, "I read these notes before every shift."

♥ "You have a bright future." ♥

RESEARCH ON WOMEN WORKING IN THE ADULT ENTERTAINMENT INDUSTRY SHOWS:

- **89 percent** would leave if they thought they had other means of survival
- **65 percent** identify as survivors of sexual exploitation
- **95 percent** have a history of childhood sexual abuse

Source: [Treasures website](#)

"I always love seeing you ladies; I've been wondering when you were coming this month! When you didn't come last week, I thought, 'It's been three weeks! When are they coming?!'"

-Dancer
at Strip Club



"I want more meaning in my life; I want to work towards bigger things, dancing is getting old, and it feels empty. The plan was never to keep doing this. "I have always been strong, but I want someone to help carry the weight that I have. I want to be seen. I don't want to do this job anymore. I meet people and they judge me for what I do, but they don't realize this is my only option. My dream is to be a psychologist."

-Dancer
at Strip Club

community partnerships

At BJM, our long-term strategy targets collective change. BJM invests in transformational relationships with our volunteers, donors and community partners, including local, national and international organizations. We focus on the quality and reach of our relationships and track cumulative outcomes. We do not do this work alone.

Celebrating Our Church Partners

Brave SF	First Baptist San Francisco	Reality San Francisco
Canvas	Grace Fellowship	Redeemer Church
Christ Church	Glad Tidings Church	Sunset Church
Cornerstone	Moraga Valley Presbyterian Church	We Are Church
Epic Church	New North	
Experience	Radiance	

Celebrating Our Partners Providing Support To Women, Girls & Families

Boeddeker Park (SF Park & Rec)	La Voz Latina	St. James Infirmary
City Academy	Mobilize Love	Tenderloin Family Housing/Chinatown CDC
Exodus Cry	SHADE (Survivors Healing, Advising and Dedicated to Empowerment)	
La Casa De Las Madres		
La Cocina		

Celebrating Our Partners Sharing Resources And Creating Complementary Programs

Braid Mission	San Francisco Court Appointed Special Advocates	TurnTable Housing
Boys and Girls Club	SF Collaborative Against Human Trafficking	Up on Top
Kroc Center/Salvation Army	San Francisco Police Department	YWAM San Francisco
Nola Brantley Speaks	Sunset Youth Services	

Celebrating Our Partners Co-Creating New Models And Expanding Our Collective Reach

Ripple Effect 22	Tenderloin Rec Center (SF Park & Rec)	Treasures
San Francisco City Academy		