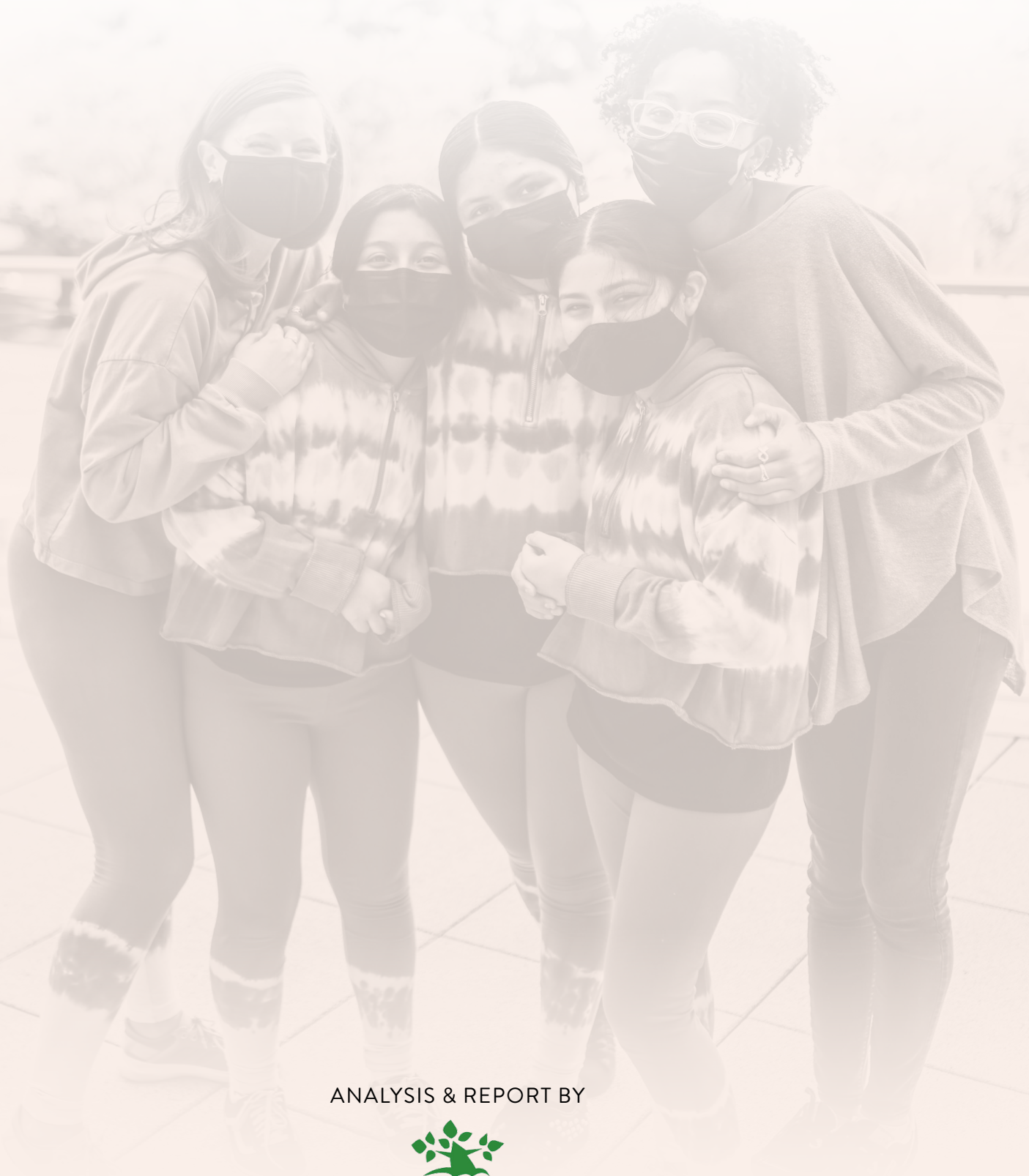


LIFE CHANGING RESULTS OF

*bjm* —————

BECAUSE JUSTICE MATTERS

2021 REPORT



ANALYSIS & REPORT BY



## *A Letter from our Executive Director, Gabrielle Alzate*

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Dear BJM Community,

BJM was not alone in the transitions of 2021. The resilient women and girls we serve also experienced extreme change and challenges in areas of mental health, housing, employment, educational, and childcare while navigating uncertainty during the pandemic.

It is because of partners like you that we were able to advance and deepen our work:

- **Create, renew, and fortify hybrid creative arts classes, learning pods, and field trips**
- **Provide rental and food assistance for 15 core families**
- **Provide social, emotional, and spiritual support for moms in Brave Space groups**
- **Relaunch of EdenMade outreach to women working in the adult entertainment industry**
- **Develop a ministry to women and girls impacted by foster care focused on preventing sexual exploitation**
- **Hire two key administrative positions**

Thank you for playing an essential role in our BJM family and saying to women and girls, “I believe in you and your bright futures.”

Filled with gratitude,



Gabrielle Alzate



# Our People, Passion, & Place

Because Justice Matters 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 around people, places, and passions. At BJM, our people are women and girls in the Tenderloin and surrounding neighborhoods of San Francisco. Our passion is Christ-centered, creative community focused on restoration. YWAM Bay Area is also our fiscal sponsor, a registered 501(c)3 (EIN 94-3218675).

## 2021 Year-In-Review

While adapting to many transitions this year, our team assisted women and girls as they navigated new needs, fostering and witnessing hope in deeper relationships in our community and connections with women and girls.

Our Youth Department offered creative art classes, learning pods, field trips, and one-on-one mentoring. We returned to in-person classes including studio space at Alonzo King Lines Dance Center.

Our Brighter Futures Benevolence Fund provided rental assistance to dozens of families, keeping them housed through multiple shut-downs of the city. The Families Department served mothers and families through Brave Space groups, Bible studies, prayer times, and vital connections to resources.

EdenMade, BJM's ministry to women in the adult entertainment industry, after much research and prayer, is now re-imagined to focus on both intervention models at strip clubs and prevention models with girls in the foster care system, disrupting cycles of exploitation. This has been a pivotal year for BJM's leadership, too. Ruthie Kim, our Founder, transitioned out of her role as Executive Director.

After over ten years of serving with BJM, Gabrielle Alzate stepped into this role and is overjoyed to lead us into our future.

## Mission & Vision

Because Justice Matters builds pathways to brighter futures for women and girls 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 leadership is cultivated in them. Over the last 14 years, BJM has identified multiple strategies to reach women and girls in the Tenderloin neighborhood of San Francisco:

Youth Department

Families Department

EdenMade Department

This year, we're showcasing the consistency of BJM by highlighting the impact of each department. As we reflect on both the breadth and depth of our work, we see our impact compounded and transformation amplified in the lives of women and girls.

## Our Living History



**2008**  
BJM is founded



**AUG. 1, 2009**  
First Nail Day



**AUG. 2011**  
First Family Fun Fest



**FALL 2013**  
Youth Department is launched



**MAY 2014**  
First dance recital



**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

# Youth Department

This year, long-time youth staffer, Laina Humbles, took the lead with the Youth Department.

In our **IGNITE program**, seven high school girls built healthy relationships with peers and mentors, advanced their spiritual development, engaged in community service, and initiated future life trajectories.

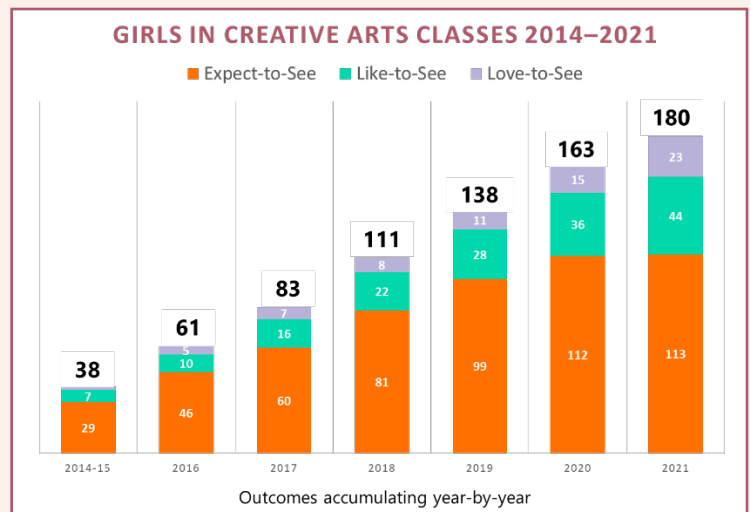
At **Lily Club**, nine girls (grades five to eight) forged life-giving relationships, participated in social justice activities, and developed critical thinking and leadership development skills.

## OUR PROGRAM WITH GREATEST REACH AND IMPACT WAS CREATIVE ARTS:

### Creative Arts Classes

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

The chart at right shows the steady increase in annual impact since the program's inception in 2014.



**BJM Goals & Vision.** At a minimum (shown in orange), BJM **expects to see** the girls attend and participate in weekly creative arts classes, and a showcase/recital. Having reached that level, BJM would further **like to see** (shown in green) girls engage for consecutive seasons, developing a sense of timeliness and preparedness, taking on leadership characteristics, and assisting teachers. BJM would **love to see** the girls advance even further: stepping into leadership roles in their communities and cultivating their artistic voice.

In 2021, eight girls reached “love to see,” joining the ranks of those before them. 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 artistic expression effectively to convey their spiritual truth.

“

The girls we get to work with are bright, and we're honored to facilitate space for them to grow their creativity, leadership, and intimacy with God.

— Gabrielle Alzate, BJM Executive Director

## SMALL SAMPLING OF 2021 HIGHLIGHTS:

- Youth programming was alive and active in September. Reconnecting in person, we were honored and excited for the girls to grow in their creativity, leadership, and intimacy with God. The girls were eager, brave, and curious with every new step.
- Our senior music class learned technical vocal skills, like breath support, intonation, and rhythm. As one girl explained:

“

I like singing because it's powerful. It helps the singer to feel their emotions, and then the listener feels their emotions with the singer too.

— Audrey

- Early in the year, Lily Club students listened to Amanda Gorman's "The Hill We Climb," as delivered at President Biden's inauguration. They focused on this line: "But one thing is certain: If we merge mercy with might, and might with right, then love becomes our legacy." The girls reflected that they wanted to leave a legacy of promise, positivity, and kindness, too.



- In July, BJM took the high school girls to Yosemite National Park:

“

Something I will always remember about this trip is all the laughs we had every minute, the really fun car rides, and how we all connected with God differently.

— Alexis

“

One night, Mallory prayed with one of our staff to release forgiveness towards someone in her life who had deeply hurt her. Afterwards, she said she felt a release in her body and her heart and was able to move forward in freedom.

— Youth Department Staff Member



## 2021 PERFORMANCE DATA

115 hours 1:1 with girls

173 hours of creative arts classes  
+ summer workshops

50 percent increase in class  
attendance through expanding  
our programming



# Families Department

“

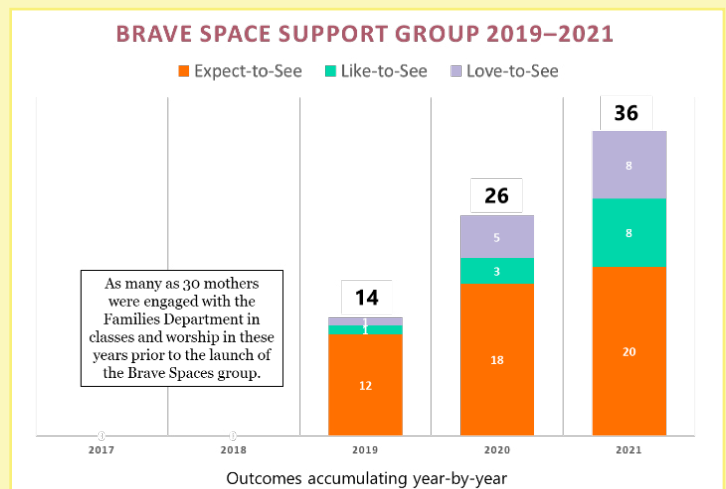
Our groups do not have a set agenda when we meet. The moms have the freedom to guide the conversation. This has led to moments of vulnerability and openness. We are not afraid of raw honesty, and sometimes unfiltered emotions. We actually create brave spaces for them without judging, giving advice or solutions--we have the ability and grace to sit with people in that space.

— Sylvia Kamande, Families Director

## BRAVE SPACE GROUPS IS THE UMBRELLA TERM FOR THREE FAMILIES DEPARTMENT PROGRAMS.

Family members are encouraged to engage in transformative conversations made possible through deepening relationships and mutual trust. They share dreams and hopes, struggles or moments of grief, resources, holiday celebrations, recipes, and laughter.

1. **El Faro**, the “the lighthouse,” offers a common space for coming together twice monthly as a community of support for one another. As a metaphor, they assist one another to come safely to shore, out of darkness and isolation.
2. The **Familia** group engages in weekly Bible study and prayer.
3. A **partnership with La Cocina** provides invaluable business and technical advice through monthly learning circles for our participants and others aiming to launch family-owned food ventures.



Nine women and one father participated regularly in one or more Brave Space groups, representing a 38 percent increase in annual impact. **The chart above shows the steady increase in results since the program’s inception in 2017.**

**BJM Goals & Vision.** At minimum (shown in orange), BJM **expects to see** participants attend groups regularly with active engagement. Staff observed one woman and one father at this level this year. BJM would further **like to see** (shown in green) participants achieve some of their dreams and begin assisting in classes and welcoming others into the space. As well, it is hoped that participants begin consistently meeting with a

coach. Five women achieved the like to see stage in 2021. Further, we would **love to see** participants recruiting other family members for the next year-long cohort, leading group meetings, and taking ownership of the curriculum in their own spaces (shown in lavender). Three women were performing at the love to see stage in 2021.

## SMALL SAMPLING OF 2021 HIGHLIGHTS:

- We read the Book of Mark over ten months. The group is now reading Genesis at the suggestion of the families. Our new model is to read a few chapters together, and spend time praying, asking God to reveal the scriptures during the week until our next meeting.
- We hosted a Mothers' Day event in collaboration with YWAM to provide flowers to the moms. We also hosted a family carnival for our families and put on a Halloween party for the kids in the neighborhood.
- In April, La Cocina's Food Hall opened for takeout. We met virtually with business owners to hear about their labor of love in opening the nation's first woman-led food hall—right here in the Tenderloin. Sylvia, our BJM Families Department Director, partnered with La Cocina and led monthly "Learning Circles" for current and aspiring entrepreneurs.

“

My husband and I hope to open our own restaurant here in San Francisco. We have our restaurant name ready to go, and I even took a course on opening a restaurant!

— Magdalena, Brave Space group leader; mother of BJM dancer



## 2021 PERFORMANCE DATA

66.8 hours 1:1 with mothers

73 hours of Brave Space Groups

103 families received groceries

24 gift baskets/care baskets distributed

\$2,100 in gift cards distributed



“

This is the first time someone has invited us. Thank you, thank you for being so good, for the hospitality, and for letting us feel the warmth of the community here.

-Mother new to the area whose daughter joined a youth class

# EdenMade Department

EdenMade is dedicated to building pathways to brighter futures for women and girls vulnerable to sexual exploitation and impacted by the adult entertainment industry. In 2018, this department formally launched. Pre-pandemic, we visited San Francisco strip clubs and handed out gift bags to the women who work there, building relationships and offering resources. When strip clubs closed during COVID-19, our team continued to meet monthly to pray for the women we had met previously and spent time praying and discerning what God was inviting us into next.

Throughout the 2021 season of transition and discernment, we intentionally trained and collaborated with other ministries and organizations. We explored best practices in serving the needs of women in the industry, and approaches to prevention with women and girls not yet involved.

## EDENMADE HAS BEEN RE-IMAGINED.

Moving forward, we will continue interventions at clubs, and focus new energy and resources on prevention with girls in the foster care system whose life experiences make them especially vulnerable to sexual exploitation. Our approach will utilize research, wisdom from young people impacted by foster care, insight from partner organizations, prayer, and creativity.

“

We are so grateful for the ways the Holy Spirit has led our team with inspiration, unity, and a deep hope for bright futures. God has brought together an incredible group of women to serve in EdenMade this season, and we are honored by His invitation to join Him in rebuilding our foundations and launching into new spaces!

— Lauren Butts, EdenMade Director





## SMALL SAMPLING OF 2021 HIGHLIGHTS:

- In February, Lauren Butts became our new Department Director.
- After a virtual year, our first in-person volunteer event in May included praying for the clubs as we walked in the Tenderloin and discerning what God might be inviting us to.

“

I'm honored to be playing a role in the work God is doing to pursue women working in the adult entertainment industry.

Over the years, I've seen doors open, hearts soften, and miracles happen through this ministry...

— Lydia Ross, former volunteer; full-time staff member since July 2021

- Our in-person outreach nights over the summer focused on learning the history of the sex industry as we walked through the Tenderloin and in North Beach, in prayer.

“

We prayed for freedom and flourishing for women experiencing exploitation. We asked forgiveness on behalf of the city, church, and culture that has contributed to exploitation of women and has turned its eyes away from this oppression in apathy or judgment. We lamented that the San Francisco sex industry disproportionately exploits women of color.

— Lauren Butts, EdenMade Director

- Throughout the year our team attended trainings by Nola Brantley Speaks, a survivor-led organization that trains professionals to address sexual exploitation with young people.
- In August, we connected in-person with volunteers, creating a space for community to develop as we played games, caught up, and shared our emerging vision. As team members settled into new roles, we listened to the Holy Spirit and named what has stirred in our hearts for years.
- In December, we had our first Outreach Night to strip clubs since February 2020! We handed out holiday gift bags to women who work in a local

strip club and spent time joyously reconnecting with them. The dressing room was filled with hope, conversation, and laughter. Women expressed needing prayer for provision, protection, feelings of being lost, and courage for next steps. As we gathered hands with 6 women, we spoke words of love, identity and purpose over them. We prayed boldly that God would provide for their needs and that breakthrough would come in their lives. We left the club feeling joyful about our time of reunion, feeling encouraged that we will continue Outreach Nights upon our sturdy foundation built years ago, and feeling so excited to connect with women in the months ahead!

“

I remember you! The women really love the gift bags and appreciate what you do. You're welcome to come back.

— Manager at a strip club



## 2021 PERFORMANCE DATA

174 hours of training

176.5 hours of prayer

30 women received gift bags

7 women engaged in prayer or spiritual conversation

# Community Partnerships

BJM invests in transformational relationships with our volunteers, donors, and community partners. Our long-term strategy is built on collective change. To understand the depth and impact of our relationships with women and girls, we focus on the quality and reach of those relationships as well as cumulative outcomes. We do not do this work alone but in partnership with other local, national, and international organizations.

“

As a church, one of our biggest hopes in this season has been for people to have their tangible and relational needs met and feel connected and cared for. We have seen the staff at Because Justice Matters go above and beyond to ensure that women and girls not only have much-needed resources, but the love and support of strong relationships as well.

— Reality SF Church

## CELEBRATING OUR CHURCH PARTNERS

19th Avenue Baptist  
99 Church  
Authentic Church  
Calvary Baptist Church  
Canvas  
Christ Church  
Citizens  
Cornerstone  
Epic Church  
Experience

First Baptist Church  
San Francisco  
Grace Fellowship  
Moraga Valley  
Presbyterian Church  
New North  
Radiance  
Reality San Francisco  
Redeemer Church  
Sunset Church  
We Are Church



## CELEBRATING OUR PARTNERS PROVIDING SUPPORT TO WOMEN, GIRLS & FAMILIES

Bay Area Anti-Trafficking Coalition

Boeddeker Park (SF Park & Rec)

Braid Mission

City Academy

Justice At Last

La Casa De Las Madres

La Voz Latina

Love Never Fails

Scarlet Hope

SF Aids Foundation

SF District Attorney/  
Victim Services

SF FBI Sector

SFPD: Tenderloin District

SHADE

(Survivors Healing,  
Advising and Dedicated  
to Empowerment)

St. James Infirmary

Sunset Youth Services

Tenderloin Family Housing/  
Chinatown CDC



## CELEBRATING OUR PARTNERS SHARING RESOURCES AND CREATING COMPLEMENTARY PROGRAMS

Nola Brantley Speaks

San Francisco Court Appointed Special Advocates

TurnTable Housing



## CELEBRATING OUR PARTNERS CO-CREATING NEW MODELS AND EXPANDING OUR COLLECTIVE REACH

Alonzo King Lines Dance Center

DeMarillac Academy

Exodus Cry

Kroc Center/Salvation Army

La Cocina

SF Collaborative Against  
Human Trafficking

Sunset Church

Tenderloin Community  
Benefit District/Safe Passage

Tenderloin Rec Center  
(SF Park & Rec)

Treasures

YWAM San Francisco







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BECAUSE JUSTICE MATTERS

ANALYSIS & REPORT BY

