



Wellspring  
Living

**2024**

**IMPACT  
REPORT**

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# 2024 BOARD OF DIRECTORS

Wellspring Living Board of Directors' leadership, engagement, and financial support help ensure the sustainability and effectiveness of our programs.

**Rev. Léonce Crump Jr., Board Chair**  
Renovation Church

**Mary Virginia Coffman**  
Coffman Integrative Nutrition

**Dionysia Johnson-Massie**  
Littler Mendelson PC

**Heather Lively, Vice Chair**  
Community Advocate

**Angela Franklin**  
AMB Sports & Entertainment

**Jonathan Lively**  
Accenture

**Gary Price, Treasurer**  
KPMG

**LaShonda Foy**  
Wells Fargo

**Chandra Moore-Banks,**  
Innovation District LLC

**Matt Broms, Secretary**  
Renewed Vision

**Jason Gaby**  
Community Advocate

**Sonja Teague**  
ESIS, a Chubb Company

**Dawn Broms**  
Community Advocate

**Jessica Gaby**  
Community Advocate

**Deb Thompson**  
Elixir Marketing

**Jordan Brunson**  
Palmetto Family Dental

**Evia Golde**  
Atlanta Fine Homes Sotheby's

**Loretta Zimmermann**  
Community Advocate

**Lisa Brunson**  
Palmetto Family Dental

**Jennifer Hale**  
The Hale Group

**Peter Coffman**  
Demetry, DeCarlo & Coffman

**Tricia Holder**  
Fix Georgia Pets

## Ambassador Council

August Trammell, **Chair**  
Pam Abrahamson  
Jared Faellaci  
Randel Hambrick  
Stef Harris  
Geneva Hall-Shelton  
Angela Henderson  
Tony Hatchett  
Michelle Humes  
Kara Kiefer  
Russ Kiefer

David Marmins  
Boyd Monk  
Mike Montgomery  
Fred Rosenkampff  
Deb Thompson  
Robyn Townsend  
Andrew Walters  
Brittany Walters  
Greg White  
Melissa White

## Young Professionals Board

Jack Holder, **Co-Chair**  
Sarah Smith, **Co-Chair**  
Lauren Holey  
Lydia Howard  
Mac Major  
Gray Poplin  
Ruthie Powell

# 2024 LEADERSHIP TEAM

**EXECUTIVE LEADERSHIP**  
Christian Murphy  
**Chief Executive Officer**

Amber Stewart  
**Chief Culture & Strategy Officer**

Alissa Tertichny  
**Chief Program Officer**

**PROGRAM LEADERSHIP**  
Dionysia Ambrose  
**Institute Services**

Thiopia Ash  
**Human Resources**

Damita Bullock  
**Girls' Residential Program**

April Fresh  
**Women's Academy**

Barb Giuliano  
**Operations**

Michelle Graves  
**Community Engagement**

Andrea Hipwell  
**PPS & Survivor Engagement**

Delton McGee  
**Receiving Hope Center**

Deana Montgomery  
**Women's Residential Program**

Victoria Shelton-Stroud  
**Development**

Cinzia Thomas  
**Education**

# LEADERSHIP TRANSITIONS

This year marked a significant leadership transition for Wellspring Living. Christian Murphy stepped into a new role as CEO after founder, Mary Frances Bowley, retired. Reverend Léonce Crump became Chairman of the Board of Directors, succeeding Evia Golde. We also welcomed new Board members Cathy Scott and Yvette Harris. We're excited for the future, knowing their leadership will guide Wellspring Living into a bright and impactful next chapter.



**Rev. Léonce Crump Jr.**  
CHAIRMAN OF THE BOARD



**Cathy Scott**  
THE UPS FOUNDATION



**Yvette Harris**  
AMERIGROUP

## Dear Friends,

This year was incredibly special—it marked my first year as CEO of Wellspring Living, and what a year it has been. I have been deeply moved by the strength of the survivors we walk alongside, the heart of our team, and the unwavering support of people like you who make this work possible.



In 2024, more than 1,200 individuals—survivors and those at risk, families, and frontline professionals - stepped into spaces of hope, healing, and opportunity through Wellspring Living. This includes 221 participants who engaged directly in our programs, and over 1,000 who were equipped through trauma-informed training and education.

One of the young girls in our care said, *"I feel I can be myself."* That simple but powerful statement reflects the kind of environment we strive to create—where healing begins, dignity is restored, and identity is reclaimed.

Some of my fondest memories are moments standing with our team at graduations across the state, including at our South Campus, IHG, Perimeter Church, and Hapeville United Methodist Church. These powerful moments are mere glimpses into the journey of those we serve. A graduate from one of our women's programs shared,

*"Wellspring Living turned out to be the absolute best thing for my life during a time of crisis and hopelessness... They nurtured, supported, encouraged, loved and worked hard for me to return to 'ME' and to go beyond and become the best 'ME' I could be."*

In 2024, through our HEAL framework, we stood firm in our commitment to transformation. We remained a leader in residential care for children who have experienced sexual exploitation, serving 61 youth at the Receiving Hope Center and 27 in our Girls' Residential Program. Our residential and community-based adult programs served 103 women, and indirectly touched 233 children through a parent in our programs. Every life touched represents a step toward freedom and flourishing.

I am filled with hope as I look ahead. The courage of survivors and the generosity of our community remind me daily that transformation is not only possible—it is happening right before our eyes.

Thank you for being part of this important work. I'm so grateful to be on this journey with you.

With hope and gratitude,

*Christian*

**Christian Murphy**  
CEO - Wellspring Living



*To everything there is a season, and a time to every purpose under heaven. - Ecclesiastes 3:1.*





# OUR 2024 IMPACT

In 2024, Wellspring Living served **1,242** individuals across our trauma-informed continuum of care, including **221** through direct care in our programs and **1,021** through our education and awareness initiatives.

All Wellspring Living programs exist within a trauma-informed Continuum of Care (CoC), represented through our four HEAL Pillars. **HEAL** offers survivors of sexual exploitation and those at risk a compassionate survivor-centered system of support that meets their ever-evolving needs as they transition from crisis toward a future full of hope and independence.



**Healing:** Without true healing, survivors are more likely to return to unsafe circumstances. We provide trauma-informed care and mental health support in safe spaces for lasting recovery.



**Education:** Our education services provide both youth and adult participants with the knowledge and skills they need to build sustainable, independent lives.

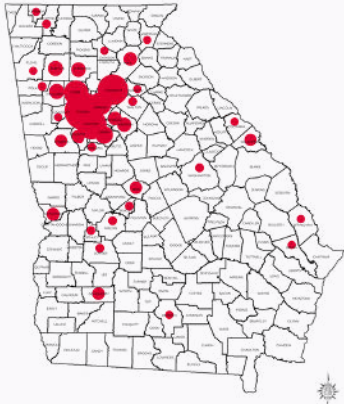


**Awareness:** The fight against sexual exploitation requires awareness and action. We train and enable supporters across the community so that survivors have the resources they need to thrive.



**Lodging:** Safe housing makes space for healing to happen. Our residential programs offer a pathway to independence, stability, and family reunification.

**Direct care participants claimed residency in 39 different Georgia counties at the time of their admission.**



Direct Care Services

Wellspring Living directly served 81 youth through our youth residential programs, and 140 women through our residential and community-based programs for adults.

**221**  
Unduplicated  
Participants Directly  
Served in 2024

**1,570**  
Life Skills  
Classes  
**4,019**  
Hours of  
Therapy

**15,858**  
Hours of Education  
& Tutoring  
**6,996**  
Case Management  
Services



# THE CIRCLE OF CARE

At each stage of the CoC, Wellspring Living staff play a critical role in providing each participant with seamless, trauma-informed services tailored to their individual needs. Case managers, educators, therapists, behavioral health staff, and others, plus our volunteers, stand in an unbroken circle around each participant.

**Admissions Coordinator:** *These dedicated survivor liaisons offer a warm introduction to Wellspring Living and help ensure smooth transitions—whether between our programs or from Wellspring Living to external services.*

**Direct Care Coach:** *Front-line workers, also known as Behavior Health Specialists, are available 24 hours a day to listen, guide, comfort, and model healthy relationships.*

**Case Manager:** *Case workers play a critical role in ensuring participants' individual needs are met, including attending medical appointments, court hearings and visitations. Within adult programs, case managers connect with 3<sup>rd</sup> party community agencies to provide wrap around services. Within youth programs, these staff also serve as primary liaison with custody holders.*

**Educator:** *Master's-level certified teachers and paraprofessionals oversee individualized learning plans, digital instruction, field trips, STEAM and SEL enrichment, and provide on-site tutoring and encouragement.*

**Enrichment Coordinator:** *Alongside volunteers and program leaders, staff organize social and educational experiences that broaden participants' perspectives.*

**Housing Navigator:** *The housing navigator assists adult program graduates with accessing safe and affordable housing within Wellspring Living and/or the community.*

**Therapist:** *Licensed Master's-level clinicians are critical support for participants, helping to work through trauma and toward goals set by the participant.*



*Wellspring Living staff play a critical role in providing deep and broad services for program participants.*

**In 2024, 29 participants engaged in more than one Wellspring Living program, highlighting the importance and strength of our Continuum of Care.**

Among them, 7 youth participated in both the Receiving Hope Center (RHC) and Girls Residential Program (GRP). Five women were served through both the Women's Residential Program (WRP) and the Women's Academy (WA), while 8 transitioned from WRP to Post Program Support (PPS). 15 women participated in both WA and PPS. Notably, 6 participants engaged in all three adult programs, highlighting the strength of our continuum of care.





**100% of Girls Residential Program participants would recommend the program to someone else.**  
 -Wellspring Living Participant Feedback Survey: 2024 Impact Highlights


# YOUTH PROGRAMS

In 2024, Wellspring Living remained a leading provider of residential services for Commercial Sexual Exploitation of Children (CSEC) survivors. The 90-day Receiving Hope Center (RHC) served **61** youth, while our Girls Residential Program (GRP) served **27** youth.

Through Youth Residential Programs, survivors of CSEC receive the strength-based, trauma-informed care they need to rebuild their lives. In 2024, Wellspring Living strengthened the quality of support for youth survivors of CSEC in the following ways, among others:

 At RHC, forensic interview capability was enhanced with updated hardware and software. The outcome is that we ensure participant safety and well-being while our law enforcement partners gain accurate and reliable information about the alleged exploitation so they can hold traffickers accountable for their crimes.

 Across programs, Wellspring Living adopted the evidence-based Seven Challenges model as part of our clinical services. Seven Challenges helps youth and young adults with a history of substance use recognize challenges, understand their struggles within a broader societal context, and take control of their lives. By integrating this model, Wellspring Living clinicians can better support participants as they navigate complex traumas. Youth in our programs participate in individual therapy at least one hour/week and group therapy sessions 3-4 days a week. Family therapy is also available to participants who have a safe and healthy family connections available.

 Education services were enhanced with Respectful Ways trauma-informed life skills curriculum. These and other life-skilled classes were an important part of preparing each participant for transition back into the community and further increase students' self-esteem, self-advocacy, and independence.



***I feel I can be myself.***

GRP Participant, Wellspring Living Participant Feedback Survey: 2024 Impact Highlights



**Youth Program Highlights**

**81**  
Unduplicated Youth Served in 2024

**23**  
On-site Forensic Interviews

**2,978**  
Total Therapy Hours

**57**  
Family Therapy Sessions

**246**  
School Courses Completed



# ADULT PROGRAMS

In 2024, Wellspring Living adult programs served **140** women, including **33** women through the Women’s Residential Program, **103** through the Women’s Academy and **32** through Post Program Support Services. Our adult programs expanded and deepened services for participants:

- In May, the Women’s Academy announced new partnerships with Dress for Success Atlanta and Hapeville United Methodist Church, increasing access to critical resources for women at risk or impacted by exploitation.
- The Women’s Academy began offering Career Intensive Program stipends, sponsored by Truist. These stipends, along with housing and utility vouchers, help to alleviate the critical financial barriers our participants face while transitioning back into the workforce.
- Post Program Support services also grew, offering graduates the option to continue clinical services beyond their time in our programs. We also provided access to a housing navigator in addition to a case worker— helping ensure graduates have access to resources and long-term stability beyond their time in our programs.
- In a major step forward, Andrea Hipwell was named Director of Post Program Support and Survivor Engagement.
- The Graduate Speakers Bureau launched. This initiative now provides training, community, and best-practices consulting services to graduates who desire tools to share their stories and advocate for others

## Adult Program Highlights

**140**

Unduplicated Women Served in 2024

**32**

Women’s Academy Career Intensive Program Graduates

**5**

Women’s Residential Program Graduates

**4**

Adult Education Program Graduates

**233**

Children indirectly impacted through a parent in our programs

“*Wellspring Living turned out to be the absolute best thing for my life during a time of crisis and hopelessness. They were the springboard that lifted me up out of the toughest time in my life. They nurtured, supported, encouraged, loved and worked hard for me to return to "ME" and to go beyond and become the best "ME" I could be. I would recommend any woman who is looking to turn her life, and the life of her child(ren) around to Wellspring Living. Each phase of the program patiently and lovingly guided and ushered me to the next phase to ensure I not only received help, but would leave with the tools and support to help myself going forward.*

-Wellspring Living Graduate, Wellspring Living Participant Feedback Survey: 2024 Impact Highlights



# EXPANDING OUR IMPACT

## WOMEN'S ACADEMY CAREER INTENSIVE PROGRAM

Through our Women's Academy Career Programs, we continued to equip participants with career skills and access to opportunities essential for lasting independence. Curriculums were updated for both phases of the Career Program- the Career Preparation Program and the Career Intensive Program (CIP). Improvements included collaborating with a LinkedIn specialist who teaches each cohort about LinkedIn and helps them build their profiles. For the first time in 2024, in partnership with Truist, participants in the CIP were provided with stipends as they matriculated through the program, helping to alleviate significant financial barriers during their workforce transition.

**In 2024, the Career Intensive Program had a 89% completion rate, up from 76% in 2023 and 40% in 2022. Of the 36 women placed in apprenticeships and mentorships, 32 completed them.**

Graduates ranged in age from 24 to over 69 and gained invaluable skills through mentorships, apprenticeships, and education from partner companies. Notably, 20 women participated in the Women's Academy while residing at the Women's Residential Program and/or receiving Post Program Support services.

## ETHICAL STORYTELLING

In 2024, Wellspring Living adopted updated ethical storytelling principles to better empower the women and families we serve to share their stories in the ways they choose and in the places they want to share them. Graduates receive support from staff and external professional development resources as they prepare for their speaking opportunity and during the event, with follow-up support as needed after sharing their message. The updated principles were created with leadership from the Director of Survivor Engagement, survivor-engagement training, and technical assistance from the United States Office of Victims of Crime.

### Wellspring Living's Ethical Storytelling practices include :

- **Respect the storyteller.** Ensure full consent in how stories are shared, providing time and space for the storyteller to fully review and approve final product and its usage.
- **Replay stories accurately, with authenticity.** Stories will reflect a variety of trafficking experiences to provide visibility of the broad backgrounds of survivors and the various ways trafficking can happen.
- **Avoid sensationalizing.** Use imagery and descriptions that honor and elevate the voices of those we serve. Avoid perpetuating negative stereotypes and cliches.
- **Be responsible.** Take steps to prevent traumatizing the audience or retraumatizing the survivor who has shared their story.

## 2024 Career Intensive Program Partners

Arnall  
Golden  
Gregory LLP



DELTA

DRESS FOR SUCCESS®  
ATLANTA

GT GreenbergTraurig

IHG®  
HOTELS & RESORTS

JF&CS  
ATLANTA

FRESH FOR EVERYONE™  
Kroger

PALMETTO  
FAMILY DENTAL

ups



# EXPANDING OUR IMPACT

The Wellspring Living Training Institute has mentored or trained over 200 organizations in over 38 states and 13 countries. Over 9,000 participants have been served through those organizations and 93% are still open today.

## THE WELLSPRING LIVING TRAINING INSTITUTE

With support from the UPS Foundation, Wellspring Living Institute launched the inaugural Activating Advocates Conference in Atlanta, Georgia. Over 100 individuals attended a two-day event featuring survivor testimonies, advocacy initiatives, and meaningful discussions about addressing sexual exploitation. Additional milestones include:

- We convened Midwest anti-trafficking organizations under the inaugural Chicago Convening.
- In January, Wellspring Living partnered with The UPS Foundation for a special episode of The Balancing Act that aired on Human Trafficking Awareness Day. This national broadcast highlighted the power of collaboration in combating human trafficking.

In 2024 Wellspring Living Training Institute mentored 18 clients across 10 states:

- Tharros Place- Savannah, GA
- Corrie's House;-Minneapolis, MN
- Rahab Refuge Ministries- Wampsville, NY
- Micah's Promise- Columbus, GA
- New Hope Ministries- Russellville, AR
- Lampstand- Roanoke, VA
- Morton Legacy Center- Marietta, GA
- TurnAround Inc- Towson, MD
- Dondee Nations - Cape Girardeau, MO
- The Ezekiel Haven Project- Johns Creek, GA
- Trillium- Freeport, Illinois
- Recover Hope - Chester VA
- Our Legacy House - Atlanta, GA
- Leaving the Jar - Centerville, VA
- House of Hope MN - Lakville, MN
- GenerateHope - San Diego, CA
- The Rock House USA - McDonough, GA

In 2024, Wellspring Living client, TurnAround, Inc, celebrated the opening of **Maryland's first residential program specifically designed for trafficked youth.** The new program provides youth survivors with a safe space and trauma-informed care, filling a critical gap in services in the state.

## In November 2024, Wellspring Living broke ground on our expanded South Campus.



The campus, built through generous gifts to the **Welcome Home campaign**, will provide a physical home for our Youth Residential Program, Georgia's first long- term residential facility for all youth, the Women's Academy, a new tiny home transitional housing village, and the Wellspring Living Training Institute. **As the first campus of its type dedicated to survivors of sexual exploitation, this new campus will serve as a learning hub for anti-trafficking organizations nationwide.**

## Training Institute Highlights

**203**

Organizations Trained or Mentored as of 2024

**1,021**

Total Individuals Trained

**714**

Professionals Trained

**196**

Youth Trained

**94**

Parents Trained

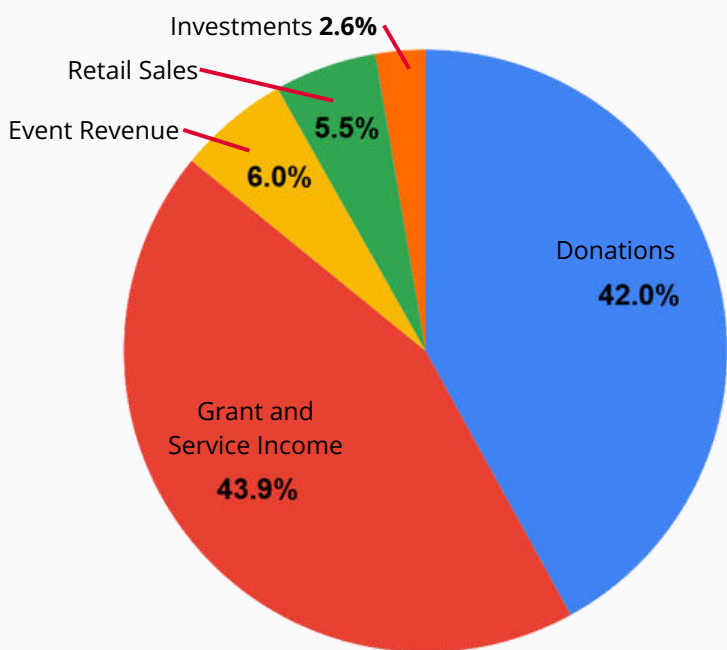
**17**

Young Adults Trained



# 2024 REVENUE

Wellspring Living's revenue is primarily driven by external funding, with Grant and Service Income (43.9%) and Donations (42%) forming the bulk of total income. Additional contributions come from Event Revenue (6%), Sales (5.5%), and Investments (2.7%). These diverse sources of internal and external revenue contribute to Wellspring Living's long-term financial stability and sustainability.



\*(Operating Revenue unaudited)

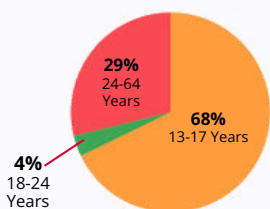
- Donations \$4,548,959 (42.0%)
- Grant and Service Income \$4,752,254 (43.9%)
- Event Revenue \$645,756 (6.0%)
- Retail Sales \$594,411 (5.5%)
- Investments \$289,254 (2.6%)

In addition Wellspring Living received \$23,928,830 in pledges and donations for the Welcome Home Capital Campaign through 2024.

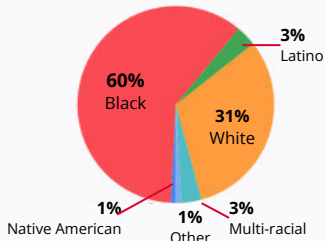
# PARTICIPANTS SERVED

In 2024, Wellspring Living served 221 unique participants, reflecting the continued breadth and depth of our programs for survivors of exploitation and those at risk. Gender and all other demographics were self-identified by participants at their time of entry into our programs.

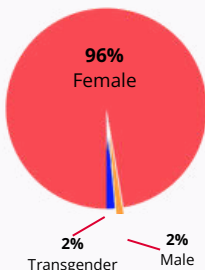
**AGES OF PARTICIPANTS**  
Residential & Post Program Support



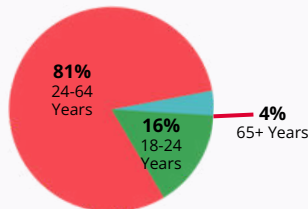
**RACE OF PARTICIPANTS**  
Residential & Post Program Support



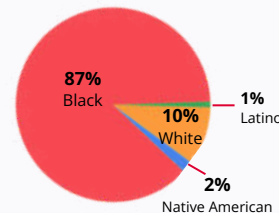
**GENDER OF PARTICIPANTS**  
All Wellspring Living



**AGES OF PARTICIPANTS**  
Women's Academy



**RACE OF PARTICIPANTS**  
Women's Academy





# BREADTH OF SERVICES



## Women’s Residential Program

Providing trauma-informed care to survivors of Domestic Sex Trafficking and those at risk with the service of physical, emotional, and spiritual restoration. In this program, participants receive education, personalized therapy, career training, supportive community, financial management, and life skills instruction off-site at the Women’s Academy.



## Women’s Academy

The Women’s Academy offers life-changing programming to women who have experienced difficulty gaining living wage employment due to life circumstances such as poverty, sexual abuse, and trafficking. The Women’s Academy offers an invaluable opportunity to equip women in Atlanta’s communities for success.



## Post-Program Support

Post-Program Support offers follow-up services for women (and their families) who have participated in Wellspring Living’s programs. Women and their families can access housing support, including transitional housing and housing vouchers, therapy and case management. Staff work to ensure that women who transition from Wellspring Living are equipped with the tools and resources that they need to continue moving toward independence and long-term stability.



## Receiving Hope Center (RHC)

The Receiving Hope Center is the state of Georgia’s first residential intake center for trafficked youth. Because of this facility, survivors of domestic minor sex trafficking are able to immediately enter into a safe environment and have all their needs met and assessments completed at one location. While at this residential facility, survivors receive medical care, academic support, therapeutic and stabilization services for up to 90 days before moving to a long-term placement.



## Girls Residential Program

Providing trauma-informed care to survivors of Domestic Minor Sex Trafficking in the service of physical, emotional, and spiritual restoration. In a safe residential environment, each girl is encouraged to set personal goals in her therapy and education, and each is supported by staff and volunteers throughout her journey of healing.



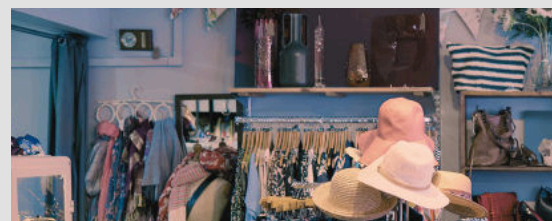
## Wellspring Living Institute

The Training Institute equips organizations with the tools they need to succeed in creating long-lasting programming for survivors of exploitation. The number one priority is to help provide organizations with structure, relational help, philosophy, reporting, and ongoing troubleshooting that will create a safe place for healing to begin in new recovery programs.



## Treasures Stores

Treasures stores serve as a hub for communities to support and engage with our work. In May 2024, the Wellspring Treasures store in Peachtree City celebrated its 20th anniversary. Five incredible volunteers were honored for two decades of dedicated service during a special ceremony with our founder, Mary Frances Bowley.





Wellspring  
Living

[www.wellspringliving.org](http://www.wellspringliving.org)