

June 16, 2020

Dear Donor,

Since 2005, Sacred Beginnings has been serving victims of sexual exploitation and human trafficking. We are so proud of the work that has been done through street outreach and welcoming women into transition homes as they work to build new stories for their lives.

Thank you for being a faithful supporter of our work. We have been dreaming and planning something exciting for our city. Now, we invite you to join us in the next chapter of Sacred Beginnings' story. With your support, we hope to open a center for services, "Home Base," that will eventually welcome all victims of trafficking twenty-four hours a day, seven days a week.

The Home Base center will be a refuge, a place for anyone to rest and feel safe and have the option to access resources and services. We plan to offer support groups, peer mentorship, classes, medical services, access to social workers, and job training. We are also excited for the opportunity to expand our current social enterprise partnership with livEden Clothing, providing a dedicated space to teach participants sewing skills.

We are proposing that the Sacred Beginnings Home Base center be strategically located in the South Division Corridor, easily accessible by main bus lines. Because Sacred Beginnings is survivor-led, the people who will be served at the center won't be greeted by a social worker or a police officer. They will be met by someone who has been where they've been, offering love, understanding, and kinship grown from their own experience. We know that offering an experience free from judgment will help break down these major barriers and open the door to recovery.

This is a big dream that we believe will help change the narrative for so many people suffering from sexual exploitation and human trafficking and for our city as a whole.

We invite you to join us in pursuing this dream, to be a part of the restoration story in the many lives that will be served by the Home Base center. In order to open Sacred Beginnings Home Base, we must secure funding for the build-out of the space as well as staffing and operating expenses. ***Our goal is to raise \$350,000 by the end of August 2020.***

We have included additional information and would love to talk more with you about this project and how you can be involved. Please call me any time at 616.443.6233.

Sincerely,

A handwritten signature in black ink, appearing to read 'Leslie King', with a stylized flourish at the end.

Leslie King  
Founder and Executive Director

Dan Spaans  
Board Member

## **Programming and Budget**

Sacred Beginnings will use the space for a combination of uses as follows:

### Partnerships

Sacred Beginnings partners with government agencies, city officials, legislators, law enforcement, and health care professionals. Sacred Beginnings has been endorsed by GRPD, Mayor Bliss, State representative Tom Hooker, Michigan Human Trafficking Task Force, and more. Led by Leslie F. King, Sacred Beginnings has been one of the longer standing and most active organizations working with victims of human trafficking in the Grand Rapids area. Home Base will provide a hub for partnerships and collaboration with other social service agencies.

### Program, Services, Social Enterprise

Home Base will provide space for the following:

- Program Needs: administrative offices, conferences, case management, community support groups, educational workshops, collaboration with other aligned agencies.
- Client Services: crisis intervention, counseling, exercise, mental health, substance abuse, access to housing, legal advocacy, mentoring, support groups, education, employment assistance, training, exercise and job skills. Many larger cities have organizations with locations offering such services. Examples include Austin, Houston, Philadelphia, Columbus, Reno, Oakland, Louisville, Providence, Miami, Pittsburgh, Orange County, Seattle, and Milwaukee. This will be the first such facility in the Grand Rapids area.
- Social Enterprise: one or more partnerships with social enterprises providing training and employment opportunities. Initially the social enterprise will be a livEden Clothing ([liveden.org](http://liveden.org)) sewing studio whose products include handmade sellable goods such as girls' clothing, rag quilt blankets, survivor key fobs, etc. All items will be sold to supporters at events or via livEden ecommerce website.

### Strategic Location

Recent research demonstrates the prevalence and nature of human trafficking in the Grand Rapids area and identifies the area around the proposed site, 2007 Division Ave S, as one of the more active locations (<https://seefreedom.org/the-data-project>). Sacred Beginnings will lease the entire first floor and fit it out for their program needs.

## Timeline

|  | <b>Target Date</b> | <b>Notes</b>   |
|--|--------------------|--|
| City Commissioners Meeting                             | 7/9/20             | Seeking approval for Special Land Use Application  |
| Fundraising Campaign Phase 1                           | 8/30/20            | Goal: \$350,000 :Construction + 45% Year 1 Operating Budget  |
| Fundraising Campaign Phase 2                           | 12/31/20           | Goal \$160,00: Remainder of Year 1 Operating Budget + Startup Costs  |
| Sign Lease   | 10/1/20            | Lease commences October 26   |
| White Box Construction Complete                        | 10/19/20           | Landlord construction phase  |
| Tenant Construction Phase 1 Complete, Occupancy Issued | 12/7/20            | Phase 1: vestibul, secure entrances, rough-in plumbing for bathrooms, complete one bathroom, kitchenette, walls (2 offices, conference room, sewing studio, waiting area, bathrooms) |
| Home Base Opening                                      | 1/4/20             | Limited hours 3 months moving to 8 hrs/day until fundraising phase 3 is complete   |
| Fundraising Campaign Phase 3                           | 8/31/21            | Goal \$300,000: Year 2 Operating Budget  |
| Fundraising Campaign Phase 4                           | 12/31/21           | Goal \$190,000: Year 3 Operating Budget  |
| Center Open 24/7                                       | 1/5/22             | Center is staffed for 24/7 service   |

## Campaign Budget

|                      | <b>Construction + 3 Years Operating Expenses</b> |
|----------------------|--|
| Construction Costs   | \$186,890  |
| Operating Expenses   | \$1,007,490                                      |
| Startup Expenses     | \$25,000   |
| <b>CAMPAIGN GOAL</b> | <b>\$1,219,380</b>                               |

## Annual Budget

| <b>Expense</b>       | <b>Annual Cost</b> |
|----------------------|--------------------|
| Rent                 | \$36,000           |
| Monthly Utilities    | \$11,340           |
| Internet/Phone/Cable | \$4,800            |
| Security/Monitoring  | \$5,000            |
| Insurance            | \$8,190            |
| Equipment            | \$5,000            |

|                             |                  |
|-----------------------------|------------------|
| Maintenance                 | \$500            |
| Staff Salaries and Benefits | \$247,000        |
| Supplies                    | \$18,000         |
| <b>TOTAL</b>                | <b>\$335,830</b> |

### Staff Compensation

| Position                                 | Annual Compensation | Notes  |
|--|---------------------|--|
| Executive Director                       | \$38,000            | Salary increase in addition to current salary. |
| Part-Time Assistant Director             | \$30,000            | \$20/hour, 30 hours/week.                      |
| Clinical Social Worker                   | \$45,000            |  |
| (2) Part-Time Peer Support Case Managers | \$20,000 Each       | \$16/hour, 25 hours/week.                      |
| Security Guard                           | \$37,000            | \$18/hour, 40 hours/week during phase one.     |
| <b>TOTAL</b>                             | <b>\$190,000</b>    |  |

### List of Items Needed:

- Washer and Dryer
- Security Cameras
- Printer/Copier
- Computers
- Office Furniture
- Gathering Space Furniture
- Conference Tables and Chairs
- Reception Furniture
- White Bath Towels
- Laundry and Cleaning Supplies
- Lighting Fixtures
- Carpeting/Flooring
- Television
- Library Books
- Exercise Equipment
- Yoga Mats/Balls
- Closet Organizers/Shelving
- Bathroom Supplies
- Coffee Machine
- Refrigerator

- Microwave
- Dishwasher
- Serving Dishes

### Opportunities to Partner:

- Sponsor a room in the center.
- Provide pro bono or discounted services:
  - Electrical Work
  - Plumbing
  - Dry Wall
  - Carpet Installation
  - Painting
  - Technology Assistance/Set Up
  - Interior Design
  - Fundraising
  - Wood Working
- Publicity

We will be seeking in-kind donations for many of these items.