



Georgia Cares 2018 Press Kit

Contents

Georgia Gives Day Press Release.....PG 3

Georgia Cares Highlights.....PG 4

Georgia Cares Spokesperson Bios.....PG 5

Social Media.....PG 7

“UnSelfie” & “Why I Support” Templates.....PG 8

Success Stories.....PG 10

For News Outlets.....PG 13

For Companies.....PG 14

For Individuals.....PG 15



Contact: Sara Riesing

FOR IMMEDIATE RELEASE

Tel. 678-357-6040

Email: sriesing@gacares.org

Date: 10/3/2018

Give Dollars to End Domestic Minor Sex Trafficking on November 27th!

Mark your calendars & join Georgia Cares for the 5th annual *Georgia Gives Day* on *Giving Tuesday*, **November 27th!** We are asking YOU to choose Georgia Cares as your nonprofit to support!

Every year, the goal of this flash mob of giving is to raise as much money as possible in a 24-hour period for Georgia's nonprofits. This event is being held on Giving Tuesday, a national day of giving that harnesses the collective power of individuals, communities, and organizations to encourage philanthropy and to celebrate generosity. Georgia Cares is asking for your support on this day of giving as we work to raise \$10,000!

Georgia Cares is an independent 501 (c)(3) organization. We are the single, statewide victim service agency serving child sex trafficking and exploitation victims in the state of Georgia. Georgia Cares works to identify and reach victims of child sex trafficking, helping to restore their safety, health, and well-being. Our nonprofit also operates a 24-hour, 7-day Hotline to handle emergency calls and provide critical assistance. We train professionals, communities, and child serving organizations on the dangers, signs, and victimization of child sex trafficking.

Since January 1 of this year, Georgia Cares' 24-hour emergency hotline has received over 1,567 calls for help! Since inception in 2009, Georgia Cares has received over 2,700 referrals for trafficked and exploited youth from 134 of the 159 Georgia counties. That leaves 25 counties in the state who are currently not reporting. Domestic Minor Sex Trafficking (DMST) is happening all across our state and it our goal that every county in Georgia is trained and aware of the warning signs and knows how to report DMST to Georgia Cares. We want to be able to reach each and every child who needs our help.

This Georgia Gives Day Georgia Cares has a goal of raising \$10,000 dollars to expand our reach and fund the programs and services that support the children we work with! Our goal is to reach all 159 Georgia counties, bringing our mission and vision to each county in Georgia. Funds raised on Georgia Gives Day will be going into our general fund to assist us with providing trainings and resources to the 25 counties who have yet to report DMST in their county.

We hope that you will come alongside of us as we work to ensure that all child sex trafficking victims in our state receive quality care and services. To donate on Georgia Gives Day, go to <https://www.gagives.org/c/GGD/a/gacares> To learn more about Georgia Cares and how you can get involved, please visit <https://www.gacares.org>.

###



FY2017

ENSURING THAT CHILD SEX
TRAFFICKING VICTIMS RECEIVE
QUALITY CARE IN
THE STATE OF GEORGIA

IN FY17, GEORGIA CARES SERVED A TOTAL OF 596 YOUTH

27% INCREASE FROM 2016



2088+

CALLS RECEIVED TO OUR
24 HOUR HOTLINE



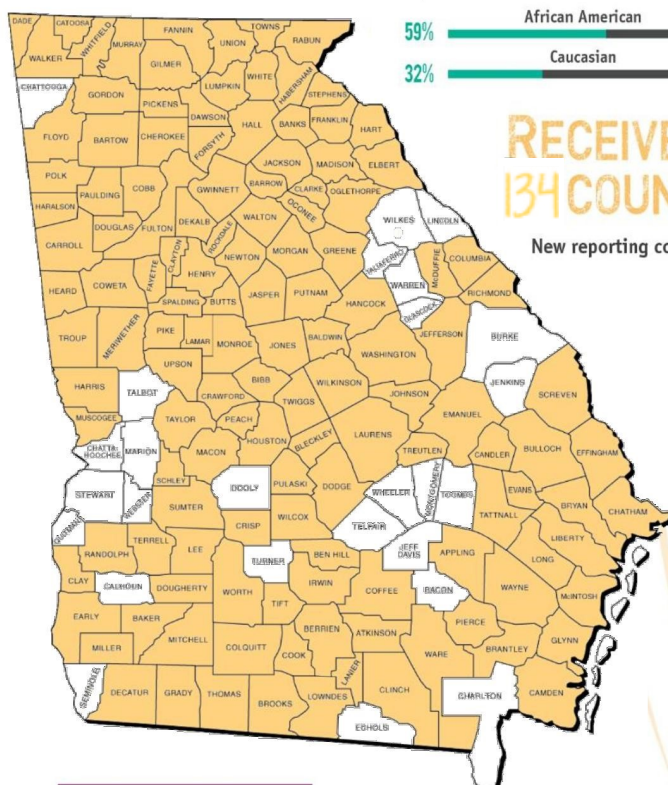
14.8 YEARS

AVERAGE AGE OF DMST
VICTIM WE SERVE

DEMOGRAPHICS



INCLUDED IN THESE NUMBERS ARE TRANSGENDER YOUTH ALSO SERVED BY OUR AGENCY



59% African American
32% Caucasian

5% Hispanic
4% Other Races

94% Majority of DMST Youth Served are Girls
6% DMST Youth Served are Male

RECEIVED REPORT FOR YOUTH VICTIMS FROM
134 COUNTIES ACROSS THE STATE OF GEORGIA

New reporting counties include: Candler, Haralson, Hart, Irwin, Johnson, Lanier, Miller, Peach, Pierce, Sumter

5.7

Months a victim of DMST on average in the life by the time referred to Georgia Cares. This is down from 6.6 Months in 2016.



78% of youth had a optimistic outlook on while receiving Georgia Cares services

82% of youth victims served have been involved with Department of Children and Family Services (DFCS) in the past

2057+



REFERRALS FOR
TRAFFICKING AND
EXPLOITATION TO
GEORGIA CARES
IN STATE OF GA
SINCE AUGUST 2009

4,060



INDIVIDUALS TRAINED
BY GEORGIA CARES
IN 2017



100%
YOUTH SATISFACTION
RATE WITH GEORGIA CARES
SUPPORT & SERVICES RECEIVED
AND ONCE COMPLETED
DID NOT RECIDIVATED OR
"RETURN TO THE LIFE"

4,377



HOURS DONATED
BY VOLUNTEERS
IN 2017

Co-covened the Monthly
Statewide Commercial Sexual
Exploitation of Children
(CSEC) Multi-Disciplinary
Team (MDT)



HELD LOBBY DAY 2017



IMPLEMENTED A NEW TOLL-FREE HOTLINE
NUMBER AND RECEIVED AN
ESTIMATED 174 CALLS PER MONTH



GACARES.ORG

A 501(c)(3) tax-exempt corporation, Georgia Cares is independently audited and meets or exceeds reporting requirements on all of its funding contracts. Governed by a volunteer Board of Directors, 91 cents of every dollar contributed goes directly into our nationally recognized programs.

P.O. BOX 724197

ATL GA 31139

Georgia Cares Spokesperson Bios



HEATHER STOCKDALE, CEO

hstockdale@gacares.org

Heather Stockdale is the CEO of Georgia Cares, the statewide coordinating agency for child victims of sex trafficking and exploitation in Georgia. In her role, she is responsible for the overall development and implementation of the organization's mission and strategic priorities. Her professional experience and training within the Trafficking and Youth Development fields serve her vision to pursue strategies that support holistic health and growth of youth while also building the State's capacity to support families and communities in the fight against Human Trafficking.

Ms. Stockdale's passion for child advocacy, youth development and government policy began during her time working under the Office of the Child Advocate. Her aspirations and dedication to these areas led her to a career at the Governor's Office for Children and Families (GOCF). At GOCF, she was named the Director of the Statewide Task Force on Commercial Sexual Exploitation, led the State's Trafficking initiatives, and served as the Division Administrator of the Youth Development Division. During her tenure for State Government, Ms. Stockdale was a founding member of Georgia Care Connection Office Inc., where she served on the Board of Directors. Ms. Stockdale was then nominated and appointed by the Board to serve as the CEO of Georgia Cares (previously Georgia Care Connection Office Inc.) in December 2013.

Ms. Stockdale has been instrumental in the State's anti-trafficking initiatives since 2009, working with federal partners, other States, non-governmental organizations, law enforcement, prosecutors, medical providers, and youth serving agencies to forge multi-disciplinary partnerships. Ms. Stockdale thrives on improving efficiency, crafting innovative models, creating and implementing public policy, improving the effectiveness of systems, and improving access to services in the fight to eradicate child sex trafficking.

In her role at Georgia Cares, a passion for child advocacy, policy, social justice, and innovative solutions are joined in the fight to end modern day slavery in the form of child sex trafficking. Ms. Stockdale serves on several advisory boards and groups for trafficking and youth development related issues and is a proud graduate of the University of Georgia.

Georgia Cares Spokesperson Bios



SARA RIESING, OUTREACH COORDINATOR

sriesing@gacares.org

Sara Riesing is the Outreach Coordinator at Georgia Cares. In this role, she supports the impact of Georgia Cares by engaging communities and volunteers statewide in outreach, awareness, and trainings on the issue of domestic minor sex trafficking (DMST) and how to help provide treatment care and services for victims of Commercial Sexual Exploitation of Children (CSEC) in Georgia. Sara manages marketing and communication efforts by coordinating all fundraising events, including the annual Color Me Free 5K Color Run for Georgia Cares .

Prior to Georgia Cares, Sara volunteered with a partner organization where she participated in fundraising efforts and worked with adult victims of sex trafficking in Atlanta. She previously worked for the City of Kennesaw as an Events Coordinator where she hosted several events for the City's museum, including the most successful event in its 44 year history. She has also worked for a top Atlanta radio station, 104.7 The Fish, where she served as an integral part of the promotions team. The most notable event served in her role being Celebrate Freedom- the largest one-day, free, outdoor Christian music festival in the United States. She graduated from Kennesaw State University with a Bachelor's of Science in Communications with a focus in Public Relations and a Minor in Business Law.

At Georgia Cares, Sara is able to combine her communications background and her passion to see Domestic Minor Sex Trafficking (DMST) eradicated from our state by engaging the community through volunteer opportunities, fundraising events, and education.

Social Media

Social Media Platforms:



Social Media Hashtags:

#GAGIVESDAY

#GACARES

#GAGIVESFREEDOM

#UNSELFIE

Social Media Photo Templates:

Leading up to and on Georgia Gives Day, use the provided printable templates (found on pages 8 and 9 of this kit) to let others know why you are supporting Georgia Cares on November 27th and why they should too! Simply print out the template of your choosing and write your message! Then, take a selfie with your sign and post to your social media using the hashtags #GAGIVESDAY #GAGIVESFREEDOM and #UNSELFIE . Be sure to tag us on our social media accounts too! You never know– YOURS could be featured on our social media pages!

Websites:

- Georgia Cares Website: <http://www.gacares.org/>
- Georgia Cares Donation Page for Georgia Gives Day: <https://www.gagives.org/c/GGD/a/gacares>

Follow us and join the conversation!

**I'm supporting Georgia Cares this GA Gives Day
because...**



#UNselfie



Success Stories

On the next couple of pages (11-12) you will have the chance to read some of our Success Stories from youth we have served. These stories illustrate how the youth was victimized by Domestic Minor Sex Trafficking (DMST) and the role Georgia Cares played in helping them to be fully restored and go on to lead safe, happy, healthy lives! As you will see from the stories, the youth we serve are very diverse– this issue affects children of all demographics. Georgia Cares served nearly 800 youth in the State of Georgia last year alone. While we've only included two stories in this press kit, we hope it will help illustrate and help you to better understand the work that Georgia Cares does in ensuring that child sex trafficking victims in the State of Georgia receive quality care and services.





Happiness is the key
to success.

{success} STORIES

Name: Dena

Age: 14

Dream: To work for
the Department of
Juvenile Justice.

{ 24/7hotline }
404 602 0068
WWW.GACARES.ORG



DENA, like most teenagers, just wanted to feel like she belonged to something important. Being raised in a Spanish-speaking household and attending a school with no one who looked like her proved to be difficult towards the sense of belonging that she so longed for. Dena was often bullied at school and teased about her accent and wavy hair. At the age of 14, Dena walked two blocks down her street and found someone that listened to her. This person did not nag her like her grandmother, tease her like her classmates, or fight her on random occasions like her brother. It was this person, a 30 year- old man who lived down the street, who gave her comfort. Within a matter of weeks, Dena transformed from a well-behaved, straight-A student to a youth who often left her grandmother's home without permission, had sex with multiple older men, and was frequently truant from school. Her behavior left her grandmother confused, stressed, overwhelmed, and hopeless.

One day, there was an unexpected call to the grandmother's home: Dena had been arrested for solicitation and detained in RYDC. Her DJJ worker, being properly trained on how to recognize Domestic Minor Sex Trafficking (DMST) from a recent Georgia Cares training, made a referral. The referral was received by intake staff and a Care Coordinator assessed Dena within a few days. The Care Coordinator talked to Dena and confirmed that she had been exploited and trafficked for sexual purposes. The Care Coordinator attended court and advocated for Dena to move to a safe home, providing education to the judge and attorneys on the importance of DMST victims receiving treatment in a residential setting.

Dena was initially upset that she would not be returning home with her grandmother and moving to an unfamiliar residence. However, the Care Coordinator noticed that during her first visit with Dena, she was excited to tell her about therapy and her favorite life coach. Dena received individual and group counseling, family counseling, life skills classes, on-site education, STD awareness, and self-improvement classes. In the safe home, Dena was able to interact with volunteers in a variety of professions, which motivated her to think about her future aspirations. Dena became a leader in the safe home, mediating between the other residents and learning positive decision-making.

In 6 months, Dena was progressing through her phases with ease and looking forward to reunification with her grandmother. Soon after, Dena graduated from the safe home, was on target to graduate from high school and looked forward to assisting her grandmother. Since her graduation from the safe home, Dena continues to work on her educational goals and strive for excellence. Dena no longer participates in DMST activities and continues with out-patient DMST therapy. Dena plans to attend college and is pursuing her dream of becoming a Department of Juvenile Justice worker. 🍊



Choice, not circumstance,
determines your success.



{ success } STORIES

Name: Tina

Age: 15

Dream: To become
an engineer.

{ 24/7 hotline }
404 602 0068
WWW.GACARES.ORG



TINA was a talented and ambitious youth, and by all accounts “a good kid.” Tina was lonely and depressed because she felt that she was different than other kids her age. While volunteering at a school event, Tina met a 19 year old woman who eventually became her good friend. Her mother encouraged the friendship but the relationship was more intimate than she thought. Tina began to have a sexual relationship with this friend and kept this a secret from her mother. She continued this relationship until she was asked to include other people in these acts. Tina decided she would do anything to make her girlfriend happy, so she performed these acts hoping that they were just isolated incidents. Tina found she would soon be performing these acts in an abandoned home, not returning home for days. When Tina wanted to leave, her girlfriend provided her with drugs and alcohol to help her “relax.”

Tina’s mother eventually reported her as a runaway and filed an unruly charge. Tina was picked up by law enforcement, but her mother refused to allow her back in their home. Tina was then placed in foster care and continued to run away, eventually having over 34 placements. Tina’s DFCS worker attended a training held by Georgia Cares and heard the risk factors for Domestic Minor Sex Trafficking (DMST). The DFCS worker realized that the same risk factors matched with Tina’s behaviors and concluded that Tina might be a DMST victim.

Tina’s DFCS worker called Georgia Cares and made a referral. Soon after, the Georgia Cares Care Coordinator was able to meet Tina and conduct an assessment to determine her trafficking and trauma history. After the assessment with Tina, the Coordinator determined that Tina was a confirmed victim of trafficking. The Care Coordinator arranged for placement in a safe home; however, prior to being placed, Tina ran again.

During her runaway attempt, Tina was kidnapped by a 45 year old man that held her captive and exploited her for over two weeks. He repeatedly raped her and allowed other individuals to be sexually violent in their encounters with her. Fortunately, Tina was located by law enforcement and recovered through a missing persons report. Bruised and beaten, Tina was tired and asking for help. Her DFCS worker called the Care Coordinator with Georgia Cares and reported the incident. The Care Coordinator arranged for Tina to have a forensic interview and to receive trauma-focused therapy in the foster home.

Tina was able to receive individual and family therapy and started to thrive in her placement. She reconnected with her family and was allowed to return to the custody of her mother. Tina’s male exploiter was arrested and is now in prison. Currently, Tina is pursuing her educational goals and looking forward to going to college. Her dream is to become an engineer. 🍊

For News Outlets

How can you, as a news outlet, help us reach our goal on Georgia Gives Day (Nov. 27)?

- Retweet our posts from our social media accounts leading up to and on the day of Georgia Gives Day (see page 7 of this kit for the links).
- Write an article for your news outlet using our press release (page 3), our statistics (page 4), and/or interview one of our spokespersons (pages 5-6).
- Help us spread the word! Use our templates (pages 8 & 9) and post on your social media accounts why YOU are supporting Georgia Cares on Georgia Gives Day! Be sure to tag us!
- Donate to Georgia Cares on Georgia Gives Day using [THIS LINK](#) to our Georgia Gives Day Page!



For Companies

How can you, as a company, help us reach our goal on Georgia Gives Day (Nov. 27)?

- **Help us reach our goal by providing a matching gift for us on November 27th!**
For example, you could decide that if Georgia Cares can raise \$2,000, you will match it! This method is proven to help nonprofits raise exponentially more during fundraising campaigns! If you are interested in supporting us in this way, please e-mail our Outreach Coordinator, Sara Riesing at sriesing@gacares.org for more information.
- **Include us in your company newsletter!**
Feature Georgia Cares in your company newsletter and provide information on who we are, what we do, and why we are raising funds on Georgia Gives Day! You can use our press release (page 3), our statistics (page 4), and/or interview one of our spokespeople (pages 5-6).
- **Tell your supporters why you're supporting Georgia Cares using your social media!**
Use our templates (pages 8 & 9) and post on your social media accounts why YOU are supporting Georgia Cares on Georgia Gives Day! Be sure to tag us! You can also retweet our posts from our social media accounts leading up to and on the day of Georgia Gives Day!
- **Have a friendly company/department competition in the office!**
Everyone loves a little friendly competition– especially one for a great cause! See which department can raise the most for Georgia Cares on Georgia Gives Day! Want some ideas? Click [HERE](#) to view our Get Involved Toolkit.
- **Leading up to Georgia Gives Day, charge employees a set amount to participate in scheduled events and then donate those funds to Georgia Cares on Georgia Gives Day!**
Some fun ideas could include events like “Blue Jean Fridays” or “Team Spirit Thursdays”.
- **Donate to Georgia Cares on Georgia Gives Day!**
Use [THIS LINK](#) to access our Georgia Gives Day Page!



For Individuals

How can you, as an individual, help us reach our goal on Georgia Gives Day (Nov. 27)?

- Retweet our posts from our social media accounts leading up to and on the day of Georgia Gives Day (see page 7 of this kit for the links).
- Help us spread the word! Use our templates (pages 8 & 9) and post on your social media accounts why YOU are supporting Georgia Cares on Georgia Gives Day! Be sure to tag us!
- Donate to Georgia Cares on Georgia Gives Day using [THIS LINK](#) to our Georgia Gives Day Page!
- Challenge your friends! For example, if you donate \$20, see if you can get 5 other friends to do the same!
- Host a fundraiser leading up to Georgia Gives Day! Donate proceeds to Georgia Cares on November 27th! Some examples of fundraiser ideas include can be found by clicking [HERE](#).



GA GIVES

JOINS FORCES WITH

#GIVINGTUESDAY™