



SET FREE

MONTEREY BAY



Strategic Plan

Fighting Human Trafficking and
Creating New Futures
in Monterey Bay

2022 – 2024

Our History

Set Free Monterey Bay started with God calling a small group of people together at the Gospel and Justice event held at Shoreline Church in 2018. Our President, Michael Aspland, facilitated break out sessions to discuss the issue of HT and the impact on the community. Michael is a retired law enforcement professional with experience working against traffickers. On the panel was Felicia George. Felicia is our Vice President and volunteered with The Set Free Movement teaching on the dangers of HT at local schools. At the Shoreline event, Ashley Chesney, a local survivor, met Michael and Felicia. Hearts and actions came together and in 2019, Set Free Monterey Bay became a 501(c)(3) non-profit organization.



Our Mission

Set Free Monterey Bay is a Christian organization established to assist adult women (ages 18 and over) sex trafficking survivors to find healing in a Christ-centered, restoration home and to educate the Monterey Bay community about human trafficking.



MISSION PILLARS

Our mission encompasses four key pillars that define how SFMB supports survivors by providing direct services and building safe communities



RESTORATION HOME

Establish Christ-centered restoration homes for human trafficking survivors in Monterey County

1



EDUCATION & OUTREACH

Provide human trafficking awareness and prevention training to schools, business professionals, and community organizations

2



COMMUNITY SERVICES

Advocate for survivors by providing case management, outpatient assistance, and pre- and post-residency continuation of care

3



STRATEGIC PARTNERSHIPS

Build partnerships with local churches, businesses, and nonprofits to provide spiritual and financial support to eliminate human trafficking

4

KEY OBJECTIVES



Objective Area	Objective 1	Objective 2	Icon
RESTORATION HOME	<ul style="list-style-type: none">✓ Rent, lease, or purchase a home for survivors✓ Furnish & modify the home to fit programming needs✓ Hire & train necessary staff	<ul style="list-style-type: none">✓ Have one or more survivors complete one year of curriculum & training✓ Secure all service providers needed to provide essential services to residents	
EDUCATION & OUTREACH	<ul style="list-style-type: none">✓ Identify & train 2-3 additional ambassadors to join the education committee & expand education efforts✓ Collaborate with at least 5 churches to provide education to their communities	<ul style="list-style-type: none">✓ Develop at least one additional curriculum for a targeted professional sector✓ Develop a healthcare educational presentation & work towards offering a yearly seminar	
COMMUNITY SERVICES	<ul style="list-style-type: none">✓ Train up a new team of leaders (i.e. ambassadors) to focus on community outreach✓ Be a key participant in HT community events	<ul style="list-style-type: none">✓ Leverage existing community resources to provide limited outpatient services✓ Develop plan to provide continuing services to graduated residents	
STRATEGIC PARTNERSHIPS	<ul style="list-style-type: none">✓ Ensure income stream covers monthly residential expenses + 3 months reserves✓ Secure strategic partnerships with at least 8 churches✓ Build relationships with other agencies for referrals + support services	<ul style="list-style-type: none">✓ Prioritize affiliations with organizations doing complementary work✓ Bring in corporate partners (e.g. employee contribution campaigns)	