

2024- 2025



SET FREE
MONTEREY BAY

Annual Report



Fiscal Year:
July 2024-June 2025

Release Date:
June 1, 2025

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Message From the Executive Director

As we reflect on another year of service and progress, I am both humbled and inspired by the impact we have made together in the fight against human trafficking. This year has brought us new challenges, but also tremendous hope as we continue to break barriers, raise awareness, and create lasting change in the lives of those affected by this pervasive issue.

Our commitment to ending human trafficking has never wavered. With your invaluable support, we have provided critical resources, advocacy, and education to survivors and students. We have empowered communities to recognize and take action against trafficking. Our collaborative efforts have led to tangible results, from increased partnerships with local law enforcement and community organizations to providing safe spaces and services for those who have suffered.

Throughout the year, we have seen the resilience and strength of survivors as they begin their healing journeys. We've heard their voices, shared their stories, and stood alongside them as they reclaim their lives. Every success story, every rescued individual, every life transformed is a testament to the power of God and our collective action and the dedication of our team and supporters like you.

While we celebrate the strides we've made, we know there is still much work to be done. The fight against human trafficking is ongoing, and it will take all of us—to continue pushing for systemic change. In the coming year, we are committed to expanding our programs, deepening our outreach, and ensuring that no one is left behind.

None of this would be possible without you—our donors, volunteers, partners, and advocates. Your unwavering support makes it possible for us to continue our mission. Together, we are making a difference, and together, we will eradicate human trafficking.

Thank you for standing with us, for believing in this cause, and for being a part of this movement.

For Freedom,

Ashley Chesney

Ashley Chesney
Executive Director & Survivor Leader



Meet our Team



SFMB STAFF

2024-2025

Ashley Chesney - Executive Director
Amber Van Hoose - Director of Operations
Andrea Blanco - Program & Volunteer Coordinator
Lisa Morales - Spiritual Formation Chaplain & Case Manager
Antoinette Ramirez - House Manager
Ashley Krenke - Resident Mentor



BOARD OF DIRECTORS

2024-2025

Ashley Chesney
Lisa Flores
Michael Gilmartin
Cathy Gomes
Maddie Noseworthy
Matthew Ronconi
Annie Schomaker
Chanelle Simpson
Jeanine Staton
Jim Swallow



JEANINE STATON

BOARD PRESIDENT

“Looking back on this year, I’m filled with gratitude and awe. We’ve seen residents take courageous steps forward, clients experience healing, donors rise up with bold generosity, and volunteers pour out their time and hearts. Our team has stood strong—resilient, faithful, and unified in purpose. Together, we’ve seen freedom unfold in powerful ways. Every story of transformation reminds me that this work matters deeply. Thank you for standing with Set Free Monterey Bay—we celebrate these victories with you.”





Vision

- Set Free Monterey Bay aspires to be the guide that equips a child to evade human trafficking, the wisdom that guides community leaders toward successful human trafficking eradication, and the last stop on a survivor's journey to healing.

Mission

- Set Free Monterey Bay fights human trafficking by prevention education, awareness training, and survivor restoration through long term residential and outpatient care.



2024-2025 Impact

123

hours of therapy



80

of completed
classes



72

hours of alumni/
out patient care



150

hours of case
management



54

hours of medical
appointments



261

of trained first
responders



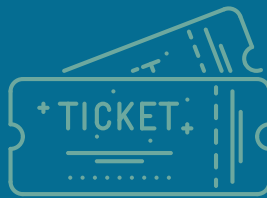
1,276

trained community
leaders



19

fun outings



620

fitness hours



341

safe nights for
survivors



109

training hours



1,702

educated students



81

volunteers trained



103

art classes



144

referrals



Programs & Services

OUR ORGANIZATION HAS A MULTI-STEP HOLISTIC APPROACH TO FIGHTING HUMAN TRAFFICKING IN OUR COMMUNITY: PREVENTION, AWARENESS, AND RESTORATION



ADULT THERAPEUTIC PROGRAM

Our two-year adult therapeutic program is designed for adult female survivors to treat each aspect of their health—physical, mental, emotional, spiritual and relational—to fully support her on her journey to holistic recovery.



OUTPATIENT/ALUMNI AFTERCARE

Outpatient & Alumni clients attend outings, events, and holidays with the ladies in residential care. & SFMB works with partnering organizations to provide equine therapy, career development programs, and case management services to outpatient & alumni clients.



EDUCATION/CSEC SERVICES

SFMB provides HT prevention education curriculum for Middle School & High School students. To date, SFMB has trained over 8,000+ youth in Monterey, San Benito, and Santa Cruz Counties.

SFMB is contracted with the County of Monterey to provide supportive services for commercially sexually exploited children (CSEC), those at risk for CSE, system-involved youth, and those involved in the juvenile justice system. This is a dual restorative/preventative program.



COMMUNITY LEADER TRAININGS

Our team offers a variety of trainings to equip community members on how to identify, respond, and best practices when encountering HT Victims and Situations.

- Law Enforcement Agencies
- First Responders
- Medical Providers
- Hospitality Workers
- Businesses
- Community Leaders

3-Phase Program Approach



YEAR ONE

Restore



The first year of our program focuses on the restoration process for each resident looking at the physical, mental, emotional and spiritual health of each individual. Individual, group and equine therapy along with life skills classes and biblical foundation classes is the primary focus of this phase. The goal is to work with each woman through the trauma of her experiences, understanding healthy relationships and boundaries, developing healthy self identity and other basic life skills to overcome the past and begin to look to her future and redefine herself through the healing power of Jesus.

YEAR TWO

Launch



During this phase, residents will continue their journey of restoration, participating in life skills classes and therapy while also embarking on the development of job skills.

Alongside this, they will work on establishing meaningful goals and objectives to create a foundation for lifelong success. Throughout this period, a variety of job skills and educational classes will be offered, helping residents to identify their personal strengths, talents, passions, and interests. Residents will begin to reintegrate into the broader community through volunteer opportunities, high school or community college classes, and preparation for workforce entry. This phase will also serve as a time to assess and address any ongoing barriers to long-term health and success, tackling challenges as they arise with the support of the team.

Additionally, we place a strong emphasis on the successful transition of residents out of the program. Our goal is to empower each resident by helping them establish a personalized plan for graduation and the transition to independence. This plan will be tailored to the unique aspirations and needs of each resident, potentially including enrolling in a 2-4 year university, securing part-time employment in the community, or other pathways to success. During this critical period, residents will have the opportunity to "practice" day-to-day life, with the continued support and structure provided by the staff and fellow residents at Set Free Monterey Bay. In parallel, staff will assist residents in securing gainful employment and accessing sustainable, affordable housing. At Set Free Monterey Bay, our commitment goes beyond immediate recovery—we strive to prevent the potential re-victimization of survivors by ensuring their long-term stability. To that end, we are continuously evolving our workforce development and academic programs to provide opportunities that align with the unique needs of survivors, helping them build sustainable career pathways for a secure future.



GRADUATION & BEYOND

Thrive

As residents graduate from the 2 year residential program, there is an ongoing process of aftercare. This will be dependent on the individuals' needs and desires for continued support. Follow-up is offered to alumni which includes monthly phone calls and quarterly visits to provide support, resources, and encouragement through their transition back to daily independent life. In addition, we offer classes for alumni who desire support in specific areas and connection to other alumni for ongoing encouragement. Alumni are encouraged to stay in touch and assistance will be offered as often as needed to assist in their long-term success.



Financial Overview

PROGRAM	FY 2024	FY 2025	TOTAL
Adult Therapeutic Program	\$386,532	\$413,598	\$800,121
Alumni Aftercare & Outpatient Services	\$66,380	\$71,027	\$137,407
CSEC Supportive Services	\$50,580	\$54,121	\$104,701
Community Leader Trainings	\$63,317	\$67,749	\$131,066
School Prevention Education	\$63,317	\$67,749	\$131,066

TOTAL \$1,304,361

Stories of Hope



RESIDENTIAL SURVIVOR



"I'm in a program that's investing in me! This is the best choice I could make for myself."

ALUMNI SURVIVOR



"Set Free Monterey Bay gave me my life back. I learned that I didn't need a man to be happy. I learned the value of relationships – healthy relationships. Set Free taught me the true meaning of freedom. To be completely free is the best feeling I've ever had. SFMB is a wonderful program that stands for something beyond my wildest dreams. They show women what it means to truly live and walk in freedom. I cannot begin to describe what they've done for me – grateful doesn't even begin to cover it. I could talk about this program all day and it still wouldn't be enough to express the feeling I have. I never thought I would be free. I thought I was destined to be trapped in a life of trafficking forever. But through this program, I've learned I'm meant for so much more."

OUT PATIENT SURVIVOR



"When I first came in contact with Set Free I was still in bondage, I had direct contact with my abuser, I didn't have financial freedom and I was using his vehicle. SFMB helped me get a car which then helped me embark on to my career, Set Free has been instrumental in supporting me, I am a single parent and they have provided economic support to me and my children especially during times of struggle or the holidays. Providing gifts that I otherwise wouldn't have been able to afford."

Set Free Monterey Bay has provided case management for me throughout a variety of challenges in my life and. Honestly, I don't know where I would be without Set Free. I credit them largely for the freedom I have now, for the freedom that I have found in Jesus."



Partnerships & Collaborations

- | | | |
|--------------------------------|--|---------------------------------|
| Alisal Union School District | Greenfield PD | Natividad Hospital |
| All Things New Church | Hope, Horses, Kids | Pacific Grove PD |
| Art Council of Monterey | King City PD | Parallel Church |
| Calvary Monterey | Medi-cal | Rancho Ceilo |
| Carmel PD | Mogo Urgent Care | Safe House Project |
| Community Hospital of Monterey | Montage | Salinas PD |
| Compass Church | Monterey Adult School | Sand City PD |
| CSUMB Campus Police | Monterey Chiropractic | San Carlos Middle School |
| CSUMB Project Rebound | Monterey County Behavioral Health | Seaside Fire |
| Cypress Church | Monterey County Board of Education | Seaside PD |
| Doctor Elizabeth Clark | Monterey County Jail | Shoreline Church |
| Doctor Sarah Fram | Monterey County Police Chiefs Association | Soledad PD |
| Doctors on Duty | Monterey County Sheriff's Dept. | The Bridge Restoration Ministry |
| Edens Glory | Monterey Dept. of Social Services: Child Welfare | The Dual Language Institute |
| Empower Network | Monterey PD | Venture Church Salinas |
| Equine Healing Collaborative | Monterey Peninsula School District | Wellspring Church |
| Food Bank of Monterey County | Monterey Regional Fire District | Yellow Brick Road |

Looking Ahead

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Set Free Monterey Bay is leading the charge against human trafficking in our community—ensuring every survivor of sex trafficking has the chance not just to survive, but to thrive.

As the trafficking industry evolves, so do we. But one thing never changes: why we fight. We fight to set her free—to see her rise, reclaim her future, and become all she dreams to be.

Survivors are shining. Generational cycles of exploitation are breaking. Traffickers are losing ground. This movement is growing faster than ever—because of you.

But we're not done yet - Freedom is possible.

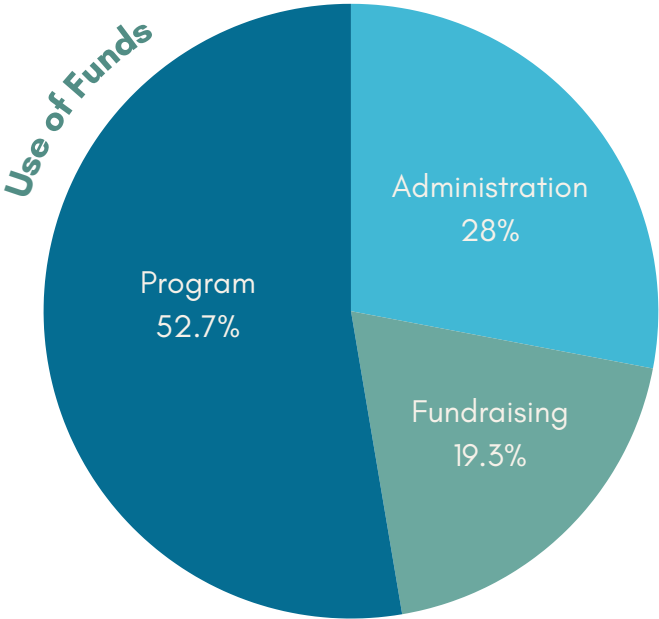
Be part of what happens next.



Our Finances

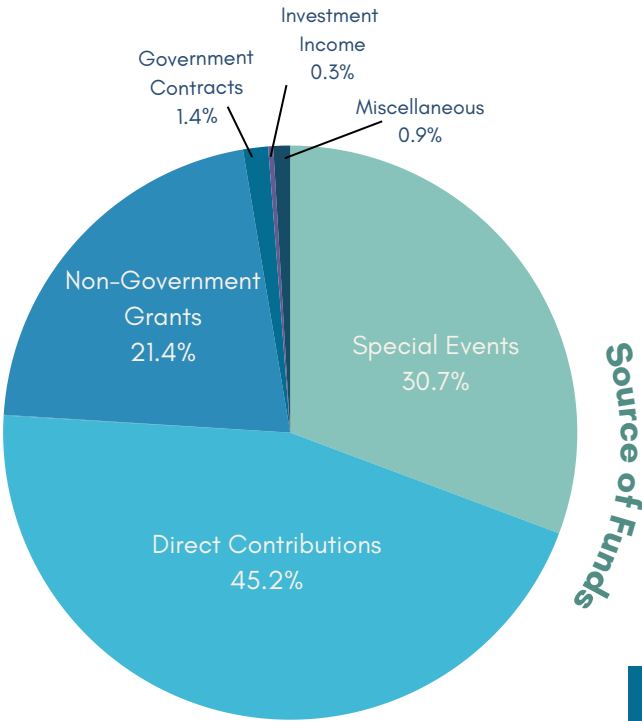


Finances
2023-2024 Fiscal Year

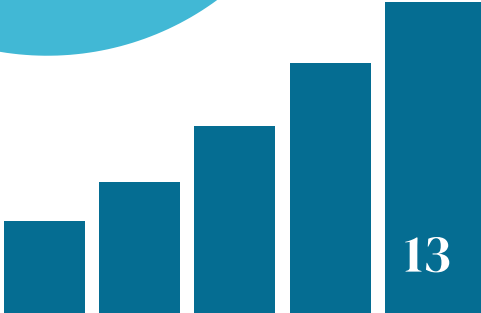


Total Income:
\$421,032.35

End of fiscal year net assets:
\$74,171.10



EIN/TAX ID: 84-3346028
Set Free Monterey Bay is a registered 501c3 organization
setfreemontereybay.org/give





Contact Us



831-204-1134



connect@setfreemontereybay.org



www.setfreemontereybay.org

