



ANNUAL REPORT 2024-2025

Our place in the world.
How do we make an impact
for positive change?

Dear Friends and Partners,

From its earliest days, The Salvation Army has stood alongside those exploited and marginalized. Nearly since its inception in 1865 in London, England, The Salvation Army has been engaged in anti-trafficking work, responding to exploitation with compassion, advocacy, and practical support. That legacy continues today through The Salvation Army's New Day to Stop Trafficking program here in Philadelphia.

Over the past year, New Day strengthened survivor-centered services and deepened collaboration across the Philadelphia region. Together with our partners, we served over 1,000 survivors, supporting individuals as they moved from crisis toward stability through trauma-informed case management, housing navigation, and access to essential supportive resources. Our work remains grounded in dignity, safety, and the belief that every survivor deserves the opportunity to rebuild on their own terms.

Central to this work is survivor leadership. Our Survivor Advisory Council played a critical role in shaping program improvements this year, ensuring survivor voice remained at the heart of service delivery. Their insight and guidance continue to strengthen our approach and remind us that meaningful solutions must be informed by lived experience.

Beyond direct services, New Day expanded prevention and training efforts to increase awareness and improve coordinated responses to human trafficking throughout the region. We were also honored to advance statewide anti-trafficking efforts in partnership with the Pennsylvania Attorney General's Office, with an intentional focus on strengthening identification, response, and resources related to labor trafficking, an often-overlooked form of exploitation.

We are deeply grateful to our survivors, partners, supporters, and staff who make this work possible. As you read this report, we invite you to see both the impact of this past year and the enduring mission that drives us forward-standing with survivors, advocating for freedom, and working toward a future where exploitation cannot thrive.

In Service,
Captains Benjamin & Felicia Lyle

1,132

Survivors
Served

296

Case Management
Clients Across All
Programs

20

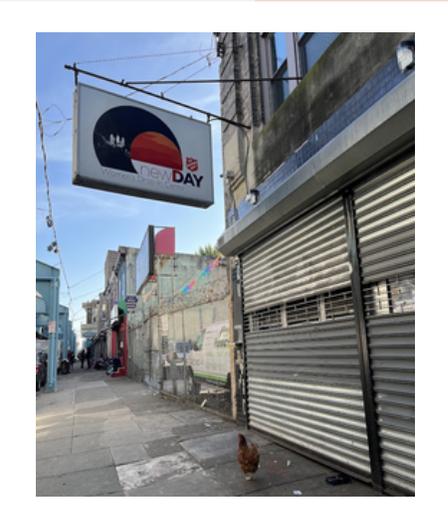
Countries of origin
represented in client
population





Vision

New Day to Stop Trafficking exists to foster safety, prevent revictimization, and advocate for social change for survivors and those at risk of human trafficking through trauma-informed, survivor-centered, and accessible services.



Mission

The Salvation Army, an international movement, is an evangelical part of the universal Christian church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.



OUR PROGRAMS

Community Anti-Trafficking Services

Victim advocacy for youth and adults
WRAP Court partnership (family courtroom for youth survivors)
Services throughout Eastern PA with PA STRIKE

Drop In Center

Basic Needs
Victim Advocacy
Support Groups
Street Outreach

Police-Assisted Diversion

Diversions
Victim advocacy

New Day New Home

Transitional Housing
Rapid Rehousing
Victim advocacy

Prevention and Education

Trainings for professionals and community members
Community engagement events
Systems advocacy

Survivor-Led Programming

Survivor Advisory Council
Peer mentorship



15 Years of Advocacy

2010

Volunteer-powered community care in Kensington

2014

Addition of case management services

2017

Transitional housing opens

2018

Survivor Advisory Council begins

2022

Peer mentorship program starts

2022

New community education initiatives

2025

State-wide partnership with the Attorney General's office and Justice at Work opens

New Day has shown a massive capacity for growth and effectiveness in meeting client needs all while remaining loyal to our founding values

Community Anti-Trafficking Services (CATS)



Through the PA STRIKE partnership with the Attorney General's office and Justice at Work, **CATS received a grant to extend our area of service to all of Eastern Pennsylvania.**

*"After stalking and harassment from her trafficker, a survivor was struggling with her mental health and could not work. New Day provided rental assistance to keep her housed, and connected her to English classes and therapy to **help her stabilize**. Now she's feeling empowered and capable." - CATS Victim Advocate*



297

Hours of Case Management and Peer Support

80

Purchases of groceries for survivors

96

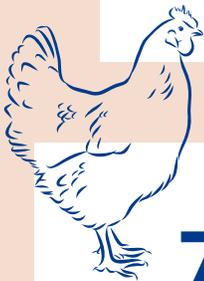
Systems advocacy interventions on behalf of survivors

Drop-In Center



The Drop-In Center was reminded that healing takes time and trust. Our new partnership with Jefferson University's JeffHOPE program has been meaningful, with weekly opportunities for clients to access the healthcare they need in a safe space.

*"They give you everything you need. In this place you release the stress from the streets. You come in here and you feel the **love** and **support**." -Star**



773

Warm showers provided

5,643

Meals shared with clients

7,111

Narcan and First Aid kits distributed

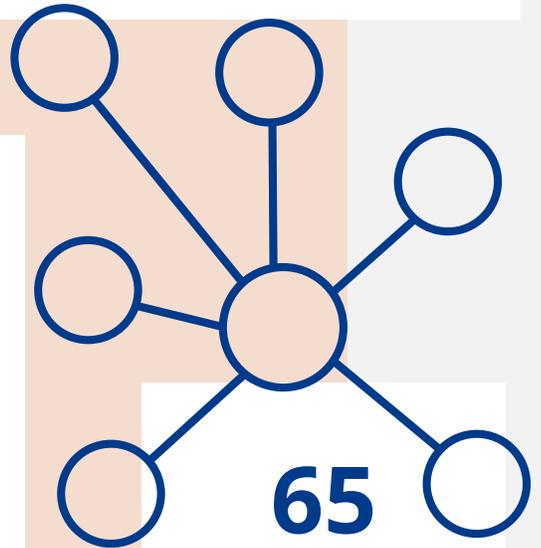
243

JeffHOPE appointments

Police-Assisted Diversion (PAD)



The **PAD team** was given a permanent office at the **Kensington Wellness Support Center**, prompting an increase of referrals, specifically for clients who are victimized by human trafficking or domestic violence. Our team has been quick to respond to by meeting immediate needs and providing case management services.



65

Diversions

37

Referrals to
SUD treatment

66

Referrals from
Philadelphia
Police for social
services

New Day New Home



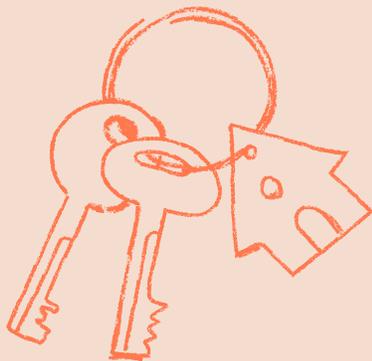
New Day New Home continues dedication to housing survivors and providing care with dignity, respect, and empathy.

Equine therapy continued and a home garden was started to add more therapeutic activities and space for healing.



"Years ago, Aubrey was a resident at New Home who found healing from her trauma through art therapy. Today, she is a **survivor leader.**"*

- New Day New Home
Program Manager



26

Survivors diverted from homelessness through rental assistance

4,921

Nights of Transitional Housing Provided

45

Individuals Housed

*all names referenced in this report are pseudonyms

Education and Prevention & Survivor-Led Programming

This year, we focused on education about how trafficking affects **youth in Philadelphia** and increasing connections to **re-entry services**.

Trainings for housing service providers, attorneys, and direct service staff were developed to help them direct survivors to services.

The Survivor Advisory Committee held monthly meetings. With our Prevention Education Specialist, the committee members developed and refined a training for professionals who work with vulnerable youth in our city.

11

Community Awareness Events

973

Individuals Trained

34

Trainings Facilitated



12

Council Meetings

5

Members of advisory council

121.5

Hours of Peer Mentorship Given



Contact Us



@newdaytostoptrafficking



267-838-5866



SAphilly.org





Our Impact

From All Over The World To Philadelphia



Clients from...

the United States, Poland, Guatemala, Puerto Rico, Venezuela, India, the Dominican Republic, Guyana, Guinea, Honduras, Ecuador, Haiti, Uzbekistan, Pakistan, Liberia, Iran, Argentina, Senegal, Jamaica, Mexico, & Ukraine

**...have received victim services from New Day this year.
The fight against human trafficking knows no borders.**