Starfish Project
RESTORING HOPE TO EXPLOITED WOMEN
2018 ANNUAL REPORT
Dear Friends of Starfish Project,

Thank you for being part of our work with exploited women. Because of your support, women experience freedom, establish independence, and develop careers at Starfish Project. We are truly grateful.

Our task of restoring hope to women trapped in the sex industry can feel overwhelming. This Annual Report illustrates some of the amazing transformations occurring at Starfish Project. We are privileged to see formerly exploited women make such amazing progress in their time with us.

In 2018, Starfish Project Outreach Teams visited over 1,300 women working in brothels. We had 40 women in residence and employed at Starfish Project in 2018.

We are pleased to report great sales growth of 43% in 2018. The more jewelry we produce, the more women we can hire and help them experience love, regain dignity and build lives of hope. Your giving has never been more strategic, every $1 in donations generates $2.30 in sales revenue. Our model is becoming more sustainable with our jewelry sales covering all of our social enterprise costs and 70% of our overall organizational budget.

We are so grateful for your generosity to Starfish Project. It is our great privilege to care for trafficked and exploited women. Thank you for partnering with us to restore hope to exploited women.

Blessings,

Jenny M. McGee

Starfish Project is a not for profit organization with a social enterprise that cares for women escaping human trafficking. Our Holistic Care Programs provide each woman with vocational training, health care, shelter, and counseling. We also provide real career opportunities through our social enterprise where these women not only create beautiful jewelry, but also become managers, accountants, graphic designers, and photographers.

Starfish Project has employed over 142 women and has served thousands through our Community Outreach Services.

WWW.STARFISHPROJECT.COM
The Starfish Parable

One morning an elderly man was walking along a quiet beach littered with thousands of starfish. He came upon a young boy who was eagerly throwing the starfish one by one back into the ocean.

Puzzled, the man looked at the boy and asked what he was doing. Without looking up, the boy replied, “I am saving these starfish, sir.”

The old man chuckled aloud, “Son, there are thousands of starfish and only one of you. What difference can you make?”

The boy turned to the man, and gently tossing one into the water, said, “I made a difference for that one!”

About Jenny McGee

Jenny McGee has committed her life to serving people in Asia. She never dreamed that building relationships with marginalized women in brothels would result in the aftercare organization and social enterprise now known as Starfish Project.

“These women were put on this earth for a reason. They deserve joy, they are loved, and they have the utmost worth. They matter. That truth is what drives everyone who works for Starfish Project. We want to share this message with every woman we come in contact with, and hopefully some day they’ll believe it for themselves.”

Jenny has served as the CEO of Starfish Project ever since she founded it in 2006. She has watched in amazement as Starfish Project has grown from five ladies engaging around a dining room table to over 142 women completing our full program.

Jenny is married to her college sweetheart, Doug McGee, and they have three children. Doug is a musician who works with artists and performs throughout Asia.
The Core of STARFISH PROJECT

At Starfish Project we help exploited women and girls in Asia experience freedom, establish independence, and develop careers.

EXPERIENCE FREEDOM
We invite women and girls in brothels to experience freedom from their lives in the sex industry.

ESTABLISH INDEPENDENCE
We equip exploited women and girls with the tools they need to build an independent life through our holistic care programs and life skills training.

DEVELOP CAREERS
We provide specialized vocational training to help the women and girls develop future careers in fields such as graphic design, photography, and accounting.
a woman's journey at STARFISH PROJECT

Fay grew up as the younger of two children. She did not graduate from high school.

When she was a teenager, a relative tricked her into working in a brothel. Fay was extremely depressed and knew she could never survive that place.

Fay excelled quickly through our production program, started managing our finished product inventory room, and sold jewelry at events.

One day, Starfish Project met Fay and offered her an opportunity to experience freedom through a job making jewelry.

She was 17 years old.

Fay went through our computer training program and received certifications in Microsoft Word and Excel.

Starfish Project supported Fay to attend a special training school to study accounting.

Fay passed her accounting certification test. Today, she is the Accounting Assistant at Starfish Project.
Financial Summary

2018 Total Income: $1,706,456
2018 Total Expenses: $1,608,343
Total Resources Carried Forward: $98,114

2018 Income
- Sales Income: $1,178,414 (69%)
- Donations: $520,653 (30.5%)
- Non-Operating Income: $7,389 (0.4%)

2018 Expenses
- Social Enterprise Costs: $1,051,881 (65.4%)
- Holistic Care Program Costs: $436,219 (27.1%)
- Administrative Costs: $120,242 (7.5%)

Sales Income by Year (2013-2018)

In 2018, Starfish Project achieved a 43% year-on-year sales growth.
Social Enterprise Expenses

- **Operational Expenses:** $367,262
- **Sales Expenses:** $86,049
- **Cost of Goods:** $373,251
- **Vocational Opportunities:** $225,319

2018 Total Social Enterprise Expenses: $1,051,881
2018 Total Holistic Care Program Expenses: $436,219

*Child Education Benefits, Health Care & Insurance, Living Allowances

- Vocational Training: $109,519
- Career Development: $80,032
- Counseling: $37,002
- Shelter: $64,917
- Beneficiary Support: $104,856*
- Community Outreach: $28,302
- Program Costs: $11,591

25.1% 18.3% 8.5% 14.9% 24% 6.5% 2.7%
Board of Directors

Marci Morris, Chairman of the Board
Marci is the CFO of Stair Supplies in Goshen, Indiana. She has helped guide and grow the family business since its inception in 2001 and has been instrumental in its success. Marci has expertise in accounting, human resources, and e-commerce channels. She and her husband Len have grown Stair Supplies into a thriving business. She is a graduate of Bethel College. One of her greatest joys comes from serving her community through her seamstress abilities. Every year she creates costumes for several plays and musicals for students in the Goshen area. Marci and Len have three children who also assist with the family business.

Michele Ruby, Secretary
Michele has spent the past 25 years as a development professional, engaging individual donors, corporations and foundations in meaningful, impact-oriented philanthropy. During this time, Michele has raised over $60M in support for Kingdom causes, including World Relief, Opportunity International and The Veritas Forum. Michele is a board member for The Achungo Children’s Center in western Kenya as well as Starfish Project. She is a mentor for Praxis Lab’s non-profit accelerator. Michele and her husband Tom have been married 28 years, have three adult children, and live in San Francisco, California where they attend Eucharist Church.

Malcolm Mitchell, Treasurer
Malcolm holds a BA in business from San Diego State University and an MBA from UCLA. He is the founder of four successful companies, three of which were sold to Fortune 500 companies. Industries include tissue culture, medical devices, industrial automation, and electrochemistry instrumentation. He was also the COO of an international chemical company. He is the co-founder of a medical clinic in the Congo for the pygmies and a laser tattoo removal program for those in prison and on parole. He is retired in San Diego with his wife, Sharon.

Jenny McGee
Jenny is the Executive Director and Founder of Starfish Project. She has lived in Asia for over fifteen years. Before Starfish Project, she served as the Chief Representative and Project Manager for the Beijing Branch of Alpha Communities. In addition to leading Starfish Project, Jenny is also on the Senior Leadership Team for an organization that offers support to expatriates living in Asia. She currently lives in Beijing, China with her husband Doug and their three children.

Keith Spurgin
Keith is the Founder and President of The Growth Resourcing Group (GRG) which mentors leaders of organizations to develop healthy cultures that positively influence people’s lives and change the world for good. He is also the Founder and Lead Pastor of New Hope Church in Wylie, Texas. He and his wife Susan lived in Hong Kong, China for many years before moving back to Texas to begin New Hope. He is also on the Board of Ten Thousand Homes, a NGO in South Africa bringing hope and a home to vulnerable children. Keith loves cycling, traveling, reading, and watching sports.

Chris Turner
Chris has his Ph.D. in Organizational and Leadership Development. He has over 13 years of experience working in Asia. He has consulted for the United Nations, Global Fund, and bilateral donor agencies. Chris is a co-founder of Aligned Corporate Culture and Executive Coaching, where he consults for a range of organizations across Asia in strategic planning, leadership coaching, and organizational development. He currently lives in the UK with his wife SJ and their four boys.
LULU’S STORY OF HOPE

I was born into a poor family and for as long as I can remember, my father did not have a job. He drank a lot, gambled, and was frequently in and out of jail. My family valued boys more than girls. I was beaten by my father and when I was 12, my own brothers raped me. They said they would kill me if I told anyone, so I didn’t. I thought it wouldn’t happen again, but it did, and each time I fought back, they would beat me. Eventually, I told my parents but my dad said it was my fault and said I tempted my brothers.

My parents ended up getting a divorce and I wanted to leave my family. When I was in middle school, I met a man that I thought treated me well but he trafficked me to another city. I ran away and met another man who I thought was my boyfriend, however, he also trafficked me into a massage parlor.

Three years later, I met the members of the Community Services teams at Starfish Project. I joined the production team and am now the Finished Product Inventory Manager at the Riverside Branch. I have studied computers at Starfish Project and have recently become a Microsoft Office Specialist Master. I have also started taking typing classes because my dream is to become a stenographer someday.

After coming to Starfish Project, one of my brothers died in a car accident, and although he had hurt me, I was really sad about his death. At that point, I started working on forgiving my family and increased the time that I went to visit them throughout the year. My relationship with my family is still difficult, but I know that the Individual Growth Plan I have made with the Riverside Holistic Care Manager will help me as I pursue forgiveness and develop relationships with my family.

To read LULU’s full Story of Hope and more stories like hers, go to www.starfishproject.com/storiesofhope
GET INVOLVED

Donate to Our Women and Girls
Your financial resources make it possible for exploited women to experience freedom. When you donate $1, our social enterprise can generate $2.30 in additional revenue.

Send Checks To:
Starfish Project
118 S. Main Street, Suite 2
Goshen, IN 46526

To Give Online, go to:
www.starfishproject.com/give

Buy Jewelry
Every piece you purchase will help provide a dignified job for an exploited woman.

Share Our Story
When you engage with Starfish Project on Facebook, Instagram, and Pinterest, more people learn about our work with trafficked women.

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