

THISTLE FARMS



Annual Report

COME TOGETHER

A 25 YEAR HISTORY

2021-2022

Our Mission

Thistle Farms is a nonprofit social enterprise dedicated to helping women survivors recover and heal from prostitution, trafficking, and addiction. We do this by providing a safe space to live, a meaningful job, and a lifelong sisterhood of support.



Dear Friends,

We are simply overcome with both gratitude and hope as we reflect upon how our collective work has broken through the toughest places and blossomed like the resilient thistle over the past 25 years.

Together, we have lit a pathway for hundreds of courageous survivors and grateful Thistle Farmers to discover how love heals and established a national network of like-minded organizations across the country. Together, we've bravely set aside expectations and redefined belonging that celebrates vulnerability and second chances.

Our programs have evolved and expanded over the years, and we've more than doubled our manufacturing facility this past year. We remain committed to lighting a pathway of healing and hope for women survivors of trafficking, prostitution, and addiction. With your support, we opened our newest home, expanded our job readiness program, opened 6 affordable housing units for Thistle Farms graduates, and welcomed more than 40 women into safe residential housing this past year.

As we look ahead, our compass is set on thriving.

Our future lies in continuing to welcome the stranger, build new partnerships, and strengthen our networks to be a place of hospitality, healing, and hope. On each step of this journey, we have paused to take the time to recognize each other's strength, hold space for each other's pain, and look to the future with our arms linked as a community of survivors, supporters, and champions.

Together, we will collaborate and create innovative solutions to expand our programs for survivors to receive individual, trauma-informed care alongside the development, training, and mentorship that leads to opportunities for a meaningful job, a thriving life, and a lifelong sisterhood of support.

We come together to rise in defiance and courage for survivors and your continued support is critical as we journey ahead.

With love and gratitude,



Tasha Kennard

Tasha Kennard
CEO



Becca Stevens

Becca Stevens
Founder & President

Dedicated to

Becca Stevens



How can you measure the impact of one individual? By the birthing and growing of a multi-million-dollar business? By the thousands of candles sold? By a dozen books written and published? By the thriving global partnerships established? By the hundreds of jobs created?

It all began with one residential sanctuary, one candle poured in a church basement and lit, and one building that grew and grew and grew.

With one woman who repeated two words thousands of times: Love Heals. Love Heals. Love Heals. Who never lost faith in that prayer. Who made us believe love heals.

One woman, who held hands to make a circle of four, which grew to eight, then twenty, then forty...and on and on the circle grew.

A circle that always opens to welcome in more. "Come into the circle. We love you. And you. And you. And you."

How do we measure the impact of one woman who dreamed of a sanctuary for women who had none, of reconciliation for those who felt hopelessly alone, who worked tirelessly to bring that dream to fruition and keeps dreaming? Who walks every day in her words that love is the most powerful force for change in the world?

We share in the gratitude of all the women since 1997 who have been given sanctuary, hope, and seen the flame of a candle light their way home. All the women who have been healed by love, all those who love them, and all those we love though we haven't yet met.

It is in their names that we dedicate the 2022 Annual Report to our founder, our leader, our inspiration, our dreamer, our candle lighter, and our love healer, Becca Stevens.

THISTLE FARMS



Residential Program

10,220

nights of safe housing

76

women served by the safe house since 2020

3,141

medical and counseling appointments



Then

Our first house was a small sanctuary in East Nashville where five women in 1997 were welcomed home. By 2003, we had secured Nashville's first permit for a group home in a residential neighborhood and four homes hosted 20 beds where women could begin their journey.

The guiding principles were simple: no cost to the participant, 2-years of housing and healing, with no authority living in the house. Residents were accountable for themselves and to one another, creating a supportive environment to foster sisterhood and healing.



Now

25 years and 156 resilient Thistle Farms graduates later, we now host 32 beds in 6 homes in Nashville. The most recent home opened Summer 2022 and was named Cato House in honor of Hal Cato, who departed Thistle Farms after 6 years as CEO.

In addition to our residential homes, in 2020 we opened the first safe house in Middle Tennessee with four beds dedicated to helping trafficking survivors find short-term, emergency housing. During each woman's stay, we work to find long-term resources to continue her healing journey.



I've been here for two years and we've grown so much in that time. I'm excited to see how many more lives we'll touch in the next 25 years and I want to continue growing and be a part of this growth. As long as I feel healthy and I feel safe, I'll be right here to help and do whatever I'm able to do.

Terrié Moore, 2021 Graduate

National Network



Growing a National Network requires patient investment, bold advocates, and loving communities. It is a testimony to the truth that small groups of women can change the world.

Becca Stevens, Founder & President



Then

In 2011, Eden House in New Orleans became our first sister organization in what would become the Thistle National Network. After welcoming its first resident in 2012, Eden House has housed more than 67 residents and assisted over 400 clients. The program addresses the Greater New Orleans area's epidemic of human trafficking and commercial sexual exploitation for all races and ages.



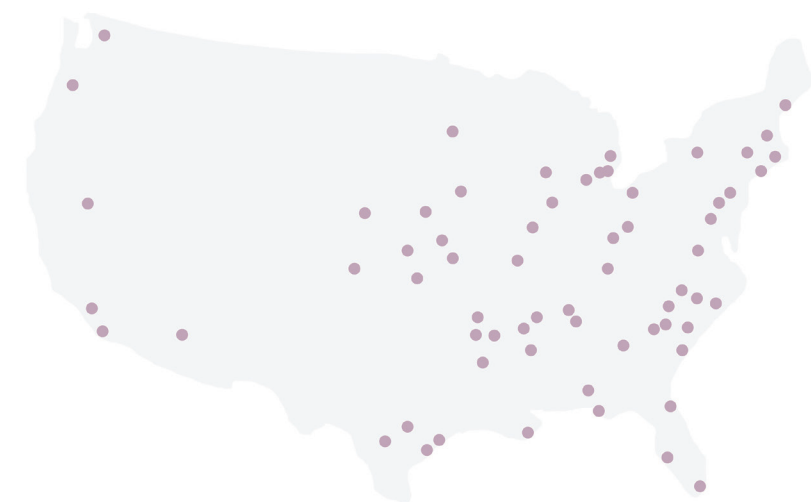
Now

Today, Thistle Farms hosts the largest network in the United States committed to a housing-first model for survivors. In March, we hosted more than 300 world changers at our National Conference where together we learned more about public policy, outreach, and social enterprises.

569
beds across
the country for
women survivors

92
sister organizations in
our network with 57 open
residential programs

35
programs in
development





Social Enterprise



Then

In 2001, we started our first social enterprise, creating a path for residents to gain financial independence while still on their healing journey. It all began in a 750 square foot parish basement with borrowed pots and shared recipes for essential oils, candles, and balms. The products were made with intention by women whose bodies had not been their own as a way to reclaim and heal.

St. Augustine's Chapel and St. George's served as our first 'manufacturing centers' as we explored what it meant to create sustainable income for our mission and residents.

Now

Since those early days, we've grown exponentially. In 2010, the gift of our current space on Charlotte Avenue allowed us to move operations into a 3,000 square foot facility where we could employ 25 women and welcome a number of volunteers as we poured candles and made paper out of dried flowers. Just a few years later, we moved into a nearby 7,500 square foot facility and grew our line to 83 different products, including soaps, lotions, room sprays, and more.

While that facility was meant to last us 10 years, we quickly outgrew the space after only five years and needed to move again. Our new manufacturing and logistics center in West Nashville more than doubled our space, bringing us to 22,000+ square feet.



127,282

customers, 46% of whom are repeat purchasers

127,115

hours of employment

642

wholesale locations across the county



Global Shared Trade



Each Partner Shares These Values

- **DIGNIFIED EMPLOYMENT FOR WOMEN**
Often survivors of sexual exploitation or extreme poverty.
- **COMMUNITY DEVELOPMENT**
Investing profits into healthcare, education, safe houses, food security, and more for each community.
- **DIRECT SUPPLY CHAIN**
To provide greater revenue for social enterprise growth and reinvestment.

Then

In 2014, our social enterprises expanded to address sexual exploitation, trafficking, and extreme poverty on a global scale through an aligned network of artisan enterprises supporting women's dignity and economic opportunity, and community programming.

Our first global partner, Ikirezi in Rwanda, produces organic essential oils from some of the fields where the 1994 genocide took place. Working primarily with widows and adult orphans from the genocide, Ikirezi uses holistic efforts to restore dignity and rebuild communities. Ikirezi is our sourcing partner for the geranium oil used in our best-selling Essential Oil Bug Spray.

Now

Our Global Shared Trade partners now tally 39, spanning 21 countries and supporting 1,400 artisans through product sales and small business development.

One of our newest partners is Colectivo 1050° in Oaxaca, Mexico, elevating the symbolic, cultural, and commercial value of pottery. With the renewed revenue from this ancient craft, women in Oaxaca are spinning clay from the earth into revenue to build schools, change laws, and overcome the gang violence of their community.



1,400

survivor artisans
employed by partner
organizations

21

countries

34%

average partner
growth over the
last 5 years

58¢ per \$1

average revenue
returned to our partners



The Café



Now

The Thistle Stop Café closed briefly in 2017 for renovations and reopened as The Café at Thistle Farms, with an expanded menu and renewed commitment to welcoming and offering radical hospitality to every guest, resident, stranger, and old friend who crosses our threshold.

32,000+

guests served in the last 12 months

+49%

pre-pandemic sales

84%

of cafe employees are in recovery



Then

The Café is a tangible sign of the deeper meaning of healing, hospitality, and the honor of serving others. So we knew that if we wanted to welcome the community, we needed to feed them. In 2013, we opened the Thistle Stop Café. Without a kitchen to start, we served a limited menu with the help of various local catering partnerships. Stage for performances on Thistle Thursdays for singer-songwriters included acts such as the Indigo Girls, Reba McEntyre, and Kelly Clarkson.

The Café became a way to welcome donors, volunteers, and supporters who were making their way to Thistle Farms from far and near, and to extend the reach of our social enterprises.



A Story in Every Cup

The entrance of The Café is graced by a unique installation of teacups that represents our founding principle to show hospitality to all.

Over 1,000 cups were collected - along with the story of each person who gifted it to us.

One is from a then ninety-five-year-old Japanese woman who had been in an internment camp in World War II.

There is a cup that came with the story of a heroic grandmother who survived the brutality of an older relative and ran away to make a home.

One of the treasured cups came from the child of a survivor in Bosnia, who was able to flee the genocide.

Every cup has a story, and every person walking through our door is carrying a story. Our job is simply to welcome them and offer them a cup of healing tea.



Then

In 1997, Becca Stevens and a dedicated group of volunteers worked to bring the vision of a healing community for women in need of understanding, safety, and recovery to life. Throughout those early hand-to-mouth years for the organization, volunteers and later staff navigated a number of challenges to build the business: wearing multiple hats, borrowing computers, and providing rides to women in the program to access basic needs like a doctor's appointment or the grocery store. Four of those volunteers - Holly Anglin, Marlei Olson, Sherri Roddick, and Stacey Wilson - are still on staff today, having played a pivotal role in helping to build Thistle Farms from the ground up.

Employees & Locations

68%
identify as a survivor

41%
of our 103 team members are current residents or graduates of the program

\$23,000
in emergency employee assistance granted

Now

From the foundations established 25 years ago through grit, hard work, compassion, and starting each day in a circle to reflect and ground the day's intentions - a tradition that continues today - Thistle Farms was able to bloom. Like the thistle, our organization has grown amidst the concrete of West Nashville. Our Nashville campus spans four locations, with an additional office in Washington DC.



Fundraising

Our first capital campaign raised more than \$1 million to build a home with 8 additional beds. The cost was half of what it would cost to incarcerate 8 women, and with far more hopeful outcomes.

Then

Our very first fundraiser took place in 1998 in Becca's living room, where we wrapped Christmas presents for others for a \$25 donation.

The next year, we held our first real fundraiser in the lobby of a Brentwood hotel with musical guests Marcus Hummon, Matraca Berg, and Marshall Chapman. Hundreds of people heard the love story firsthand and started spreading the word.

A new tradition was born that has served us well ever since.

The event grew from being held in hotel lobbies and on Vanderbilt's campus to sold out shows at the Ryman.

Now

More than 250 people gathered in April to honor Thistle Farms' past, celebrate our present, and dream about our future at our 25th Anniversary Gala at Saint Elle. Chaired by Brad and Kimberly Paisley, the event featured special performances from Marcus Hummon & Levi Hummon, Tommy Prine, and Tamica Nicole.

From sold out fundraisers, meaningful storytelling, and engaging campaigns, our fundraising has grown to over 7,000 donors and passed \$7 million dollars in the past fiscal year.





In *Gratitude* for Our Supporters

GIFTS RECEIVED JULY 1, 2021 - JUNE 30, 2022

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John Weisenseel (President-elect), Community Leader & Volunteer

Kathi Whalen, HCA Healthcare

Kaitlin E. White (Board Intern), Lewis Thomason, P.C.

2022 – 2023 GLOBAL ADVISORY BOARD

Frannie Kieschnick, Kieschnick Foundation

Fiona Prine, Hello In There Foundation

Laurie Platek

Lori Barra, Isabelle Allende Foundation

Cathy Brown

Tara Armistead

Mike Kinman, All Saints Pasadena

Jeff Brown, Dollar General
 Thistle Farms Board Member Representative

Nicholas Hitimana, Ikirezi
 Global Partner Representative

Kit Ford, Argrow's House
 Global Partner Representative

Abi Hewitt, Love Welcomes
 Global Partner Representative

Maeve McConville
 Global Financial and Operations Advisor



For everything you have done for us in the past, everything you still do, and will continue to do: We at Thistle Farms are thankful and look forward to a prosperous future together.

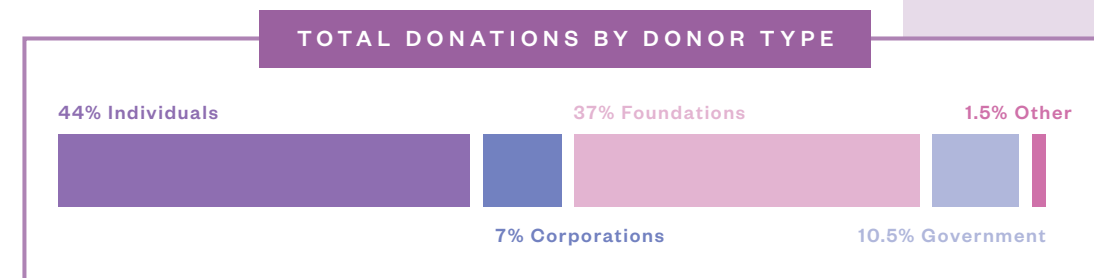


Financials

Statement of Financial Position

For the period ended June 30, 2022

ASSETS	FY2022	FY2021
Cash and Cash Equivalents	2,477,987	2,780,344
Accounts Receivable	452,807	263,912
Other Current Assets	389,393	296,352
Inventory	1,000,846	706,741
Property & Equipment	7,293,131	5,456,203
Intangible Assets, Net	9,521	39,712
TOTAL ASSETS	\$11,625,685	\$9,542,264
LIABILITIES AND NET ASSETS		
LIABILITIES		
Short-term Liabilities		
Accounts Payable	159,597	115,881
Accrued Liabilities	423,418	346,586
Other Current Liabilities	159,064	695,577
Total Short-term Liabilities	742,079	121,440
Long Term Liabilities	159,918	
TOTAL LIABILITIES	\$901,997	\$1,279,484
NET ASSETS		
Change In Net Assets	1,489,275	189,615
Without Donor Restrictions	7,518,043	6,343,599
With Donor Restrictions	1,716,370	1,729,566
TOTAL NET ASSETS	\$10,723,688	\$8,262,780
TOTAL LIABILITIES AND NET ASSETS	\$11,625,685	\$9,542,264

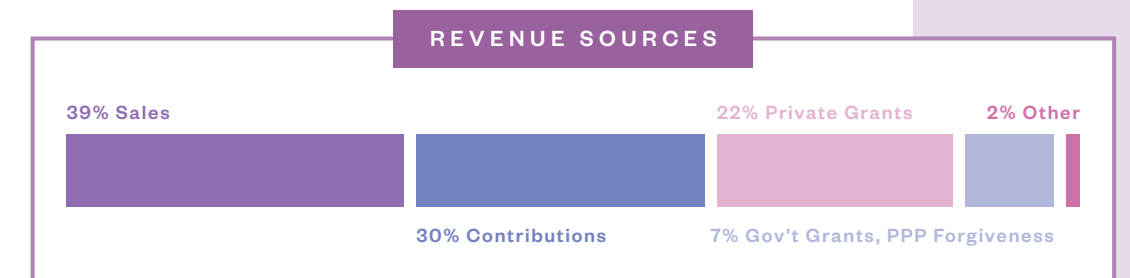


*FY22 results as shown are unaudited.

Statement of Operating Activities

For the period ended June 30, 2022

REVENUE	FY2022	FY2021
Contributions, Operating	5,828,650	3,209,901
Grants	835,142	541,411
Government	893,041	695,500
Sales	4,908,063	3,995,112
Other	145,053	71,224
TOTAL REVENUE	\$12,609,949	\$8,512,638
EXPENSES		
Direct Expenses	2,862,762	2,381,013
Payroll Expenses	4,159,930	3,356,129
Professional Fees	893,976	620,483
Travel and Entertainment Expenses	163,254	71,835
Advertising and Promotion	395,454	109,891
Other Program Expenses	560,539	378,890
Other Operating Expenses	427,074	294,838
Facilities	860,182	437,703
Depreciation and Amortization	797,503	672,313
TOTAL EXPENSES	\$11,120,674	\$8,325,025
CHANGE IN NET ASSETS, TOTAL	\$1,489,275	\$189,615



*FY22 results as shown are unaudited.



No matter where we are, *we are better coming together* than living separately.

COME TOGETHER

We weave our separate paths into a community because even though there is brokenness, we long to live in hope. Because we seek to be part of something bigger than ourselves.

We come together because alone, we may struggle. But together, we can change the world.

