



LIFE-CHANGING RESULTS OF

BECAUSE JUSTICE MATTERS

2020 REPORT

Mission & Vision

Because Justice Matters builds pathways to brighter futures for women and girls in urban communities. Those pathways are built when women and girls are empowered in their creative and prophetic voices, when they experience holistic healing and freedom, and when leadership is cultivated in them. Over the last 12 years, BJM has identified multiple strategies to reach women and girls in the Tenderloin neighborhood in San Francisco:

[Women's Department](#)

[EdenMade - Adult Entertainment Industry Department](#)

[Youth Department](#)

[Families Department](#)

This comprehensive report details each program's unique approach to building pathways to brighter futures and the impact that has followed. Our programs have taken many forms over time, but the goals and vision have remained the same. This year, while pivoting everything, we're choosing to highlight the breadth and depth of BJM's impact over the span of the last eight years. As we reflect on our history, we see our impact compounded and transformation amplified in the lives of the women and girls.

Our Living History



2008
BJM is founded



AUG. 1, 2009
First Nail Day



AUG. 2011
First Family
Fun Fest



SEP. 2013
BJM opens
The Well, a center
for women & girls



FALL 2013
Youth Department
is launched



OCT. 2013
City Club
First BJM gala



MAY 2014
First dance
recital



SUMMER 2016
Leadership Development Intensive
established to equip leaders
to work with women &
girls in urban contexts



FALL 2016
Families Department
launches Mother's
Brunch



JAN. 2018
BJM moved out
of The Well into
WeWork



FALL 2018
EdenMade launched
outreaches in clubs



FALL 2018
Lily Club launches
after-school enrichment
& leadership development
program for 5th-8th
grade girls



FALL 2019
Girls' dance classes
expand to Creative Arts
program with addition
of music & theatre



SPRING 2020
Brighter Futures
Benevolence Fund
established



SPRING 2020
Families Department
launches Brave
Space groups
for moms

Spheres of Influence

BJM's vision and mission extend beyond the lives of women and girls in the Tenderloin. We invest in transformational relationships with our volunteers, donors, and community partners. We celebrate our Community Partners.



“These interactions have opened my eyes for the city and given me a deep heart for my neighbors: mothers, friends and daughters... people just like me who've been dealt a different set of circumstances.”

— Rhonda Poppen, Nail Day Volunteer, Past President SF Rotary

“Our daughter Maya has always been dancing. It's played a huge role in teaching her life skills. Dance develops character of being confident in who you are in mind, body, and spirit. It creates space for dancers to be free with their bodies and make beautiful movements, and it's an outlet from learning at school that helps develop the artistic side of the brain. What would it be like if we didn't have the opportunity and ability to pay to put Maya in dance classes? When God blesses us, it's not just for us. Dance is a gift, and we have the ability to give that gift by donating to BJM.”

— Rachael & Justin Wade, Donors

“While we support a variety of organizations, those that resonate with us the most have a faith background. It's not just about programs and services, but a much deeper understanding of how faith plays a role in restoring lives and healing. So that was an instant yes for us. BJM had to be something that we support and love.”

— Wendy Lee & Jerry Wang, Donors

COVID-19 RESPONSE

When COVID-19 hit, and Shelter-in-Place orders went into place, every single family with whom we work was affected economically, with either a loss of wages or a significant decrease in work hours.

COVID-19 did not keep us from connecting with our community. BJM responded with an equally powerful pivot. Our focus on relationships continued, and even deepened, as we provided social, emotional, and spiritual support to women and girls whose lives had been turned upside down. Since relationships based on trust and honor had already been established, families opened up about their needs and invited others to do so, as well.

The Brighter Futures Fund was established as a benevolence fund to meet emergency assistance needs. Our goal was to maintain housing for hard-working, immigrant families who are long term residents of San Francisco. In addition to financial support, we provided valuable referrals to other community-based resources for sustained needs.

One hundred percent of the donations to the Brighter Futures Fund benefit families in need. This is one of the most tangible ways to make a financial impact through BJM.

During our 3-month pilot, 12 households with a total of 29 children received aid. On average these families had lived in their homes for more than 10 years. One third of applicants were 20 percent under Area Median Income (AMI) and another fourth were 30 percent below AMI.¹

COVID-19 didn't stop us from providing creative programming either.

- The Youth Department team hosted more than 100 virtual classes via Zoom in the first three months of Shelter-in-Place. These classes provided a healthy and creative outlet for girls to practice choreography and toning exercises, all while enjoying movement and just being silly!
- The Families Department accelerated the launch of its Brave Space Groups to provide a deeper level of support and community throughout the week.
- When in-person connection wasn't possible for Nail Day and EdenMade outreach, personal relationships born out of these programs continued to thrive.

In response to needs that arose as a result of COVID-19, we collaborated with new and existing community partners. We are extremely grateful for our many community partnerships, as noted throughout the reports for each BJM department.



“It’s life-giving to live my purpose alongside people in my community who are radical about loving Jesus and showing His love to others.”

—Cori Shearer, Volunteer with EdenMade & Youth Department

¹Pre-COVID-19, 20% AMI for a family of five was less than \$27,000 annual income; 30% AMI was less than \$40,000 annual income.