

# ANNUAL REPORT 2024

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ONE PURSE  
*empowering dreams*



# Hope is the Foundation of What We Do at One Purse

## Message From Founder & CEO



Heather Case

Before we provide a scholarship for education or a job in our employment program, we offer hope. When a woman enters the One Purse Dream Studio, she is greeted by a life-size painting that says, “the world needs who you were made to be,” and we believe this is true for every woman we serve.

This year, we had the privilege of **empowering 182 women** through our One Purse programs. Your investments are providing jobs, scholarships and empowerment workshops, offering these women true hope and tangible opportunities to build financial independence.

At our 2024 Freedom to Dream event, we honored women who are accomplishing significant milestones toward economic freedom: buying a first home, becoming a mental health counselor, starting a business and even being accepted into law school. Your generosity makes these incredible strides possible.

We are honored to partner with you! Thank you for all of the ways you rejoice in hope with us, by praying, volunteering, and giving to the mission of One Purse. Because of you, we are able to offer the transformational power of hope and economic freedom to every woman we serve.

“REJOICE IN HOPE, BE PATIENT IN TRIBULATION,  
BE CONSTANT IN PRAYER.” *Romans 12:12*

### Mission

One Purse empowers women overcoming abuse, addiction, exploitation and trafficking on their journey to wholeness & economic freedom.

### Impact

In collaboration with strategic partners, our Employment, Education and Empowerment programs eliminate barriers to economic freedom for vulnerable women in our community and nationwide.

### Values

- Lead with love – for self and others
- Serve all with dignity and respect
- Celebrate beauty refined through brokenness
- Do hard things with grace and perseverance
- Remain steadfast in faith, gratitude and humility
- Collaborate for hope and freedom



# Our Impact

## 182 WOMEN SERVED

"Without the help of One Purse, I would have had to put off my educational and career goals. With the help of One Purse, I'm able to go to school and continue growing in economic stability."  
-Deborah

### EMPLOYMENT

In our innovative social enterprise, women are employed at One Purse to run an e-commerce purse shop. Donated brand name purses are resold and the revenues from purse sales are reinvested into the programs to provide more jobs and scholarship resources.

**SKILLS ACQUIRED:** customer service, communication, marketing, inventory management, photography, e-commerce, professional writing, authentication, spreadsheets and workplace etiquette



5,854 paid employment hours

the rePURPOSE project



### EDUCATION

Scholarships are provided for college tuition, vocational training and education resources.

132 scholarships

\$142,833\* scholarships

\$22,680\* in kind laptops from Aeras Foundation partnership



restore her dream fund

"The Dream Cycle Series was transformative to my life. I am so grateful for this group and the growth that came from it!"  
-cohort participant

### EMPOWERMENT

Curriculum for life and heart skills for women we serve.

35 completed 18-module course



THE DREAM CYCLE SERIES:  
a wholehearted journey to your dreams





## 2024 Freedom to Dream Award Winners

PRESENTED BY:

**ROCKEFELLER**  
GLOBAL FAMILY OFFICE

The Jones Connolly  
Pollock Group



### ANGIE CONN Scholarship Recipient

Angie Conn is a passionate educator and leader who empowers individuals to embrace their authentic selves. In 2018, she founded SheWhoDares Consulting LLC, and in 2022, Kintsugi & Flow Therapeutic Yoga, focusing on non-traditional healing and post-traumatic growth. Her mission is to create spaces for survivors of sexual trauma to thrive through radical self-compassion and tailored therapeutic approaches. Angie travels nationwide to educate and equip direct service professionals in effectively supporting the most vulnerable populations.



### SARAH CAINE-MARTIN Scholarship Recipient

Sarah Caine-Martin has a Bachelor of Science in Social Work and is completing her Master's at Winthrop University to become a licensed therapist for complex trauma survivors. She is particularly passionate about the need for new, radical changes to the mental healthcare system for those living with PTSD. Sarah is the Mental Health Advisor for the South Carolina Human Trafficking Task Force and a certified facilitator for Ending the Game, a "coercion resiliency" curriculum designed to educate and empower survivors of commercial sexual exploitation and trafficking. She is a valued leader and friend in the survivor community and is using her story of resiliency to walk alongside others to help them experience hope and healing.

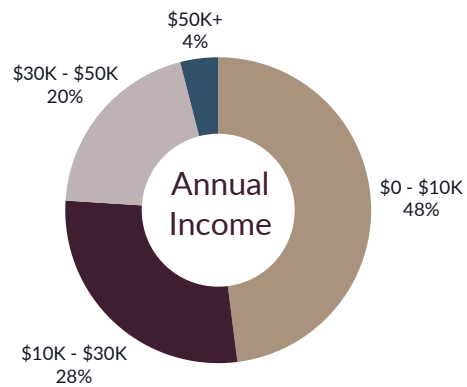
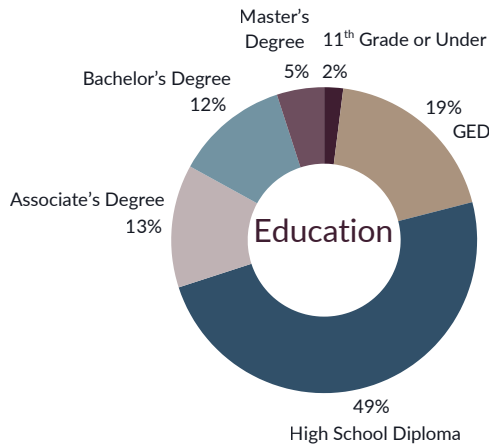
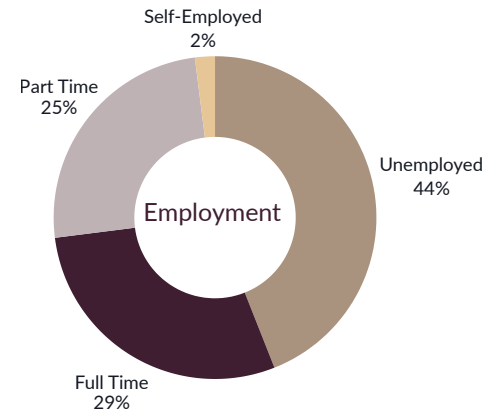
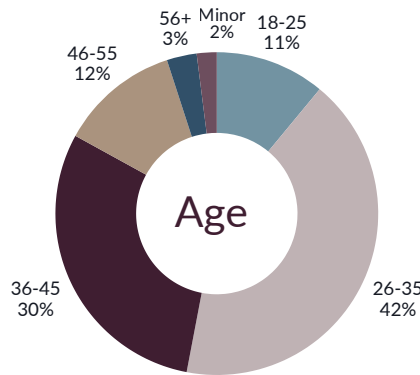
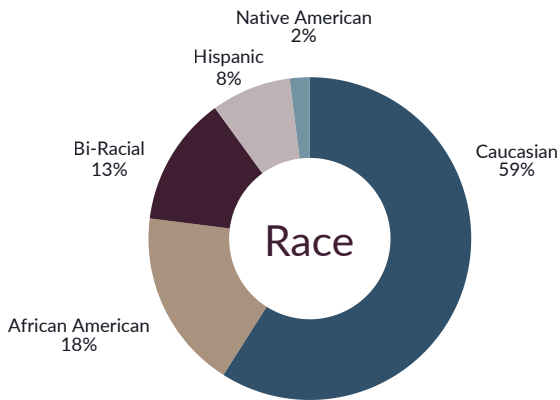


### PALOMA BAVCEVIC Scholarship Recipient

Paloma Bavcevic graduated from Covenant College in May 2024 with a Bachelor of Arts in Psychology and a minor in Sociology. She has been accepted to Mississippi College School of Law to pursue a Juris Doctorate degree. Paloma is serving in a residential facility with an anti-trafficking organization, assisting women along their healing journeys. She has a passion to pursue justice for trafficking survivors who are fighting for their stories to be heard and redeemed.



# Who We Serve



One Purse was one of the first organizations to understand and embrace our mission. Heather Case and her team have worked with us to aid in our understanding of this topic in the Central Florida area. This included initially developing a survey across organizations to determine where the gaps were in the fight in the Central Florida area. One of the top gaps from the survey showed a lack of meaningful jobs with livable wages for human trafficking survivors, which also includes understanding the needs to prepare survivors to be employable. *One Purse has worked diligently to grow a business that allows hiring of survivors as well as providing scholarships to survivors to augment their training and education to prepare them for employment.*

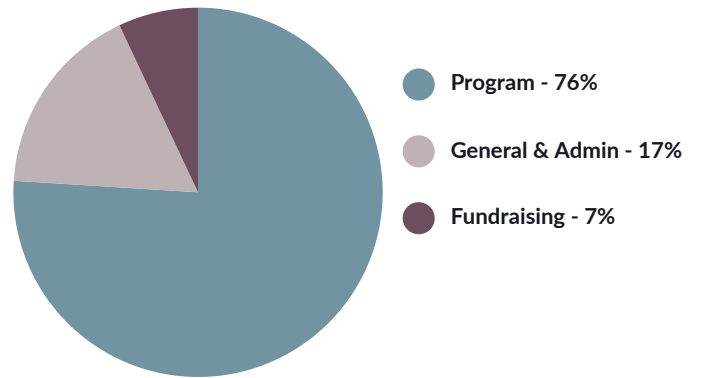
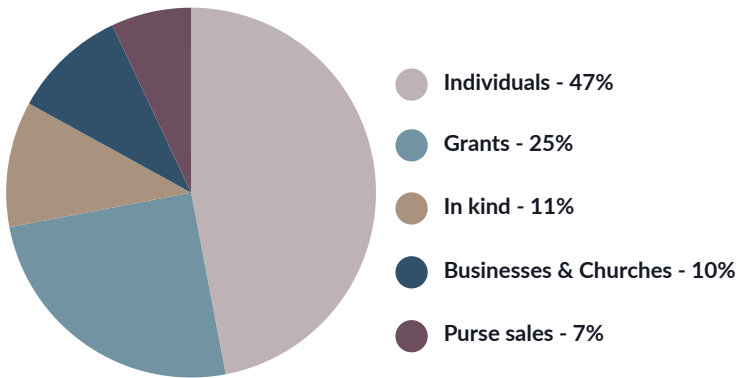
SAFE has partnered with One Purse and provided grants for projects that do indeed prepare survivors for employment as well as the direct hiring of survivors. It has been our experience that One Purse has been reliable, consistent, dedicated, and financially responsible. We are proud to have them in our alliance.



KAREN LANE, DIRECTOR, SAFE IN CENTRAL FLORIDA



# 2024 Funding



**Total Revenue: \$1,229,653**

**Total Expenses: \$904,633**



*Special Thank You*

**BIG NOVA**

Special thank you to Big Nova Foundation for their Matching grant of \$250,000 for the Freedom to Dream Fundraising Luncheon, helping to raise a record amount of funding for jobs and scholarships.



In 2022, AdventHealth made a commitment to the Central Florida community to support workforce development programs and initiatives. We know that steady and well-paying jobs lift people out of poverty and their health is ultimately improved by that. We were drawn to the mission of One Purse because of the unique ways that they address one of the worst problems afflicting our region- human trafficking- through skill building and job readiness. The financial sustainability created by their program assures us they are focused on their future and will continue to help so many.”

**MEGHAN CURRAN, DIRECTOR OF COMMUNITY ENGAGEMENT, ADVENTHEALTH**



# 2024 Business & Community Partners

COMMUNITY  
BUILDER



PRESENTING  
PARTNER



The Jones Connolly  
Pollock Group



CAREER  
BUILDER



FREEDOM  
BUILDER



HOPE  
BUILDER



Donating a pre-loved designer purse became easier!

With our Orlando Cleaners partnership, their customers and others can drop off a purse donation at any of their 18 Central Florida dry cleaning locations.



Jeff Alexander & Tricia Alexander  
Owners of Orlando Cleaners

# 2024 Board of Directors & Staff



**Board of Directors** | to r: Kourtney Street, Tricia Alexander, Sophia Brown, Erin Brown, Heather Case, CEO, Debbie Kelley, Chair, Cathy Riley, Past Board Chair, Dr. Beth Phillips, Maria Garton, Julie Wordell

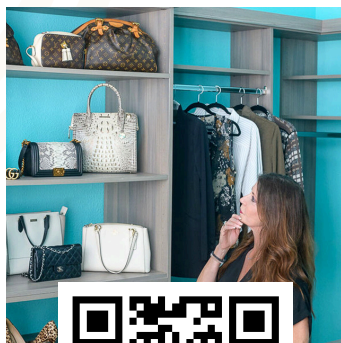


photo by Jen Adams

**Staff** | to r: Erin Brown, Kelly Rudisill, April Turner, Keri Rivera, Darian Long, Megan Malone, Nicole Milard, Heather Case, Morgan Middleton

Help us provide education and employment opportunities that empower women to build financially independent lives.

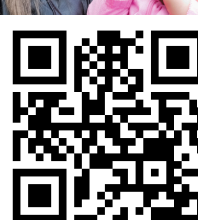
**DONATE A PURSE**



**SHOP OUR SITE**



**GIVE FINANCIALLY**



ONE PURSE

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OnePurse.org