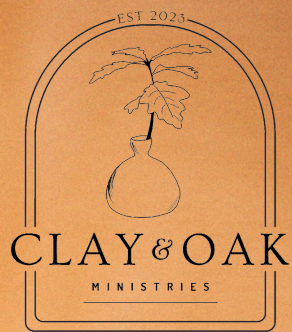




CLAY & OAK
GROWTH RINGS: VOLUME 1

2024- The Foundational Year





2024 IMPACT REPORT

TABLE OF CONTENTS

INTRODUCTION

Message from The Chairman	3
Message from The Founders	4

WHAT WE DO

Organization at a Glance	5
---------------------------------	---

IMPACTFUL MOMENTS

Notable Achievements	7
-----------------------------	---

FINANCIAL OVERVIEW

Support & Expenses	9
---------------------------	---

GET INVOLVED

Key Volunteer Projects	11
Take Action	13

BOARD OF DIRECTORS

Our Leaders	15
--------------------	----

MESSAGE FROM THE CHAIRMAN

Friends and Supporters,



“I commit to each of you that this board will continue to serve these women with Christ at the center of each decision we make. Caring for the hurting without the ultimate healer is not caring for them at all.”

I am humbled and honored to serve on the Clay & Oak board. I vividly remember sitting on a park bench with Sarah shortly after she spoke with Ashley Houkom, talking about the dream that would become Clay & Oak. As someone who evaluates every option and wants to work out any potential problems, I can tell you that there were countless hurdles to overcome and a pile of logistics that would make this anything but easy. In all the confusion, one thing was abundantly clear: this was God’s plan, and there was no option other than trusting him with everything!

As we are a little over a year in, all of the hurdles and logistics have not been solved, but I can confidently say that God has solved the ones that we need in His timing. This past year and the many years ahead, we will strive to stay in perfect step with God’s plan and timing. Not ahead, not behind, but in step. Even in this short time, we can look back and see when we moved faster than He wanted, and He is so gracious to correct us back to His perfect plan.

This is long, hard work. Walking with someone as God restores them to who they were meant to be takes time, but it is worthy work! It has been amazing to see women that Ashely, Sarah and Ashely have worked with for years begin to shed the lies that this world and our enemy have been telling them for most, if not all, of their lives. To see them start to believe that they are cherished daughters of the King is nothing short of a move of God.

I commit to each of you that this board will continue to serve these women with Christ at the center of each decision we make. Caring for the hurting without the ultimate healer is not caring for them at all.

Thank you for your support this past year. I look forward to seeing how God uses you and me this coming year to rescue and restore His children. This is not something that the board or the staff can do alone. Using the gifts God has entrusted us with, it will take each of us to carry out His plan through this ministry.

With heartfelt gratitude,

PAUL HOLLADAY
Chairman of the Board

MESSAGE FROM THE FOUNDERS

As we reflect on the past year, our hearts are filled with gratitude and awe at what has been accomplished since Clay & Oak was founded. This first year has been a journey of faith, courage, and collective action, and it's all thanks to you—our community of supporters, partners, and advocates!

When we first envisioned Clay & Oak, we saw a haven where women could find hope and healing after experiencing so much trauma. We dreamed of a place where survivors could rediscover their dignity, rebuild their lives, and step into a future filled with purpose and identity in Christ. Today, we are humbled to see that vision coming to life.

Each story of resilience and transformation inspires us to keep going. We have witnessed women regain their confidence, start to dream, and find a sense of belonging—proof that healing is possible when we come together to provide support and resources.

This year has not been without its challenges. Building a new organization from the ground up requires perseverance, adaptability, and incredible dependence on the Lord. Yet, we are reminded through every obstacle that He is always with us. Apart from the Lord, your encouragement, prayers, and contributions have been the foundation of our progress. We can't say thank you enough!

Looking ahead, we are excited about the future. We are actively working towards purchasing a permanent property for Clay & Oak, a place we can call home. This milestone will allow us to expand our programs and provide even more excellent stability for the women we serve.

We invite you to continue walking alongside us as we close this first chapter and look to the next. Your involvement changes these women's lives, whether through volunteering, donating, or simply sharing our mission with others.

Thank you for believing in this cause and being part of the Clay & Oak family. Together, we are building something extraordinary—a community where any woman, despite her circumstances, can find rest and experience healing while discovering her identity in Christ.

To God be all the glory!

ASHLEY HOUKOM, ASHLEY PARKER, SARAH HOLLADAY
Co-Founders



“We have witnessed women regain their confidence, start to dream, and find a sense of belonging—proof that healing is possible when we come together to provide support and resources.”



WHAT WE DO

Established 2023

CLAY & OAK OFFERINGS

Mission

Clay & Oak is committed to glorifying God by providing safety, community, and biblical discipleship for women who have experienced human trafficking or sexual exploitation.

Purpose Our plan in 2025 is to provide a long-term residential facility with programming that encompasses spiritual, medical, mental, physical, and emotional care to female victims. This year, we opened unexpectedly and have filled the emergency placement need in our community with short-term, 14-60-day stays for female victims.

IN 2024...

6



VICTIMS WHO ENTERED THE SAFEHOUSE

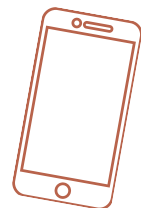


2

BAPTISMS

9

WOMEN SERVED AND 7 PLACED IN LONG TERM PROGRAMS



119



NIGHTS OF SAFETY PROVIDED



RESCUE & RESPOND

- Respond through SECC Anti-Sex Trafficking Team connections
- Partnerships with Homeland Security and local law enforcement to respond to crisis calls and sting operations
- Accept referrals from street outreach partners, hospitals, addiction recovery centers, and more



SHELTER & STABILIZE

- Provide emergency shelter and stabilization in our safe house
- Asses medical and therapy needs
- Welcome victims into a refuge of calm, safety, and rest



HEAL & RECOVER

- Shelter survivors for up to two months in the safe house
- Provide food, clothing, and medical care
- Assist in regaining identification and fulfilling court orders
- Offer individual and group therapy through spiritual pathways, substance abuse recovery, art therapy
- Case management for long term residential placement



COMMUNITY OUTREACH & MENTORSHIP

- Partner with community programs to support and encourage others who are in the work
- Mentor women who are completing other programs, sharing the gospel & providing church community
- Facilitate Bible studies and group sessions at ARC and other shelter programs



THE 2025 GOAL: RESTORE, EQUIP & STRENGTHEN

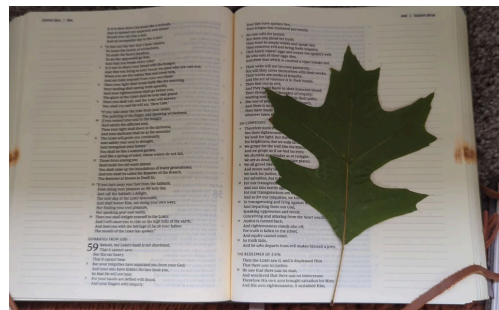
- Accommodate survivors for up to 12 months in long-term
- Equip with job skills and employability
- Offer life skills classes including financial literacy, cooking, group exercise, and support educational goals
- Offer ongoing counseling, therapy and case management

IMPACTFUL MOMENTS

At Clay & Oak 2024

Clay & Oak is one year old! This year, the focus has been on building mission-critical elements because Jesus will always come first. From Christian board governance to writing out our programming, we will keep our eyes fixed on Him. It's hard to narrow down only a few key moments, but here are five that really showed us that God is near!

1 OUR FIRST RESIDENT
The first 'yes' left us coordinating a rescue with law enforcement for a woman fleeing her dangerous family. Welcoming her to the safe house for safe shelter and church community (without programming yet) was the first step in realizing Clay & Oak may be open sooner than we expected.



2 FIRST PAID STAFF: HOUSE MANAGER
It was a significant milestone to hire our first full-time salary position. Kim crossed our paths at the perfect time, and it's been incredible watching firsthand how she loves people. This year, the founding team did not take any salary, although two of us are working full-time hours. Knowing that our women are cared for and being able to care for Kim as well has been an unexpected encouragement in this line of work!

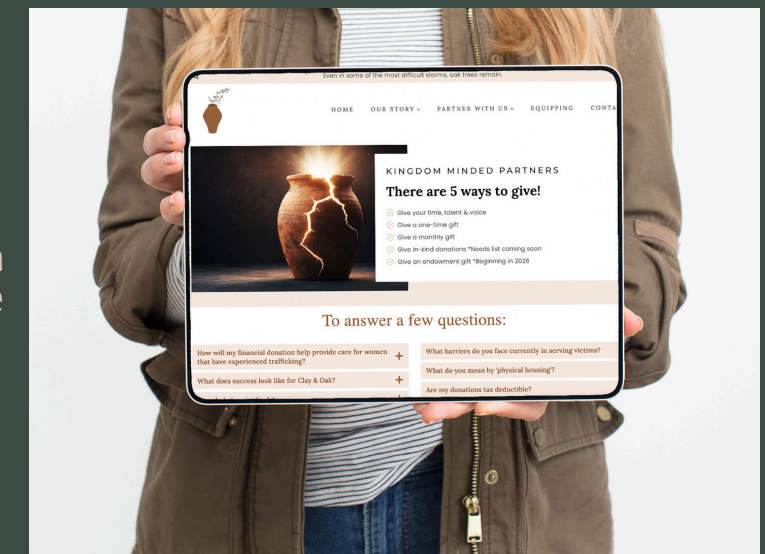


3 FULL BED COUNT
In July, we experienced a full bed count for the first time. While it was exciting, and we are so thankful for our safe house apartment, we pray for more space to continue the work! As of December 2024, we are once again full.



4 NEW MINISTRY PARTNERSHIPS & AN INCREDIBLE CLOTHING DRIVE
Our community rallied around us in incredible ways. From a successful clothing drive that launched our clothing closet with Simply Blessed Boutique to a new ministry partnership with Freedom Aviation, we received encouragement in many ways! Our women loved helping organize your donations and still love being able to "shop" for free!

5 501(c)(3) APPROVED
WHOOHOO! When our letter of approval came in the mail, after waiting almost 8 months, it was a sigh of relief and praise. We chose to save \$2,000 and write the application ourselves, and the wait was worth it. We know the Lord gave us favor over that whole process; it was daunting. Your financial and in-kind contributions are tax-deductible!



“

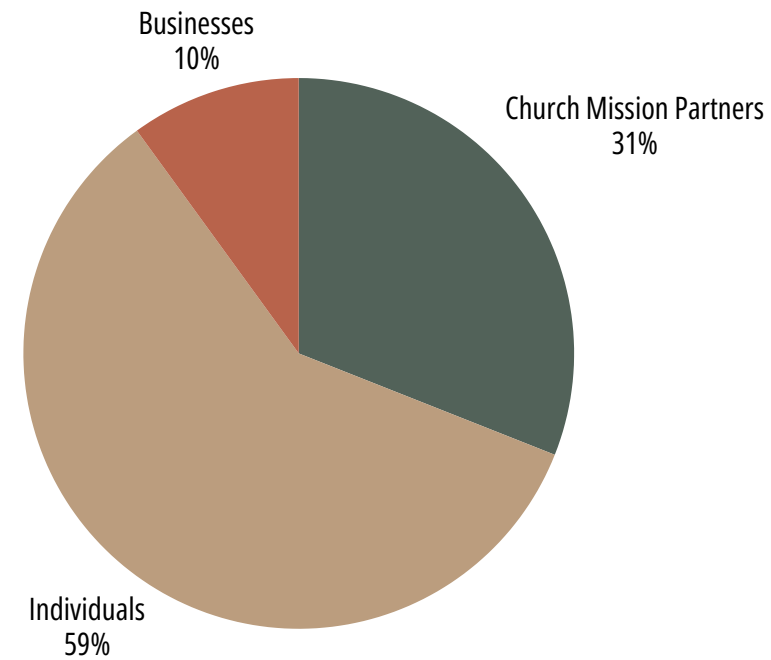
I wish donors could witness what we see every day. To experience and receive the brunt of a woman's anger and fear and, over time, watch it give way to trust and rest is life-changing. I want our supporters to know... you are creating space for her soul to heal. You are making a difference in the lives of the women at Clay & Oak. You are part of the mission, and we couldn't do it without you!"

- Sarah, Clay & Oak Co-Founder

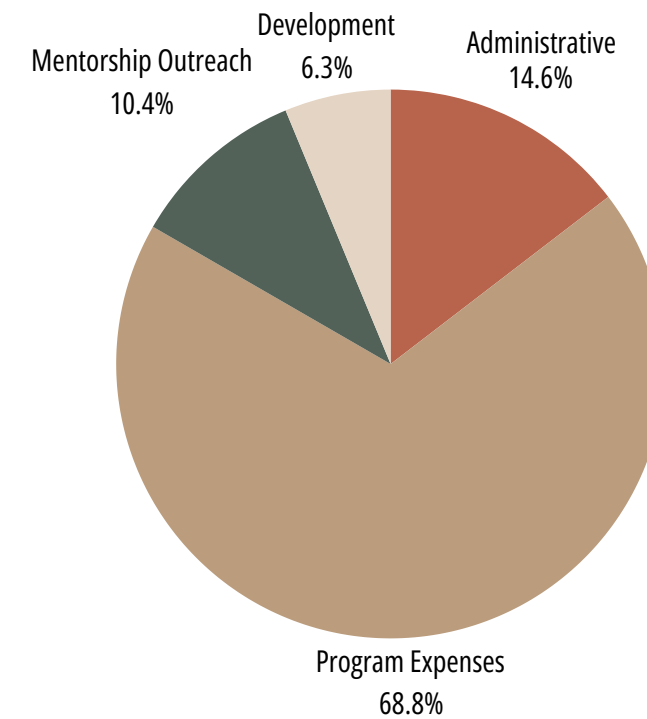
FINANCIAL OVERVIEW

2024 Financials

SUPPORT Contributions



EXPENSES Costs



TOTAL SUPPORT **\$30,875.12**

TOTAL EXPENSES **\$22,039.61**

The gift of giving is always a blessing, but giving to Clay & Oak allows us to save lives. It provides a warm bed and meal, a safe place where women can seek protection and find and accept Christ.

VOLUNTEER HIGHLIGHTS

The Volunteer Team

#11  VOLUNTEERS

 #1,430  VOLUNTEER HOURS

\$40,183  VALUE OF VOLUNTEER SERVICES

OTHER VOLUNTEER AREAS COULD INCLUDE:

- Life Coaching
- Meals
- Activity Classes
- Holiday Direct Care
- Arts & Crafts
- Home Repair
- Cosmetology Services
- and more!



COMMUNITY CLOTHING CLOSET

A place for residents to feel beautiful

Clay & Oak volunteers Sarah, Kim (now staff), Paige and Denise turned a community clothing drive into a welcoming free shopping boutique for residents. This closet is now a place where women can come and try on new and gently used clothing, jewelry, shoes and outerwear, all donated by the community! We have already shared this resource with two other mission partners and their residents.



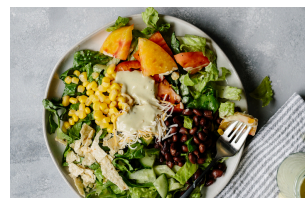
CLOTHING CLOSET



HOLIDAY CANDY MAKING



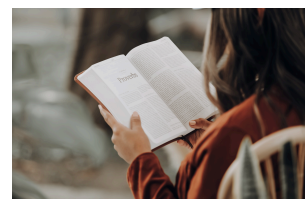
MENTORSHIP



MEALS & COOKING



RESIDENT TRANSPORTATION



BIBLE STUDY



Join our volunteer team!
Apply online at
clayandoak.org/volunteer

“ One of the biggest things I have learned from having the opportunity to build relationships with survivors is how much Jesus is already with them in their darkest hours. He simply invites me to join Him in the work He is doing. He doesn't need me to bring His goodness to them - He is showing Himself to them when they cry out. I'm humbled to see more of Jesus through them and know more of Jesus' love for me as He calls me into things bigger than myself.

-Azia, Direct Care Volunteer

“

I am excited to be able to show these women the love of our Lord and Savior without condition. I want to walk with them and pray with them. I love to be able to show what it looks like for a Luke 7:37 woman to break her alabaster jar at the feet of Jesus and to show the redemption of Christ.

*- Kim
Clay & Oak House Manager*

GET INVOLVED

Take Action!

PRAY

Prayer moves God's heart! Clay & Oak exists because we feel compelled to obey the Lord's call. Prayer moves mountains, and it moves God's heart. Pray daily for freedom for victims. Pray for restoration for survivors. Pray for courage, strength, healing, hope, forgiveness, and a renewed mind. Pray for staff to remain hopeful, diligent, and joyful. Pray for our community to grow in awareness and support. And pray that our government would pass legislation to help survivors and penalize traffickers.



ADVOCATE

Speak out!

All of us are better than one of us; therefore, help us spread the message about the evils of human trafficking.



GIVE

In-kind or financial gifts!

Your support enables Clay & Oak to serve the most vulnerable population imaginable. Your gifts *do* make a difference in the restoration and healing of lives hurt by human trafficking and sexual exploitation.



VOLUNTEER

Take action!

Volunteers are our lifeline! Please consider how you can help. There is a place for everyone. Visit our website to learn about volunteer opportunities and apply.



Sarah and Ashley Houkom attended emergency shelter training with the Institute for Shelter Care. ISC has been a wonderful partner in Shelter Care Training and best practices.



Board members Paul Holladay, John Stewart, Melissa Aguilar and Ashley Parker supporting community ministry partners.

2023- 2024 BOARD OF DIRECTORS

Paul Holladay
Chairman of the Board

Melissa Aguilar

Sarah Holladay

Ashley Houkom

Ashley Parker

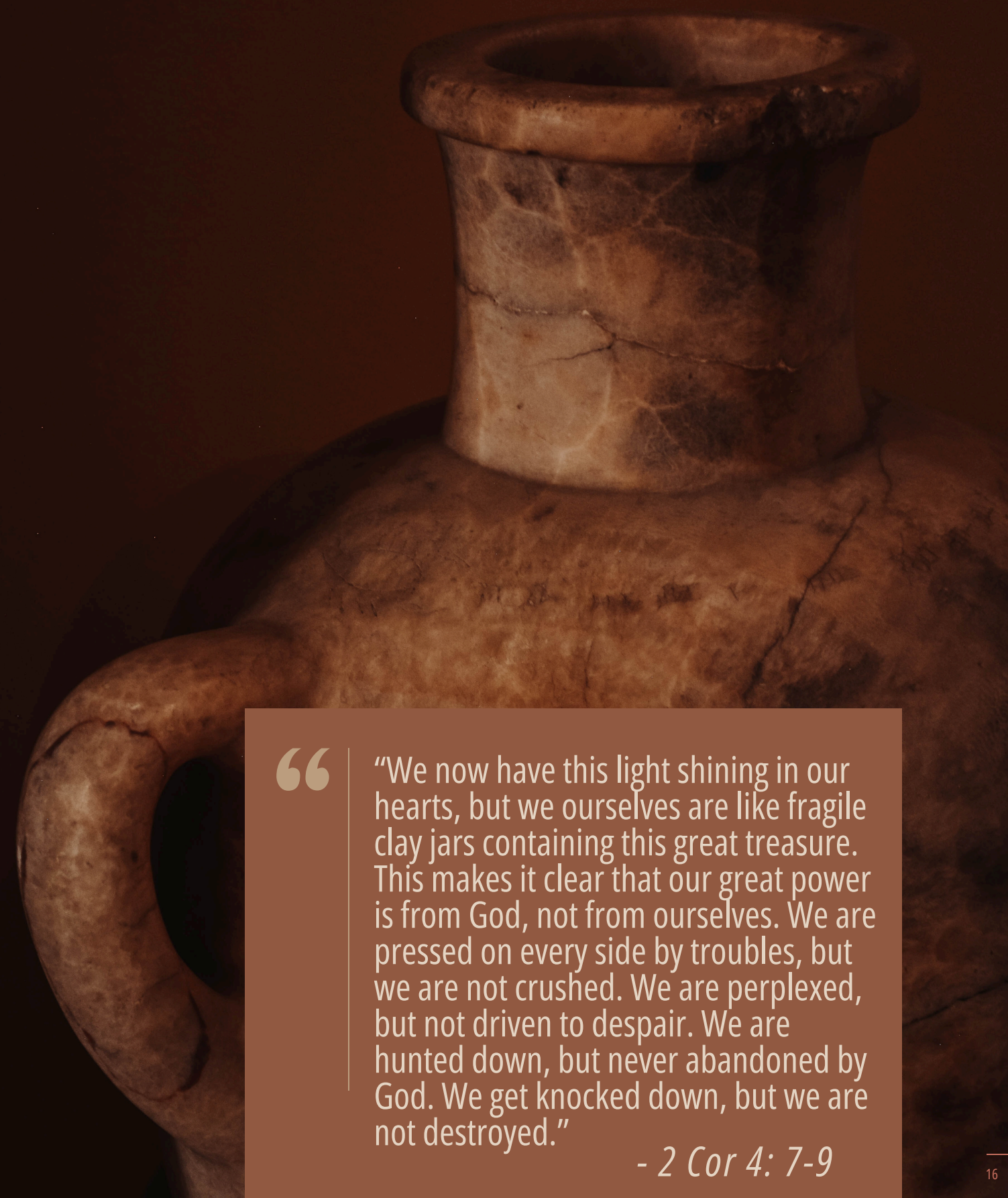
Patrick Parker

John Stewart

Karissa Sites**

Brian Sites**

** Advisory, non voting
members



“We now have this light shining in our hearts, but we ourselves are like fragile clay jars containing this great treasure. This makes it clear that our great power is from God, not from ourselves. We are pressed on every side by troubles, but we are not crushed. We are perplexed, but not driven to despair. We are hunted down, but never abandoned by God. We get knocked down, but we are not destroyed.”
- 2 Cor 4: 7-9



P.O. Box 618
La Grange, Kentucky 40031
www.clayandoak.org

CLAY & OAK

MINISTRIES

Equip yourself to know
the signs of exploitation.

clayandoak.org/equipping



Email
sarah.h@clayandoak.org

Phone
(502) 649-3505

National Crisis Hotline
1-888-373-7888