



AVALON

HEALING CENTER

2024 ANNUAL REPORT

Grounded in Care, Expanding Healing Access

The background features a soft, abstract wash of light teal and white colors, with several large, detailed teal leaves scattered across the frame. The leaves have visible veins and a slightly textured appearance. Two dark teal rounded rectangular boxes are overlaid on the image, containing white text.

Our Mission

Avalon inspires healing and empowerment for those affected by sexual violence through free and immediate comprehensive services; promotes public awareness; and advances social change.

About Avalon Healing Center

Avalon Healing Center is a 501(c)(3) nonprofit that provides free, compassionate, and trauma-informed care to survivors of sexual assault, abuse, and incest. Our specially trained Sexual Assault Forensic Examiners offer 24/7 medical-forensic exams up to 120 hours after an assault in a safe and confidential setting. Our Counseling, Advocacy, and Medical teams continue to walk alongside survivors long after the initial exam—providing ongoing healing support in a truly one-of-a-kind, all-in-one center for survivors of sexual violence. Services are available to all survivors, regardless of age, gender identity, background, or when and where the assault occurred.

ALL OF OUR SERVICES ARE FREE AND CONFIDENTIAL

- | | |
|--|--|
| <ul style="list-style-type: none">• Assault Response Services:<ul style="list-style-type: none">◦ Medical Forensic Exams◦ Pediatric Care• Clinical Follow-Up• Medication Prophylaxis• Crisis Intervention and Emotional Support• Legal and Housing Advocacy• Financial Assistance• Transportation and Relocation Assistance | <ul style="list-style-type: none">• Specialized Referrals• Short-term and Long-term Counseling• Groups and Workshops• Alternative Healing Modalities• Court Accompaniment• Expert Witness Testimony• Community Education and Trainings• Social Justice, Public Awareness and Systems Change |
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Message from the Board Chair

To Our Community,

On behalf of the Board of Directors, it is my privilege to present Avalon Healing Center's **2024 Annual Report** and reflect on the profound impact we've achieved together.

This year marked continued growth in our services and the launch of our Capital Fundraising Campaign, aimed at expanding our reach and deepening our support for survivors. To date, **Avalon has served over 26,000 survivors** in Wayne County — a testament to our commitment and the ongoing need for healing services in our community.



We remain committed to reaching those who need us most, integrating services, and shaping programs around survivor feedback. Through advocacy, community partnerships, and educational initiatives, we focus on prevention and ensure survivors are supported across every institution they may encounter. It truly takes a community to serve a community, and our work is made possible by our exceptional staff, dedicated volunteers, generous donors, and steadfast partners. Thank you for standing with us.

With deep gratitude,

A handwritten signature in black ink that reads "Christina Hajj".

Christina Hajj
Board Chair



Our Full Board of Directors

Christina Hajj - Board Chair
Manager, DTE Energy

Meaghan McLaughlin - Board Treasurer
Founder & CEO, Aura Advisory Services

Shanika Owens - Vice Chair & Secretary
Associate Attorney, Butzel Long

Erin Brennan, MD - Ex Officio
Vice Chief, DMC Detroit Receiving Hospital

Maria Arpino
Manager, DTE Energy

Scott Stewart
Chief Strategy Officer, Honor Community Health

Shirley Ma
Founder & CEO, SSM Consulting

Vanessa Crocetto
Chief Marketing Officer, Butzel Long

Wendy Holmes
Vice President, Comerica Bank

Letter from the Executive Director

As we reflect on 2024, I am filled with gratitude for the resilience of survivors, the dedication of our staff, and the steadfast support of our community. This year was defined by **expansion and growth** at Avalon Healing Center, as more individuals than ever reached out for support; and as we responded by broadening access to care across our community.

Throughout the year, Avalon experienced an **overall increase in requests for services**, reflecting both the continued need for trauma-informed care and the trust survivors place in our organization. In response, we provided **24% more medical forensic examinations** than in prior year, ensuring survivors had timely access to compassionate medical care, advocacy, and support during some of the most critical moments of their healing journey.

2024 marked our **first full year operating from our headquarters at 601 Bagley**, a permanent home that enabled the expansion of support groups and holistic services, including art therapy, massage, sound bowl healing, yoga, and reiki – recognizing that healing looks different for every survivor.

We also expanded access for our youngest clients by opening our **seventh satellite location at Children’s Hospital**, allowing pediatric survivors—who make up 30% of our client base—to receive forensic exams in the same place where they report, reducing barriers and additional trauma.

Beyond direct services, Avalon strengthened prevention and outreach efforts by tabling for the first time at **Motor City Pride**, engaging with more than 2,000 festivalgoers and reinforcing our commitment to inclusive care.



Like the eucalyptus branches that symbolize healing, resilience, and steady growth, Avalon remains grounded in care while continuing to extend access. I am deeply grateful to the staff, volunteers, partners, and supporters whose commitment makes this work possible and whose belief in our mission allows survivors to find safety, dignity, and hope.

With gratitude and hope,

A handwritten signature in black ink that reads "Kimberly Hurst".

Kimberly Hurst
BS, MA, MS, PA-C, DFAAPA
Founder and Executive Director
Avalon Healing Center



Afternoon Tea Fundraiser



In April 2024, during Sexual Assault Awareness Month (SAAM), Avalon Healing Center hosted its first-ever **Afternoon Tea** Friend Raiser at our 601 Bagley location. This intimate gathering brought together community partners, major and prospective donors, and capital campaign cabinet members to deepen connections and build support for survivors of sexual assault and human trafficking.

The gathering welcomed **90 attendees** and featured a curated afternoon tea service alongside a brief program highlighting Avalon's mission, vision, and the **public launch of our Capital Campaign**. Guests enjoyed teas and treats from MAAD Tea House, charcuterie boxes by SweetSoul, and meaningful opportunities to engage with Avalon staff and learn more about our work.

The event was generously supported by PVS Chemicals Inc; Penske Automotive Group; Butzel Long; Blue Cross Blue Shield of Michigan; Fratarcangeli Wealth Management; Blue Cross Complete of Michigan; Harry and Jan Cohen; and HMG Group LLC.

Thanks to the generosity of attendees and sponsors, the event raised over **\$13,000**, covering event costs and strengthening Avalon's ability to engage new donors, build community partnerships, and advance survivor-centered care.



Client-Centered Events: 2024 Highlights

In 2024, Avalon Healing Center hosted several events that centered survivors' voices, creating spaces for connection, resilience, and mutual support. By prioritizing survivor experiences, Avalon reinforces that healing is a collective effort and that our programs are guided by the needs and perspectives of those we serve.



In **January**, during Human Trafficking Awareness Month, Avalon hosted a Survivor Resource Fair which brought together **10+ community partners** to provide critical resources directly to survivors while also including light refreshments, music, holistic wellness and a community healing space.

In **April**, for Sexual Assault Awareness Month (SAAM), over **60 survivors and volunteers** participated in the Annual Survivor Walk, for a day of movement and awareness. The day included meals, spoken word, poster making, and a short march through Downtown Detroit. We are grateful to DTE Energy volunteers for helping promote and facilitate the event.



In **December**, over **60 survivors and their families** were provided with food and personalized gifts, as well as a chance to shop for essential items during our Holiday Shopping Event, thanks to the generosity of Amazon Distribution Center, PNC, Bruttell Roofing, and Blue Cross Complete.

Expanding Access During Pride Month

During June 2024's **Motor City Pride** celebration, Avalon Healing Center reaffirmed its commitment to creating safe, trauma-informed spaces for LGBTQ+ survivors of sexual assault and human trafficking. As part of an intentional effort to **expand our outreach**, Avalon hosted an information and resource booth, providing festival attendees with immediate access to supportive services, educational materials, and confidential conversations with trained advocates.

Through this outreach, Avalon connected with community members who often face heightened risks of violence, barriers to care, and discrimination. Staff and volunteers distributed information on survivor rights, crisis intervention, counseling options, and medical advocacy, while collaborating with partner organizations to promote prevention strategies and inclusive, survivor-centered services – reinforcing the message that healing support is available to all survivors, regardless of gender identity or sexual orientation.



This was Avalon's **first year tabling** at Motor City Pride, resulting in **over 2,000 meaningful interactions**, increased visibility for Avalon's programs, and new opportunities for partnerships within Detroit's LGBTQ+ community.



Expanding Pediatric Services

Avalon Healing Center proudly expanded its pediatric services with the opening of its new site at **Children’s Hospital of Michigan (CHM)** on **October 1, 2024**. This expansion strengthens Avalon’s commitment to providing immediate, trauma-informed medical and advocacy services to children and adolescents who have experienced sexual abuse or assault.

30% of Avalon’s patient population are pediatric and adolescent cases.

Located within one of the region’s most trusted pediatric healthcare systems, the CHM site ensures that young survivors and their families can access specialized forensic care in a setting designed specifically for children.

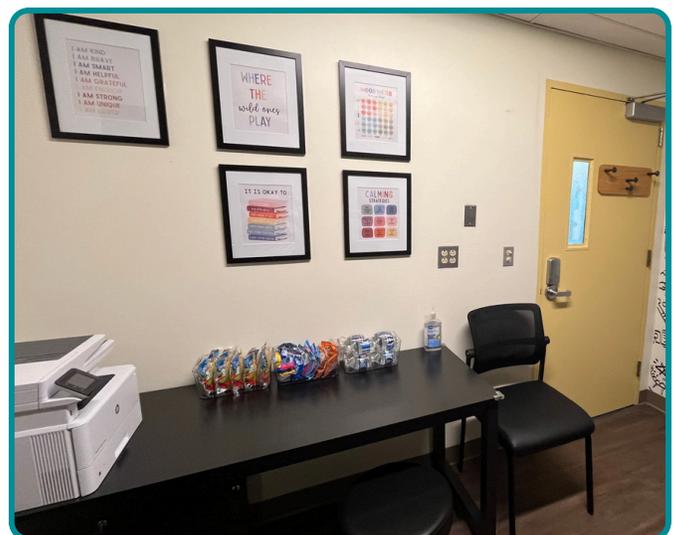
The CHM site provides:

- 24/7 pediatric medical-forensic exams
- Crisis intervention and advocacy support
- Trauma-informed, child-centered care
- Support and guidance for caregivers and families

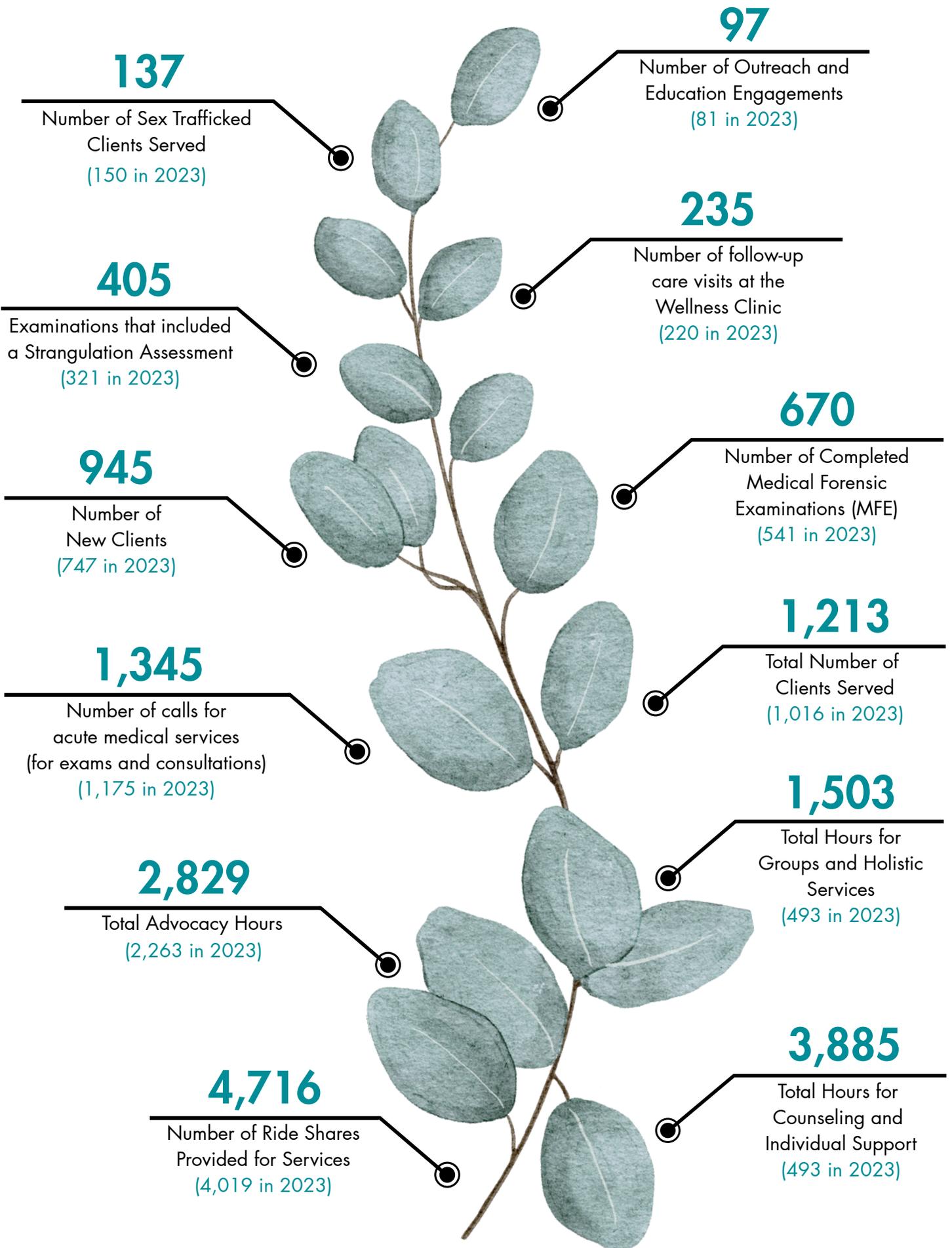


By embedding services directly within Children’s Hospital of Michigan, Avalon enhances a coordinated, compassionate response during a critical moment in a child’s healing journey and reduces barriers to care by helping families navigate medical, emotional, and legal systems with greater ease and support.

This expansion was made possible through the generous support of **The Carls Foundation** and **Sinai Medical Staff Foundation**. Their investment in children’s safety and healing has helped make this critical service expansion a reality for Detroit and surrounding communities.

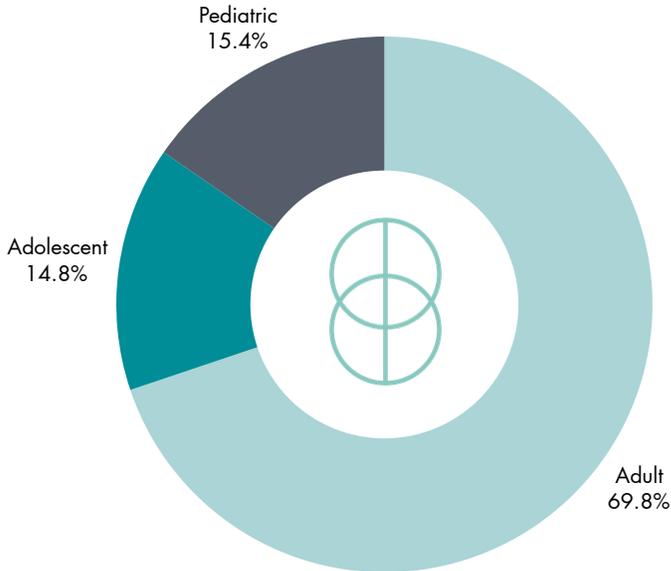


2024 Program Impact

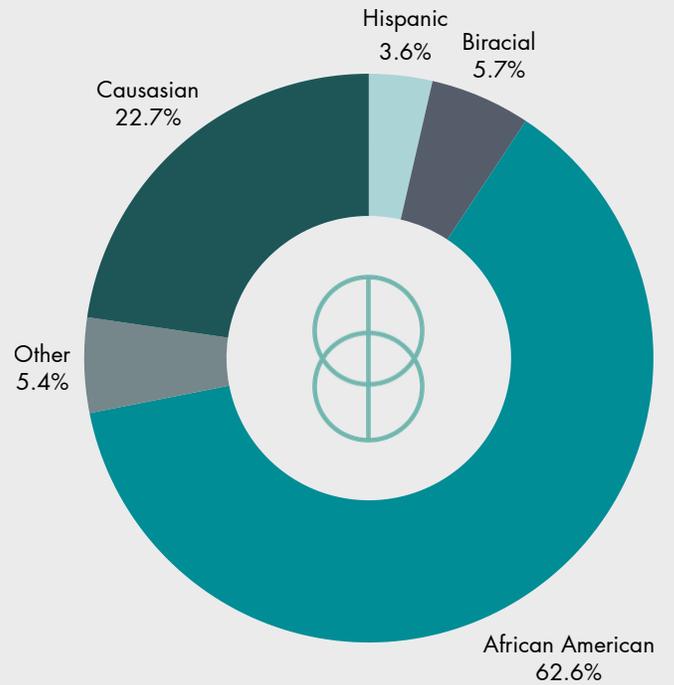


2024 Patient Demographics

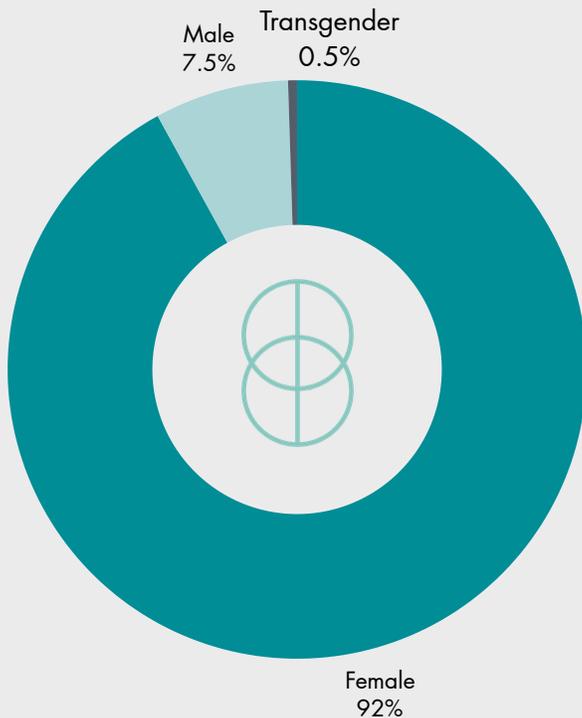
Patient Age Group



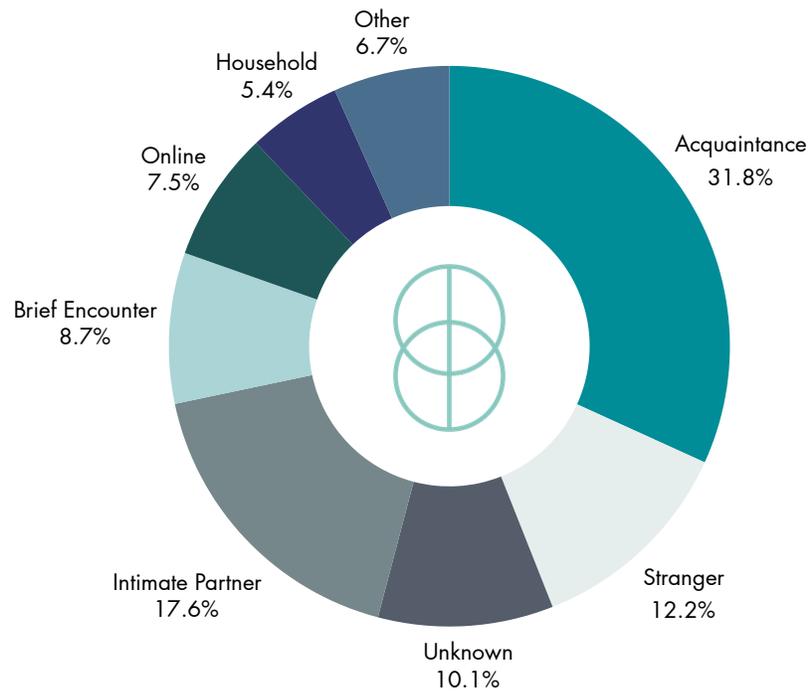
Patient Ethnicity



Patient Gender



Perpetrator View (Adult Patients)



Financial Information

Statement of Financial Position

As of December 31, 2024

	<u>2024</u>
Assets	
Cash	1,083,741
Accounts Receivable	83,570
Grants Receivable	780,836
Prepaid Expenses	110,877
Operating Lease Assets	3,040,270
Fixed Assets, net of deprec.	419,175
Total Assets	<u>\$5,518,469</u>

Liabilities and Net Assets

Accounts Payable & Accrued Exp	545,445
Operating Lease Liabilities	2,687,790
Note Payable	13,628
Total Liabilities	<u>\$3,246,863</u>

Net Assets

Without Donor Restrictions	1,725,606
With Donor Restrictions	546,000
Total Net Assets	<u>\$2,271,606</u>

Total Liabilities & Net Assets **\$5,518,469**

Statement of Activities

Ending December 31

	<u>2024</u>	<u>2023</u>
Support and Revenue		
Federal Grants	2,275,665	2,798,410
State Grants	1,499,708	1,188,618
Local Grants	20,000	23,261
Cash Contributions	1,761,344	1,158,044
In-kind Contributions (non-cash)	174,738	181,449
Interest & Other Misc Income	29,882	9,470
Total Revenue	<u>\$5,761,337</u>	<u>\$5,359,252</u>

Expenses

Program Services	4,331,716	4,194,924
Management & General	514,572	323,231
Fundraising	419,040	275,033
Total Expenses	<u>\$5,265,328</u>	<u>\$4,793,188</u>

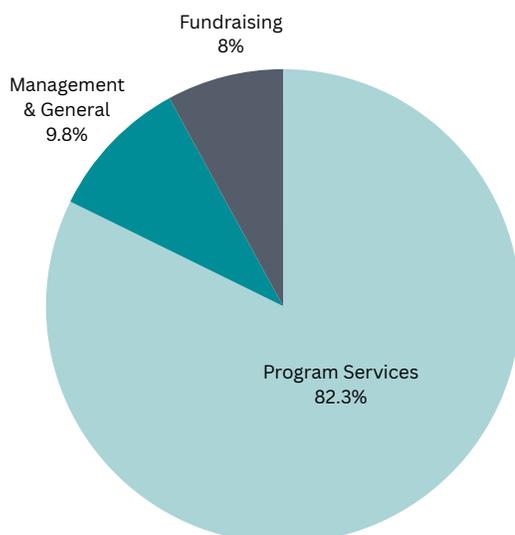
Change in Net Assets **\$496,009** **\$566,064**

Net Assets, beginning of year **\$1,775,597** **\$1,209,533**

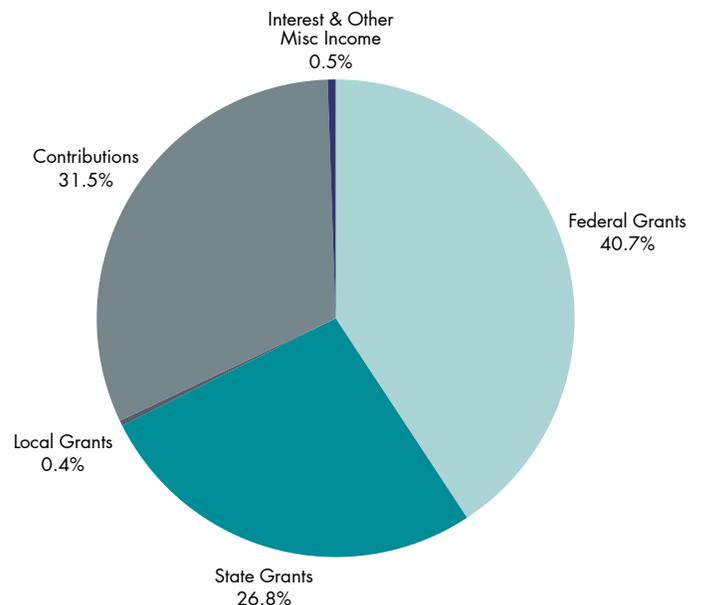
Total Net Assets, end of year **\$2,271,606** **\$1,775,597**

Excerpted from the 2024 annual financial statements as audited by Maner Costerisan. Full report available upon request.

2024 Annual Operating Expenditures



2024 Annual Public Support and Revenues



Our Dedicated Team

Leadership Team

Kimberly Hurst, BS, MA, MS, PA-C, DFAAPA
Founder & Executive Director

MiVida Burrus, MBA
Senior Director of Development

Trinea Gonczar
Director of Engagement

Katie Smith, BA, RYT
Director of Communications

Amy Smith, LMSW, CTRP
Director of Healing Services

LaKema Covington, LMSW-C
Director of Outreach and Education

Michelle Demey, MSN, APRN, FNP-C, SANE-A
Wellness Clinic Director

Erin Engel, BSN, RN, SANE-A, SANE-P
SAFE Program Co-Director

Jessica Boylan, BSN, RN, SANE-A, SANE-P
SAFE Program Co-Director

Kirstin Sweeney, SANE-A, SANE-P, DM-AFN
SAFE Pediatric Director

Erin Brennan, MD, MPH, FACEP
Medical Director

Vicky Bashkatova
Director of Finance

Counseling and Advocacy

1 Coordinator and 7 Practitioners

Medical Team

8 Providers

Outreach and Education Team

3 Facilitators

Crisis Response Team

1 Coordinator

5 First Response Advocates

Anti-Trafficking Team

1 Coordinator and 1 Specialists

Contact Us



AVALON HEALING CENTER

Address: 601 Bagley St. Detroit, MI 48226

Office Phone: 313-964-9701

Office Fax: 313-964-9706

Email: info@avalonhealing.org

Website: <https://avalonhealing.org>

24 Hour Crisis Line: 313-474-7233 (SAFE)

Major Donors

The list below represents cumulative contributions above \$5,000 from January 1, 2024 through December 31, 2024. Avalon Healing Center greatly appreciates all monetary contributions, no matter the amount, and all of our generous in-kind donations and volunteers. We make every effort to ensure that there are no omissions or misspellings; so, please forgive us for any oversights and contact us so that we may amend any unintentional errors.

Anonymous Foundation
Ascension St. John Hospital Foundation
Comerica Charitable Foundation
Community Foundation for Southeastern Michigan
DTE Foundation
Elizabeth, Allan & Warren Shelden Fund
Kathy White Support Fund
LMT Rehabilitation Associates, P.C.

Marana Webber Tost Charitable Fund
McGregor Fund
Medical Center Emergency Services
Michael and Laura Cox
Sinai Medical Staff Foundation
The Jewish Fund
United Way for Southeastern Michigan
Wendell and Doris Rogers Foundation
Yield Giving

We welcome the support of new friends and partners who believe in our mission.

Become a donor or join our Survivor Strong Monthly Giving program
Go to avalonhealing.org and click on the **DONATE** button

**SCAN ME
TO DONATE**



Contact our development team for additional opportunities:

MiVida Burrus, MBA
Senior Director of Development
mburrus@avalonhealing.org
(313) 500-4834

Trinea Gonczar
Director of Engagement
tgonczar@avalonghealing.org
(313) 688-4531



Ways You Can Help and Get Involved

Donate Supplies - Support our clothing closet, hygiene kits, and Human Trafficking Outreach team by donating much-needed supplies.

Purchase from our Wishlists and Registries - Visit our Amazon and Walmart wishlists to purchase essential items directly for survivors.

Host an Event or Fundraiser - We're happy to help with ideas, marketing materials, or by sending a representative to your event. Funds can be collected independently or through our platforms (Website, Venmo, PayPal, GoFundMe, Apple Pay).

Join Our Mailing List - Subscribe on our homepage at [avalonhealing.org](https://www.avalonhealing.org) to receive quarterly newsletters and event updates.

Volunteer With Us - We offer two volunteer tracks: Direct Service and Non-Direct Community Support. Applications are available on our website under **Get Involved**.

Join Our Board of Directors - We seek board members who are passionate about our mission and committed to survivor-centered care. Applications can be submitted through the **Get Involved** section of our website.

Add us on social media and share our posts to amplify our mission!



Facebook: <https://www.facebook.com/AvalonHealingCenterDetroit/>



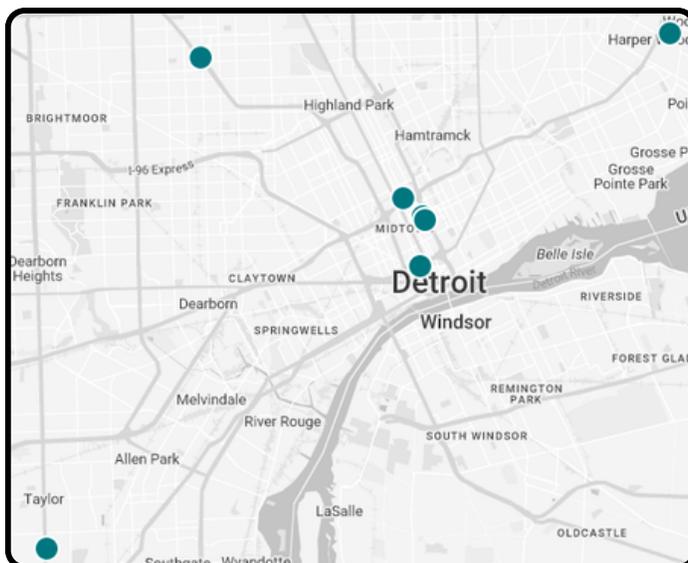
Instagram: <https://www.instagram.com/avalonhealingcenterdetroit/>



LinkedIn: <https://www.linkedin.com/company/avalon-healing-center/>



Tik Tok: <https://tiktok.com/@avalon.healing.detroit>



AVALON LOCATIONS

- Bagley Headquarters
- DMC Sinai-Grace Hospital
- DMC Detroit Receiving Hospital
- Kids-TALK CAC
- Taylor Office Suite
- St. John Medical Center
- Children's Hospital of Michigan

The background of the entire page is a soft-focus image of several teal-colored leaves with prominent veins, set against a light, textured background that resembles a watercolor or canvas. The leaves are scattered across the frame, with some in the foreground and others in the background, creating a sense of depth and natural beauty.

AVALON HEALING CENTER

601 BAGLEY STREET
DETROIT, MI 48226

MAIN OFFICE LINE 313-964-9701
24-HOUR CRISIS LINE 313-474-7233

avalonhealing.org