

Makayla Smith

Portfolio

Makayla Smith

Creative Strategist & Vision Consultant

Makayla Smith started her career working in a domestic violence nonprofit as the Volunteer Coordinator. While there, she trained hundreds of volunteers and interns on domestic violence, professional best practices, and trauma-informed care. She also aided in creative projects and assisted with the annual fundraiser. She then felt called to the Northeast and moved from Texas to New Hampshire. There she worked for an anti-human trafficking nonprofit, training more volunteers, and creating more content and deliverables.

At this point, Makayla felt led to invest in her own freelance business to transform creative ideas into a practical vision and then turn them into reality. As she worked in the nonprofit sector, her passion for people and creative communication only grew. She is now looking to continue to use her passion and skills to continue to use creative communication in a meaningful way.

When she's not working on a creative project, you can find Makayla spending time at a local coffee shop, catching up with friends, or playing with her Aussie. You can learn more about Makayla at: www.reneeandco.org.



Contents

Writing / Editing

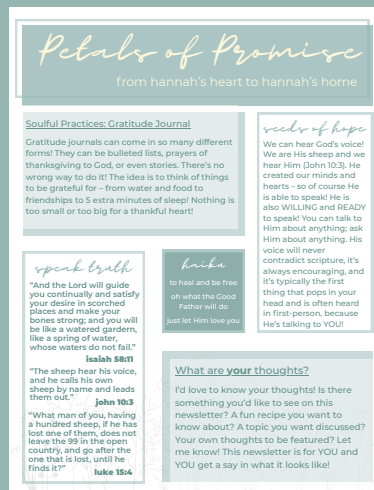
Creative Designs

Training

Writing | Editing

Newsletters

While employed at Zoe Ministries, Inc., Makayla created two different styles of newsletters. One went to the residents of Hannah's House and centered on the journey of faith while also including fun and therapeutic activities. The other newsletter was created for all of Zoe Ministries' stakeholders in the community to stay informed on organizational updates and events.

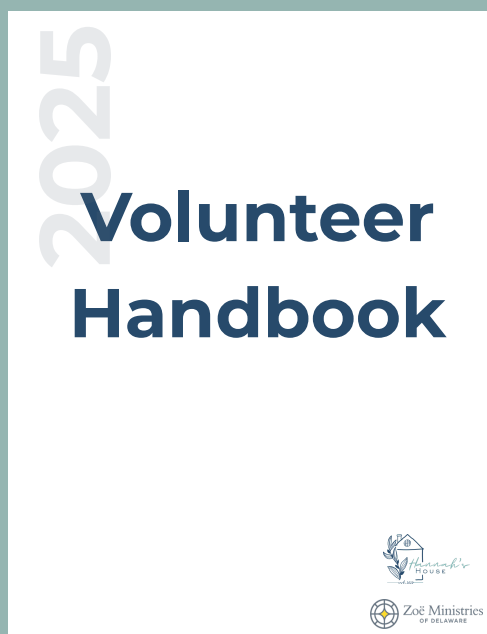
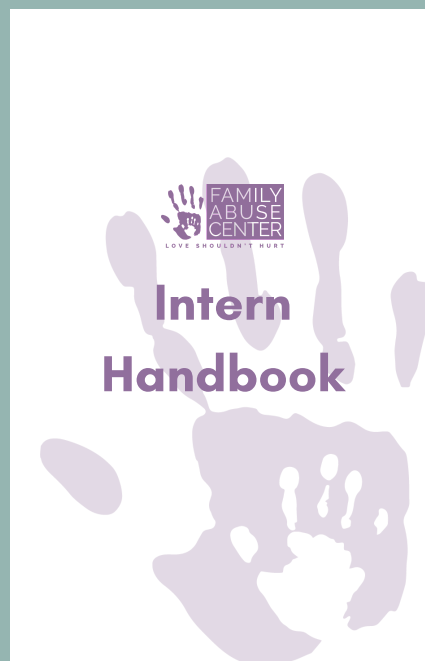
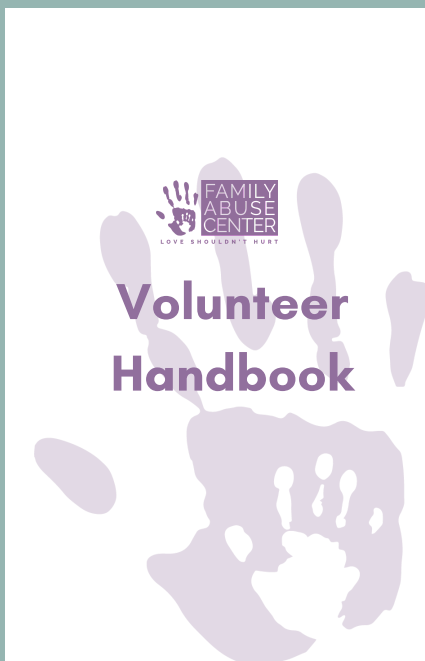


Petals of Promise No. 1
Petals of Promise No. 2
Petals of Promise No.3

View Hannah's Harvest

Handbooks

While employed at Family Abuse Center and Zoe Ministries, Inc., Makayla created handbooks complete with new policy & conduct, information on domestic violence and human trafficking, and program details. Due to confidentiality policies, full contents can not be publically displayed. For any questions, please schedule a consultation.



Donor Correspondence

While employed at Zoe Ministries, Inc., Makayla combined creative design and writing to produce deliverables for donor communication.

Thank you!

Dear [name],

As a direct result of your generous and thoughtful contribution, Zoe Ministries was able to open Hannah's House in June! Thanks to your continuous support, we were able to accept our first resident shortly after.

From the very beginning of Zoe Ministries, God's detailed, intentional brushstrokes have been so clearly seen. With the opening of Hannah's House, our first resident, and the addition of more staff, we are continuing to see those brushstrokes!

Enclosed, you'll find artwork created by our first resident. The handiwork of a daughter, reflecting the handiwork of the Father.







We are encouraged and excited by what God will continue to do. Thank you again for being willing to partner with God in His great artistry.



View Donor Cards

Zoë Ministries
OF DELAWARE
2025 SUMMARY

Hannah's HOUSE
est. 2020

-  We accepted our first resident in June after completing four weeks of residential staff training.
-  We are fully licensed for six female residents, between the ages of 12 and 17.
-  We are working with multiple states through the ICPC process.
-  Each resident has a flower over her bed that signifies a promise.
-  We are a national Safe House accepting youth from anywhere in the United States.
-  We hired more than 12 staff to launch our residential program.

A solid teal vertical bar runs along the left edge of the page, extending from the top to the bottom.

Creative Designs

Graphic Design

how do they enter the life?

influences: environment

Zoe Ministries OF DELAWARE

how do they enter the life?

influences: environment

Environmental factors can also wield a lot of influence on a victim by **desensitizing** them to or **normalizing**, sometimes even **glamorizing** the life.

If family or friends are involved in the life, it begins to seem more common. Traffickers hyper-sexualize their victims by telling young girls they're able to seduce men. Traffickers entangle the victims dream in the life and position their dream as achievable through the life.

Anything in the immediate environment that actively glorifies trafficking can start to desensitize and normalize the life.

Zoe Ministries OF DELAWARE

role of the trafficker?

influences: environment

Traffickers can even exploit their victim by using the environment that surrounds them and telling them they can only have the life they picture together if the victim "plays her part."

If the trafficker is in the same family or circles as the victim, they can use what's **familiar** to exploit their victim.

Studies show traffickers will often go to **group homes** and **foster care programs** to recruit new victims. Traffickers seek to exploit every **vulnerability** children have - and their environment can be one of those vulnerabilities.

Zoe Ministries OF DELAWARE

what tactics are used?

influences: environment

- manipulation.
- exploiting what's familiar and known.
- twisting the truth.
- intentional targeting.
- using media to justify.
- glamorizing the life.
- normalizing trafficking behavior.

Zoe Ministries OF DELAWARE

what does it sound like?

influences: environment

- "if I can enjoy you, they should be able to"
- "you've been seducing men since you were little"
- "we can do it together - this is your part"
- "don't you want it all? this is the way we get it"
- "you're already so good at it, you might as well get paid for it"
- "everyone's going to be so jealous of you"

Zoe Ministries OF DELAWARE

what are the effects?

influences: environment

- feeling stuck.
- no safe space.
- can't get away.
- distorted reality.
- experiencing distorted "love."
- glamorized view of the life.
- narrow view of talents and abilities.

Zoe Ministries OF DELAWARE

statistics

- 98% of child sex trafficking survivors have a history of involvement with child welfare services.
- 19% of children reported missing after running away from child welfare services were likely sex trafficking victims.

Zoe Ministries OF DELAWARE

The flowers OF Hannah's House

Consider how the lilies grow: They neither toil nor spin; and yet I say to you, even Solomon in all his glory was not arrayed like one of these.

matthew 6:28

lily of the valley

The flowers OF Hannah's House

She will blossom abundantly and rejoice with joy and singing... and they will see the glory of the Lord, the majesty and splendor of our God.

isaiah 35:2

crocus

Calling volunteers

come work with us!

tutors | music lessons | bakers | arts & crafts | physical exercise | sports | other electives/clubs

Zoe Ministries OF DELAWARE

Now Hiring Property Manager

Visit zoe-delaware.org for the job description!

Zoe Ministries OF DELAWARE



Training

Trauma-Informed Care

Trainings include the basic pillars of trauma-informed care, discussion on encountering different scenarios, trauma-informed responses, and a Q&A session.

Healthy Conflict

Healthy conflict training includes conflict resolution, discussion on professional disagreements, communication best practices, and practical techniques for navigating workplace tension.

Workplace Culture

Workplace culture trainings aim to address root issues transparently and professionally. These trainings offer conflict resolution skills, help organizations identify common values, and reveal disconnect between desired culture and company policy.

Training Consulting

Training consultation can be provided for a wide variety of trainings. Training consultation offers a third-party perspective on current company trainings in an effort to make them more engaging, more informed, and more effective.