



2017 ANNUAL REPORT

Employee engagement in action: Jim White, Bridgestone national fleet account executive, volunteered at the TAT booth during the Great American Trucking Show, teaching attendees about human trafficking.



Tony Bradley, president of the Arizona Trucking Association, accepted the award on TAT's behalf. Pictured from left: Steven Spencer, HireRight (award sponsor), Bradley and Kevin Burch, ATA immediate past chairman, Jet Express, Inc.

TAT receives coveted Mike Russell Trucking Image Award

Nominated by the presidents of 22 state trucking associations, Truckers Against Trafficking (TAT) was named one of the 2017 recipients of the Mike Russell Trucking Image Award by the American Trucking Associations (ATA) in October at the ATA's Management Conference and Exhibition in Orlando, Florida. Tony Bradley, president of the Arizona Trucking Association and the person who prepared the nomination for TAT, received the award for TAT.

"Since its inception, Truckers Against Trafficking has become a catalyst for change and has helped promote the trucking industry, training professional truck drivers and members of the trucking

industry to be everyday heroes," wrote Bradley in the nomination. "They are making a difference and improving the image of the trucking industry. While doing research for this nomination, it occurs to me that several past recipients of the Mike Russell award received their award, in part, for their partnership with TAT."

The Mike Russell Trucking Image Award celebrates companies, organizations and individuals who creatively generate positive awareness of the trucking industry. Without the support of these leaders, the benefits of an improved image of the trucking industry would not be possible.





Photo Credit: Thomas Reuters Foundation/Daniel Leal-Olivas

Kendis Paris

Letter from the Executive Director

For any social movement to evolve collective action is a must. Individuals aren't just aware of a problem, they come together to form strategies and define pathways for action that will lead to the cultural change necessary to reach a common goal. Each group then leverages their skillset and resources, in coordination with the larger network, recognizing the critical need for teamwork and interconnectedness to achieve the overall mission. And yet, within that framework, it is imperative that the individuals themselves be engaged ... be inspired to action, determined to do their part (whether large or small) for the greater good.

Since 2009, Truckers Against Trafficking has been working to raise up a mobile army of eyes and ears to assist law enforcement in the recognition and reporting of human trafficking in the hopes that victims will be recovered and their perpetrators arrested. In doing so, we partner with every tier of the industry (CDL schools, carriers, truck stops, state and national associations, manufacturers), as well as with shippers, law enforcement and government agencies in order to expand the broader network engaged in combating this crime.

In 2017, we began replicating our model across borders and modes through our work with Mexico and the bus industry, and saw our model replicated within the convenience store industry as well.

In addition, we saw an unprecedented number of our partners' employees become personally engaged in the issue ... leveraging their position, industry knowledge, and expertise to ensure thousands more became TAT trained, funds were made available to expand our programs, and new avenues opened that were formerly closed. Each strategically engaged employee elevates and strengthens the broader abolitionist movement.

If traffickers count on our ignorance and apathy, then the details outlined in this report reveal very positive signs in the disruption of their criminal enterprise.

And yet, as we delight in the continued growth and empowerment taking place across industry and beyond, the daily calls of the professional drivers reporting what they see in real time are the mainstay of TAT. It is the vigilant men and women of the American trucking industry, the ones behind the wheel, who are the true abolitionists. We've heard your stories; we know you care; and we are thankful you are taking action on behalf of those who need it most.

TAT by Numbers

494,659 trucking industry members have been registered as TAT Trained on our website. This is up from 287,987 at the end of 2016. This dramatic increase is the result of new partners, including UPS, who trained over 97,000 of their employees in 2017, and states which enacted laws making TAT training a mandatory requirement for CDL licensure.

1980 calls to the National Human Trafficking Hotline by people identifying as truckers between the time the hotline began on Dec. 7, 2007 and Dec. 31, 2017. These calls reported a total of 557 cases of potential human trafficking involving 1,035 potential victims, with 319 of those being minors. In 2017, almost half of the cases generated by truckers – 48.5 percent – involved minors. Prior to 2009 when TAT began, the NHTH reports that they had received only three calls total from truckers. Ongoing surveys of truckers within the trucking industry reveal that calls to the hotline show only one piece of the data pie, with untracked calls to 911 and local sheriff's offices making up the larger portion. (The NHTH reports that these numbers are accurate as of February 2018, but are subject to change due to a reporting restructure.)

355 law enforcement officers received TAT training this year through our expanded training options for law enforcement at all levels. In Mississippi, TAT staff traversed the state, providing six trainings in four different cities to train all DOT law enforcement officers in the state. More than 2000 copies of TAT's law enforcement training DVD were distributed as well.

8 coalition builds took place in Texas, North Carolina, Mississippi, Wyoming, North Dakota and Oregon in 2017, training an additional 281 law enforcement officers, plus 83 truck stop employees and 46 members of the trucking industry. Many of the participants trained are general managers and company CEOs who can then train their own employees. With a \$26,000 grant, ConocoPhillips helped, in part, with TAT coalition builds in

locations where they drill to bring the issue of human trafficking to the forefront of the oil and gas industry.

32,100 miles (and then some) is the distance the Freedom Drivers Project covered this year, traveling through 19 states to attend 28 events and attracting more than 7,800 people through its doors. Included in these stops was the Volvo Tour, a first-of-its-kind tour of Volvo facilities across four states.

84 presentations in front of audiences as notable as the National Association of Attorneys General (NAAG), the National District Attorneys Association's (NDAA) National Traffic Law Center (NTLC) Midwestern Regional Training, the Trucking Association Executives Council (TAEC) and the American Trucking Associations (ATA) Law Enforcement Summit, as well as testimony before the U.S. Senate Committee on Commerce, Science and Transportation. These trainings gave TAT's message exceptional exposure this year to audiences with significant authority and power to create change. Additionally, a webinar for HireRight, a screening solution provider in trucking, resulted in 40 new companies training their employees with TAT materials.

35 states have adopted the Iowa Motor Vehicle Enforcement (MVE) model, in part or in whole, up from 28 at the end of 2016. The seven new states are Idaho, Nevada, Texas, Tennessee, Florida, North Carolina and Rhode Island. Six states have now mandated TAT training for all entry-level CDL holders (Washington, Illinois, Ohio, Texas, Arkansas, Kansas), and several others are looking to follow suit.

165,498 people follow TAT on Facebook, up from 146,184 at the end of 2016, an increase of over 11.3-percent. TAT's Twitter followers jumped from 30,370 to 31,451, and Instagram saw an increase to 7369 from 6533 in 2016.

Legislators see value of trucking in fight against human trafficking

With an ever-increasing awareness of the size, scope and horror of human trafficking as a national dilemma due, in large part, to the work of the broader anti-trafficking movement, more and more local, state and federal lawmakers are seeking effective ways to combat the crime. Recognizing that industry members have a critical role to play in identifying victims, as well as traffickers, numerous state and federal laws have been proposed and/or passed ensuring hotel/motel workers, beauticians, ER and other healthcare personnel, as well as taxi, bus drivers and truck drivers become trained on the issue.

In regard to trucking, two facts encourage legislators to consider their potential as a critical component to enlist in their efforts: First, at any given time there are more truckers on the highways than there are law enforcement officers and second, since 2009, when TAT began, the trucking industry has been making a substantial and recognized contribution to the fight against human trafficking. Therefore, it makes sense to lawmakers that if a greater proportion of the trucking industry were mobilized, they would provide essential help to law enforcement officers, and the impact on the reduction or elimination of the crime could be that much greater.

To that end, multiple states have changed administrative rules or passed legislation in order to provide CDL holders with anti-trafficking training. Throughout the year, TAT recognized that the most effective and partnership-strengthening policies to pursue are training through CDL schools only, where drivers already find themselves in classroom settings. Currently, in addition to the states that have already mandated TAT training as a requirement for CDL licensure (see map this page), TAT is working with Wisconsin and Colorado, which are seeking to pass similar legislation.



TAT testifies at Congressional Hearing

In 2017, TAT also received a request to testify at a hearing of the U.S. Senate Committee on Commerce, Science and Transportation in Washington D.C., titled Force Multipliers: How Transportation and Supply Chain Stakeholders are Combatting Human Trafficking. Esther Goetsch, TAT coalition build specialist, appeared on a panel along with Polaris Project, Issara Institute and Florida Abolitionist and responded to various questions from Senators regarding human trafficking. The two-hour hearing educated lawmakers about the crime of human trafficking and how various industries are creatively working to combat it. Goetsch provided testimony as to ways the American trucking industry has responded to the realities of human trafficking and is actively serving as a model for other industries in combatting it.



“I was encouraged to see so many Senators comment positively on TAT’s work and the trucking industry’s role in taking this issue on,” Goetsch said. “The committee as a whole seemed engaged in the topic of human trafficking, and genuinely interested to learn how they can work alongside industry to combat it.”

TAT expands law enforcement training, sees measurable results

For members of the trucking industry to function as effective partners of law enforcement throughout the country, TAT believes it's crucial for both entities to be aligned. Trucking members can make the calls to report human trafficking, but unless law enforcement is also trained to understand human trafficking and recognize trucking industry members as their partners in this fight, the calls may not receive the level of priority they deserve. TAT's law enforcement training program works to prevent this obstacle by ensuring that both law enforcement and trucking hear the same messaging about human trafficking and see each other as a reliable resource. To that end, in 2017, TAT expanded the resources and training we provide to law enforcement at all levels.

First, in partnership with our media partner iEmpathize and sponsors HELP Inc. and Vigilant Solutions, we produced a law enforcement video titled *Investigating and Prosecuting Human Trafficking*. Released in March, it's available to law enforcement free-of-charge, along with its companion training guide, either on our website or by writing tat.truckers@gmail.com.



Second, we brought on-board a second survivor-leader, Tajuan McCarty, to join Beth Jacobs as a part-time field trainer, specifically for presentations to law enforcement.



Third, we expanded our law enforcement training options to include both a one-hour training and a longer 3-4-hour presentation. The longer training is co-taught by both a survivor-leader and TAT Deputy Director Kylla Lanier. Trainings are designed to equip officers with practical steps to take, including a victim-centered approach and adoption of the Iowa MVE model; emphasize critical observations/behaviors/red flag indicators from law enforcement case studies which resulted in human trafficking cases; illustrate how the trucking industry is an ally in the fight; and share resources to create relationships between law enforcement and trucking.

This year, in addition to training law enforcement at all our coalition builds, we made law enforcement presentations to the National

Association of Attorneys General (NAAG); the National District Attorneys Association's (NDAA) National Traffic Law Center (NTLC) Midwestern Regional Training; the HIDTA national interdiction conference in Missouri to law enforcement from around the country, including police, DEA, FBI, HSI and sheriffs; the Southeast Michigan Crimes Against Children Task Force in Michigan; the American Trucking Associations' Law Enforcement Summit in Washington, D.C.; and to individual law enforcement groups in Mississippi, Maine, and Tennessee.

In Mississippi, Jacobs and Lanier conducted six three-hour trainings in four different locations across the state, training all DOT law enforcement. Chief Willie Huff, MDOT law enforcement director, sent an email to TAT, saying, "All officers I talked to were very complimentary of the class and said it really opened their eyes to this problem. They were like me when I first attended the class in that they were under the impression the person being trafficked had broken the law and needed to be dealt with accordingly. We did not see the person as a victim at that time. All of the information was very beneficial. The icing on the cake is when a victim can stand before the officers and explain to them how this whole scenario takes shape. We can then see how a person can be manipulated/abused/threatened and become so intimidated that she/he is afraid to try to escape. To me, it seemed you had just the right amount of information before the victim addressed the class. All officers I have talked to said, in the future, they would look at these people as victims instead of as a perpetrator. I noticed during the class that most all of the officers were very attentive. That is unusual for a class that lasts as long as this one. It proves that your material was top-notch."

Following the Mississippi trainings, during a 72-hour special detail of roadside inspections, two TAT-trained MDOT officers encountered and aided a woman whom they suspected of being abused and trafficked. They applied a victim-centered approach and were able to get her to a safe place and away from the driver who was transporting her. They credit the TAT training for making them more vigilant when encountering a passenger in a commercial vehicle and for giving them the techniques they needed to help the victim.



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Trainings prove effective by results achieved

Maine Commercial Vehicle Enforcement Unit:

- Lt. Nichols of Maine CVEU and the Maine Motor Transportation Association are approaching regional truck stop chains and a large international carrier with TAT materials to ask them to train their drivers/employees.
- TAT wallet cards and stickers are now going up in weigh stations across the state in addition to having officers trained on human trafficking at those locations.

Mississippi Department of Transportation (DOT):

- MDOT has trained officers at all weigh stations and ports of entry as well as stocked TAT materials at those locations in order to reach more truck drivers.
- Officers are visiting truck stops in their area with TAT materials.
- TAT's law enforcement video is now included in new employee orientation.

Missouri State Highway Patrol Commercial Vehicle Enforcement:

- TAT's law enforcement video is used to train recruits with plans to use it to train all CVE personnel in 2018.
- All weigh stations are stocking TAT materials and officers are distributing them to truck drivers during inspections.

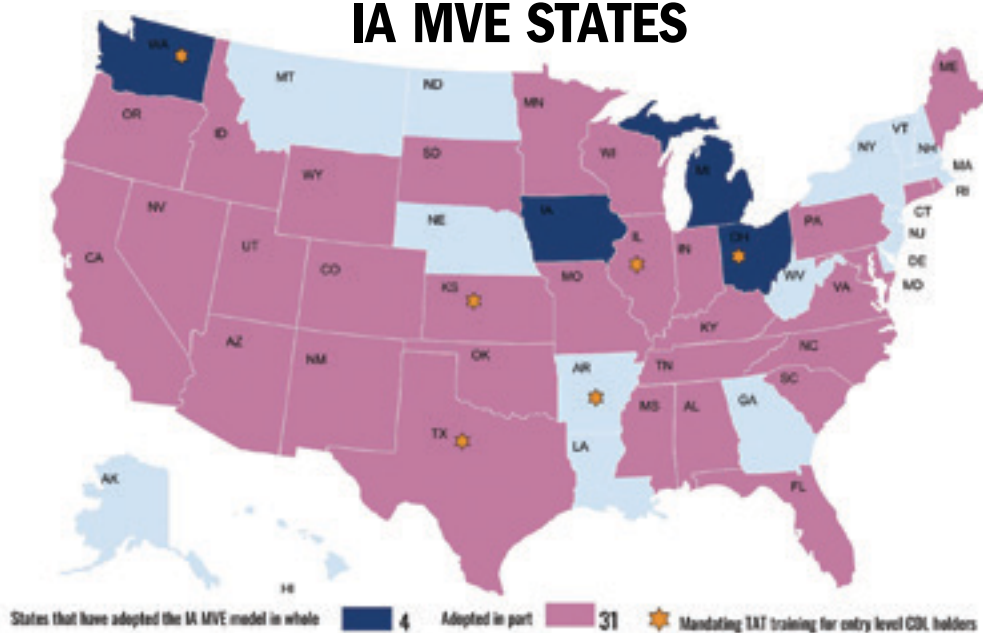
Michigan State Police:

- Michigan law enforcement, one of TAT's long-time partners, are doing an in-depth law enforcement training with State Police as one of the last items needed for Michigan's full adoption of the Iowa MVE model.
- In December, MSP contacted TAT to find a carrier which would make available commercial motor vehicles as part of an undercover operation by Michigan State Police. The operation resulted in several sex-offense-related arrests. The operation also led to the development of intelligence to be used in continuing human trafficking enforcement efforts.

Tennessee Highway Patrol (HP):

- TAT's law enforcement training video has been incorporated in orientation and ongoing training protocol.
- THP are stocking their weigh stations with wallet cards and posters and seeking permission to begin showing TAT's video, Everyone a Changemaker, in the weigh stations on a loop.
- Scheduled four more TAT-led law enforcement trainings around the state.

IA MVE STATES



More states adopt Iowa MVE Model

One of TAT's most effective strategies in the fight against human trafficking is the Iowa Motor Vehicle Enforcement model (Iowa MVE), created by Chief Dave Lorenzen, to fully activate motor vehicle enforcement departments and state agencies in combating human trafficking in Iowa and beyond. This year, Washington moved from partial to full adoption of the model and Idaho, Nevada, Texas, Florida, Rhode Island, Tennessee and North Carolina all adopted it in part.

A Profile of Employee Engagement: Don Blake and the Everyday Heroes Truck



When the employees of our partners and sponsors internalize the message that human trafficking must be eliminated and that they can *individually* make an impact in that fight, unique, innovative and exciting activity results.

Don Blake, a member of the trucking industry for over 21 years and the New Truck Sales Manager, Inland Kenworth's flagship store in Tolleson, Arizona, listened to a TAT presentation in 2016 and decided he had to do something. And he did ... something that had never been done before!

He decided to have a special themed truck built and auctioned off as a fundraiser for TAT. With the support of Inland Kenworth and Kenworth Truck Co., Blake began talking to corporate sponsors. Through his leadership, he engaged a host of additional people in the project to build the Everyday Heroes truck, a customized 2018 Kenworth T680. The Kenworth T680 was fully loaded with a 76-inch sleeper, 485-hp PACCAR MX-13 engine, and Eaton® Fuller Advantage™ 10-speed automated transmission.

Everyday Heroes tractor auction nets record donation for TAT

Following eight months of non-stop, intense work for Blake and all he recruited, Mike Jimenez, owner of Phoenix-based J&L Transportation, provided the winning bid of \$140,000 on June 20 for the Everyday Heroes tractor auctioned off by Ritchie Bros. Auction, and TAT received an \$83,000 donation, the largest one-time gift in the organization's history. Additionally, it received \$111,000.00 of in-kind donations.

Jimenez, who was in South Africa at the time of the auction, produced the winning bid by proxy. "Though I have not encountered human trafficking, it does exist in our world," he said. "It's been my experience that when our industry gets behind a cause, it is a worthwhile cause. When Don expressed his interest, along with Inland Kenworth and all the other supporters and sponsors intent

on doing this project, I knew J&L should be a part of the answer to end such heartbreaking events. I'm confident that TAT will use the proceeds to continue the education efforts and training necessary to end human trafficking in the future. Without their efforts, I would still be blind to this epidemic in our society."

To leverage the auction even further in the fight against human trafficking, Inland Kenworth and Utility Trailers opened their facilities in Phoenix the day prior to the event, allowing TAT to provide training to nearly 200 people in multiple classroom sessions as well as through TAT's mobile exhibit, the Freedom Drivers Project.

"When people hear about the horrific realities of human trafficking, they often make promises to get involved, but not everyone follows



In the months prior to the auction, even Arizona Governor Doug Ducey climbed into the Everyday Heroes truck to check it out and honk the horn.

through,” Kendis Paris, TAT executive director, stated. “That is not true of Don Blake, George Cravens (with Utility Trailers), and all of the amazing sponsors of the Everyday Heroes Kenworth T680. This money enables us to continue to expand our work within the trucking industry and further our partnerships with law enforcement, additional modes of transportation, and multiple countries, in the fight against human trafficking.

We are extremely grateful to Ritchie Bros. for auctioning off the truck, the generous sponsors for helping to build it from the ground up, the trucking media for raising awareness about the work of TAT through the entire process of this one-of-a-kind auction, and to Inland Kenworth’s Don Blake who led the charge to the very end.”

According to Mike Dozier, Kenworth general manager and PACCAR vice president, Blake’s passion for the project was contagious. “Don and Inland Kenworth designed a wonderful and creative program to support TAT,” Dozier said. “It shows how an idea can germinate and how the industry can pull together to support the fight against human trafficking. As an organization, we couldn’t be prouder to provide assistance, and to call Don a model representative of Inland Kenworth and our dealer network.”

Providing support for the Everyday Heroes Kenworth T680 were Kenworth Truck Company and Ritchie Bros. at the Platinum Level; Inland Kenworth, Utility Trailer Sales Company of Arizona and



FlowBelow Wheel Covers at the Gold Level; PACCAR Engine, PACCAR Parts, Horton, Jot Fifth Wheel, Meritor, Eaton Corporation and Bendix at the Silver Level; and Delco, ExGuard Grille Guards, Davco, National Seats, East Penn Batteries, Giti Tires and Alcoa at the Bronze Level.

The project received multiple-story media coverage from such news outlets as CCJ

Digital, Go By Truck News, Land Line, NextTruck, Overdrive, Successful Dealer, The Trucker, Today’s Trucking, Trucking Info and Transport Topics. An additional impact for Inland Kenworth of this project was that they were named 2017 Successful Dealer of the Year at the Great American Trucking Show in August. During the presentation, Blake and the Everyday Heroes truck were singled out as having played a major role in the final decision-making by those selecting the award winner.

“It’s incredible when you see the final product and know the money will be used in the way it’s going to be used,” Blake said. “It was a very labor-intensive project, but we are very proud of the end result. The Everyday Heroes truck is making a lasting impact, much more so than we could have ever imagined. It’s gratifying to pull so many people together for a cause and to fight something so awful as human trafficking. Many people have worked to make this possible and it’s just unreal.”

Model Replication: Crossing Borders, Modes and Industries

To achieve their mission, organizations must learn to scale sustainably. For Truckers Against Trafficking (TAT), growth this year not only came through existing programs, whether by greater participation of our partners and their empowered employees or the documentation of long-term, impactful outcomes, but it also came through the replication of our model across borders, modes and industries.

Crossing Borders: Guardianes del Asfalto



Consejo Ciudadano, a Mexican NGO dedicated to serving the citizens of Mexico through a number of socially responsible programs, most notable of which is running a national crime and human trafficking hotline, launched its Guardianes del Asfalto program on Dec. 5 with a press conference and strategy sessions with companies such as Bridgestone, UPS and Praxair. Guardianes del Asfalto is a replication of TAT's model of coming alongside private industry to engage them in the fight against human trafficking. It consists of an online training for members of the Mexican trucking, bus and taxi industries that will include specific red flag indicators for how each of these occupations may encounter a victim. In addition to its partnership with TAT, Consejo partners with the United States National Human Trafficking Hotline. For more than a year, TAT has been consulting with Consejo Ciudadano, as well as facilitating the introductions to and initial training implementation for major U.S. companies with Mexico-based operations. As part of our collaboration with Consejo Ciudadano, we also worked with a group of students from Brigham Young University to provide an in-depth analysis of the Mexican trucking industry to assist in creating inroads.



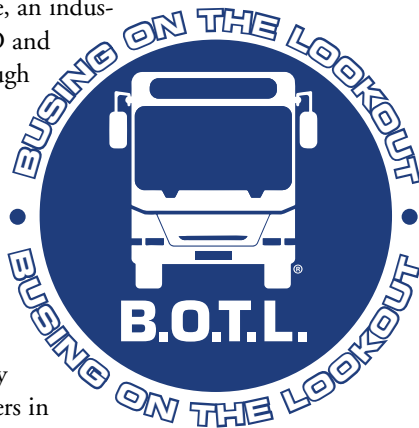
Kylla Lanier, TAT deputy director, and Luis Wertman Zaslav, president of Consejo Ciudadano, respond to reporters at the press conference in Mexico for the launch of Guardianes del Asfalto.



Members of the BYU research team providing information on trucking in Mexico are (L to R back row): Juan Camargo, Gabby Weber, Hannah Jarman, Gabe Davis and (in front center) Andrew Wirkus

Crossing Modes: Busing on the Lookout

As bus terminals are regularly used by pimps to recruit victims; passenger buses are utilized in the transportation of victims; and school is one of the last places children who are being trafficked are seen before they disappear entirely, it is imperative that bus drivers (both passenger and school) – as well as bus terminal employees – become trained to recognize and report the signs of human trafficking. Capitalizing on its extensive law enforcement, state agency and industry network, TAT launched *Busing on the Lookout* (BOTL) in 2017 in an effort to create an additional army for law enforcement in recognizing and reporting this crime. As part of its launch, TAT created a busing brochure, an industry-specific training DVD and busing wallet cards. Though a fledging program, BOTL had the opportunity to train 400 bus drivers in Jefferson County, Colorado soon after it began. Since then, BOTL materials have been used by the Office of the Attorney General to train bus drivers in Kansas as well.



Crossing Industries: Convenience Stores Against Trafficking

TAT serves as a consultant for the development of Convenience Stores Against Trafficking (CSAT), which empowers the convenience store industry to play a vital role in stopping human trafficking in our communities. CSAT is a program of the national nonprofit, In Our Backyard, and is replicating TAT's overall model of equipping an industry with training and materials in order to recognize and report human trafficking. There are more than 150,000 convenience stores that serve half the population of the United States daily. Longer hours of operation, public restrooms and convenience make it more likely that convenience stores can help victims of human trafficking. When TAT held a coalition build in Oregon, CSAT sent a number of their stakeholders to the event, invited some law enforcement in the area in hopes of connecting with them and made a short CSAT presentation as well. As a result of their participation, TAT has a new contact with its own trucking fleet within the convenience store industry. In December, TAT received the Linking Arms Award presented by Convenience Stores Against Trafficking (CSAT) for being, according to Juliana Williams, CSAT director, "our model, guide, advisor and champion as we have embarked on our CSAT program. We are so encouraged by your example and honored to be partnered with you in this work." To learn more and watch the CSAT training video, visit: www.inourbackyard.org/csat



**CONVENIENCE
STORES
AGAINST
TRAFFICKING**

Freedom Drivers Project offers ample opportunity for employee engagement

Sporting a new wrap on the outside and new survivor artifacts and exhibits on the inside, the Freedom Drivers Project (FDP) continues to churn up the miles as it attends events across the country. As a flagship program for TAT, it provides great exposure and multiple opportunities and ways for companies and employees to engage at a higher level in the fight against human trafficking. These include, in addition to driver training, the training of all company employees, becoming a TAT sponsor, promoting TAT to other companies, fundraising for TAT, the donation of hauls, volunteering at the exhibit during an event and hosting the FDP as a mobile classroom at special company events to highlight a company's commitment to combat this crime and as an open door to invite community members, so they can learn about human trafficking and what the trucking industry is doing to prevent it.

Since it hit the road in the fall of 2014, the Freedom Drivers Project has visited 32 states and 102 events, traveling 112,136 miles, 79,989 of which were donated haul miles (71 percent), valued at \$192,113. It has attended events with audiences as large as 80,000 and as small as 25, composed of people from all walks of life, including high school kids, politicians, truck drivers, attorneys, industry executives, law enforcement at all levels, and many people in between. The vast majority of these people have left the exhibit with a profoundly tangible awareness of the impact human trafficking leaves on its victims and the inspiration to both safeguard their own family and friends as well join others to eradicate this crime.

In 2017, in addition to attending TAT coalition builds, a state fair, truck driving championships, trucking events and law enforcement events, the FDP made new friends for TAT in the oil and gas industry at Enbridge Inc. headquarters in Texas, and went on a four-state, first-of-its-kind tour of Volvo Group North America facilities. The tour drew hundreds of Volvo employees through the FDP doors, while Helen Van Dam, FDP director, trained additional employees at brown bag/lunch and learn meetings. When asked why it makes sense for Volvo to take part in fighting human trafficking, Kurt Hollinger, vice president of sales, said, "We really

excel on the truckload products, so, it just seems like a natural fit with one of our largest customer bases ... and I think it's important for us to work with and educate them on what can be done out there to combat this issue."



Employee engagement

■ Drivers who hauled the FDP and volunteered at events such as Thomas Miller, Prime driver and member of the American Trucking Associations Road Team and Walmart drivers Gary Mars (Walmart Road Team), Rob Fernald, Jon Brockway and Antoine Sadler.

■ Company management like Duane Williams, UPS, and John Stomps, Total Transportation of Mississippi, who approved large numbers of FDP hauls for their companies; George Niehaus, Prime, Inc. who trained Prime drivers, community members and bus drivers with TAT materials; Brooke Mosely, Prime, Inc., who spearheaded fundraising for TAT and hosted the FDP at Prime's Highway Diamonds Gala for their women drivers; Rich McArdle, president of UPS Freight, who brought UPS onboard with TAT this year as a platinum level sponsor, not only giving in cash, but also hauling the Freedom Drivers Project all across the country. UPS covered 19 percent of our total miles this year. Also, Elizabeth Fretheim, senior director of supply chain sustainability, who approved Walmart hauls, which covered an additional 20 percent; and the men and women from 18 companies who approved hauls for the FDP this year: Walmart, UPS Freight, Werner Enterprises, Total Transportation of Mississippi, Nussbaum, Quality Distributions, Prime Inc., Swift Transportation, Volvo Group North America, Global Specialized Services, USA Truck, JBS Carriers, EPES Transport System, Tantara

Transportation Corp, Grammer Industries, CAST Transportation, Billy Barnes Enterprises, and AWL Transport.

■ Bridgestone salesmen Jim White and Steve Manzonellie who volunteered with TAT at the Great American Trucking Show in Dallas; and Sandy McClure and Steve Longoria, FedEx Ground, who volunteered with the FDP for the Mississippi Truck Driving Championship.

■ Corporate engagement like The Blue Brigade of Werner who hosted the FDP at the Werner Driver Appreciation Event; the Enbridge staff who volunteered with the FDP at their company headquarters; and the Volvo staff and plant ambassadors who hosted the FDP on tour of their plants, including Dawn Fenton, Robin Crawford, Janie Coley, Marcus Thompson, Belinda Vinson, Meg Dameron and Kaylee Beattie.

■ Law enforcement from the Iowa Motor Vehicle Enforcement who helped at the FDP for both the Iowa State Fair and the Iowa 80 Jamboree.

■ Educators like Diana Laws from AIMS Community College, who not only scheduled the FDP for all truck driving students at the college to tour but also an event to engage the surrounding community in learning about human trafficking and becoming engaged in the fight.

Impact

The Freedom Drivers Project isn't an exhibit most people can see and forget. Those who tour it are generally impacted emotionally and mentally and have to share the information, describing the visual experience to others. Here's a snapshot of the impact the FDP has had on some of the over 7,800 individuals who've experienced it this year:

"Kentucky was so lucky today to have the Truckers Against Trafficking Freedom Drivers Project parked on the grounds of the Capitol while we recognized Human Trafficking Awareness Day. The FDP takes the work that this office, TAT, the trucking industry, and our law enforcement partners do to raise awareness and end human trafficking and makes it tangible. It gives a visual of what victims endure and what truckers, truck plaza managers and others TAT has trained have done to intervene and stop victims' suffering. By having such a visible and impressive symbol accessible to our community and state workers today, awareness of trafficking, the reality of it, and how our truckers can be heroes was certainly raised. That, after all, was our mission for Human Trafficking Awareness Day."

— Allyson Taylor, leader of the Office of Child Abuse and Exploitation Prevention of the Kentucky Office of the AG

"The artifacts flow wonderfully. I'm amazed by how well they flow. It's so personal; the displays are so personal. It really hits home. There's a story in the rear (of the FDP) that tells the story of the 12-year-old girl that was sold by her own mother. It truly brought a tear to my eye the first time I read it. You know, it's unbelievable that evil happens like that in the world."

— Rob Fernald, Walmart transportation

"I remember this one time ... it was around 2 a.m., and we got a knock on the cab, and I didn't even think that it could have been a trafficking victim. This (Freedom Drivers Project) exhibit helped. It makes me think differently. It makes me more aware, and I'll call next time."

— Frances C., Landstar driver, after touring the FDP and getting a TAT wallet card

"When you see it, it just makes you want to do more with it. The Freedom Drivers Project is an excellent tool to open people's eyes."

— Joanne Howard, Enbridge Inc.

"So many people who came to this event took the message to heart and began to look for ways they could personally be a part of the solution."

— Sheri Masters, communications manager, Volvo Trucks

Coalition builds generate measurable exponential effect

A critical component in the fight against human trafficking is the establishment of an effective and sustainable working relationship between the trucking industry and law enforcement statewide. To achieve this, Truckers Against Trafficking (TAT) uses its coalition builds.

In 2017, TAT held eight coalition builds in five new states, introduced itself to the oil and gas industry and educated a total of 281 law enforcement officers, 83 truck stop employees, and 46 CEOs or safety directors of the trucking industry about human trafficking. Coalition builds were held in El Paso and Kenedy, Texas, Raleigh, North Carolina, Jackson and Tupelo, Mississippi, Casper, Wyoming, Bismarck, North Dakota and Salem, Oregon. The North Dakota build also marked the first time TAT co-hosted with a member of Congress, the office of U.S. Senator Heidi Heitkamp.

Follow-up with attendees and impact reports show that many more people in each of these communities are being educated and trained about human trafficking as a result of the builds. Attendees become engaged about human trafficking and take the information back to their homes, communities and places of work. In many states, extensive parts of the Iowa MVE model have been adopted, including stocking critical locations like weigh stations, rest areas and ports of entry with TAT materials. They have also been the avenue to introduce TAT's in-depth law enforcement training to key state agencies and have led to multiple opportunities for future law enforcement trainings. Here are a few coalition build highlights:

Raleigh, North Carolina

The North Carolina Justice Academy trains thousands of criminal justice personnel throughout the state, and, as a result of the coalition build, they are adding TAT's law enforcement training video, along with other TAT resources, to their training. The colonel of the Department of Public Safety was a panelist at the meeting and, as a result, has agreed to stock all weigh stations with TAT materials, train all troopers with TAT's law enforcement training video and utilize TAT's materials where overlap with the trucking industry exists. Multiple attendees commented on the value of being able to connect with law enforcement and collaborate with industry stakeholders for this important cause.

Jackson and Tupelo, Mississippi

The strength of the Mississippi coalition builds was twofold: the enthusiasm and support of the Mississippi Trucking Association (MTA) and its members and the active participation of the Mississippi Department of Transportation. Following the build, the director of safety for the MTA joined the Governor's Human Trafficking Task Force and requested 350 copies of TAT's law enforcement video to pass out to all law enforcement agencies in the state. The MTA also invited TAT back in 2018 for a third coalition build. Major portions of the Iowa MVE model were already in place prior to the coalition builds, such as all Mississippi DOT officers being trained by TAT as well as all weigh stations

stocked with TAT materials. However, as a result of the builds, State Patrol is looking at getting troopers trained through TAT's law enforcement training.



From left, Senator Heidi Heitkamp, North Dakota, and Esther Goetsch, TAT coalition build specialist, were interviewed by a reporter at the Bismarck coalition build.

Casper, Wyoming

Major portions of the Iowa MVE model are being adopted in Wyoming. One law enforcement officer said at the meeting he decided to clear his schedule for the day and stay for the remainder of the meeting, because he was so impressed with the caliber of training. He asked about having TAT out to train the rest of his officers. In addition to law enforcement visiting truck stops in their area, hosting trainings and passing on TAT's law enforcement training video to other nearby departments, TAT also gained a valuable local truck stop partner.



As a result of the Wyoming coalition build, major portions of the Iowa MVE model are being adopted.

Bismarck, North Dakota

Significant strategies are underway as a result of the build, including working with DOT on best practices and Iowa MVE implementation, potentially gaining new partners in the oil and gas industry and working with the North Dakota Motor Carriers Association to get TAT training included in CDL schools across the state.

Salem, Oregon

Strategies are now in place to increase intelligence and reporting around human trafficking as a result of more truckers and truck stop employees being trained on human trafficking. Truck stops involved in the training are more connected with their local law enforcement in order to have an effective protocol in place when they come across potential victims and/or traffickers. State agencies and key trucking stakeholders are conversing around major pathways for combating human trafficking, like mandatory training for entry-level CDL holders; training all Oregon State Patrol troopers on human trafficking and taking a victim-centered approach; and having DOT train all employees on human trafficking in addition to stocking key locations with TAT materials.

Additional impact from coalition build attendees in 2017 includes:

"Thank you for letting us be a part of the coalition builds. I sincerely hope the events had as huge an impact on all the other attendees as they did on me. I already had a pretty good understanding of the great things TAT was doing, but the real impact for me was the paradigm shift after hearing the survivor's story. That story needs to be heard by as many as possible. It truly brings a whole new level of empathy and understanding that will motivate many more to support the efforts of TAT to combat trafficking. Her testimony was huge! Please let her know how much of an impact her courage has on others. She is one very special lady! You and all the others at TAT are such a blessing. Thank you for letting us find a place to help."

— Hal Miller, President of the Mississippi Trucking Association

"I spoke with my Sheriff about how awesome the TAT training was. I told him it was probably one of the best I had attended in 25 years of service. Thanks again."

— Investigator, Lee County Sheriff's Office

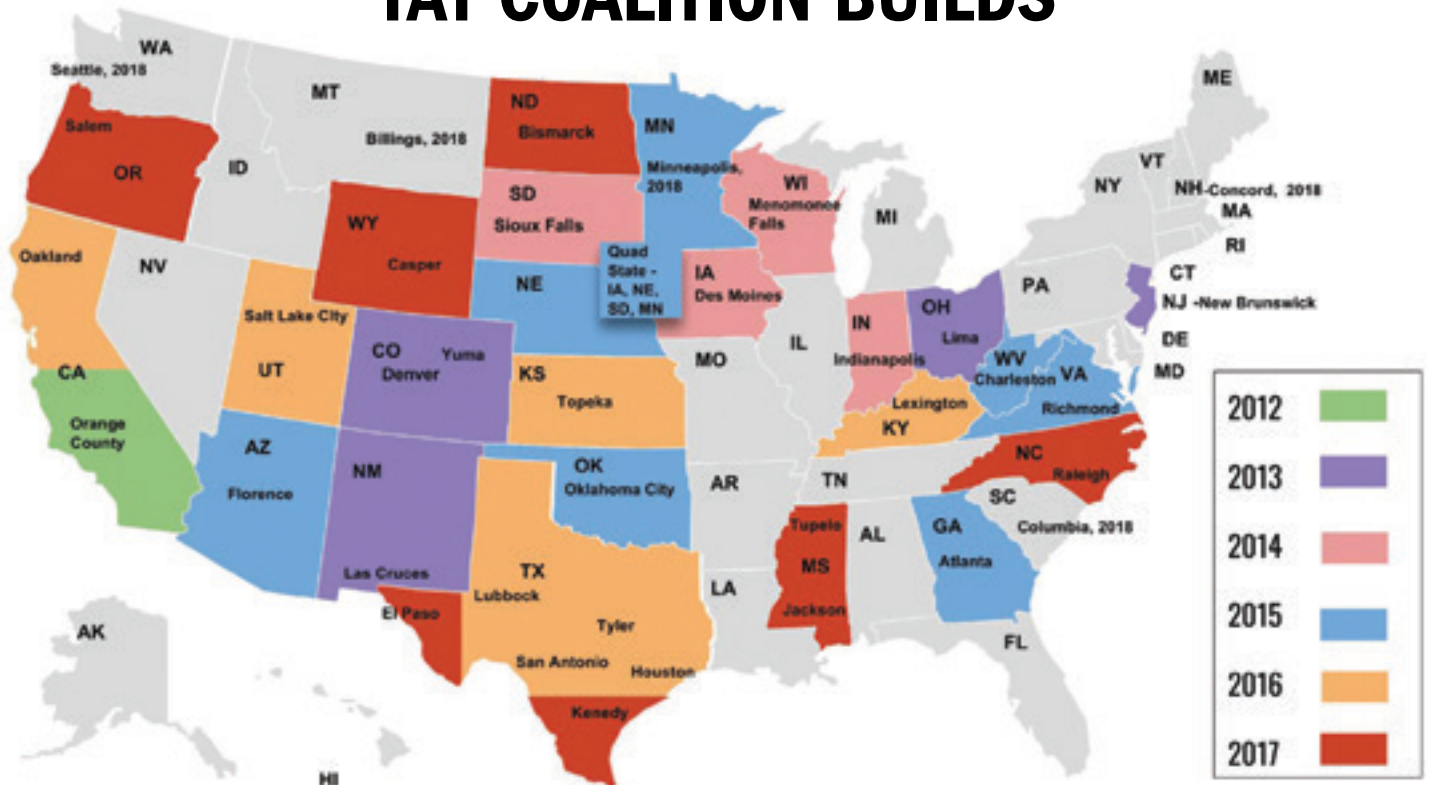
"As a law enforcement professional, I really appreciated her (Tajuan McCarty, TAT field trainer) very directly telling us about her distrust of police. And more, I appreciated her telling us why and giving us tips about how to overcome the barriers that we will face when working with victims. It takes a lot of courage to talk about her experience, and I want her to know that it is very impactful and will help other victims that law enforcement come in contact with."

— Director of the Oregon-Idaho HIDTA

"As a woman, as well as a truck driver and truck driving instructor, this trafficking hit me with such force that I cannot contain the emotions. Thank you!"

— Truck Driving Instructor

TAT COALITION BUILDS



Engaged employees accelerate advancement of TAT's mission

Once inspired, people, employing their creativity, passion and resources, propel the successful accomplishments of any organization, cause or crusade. When engaged, their thinking and actions can shatter old paradigms, discover new pathways to meet goals and compel others to join them through the excitement they generate. Truckers Against Trafficking (TAT) receives the equivalent of a booster thrust when the employees of our partners and sponsors become engaged.



- In April, Kendis Paris, TAT executive director, spoke to dealers about the effective role dealerships can play in fighting human trafficking by becoming TAT Dealership Partners (TDP) at the Bridgestone Executive Symposium in Orlando, Florida. By utilizing their locations as distribution points for life-saving materials, and providing modest financial support to sustain our programs, TAT's Dealership Partners have the potential to reach an exponential amount of the driving workforce, both through their customers and their employees. The executives representing the tire dealership Pomp's at that meeting became inspired and convinced the executive team to become a TDP and not only distribute materials in their 100 locations, but also donate a substantial amount to TAT via the silent auction of a beautiful Bandag painting created on-site. This Bandag painting was created and auctioned off at the event, with proceeds of the auction benefitting TAT.



- Using his influence and relationship, Bruce Gascal of Quality Distribution, not only got his company to train their drivers, but he spoke with transportation leaders at Dow Chemical about human trafficking and put TAT on their radar as an option for being part of the solution. Through a series of



Alicia Dzurka, left, transportation analyst at XPO Logistics, Laura Cyrus, center, and Kristin Beck, right, Dow's NAA road logistics modal Leader, all worked at the XPO Logistics Carrier Safety and Operations meetings.

meetings hosted by Dow, TAT then had the opportunity to connect with more than 100 leaders representing over 30 companies. Armed with research, committed to fighting human trafficking through TAT and serious about helping their carriers learn more about TAT's program, Dow's NAA Road Logistics Modal Leader Kristen Beck and her team first invited TAT to speak at the Dow Chemical Safety Directors and Core Carriers



conferences in Midland, Michigan. Following that, Laura Cyrus, TAT operations director, was invited to speak at a series of meetings, including the XPO Carrier Safety and Operations meetings in Aurora, IL, where Joe Burgdorf, program manager, and Alicia Dzurka, transportation analyst, helped communicate to carriers from across the nation the impact they could have by getting involved with the TAT program. The week was capped off with the Quest Liner/Foodliner manager's meeting in Dubuque, Iowa, where Cyrus spoke to the leaders of both companies and encouraged them to not only implement the training across their companies but also take the information home to their dinner tables.

"It's our responsibility as good people to do all we can to end this horrific crime," Beck said. "The key to ending human trafficking is through education and awareness. Just imagine if one person took the time to educate family, friends and co-workers, and so on and so forth. Within no time at all, the general public would know what to be on the lookout for. Our children would be aware of the traps set forth to lure them into this horrible world. And incident rates would drop, as human trafficking would no longer be the crime that silently slips by us all."

To that end, Beck has worked to see that TAT training will be a mandatory requirement for all the carriers Dow hires. That requirement is due to go into effect on April 1, 2018.

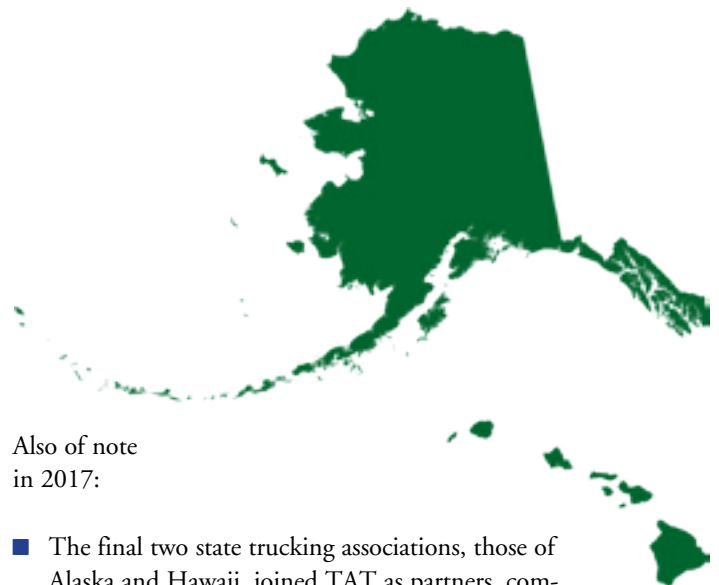


American Trucking Association's Road Team member Scott Harrison is one of the elite drivers who is educating people at various events as part of the TAT Ambassador Program.

- Through the newly formed TAT Ambassador Program (TAP), elite professional drivers, including several members of the American Trucking Association's Road Team, are being engaged to make community presentations around the country on human trafficking and what trucking is doing to fight it, including why their companies are involved. This year, ATA Road Team members George Niehaus, Byron Bramwell, Scott Harrison and David Boyer have made presentations to bus drivers, in churches, to Rotary and community members. Antoine Sadler, from Walmart's Road Team, has also spoken on TAT's behalf.



- ConocoPhillips created the opportunity for TAT to enter the world of oil and gas by first presenting at the CSR Roundtable at STAT Oil and Gas headquarters in Houston, Texas. This resulted in a strengthened relationship with ConocoPhillips (CP), grant money from CP for coalition builds in locations where they drill, increased participation in those coalition builds by oil and gas companies, such as Schlumberger Oil Field Services, and finally, an invitation for the Freedom Drivers Project to come to the headquarters of Enbridge, Inc., a global energy infrastructure leader, for their employees to be trained.



Also of note in 2017:

- The final two state trucking associations, those of Alaska and Hawaii, joined TAT as partners, completing the full 50 and ensuring that TAT materials are available to trucking companies across the nation.
- Through presentations to the International Registration Plan, whose fundamental principle is to promote and encourage the fullest possible use of the highway system, TAT was able to deepen our relationship with state agencies in multiple states and increase their participation with TAT so that entry points along the highway system will be used to pass out TAT materials to truck drivers.



- Rich McArdle, president of UPS Freight, Karen Rasmussen, president and CEO of Help Inc., Don Blake, New Truck Sales Manager for Inland Kenworth, and Eric Higgs, vice president of marketing for Bridgestone, joined the TAT board of directors.



Financials

STATEMENT OF FINANCIAL POSITION

As of December 31, 2017

	2017	2016
Assets		
Current Assets	389,302	301,142
Fixed Assets	9,333	17,333
TOTAL ASSETS	398,635	318,475
Liabilities		
Current Liabilities	17,229	8,465
Long Term Liabilities	0	0
TOTAL LIABILITIES	17,229	8,465
Net Assets		
Unrestricted		
Undesignated	381,406	287,412
Temporarily Restricted	—	22,598
TOTAL NET ASSETS	381,406	310,010
TOTAL LIABILITIES & NET ASSETS	398,635	318,475

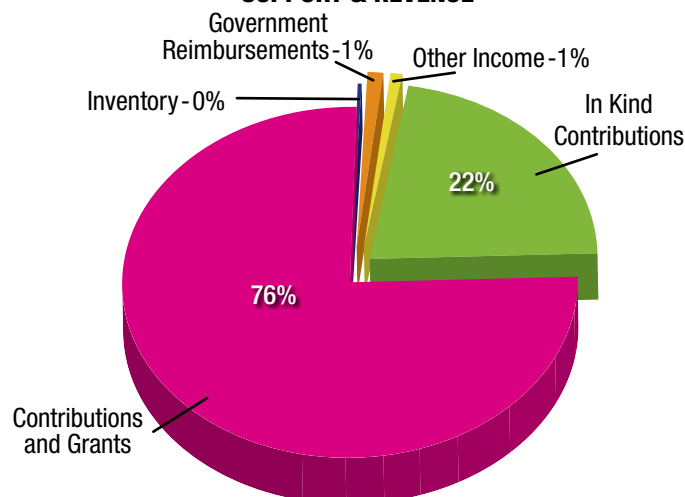
STATEMENT OF ACTIVITIES

As of December 31, 2017

	2017	2016
Support & Revenue		
Contributions and Grants	780,448	543,553
In Kind Contributions	232,861	218,453
Government Reimbursements	10,980	8,257
Other Income	5,746	9,498
Inventory	3,006	4,296
TOTAL REVENUE & SUPPORT	1,033,041	784,057
Expenses		
General and Administrative	81,403	66,485
Fundraising	29,144	23,406
Program Services	846,433	651,056
TOTAL EXPENSES	956,980	740,947

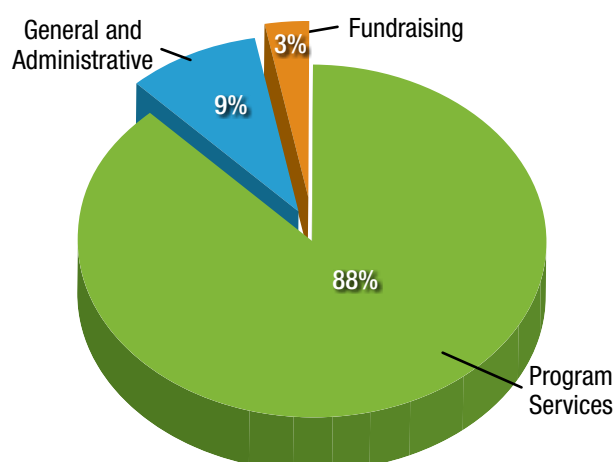
BREAKDOWN OF TAT FUNDING

SUPPORT & REVENUE



EXPENSES BY FUNCTIONAL CLASS

EXPENSES



Board of Directors

Scott Perry – *Chairman*
President, Suddath Global Logistics

Molly Wolff – *Secretary*
Anti-trafficking advocate and
truck show representative

Brad Riley – *Director*
President of iEmpathize

Elisabeth Barna – *Director*
COO and Executive VP of Industry Affairs
American Trucking Associations

Rich McArdle – *Director*
President of UPS Freight

Sam Smith – *Director*
Knoxville West TA TravelCenter Franchisee

Dave Nemo – *Director*
SiriusXM Radio Personality

Chief David Lorenzen – *Director*
Office of Motor Vehicle Enforcement
Iowa DOT

Karen Rasmussen – *Director*
President and CEO of Help Inc.

Don Blake – *Director*
New Truck Sales Manager, Inland Kenworth

Eric Higgs – *Director*
VP of Marketing, Bridgestone

Kendis Paris – *Director*
TAT Executive Director

Gary Clark – *Director Emeritus*
GCR Market Manager

Bruce DD McRae – *Director Emeritus*
VP Government Affairs, UPS

Our Partners:

FREEDOM DRIVER _____ DIAMOND LEVEL _____



PLATINUM LEVEL _____



GOLD LEVEL _____



SILVER LEVEL _____



While TAT is extremely thankful to all our supporters and donors for helping to make the achievements of 2017 a reality, we'd like to give special recognition to our Freedom Driver, Diamond, Platinum, Gold and Silver Level sponsors.



"The day we decided to support Truckers Against Trafficking was the day we became aware that as an organization we could make a difference. We know that our drivers and employees have the capability to bring kids home and help stop trafficking just by being aware of their surroundings and making the call. Thanks, TAT, for letting us be a part of your wonderful efforts!"

– Julie Durr, Director of Events and
Employee Recognition, Heartland Express



MERITOR

"By partnering with Truckers Against Trafficking, Meritor and other industry leaders are committed to help rescue the victims of human trafficking across the nation."

– Krista Sohm, Vice President,
Marketing and Communications, Meritor



"Truckers Against Trafficking amplifies truck drivers' power to better the world as our nation's roadways' eyes and ears. Peterbilt is proud to stand with TAT in their mission of encouraging drivers to protect innocent individuals and combat human trafficking."

– Victor Garcia, Senior Industrial Engineer,
Peterbilt Motors Company



"The Alabama Trucking Association is proud to be a silver sponsor of TAT. Efforts to support TAT are a priority on our association's Program of Work each and every year."

– Frank Filgo, Senior CAE,
President & CEO



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Truckers Against Trafficking is a 501c3 non-profit whose mission is to educate, equip, empower and mobilize members of the trucking industry to recognize the signs of human trafficking and know how to combat it through the normal course of their jobs.