

EDUCATE



EQUIP



EMPOWER



TAT 2022 IMPACT REPORT

MOBILIZE



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A LETTER FROM OUR EXECUTIVE DIRECTOR



Truckers Against Trafficking (TAT) regularly sees “the impact of one” – the unexpected heroes arising in unexpected places. Like the truck stop manager who, through kindness and his soft-spoken, calm demeanor, helped a young woman escaping her trafficker feel safe enough to disclose what was happening to her. Or the team at Embark Transit who responded to a situation with skill, compassion and efficiency, enabling a suspected victim of trafficking to access services. This is TAT’s work in action. And, with TAT’s support, this group of unexpected everyday heroes has grown into the largest mobile army of transportation professionals working to discover and disrupt human trafficking networks across North America.

And while the trucking industry has led the way, TAT’s mobile army now includes bus drivers, DMV workers, toll operators, mechanics, transit workers, pipe liners, corporate employees, law enforcement and more. As TAT educates these audiences on the crime of human trafficking, our reach grows wider and more victims are recovered. TAT is also equipping our partners to grow deeper in their engagement by adopting policies addressing demand, utilizing their corporate networks to spread the message and activating the flow of

resources to fight this crime. And while private industry does its part, it’s imperative that law enforcement is empowered with the tools, mindset, policies and practices that see victims recovered from this crime and perpetrators arrested. Finally, without mobilizing these public and private sector partners to work together towards solutions, the systems traffickers use to exploit victims would be unchanged and remain vehicles for exploitation.

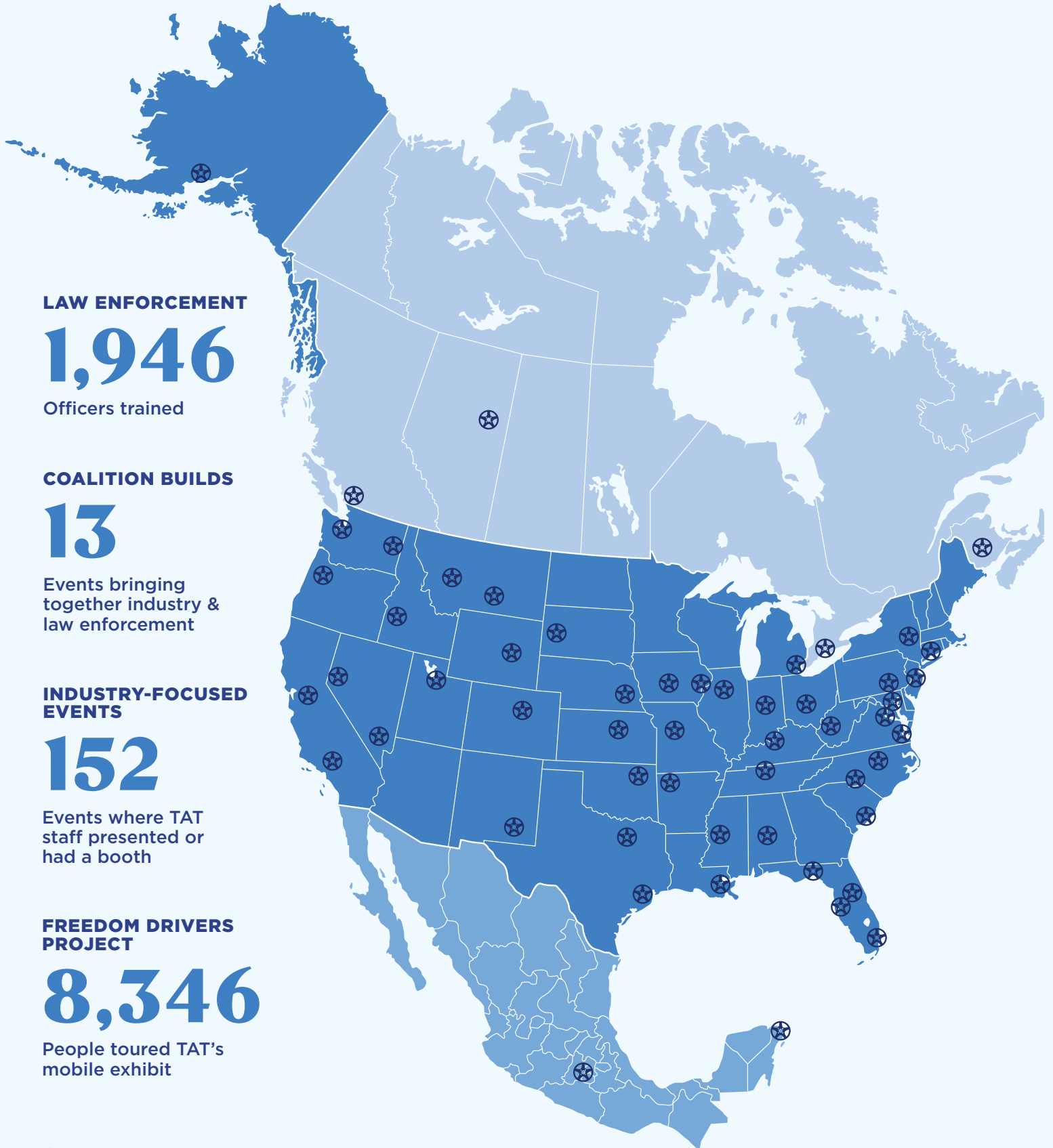
In this report, you will see these four critical strategies at work in all we do. Industry sectors, modes of transportation, government entities and countries are now working together towards the prevention and intervention of human trafficking. And it is our partners and every TAT out there behind desks and behind wheels to whom we dedicate this report. Without your actions, none of this would be possible.

Esther Goetsch

ESTHER GOETSCH
Executive Director

BY THE NUMBERS

INDICATES WHERE TAT HAD AN EVENT IN 2022



1,510,474

INDUSTRY
PROFESSIONALS
ARE TAT TRAINED

More about TAT's reach in 2022 —



INDUSTRY-
FOCUSED
EVENTS

AUDIENCE
REACHED

19,719

US
STATES

38

CANADIAN
PROVINCES

4

MEXICAN
STATES

2



LAW
ENFORCEMENT
TRAINING

SESSIONS

42

US STATES

15

CANADIAN PROVINCE

1



FREEDOM
DRIVERS
PROJECT

EVENTS

36

US STATES

16

CANADIAN PROVINCE

1



COALITION
BUILDS

DECISION MAKERS

826

US STATES

9

CANADIAN PROVINCES

2



UPS hauls the FDP through the Rocky Mountains.

EDUCATING INDUSTRY TO FIGHT HUMAN TRAFFICKING



Chris Moreno, TAT Industry Training specialist, speaks to employees at McKesson Medical-Surgical in Houston, Texas.

Integrating anti-trafficking training into operations

Through its partnerships with the trucking, bus and energy industries, TAT training reaches hundreds of thousands of frontline professionals each year. In 2022, TAT expanded its reach and inspired new levels of industry engagement.

1,510,474 industry professionals are TAT trained, a 17% increase over 2021.



Brandy Belton, TAT FDP director (fifth from left standing) and Laura Cyrus, TAT senior director of Industry Training & Outreach (fourth from left standing) pose with Walmart employees.

Event Highlight: Women in Trucking Accelerate! Conference & Expo

The Women in Trucking Association (WIT) invited TAT to be part of the Truck & Technology Tour at its 2022 Accelerate! Conference & Expo in Dallas, Texas. Bringing together over 1,700 attendees, a majority of them drivers, managers, executives and others in the trucking industry, WIT is the premier event for female industry leaders. The WIT conference created new partnership opportunities for TAT, as 187 people toured TAT's Freedom Drivers Project (FDP) and took materials from TAT's booth to share with their companies and communities.

Partner Highlight: Pomp's Increases its Level of Engagement

Seeing the need for strategic distribution points for its materials and message to reach more members of the transportation industry, TAT created its Dealership Partner program. Since becoming a Dealership Partner in 2017, Pomp's Tire Service, Inc. has continued to increase its level of engagement. To date, Pomp's has trained its employees with TAT materials, adopted an anti-trafficking-in-persons policy

with a demand-reduction focus that all employees sign, displayed TAT materials on its websites and at brick-and-mortar locations, introduced TAT to other industry organizations and became a Gold-level corporate sponsor. In 2022, Pomp's created several co-branded wrapped trailers to raise awareness of TAT and human trafficking wherever their trucks travel.



The mission and values of Truckers Against Trafficking directly align with our core values. Our expanding relationship with TAT in this first trailer wrap will further amplify their important message. By training our teammates, publicly demonstrating our firm support for anti-trafficking efforts and generating conversations with our customers and the general public, we believe that we will be the difference in helping a victim of human trafficking.

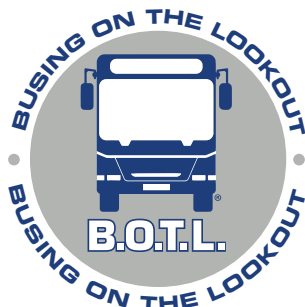
— T.J. TRUM

General counsel/team leader for Risk Management and Safety at Pomp's Tire Services Inc.



Busing on the Lookout

TAT's Busing on the Lookout (BOTL) program educates and equips members of the bus industry (transit, motorcoach and school) to combat human trafficking. In its fifth year since TAT broadened its mission to include the bus industry, 140 private bus companies, 2,100 school districts and 250 public transit agencies have trained with BOTL materials.



This is an important topic that everyone in the bus/ transit industries should make a priority. It is up to all of us to stand together and stay alert. Even one person saved from human trafficking is worth the effort.

— JORDAN VAN TREESE

Emergency manager at FlixBus



Event Highlight: National Transportation in Indian Country Conference

TAT's Senior Director of Programs & Strategic Initiatives Annie Sovcik moderated a session on Tribal Transportation's Role in Addressing Human Trafficking and Missing & Murdered Indigenous People at the 2022 National Transportation in Indian Country Conference. The panel, which featured Margo Hill, an associate professor at Eastern Washington University and citizen of the Spokane Tribe of Indians, and Ruth Buffalo, a Representative in the North Dakota State Legislature and citizen of the Mandan, Hidatsa, and Arikara Nation, presented to an audience of over 200 representatives from tribal transit, government and law enforcement.



L to R: Margo Hill, Ruth Buffalo, Annie Sovcik and Kristen Joyner

Empower Freedom

Empower Freedom is TAT's energy initiative and the program through which TAT partners with energy companies in the United States and Canada to educate their workforce about human trafficking and help those companies enhance safety in the communities in which they live and work through anti-trafficking policies and partnerships.

Marathon Oil Partner Highlight

After partnering with TAT to train its employees with Empower Freedom materials, hosting TAT's Freedom Drivers Project, sponsoring a virtual Coalition Build, and becoming a Platinum-level corporate sponsor, Marathon Oil decided to deepen their employees' understanding of human trafficking by inviting TAT to present a "Human Trafficking 201" session. Approximately 255 employees attended, both in-person and through a live stream to offices across the country, as TAT addressed topics such as conspiracy theories, the vulnerabilities that impact trafficking and how to decipher headlines and news stories associated with the issue.



Engaging in conversations like these is an important step to end human trafficking. Learning the realities of human trafficking and how to respond is one of the ways we're using the size and reach of our company and industry to build safer communities where we live and work.

— **LEE TILLMAN**

President and CEO of Marathon Oil



Augmenting TAT's library of training resources

Movers/In-Home Delivery Training

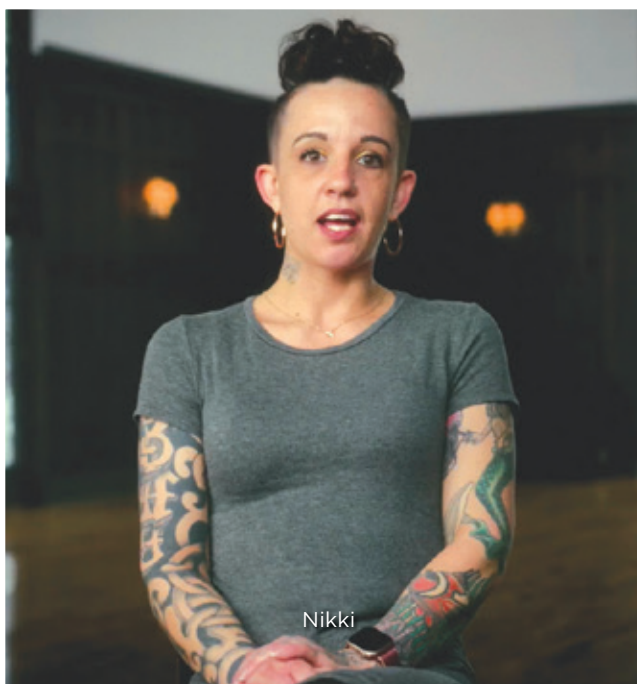
Adding to its industry-specific training film library, TAT released a new 23-minute training video for the more than 90,000 members of the moving industry and other in-home delivery drivers. The video provides an understanding of human trafficking, possible points of intersection and red flags drivers should be alert to as they move in and out of homes across North America.



Nikki's Story

After escaping her trafficker, Nikki found refuge at a TravelCenters of America truck stop where she received life-saving assistance from a TAT-trained manager. In 2022, Nikki shared her story in a new six-minute video that TAT added to its library of training resources. Nikki's story

reveals the horrors of human trafficking while celebrating kindness and offering tangible training tips that will continue to educate the trucking and truck stop industries on how they can combat human trafficking in the course of their everyday jobs.



Nikki



TAT's Freedom Drivers Project stops at a TA Petro truck stop in Indiana.

Spreading awareness through TAT's Freedom Drivers Project

TAT's Freedom Drivers Project (FDP) is a one-of-a-kind mobile exhibit that educates TAT's industry partners and the general public about human trafficking and how to help combat it. TAT's trucking partners donate hauls to bring the FDP to strategic events throughout the United States and Canada. In 2022, the FDP enhanced employee engagement and activated new partners in the fight to end human trafficking.

8,346 people toured the FDP at 36 events in 16 US states and one Canadian province.

Over my past 10 years in the transportation industry, I've never seen an exhibit that explained in depth the way Truckers Against Trafficking showed us through the FDP. It gave me a better understanding of what is going on in our country and how I can be better informed and aware of what is going on around me. This exhibit has changed my life for the better.

— JAMES MOTON

Senior Operations supervisor for Penske Logistics



Enhancing Employee Engagement

Building on its eight-year partnership with TAT, Walmart augmented its commitment to anti-trafficking awareness by enhancing employee engagement through a multi-stop FDP tour. Between May and July 2022, the FDP visited nine Walmart locations in seven states where 1,627 Walmart drivers, employees, managers and guests toured the exhibit. In collaboration with TAT, Walmart designed a line of co-branded items, including flashlights, t-shirts and pens, to help raise awareness about human trafficking and get the National

Human Trafficking Hotline number in more associates' and drivers' hands. Through this product promotion and additional volunteer hours, Walmart employees raised over \$7,960 for TAT. Walmart also designated TAT as the nonprofit recipient of its fall "Safe Driving" campaign, a one-week annual campaign during which Walmart donates \$0.02 to a designated charity for every safe mile driven by its Private Fleet drivers. The campaign raised over \$136,000 for TAT, making them a Freedom Driver-level corporate sponsor.



The FDP parks in front of Walmart in advance of a tour.

Expanding TAT's reach throughout North America

Canada

TAT is making significant progress in building a strong network of Canadian trucking, bus, energy, law enforcement and government partners. In 2022, TAT marked many “firsts” in its expansion to Canada.

16,838 Canadian industry professionals are TAT Trained, a 117% increase from the end of 2021.

Reaching entry-level drivers with TAT training

Following the Canadian Trucking Alliance (CTA) Annual Meeting in Whistler, British Columbia, the CTA committed to implementing anti-trafficking training as part of the Mandatory Entry-Level Training for Class 1 and Class 2 commercial drivers nationwide.

Introducing the FDP to Canadian audiences

On its first trip to Canada, more than 1,150 people toured the FDP while it was on exhibit at a Day & Ross terminal, two UPS terminals, Shawanaga First Nations Gas and Variety, Truck World Canada and the Ontario Coalition Build.



A team from Day & Ross toured the FDP at their facility in Toronto.

I was very excited to have this event in our community to help educate and spread awareness. Seeing, reading and hearing the stories of human trafficking made me feel sad and naive that this really happens in our world and society. I'm so happy that this mobile trailer has come to Canada, to our First Nation, to spread awareness of human trafficking. It's an important initiative, so we can stop these traffickers and help these girls and women.

— NICOLE FORFAR

Home and Community Care coordinator for the Shawanaga First Nation Healing Centre



Mexico

Working through its partnership with the Mexican non-governmental organization (NGO) Consejo Ciudadano, which runs the national human trafficking hotline in Mexico, and their Guardianes del Asfalto (Gdela) project, in 2022, TAT and Gdela were provided strategic platforms to promote the Gdela training, including through the signing of an accord between the national trucking association, select NGOs and the Mexican government. TAT and Gdela also received a commitment from the national bus association to launch a major public awareness campaign at bus terminals throughout Mexico.



UPS

Since joining forces with TAT in 2015, UPS has trained over 150,000 employees with TAT materials, donated 38 in-kind Freedom Drivers Project (FDP) hauls, adopted a robust anti-trafficking-in-persons policy and provided financial support to TAT through the UPS Foundation. As a true North Star leader in setting the standard for how the trucking industry can integrate anti-trafficking initiatives into its operations, in 2022, UPS continued to raise the bar and inspire others to act. In 2022, UPS:

- Trained 48,428 drivers with TAT's Local Drivers Training video and added the training to orientation for all new drivers.
- Added TAT window decals to 23,915 trucks.
- Hauled the FDP to six of its 33 events, an in-kind donation valued at \$11,000.
- Hosted the FDP at their annual truck driving rodeo in California, at four of their facilities in New Jersey and Pennsylvania and, in Canada, at their Toronto Hub and Caledon location.

I am so proud of UPS for the support it has shown to such a worthy cause, and I am honored to be a part of it. I know if every one of our drivers is trained to recognize and respond to human trafficking appropriately, we can really make a difference in the lives of victims and their families.

— **DEREK VENMAN**

Vice president of Operations for UPS Canada and a member of the TAT Canada Committee



UPS driver Wayne Ponschke was one of drivers who hauled TAT's FDP.



UPS driver attaches TAT decal to his tractor.

EQUIPPING COMPANIES TO MAKE AN IMPACT



A transit bus in Peoria, IL wrapped with a BOTL victim-centered design.

Learning from frontline truck and bus drivers

As the eyes and ears of America's roadways and communities, frontline truck and bus drivers regularly observe so much around them that rarely gets captured in any kind of systematic way. To bridge this gap, in 2021 - 2022, TAT began a multi-year effort to develop systems for collecting data and insights from its partners in trucking and school transportation. Through its partnership with J.B. Hunt, TAT collected survey data related to prostitution and sex trafficking from over 13,600 professional truck drivers.

Similarly, through a series of pupil transportation conferences/in-services that TAT's Busing on the Lookout team presented at in the summer of 2022, TAT collected survey data from over 400 school transportation professionals about their experiences related to suspicions about grooming, trafficking and/or exploitation. The findings of these two surveys reinforced the important role that the trucking and bus industries can and are playing in combating human trafficking.

SURVEY DATA COLLECTED FROM OVER 13,600 PROFESSIONAL TRUCK DRIVERS REVEALED:

992 (7%)

Have seen at least 3,044 incidents of prostitution or sex trafficking within the last three years

3,568 (26%)

Recalled at least 11,598 sightings of prostitution or sex trafficking during their careers on the road

SURVEY DATA COLLECTED FROM OVER 400 SCHOOL TRANSPORTATION PROFESSIONALS REVEALED:

33%

Have suspected that a student was at risk of being groomed and/or abused

25%

Have reported an incident of suspected child abuse, grooming or trafficking

Leveraging technology to facilitate the reporting of human trafficking

Designed with electronic logging devices (ELDs) in mind, TAT launched eTAT, a new app that is easy to add to existing driver devices and does not use cellular data. eTAT gives drivers the tools they need to identify and report labor and sex trafficking by outlining red flags and providing examples. Drivers can also scan QR codes with their personal mobile devices to access training videos, podcast episodes and more.



Activating supply chains for social good

TAT partners with shippers and manufacturers to engage their carriers, raise awareness about human trafficking and use their influence to expand TAT's reach.

Leveraging carrier networks to raise awareness

TAT spoke to a group of 182 people representing 86 companies at the Honda Supplier Sustainability Symposium in Dublin, Ohio. Laura Cyrus, TAT's senior director of Industry Training & Outreach, presented on TAT's work and participated in a panel discussion accompanied by Jeremy Brenning, director of Account Development with Schneider, and Alissa Yakali, Sustainability manager with Honda Development & Manufacturing of America. The panel highlighted Schneider's experience as a carrier partner implementing the TAT training and the role manufacturers can play in leveraging their carrier networks to reach more drivers with this life-saving information.



L to R: Alissa Yakali, Laura Cyrus and Jeremy Brenning

Opening doors to extend TAT's reach

Throughout its 11-year relationship with TAT, Ryder has helped open doors for TAT to extend the reach and impact of its message. In 2022, at the Automotive Logistics and Supply Chain Global Conference in Detroit, Michigan, Ryder provided TAT with a platform to present to approximately 300 carriers, brokers, manufacturers and others in the automotive logistics field. Ryder also gave TAT space at its booth in the expo hall. Through this opportunity, TAT was able to connect with several prospective shipping partners and deepen connections with current partners, including Ascent Logistics, which later hosted TAT at its carrier conference, garnering more prospects.



As part of our company's safety culture, Ryder employees are trained to recognize the warning signs of trafficking and how to report suspicious activity. We proudly support Truckers Against Trafficking's initiatives and are committed to helping end human trafficking.

— **STEPHANIE WICKY**

Vice president of Marketing at Ryder and board member of Truckers Against Trafficking



Creating partnerships to mitigate the risk of trafficking during natural disasters

Natural disasters increase the risk of trafficking for those impacted, as vulnerabilities are exacerbated by displacement, suffering and disruption. To mitigate these threats, TAT began partnering with the American Logistics Aid Network (ALAN) to create and share a series of training tips on the intersections between natural disasters and human trafficking. ALAN distributed TAT's training tips to its network and facilitated introductions to expand TAT's reach, including by helping to secure a spot for TAT at the Food Industry Association's Supply Chain Forum in Arlington, Virginia.

When ALAN learned about the link between vulnerabilities caused by disaster and trafficking, we knew the TAT message needed to go beyond just our supply chain partners to everyone who serves those affected by crisis. TAT's work is an important component of helping communities recover from disaster.

— KATHY FULTON

Executive director of ALAN



TAT IN ACTION

William had parked at a truck stop for the evening when an underage girl knocked on his truck door and solicited him for sex. After William told the girl he was not interested, he observed her knocking on the doors of several other trucks, before getting into one. During this time, William also saw an adult man walking around the lot and noticed that he appeared to be watching the girl closely. Since William had received training from Truckers Against Trafficking, he recognized the signs of a potential trafficking situation and knew to call 911 first before making a call to the National Human Trafficking Hotline to report the situation. After collecting information from William about the situation he observed, the hotline advocate also made a report to the hotline's trusted law enforcement contacts in the area who were able to coordinate with the local police in their investigation.

TAT IN ACTION

"Having a TAT decal on my tractor window is a priority for me, and this is why: Last year I was on a 10-hour break and had parked my truck at the Pilot in Mahwah, NJ. I was coming out of the store, when I noticed a young lady near my truck. I hung back to see what she was doing. She looked around nervously, then quickly copied down the number on my door sticker. I started to approach her, but she spooked and took off. I'll never know whether she called or not, but maybe it gave her the strength she needed to get help."

—Ken Whitesell, driver NFI Transportation

*Names, locations, and other identifying information have been changed and/or omitted to preserve the confidentiality of the people we serve.

TAT IN ACTION

Mark* called the hotline to report a sex-trafficking situation he observed at a truck stop one evening. Because of the training he received from Truckers Against Trafficking, Mark knew what to look for and knew to call the National Hotline for help. When Mark called the hotline, he was able to speak to a hotline advocate about the two teenage girls he witnessed climbing into the cab of another truck. After taking Mark's report, the hotline advocate immediately dispatched the hotline's 24/7 law enforcement contact for the area. When law enforcement arrived on the scene, they were able to take the two minor victims safely into custody and arrest the buyer for purchasing sex from children.

*Names, locations, and other identifying information have been changed and/or omitted to preserve the confidentiality of the people we serve.

EMPOWERING LAW ENFORCEMENT & GOVERNMENT AGENCIES



Officer Dexavier Sturdevant hands out a TAT wallet card as part of his duties.

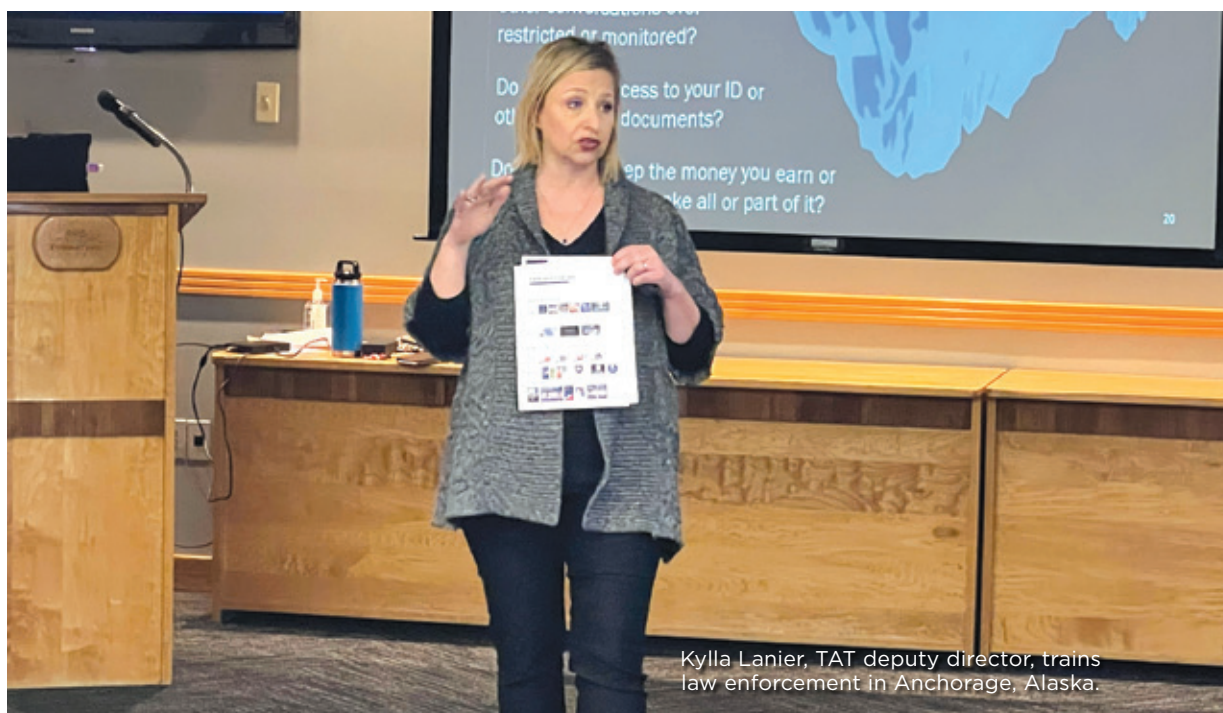
Training law enforcement in the United States and Canada

1,946 law enforcement officers were trained by TAT in 2022.

TAT's law enforcement training program helps to ensure officers understand the nuances of human trafficking and employ a victim-centered approach at all times. In 2022, TAT conducted 42 in-depth, in-person law enforcement training sessions in 15 states and one Canadian province.

Building momentum in Canada

TAT conducted its first in-depth, in-person Canadian law enforcement training for 200 officers in New Brunswick. As a result, New Brunswick joined Prince Edward Island, Yukon and Ontario in implementing TAT's Canadian Commercial Vehicle Enforcement (CCVE) Model in part.

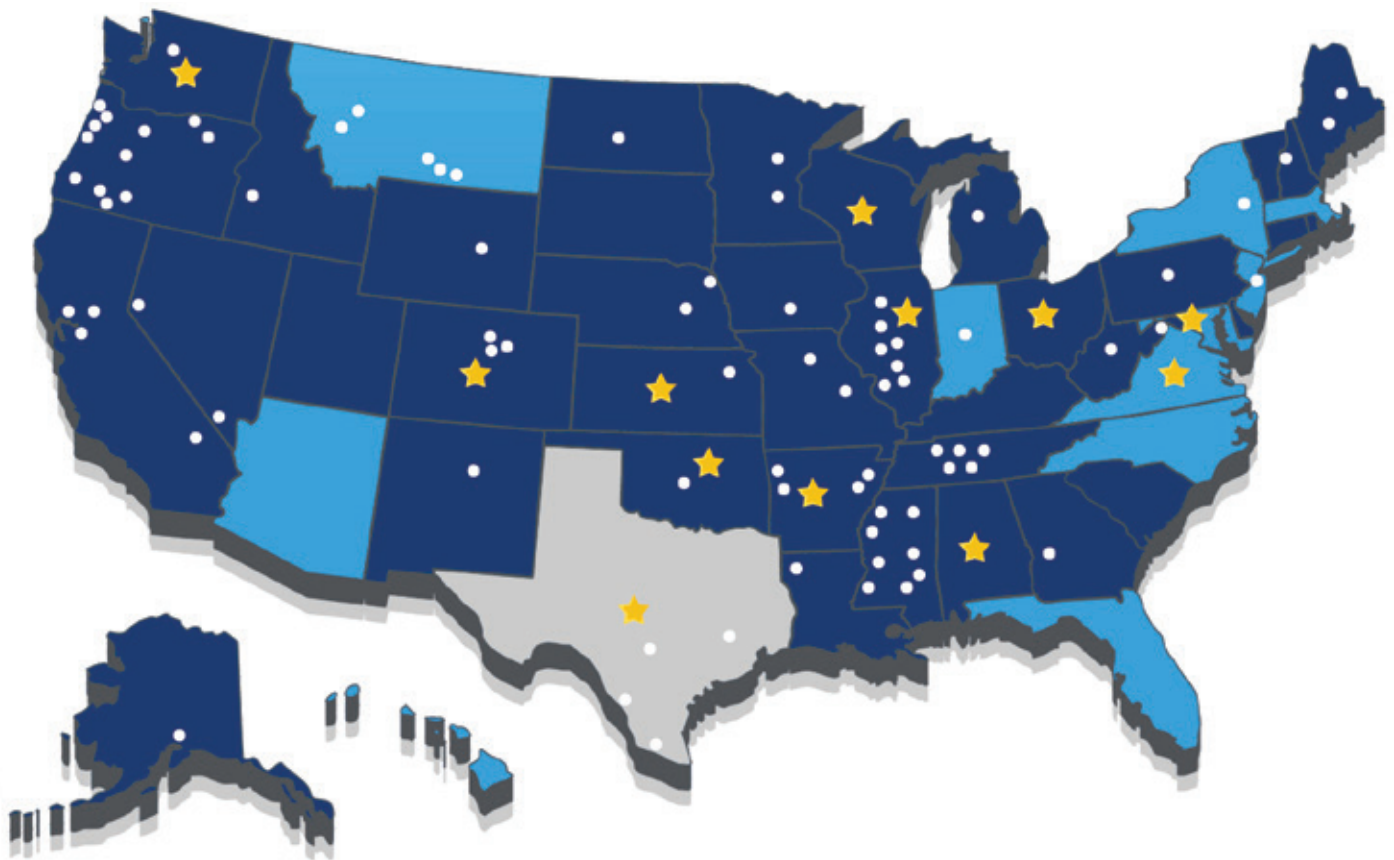


Kylla Lanier, TAT deputy director, trains law enforcement in Anchorage, Alaska.

Utilizing law enforcement entry points to the trucking and bus industries

Through its six-element Iowa Motor Vehicle Enforcement (MVE) Model and Canadian Commercial Vehicle Enforcement (CCVE) Model, TAT activates law enforcement and government agencies to utilize entry points into the trucking and bus industries to spread anti-trafficking awareness.

IOWA MVE MODEL IMPLEMENTATION



38 States have adopted the model in whole **11** States have adopted the model in part Locations where in-person LE training has occurred Mandating TAT training for entry level CDL holders

Bringing partners into full implementation

Six states moved from partial implementation to full implementation of the Iowa MVE model. One of these states was Alaska where, in April 2022, TAT trained 36 officers in Anchorage. Following the training, the Alaska Department of Transportation committed to adding TAT messaging to their safety audits and conducting TAT-related outreach to the trucking and bus industries across the state. In addition, the Department of Motor Vehicles piloted the distribution of TAT wallet cards and displaying of digital signage.

Activating new partners

At the end of 2021, New York was not implementing any of the six elements of the Iowa MVE Model. Over the years, TAT had tried to engage New York, but it was not until March 2022, when TAT conducted a series of law enforcement trainings for the New York State Police and New York State Department of Transportation (NYSDOT), that the partnership came together. Those six trainings reached 231 officers and motivated New York to start implementing five of the six Iowa MVE Model elements. NYSDOT is also creating three mobile command centers for commercial vehicle enforcement that have TAT's logo and the number to the National Human Trafficking Hotline on them and will be hosting a webinar with TAT's Busing on the Lookout program in January 2023.

Partner Reflection

Jonathan Nicastro
Director, Motor Carrier Compliance Bureau
New York State Department of Transportation

“When I first encountered human trafficking, I had no visibility into the term.

While conducting roadside commercial vehicle enforcement, I knew something was wrong when a young lady who was an unwilling passenger in a commercial vehicle was in a situation she did not want to be in, and I took action to resolve the situation ... I still had no idea about trafficking. Years later, I received a trafficking briefing at a meeting, and I came to realize that I likely overlooked trafficking situations due to my lack of awareness.

My contact with TAT came years later, and I realized the breadth of the trafficking reporting problem was partly due to the lack of awareness by people who were in a good position to make the report or investigate (drivers and law enforcement). TAT delivers game-changing training for industry and enforcement. The training is easy to deliver, understandable, resonates with the student and is easily applied.

The Commercial Vehicle Safety Alliance, in partnership with TAT and membership, developed a program devoted to trafficking that has equal footing with the various driver/vehicle safety programs they deliver. The Federal Motor Carrier Safety Administration requires that trafficking be addressed by the state as a condition of receiving commercial vehicle safety program funding.

My partnership with TAT has been fostered by my and their need to help people in need, keep our families safe and protect our co-workers.”



Truckers Against Trafficking was instrumental in the establishment of CVSA's Human Trafficking Prevention Program and the launch of the Alliance's annual Human Trafficking Awareness Initiative in Canada, Mexico and the U.S. We continue to collaborate together to equip drivers, motor carriers and inspectors with the tools and resources they need to serve on the transportation-sector frontline in our effort to end human trafficking.

— JAKE ELOVIRTA

Director of Enforcement Programs and Human Trafficking Prevention Program staff liaison at CVSA



Facilitating a massive expansion of human trafficking awareness

In early 2022, the Commercial Vehicle Safety Alliance (CVSA) launched its inaugural Human Trafficking Awareness Initiative, a multi-day, coordinated awareness and outreach effort designed to educate commercial motor vehicle drivers, motor carriers, law enforcement officers and the general public about human trafficking. Prior to the launch of CVSA's Human Trafficking Prevention Program, this coordinated model was utilized annually by three, sometimes four, states. Now, with CVSA's leadership, all three of CVSA's member countries – Canada, Mexico and the United States – participated with 35 US jurisdictions on board. In 2023, the initiative will expand from a three-day to a five-day event.



Multiplying bus industry opportunities through state-level partnerships

State directors of pupil transportation, state departments of transportation, and state associations are key partners for TAT's Busing on the Lookout (BOTL) program, as they serve as important conduits to the bus companies, transit agencies and school transportation staff in their state. BOTL is already partnering with 20 state directors of pupil transportation across the United States. In October 2022, BOTL presented at the National Association for State Directors of Pupil Transportation Services Annual Conference in Arlington, Virginia, with the goal of creating new state-level school transportation partnerships and deepening the engagement of current partners. Similarly, in August 2022, BOTL organized a session at the State Public Transportation Partnerships Conference in Spokane, Washington, which convened at least eight state transit associations and 16 state departments of transportation. In preparation for these conferences, BOTL created guides that outline specific actions these state-level leaders can take to support TAT's mission and help combat human trafficking.



Any member of the transportation industry, no matter what their professional title is, can play a role in combating human trafficking. It doesn't always have to be a complex or daunting undertaking. If every person identified one action — just one — that they have the power to take when it comes to this issue, imagine the impact we could have collectively. I challenge you all to think about one thing you can do today to make a difference, and then do it.

— **SHAUNA MILLER**
Grants & Compliance officer at the
Idaho Transportation Department



Building public-private partnerships to combat human trafficking

TAT's Coalition Build program is a catalyst in building public-private partnerships between key industries, law enforcement and government agencies in the United States and Canada. Coalition Builds create pathways for strategic engagement at the state/provincial and local levels as stakeholders come together for training and to leverage their networks in the fight against human trafficking.

13 Coalition Builds in nine US states and two Canadian provinces were coordinated by TAT in 2022.

Activating decision-makers to be force multipliers

Coalition Builds inspire leaders from trucking companies, truck stops, bus companies, public transit agencies, energy companies, transportation associations, government agencies and law enforcement agencies to act, while equipping them with the practical tools they need to become force multipliers in the anti-human trafficking movement.

There is tremendous value in collaborating with Truckers Against Trafficking to co-host the event in our area. It presented a unique opportunity to foster public-private partnerships, to avail ourselves of TAT's innovative online training platform, and ultimately to expand our strategic eyes-and-ears network in the fight against human trafficking.

— ANH TRUONG

Supervising attorney,
Sex & Labor Trafficking Unit,
Los Angeles City Attorney's Office



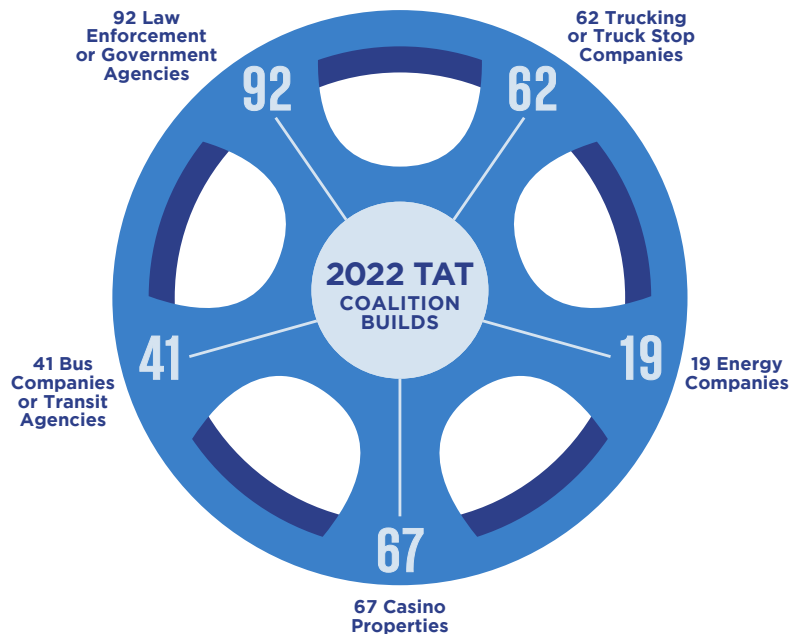
Dylan Wecht, TAT Public Sector Engagement specialist, welcomes attendees at the Fort McMurray, Alberta Coalition Build.

TAT IN ACTION

Keith contacted the National Human Trafficking Hotline (NHTH) after being parked at a truck stop and being solicited for commercial sex by four separate women over the course of several hours. He contacted the hotline, because he was concerned that two of the individuals who knocked on his cab door were underage, an indicator he recognized as a result of the training he received from Truckers Against Trafficking. Additionally, he observed the two adult women and two underage girls getting out of the same vehicle before splitting up and knocking on different truck doors. Although Keith could not see who was driving the vehicle, he noticed that, several times an hour, the vehicle would leave the lot, circle around the gas station, and return to park in the lot again to continue observing the women and girls. Keith was able to provide the NHTH with descriptions for the potential victims and the vehicle that dropped them off. At the hotline advocate's encouragement, Keith contacted 911 for an immediate response and the hotline also reported the situation to trusted law enforcement contacts, so they could connect with the local police involved in the investigation.

*Names, locations, and other identifying information have been changed and/or omitted to preserve the confidentiality of the people we serve.

In 2022, 826 decision-makers attended a TAT Coalition Build, representing 92 law enforcement or government agencies, 62 trucking or truck stop companies, 41 bus companies or transit agencies, 19 energy companies and 67 casino properties. As each of these individuals and entities can activate action within their companies, agencies, networks and communities, TAT's 2022 Coalition Builds have exponential potential.



Louie Greek, TAT Coalition Build specialist, presents at the Central Valley California Coalition Build.

2022 Coalition Build Co-Hosts

American Gaming Association
 California Association for Coordinated Transportation
 California Highway Patrol
 California Trucking Association
 ConocoPhillips
 Department of Homeland Security
 Florida Motorcoach Association
 Florida Public Transportation Association
 Florida Attorney General
 Florida Department of Transportation
 Hard Rock/Seminole Gaming
 Indiana Motor Truck Association
 Indiana Office of the Attorney General
 Indiana State Police
 Iowa Department of Public Safety / Office to Combat Human Trafficking
 Iowa Department of Transportation / Motor Vehicle Enforcement
 Iowa Gaming Association
 Iowa Public Transit Association
 Las Vegas Metro Police Department
 Los Angeles City Attorney's Office
 Montana Trucking Association
 Montana Attorney General's Office
 Montana Beer & Wine Distributors Association
 Nevada Resort Association
 New Mexico Attorney General's Office
 Ontario Office of the Attorney General
 Ontario Motor Coach Association
 Regional Transportation Commission of Southern Nevada
 San Joaquin District Attorney's Office
 San Joaquin County Regional Transit District
 San Joaquin Family Justice Center
 Sentinel Project
 Southern Nevada Human Trafficking Task Force
 TAT Canada Committee

MOBILIZING PARTNERS TO MARSHAL RESOURCES



TAT FDP Director Brandy Belton (left) and UPS Southern California Feeder Operations Manager Trina Norman (right) toured TAT's FDP together.

Raising awareness through raising funds

TAT's model of industry engagement encourages its partners to evaluate the myriad of ways they can contribute to the fight against human trafficking. From leveraging their networks and raising awareness to providing financial contributions that sustain this movement, TAT and its partners are activating industry resources and testing creative approaches to information-sharing and resource generation, all for the shared mission of ending human trafficking.

Highlighting the connection between racism and human trafficking

At the beginning of 2022, XPO's Less-Than-Truckload Human Resources team reached out to TAT to discuss ways they could engage their employees around donation and volunteerism as part of their diversity, equity and inclusion (DE&I) initiatives. TAT and XPO began working on an August employee donation campaign to raise awareness. The information highlighted how traffickers often prey upon vulnerabilities and rely on systems of racism and discrimination to help facilitate opportunities for exploitation. In two weeks, XPO employees raised \$6,075 to further TAT's work and mission. XPO's foundation contributed another \$10,000 to TAT, in addition to its \$25,000 Platinum-level corporate sponsorship, for a total 2022 contribution of \$41,075.



The transportation industry is uniquely positioned to help prevent modern-day human trafficking through education. XPO is proud to stand with TAT in raising driver awareness.

— **MARIO HARIK**
CEO, XPO



Finding new avenues to raise awareness

TravelCenters of America (TA) was one of the earliest industry adopters of TAT and fighting human trafficking through the truck stop industry. Remaining an innovator and leader in this area, TA finds ways every year to enhance their activities to bring greater awareness of the issue and elevate TAT's message through their platforms. This year, TA raised nearly \$100,000 for TAT, including proceeds from TA's annual golf outing. In addition, all new TA team members received training on human trafficking awareness and learned about the collaboration between TA and TAT.



Freestyle Transport

Freestyle Transport, a Washington-based company, made the single largest donation to TAT to date through purchasing two Everyday Heroes Trucks. In addition to these two trucks, Freestyle Transport recently wrapped one of its trailers with the TAT logo, the National Human Trafficking Hotline number and a picture of the 2021 Everyday Heroes Truck.

We are proud to have been named as the single largest donation for TAT. But we are even more proud of all the great work TAT is doing to help victims of human trafficking by training everyday heroes for this cause.

— **SERG KODRYANU**

CEO of Freestyle Transport



After finding out about TAT and its cause, we felt so strongly about the great things TAT is doing and we said, at that point, we are going to purchase this truck to help and support TAT.

— **LANCE LITTLE**

President of Freestyle Transport



Leveling up through Rounding up

In 2019, Sapp Bros. developed its “Help Now Campaign,” through which they conducted human trafficking training for all employees, posted signage in their locations, and added red buttons in bathrooms that victims could use to alert store employees to emergency trafficking situations. They also instituted a round-up campaign, which provides customers the opportunity to support TAT. As a result, Sapp Bros. went from giving \$5,000 to further TAT’s mission in 2019 to \$75,000 in 2022, combining both corporate sponsor dollars and customer donations. TAT spotlighted the lifesaving impact of Sapp Bros.’ campaign when it awarded a Sapp Bros. employee, Jessica Chapman, with the 2021 Harriet Tubman award for her quick thinking that aided a suspected victim of human trafficking and resulted in the arrest of the alleged perpetrator.



Lending their voice: TAT Ambassadors

TAT Ambassadors are elite truck drivers and representatives of the trucking industry. Most current Ambassadors also double as Road Team Captains on America’s Road Team, a program of the American Trucking Associations, and have received training on public speaking. In 2022, TAT Ambassadors presented at six

events in five states, sharing the TAT message at community and industry events, including a Soroptimist group, a community college, a trucking company, an awareness event hosted by the FBI in Pennsylvania and a community awareness event.



Rich Frazer



Doug Frombaugh



Rhonda Hartman



Darrien Henderson



Tim McElwaney



Chad Miller



Stephen Richardson

Standing shoulder-to-shoulder with survivor leaders

Survivor insights, perspectives and convictions bring TAT's training to life and change hearts and minds. Through sharing their lived experiences, professional expertise and academic knowledge, survivors help shape and inform how and what TAT communicates to its public-and-private-sector partners. While TAT has learned from, employed and consulted with survivors over the years, TAT recognizes how much more there is to understand and

how important it is to be a strong ally. As a result, in 2022, TAT sought out additional opportunities to learn from survivors through focus groups and allyship training by survivor-led organizations, leveraged opportunities to elevate survivor leader voices, and hired survivors as consultants, training specialists and field trainers who contribute to all of TAT's programs.

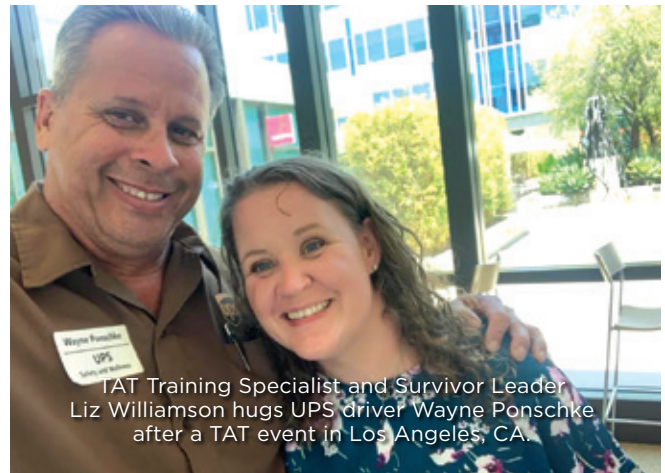
Kelley was very impactful; thank you for sharing your story. I'll never forget it, and it WILL impact how I work with survivors and clients.

— LAW ENFORCEMENT OFFICER

post-training survey



TAT Field Trainer and Survivor Leader Beth Jacobs presents at the Carlsbad, New Mexico Energy Coalition Build.

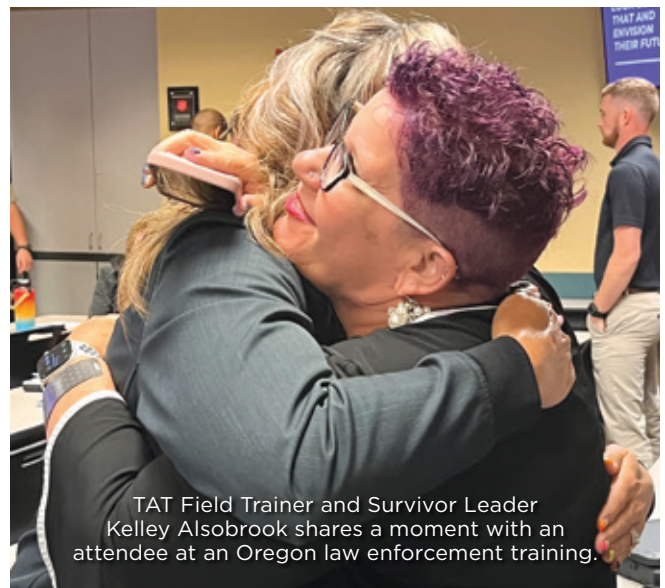


TAT Training Specialist and Survivor Leader Liz Williamson hugs UPS driver Wayne Ponschke after a TAT event in Los Angeles, CA.

Very powerful indeed! Very grateful to have heard the survivor's presentation as it really adds perspective to this issue, especially to those of us that don't have first-hand knowledge of this issue.

— ENERGY COMPANY REPRESENTATIVE

post-Coalition Build survey



TAT Field Trainer and Survivor Leader Kelley Alsobrook shares a moment with an attendee at an Oregon law enforcement training.

Celebrating Impact

2022 TAT Harriet Tubman Award Presented by Protective Insurance

TAT's annual Harriet Tubman Award honors members of the trucking or bus industry whose direct actions led to the recovery of a survivor of human trafficking or the disruption of the crime taking place. In 2022, Kirk Rayner, Nicole Cavicante and Laura Figueroa, three employees of the Oklahoma City transit system, EMBARK, who had completed TAT's Busing on the Lookout training, were given this prestigious award for actions they took to help a suspected victim of trafficking on their bus access specialized services.



Kirk Rayner, Laura Figueroa and Nicole Cavicante receive the 2022 TAT Harriet Tubman Award at the Protective 500 gala in Indianapolis, Indiana.

2022 TAT Champion Awards

Each year, TAT recognizes and honors the outstanding creative, innovative, generous and dedicated efforts of specific TAT partners whose actions have significantly furthered its mission. The TAT Champion Award is selected by an internal committee and presented to one winner in each of the following categories: Organization, State Agency and Association.

■ Organization: Inland Kenworth

Through the inventive and extraordinary efforts of Don Blake, Inland Kenworth's new sales manager, Inland Kenworth and Kenworth Trucking Company spearheaded the creation of three Everyday Heroes Trucks (2017, 2019 and 2021). These efforts not only generated hundreds of thousands of dollars in donations to TAT, they have created a tangible way for truck and truck parts manufacturers to further TAT's mission, while raising awareness about human trafficking in the process. In 2022, TAT honored Inland Kenworth for their leadership in creating the Everyday Heroes Trucks, as well as the steps they have taken to include TAT wallet cards in all of their new trucks, reaching over 60,000 drivers with TAT materials.



Esther Goetsch, TAT executive director, presenting the TAT Champion award to Don Blake of Inland Kenworth.

■ State Agency: Nebraska State Patrol

While TAT works with law enforcement agencies throughout the United States and Canada, there are a few standout leaders who have not only made TAT's mission their own, but have innovated beyond it. In 2022, TAT honored the Nebraska State Patrol Carrier Enforcement Division (NSP CED) for systemically working to achieve full adoption of the Iowa MVE Model, then taking that work to another level. Among its many anti-trafficking efforts, NSP CED has provided initial and ongoing human trafficking training to its officers, hosted and participated in numerous awareness activities throughout the state and conducted undercover operations to disrupt human trafficking networks.



Kylla Lanier, TAT deputy director, presented the TAT Champion Award to Nebraska State Patrol. (L to R) Lieutenant Monty Lovelace, Kylla Lanier and Lieutenant Mike Maytum.

■ Association: Commercial Vehicle Safety Alliance

The Commercial Vehicle Safety Alliance (CVSA) is a nonprofit organization dedicated to improving commercial motor vehicle safety and enforcement throughout North America. The CVSA has been a key partner of TAT in raising awareness about the role of commercial/motor vehicle enforcement in combating human trafficking. Its partnership with TAT has been critical in activating states to implement the Iowa MVE Model, promoting TAT's law enforcement training and in replicating TAT's model in Canada and Mexico. In 2022, with the establishment of the CVSA Human Trafficking Prevention Program and its Human Trafficking Awareness Initiative, CVSA's efforts are having an exponential impact in the fight against human trafficking in Canada, Mexico and the United States.



Jake Elovirta, director of Enforcement Programs and Human Trafficking Prevention Program staff liaison at CVSA, received the TAT Champion Award for the Commercial Vehicle Safety Alliance from TAT Deputy Director Kylla Lanier.

Financials

STATEMENT OF FINANCIAL POSITION

As of December 31, 2022

	2022	2021
Assets		
Current Assets	3,885,657	2,869,594
Fixed Assets	—	—
TOTAL ASSETS	3,885,657	2,869,594
Liabilities		
Current Liabilities	16,614	54
Long-Term Liabilities	0	0
TOTAL LIABILITIES	16,614	54
NET ASSETS		
Unrestricted	3,869,043	2,869,540
Temporarily Restricted	—	—
TOTAL NET ASSETS	3,869,043	2,869,540
TOTAL LIABILITIES & NET ASSETS	3,885,657	2,869,594

STATEMENT OF ACTIVITIES

As of December 31, 2022

	2022	2021
Support & Revenue		
Contributions and Grants	3,209,143	2,576,010
In-Kind Contributions	22,277	74,034
Government Reimbursements	29,240	178,237
Other Income	6,244	8,834
Inventory	4,278	3,944
TOTAL REVENUE & SUPPORT	3,271,181	2,841,059
Expenses		
General and Administrative	156,809	128,227
Fundraising	62,154	52,771
Program Services	1,921,802	1,483,213
TOTAL EXPENSES	2,140,765	1,664,211

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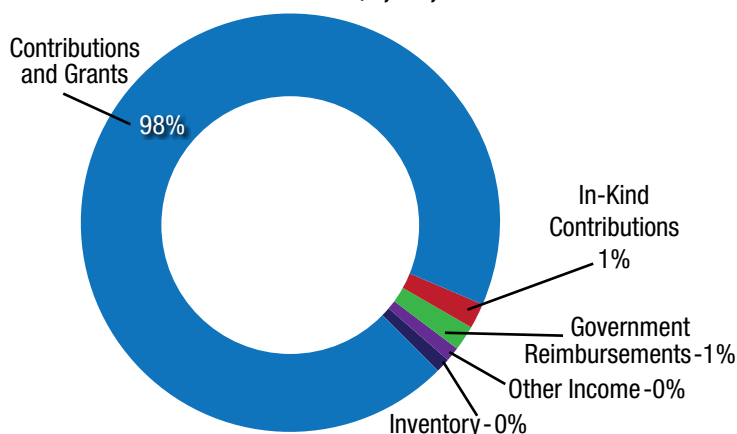
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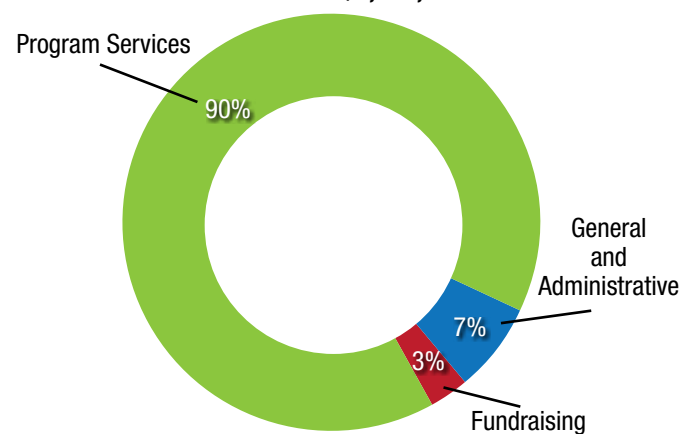
2022 BREAKDOWN OF TAT FUNDING

TOTAL REVENUE: \$3,271,181



2022 EXPENSES BY FUNCTIONAL CLASS

TOTAL EXPENSES: \$2,140,765



While TAT is extremely thankful to all our supporters and donors for helping to make the achievements of 2022 a reality, we'd like to give special recognition to our North Star, Freedom Driver, Diamond, Platinum, Gold and Silver sponsors.

OUR PARTNERS

NORTH STAR LEVEL



FREEDOM DRIVER



DIAMOND LEVEL



PLATINUM LEVEL



GOLD LEVEL



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INDIVIDUAL DONORS

INDIVIDUAL DIAMOND DONOR



Alexandra Lynn

"In loving memory of Alexandra Lynn, for those who have been lost to find a new beginning; for those who have been injured to be healed; and for those who have been made to feel powerless to be empowered."

INDIVIDUAL GOLD DONORS

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Truckers Against Trafficking (TAT) is a 501c3 that exists to educate, equip, empower and mobilize members of the trucking, bus and energy industries to combat human trafficking.