

2019: A YEAR ON THE ROAD WITH THE FREEDOM DRIVERS PROJECT

Looking into the movement and impact of the Freedom Drivers Project.

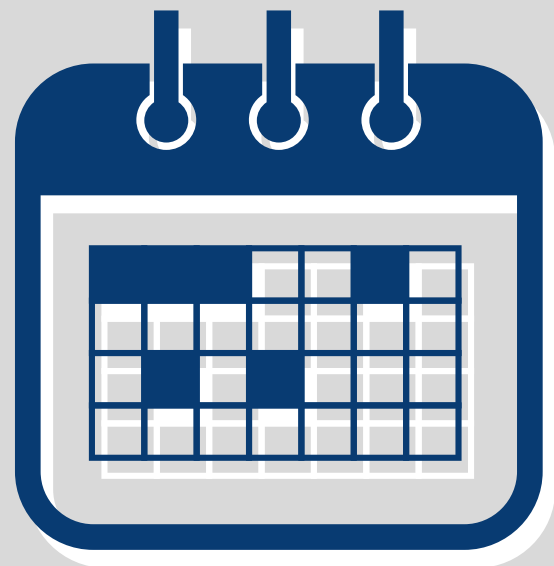
Launched by Truckers Against Trafficking in 2014, the Freedom Drivers Project is a magnetic, contextual and strategic tool in fighting human trafficking.



ABOUT THIS REPORT

Truckers Against Trafficking (TAT) exists to educate, equip, empower and mobilize members of the trucking, bus and energy industries. The Freedom Drivers Project (FDP), our unique mobile museum, accomplishes all four actions at each event it attends, through the volunteers and TAT staff that haul it and work it, the TAT materials provided those who tour it at every stop it makes, the inspirational and education videos it plays, the survivor artifacts it displays and the suggestions it provides for becoming involved in the fight against human trafficking. On the following pages, you'll find highlights of ways the FDP helps TAT complete its mission.

Freedom Drivers Project By the Numbers



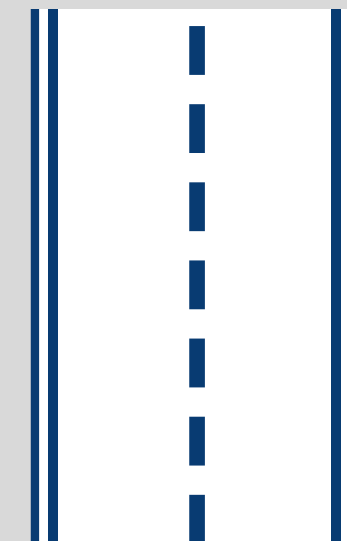
39
EVENTS
IN 2019



25
STATES
VISITED



8,952
TOURED
THE FDP



37,923
MILES
TRAVELED

EDUCATE

Whiting Petroleum All-State Safety Conference



Field employees, contractors, vendors and community members composed the audience at a lunch and learn at Whiting Petroleum in North Dakota as the FDP educated the energy industry. Eighty attended the presentation and 50 toured the FDP.

Demand an End Transportation Training



One of the FDP's first events in 2019 was Demand an End Transportation Training in conjunction with Super Bowl LIII. Hosted by the Georgia Attorney General's Office and UPS, the FDP was toured by 135. UPS CEO David Abney was so inspired, he invited the FDP to another UPS event.

Coalition Builds

The FDP is a popular and essential component of Coalition Builds, TAT's half-day trainings for law enforcement and industry members to join together to close loopholes traffickers exploit. This year, the FDP attended Coalition Builds in Alabama, Louisiana, Missouri, Maryland, New Jersey, New Hampshire and Florida.

"There is nothing like showing someone the facts and displays in the FDP and watching the facial expressions of disbelief of just how horrific this crime really is."

Ron Vandermark, UPS Freight



By the numbers

7

COALITION BUILDS WITH THE FDP

384

TOURED THE FDP AT COALITION BUILDS

42

OPPORTUNITIES FOR FURTHER PARTNERSHIP

FIRST BUS INDUSTRY EVENTS

UMA Motorcoach Expo

Arizona Transit Conference

Connecting with our roots at the Iowa 80 Jamboree



At its third appearance at the Iowa 80 Jamboree in Walcott, the FDP had 1,673 people walk through the exhibit between July 11-13. This was the FDP's highest count of the year. Comments included, "I'd heard of trafficking but didn't realize it was like this." "Heart-wrenching."

"As the largest annual gathering of bus and motorcoach owners and operators in North America, the UMA Expo is the perfect location for an exhibit like the FDP that will educate and inform our members about how they can get involved."
Stacy Tetschner, UMA president/CEO

Pulling together transit providers throughout Arizona, this conference featured human trafficking and Busing on the Lookout (BOTL) as a plenary session. The FDP played its educational role by helping attendees experience the human side of the crime through its exhibits.



EQUIP

Great Dane Terre Haute and Brazil Plant Employee Picnics



Great Dane is committed to equipping its employees to fight human trafficking. This year, Great Dane invited the FDP to two more of its sites so more employees could gain a greater understanding of the crime as well as Great Dane's involvement with TAT.



"With education comes power, and with power comes change ... Educating our workforce through the FDP on the human trafficking issues in the US today, help equip more citizens with the knowledge and resources to help combat these issues. Mark Oehlers, Great Dane Human Resources

Schneider Associate Appreciation Week Tour

In addition to training all their drivers, Schneider wanted to share the impact drivers were having with their other associates and decided to do that through an FDP tour during Associates Appreciation Week.



157 TOURED
JUNE 10 - GREENBAY HEADQUARTERS



57 TOURED

After walking through the exhibit an employee shared that she recognized some of the same patterns in the life of a friend's daughter she knew. She said she was going to talk with her friend about this and hopefully get the young woman help.



107 TOURED
JUNE 12 - INDIANAPOLIS TERMINAL



105 TOURED

JUNE 13 - WEST MEMPHIS TERMINAL

*"It was a privilege to have the Freedom Drivers Project visit Schneider facilities. We are committed to fighting human trafficking, which is why we train every driver to recognize the signs."
Tammy Grunert, Associate Relations.*

BNSF Logistics



BNSF Logistics hosted the FDP and TAT staff for an ice cream social for their employees to ignite the passion in their team for this issue and equip them with a greater understanding of human trafficking and how each of them can be involved in fighting it. The FDP also played a role in helping employees understand the critical role carriers who work for BNSF can play in fighting this crime and why it's important for BNSF to assist with getting those carriers trained. As a shipper, BNSF is in a unique position to equip more members of the trucking industry to fight human trafficking by requesting that carriers they contract with be TAT Trained.

N2Publishing Event



N2Gives is the charitable arm of N2Publishing and is a Diamond Level sponsor of TAT. N2Publishing hosted the FDP at their North Carolina headquarters, inviting local press, colleagues, friends, family and community members to tour the FDP and attend a lunch and learn to become better equipped to fight human trafficking wherever they go. They filled the room to capacity and got publicity through print and broadcast media. For one FDP visitor, Charlie Shotton, the exhibit really hit home, as he thought about the story of one 12-year-old girl who was sold for sex and related it to his 12-year-old sister.

EMPOWER

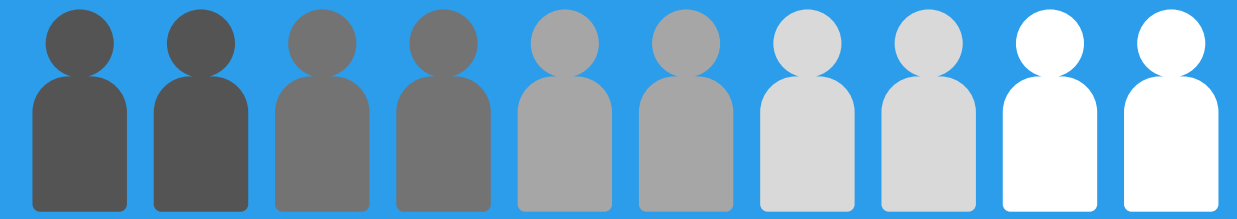
Great American Trucking Show



Originally debuted at the Great American Trucking Show, the FDP not only had 1,210 people tour this year, but Walmart, Omnitracs and BNSF empowered their employees to work the exhibit, providing 33 volunteers -- more support than in any previous year. "The Great American Trucking Show is proud to assist Truckers Against Trafficking in combating this crime by providing a venue for trucking professionals to become better educated on the issue," said Emily Larson, director of Events for Randall Reilly. "Walking through (the FDP), you can't help but be proud of the impact our industry is making."

Empowered to volunteer⁷

OVER **135** VOLUNTEERS



37
EVENTS HAD
VOLUNTEERS

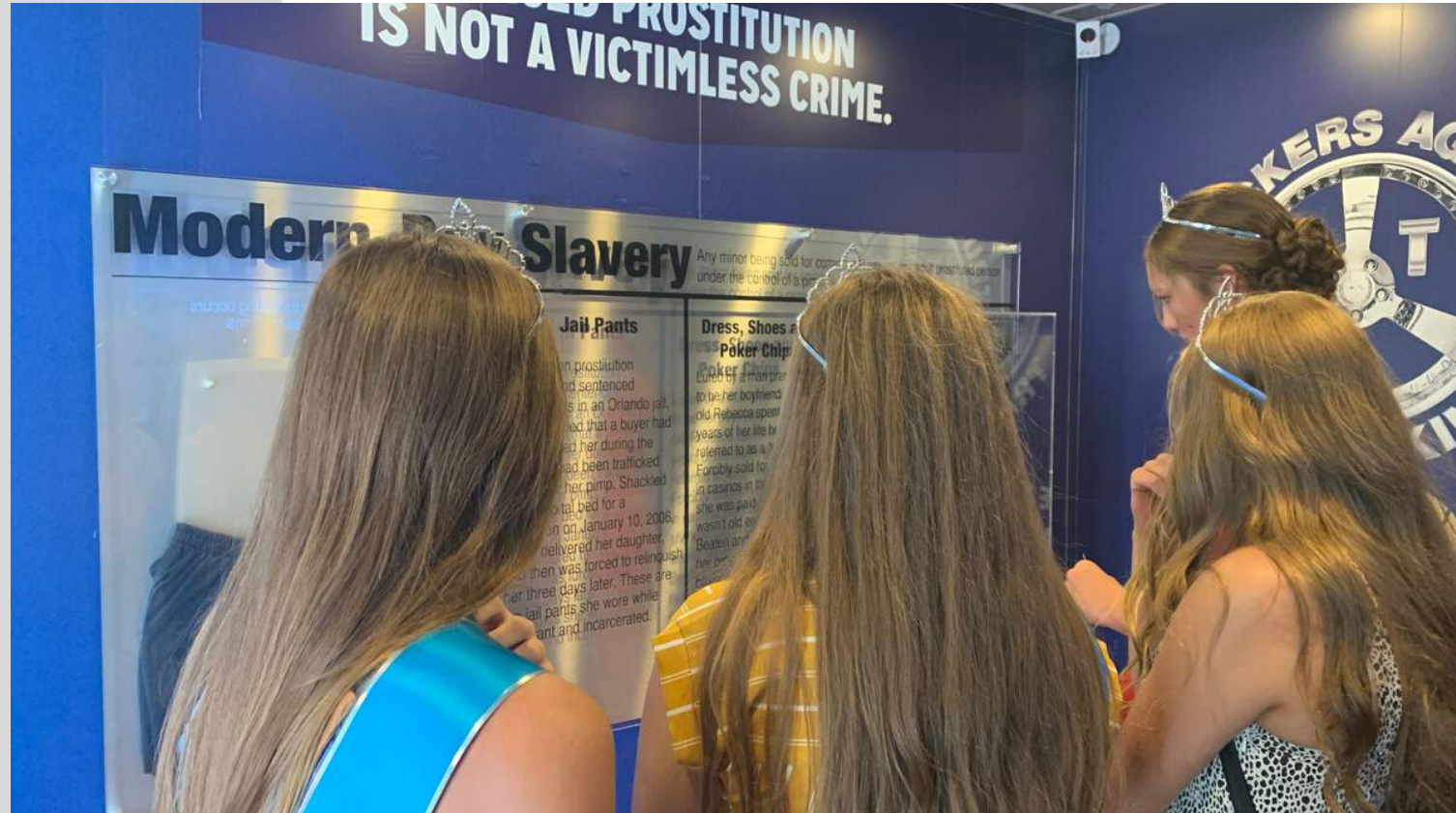
95%
OF EVENTS
SUPPORTED BY
LOCAL VOLUNTEERS



100%
CORPORATE EVENTS
WERE SUPPORTED BY
LOCAL VOLUNTEERS

24
DIFFERENT COMPANIES
& ORGANIZATIONS
PROVIDED VOLUNTEERS

Iowa State Fair



2019 was the FDP's third year at the fair, and the exhibit achieved its largest single-day tour audience of 1,222. Iowa Motor Vehicle Enforcement (MVE) officers hosted the exhibit and volunteered at it.

"Thank you to all of the persons who took the opportunity to walk through the Freedom Drivers Project trailer and educate themselves about human trafficking on Heroes Day at the Iowa State Fair. This horrific criminal activity knows no geographic boundary. It occurs throughout the country and in Iowa. People seeing suspected activity and making a call are truly heroes for the victims of human trafficking."

Chief Lorenzen, Iowa MVE





UPS, a Freedom Driver Level sponsor, empowers its employees to fight human trafficking through its partnership with TAT by not only providing numerous ways for employees to volunteer with TAT, haul and/or maintain the FDP, attend events where it hosts the FDP, but they have even trained select drivers to host the FDP at their terminals when it's being stored there between events. At one of the first driver-led FDP events at a UPS facility, UPS Driver/TAT Ambassador John McKown told of three women who toured the FDP and were crying when they exited. They thanked him over and over for being a man who fought human trafficking and who informed them of this crime.

Unpacking how UPS empowers their communities



MOBILIZE

Volvo Power Day Employee Recognition and Open House



After hosting the FDP at several of its plants in 2017, Volvo invited the FDP back to remind its employees and community members of what Volvo is doing to fight human trafficking and impress on them the need for each person to be involved in this battle as well. 313 people toured the FDP, and employees and Volvo raised \$2000 for TAT. UPS All-Star Driver Barry Holland volunteered at the event.

IFDA Distribution Solutions Conference



The FDP received free exhibit space at this conference as part of its Expo and helped convince 13 companies to partner with TAT in training and mobilizing an army of transportation professionals to fight human trafficking. Volunteers from TAT's partners PLM Trailer Leasing, Grammer Industries and Quality Distribution worked the exhibit, while Quality and Grammer hauled the FDP.

Hauler Data ¹⁰

21 DIFFERENT COMPANIES
HAULED THE FDP
5 FOR THE FIRST TIME!

37,923 MILES
TRAVELED

DONATED HAULS
SAVED TAT **\$89,000**



TOP COMPANIES

MONEY

- UPS - \$36,123
- Matheson - \$9,689
- Quality - \$9,400
- Schneider - \$9,350

MILES DRIVEN

- UPS - 10,998
- Schneider - 5,275
- Matheson - 2,977

TRIP LEGS

- UPS - 14
- Schneider - 8
- Quality - 3
- Werner - 3

Nebraska State Patrol - Truck Driving Championship & State Fair



The Nebraska State Police and Nebraska Trucking Association worked to bring the FDP to these two events -- helping to secure the hauls and provide volunteers as well as ensure the exhibit was highly visible to the public and media. FedEx, Bossleman Energy and Metropolitan Community College also volunteered at the FDP at the truck driving championships, while Grand Island Express, Hill Brothers and the Set Me Free Project sent volunteers to the FDP for the fair. Werner, Heartland Express and Freemont Contract Carriers provided hauls.

Empower the Driving Change



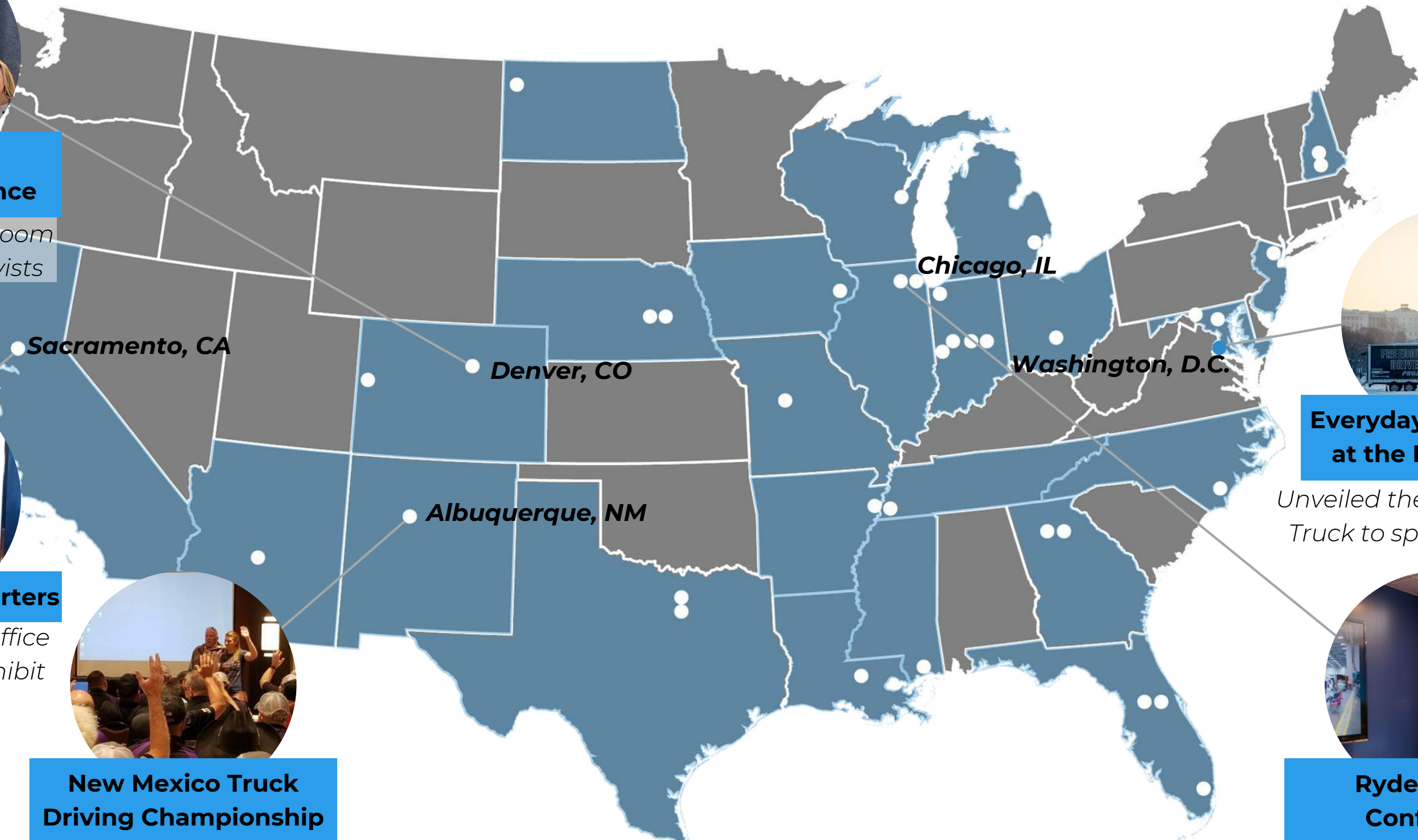
Hosted by SEG Automotive, this event featured both the FDP and the Everyday Heroes truck, later auctioned as a fundraiser for TAT. TAT Ambassador and ATA Road Team Captain Jim Clark spoke at the press conference; the Michigan State Police volunteered at the FDP; and TAT staff presented at a lunch and learn. SEG President and CEO Jon Husby stated, *"Because of this event, I think we have brought the issue (of human trafficking) back into the public light ... as a community, we can be the driving change to help put a stop to this horrific crime."*

WHERE WE WENT IN 2019



Junior League National Conference

Spoke to a packed room of community activists



Everyday Heroes Truck at the National Mall

Unveiled the Everyday Heroes Truck to sponsors and press



Matheson Headquarters

Invited their entire office park to tour the exhibit



New Mexico Truck Driving Championship

Spoke during driver orientation



Ryder Carrier Conference

109 carriers interacted with TAT

NEWS COVERAGE IN 2019

Click the title name to read these stories!



NBC 4:
Truckers Against Trafficking presents to Ohio official



KJCT ABC 8:
Trucking industry tackles human trafficking with traveling exhibit



CBS 13 WJZ:
Truckers Join Fight With Md. Attorney General Against Human Trafficking



Fox2: Detroit trucking company supplier takes on human trafficking



NTV ABC:
Truckers banding together to fight human trafficking in Nebraska



Benzinga.com:
BNSF Logistics Partners with Truckers Against Trafficking (TAT) to Combat Human Trafficking



The Trucker:
Efforts by trucking to combat human trafficking spotlighted at May 2 Denver event



Herald Mail Media: 'Drive-a-Truck-for-a-Buck' helps raise money to fight human trafficking



90.7 WMFE:
TRUCKERS AGAINST TRAFFICKING: SPOTTING THE SIGNS ON THE ROAD

THANK YOU TO OUR SPONSORS!

Freedom Drivers



**TravelCenters
of America**

Diamond



Platinum



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Platinum cont.



Gold



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Silver

