



2018 Freedom Drivers Project Report

The Freedom Drivers Project (FDP) is the premier anti-trafficking exhibit in the transportation industry. The FDP is able to engage the viewers, not only as outward observers of the stories of survivors, but it connects those stories to their lives through the simple nature of the artifacts used to represent them. A hand mirror, pairs of shoes ... these are items anyone might own, but they were owned by individuals exploited for the gain of others. It is these items that educate attendees about the realities of sex trafficking in America, but even more importantly, inspire action in the spheres in which attendees exist. Your support of the Freedom Drivers Project makes this impact a reality for the industry and the survivors themselves.

Map Our Progress

In 2018, the Freedom Drivers Project traveled to 35 events at corporate headquarters, industry trade shows, law enforcement trainings, truck driving championships, state fairs and more. We had the opportunity to interact with over 9,500 drivers, executives, trucking family members, shippers, Attorneys General, state patrol officers and more.

Freedom Drivers Project on the Road



Every blue-shaded state and every dot represents a place the Freedom Drivers Project has been in 2018.

truckersagainsttrafficking.org

- 35 events in 20 states and at those events 9,574 folks toured the exhibit.
- We traveled 26,724 miles, worth \$68,000 of donations.
- The FDP went to 19 corporate events, 5 events hosted by associations, 5 coalition builds, 3 community events, 2 trade shows and one CDL school.

Corporate Engagement

Of the 35 events the FDP attended in 2018, companies hosted 19. Inviting the Freedom Drivers Project to your company is both a strategic and tactical way to share your commitment to fighting trafficking with all of your staff, including your logistics teams. For your employees, the FDP enlivens the work you're doing with TAT and leaves within those who tour it a visceral impression of what human trafficking actually means. Your staff not only make a difference by partnering with TAT at your work place, but by taking the information they gain back to the communities where all of you work and live. In this way they can help prevent trafficking in all spaces. Corporate engagement is one of the keys to our success.

In 2018, UPS hosted TAT at their headquarters, donated \$36k in hauls over 12,982 miles and volunteered at 7 FDP events.

"At UPS, we're committed to giving back to the communities where we work and live. It's an honor to host the Freedom Drivers Project at our headquarters. The more people we can educate about what to do when they suspect human trafficking, the more we can make a difference in our communities." — *UPS Freight President, Rich McArdle*



"TAT is mobilizing an entire network by educating and empowering transportation professionals to recognize and report human trafficking. Great Dane is proud to support this admirable cause, including our support of TAT's FDP. This traveling exhibit is a great way to spread awareness and inform more people of TAT's mission and the realities of domestic sex trafficking. We encourage our friends and partners to join us in supporting TAT, so, together, we can combat this heinous crime."

— *Great Dane Executive Vice President of Sales, Chris Hammond*

Great Dane has supported TAT as a Gold Level sponsor since the launch of the FDP. In 2018, they toured the FDP at their corporate office in Savannah and three of their plant locations.



Corporate Engagement

We are so grateful to those companies who recognize the long-term investment they're making in the lives of their employees, their communities, this nation and their industry by partnering with TAT in the fight against human trafficking. Thank you for your partnership. Your help makes the FDP available and accessible as an experiential opportunity for your staff to learn about the domestic sex trafficking side of human trafficking. It also provides you with the perfect learning tool to educate your partners, clients and customers about the vital work you are doing with TAT. Your commitment to fighting this crime through TAT exerts a powerful influence on others in the industry. Your sponsorship sticker on our trailer, your promotion of our event to others and your ongoing support help TAT move forward exponentially in meeting our goals.



Enbridge (pictured left) invited the Freedom Drivers Project to their Houston office in 2017. In 2018, their Minnesota branch invited us to Duluth/Superior and Bemidji to present to their staff and contractors.

Protective Insurance, in addition to their \$50k sponsorship, invited the Freedom Drivers Project to their Claims and Safety Seminar, so clients and industry professionals could tour. Additionally, they promoted our work through a seminar on TAT and human trafficking. These efforts inspired

AIM Integrated Logistics to put decals on over 900 tractors, order 75 packs (250 cards each) of wallet cards to give away at their rental counters and encourage their sales team to share about TAT with their clients. This is the power of spreading the word.

Law Enforcement Partnerships

Law enforcement also appreciate the FDP as a tool to raise awareness internally, and within their broader communities. In 2018, they hosted the FDP twice – Iowa State Fair, Washington State Patrol Inspector's Challenge – both promoting the event and then working as volunteers at it. They also volunteered at an additional two events hosted by others and attended an additional 8 events.





Media: The Freedom Drivers Project is a visual demonstration of the impact the trucking industry can have in the fight against human trafficking. Press is drawn to the trailer and the strategic position of the trucking industry to protect women, children and men across the US. From local TV stations, newspapers and radio shows to XM radio and national magazines, media highlights the Freedom Drivers Project when it comes to town, which subsequently draws attention to the work of the trucking industry to end human trafficking.



The Drivers of the FDP

One of the most gratifying and satisfying experiences for TAT is meeting and working with the drivers who both haul the FDP and then volunteer at the events where it's present. The drivers take great pride in being chosen to haul the FDP, and they are enthusiastic and knowledgeable when they volunteer at the events. They often also draw media attention for themselves and their companies when the press decides to cover the FDP and the event where it's located.



Gary Smith, who drives for Garner Trucking, works with TAT in a number of capacities. He is involved in the Man to Man Campaign, does speaking engagements as a TAT Ambassador and hauls the FDP. In 2018, he hauled the FDP from the Garner Annual Safety meeting toward the Richard Crane Memorial Trucking Show in Michigan. As a new driver in 2008, and before TAT training was available, Smith said a young girl pounded on his truck door during a torrential rainstorm, asking if he wanted some company. He yelled at her to leave him alone. "Hindsight has revealed the combination of my lack of knowledge, anger and selfishness resulted in epic failure," he shared. "I never gave that little girl the opportunity to be rescued, and I have to live with that every day."

He continued, "Having the privilege to drive one of Garner's Freedom Trucks every day is amazing and hauling the Freedom Drivers Project trailer was an honor. I stopped at a rest area in Michigan for a quick pit-stop, and when I returned to the truck, a family on vacation was parked next to me. They had many questions, and I did my best to answer them and hopefully raise their level of awareness. Educating the public, as well as professional drivers, is paramount, and that's why the FDP is so important."



Walmart Driver **Everett Shelby** volunteered with the FDP at the Great American Trucking Show in Dallas. He also hauled it to the Pecos coalition build and the Midland, Texas Apache Corporation event. "I love being a part of something positive and making a difference," he said. "Having the opportunity to haul the FDP trailer and be a TAT member is making a difference. Information is power, and having people tour the FDP opens their eyes to the tragedy that's happening all around us. Volunteering with TAT has educated me on the growing problem of human trafficking in the country. I've learned how to be aware of my surroundings at truck stops, stores and in my community."



UPS Driver **Charlton Paul** states, “When you say I’m a TAT Ambassador, that’s something to be proud of. TAT really opens you up to what’s going on. They made me realize these people aren’t prostitutes, they are potential victims and survivors.”

In addition to volunteering to be a TAT Ambassador, Paul volunteered at the FDP for the South Carolina coalition build and the UPS Freight headquarters and Small Pack facility events. When volunteering at events, he works hard at catching folks who are walking by and talking to them about the issue of human trafficking and how they can be involved in fighting it. He expresses his appreciation for TAT and even helped ensure that TAT Training became part of orientation at his terminal.

“It’s eye-opening how much of an issue this is and how much of an impact UPS can have,” he concluded.



Conrad Hoke from Apex Transportation, who first hauled the FDP to the Utah coalition build from Colorado in 2016, drove the FDP to and from the Rocky Mountain Regional Safety Rendezvous in Black Hawk, Colorado in July. He also volunteered with the FDP at the event. High Country News wrote [an article](#) and talked to Hoke about his involvement with TAT.

Sex trafficking was an out-in-the-open part of trucking culture when Hoke started driving. “Back in the ’70s, it was all over the place,” he said. “You couldn’t hardly drive in some place without getting your truck door banged on. It’s hidden now. Without training, if you don’t know, you’re not going to see it.”

In addition to his work with the FDP, Hoke testified on behalf of TAT at the Colorado Capitol when the legislature was introducing the bill to require TAT Training for entry-level CDL drivers.

Thank you sponsors!

The companies and individuals who support us by donating cash and in-kind gifts keep us moving down the highway and in the hearts of every person who connects with us. We can't say enough to emphasize the value we place in the role your partnership plays in enabling us to fulfill our mission. Thank you.

Freedom Driver



Diamond Level



Platinum Level



Providing Energy.
Improving Lives.



CLASS PAYS



Gold Level



Silver Level





Thank you to every driver, CEO,
officer, company, captain, student,
employee, driver manager, host and
attendee that made this year of
stories possible.