

# 2014 ANNUAL REPORT



Molly Wolff, TAT board member, talks with an attendee at the 2014 Great American Trucking Show in Dallas.



Trafficking survivor TaJuan McCarthy (right) gives TAT Deputy Director Kylla Lanier a hug. TaJuan, who founded The Wellhouse, a rehab home for sex trafficking survivors, consulted with TAT this year on our wallet card to make it more effective.



Five years ago, Truckers Against Trafficking (TAT) was a start-up effort ... an initiative of an NGO (non-governmental group) focused on doing something relatively new, different and challenging ... coming alongside a huge, national, private industry as a resource to help that industry mobilize its members and its own resources to fight human trafficking as part of their regular jobs. We had few funds, few of us working on this and no pattern to follow. We simply believed that if the more than seven million members of the trucking industry understood what human trafficking was and learned how to recognize it – especially those deployed along America's highways and roads driving trucks or working in travel plazas and truck stops where traffickers can travel with victims – and what they could do about it, they could be a critical force in aiding law enforcement with the recovery of victims and the apprehension of criminals.

And, we were right. In the past five years, as we've worked to build relationships within the trucking industry and with law enforcement, nationwide, we've seen the members of the trucking industry step up and respond to the call to fight this crime. Tens of thousands of individual truckers, truck-driving companies, truck-driving schools, travel plaza and truck stop companies, trucking industry companies and trucking supply companies, along with trucking policy-making and oversight organizations and associations, have trained using our industry-specific training materials. More important are the results – the calls which trucking industry members are making to the National Human Trafficking Resource Center (NHTRC) to report potential sex trafficking crimes. These have grown considerably every year since 2009. These calls are placed from states across the nation, where truckers and truck stop employees are traveling and/or are located and

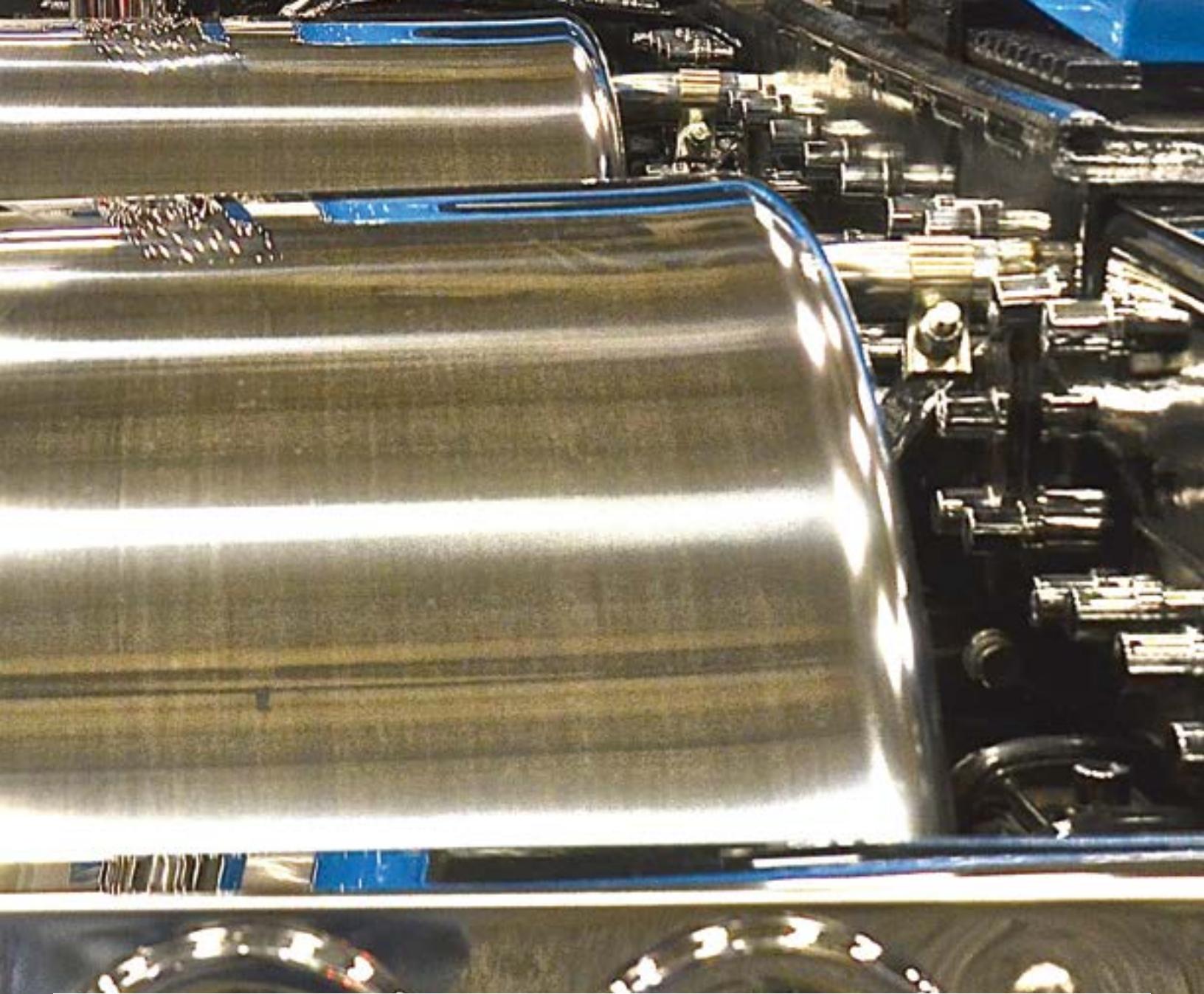
bear witness to the crime of domestic sex trafficking. TAT has grown as well, becoming its own 501c3 organization in 2011 and gaining the resources and partnerships to expand what we're able to offer the trucking industry, such as coalition builds with law enforcement, our state-based initiatives, and soon, a Phase II training model.

This year, we saw the fulfillment of a four-year dream with the realization of the Freedom Drivers Project (FDP). This is a unique mobile exhibit that travels the country and provides training to both trucking employees and the general public on the realities of domestic sex trafficking and what the trucking industry is doing to fight it. It is the result of partnerships and sponsors, both within and outside of the trucking industry, and we couldn't be more grateful or proud of this tangible, visual reminder of why we work together.

TAT has grown rapidly, and so has this anti-trafficking movement within the trucking industry. Growth always brings with it challenges. We're already working through these challenges and the opportunities they present us to broaden our perspectives, strengthen our current relationships, build new ones and see how we can become even more effective in our role of helping the trucking industry successfully play their critical part in the fight against human trafficking.

Looking forward to 2015,

Kendis Paris, Executive Director  
Truckers Against Trafficking



## Issue

Human traffickers are continually moving victims from venue to venue for sale and exploitation. Identifying and engaging potential front-line responders is critical in the fight against human trafficking. Members of the trucking/travel plaza industry are the eyes and ears of America's highway system and a crucial component to the arrest of traffickers and recovery of victims. They continually travel the length and breadth of this country and, when trained and mobilized, can spot human trafficking situations. Their effectiveness is further enhanced with the development of strong working relationships between them and members of law enforcement through coalition-building training that builds trust and closes loopholes to traffickers.

## Mission

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.

## Goals

- ♥ Make the TAT training DVD, wallet cards (and other materials) a regular part of training/orientation for members of the trucking industry, so when they suspect human trafficking is taking place, they can call the National Human Trafficking Resource Center (NHTRC) at 1-888-3737-888 and report what they know.
- ♥ Partner with law enforcement to facilitate the investigation of human trafficking.
- ♥ Marshal the resources of the trucking industry to combat this crime.



***"Truckers are now one of the most motivated and well-organized industry groups working on this issue, and their tips have led to countless arrests and recoveries of victims across the country."***

Nicole Moler, director of the National Human Trafficking Resource Center

# 2014 Results from the Field

230 calls were made from people identifying themselves as truckers in 2014. Nearly 1000 calls have been made from people identifying themselves as truckers since Dec. 7, 2007 when the National Human Trafficking Resource Center (NHTRC) began.

Almost 350 potential human trafficking cases were identified from these calls by truckers. Over 60 percent of these cases were reported to law enforcement for investigation.

500,000 wallet cards, 10,000 training DVDs and 100,000 side-window decals were distributed this year.

1513 people toured the Freedom Drivers Project in its first four months of service at venues in Texas, New Mexico, Ohio, Colorado and West Virginia. Comments from those who went through the exhibit included “powerful,” “amazing” and “beautifully done.”

1000 law enforcement members were trained with TAT materials in 2014 through coalition builds, trainings for the California Highway Patrol, the Colorado State Patrol, and the Motor Vehicle Criminal Interdiction Association conference.

4 coalition builds were held (Indiana, Wisconsin, Iowa, South Dakota). In 2012-2013, coalition builds were also held in California, Ohio, Colorado, New Mexico and New Jersey.

11 state agencies have adopted the Iowa DOT model in part or in whole, with implementation taking place, for the most part, in 2014. These are California, Mississippi, Indiana, South Carolina, Michigan, Arizona, Colorado, Connecticut, Minnesota, Maryland and Iowa.

17 more state trucking associations voted to partner with TAT, bringing the total number of state trucking associations working with TAT to 31. This year, New Mexico, Arizona, Kansas, Wyoming, Montana, Florida, Mississippi, Georgia, Rhode Island, New York, Pennsylvania, Maine, Ohio, New Jersey, Missouri, Washington and Tennessee came on board.

35 CB radios were provided by the trucking industry to law enforcement for undercover investigations.







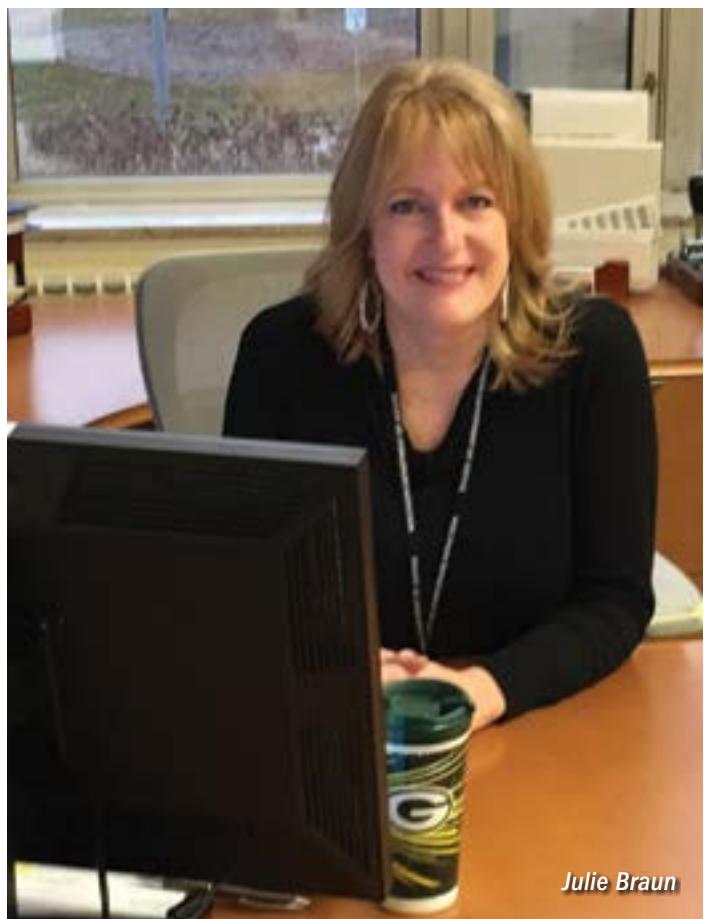
Law enforcement panelists at the South Dakota coalition build discussed human trafficking, the various ways they deal with it and how they can partner with the trucking industry. From L to R, panelists included Special Agent Charla Aramayo, United States Department of Homeland Security; Special Agent Matt Miller, FBI; Sioux Falls Police Department Officer Cullen McClure; Captain Paul Neidringhaus, Minnehaha County Sheriff's Office; Captain John Broers, South Dakota Highway Patrol; and Lieutenant Dave McIntire, Sioux Falls Police Department.

## Coalition Builds

Coalition builds are TAT events to provide a more effective localized response to human trafficking by gathering law enforcement agencies (state, federal and local) and local anti-trafficking resources (task forces and local non-governmental organizations) in the same room with key industry stakeholders, including general managers of truck stops and representatives of state trucking associations and carriers.

### These half-day events:

- Provide extensive anti-trafficking training to all law enforcement, government agencies and industry stakeholders present, with a particular emphasis on a TAT partnership
- Supply multiple law enforcement agencies with CB radios to monitor illegal CB chatter
- Collect data to determine if TAT materials and equipment were helpful in increasing the number of human trafficking investigations
- Increase the number of truck stops and trucking companies that are reached with TAT materials through law enforcement channels post meeting
- Partner with multiple law enforcement agencies to adopt the Iowa DOT model in part or in whole
- Create a flash e-mail chain with all pertinent contact information to increase communication within the coalition
- Expand the law enforcement network/reporting protocol of the NHTRC
- Increase the number of personnel (law enforcement divisions, professional drivers and truck stop employees), who implement TAT Training as a result of the meeting
- Develop or strengthen local relationships between the trucking industry and law enforcement/government agencies so that an anti-trafficking infrastructure exists to support future partnerships
- Engage the state trucking association at a much higher level of partnership, so that future interactions with member companies have multiple TAT references
- Distribute post-meeting survey through law enforcement/government agency co-host to assess data



Julie Braun

**"Working with TAT to hold a coalition build helped us accomplish several goals. We know from surveying attendees that the event with TAT was extremely effective. Attendees gained a new understanding about how to combat trafficking within the trucking/travel industry. Attendees also left with a new perspective about the value of engaging private business, in general, in the fight against trafficking. Within three months of the event, 94 percent of our surveyed attendees had taken at least one concrete action within their business or public agency, as a direct result of attending the event! Attendees didn't just get information about the problem of human trafficking, they were given information about how to be part of the solution."**

Julie Braun, policy analyst for the Department of Justice, Office of Crime Victim Services, speaking about the Wisconsin event which was a partnership between TAT, the Wisconsin Attorney General's Crime Victims Council and the DOJ Children's Justice Act, with the Milwaukee FBI Field Office and the US Attorney's Office Eastern District.



## Freedom Drivers Project

The Freedom Drivers Project (FDP) is a first-of-its-kind mobile exhibit and premiere tool to educate members of the trucking industry and the general public about the realities of domestic sex trafficking and how the trucking industry is combating it. From its outside wrap to the climate-controlled interior, containing theater stations and actual artifacts from trafficking cases which connect people to the back stories of so many who end up enslaved in our country, this trailer provides many with their first glimpse into human trafficking. It also showcases portraits of the real truckers against trafficking, how each is working to end human trafficking, and the simple action steps anyone can take when they leave the trailer.

The FDP debuted at the Great American Trucking Show (GATS) in Dallas, Texas Aug. 21-23, with a press conference and presentation to sponsors and GATS participants. The following month it was off to Ohio, where it was visited at three different venues by trucking and travel plaza executives representing 11 companies, state legislators, members of the Findlay Zonta Club, Garner Transportation Group employees and participants at the 11th Annual International Human Trafficking, Prostitution and Sex Work Conference. From there, it traveled to two human trafficking conferences hosted by U.S. Congressmen in New Mexico and Texas. The first was in the oil boom town of Carlsbad, New Mexico, and the second was in Houston, Texas, a major hub for trafficking in that state. The FDP was hosted by a church group in Denver for a day of touring and then was invited to take part in the second annual international summit on combating human trafficking, titled "*Widening the Net: Together Let's Stop Traffick*," co-hosted by the American Military University and the International Police Training Institute (IPTI). It has been well received at all venues by those who toured it, including trafficking survivors.



Feb. 6-7	Mid-West Truck Show, Peoria, IL
Feb. 17	Georgia Coalition Build, Atlanta, GA
March 5	Oklahoma Coalition Build, Oklahoma City, OK
March 26-28	Mid-America Truck Show, Louisville, KY
April 25	Colorado Motor Carriers Association Top Tech Competition
May 3	New Mexico Truck Driving Championships, Albuquerque, NM
May 5	Alternative Clean Transportation Expo, Dallas, TX
June 6	Colorado Motor Carriers Association Truck Driving Championships
June 13	Nevada Trucking Association Truck Driving Championships
Aug. 27-29	Great American Truck Show, Dallas, TX

# A Growing Movement

## Reaching people internationally

This year, the State Department asked TAT to be a partner in its International Visitor Leadership Program. In this short-term professional exchange program, TAT consulted with foreign emissaries, who were interested in learning more about working models for fighting human trafficking. They included:

- A group working in various capacities for the government of Bahrain's Labor Market Regulatory Authority, overseeing foreign workers, investigating and prosecuting trafficking cases and ensuring compliance with anti-trafficking laws
- Visitors from Nepal, Saudi Arabia, Bahrain, Taiwan, India, Jordan, the Marshall Islands, Nepal, Oman, Pakistan, Papua New Guinea, the Republic of Sudan and Tunisia

Additionally, TAT is working with a program of Children Brasil aimed at Brazil's transportation sector. Children Brasil is an NGO in Brazil working to fight the exploitation and trafficking of children.

## Reaching people through the Internet

TAT Facebook followers grew from 23,316 at the end of 2013 to 60,261, a 158.45% increase.

In April, TAT began a partnership with the National Center for Missing and Exploited Children (NCMEC) to increase visibility on children who are at high risk for sex trafficking. Since June, TAT has profiled 27 children missing and at high-risk for trafficking on our Facebook page. These receive around 1000 shares per week. NCMEC reports that 19, or 70 percent, of these children have been recovered.

Facebook is one of our primary tools for:

- education on a variety of topics germane to our work
- strengthening relationships with survivor individuals/groups as well as members of the trucking industry
- increasing visibility about high-risk children from human trafficking through our partnership with the National Center for Missing and Exploited Children
- influencing culture around difficult topics

These quotes are representative of the tenor on our page when more controversial topics are brought up:

*"I was for legalizing the sex trade until I found your site and realized that by legalizing those doing it of their own free will condemns those enslaved. We need it illegal to save the victims, and there are more victims than the willful. And really, who truly is willful in that situation? Thanks for educating me." E.O.*

*"Reading the stories made me a more humane person. We have to realize that a lot of those people have a story, and we can help in many ways." J.V.*

TAT also opened an online store at the end of November with a limited number of products. One of those products is an 11-inch by 14-inch truck/trailer decal.

While we have provided the trucking industry free materials and side-window decals free of charge since our inception, the production of these larger decals, which have been requested by truckers, requires TAT to charge for them. We'd love to see them on every fleet.



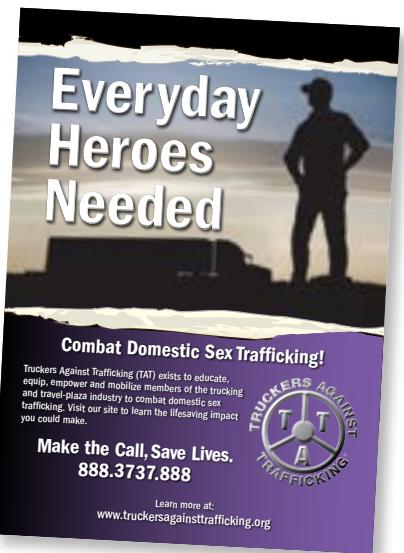
## Reaching trafficking victims

TAT added the NHTRC text number to our wallet cards and side-window decals this year for survivors to use to text for help.



## Reaching airline travelers

Both American Airlines and US Airways printed an ad based on our Everyday Heroes poster in their monthly travel magazines which are available at every seat in their planes.



# Changed Lives



## Sherri Garner Brumbaugh, president of Garner Transportation Group

Sherri intersected with Truckers Against Trafficking at the end of March at the Truckload Carriers Association annual conference. After returning home and watching the TAT training DVD, she was angry over what she'd learned about human trafficking and determined to do something about it. Her life was changed.

Although already busy as a company president and sought-after voice and activist in the trucking industry, Sherri became a trucker against trafficking and took the following actions:

- She asked TAT to bring the Freedom Drivers Project (FDP) to Ohio for three events, and she supplied the driver and tractor to transport it for all three events. The first was an Executives Against Human Trafficking luncheon on Sept. 17, 2014. Garner Transportation Group co-sponsored the event with Ohio Logistics and Zonta Club of Findlay, Ohio. Participants listened to a TAT presentation and toured the FDP. The second was the University of Toledo's 11th Annual Trafficking, Prostitution and Sex Work Conference (which Garner helped to sponsor) on Sept. 18-19, and the third was the Garner Annual Employee Meeting on Sept. 20. Her 200 employees listened to a TAT presentation and had the opportunity to tour the FDP. She reported that feedback on the presentation was phenomenal.
- As a follow-up to the Executives Against Human Trafficking luncheon, which Marathon Petroleum Corporation executives

attended, she spoke at their meeting for their motor carriers, presenting the TAT training DVD and distributing TAT literature. She believes this event has the potential of touching many lives through the 30 attendees and back to their individual companies.

- Finally, she presented on human trafficking to the entire Zonta Club of Findlay on Nov. 18, where TAT's message parallels special projects the club has.

"As a company executive," she said, "I take my responsibility very seriously. When I see something wrong, I try to correct it. That same responsibility goes out in the community and surrounding areas as well. When I see something that is not right, I must try to do what I can. As a mother, it breaks my heart when I hear of facts like those from TAT. They have reported 20.9 million slaves around the world today. Traffickers recruit out of our schools, online, in shopping malls, as well as the streets and other locations. 'But what can I do?' is what we all ask. I am grateful for TAT, not only for reporting and bringing attention to the problems, but for the education and empowerment they offer anyone who listens to their message. My goal now is to engage my peers in the trucking industry to make a difference. Transportation executives that I speak with take the message back to their company and train their drivers about the issue. Awareness is the best way to combat human trafficking."

# Making the Call

The following incident reports are shared by the National Human Trafficking Resource Center to give examples of the impact trucker calls made in 2014:

After learning about human trafficking through Truckers Against Trafficking, Charles\* contacted the National Human Trafficking Resource Center (NHTRC) hotline to report suspicious activity he had observed at a truck stop in Ohio. Charles had reported the suspicious activity to local law enforcement in the past; however, he was uncertain of whether or not an investigation had taken place. Charles informed the hotline that he had stopped at this particular truck stop many times over the last few months and had observed several potential victims, including girls who appeared to be under 18 years old, walking through the truck lot. Charles provided the hotline with details about the truck stop and his observations, which the hotline was able to report to law enforcement contacts on the ground. The call specialist who spoke with Charles also encouraged him to share outreach materials from Truckers Against Trafficking at this stop and share his knowledge with other drivers about the signs of potential human trafficking situations.

Damon\* contacted the National Human Trafficking Resource Center (NHTRC) hotline a few days after being approached by a potential victim at a truck stop. Damon informed the hotline that before he had been approached, he had observed the teenage girl knocking on the doors of several trucks in the lot. Although Damon did not see the girl get into any trucks, he expressed his concern that the girl was soliciting drivers for commercial sex, because she did not seem to be selling anything or begging for money. Although Damon did not notice anyone who appeared to be tracking the girl or watching her closely, based on her familiarity with the truck stop, he believed that she might be there frequently. The call specialist took down all the details Damon was able to provide and reported the situation to the hotline's law enforcement contacts.

Only a few days after attending a training by Truckers Against Trafficking, Samuel\* pulled into a truck stop in Georgia and was approached by a man who offered him sex with the young girl in his car. Samuel declined and immediately called the National Human Trafficking Resource Center (NHTRC) hotline. Samuel spoke briefly with a call specialist who advised him to first make an emergency report to 911, then call the hotline back to provide the rest of the information. After reporting to local authorities, Samuel called the NHTRC hotline back and provided a more detailed description of the potential trafficker and potential victim. Although the potential trafficker left shortly after Samuel's initial call, he was still able to provide the call specialist with information about the trafficker's appearance and identifying information about the vehicle which the hotline was able to report to trusted law enforcement contacts.

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



# Financials

## STATEMENT OF FINANCIAL POSITION

As of December 31, 2014

	2014	2013
<b>Asset</b>		
Current Assets	213,071	144,389
Fixed Assets	33,333	0
<b>TOTAL ASSETS</b>	<b>246,404</b>	<b>144,389</b>
<b>Liabilities</b>		
Current Liabilities	3,003	2,400
Long Term Liabilities	0	0
<b>TOTAL LIABILITIES</b>	<b>3,003</b>	<b>2,400</b>
<b>NET ASSETS</b>		
Unrestricted		
Undesignated	141,989	46,397
Temporarily Restricted	101,412	95,592
<b>TOTAL NET ASSETS</b>	<b>243,401</b>	<b>141,989</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>246,404</b>	<b>144,389</b>

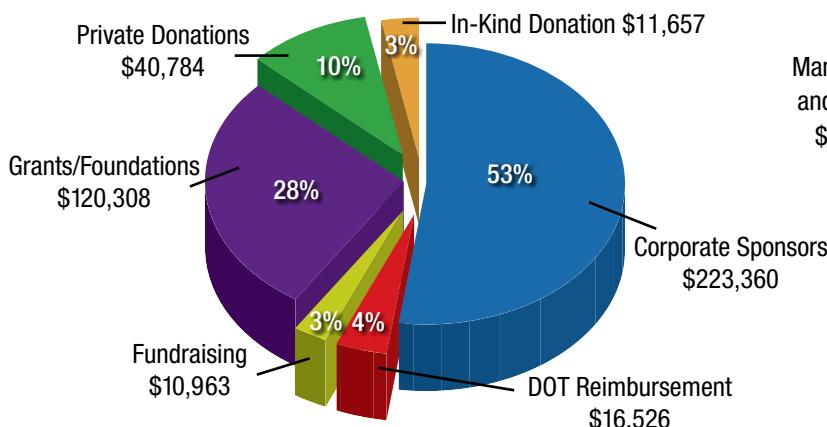
## STATEMENT OF ACTIVITIES

As of December 31, 2014

	2014	2013
<b>Support &amp; Revenue</b>		
Contribution and Grants	395,159	219,901
Fundraising	10,963	13,643
Other Income	17,476	2,141
<b>Total Revenue &amp; Support</b>	<b>423,598</b>	<b>235,685</b>
<b>Expenses</b>		
<b>Program Services</b>		
Anti-Trafficking	181,034	118,852
Freedom Drivers Project	89,388	0
<b>Total Program Services</b>	<b>270,422</b>	<b>118,852</b>
<b>Support Services</b>		
Fundraising	6,667	11,000
General and Administrative	45,097	11,638
<b>Total Supporting Services</b>	<b>51,764</b>	<b>22,638</b>
<b>Total Expenses</b>	<b>322,186</b>	<b>141,490</b>

## BREAKDOWN OF TAT FUNDING

TOTAL REVENUE: \$423,598



## Board of Directors

Mark Brown – *Chairman*

Director of Safety and Transportation  
at Central Tech Truck Driving School

Julie Larkin – *Treasurer*

Non-profit Finance Manager

Molly Wolff – *Secretary*

Anti-trafficking advocate and truck show  
representative

Brad Riley – *Director*

President of iEmpathize

Scott Perry – *Director*

VP of Supply Management, Ryder

Bruce DD MacRae – *Director*

VP State Government Affairs, UPS

Sam Smith – *Director*

Knoxville West TA TravelCenter Franchisee

Gary Clark – *Director*

Director of Corporate Accounts,  
Bridgestone Commercial Solutions

Dave Nemo – *Director*

SiriusXM Radio Personality

Chief David Lorenzen – *Director*

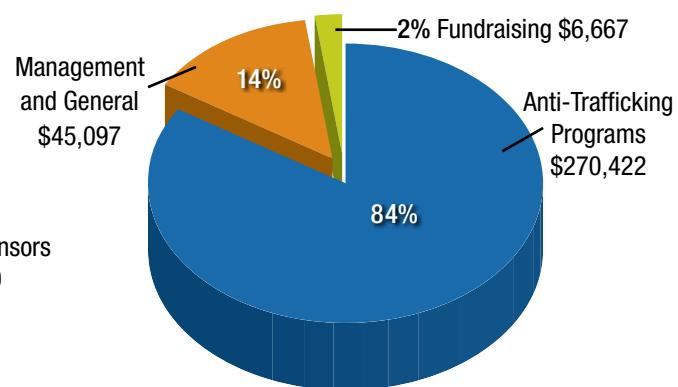
Office of Motor Vehicle Enforcement  
IA DOT

Kendis Paris – *Director*

TAT Executive Director

## EXPENSES BY FUNCTIONAL CLASS

TOTAL EXPENSES: \$322,186





JAMES BURG TRUCKING COMPANY

*On time. Time and again.*

September 8, 2014

Chief David Lorenzen  
Iowa Motor Vehicle Enforcement  
6310 South East Convenience Blvd.  
Ankeny, IA 50021

RE: Truckers Against Trafficking

Dear Dave,

I am overwhelmed with the dedication you and the Iowa Motor Vehicle Enforcement department have demonstrated towards human trafficking. Shocking is the raw numbers of individuals being held against their will and the horrific stories told by victims.

You have further demonstrated that we have larger life missions than our key responsibilities at our jobs. You have committed department resources and reached out to the industry it typically monitors. I interpret your action as the high esteem you hold my industry. Thank you.

Therefore, not only am I going to make a commitment to educate and inform my drivers on human trafficking and the T.A.T program, I am committing financial resources to the program. Please find enclosed a check for \$5,000 to Truckers Against Trafficking. Forward this check to the appropriate individuals at T.A.T., along with my appreciation of their great efforts. I am optimistic this will be an annual contribution.

I look forward to collaborating with you on this and many other issues in the future.

Best regards,

Jim Burg  
President

27275 Mound Road, Warren, Michigan 48092



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## TRUCKERS AGAINST TRAFFICKING

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Website: [truckersagainsttrafficking.org](http://truckersagainsttrafficking.org)**

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