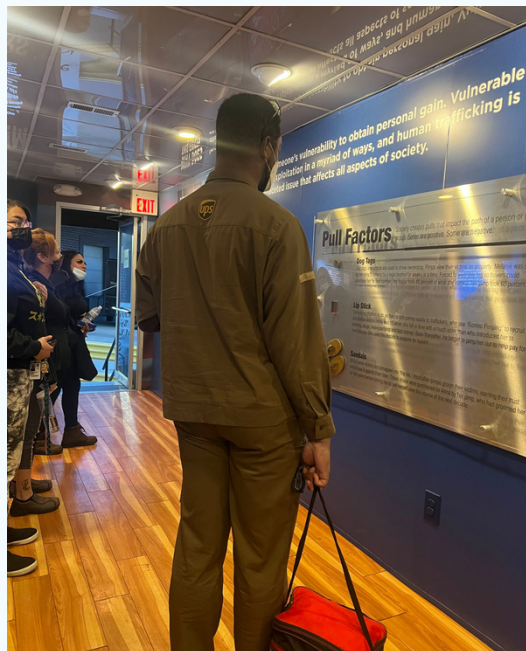


FREEDOM DRIVERS PROJECT

End-of-Year Report



2021

The Freedom Drivers Project (FDP) is a first-of-its-kind mobile exhibit that is a premiere tool in educating members of the trucking industry and general public about the realities of domestic sex trafficking and how the trucking industry is combating it.



FREEDOM DRIVERS PROJECT

By the Numbers

2021



35

TOTAL EVENTS IN THE US AND CANADA
(18 virtual, 17 in person)

109

VOLUNTEERS AT FDP EVENTS

457

HOURS OF VOLUNTEER SERVICE

11

TRUCK COMPANIES HAULED THE FDP



13

STATES WITH IN PERSON EVENTS

NV, MN, WI, IA, NY, NJ, CO, UT, ID, AZ, TN, IL, LA

15,466

MILES DRIVEN FOR IN PERSON EVENTS

5,068

TOTAL PEOPLE THROUGH FDP

(452 virtual, 4896 in person)

Message from the FDP team

Even though the FDP was only experienced virtually for the first five and a half months of 2021, the exhibit still made a significant impact in educating the transportation industry on the realities of domestic sex trafficking in 2021, with ninety-two percent of survey respondents saying the FDP made them think differently about trafficking. The FDP virtual lineup included a series of American Trucking Associations events for National Human Trafficking Awareness Month, four events in Canada, three Busing on the Lookout (BOTL) events, five truck stop trainings, two Coalition Builds and two women-in-trucking events.

In the second half of the year, the FDP attended four Coalition Builds, several corporate and community events and five UPS events. Additionally, the FDP exhibited for the first time at the American Trucking Associations Management Conference and Exhibition.

FDP staff also experienced a leadership change when Brandy Belton replaced long-time FDP Director Helen Hofer, who left TAT to pursue a new career.

Thank you so much for your support. We couldn't fulfill our mission without it. A special shout out to Apex Transportation for storing the FDP at their yard, assisting with maintenance and keeping an eye on this important and popular exhibit. Thank you to The Vomela Companies for donating their expertise in redesigning, printing and installing the new outside design. You can see in the picture below what a fabulous job they did.

As we head into this new year, we salute you for fighting human trafficking in your part of the world.

--Brandy Belton and Susan Dold (The FDP Team)



Truckers Against Trafficking

IMPACT OF THE FDP

The impact of the FDP is far reaching and diverse. Whether it's solidifying existing partnerships or taking them to the next level, equipping the next generation of advocates to become involved in counter-trafficking initiatives, or providing a catalyst for deep conversations that move people to get involved, the FDP supports and enhances TAT's broader mission with every event. Specifically, in 2021, FDP events resulted in the following ...

- 20 new companies becoming TAT Trained
- 4 law enforcement trainings completed or scheduled- Sherriff's Office in Lafayette Parish and Webster Parish, Greenwood PD and Dept of Air Force (Barkdale AFB)
- 2 new haulers - Knight and Coyote
- 2 new corporate sponsors - Enbridge and Northern Clearing
- Multiple companies distributing TAT materials and outfitting their commercial vehicles with TAT or BOTL decals
- PSA adoption by Red Eye Radio
- Increased promotion of our Driving Freedom podcast
- Partner-led, anti-trafficking social media campaigns

WHAT ATTENDEES SAID

"It was a very informative presentation. I just hope you reach the goal of having every UPS feeder driver aware and certified by October....we are out there in force and are willing to help. I have two daughters myself (13 & 15) so this hits close to home. Again, thank you to you and your team for coming out and bringing this to our attention....we will do our part to try to put an end to this horrible situation." - Vincent Weihs

"The items from actual victims and reading their horrific stories was heartbreaking." Traci Oswalt

"Seeing the artifacts of the survivors had an emotional effect on me and made the information being shared come to life." Rachel Johnson

"I love the definitions of trafficking well stated and understandable. LOVE the mirrors, clothes etc. makes it real. Not too much info, but impactful." John Pulley