



**EDUCATE • EQUIP • EMPOWER • MOBILIZE**

**TAT 2023  
IMPACT  
REPORT**

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## MISSION STATEMENT

TAT stands committed to educate, equip, empower and mobilize members of key industries and agencies to combat human trafficking.

By the time you read this, it will be 2024 ... a milestone year for TAT, as we turn 15 years old. Since our inception in 2009, TAT has been characterized by a commitment to scaling sustainably ... extending our boundaries, stepping up and stepping out to invite more organizations, agencies and associations to play a role in the fight against human trafficking. To capture that growth, our partners at Bridgestone invited us on a journey in 2023 to explore whether our mission and logo were accurately portraying who we're becoming, rather than just who we started out to be.

With resources and experts Bridgestone provided, TAT's senior leadership engaged in a series of meetings to better communicate the identity all of you have helped us achieve in these 15 years by your generous support in numerous ways, transforming an ever-expanding vision into reality. In this report, we share our newly refined logo and mission statement, which are more inclusive of all the entities we work with today and the reality of who we've become. While trucking and truckers are — and always will be — a cornerstone of our existence, we believe the cross-functional collaboration we're achieving with the inclusion of multiple key industry members and agencies is serving to provide a better equipped and informed army in this war we wage against human trafficking.

Within these pages, we share how viewing our audiences in a more holistic way brought out greater innovation from us, as well as a deeper understanding of you. Instead of just seeing you as employees, we began envisioning your roles as parents, family members, neighbors, urban and rural residents, travelers, club members, church goers, activity participants, etc. This broader perspective resulted in new resources and programs, greater emphasis on vulnerable populations and a desire to empower you to address human trafficking at every level of work and life, to help eradicate it in the places it breeds ... thoughts, attitudes, complacency and in the shadows of our lives ... before it victimizes people.

I also want to take this opportunity to welcome and recognize four new members to our Board of Directors. Over the years, our Board of Directors has been a source of encouragement, strength, wisdom,



Esther Goetsch

experience, brilliant business acumen and a gateway into the industries and organizations they represent. These new members are a welcome addition and will serve TAT well: Josh Holland, vice president of Dealer Operations for Bridgestone Truck Group; Sarah Rajtik, the executive vice president of Human Resources, Operations and Industry Affairs at the American Trucking Associations (ATA); Debi Boffa, CEO of TravelCenters of America; and Gareth Aiken, vice president of Business Development Solutions for FedEx Ground.

We hope our 2023 Impact Report fills you with satisfaction, as you see some of this year's results of our work and your belief and investment in TAT. Thank you.

*Esther Goetsch*

**ESTHER GOETSCH**  
Executive Director

## 2023 TAT IMPACT



**1,745,803** TAT Trained (overall), a 15% increase from 2022

**204** presentations



**21,900** people in 37 states and 8 Canadian provinces reached through presentations

### LAW ENFORCEMENT & PUBLIC/PRIVATE SECTOR NUMBERS

**2,612**

law enforcement officers trained, a 34% increase over 2022, in 29 trainings in 15 states and one Canadian province



**42**

states have completely adopted Iowa MVE; 7 have partially adopted

**6**

Canadian provinces have partially adopted Canada CVE; 1 has completely adopted



**10**

Coalition Builds in 5 states, D.C., and 2 Canadian provinces with 678 attendees

## INDUSTRY NUMBERS

**8,977**

TAT Trained in Canada in 2023, a 53% increase over 2022; 28,353 TAT Trained (overall) in Canada



**6,876**

FDP tours provided at 38 events in 17 states and 2 Canadian provinces; 21,917 miles traveled

**171,583**

BOTL Trained overall, an increase of 9.7% over 2022



**283**

transit partners, 147 motorcoach partners and 2100+ school districts

**25,494+**

employees from 40 different energy companies are TAT Trained, an increase of over 83% over 2022



## MEDIA NUMBERS

**84**

unique articles about TAT in 2023



## SAVING LIVES THROUGH INDUSTRY TRAINING

WinCo Foods began rolling out TAT training in 2022. This year, Joe Aguayo, a WinCo driver, became TAT's 2023 Harriet Tubman Award winner for putting the training into action. In late 2022, after seeing a woman with a shaved head, clad only in a towel, standing along a remote stretch of mountainous highway, Aguayo made a call alerting police. His call resulted in the recovery of a trafficking victim.

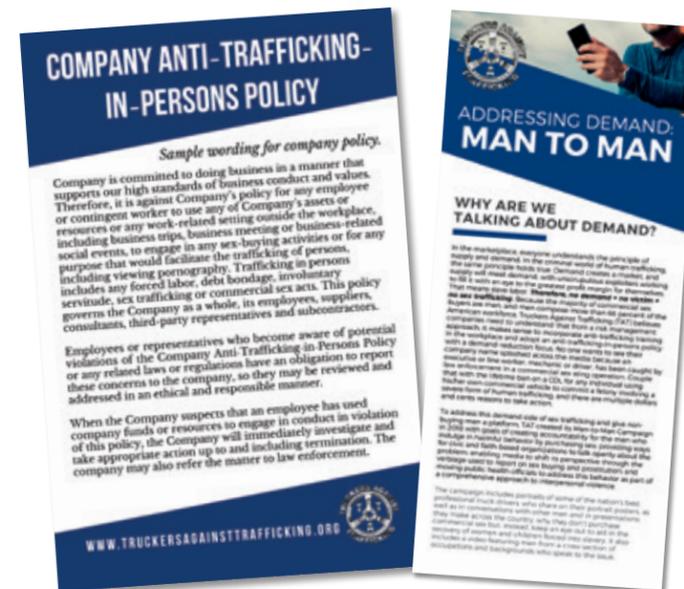
Law enforcement reported this to be the second Indigenous human trafficking victim found naked in this area, and law enforcement believe the remote location, coupled with limited access to cell service, has made the area a dumping ground for perpetrators. The investigation is ongoing. The trooper told Aguayo that he likely saved the woman's life.

Having now connected the dots between his experience, the issue of trafficking and the fact that the area has been identified by law enforcement as a dumping ground, Aguayo wonders how many other cases have been missed over the years. He commented, "While I'm humbled to receive this award, it's hard to know situations like this are happening at our back door. I'd hope everyone will always trust their instincts; you may never know whose life you may be saving."

The Harriet Tubman Award is presented by Protective Insurance and carries with it a \$2,500 cash award, as well as an award presentation at the Protective 500 Event, held at the Indianapolis 500.



Joe Aguayo, winner of the 2023 Harriet Tubman Award presented by Protective Insurance.



### Addressing Demand materials included in San Diego buyer diversion program

After attending TAT's San Diego Coalition Build (CB) in May, Felicia Loera, deputy city attorney in San Diego's Neighborhood Justice Unit, decided TAT's Addressing Demand materials would work well in the City Attorney's new buyer diversion program, called STEPP (Sex Trafficking Education and Prevention Program). As part of this program, first-time offenders charged or convicted of purchasing commercial sex have an option, as part of their sentencing, to attend an eight-hour training awareness program. Included among the speakers and presentations in the training is TAT's Addressing Demand video, with the new wallet cards included in the packet of materials participants take home.

### Multiple organizations share Addressing Demand materials

Other organizations sharing TAT's Addressing Demand materials this year included the South Dakota Network

Against Family Violence and Sexual Assault (part of the South Dakota West River Human Trafficking Task Force), the West Virginia Rape Crisis Center, Zonta of the Northern Colorado Human Trafficking Committee, PAVE (Protect, Advocate, Validate, Educate) in Wisconsin and HEPTA Coalition in Texas.

"We did receive the materials, and they were so useful. Thanks a ton! For our event on World Day Against Trafficking of Persons, we had 28 volunteers ... for our outreach. We assigned groups to reach local hotels, businesses or fast-food restaurants. We ... focused on the exits off the Interstate, and a heavily traveled road in our area known for homelessness and other vulnerable populations, and we reached 60 businesses. Some of the businesses allowed our volunteers to hang up materials, and some took the information to share with staff."

—HEPTA Coordinator

## FIGHTING DEMAND BY EDUCATING PARTNERS ABOUT ROOT CAUSES OF SEX TRAFFICKING

Because demand is a root cause of all human trafficking, TAT's Man-to-Man Campaign is foundational to shifting attitudes and cultural norms about women and the purchasing of commercial sex that feed the crime. This year, TAT created an anti-demand wallet card, increased the number of companies who have adopted an anti-trafficking-in-persons policy with a demand-reduction focus from 14 to 21 and released its Connecting the Dots webinar series — now three parts — for companies and the general public.

Available for use as single or multi-part sessions, this series features a human trafficking 101 session with suggestions for what employees can do to combat trafficking in their communities; a session on how trafficking affects marginalized and vulnerable populations, such as people of color, members of the LGBTQ+ community and children, especially in familial trafficking situations; and a session on the impact the demand for commercial sex has on the issue of human trafficking.



# ENGAGING DIVERSE COMMUNITY GROUPS THROUGH THE FREEDOM DRIVERS PROJECT



Young people composed a large portion of the audience at FDP events this year, like this group who toured the exhibit in Broken Bow, Nebraska.

Multiple factors heighten the vulnerability of youth to traffickers, such as physical, emotional or prior sexual abuse; unstable family conditions, including drug and alcohol abuse; family rejection, especially for the LGBTQ+ population; homelessness and poverty; and displacement or abandonment, due to natural disasters or other trauma. Studies show that Black and Indigenous girls are trafficked at a disproportional rate to their population numbers. And one study of survivors from rural areas showed some felt people in the Midwest, particularly from small towns, are extremely vulnerable due to the naïveté that this “doesn’t happen in small towns.”

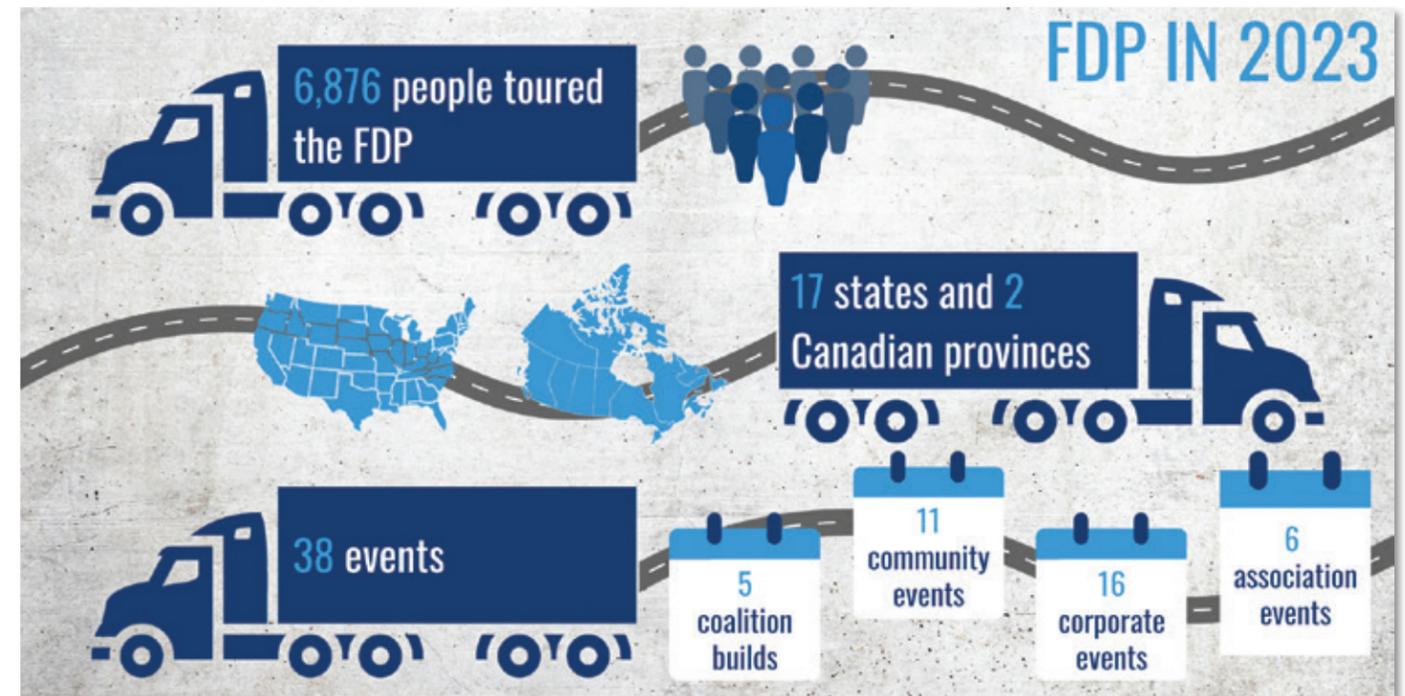
Intent on learning from youth in order to better protect them from predators, as well as making them more aware of human trafficking, the Freedom Drivers Project (FDP) booked into its 2023 schedule three community-wide rural events — two Rotary Club events in Broken Bow and Lexington, Nebraska and a National Night Out event in Carrizo Springs, Texas -- as well as an event for the Boys and Girls Clubs of Middle Tennessee, the brain child of former TAT Board Member Eric Higgs, CEO of the Middle Tennessee organization. In total, more than 800 youth toured the FDP at the Nebraska and Tennessee

events, in addition to school faculty, family and community members.

FDP Director Brandy Belton provided short presentations to every group of students who toured the FDP at these events, as well as questioned them to see what they knew about human trafficking. In many cases, she had them fill out a survey gathering needed information for TAT’s new Youth on Transportation initiative (see page 14).

She also provided copies of TAT’s newly created resources **How to Talk to Your Kids about Human Trafficking**, **Why Talk About Porn**, and **How to Engage Your Community in the Fight Against Human Trafficking** to all participants.

“Human trafficking is a difficult topic – an uncomfortable topic,” said Rotarian Deb McClaskin, who spearheaded the Rotary events. “To close our eyes and wish it away isn’t going to work. Education is critical at this juncture. It’s important to know the signs, and if you see something to say something. Thanks to TAT for bringing this education to our doorstep.”



## INCREASING UNDERSTANDING OF VULNERABILITIES TO TRAFFICKING



At the Calgary Coalition Build, the law enforcement panel consisted of (L to R) Ronald Mislik, Royal Canadian Mounted Police; Colleen Bowers, Alberta Law Enforcement Response Teams; Mark McDonald, Royal Canadian Mounted Police; Jessica Brandon, The Action Coalition on Human Trafficking Alberta; and Susan Hughson, Alberta Crown Prosecution.

**Empower Freedom focused** on expanding its reach in 2023, enhancing engagement with long-term partners and deepening the industry's understanding of human trafficking vulnerabilities and root causes. Through 24 industry-related events and three energy Coalition Builds (CB) in Houston and Carrizo Springs, Texas and Calgary, Alberta, Canada, staff presented to over 3,000 key stakeholders, working either in the energy sector or for the law enforcement agencies focused on critical infrastructure security and/or who operate near energy assets.

Training of energy employees showed an 83% increase in growth this year over 2022, with 25,494+ employees from 40 different energy companies TAT-Trained. Seventeen energy companies are TAT corporate sponsors.

Three events, in particular, highlighted populations vulnerable to trafficking. TC Energy's U.S. Natural Gas

and Indigenous Relations divisions hosted Empower Freedom for three online training sessions reaching over 1,350 TC Energy employees. The first two commemorated National Human Trafficking Awareness Day in the U.S. The third coincided with the company's observance of Red Dress Day, honoring the thousands of missing and murdered Indigenous women, girls, two-spirit, and gender diverse people throughout the U.S. and Canada. TAT presented on the realities of human trafficking, its intersection with the atrocity of Missing and Murdered Indigenous People, and the important role the energy industry can play in helping to combat both crimes.

Phillips 66's Sustainability Division and its Pride 66 Employee Resource Group hosted Empower Freedom for a session on human trafficking, with a special focus on LGBTQIA+ vulnerabilities. The Carrizo Springs CB, co-sponsored by SM Energy, zeroed in on how vulnerable migrants are to human trafficking.



### SandBox/U.S. Silica: Creative Approaches to Raising Awareness

In 2023, SandBox/US Silica trained over 2,355 employees and contractors with TAT's Empower Freedom and Over-the-Road training videos, co-sponsored a CB, and donated an FDP haul. SandBox also featured TAT, alongside its safety motto, on custom-made bracelets and handed out more than 2,500 this year. As a 2024 initiative, SandBox will include information on TAT through the QR codes placed on the sides of the 6,000 boxes they use to transport frac sand to wells all over the U.S.

## WORKING WITH LAW ENFORCEMENT AND GOVERNMENT AGENCIES TO WIDEN THE AUDIENCE ACROSS NORTH AMERICA

**Among the agencies and associations** with which TAT works are the Commercial Vehicle Safety Alliance (CVSA), the American Association of Motor Vehicle Administrators (AAMVA) and the State Drivers Licensing Agencies (SDLA) across the nation.

Forty-five jurisdictions took part in this year's CVSA Human Trafficking Awareness Initiative (HTAI), with

participation from 3,020 individual law enforcement officers/troopers/inspectors. During the initiative's five-day event, held in conjunction with existing national human trafficking awareness days in the three participating nations of Canada, Mexico and the United States, 218 human trafficking awareness and prevention events were held and 219 presentations delivered.



Kylla Lanier (far left), TAT deputy director and senior director of Public Sector Engagement, took part in peer-to-peer tables at the AAMVA Annual Conference.

CVSA, in collaboration with TAT, conducts HTAI annually through its Human Trafficking Prevention Program to educate commercial motor vehicle drivers, motor carriers, law enforcement officers and the general public about human trafficking.

Additionally, through a grant from the Federal Motor Carriers Safety Administration (FMCSA), CVSA worked with TAT and CBS to create 15- and 30-second public service announcements (PSA), as well as an extended five-minute video, to educate drivers and the general public about human trafficking. The PSAs, which began running in December during commercial breaks of streaming television shows and movies on Pluto TV, Paramount+ and local streaming service EYEQ Local,

will continue airing through March. TAT also produced a 90-second PSA at the request of the New York DMV, following law enforcement trainings in the state. This PSA is used throughout their system.

Because state DMV employees intersect with both the motoring public and commercial vehicle drivers, TAT staff participated in peer-to-peer tables at AAMVA's Annual International Conference and spoke to DMV administrators from across the country at the AAMVA Region 3 Conference this year. TAT is now creating tailored materials for service center employees at state driver's licensing agencies, as these have the opportunity to educate through their monitors, displays and interactions with and possible identification of victims visiting their offices.

In May, TAT presented at the National Judicial College in Reno, Nevada in their program titled "Managing Cases Involving Commercial Drivers Licenses." In this session, attended by 48 judges from 19 different states, as well as Puerto Rico and Guam, attendees learned the scope and trends of human trafficking, examined multiple case studies, reviewed human trafficking laws and participated in group exercises reviewing a fictional human trafficking case and drafting a judgment. As judges are the final step in an often long, complicated process, both for the victims and the offenders, TAT's participation provides them greater preparation to identify trafficking cases, understand victims' vulnerabilities and appropriately sentence offenders for their crimes. The attendees also received education on alternative courts for victims of human trafficking, which are both restorative and rehabilitative.

## EXPANDING TRAINING THROUGHOUT CANADA AND MEXICO

**TAT recorded significant growth** in Canada this year. Contributing factors included presentations at strategic meetings, such as a joint law enforcement training with Uber in Edmonton, Alberta and speaking to multiple committees at the Canadian Council of Motor Transport Administrators (attended by government officials representing every province or territory); well-attended Coalition Builds (CB); and TAT law enforcement trainings and briefings on Prince Edward Island (PEI).



Dylan Wecht, TAT Public Sector Engagement specialist, had the opportunity to present to the Canadian Council of Motor Transport Administrators.



These awareness posters are now in every bus terminal in Mexico.

"This was an excellent collaboration between TAT and Uber that gave everyone in attendance a deeper understanding of the problem we currently have with human trafficking, what indicators to look for, and how organizations are teaming up in this fight. Thank you very much for coming; it was really an eye-opening experience."  
 – Detective, Edmonton Police Services

A CB in May in Moncton, New Brunswick attracted 98 individuals, and as New Brunswick's counter-trafficking efforts are relatively new, TAT brought in experts from Nova Scotia to share case examples and best practices, while facilitating discussion around coordination and communication across provinces and among private and public stakeholders.

An Empower Freedom-focused CB in Calgary, Alberta in November, co-hosted with ConocoPhillips, brought together 65 attendees, with strong representation from multiple Canadian-based energy companies, as well as the Alberta trucking industry and local, provincial and federal law enforcement. Much of the discussion centered on developing a nuanced understanding of the crime of human trafficking, the various barriers to exit for survivors and the challenge in securing successful

human trafficking prosecutions, as well as the critical role Alberta industry can play to support survivors and disrupt human trafficking.

Restructured in October 2022, TAT's Canadian CVE (Commercial Vehicle Enforcement) Model, doubled in partial adoptees from three provinces or territories in 2022 to six this year — Ontario, Yukon, New Brunswick, Alberta, Saskatchewan, Prince Edward Island — while Newfoundland/Labrador achieved full implementation.

Prince Edward Island (PEI) and Ontario are using TAT training for all their entry level truck driving schools. Alberta, the Northwest Territories, Saskatchewan and Nova Scotia are in the process of vetting the training.

In Mexico, CANAPAT, Mexico's national bus association, distributed the awareness posters TAT created to all bus terminals around the country, which should result in an increase in calls to the Mexican hotline. Guardianes del Asfalto, the Mexican program specifically addressing commercial drivers, finished recording and editing four hours of podcast training for drivers. These have been submitted to Mexico's Secretary of Labor for certification.



## DEVELOPING A NEW INITIATIVE TO SAFEGUARD YOUTH

**Primed with information** gained from 230 survey responses collected this year from youth 13-24 on what an effective anti-trafficking campaign for youth should look like, Busing on the Lookout (BOTL) staff are launching a new initiative, called Youth on Transportation (YOT). Its focus: how community transportation systems can play a role in protecting youth on transportation.



TAT's Senior Director of Programs and Strategic Initiatives Annie Sovcik (center back row) and Public Sector Engagement Specialist Maggie Dawson (far right front row) met with members of the Denver Public Safety Youth Leadership Team to gain insight on keeping youth safe on public transportation.

Co-hosted with the District of Columbia Attorney General's office, TAT held its first YOT Coalition Build (CB) with partners in Washington D.C. in November. As a dense urban area with a robust public transit system – and a school system that relies on public transit for school transportation – D.C. seemed an ideal place to launch this new initiative. WMATA, DC's transit system, is also the third largest heavy rail transit system and sixth largest bus network in the U.S. Thirty-nine representatives from transportation, law enforcement, government agencies and service providers attended.

## BOTL IN ACTION: SUNSET EMPIRE TRANSPORTATION DISTRICT

**Early one morning**, an employee at Sunset Empire Transportation District (SETD)'s transit center in Seaside, Oregon, received calls from both a concerned father and the Seaside Police Department, who were looking for two runaway girls. The girls were each 14, and the father had reason to believe they were headed to Portland to meet an "Internet friend."



Working with law enforcement, the SETD team moved quickly to review video surveillance tapes from that morning, and they saw that the two girls had boarded a bus from Seaside to Astoria, and then boarded another bus already en route to Portland. The Driver Supervisor immediately called the bus driver on the route, who was able to confirm that the two girls were on the bus. From there, the driver, SETD staff and law enforcement were able to coordinate holding the bus at a scheduled layover in Rainier. The driver, a former school bus driver, engaged the girls in conversation until police arrived and were able to escort the two young girls safely home to Clatsop County. The girls were recovered in less than 45 minutes from the time of the first call to SETD.

When recounting the story, SETD's Chief Operation Officer, Jennifer Geisler, credited the agency's swift response to the fact that they have been providing training on an annual basis for over four years to all SETD employees on how to respond to exactly these situations. Every employee involved in the recovery of the two girls didn't have to think twice about how to respond; they already knew the steps to take in order to ensure the girls' safety. "That's just what we do every day," said Geisler. "We take care of our riders, and especially our kids."

## CREATING A REPORTING PROTOCOL TEMPLATE FOR TRANSIT

**Following Florida surveys** and nationwide discussions among transit agencies which showed a lack of reporting protocols, despite the fact that many agencies are currently training to fight human trafficking, BOTL partnered with the Florida Department of Transportation's Statewide Transit Training and Technical Assistance (STTAT) Program and the Florida Transit Safety and Operations Network, administered by the Center for Urban Transportation Research at the University of South Florida (CUTR), to develop a new

adaptable and adoptable anti-human trafficking tool for transit agencies and employees nationwide. This tool ensures frontline employees, dispatch and safety supervisors will know the appropriate responses if they suspect a human trafficking situation. Following release of the Human Trafficking Response Procedure Template, the American Public Transportation Association invited BOTL to participate in a Learning Zone session about the tool at their Fall conference.

# Human Trafficking Response Procedure Template for Transit Agencies



[Insert agency logo here] Reporting Suspected Human Trafficking Procedure #

**Effective Date:** (Date adopted)

**Version:** (To be increased incrementally for version control and include version effective date)

**Approved by:** (Accountable executive)

**Administrators:** (May not be appropriate/necessary for smaller agencies)

**Editors:** (Persons/roles that are entitled to edit the procedure)

**Viewers:** All employees

**Division:** (Safety & Security and/or Operations – may not be necessary for smaller agencies)

**Department:** (Safety & Security and/or Operations)

**Purpose:**  
To inform stakeholders of the process for reporting and documenting cases of suspected human trafficking.

**Definitions:**  
**Human trafficking** – a modern form of slavery involving the exploitation of a person for involuntary labor, services, debt bondage, or commercial sex through the use of force, fraud, or coercion, or in which the person induced to perform such acts has not yet attained 18 years of age.  
**Human trafficking victim** – a person who is exploited under fraudulent pretenses, forced, or coerced into labor, services, debt bondage, or commercial sex.  
**Trafficker** – a person who is exploiting a victim for labor, services, or commercial sex.  
**Victim centered approach** – a response to a suspected human trafficking event that considers the wants, needs, and wellbeing of the suspected victim in each step of the response.

**Roles and Responsibilities:**  
This procedure accompanies training that teaches front line employees signs to recognize human trafficking. All employees have the responsibility to report suspected human trafficking in a safe and prompt manner.

**Resources:**  
National Human Trafficking Hotline: (888) 375-7888  
Traffickers Against Trafficking Training and Materials: <https://www.humantrafficking.org/training-materials/>  
DOT "Blue Campaign" to End Human Trafficking: <https://www.ftis.gov/blue-campaign/>

**Procedures:**  
Procedures are defined for frontline employees, dispatch, and safety supervisors. Each of these teams of employees play a significant role in reporting, documenting, and potentially responding to human trafficking situations.

**When [red text] is in parentheses,** choose the appropriate selection for your agency and delete the alternatives. **Red text** with no parentheses is optional, for your agency to remove if appropriate.

"This Human Trafficking Awareness and Response Procedure Template is one of the most useful pieces of work our team has produced, due to the potential impacts it may have on the lives of vulnerable victims of human trafficking," emphasized Jodi Godfrey, senior research associate for CUTR. "We are empowering the frontline transit workforce with the tools they need to respond to this heinous crime occurring in each of our communities."

## EQUIPPING COMPANIES TO REACH VICTIMS THROUGH VICTIM-CENTERED POSTER CAMPAIGNS

A **Polaris study** on survivor exits from their trafficking situations mentioned, “There are still likely too many situations in which a survivor does not know help is available and turns around or gives up for want of something as simple as a ride or a bus ticket.” It is, therefore, critical to have victim-facing images and words in areas and places where victims can see them to help them know there are resources and ways out of “the life.” Two Busing on the Lookout (BOTL) partners chose to use bus wraps as a way to do this. Using BOTL victim-centered posters, Peoria CityLink, the public transit system for greater Peoria, Illinois wrapped the exterior of four buses during National Human Trafficking Month, as well as hung interior posters on all 51 buses in their fleet. The interior posters remained up year-long. St. Lawrence County, New York also wrapped a bus this year.

Peoria CityLink has been training all new drivers with BOTL materials since 2020 and trained all 140 existing employees this year. “I think it’s important for our agency, and transit in general, to provide training to all employees regarding anti-trafficking,” said Jason Culberson, CityLink’s director of Safety and Training. “For someone running away from home or being brought into the world of trafficking, public transit is often one of the first modes of transportation they embark upon. By providing the necessary training to

our employees to help recognize the signs of trafficking, we can hopefully remove that person from a dangerous situation before they’re put in it.”

TravelCenters of America (TA) has put TAT’s victim-centered posters in their restrooms and driver-facing lounges in every company-owned facility nationwide. TAT materials are also in their break areas, and they’ll be TAT-training all team members annually.



The St. Lawrence County, New York bus wrap showed different images and writing on each side.



Peoria CityLink used a number of these victim-centered posters in Spanish and English on the inside of their buses.

## USING TECHNOLOGY TO IMPROVE REPORTING FOR FRONTLINE WORKERS IN THE U.S. AND CANADA

To better serve the variety of audiences now using the TAT app on their phones, TAT refreshed its app content this year, enabling it to:

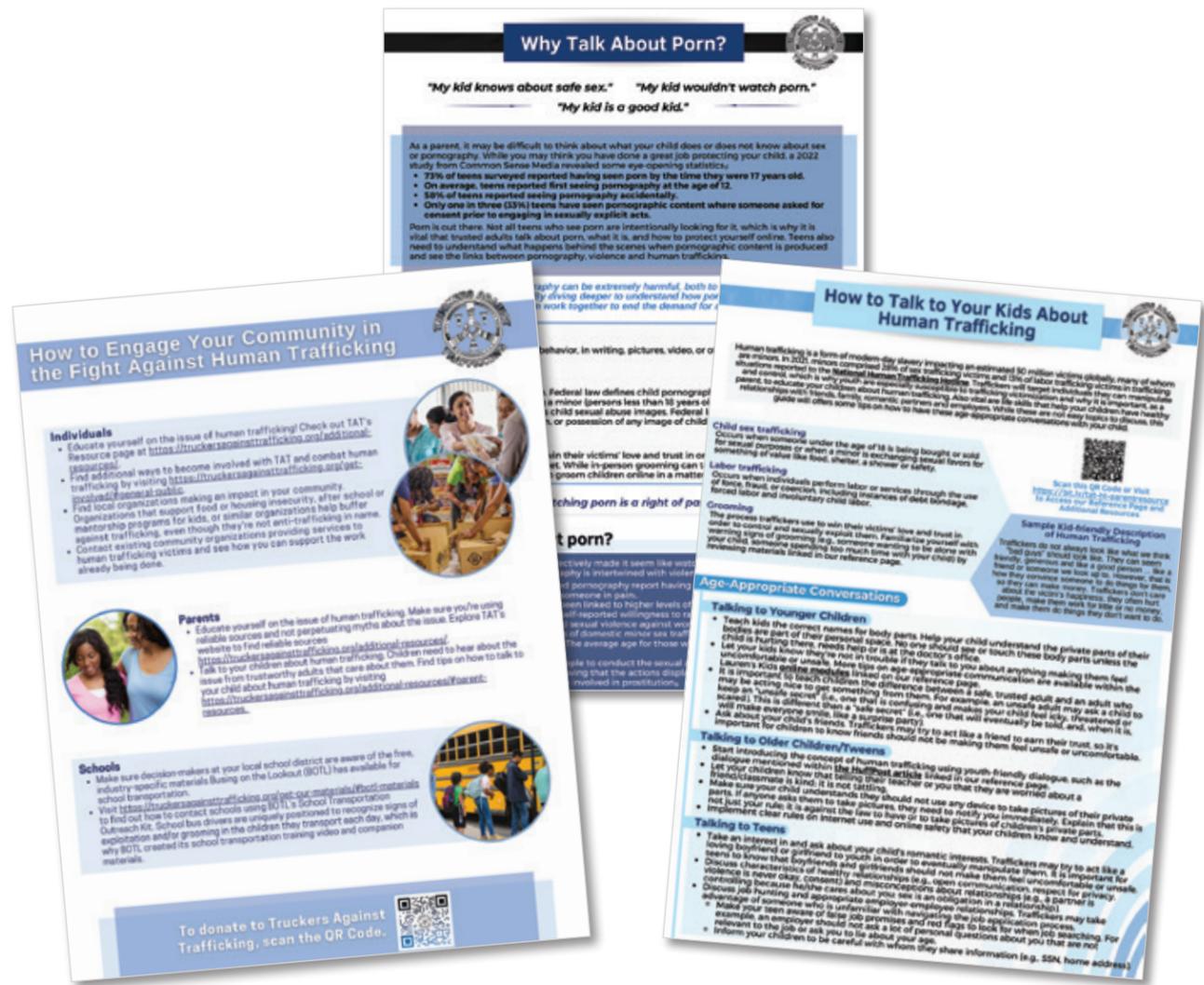
- Tailor red flag content specifically for various stakeholders, such as school transportation, over-the-road truckers, rideshare drivers, transit, in-home delivery professionals, etc.
- Enhance reporting capabilities for users with geo-location potential and best display call options, including, where available, local hotline numbers.
- Give TAT the opportunity to track the total number of tips being reported via the app.
- Gather data from willing users/reporters on what they’re seeing as to potential human trafficking situations.
- Provide a direct communication channel to app users.

Anyone already using the TAT app on their phone will automatically be upgraded to the new app, as long as they’re keeping up on their app updates.



## PREPARING RESOURCES TO ADDRESS INTERSECTIONS OF LIFE AND HUMAN TRAFFICKING

TAT works with entities that employ hundreds of thousands of people. Employees have families, and they live and operate in communities. Families and communities need resources to avoid the vulnerabilities traffickers prey upon. This year, staff worked to equip employees with training and resources to help protect their kids online, talk to them about pornography and trafficking, be on the lookout in their neighborhoods and communities and be able to disrupt human trafficking where they live, work and travel. Those resources include flyers on How to Talk to Your Kids about Human Trafficking, Why Talk About Porn, How to Engage Your Community in the Fight Against Human Trafficking and a BOTL outreach kit to show how to introduce your school district to the school transportation training. TAT's Man-to-Man Campaign also created a wallet card for men to carry and share whenever talking with other men in their communities, at church or when interacting in daily life activities.



## ENGAGING LOCAL STAKEHOLDERS THROUGH COALITION BUILDS

TAT's Coalition Builds (CB) create and enhance public-private partnerships between industry and law enforcement by engaging local stakeholders in addressing human trafficking in the communities in which they live and work. While the CB model provides a uniform structure and format to each event, local dynamics, trends and priorities dictate event specifics, including the focus of the discussion and the outcomes. TAT invests significant time in the planning process to identify co-hosts, listen to their perspectives, understand their goals and identify the gaps a CB can help address. As a result, these half-day events elevate local voices, address local human trafficking trends and help create lasting relationships, all while highlighting best practices, ensuring the transportation and energy sectors are seen as a vital component of a local counter-trafficking strategy and sharing TAT's resources and recommendations.



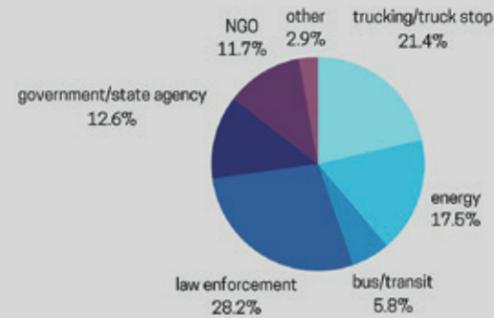
Kelley Alsobrook, TAT training specialist, (left) chats with a representative from Women in Trucking at the Nashville Coalition Build. Alsobrook is a survivor of human trafficking and presented at the event.



# 2023 Coalition Builds

**10**  
Coalition Builds  
**678**  
attendees

## Sector Representation



**2 Canadian provinces, 5 U.S. states and 1 in D.C.**



While the CBs in Canada, Nashville and Washington, D.C. are covered in other sections of this report (pages 13, 26, and 14, respectively) here are the unique components of the other events:

- *El Paso, Texas* — Facilitated outreach to transportation partners and brought those critical stakeholders to the table.
- *Houston, Texas* — Focused on industry collaboration and best practices for energy companies on how they can better support their workforce and communities.
- *San Diego, California* — The discussion centered around policy-oriented counter-trafficking solutions, including potential legislative initiatives to reach CDL schools and demand-reduction strategies.
- *Lowell, Arkansas* — Brought together a large and diverse group of people from different Industry types (trucking, bus/transit, truck stops, shippers, etc.) and law enforcement, enabling the creation of a “light bulb moment” for many in the room that there is a place for each of them in each other’s work. Corporate representatives expressed interest in joining the human trafficking task force, while industry participants followed up the CB by attending the Arkansas Attorney General’s human trafficking summit in the Fall. The resolve of many of TAT’s existing partners to anti-trafficking work solidified, as they helped to open new doors for TAT and made new commitments to spreading awareness and investing in TAT’s mission.
- *Carrizo Springs, Texas* — Served as catalyst to prompt much-needed conversations around human trafficking and human smuggling, as well as the unique dynamics in a border region with a strong energy industry presence. The event created space for a discussion focused on ways to prevent and disrupt human trafficking, while recognizing the competing priorities and stressors felt by both industry and law enforcement in the area.
- *Glenwood Spring, Colorado* — Given the dominance of luxury ski resort towns and agriculture in this part of the state, as well as an affordable housing crisis in the resort towns that force many lower wage workers into long commutes on public transit, this CB paid significant attention to labor trafficking and labor exploitation, as well as sex trafficking. The discussion emphasized the importance of signage and survivor-oriented messages. A representative from one of the local transit agencies expressed interest in joining the local human trafficking task force.

## DEMONSTRATING THE ROLE EVERYONE CAN PLAY IN THE FIGHT AGAINST HUMAN TRAFFICKING: TAT AMBASSADORS

TAT Ambassadors, composed of trucking representatives and elite truck drivers, many of whom are also American Trucking Associations (ATA) Road Team Captains, shared the TAT message at seven in-person events and one virtual event in 2023, speaking to diverse audiences in eight states. Audience members included anti-trafficking activists, various transportation professionals and instructors, secondary school administrators, community members and even a group of refugees from Afghanistan pursuing CDLs in Florida.

At the Louisiana Community and Technical College System annual transportation instructor meeting in New Orleans, Louisiana, Charlotte LeLeux, director of Transportation, Distribution and Logistics, South Louisiana Community College, shared, “As important

as the new upcoming FMCSA (Federal Motor Carrier Safety Administration) rules and regulations, infrastructure advances and legislative bills for the transportation industry are, human trafficking is equally as important. To have individuals, such as Glen (ATA Road Team Captain and TAT Ambassador Glen Kirk), take the time to bring us up to speed on the initiatives of Truckers Against Trafficking and making us aware of how we can help these efforts, empowered us to help make a positive impact in a dark world. Knowing now what signs to watch for ... who to call and having that information in a small hand-held form makes having a positive impact so much easier. It’s nice to know there is a way we can help while we are out making a living driving on the roads of America.”

## TAT IN ACTION: ATA ROAD TEAM CAPTAIN BOB BRAMWELL

Fox News ran a positive national story featuring the story of TAT Ambassador and ATA Road Team Captain Bob Bramwell and his help in the recovery of a woman being trafficked in his local area. Being a regional driver in small-town America, Bramwell though he’d never run across human trafficking after he received TAT training through his company ABF Freight System. But while in the car with his family, just 50 miles from home, Bramwell spotted a young woman alone on a desolate rural road and recalling the red flags he’d learned in the training, he knew she needed help. He learned she’d been held hostage for over a month, drugged, raped and separated from her child. He was able to get her to safety and help.

“When you go through the training, and you hear the survivor stories, you realize what some of the things are you’ve been seeing on the road. You think of it as that could be somebody’s daughter,” Bramwell said. “That could be somebody being forced into doing something they don’t want to do and not be able to live the life that they’re wanting to live. It’s very eye-opening.”



## PARTNERING WITH THE U.S. CHAMBER OF COMMERCE TO RESOURCE TRANSPORTATION AND ENERGY

TAT's partnership with the U.S. Chamber of Commerce began in 2019 with the development of a co-authored Business Engagement Toolkit. Since that time, TAT has presented at multiple events hosted by the Chamber's Task Force to Eradicate Human Trafficking, including a January 2023 forum held in Washington D.C. focused on the transportation sector. Following that forum, TAT and the Chamber decided to update the prior version of the toolkit. This version focuses on the transportation

and energy industries and contains several new features, including short profiles of companies who are leading by example, impact vignettes, a sample anti-human trafficking policy addressing both sex and labor trafficking, a scenario-based reporting template adaptable to a wide range of business types, and a section on the ways different departments and divisions can engage in a company-wide anti-trafficking strategy.



TAT Senior Director of Programs and Strategic Initiatives Annie Sovcik represented the organization at U.S. Chamber of Commerce meetings and worked on the development of the Business Engagement Toolkit.



## ACTIVATING ENGAGEMENT THROUGH SHIPPING PARTNER NETWORKS

The Shipping Partners Program demonstrates the powerful role shippers have as force multipliers in raising awareness and the activation of network leadership by illuminating pathways for engagement for those operating in the shipping and manufacturing sector. By aligning TAT's work to their own corporate values related to human rights and sustainability, shippers and manufacturers discover natural rationale to share the fight against human trafficking with carriers in their supply chain networks.

TAT's Industry Training and Outreach team worked to onboard three new shipping partners this year, creating the possibility of accessing and engaging with over 230 companies within their collective networks that TAT has yet to activate. For example, Hewlett Packard Enterprise (HPE), a global "edge-to-cloud" company helping organizations with their most pressing IT challenges, has been working with TAT for several years, but officially began engaging their logistics services providers (LSPs)

and their networks in 2023. This year, HPE invited TAT to share information on human trafficking and how to recognize the crime within communities with a subset of corporate volunteers as part of a volunteering month webinar event, a kick-off to the continued elevation of the TAT message.

In partnership with HPE's Social and Environmental Responsibility team and HPE's Global Logistics team, HPE also organized and co-hosted a webinar with TAT, inviting representatives from a handful of LSPs operating in North America to learn how they could get involved in the TAT awareness effort. From that call, two global transport and logistics companies contacted TAT and began their own efforts to explore how to spread the TAT message within their networks, representing potential access to 3,000+ carriers. HPE and TAT are taking the initiative into 2024 by organizing another series of webinars in which they hope to cascade the message further down through the supply chain networks.



### Hewlett Packard Enterprise



230+

New carriers may be exposed to TAT and TAT training thanks to **3 new** Shipping Partners in 2023



34,236

Course completions were added to TAT's website portal in 2023, bringing the all-time total to **258,918** course completions. The hope for each new carrier TAT interacts with is that their employees will become TAT Trained. TAT's website training portal houses all of TAT's training courses for the various industry sectors.

## FIGHTING HUMAN TRAFFICKING GLOBALLY – UPS

A TAT partner since 2016, the UPS commitment to fight human trafficking wherever it exists can be seen by the numerous anti-trafficking organizations it funds through its UPS Foundation, both domestically and abroad; the volunteer efforts of its workforce with those organizations, which it encourages and celebrates; and its purposeful leveraging of its corporate philanthropy to invest in organizations like TAT, which are intent on creating systems change to bring about long-term impact and results.



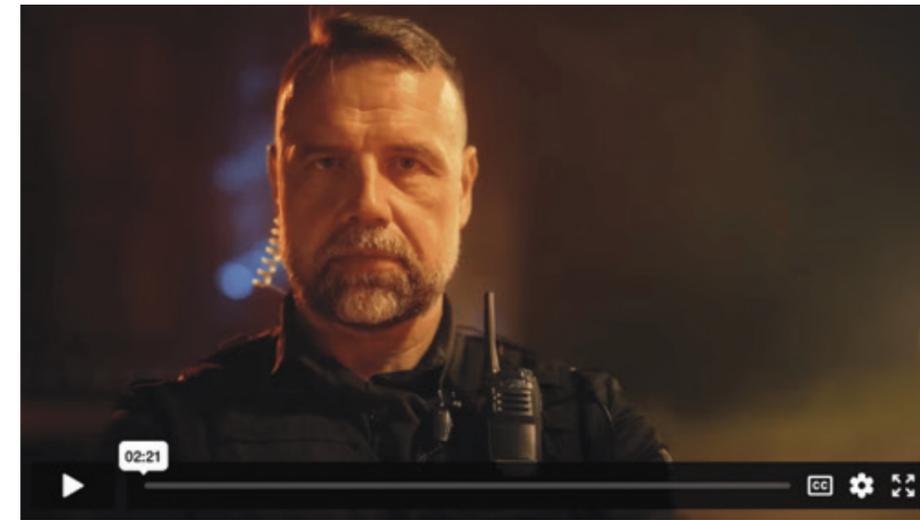
In 2023, UPS increased its financial support to TAT's highest level – Driving Force. The support UPS provides helps TAT reach goals outlined throughout this report, including TAT's expansion across North America, the ability to deepen training resources for frontline employees, such as the updated app and a vetted victim service provider directory, as well as enhanced opportunities to reach deeper into communities through the Freedom Drivers Project (FDP). UPS also donated five FDP hauls this year totaling 3,037 miles.

Thinking holistically about its tens of thousands of employees, UPS worked with TAT to create an anti-trafficking training film for its corporate employees nationwide, with the goal of distributing it to employees globally. In years past, it has already trained its over-the-road drivers and many local drivers with TAT training modules. UPS and TAT also teamed up on events in five states and one Canadian province this year, which included five UPS rodeos, two driver/employee events and one Youth on Transportation event. Additionally, UPS funded the creation in Mexico of awareness posters to go in restrooms in all the bus terminals around the country and is currently in the planning stages of piloting training with UPS drivers in Mexico. UPS is one of the organizations spotlighted in the U.S. Chamber of Commerce Business Engagement Toolkit as "leading by example."



## CREATING A PATHWAY FOR LAW ENFORCEMENT TO RECEIVE VICTIM-CENTERED TRAINING – BERGER NORTH

Berger North Foundation, which began providing financial support for TAT in 2019, made possible TAT's work with law enforcement in 2023, including TAT's work with the Commercial Vehicle Safety Alliance (CVSA), and with the adoption of the Canadian Vehicle Enforcement (CVE) model and the Iowa Motor Vehicle Enforcement (MVE) model.



### Law Enforcement Modules - TRAILER



#### Free, On-demand Law Enforcement Modules

Believing law enforcement at every level need victim-centered, human trafficking training – but recognizing the physical impossibility of providing that in-person, given the magnitude of law enforcement nationwide – TAT staff chose an innovative approach by creating free, on-demand modules, with interactive activities and an accompanying e-toolkit. Available now, these modules allow law enforcement officers in any size office anywhere to receive TAT's in-depth law enforcement training.

Modules can be selected individually or completed in a series. Law enforcement command staff, human

trafficking survivors, victims' advocates and TAT trainers provide sessions, including Human Trafficking 101, Engaging Trafficking Victims: Best Practices, Human Trafficking Indicators at Interdiction Stops with Case Studies, Unlikely Allies: The Importance of the Commercial Vehicle Industry in Combating Human Trafficking, and Addressing Demand: No Buyer = No Victim.

The complimentary e-toolkit contains law enforcement resources, policies to implement, tech tools, victim service provider lists and information on criminal records and survivor well-being and problem-solving courts.

Following a number of TAT law enforcement trainings in Florida, Chief Jeff Dixon from the Florida Highway Patrol Office of Commercial Vehicle Enforcement shared, "The human trafficking awareness training Truckers Against Trafficking presents to law enforcement truly sheds a clear light on the subject of human trafficking that most law enforcement officers likely have never considered. I'm talking about the victim-centered aspect of human trafficking, as it relates to persons pressed into prostitution by force or coercion."

He continued, "Following a recent training session with TAT, a Florida law enforcement officer told me that he previously viewed prostitution as a 'victimless crime' and essentially viewed the prostituted person as an invisible person. The training gave this officer the clarity to understand how prostituted persons can be and often are one of the most victimized in our society. He stated the TAT training gave him knowledge and understanding to see a prostituted person as a real person who has hopes and dreams of a better life and someone who may simply need compassion, understanding, and a helping hand."

## MAKING ANTI-TRAFFICKING EFFORTS AN INTEGRAL PART OF CORPORATE IDENTITY – BRIDGESTONE

One of TAT's earliest partners, Bridgestone creatively and strategically invests in TAT, often taking the initiative rather than waiting to be asked for help. In 2023, believing the scaling TAT's accomplished in 14 years into industries besides trucking deserved some brand strategy attention, Bridgestone suggested a series of meetings between the brand/marketing experts they use — Leo Burnett — and TAT senior leadership. The identity and image discussions which ensued resulted in refreshed logo, mission statement and identity definitions.

Early in the year, they adopted a robust anti-trafficking-in-persons policy enterprise-wide, affecting more than 22,000 employees. Stemming from Bridgestone

America's commitment to community engagement, they partnered with TAT to make a Boys and Girls Clubs of Middle Tennessee event in Nashville a meaningful and educational experience for the youth who attended. They also co-hosted a Nashville Coalition Build (CB) with the Tennessee Bureau of Investigations and Pilot. The CB had a strong component of supporting survivors and survivor service organizations through corporate social responsibility and was deeply grounded in making connections in Nashville, between the trucking, truck stop, dealership and public transit industries and law enforcement, as well as between industry stakeholders and local survivor service providers. The event highlighted best practices, especially around training and anti-trafficking-in-persons policies.



TAT awarded its TAT Champion Award in the Organization Category to Bridgestone in 2023. Accepting the award from Esther Goetsch, TAT executive director (second from left) are (L to R) Debra Hamlin, director of Operations, BCDN; Josh Holland, vice president Dealer Development; and Steve Hoeft, president of Commercial Truck Group.

Bridgestone is also showcasing TAT's work at their booth at the 2024 Consumer Electronics Show (CES) organized by the Consumer Technology Association (CTA), one of the largest and most influential events in the technology and consumer electronics industry. This will include a short problem statement about human trafficking, a quick look at the new TAT app with links to download it, a scrolling monitor with a short TAT video and an exhibit featuring five replica artifacts with stories used in the FDP.

Bridgestone is one of the organizations spotlighted in the U.S. Chamber of Commerce Business Engagement Toolkit as "leading by example."

Bridgestone's partnership with TAT began in 2013, and over the years, they've increased their investment in fighting human trafficking in numerous ways. They've trained over 20,000 employees on how to recognize and report human trafficking; and leveraged their extensive networks to raise awareness about human trafficking within the transportation industry throughout North America. Bridgestone's partnership with TAT aligns with their E8 Commitment, showcasing eight abiding Bridgestone values that drive the company's personal commitment towards the advancement of a sustainable society. From donating booth space to TAT at major industry events and inviting TAT to speak at major corporate and industry events to serving on TAT's Board of Directors and increasing their financial support to TAT's North Star Level, Bridgestone continues to be a leader in the fight against human trafficking.

## HONORING 2023 TAT CHAMPION AWARD WINNERS

### State Agency Category: Colorado State Patrol Motor Carrier Safety Section

In addition to Bridgestone, the TAT Champion in the Organization Category (see previous page), the other two 2023 TAT Champion Award winners were the Colorado State Patrol Motor Carrier Safety Section and the Trucking Association Executives Council. The men and women representing these three entities are highly mobilized and have worked to mobilize others in the fight against human trafficking.

The Colorado State Patrol (CSP) Motor Carrier Safety Section is a TAT Champion for its firm commitment to TAT's mission, consistent training of their officers and willingness to take every opportunity to further their outreach to raise awareness of this crime. Some of their notable actions include: early Iowa MVE adoption; seeking and receiving TAT's law enforcement training more than any other state or agency in the U.S.; working to get BOTL material adoption by their state's Department of Education; as well as coordinating outreach with the oil and gas companies in the state to encourage them to begin using TAT's energy resources. Additionally, one of their Port of Entry officers, Jeanay Angel, identified a sexual predator at an inspection stop and her actions led to his eventual arrest and the recovery of the 19-year-old victim he was in the process of grooming.



Louie Greek (far right), TAT Coalition Build specialist, presented the TAT Champion Award in the State Agency Category to (from left) Captain John Hahn and LaDonna Rogers on behalf of the Colorado State Patrol Motor Carrier Safety Section.

### Association Category: Trucking Association Executives Council

From TAT's inception, State Trucking Associations have been instrumental in opening doors to their membership, championing human trafficking awareness to their constituencies and the media, supporting TAT financially and providing an ever-expanding platform for TAT in their states and local communities as well as with other trucking entities. Their involvement has resulted in thousands of companies implementing TAT training and drivers making calls, which have resulted in victim recovery and perpetrator prosecutions. TAT's first Coalition Build (CB) was hosted in California, alongside the California Trucking Association, and that early model gave rise to TAT's CB program, where now, 39 state trucking associations have co-hosted 80 CBs nationwide. This has resulted in the formation of local networks comprised of both TAT's private and public sector partners, helping to close loopholes to traffickers in communities around our country.



# FINANCIALS

## STATEMENT OF FINANCIAL POSITION

As of December 31, 2023

	2023	2022
<b>Assets</b>		
Current Assets	4,878,912	3,885,657
Fixed Assets	—	—
<b>TOTAL ASSETS</b>	<b>4,878,912</b>	<b>3,885,657</b>
<b>Liabilities</b>		
Current Liabilities	41,784	16,614
Long-Term Liabilities	0	0
<b>TOTAL LIABILITIES</b>	<b>41,784</b>	<b>16,614</b>
<b>NET ASSETS</b>		
Unrestricted	4,837,128	3,869,043
Temporarily Restricted	—	—
<b>TOTAL NET ASSETS</b>	<b>4,837,128</b>	<b>3,869,043</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>4,878,912</b>	<b>3,885,657</b>

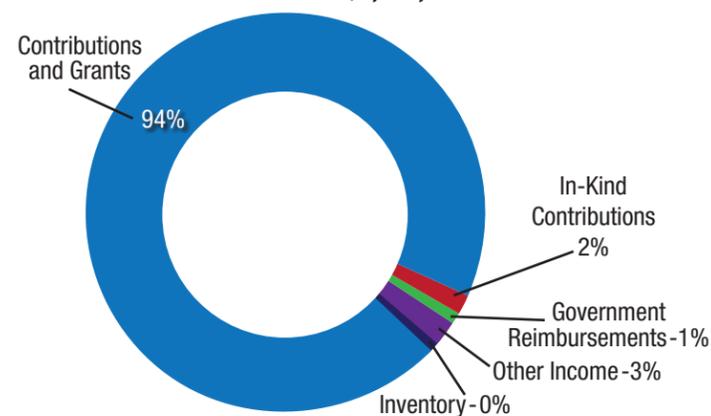
## STATEMENT OF ACTIVITIES

As of December 31, 2023

	2023	2022
<b>Support &amp; Revenue</b>		
Contributions and Grants	3,269,738	3,209,143
In-Kind Contributions	53,613	22,277
Government Reimbursements	40,048	29,240
Other Income	97,634	6,244
Inventory	2,353	4,278
<b>TOTAL REVENUE &amp; SUPPORT</b>	<b>3,463,386</b>	<b>3,271,181</b>
<b>Expenses</b>		
General and Administrative	217,627	156,809
Fundraising	40,542	62,154
Program Services	2,271,754	1,921,802
<b>TOTAL EXPENSES</b>	<b>2,529,922</b>	<b>2,140,765</b>

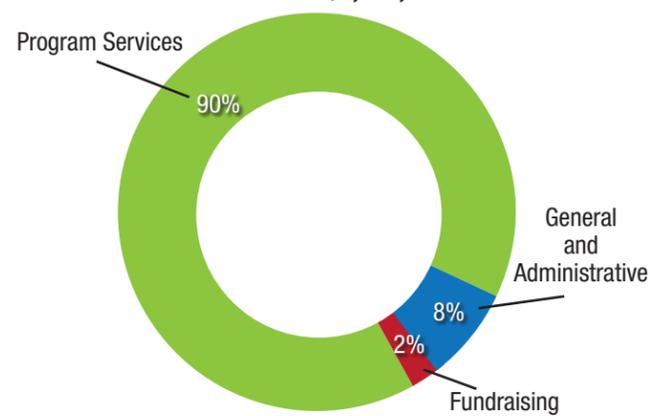
### 2023 BREAKDOWN OF TAT FUNDING

TOTAL REVENUE: \$3,463,386



### 2023 EXPENSES BY FUNCTIONAL CLASS

TOTAL EXPENSES: \$2,529,922



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Suddath Global Logistics

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While TAT is extremely thankful to all our supporters and donors for helping to make the achievements of 2023 a reality, we'd like to give special recognition to our Driving Force, North Star, Freedom Driver, Diamond, Platinum, Gold and Silver sponsors.

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## IN MEMORIAM

On April 14, TAT lost beloved Beth Jacobs, TAT field trainer since 2014 and a survivor-advocate, when she passed away unexpectedly. Beth was a loyal, passionate and dedicated leader in the anti-trafficking movement. She blazed a trail for thousands of survivors of human trafficking and left lasting change through her legislative work. She impacted thousands through the audiences she spoke to over the years. She never met a stranger, was generous with her love and laughter and never stopped fighting for victims and survivors of human trafficking. She will be greatly missed by her family, friends and the entire TAT team.



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