

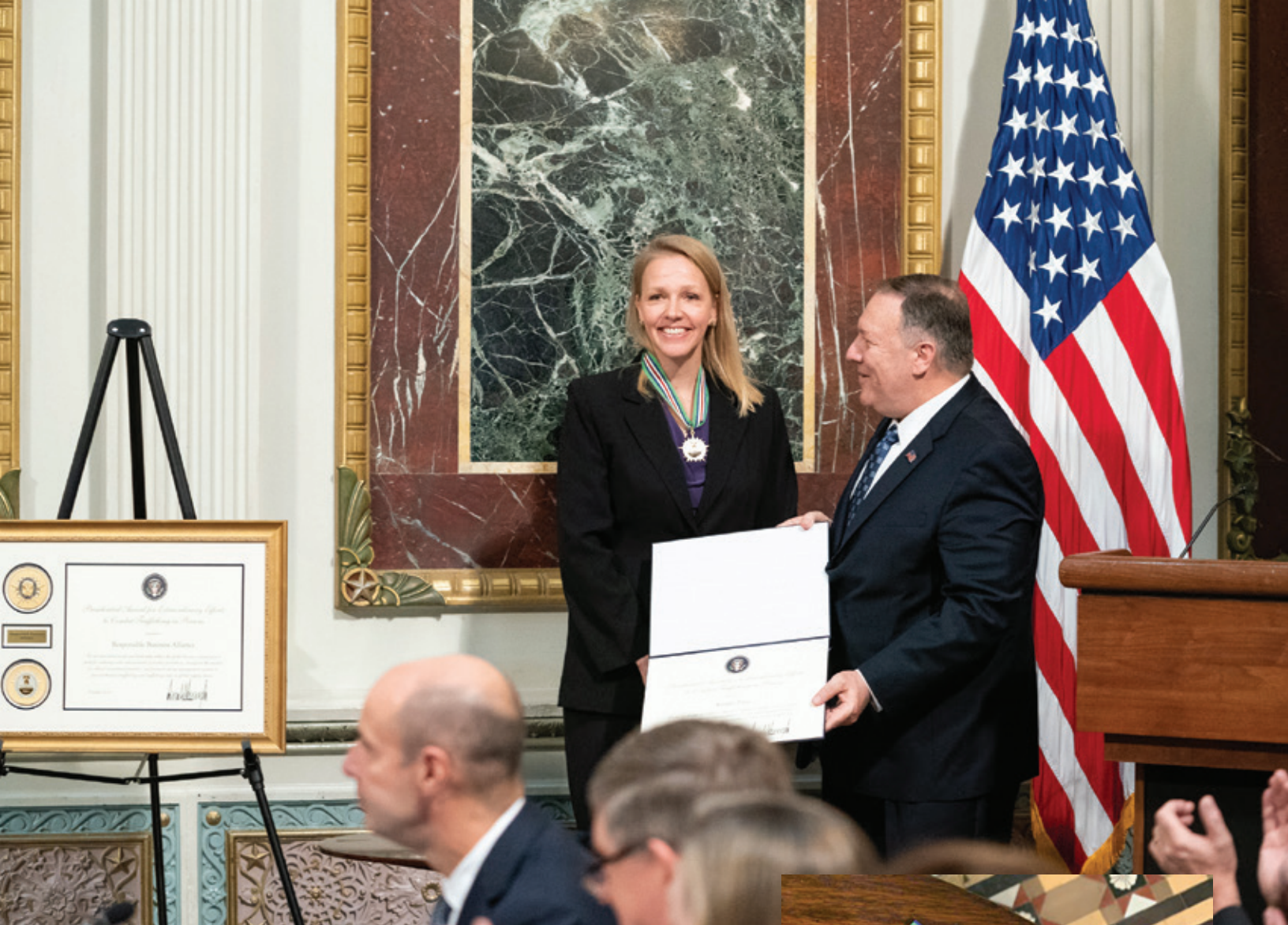


## 2019 ANNUAL REPORT



*The Everyday Heroes Truck, attached to the Freedom Drivers Project trailer, is sitting pretty in front of the Capitol, after the truck's official presentation at a January press conference. See story on page 6.*





*TAT Executive Director Kendis Paris received this year's Presidential Award for Extraordinary Efforts to Combat Trafficking in Persons in October. U.S. Secretary of State Mike Pompeo presented the award to Paris at a ceremony Oct. 29 during a cabinet-level meeting of the President's Interagency Task Force to Monitor and Combat Trafficking in Persons (PITF) in the historic Indian Treaty Room at the White House. Nominated by the USDOT, Paris received this award "for her leadership of Truckers Against Trafficking and her sustained efforts to transform the Nation's transportation sector by inspiring professionals in the trucking, busing and energy industries to combat human trafficking."*







Kendis Paris

Photo Credit: Thomson Reuters Foundation

## Letter from the Executive Director

Key to combating human trafficking is the battle for the heart and mind. It's imperative that each individual understand the realities of the crime, while also recognizing the horrors such victims endure. From there we see, in most individuals, a perspective shift away from blaming or disregarding the prostituted person toward seeking to aid and assist them. As an anti-trafficking organization, an essential next step becomes helping the individual, organization or agency develop practical ways they can uniquely make a difference.

At TAT, this type of targeted systems change informs every programming goal, as we seek to develop pathways for engagement within our partners' existing infrastructures, allowing them to implement anti-trafficking policies and protocols where none previously existed. From carriers uploading TAT training into their learning management systems and ensuring all drivers know the signs to look for:

- ... to legislators creating a law which makes anti-trafficking training an essential component for the CDL schools in their state
- ... to a company who works to guarantee that every carrier hauling their products from point A to point B becomes TAT trained
- ... to a truck stop chain seeking to use their locations to support the vulnerable
- ... to a state Department of Education ensuring that every school bus driver receives Busing on the Lookout training

- ... to a truck driver who takes a second look and makes the necessary phone call
- ... to law enforcement officers who now offer a prostituted person victim services instead of placing them under arrest, targeted systems change makes the broader vision of discovering and disrupting human trafficking networks actionable and provides a sense of focus.

As you will discover throughout this report, TAT partners are doing an extraordinary job evaluating and tweaking their systems in order to ensure that key market sectors, including the millions of professional drivers that traverse our nations' roadways on a daily basis, are receiving the necessary information to ultimately aid in victim recovery. As always, we salute and thank them for turning their outrage and pity into life-saving action.

# TAT Trained 845,115

people are registered as TAT Trained on our website. This is up from 680,153 at the end of 2018.

## Calls Made

2496

calls have been received by the National Human Trafficking Hotline (NHTH) by people identifying themselves as truckers between the time the hotline began on Dec. 7, 2007 and June 30, 2019.\* These calls reported a total of 663 cases of potential human trafficking, involving 1230 potential victims. Prior to 2009 when TAT began, the NHTH reports that they had received only three calls total from truckers. Ongoing surveys of truckers reveal that calls to the hotline show only one slice of the data pie, with untracked calls to 911 and local sheriff's offices making up the larger portion. \*These are the latest numbers available from the NHTH.

## Law Enforcement

1615

law enforcement officers received TAT training in 2019 through 34 trainings in 16 states to 21 agencies. Since 2016, when TAT formalized its law enforcement trainings, TAT Deputy Director Kylla Lanier and a variety of survivor-leaders have trained a total of 2,487 law enforcement officers.

## Iowa MVE Model

48

states have adopted the Iowa Motor Vehicle Enforcement (MVE) model, in part or in whole, up from 40 at the end of 2018. Twelve states have now mandated TAT training for all entry-level CDL holders.

## Coalition Builds

11

Coalition Builds took place in 10 states and one in Canada in 2019, training more than 800 individuals from law enforcement, government agencies, federal safety regulators, the trucking, truck stop, bus, energy and casino industries and NGO representatives.

## Freedom Drivers Project

37,923

miles were covered by the Freedom Drivers Project this year, traveling to 25 states to attend 39 events and attracting 8,952 people through its doors.

## BOTL

76,430

bus industry members are registered as BOTL Trained, with an additional 65,900 committed to being trained.

## Energy

556

people representing 91 companies received training at 10 Energy events.

## Presentations

163

presentations were made by TAT staff from coast to coast and Canada.

## Social Media

185,524

people follow TAT on Facebook, up from 177,659 at the end of 2018. TAT had 31,300 Twitter followers in 2019 and 10,672 followers on Instagram.



# Harriet Tubman Award presented to bus industry employees

Truckers Against Trafficking presented its most prestigious award, The Harriet Tubman Award presented by Protective Insurance, in 2019 to two bus industry members: Larren Tarver and Lauren Gnall.

The award, which carries with it a \$2500 check, is named in honor of famed abolitionist Harriet Tubman, whose courageous personal actions resulted in the transportation of 300 slaves to freedom through the Underground Railroad and whose overall role in the freedom movement was instrumental in the freeing of thousands more.

When the Lakefront Lines Bus Team in Ohio, which had recently completed the Busing on the Lookout (BOTL) training, was notified that a female passenger on one of their buses was allegedly being held against her will and forced into prostitution by a male passenger on the same bus, they immediately sprang into action. As Tarver calmly stopped the bus, he reassured the other passengers, while being as inconspicuous as possible about the reasons for the delay. He notified dispatch and triggered an internal response system within the Lakefront Lines Safety Team that swiftly communicated with law enforcement and ensured police were on the scene as quickly as possible. Gnall and a colleague met the bus on the side of the highway almost immediately. Before the bus got back on the road – and safely transported the other passengers to their destination – the suspect was arrested; the alleged victim was recovered; and the case was referred for further investigation.



*Lauren Gnall, district safety director for Lakefront Lines and Coach USA (left), and Larren Tarver, Lakefront Lines bus driver*

We were treated like royalty, and I cannot say thank you enough. The award itself is also very important, because it helps to get people talking about these types of situations that would not have been a topic of conversation otherwise. I hope this keeps the conversation going in the future and opens up more opportunities for training in other industries.”

**“TAT provides excellent training through their BOTL video,” said Gnall. “It opened the eyes of all the employees here at Lakefront Lines and Coach USA.”**

“TAT provides excellent training through their BOTL video,” said Gnall. “It opened the eyes of all the employees here at Lakefront Lines and Coach USA. We did not think this would happen in our area, but being aware of what is going on around us at all times and knowing what to look for really is the key. To say that the Award Ceremony and weekend getaway were astounding would be an understatement.

**Tarver declared, “The training really helped me in feeling aware and alert of my surroundings.”**

Tarver declared, “The training really helped me in feeling aware and alert of my surroundings. It really opened my senses to be on the look-out for possible dangers to myself and other people. I felt empowered by thinking of the family members of the victim, and if I wouldn’t have acted in the way I did, I would have probably never had a chance later, and the victim could still be in danger until this day. I can say in my three years of professional driving, I thought I would never encounter a situation like this.”

# Inaugural TAT Champion Awards given in 2019

The fight against the injustice of human trafficking is the work of thousands of dedicated and committed people taking place on continents and in countries around the world. As a global problem, it must have a global solution. TAT has turned to the members of the trucking, bus and energy industries, as well as to law enforcement, grantors, funders and other like-minded organizations and associations to engage what we see as critical populations in this fight.

## TAT Champion Award State Agency – Iowa Motor Vehicle Enforcement

The Iowa Motor Vehicle Enforcement unit (MVE) received this award at the Commercial Vehicle Safety Alliance meeting in St. Louis on April 1. In presenting the award to Chief David Lorenzen, TAT Deputy Director Kylla Lanier stated, “The Chief and his office are exemplars of what it means to be a TAT Champion. The Chief is the creator of the Iowa MVE model that 43 states have now adopted, in part or in whole, with more states working to adopt this year. His leadership and example in determining new ways to maximize awareness and help identify pathways for engagement for state agencies and officers resulted in the Chief being appointed to participate on the US DOT Advisory Committee.

“The Iowa MVE agency is fully engaged in the fight against human trafficking and lead by example,” she continued. “Iowa MVE officers have been tireless advocates within their sphere of influence. MVE officers have visited every truck stop and nearly every trucking company in the state of Iowa with TAT information. The Chief and many of his officers train a variety of sectors and audiences about the realities of human trafficking across Iowa and beyond. Through their influence, school bus drivers in Iowa are in the process of receiving

## TAT Champion Award Organization – Ryder System, Inc.

TAT honored Ryder System, Inc. in June as the TAT Champion in the Organization category, presenting the award at Ryder’s 22nd Annual Carrier Quality Award event with more than 150 nationwide carrier representatives in attendance. Laura Cyrus, TAT director of Corporate Engagement, presented the award to Ryder Chairman and CEO Robert Sanchez, and spoke of the many ways Ryder has “gone above and beyond” to help champion TAT’s anti-human trafficking message and mission, since TAT became a 501c3 in 2011.

In addition to having had a Ryder representative on TAT’s board of directors since 2011, Ryder has consistently been a high-level sponsor, a “best-practice example” for a carrier and has championed TAT’s cause through introductions to other industry leaders and events.

Among its best practices with TAT, Ryder has:

- Created tailored training and marketing materials and Ryder-branded wallet cards to more than 1,700 contract carrier partners.
- Distributed training materials and wallet cards through Ryder’s

Therefore, each year, TAT will recognize and honor TAT partners in the categories of organization, state agency and association. The awards are based on the actions of partners who have significantly furthered TAT’s work in engaging more members of the industries we work with, as well as the efforts of more agencies and organizations within their state and our nation, in the fight to end this crime and recover more survivors and prosecute more perpetrators.



*TAT Deputy Director Kylla Lanier and Chief David Lorenzen of the Iowa MVE*

TAT’s busing-specific training as well -- that’s over 9,000 professional school bus drivers who will know what signs to look for as they transport our nation’s children to and from school.”



*Laura Cyrus, TAT director of Corporate Engagement, presented the award to Robert Sanchez, Ryder chairman and CEO.*

- TalentMap training tool for tracking and compliance.
- Administered awareness training to 1,500 Canadian employees and more than 23,000 U.S. employees (all levels - technicians, drivers, management, executive team).



- Distributed letters to all 50 state trucking associations asking for support of TAT.
- Generated a co-branded Ryder/TAT banner that has been used in several industry events where Ryder vehicles are prominently displayed.
- Included the TAT mission and its commitment to the cause as

part of their conference exhibit materials used in various industry events.

- Engaged primary service and equipment suppliers to also join the cause of supporting TAT (ongoing).
- Provided financial support directly to TAT through the Ryder Charitable Foundation.

## TAT Champion Award Association – American Trucking Associations

TAT Executive Director Kendis Paris presented the third award to the American Trucking Associations (ATA) at the ATA’s annual Management Conference and Exhibition in San Diego before an audience numbering over 1000. Chris Spear, ATA CEO, received the award on the association’s behalf.

As the first national association to partner with TAT in October 2012, ATA’s name recognition lent credence to TAT’s cause and encouraged other early adopters to follow suit. In addition:

- The ATA opened numerous doors for TAT’s message by allowing TAT to speak at their conferences; they also assisted with media promotion, made key introductions to industry leaders and openly encouraged their members to become TAT trained.
- In 2016, they donated space so the Freedom Drivers Project could be open for tours at the National Truck Driving Championship, and the following year, they helped launch TAT’s Man-to-Man campaign focused on demand reduction.
- The ATA brought together critical stakeholders from a variety of sectors with their law enforcement summit, greatly strengthening TAT’s relationship with the Commercial Vehicle Safety Alliance.
- Their own Elisabeth Barna has served on TAT’s board of directors since December 2015.
- Most recently, they co-served with TAT on the USDOT’s Advisory Committee on Human Trafficking that created best



*TAT Executive Director Kendis Paris and ATA CEO Chris Spear*

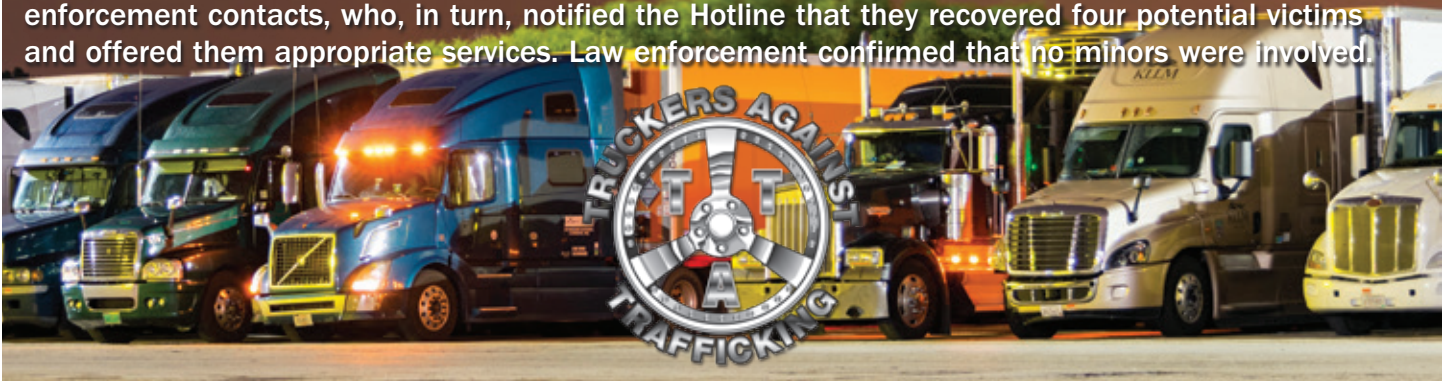
practices for state agencies in combating this crime.

- Their Trucking Cares Foundation supported TAT’s mission through a donation.
- The ATA is the bedrock of TAT’s Ambassador Program ... turning Road Team captains into TAT ambassadors, who are training audiences across the nation how to recognize and report human trafficking.

“TAT created these awards to recognize and honor the innovative, dedicated and generous efforts of our TAT partners,” explained Paris. “All award winners’ actions have significantly furthered our mission by engaging the key market sectors we work with in the fight to end this crime. The ATA is an excellent example of how network leadership can affect social change, and we are thrilled to have them as our partner!”

## TAT in Action

A truck driver in Minnesota contacted the National Human Trafficking Hotline after engaging in conversation with and witnessing multiple potential victims, including minors, go up to multiple trucks at a truck stop. The driver indicated he had contacted local law enforcement, who responded to the scene and interviewed the potential victims of trafficking. The Hotline also reported to its law enforcement contacts, who, in turn, notified the Hotline that they recovered four potential victims and offered them appropriate services. Law enforcement confirmed that no minors were involved.



## Everyday Heroes Truck auction nets astounding \$167,000 for TAT

The first five months of 2019 were a whirlwind of activity for the second Everyday Heroes Truck, a Kenworth T680, built through the concerted efforts and donations of a multitude of sponsors. On Jan. 15, the truck was in Washington, DC, for a press conference and formal unveiling. Despite a heavy snowstorm the day before, Arizona Congressman Andy Biggs and Washington D.C. Attorney General Karl Racine both took part in the presentation on the National Mall. Major media covered the event, both locally and nationally, with 19 articles published, and the event was livestreamed on TAT's Facebook page, where it garnered an additional 13k views.

Don Blake, New Truck Sales manager at Inland-Kenworth-Phoenix; Kevin Baney, assistant general manager of Sales and Marketing, Kenworth; Kendis Paris, TAT executive director; and John McKown, UPS driver and TAT Ambassador, also spoke at the press conference.

"We held the press conference to help raise awareness for human trafficking, and we accomplished that goal through our Everyday Heroes Kenworth T680 and the Freedom Drivers Project," said Blake, who serves as a TAT board member. "There was even a local driver who passed by and decided to pull his rig over to check out our special truck. He was inspired after learning about the program, and wants to become TAT trained and to encourage others at his company to do so as well."

After the press conference, the truck was on display at the 2019 annual meeting of the Technology and Maintenance Council in Atlanta and the Mid-America Trucking Show in Louisville prior to the auction at Ritchie Bros. in Phoenix on May 17.

At the auction, Collin Stewart, owner of Stewart Transport, submitted the winning bid of \$137,500. Coupled with additional donations raised by Blake and Inland Kenworth, his bid helped net more than \$167,000 in support of Truckers Against Trafficking (TAT).

Stewart Transport, a Phoenix-based company specializing in delivering refrigerated and dry van freight, is a long-time supporter of TAT and its mission to end human trafficking. For Stewart, it was hard to pass up the opportunity to place a bid on a truck that supports an organization he believes in. "Our new Everyday Heroes Kenworth T680 will allow us to help support and promote TAT's efforts in the fight against human trafficking," he said. "Our drivers are TAT trained, so they're knowledgeable about the program and know how to help identify human trafficking on the road. This Kenworth T680 will be a great addition to our fleet."

"The Everyday Heroes Kenworth T680 auction was a fantastic success, thanks to our incredible sponsors, who generously donated



*Following the auction, Collin Stewart (left) of Stewart Transport and new owner of the 2019 Everyday Heroes Truck, posed for photos with Don Blake of Inland Kenworth (center) and Mike Jimenez of J&L Transportation, who purchased the 2017 Everyday Heroes Truck.*

parts and money to build this special truck," stated Blake, the driving force behind this year's auction. "Two years ago, our first Everyday Heroes Kenworth T680 auction netted \$83,000 for Truckers Against Trafficking, and served as a stepping stone to increase the trucking industry's awareness of human trafficking. That effort helped us achieve this year's even larger donation."

The \$167,000 donation is the largest one-time gift in TAT's history, according to Kendis Paris, TAT executive director. "We are so grateful to have Collin and Stewart Transport submit the winning bid. Not only will Collin's generous purchase help us fund our programs, but they obtain a high-performing Kenworth T680 that will serve as a great addition to its fleet," Paris said. "The industry again showed its generosity by coming together to support TAT and its important work. The funds will be used to expand our work within the trucking industry, and further our partnerships with law enforcement, additional modes of transportation and multiple countries, in the fight against human trafficking. Special thanks to Kenworth and Ritchie Bros., as well as all of our amazing sponsors. And, I can't say enough about Don Blake's contributions to TAT. This major fundraising project required a tremendous amount of time and effort and illustrates his dedication to our cause."

To make the Everyday Heroes Kenworth T680 truck possible, sponsors at the platinum, gold, silver and bronze levels donated parts and money to help in the assembly process. Providing industry support for the Everyday Heroes Kenworth T680 are: Platinum Level: Kenworth Truck Company, Inland Kenworth and Ritchie Bros; Gold Level: PACCAR Engine, SEG Automotive, and Swift Charities; Silver Level: Bendix, Bridgestone, Eaton, FlowBelow, Horton, Jost, Meritor, PACCAR Financial, PACCAR Parts, Trimble, Utility Trailer Sales of Arizona, and WABCO; Bronze Level: Alcoa, Arizona Rock Product Association, Arizona Trucking Association, Beaver Stripes and Molding, Chevron, ConMet, Davco, East Penn, Ex-Guard®, National Seats, PrePass / Help Inc, Sheppard, and Tectran.



# TAT Ambassadors elevate truckers' perspectives on trafficking

17 TAT Ambassadors

17 events

14 states

Presented to **600+** people  
Volunteered at events with **800+**

Each year, the TAT Ambassador Program taps a select group of the nation's top professional drivers to be trained to speak for Truckers Against Trafficking (TAT) at a variety of events. This year those events included a state-sponsored safety congress, a college campus event for the local HeForShe chapter, media events for the Everyday Heroes Truck, a sexual assault response team meeting, a CDL school presentation, a law enforcement human trafficking conference, a church human trafficking summit, TAT Coalition Builds and media interviews with Business Insider and Fox News.

“It is such an honor and humbling experience to be a TAT Ambassador. As a mother of five and grandmother of nine, this is a very difficult subject to talk about. But I know personally that any time you can bring light to a darkness, it will make it very hard for a sex trafficker to hide! Good and decency can only prevail if good and decent people stand up for the victims in our country!”  
– Rhonda Hartman, ATA Captain and professional driver for Old Dominion ”



TAT Ambassador James Clark spoke at the Everyday Heroes Truck press conference at SEG Automotive in Detroit.



TAT Ambassador Rhonda Hartman spoke at an event with Cottingham & Butler Insurance on why the trucking industry is in such a unique position to fight human trafficking. Through the fundraiser at the organization, they raised \$1,565 for TAT the day she spoke.



TAT Ambassadors Steve Brand and James Clark teamed up for a presentation at the gala event of the Ohio State University Chapter of HeForShe. TAT was also the recipient of their year-long fundraising efforts. “Having the TAT Ambassadors Jim and Steve at our gala was absolutely the highlight of the night. Not only were they kind, but incredibly knowledgeable, and they had an intense passion for helping others. We feel so lucky that we were able to be a part of this great movement,” stated Lizzie Howald, HeForShe president at Ohio State University.



TAT Ambassador Nikki Weaver, a driver for FedEx Freight, volunteered at the Freedom Drivers Project during the Mid-Atlantic Coalition Build in Baltimore, Maryland. She presented to people as they toured the exhibit.

# Law enforcement training essential to success of TAT's mission

**2018**  
**742** trained  
**18** trainings  
**7** states  
**15** agencies

By providing law enforcement training to state patrols, commercial and motor vehicle enforcement officers with the Department of Motor Vehicles (DMV)/Department of Licensing (DOL), the Commission of Public Utilities, DOT and Department of Education (DOE) nationwide, Truckers Against Trafficking (TAT) ensures these specific pathways into the bus and trucking industries are covered. Officers not only learn the fundamentals of human

**2019**  
**1615** trained  
**34** trainings  
**16** states  
**21** agencies  
**5** agencies invited TAT  
back for further trainings

trafficking, but they receive scenarios, tips and case studies that put trafficking in the context of their specific jobs. They also receive training on using a victim-centered approach, as they listen to a TAT field trainer and survivor-advocate, which results in greater cooperation for them with victims as they employ the information learned. Officers also learn about the Iowa MVE model and how to implement that in their state.

Two years ago, TAT assisted in crafting legislation that created the USDOT Advisory Committee on Human Trafficking (ACHT). ACHT wrote a comprehensive report, released this year, on combating human trafficking through transportation. The report is broken down into research analysis and information sharing, training and awareness, protocols and policies development. Highlighted in the report as a best practice is the Iowa MVE model, with suggestions for implementation. This report should lead to targeted systems change within more state agencies as they begin using it.



**TAT'S GROWING  
PARTNERSHIP WITH  
LAW ENFORCEMENT  
ACROSS THE  
COUNTRY**

**2487**

officers  
trained

**22**

different  
states

**30**

agencies

**MULTIPLE VICTIMS HAVE  
BEEN RECOVERED**

## On the Horizon

**19 IN-DEPTH LAW  
ENFORCEMENT TRAININGS  
SCHEDULED IN EARLY 2020**

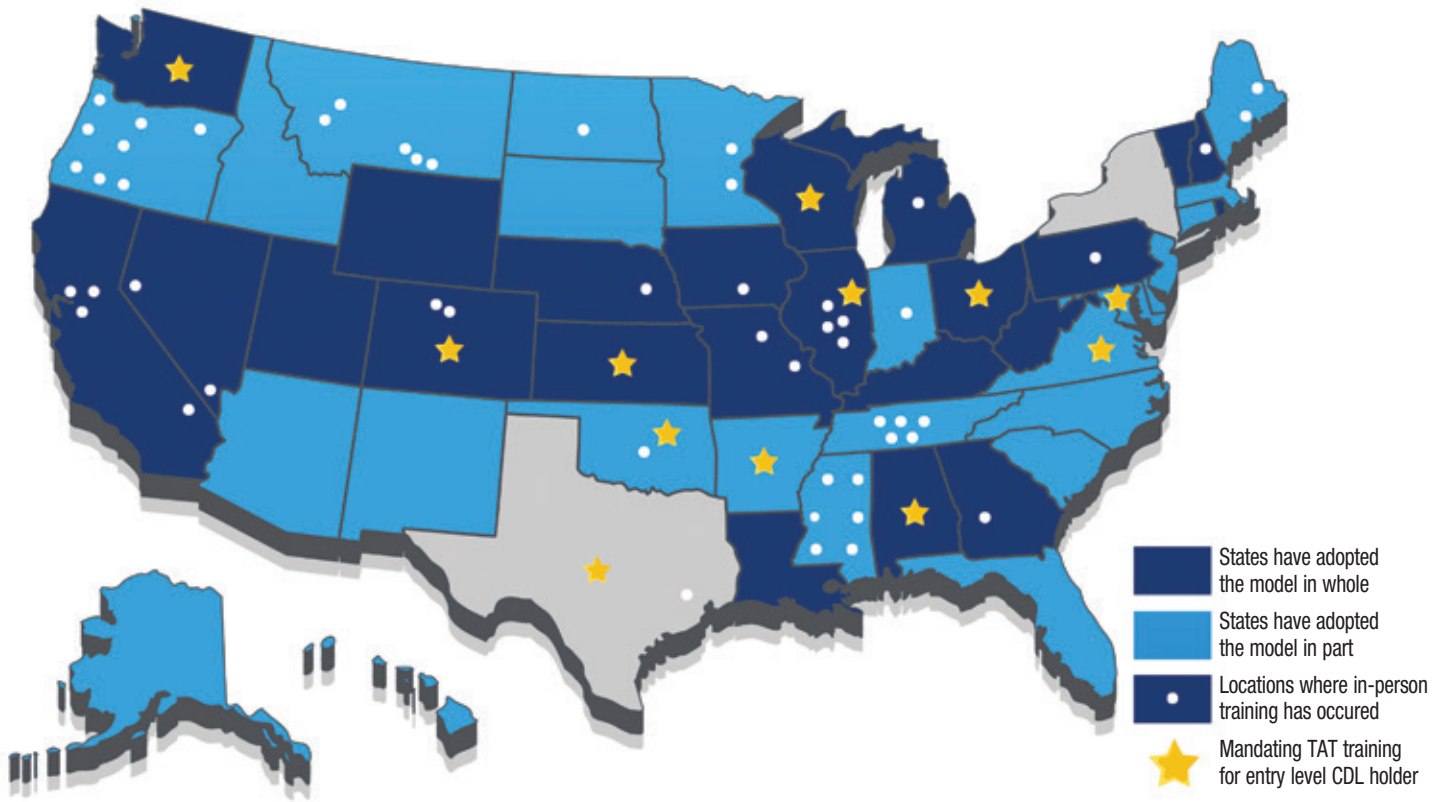
### PRESENTATIONS GIVEN AT:

- USDOT/FMCSA NATIONAL TRAINING CENTER
- NORTH AMERICAN INSPECTOR CHAMPIONSHIP
- COMMERCIAL VEHICLE SAFETY ALLIANCE ANNUAL CONFERENCE

Both the National Training Center and the Commercial Vehicle Safety Alliance utilize TAT materials in training law enforcement officers and trucking companies.

*These stats show the total number of law enforcement officers trained through TAT's Law Enforcement Program.*





*In 2018, five states had fully implemented the Iowa MVE model – California, Michigan, Iowa, Ohio and Washington – and 23 states had partially implemented it. By the end of 2019, 23 states had fully implemented the model, and 25 states had partially implemented it.*



*Kylla Lanier, TAT deputy director, spoke to 830 officers at the Alabama law enforcement summit. This training was a result of the Alabama Coalition Build held earlier this year. TAT now has a full law enforcement training pending for early 2020 as a result of the summit and an invitation to return to participate in the 2020 Alabama Law Enforcement Summit with more time allotted.*



*Lanier presented to a full house of Nebraska State Patrol (NSP) officers, including 66 officers from the Commercial Vehicle Enforcement Unit. NSP is working on undercover operations to recover victims and arrest perpetrators.*

**“***During my 16-year career in law enforcement, I have sat through countless hours of training. TAT’s program left me in a complete state of shock and really inspired me to not only look for clues, but I will also make frequent stops at truck stops in my area, on and off-duty. Plus, Kylla is the most entertaining speaker I have ever listened to.”*  
*– Alabama Law Enforcement Agency Officer ”*



Lanier trained 50 officers on human trafficking from around the country and Canada at the Commercial Vehicle Safety Alliance's North American Inspectors Challenge in Pittsburgh, PA this year.

**Highlighted systems change:**

- Commercial vehicle enforcement units (CVE) of state patrols and/or DOT are stocking weigh stations and ports of entry with TAT materials, including TAT and Busing on the Lookout (BOTL) materials in safety compliance meetings, outreach events within the commercial vehicle industry, and visiting truck stops and bus terminals with TAT and BOTL materials. DMVs/DOLs are distributing wallet cards with CDL issuance and renewal and shipping them out with IFTA/IRP renewals. DOEs and state patrols are training school bus drivers to recognize the signs of human trafficking. In Delaware, all DOT employees have been trained with our new State Agency Webinar.
- TAT trained 300 officers of the Pennsylvania State Police, and they moved to full implementation of the MVE model after the trainings were completed.
- The FMCSA now includes TAT's in-depth law enforcement training as a qualifier under their Motor Carrier Safety Assistance Program (MCSAP) grants, enabling state patrols to apply for monies to bring TAT in for training.
- In addition, TAT is seeing a cultural change among CVE units of state patrols as to how they view those in prostitution and how to treat them as victims as a result. These units also see they have a role to play in recognizing human trafficking when conducting commercial vehicle inspections and in their everyday jobs. They also see the elements of the Iowa MVE model as simple ways they can help educate members of the commercial vehicle industry on human trafficking and elicit their help as partners in the fight against HT.

“I was never aware nor did I think too much about this topic. I was always under the impression (incorrectly) that the one prostituted was the issue, and I never thought much about the pain those trafficked were going through.”  
 – Trooper with the NE State Patrol ”



“Very powerful and amazing information. It's going to take me time to fully process all of this information, but I feel like I have a far greater responsibility with my position than I did before this presentation. I also come from a family of truckers who are in the industry. They will all be getting this information.”  
 ODOT OFFICER



# Coalition Builds continue to draw diverse audience and produce impact

## Total CBs 2012-2019:

**52** CBs

**36** States

**1** in Canada

**2019**

**11** CBs

**10** States

**1** in Canada

The Coalition Build (CB) program of Truckers Against Trafficking (TAT) continues to stimulate significant systems change across multiple industries and agencies by building effective public-private partnerships that can become force multipliers in spreading awareness and combating human trafficking. By coming alongside industry, and simultaneously training the law enforcement who will be the first ones arriving on the scene, TAT has seen a more coordinated approach to combating this crime at the local and state level. CBs bring together industry stakeholders from trucking, bus, energy, truck stop and casinos, as well as law enforcement, key state and government agencies and federal safety organization representatives.

### Highlights of 2019 CBs include:

- A strategic CB in Toronto launched TAT Canada, gaining additional speaking opportunities throughout Canada and new partnerships with multiple trucking companies, truck stops and trucking associations.
- TAT cohosted the first-ever bus/casino CB in Golden, Colorado in partnership with the Colorado Gaming Association and the Colorado Office of the Attorney General. Eighty-five people attended, including casino personnel, bus companies and local, state and federal law enforcement. Plans are to replicate this type of CB in 2020 by hosting two more bus/casino CBs in strategic gaming areas.
- Five CBs are either already scheduled/planned for 2020 as a result of relationships formed at CBs in 2019.

Additional highlighted results from 2019 CBs are:

- The Alabama Department of Education added the 30-minute Busing On The Lookout (BOTL) training video to their 2019 school bus driver trainings throughout the state, resulting in 13,000 school bus drivers in the state of Alabama becoming BOTL trained.
- The Michigan State Police (MSP) identified an officer to be the point of contact for any local law enforcement or industry partners who would like additional TAT or BOTL training. Since the CB, MSP has trained 40 Lansing Airport staff members from security, maintenance, and ticket staff; 100+ members of the Detroit DOT trained on BOTL, with plans for additional training; and an estimated 75 members of the Oakland School District with BOTL. They're also planning for training with DEAN transportation, a statewide bus company wanting all their drivers trained, between 1500-2000 personnel.
- Michigan Department of Education committed to incorporating BOTL into their statewide school bus driver training curriculum starting in 2021.
- Several transit agencies in Michigan are BOTL training.
- In Detroit, the Detroit DOT is hanging TAT posters in their terminals throughout the city and getting their employees trained. They plan to have Michigan State Police do an in-person training and use BOTL training.
- UPS Canada has TAT trained all drivers and employees.

### Highlighted systems change:

- Following a CB, six states went from little to no Iowa MVE implementation to completing or being in the process of completing full implementation.
- TAT has already completed or is in the process of scheduling six law enforcement trainings that are a direct result of CBs.
- Transit agencies in four states are now training as a result of 2019 CBs; school transportation partners in six states are now training as a direct result of the CBs.
- TAT's relationship with the Federal Motor Carriers Safety Administration (FMCSA) strengthened in 2019, in part, through their active participation in CBs. The FMCSA cohosted the Mid-Atlantic and the New Hampshire Coalition Builds. Additionally, former Administrator Martinez spoke at the Mid-Atlantic Coalition Build.
- Resulting from participation in the Mid-Atlantic CB, the FMCSA:
  - Is training all 51 FMCSA CDL coordinators next year at the CDL Coordinators and IT Managers National Workshop
  - Distributing the CB invitation letters to key state agencies to secure their involvement
  - Introduced TAT to Canadian partners and invited them to attend the Coalition Build in Toronto



At the Mid-Atlantic CB, Maryland Attorney General Frosh greeted Sgt. Waner of the Maryland State Police.



Director Tom Keane (left), Office of Safety Programs, FMCSA, USDOT, and Administrator Raymond Martinez, FMCSA, USDOT, shared a lighter moment as they listened to presentations at the Mid-Atlantic Coalition Build.

“I leave today feeling both sad at the realities of how prevalent this crime is, but also hopeful, because I know exactly what my agency can do to combat it.”

– Tom Keane, director of the Office of Safety Program for the FMCSA ”





*At the Florida CB, the Color Guard for the Orlando Police Department helped open the event.*



*(L to R) Heather Fry, TAT Canada director, Esther Goetsch, TAT director of Coalition Builds and Ashley Franssen-Tingley of The Canadian Centre to End Human Trafficking let everyone know TAT Canada has launched.*

# BOTL makes giant gains, achieves important firsts

Busing on the Lookout (BOTL) registered significant systems change this year in numerous bus entities, with registrations of BOTL-Trained people alone increasing by 442 percent over 2018. Three new initiatives for the program included the first casino/bus Coalition Build (CB) with its industry-specific toolkit, the Las Vegas victim-centered poster campaign and the availability of Megabus vouchers for survivor use.

## BOTL IMPACT

	December 2018	December 2019*
<b>BOTL Trained</b>	14,105 registered with an additional 40,900 committed to being trained	76,430 registered with an additional 65,900 committed to being trained
<b>Private Bus Companies</b>	55 private bus companies trained or committed to implementing BOTL	70 private bus companies trained or committed to implementing BOTL
<b>School Bus</b>	BOTL working with student transportation partners in 17 states and 158 school bus drivers registered as trained	BOTL working with student transportation partners in 30 states and 47,999 school bus drivers registered as trained
<b>Public Transit</b>	BOTL working with transit operators in 7 states and 14,066 transit drivers registered as trained	BOTL working with transit operators in 26 states and 23,743 transit drivers registered as trained

\*Note these are cumulative totals from 2018 and 2019; registration numbers are as of Dec. 30.

State agencies, both school bus and transit, moved forward with BOTL in 2019:

- Alabama, Illinois, Iowa, Kansas and Tennessee implemented BOTL for school bus drivers as part of statewide school bus driver training, with Michigan committed to incorporating BOTL into its next phase of curriculum updates. Kentucky, Montana, Minnesota and Wisconsin incorporated BOTL into their regional school bus driver trainings. Agencies responsible for school bus driver training in an additional 14 states shared information about the BOTL training with school districts.
- Pupil transportation associations in California, Michigan, Maine and South Carolina featured BOTL at their annual state conference for transportation directors.
- Departments of Transportation in Connecticut, Delaware, Michigan and Oregon are sharing BOTL with transit operators in their states.
- Transit associations in Arizona, Colorado, Connecticut, Idaho, New Mexico, Texas and Washington featured BOTL at their annual state conference.

## BOTL in Action

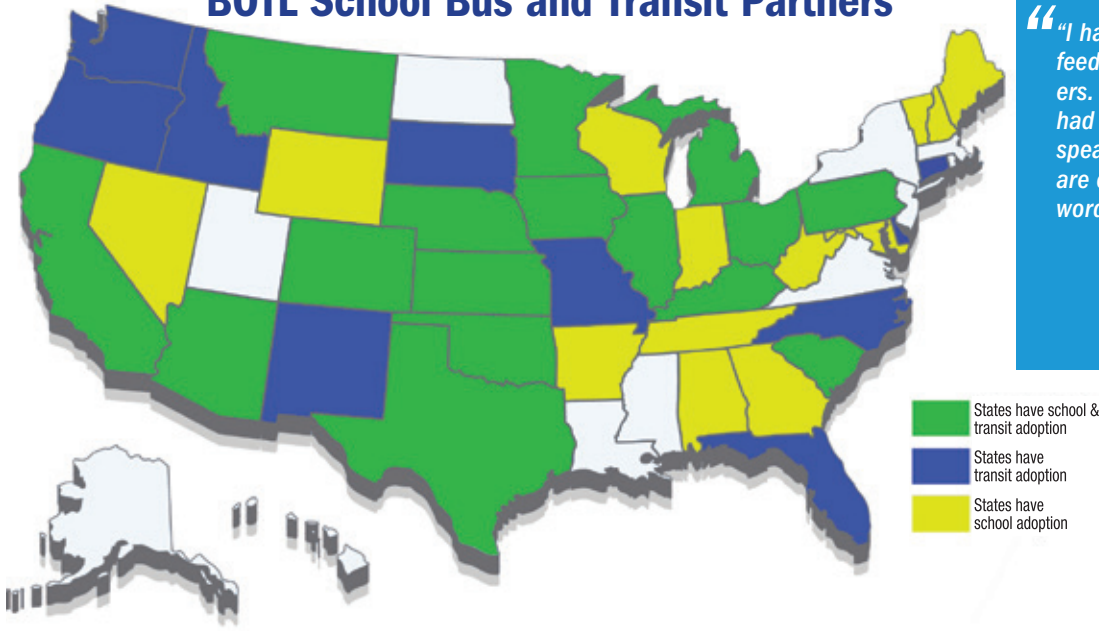
One week after a transit agency in Washington State showed the Busing on the Lookout training video at a monthly staff safety meeting, an emotionally distraught young woman came into their transit center. She had severe bruising on her face and abrasions all over her body. An employee approached the young woman to see if she needed help.

After talking to her briefly, the employee took her to a more private area where she gave her something to drink and tried to make her feel safe. The young woman had just been released from the hospital after being beaten, raped and robbed by a group she described as “friends.” She didn’t know what city she was in, had no phone and no money. The young woman disclosed that these “friends” had wanted her to have sex with other people, and it seemed the beating, rape and robbery were punishment for her refusal. When asked additional questions, the young woman confirmed she was a victim of sex trafficking.

They called the National Human Trafficking Hotline, but the young woman was too afraid to talk to the operator and didn’t want to share any information with law enforcement. She had another friend in a different city where she believed she would be safe. She’d come to the transit center trying to find a way to that city. Respecting her wishes, the employee helped her contact the friend and got her a bus ticket. The transit agency employees then pooled the cash they had in their own wallets to make sure she had some money with her as she traveled. The bus driver took extra care with the young woman and got her where she needed to go.



## BOTL School Bus and Transit Partners



“I have gotten so much positive feedback from my [school] bus drivers. I’ve had some say they wish they had this training years ago. And that speaks volumes to me, telling me we are on the right track in getting the word out.”  
 – Trooper John Pedigo, Pupil Transportation at Tennessee Highway Patrol Division ”

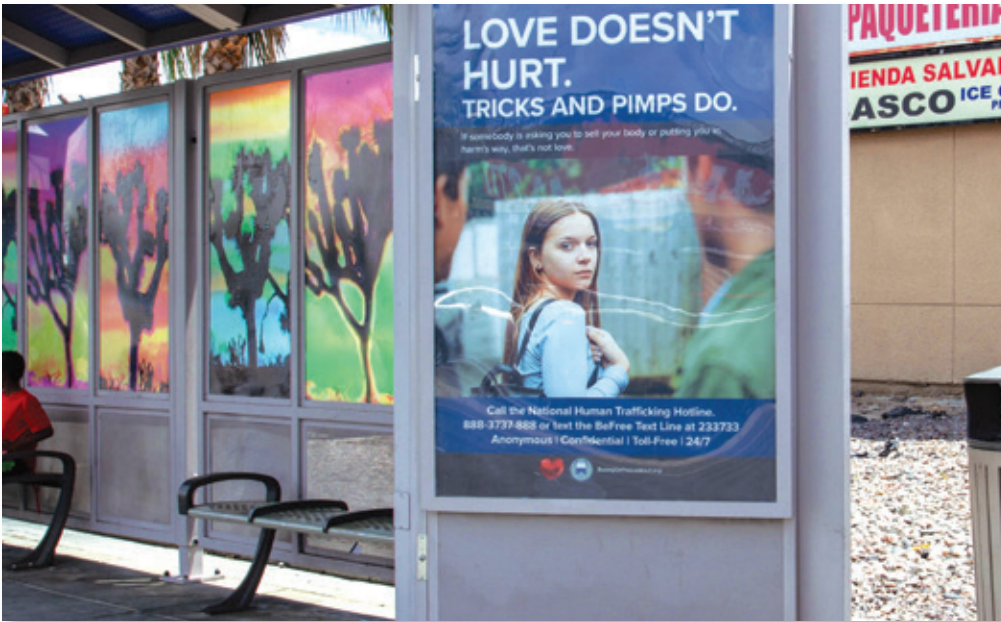
The Freedom Drivers Project (FDP) attended its first two bus events in 2019: The United Motorcoach Association EXPO (UMA) in January and the Arizona Transit Association Annual Statewide Conference in April. A combined 240 representatives of the bus industry toured the FDP at these events. Walmart Road Team driver Charlie Demchock, speaking here with BOTL Director Annie Sovcik, volunteered at the FDP during the UMA event.



“We believe it’s imperative for the entire industry to rally around this important initiative, as each one of us has a role to play in the fight against human trafficking.”  
 – Stacy Tetschner, president and CEO of the United Motorcoach Association (UMA) ”

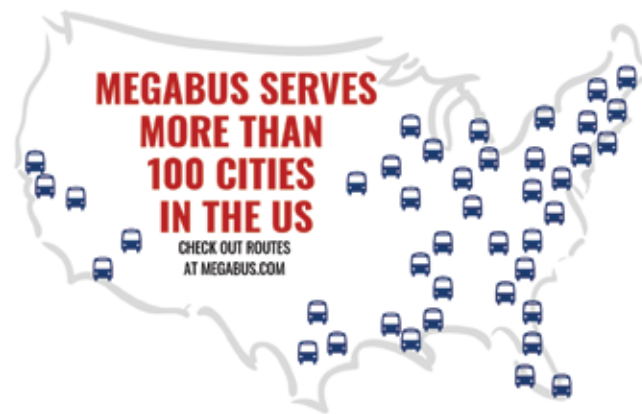
CIT Signature added the BOTL logo to a new bus being showcased at the American Bus Association Marketplace in January to demonstrate their support for the program and help raise awareness. That bus kept the wrap for several months afterwards and was among the many buses driven to Atlanta for the Super Bowl.





*BOTL launched a victim-centered poster campaign in partnership with the Nevada Highway Patrol and Vector Media. BOTL's posters can be seen at bus shelters and on buses throughout the city of Las Vegas. These posters – created in consultation with survivors of domestic sex trafficking – use language and images intended to be eye catching for victims, so they know there are resources out there to support them. In seeking to reach victims with this campaign, Trooper Brian Drohn with the Nevada Highway Patrol emphasized, “You’re not alone. We’re here for you. Our hands are outstretched, and we want to help. This life does not need to be your reality – your nightmare – anymore.”*

*BOTL facilitated the donation of bus vouchers from Megabus to the National Human Trafficking Hotline after Megabus fully implemented the BOTL training for all of its current and new drivers. Megabus, servicing more than 100 major cities in North America, provided vouchers, so survivors working with law enforcement or a service provider can travel for free along Megabus routes for certain reasons. During the second half of 2019, 56 percent of the vouchers used helped survivors (and dependents) get home to their family support system, and 44 percent helped survivors get to a service provider/shelter location.*



## **ATTENTION SERVICE PROVIDERS & LAW ENFORCEMENT:**

**Coach USA/Megabus has donated bus tickets to help support trafficking victims.**

If a trafficking victim, working with law enforcement or a service provider, needs to travel to another city along a Megabus route to reunify with family, access specialized services, or participate in the prosecution of their trafficker, they may be able to travel on Megabus for free.

To access this resource contact the National Human Trafficking Hotline at 1- 888-3737-888.



Vouchers provided through partnership with Busing on the Lookout  
[www.busingonthe lookout.org](http://www.busingonthe lookout.org)



*As state laws only permit casinos in certain geographic areas, gaming towns are scattered throughout the United States. Recognizing that many bus companies specialize in transporting casino patrons to those towns, BOTL is working to close loopholes to traffickers at the intersection between buses and casinos. Using TAT's successful CB model, BOTL hosted its first CB, specifically bringing together law enforcement with casinos and the bus companies that serve them. Partnering with the Colorado Attorney General's Office and the Colorado Gaming Association, BOTL hosted this pilot initiative in Golden, Colorado and shared its new resource, “Casinos Combating Human Trafficking: A Toolkit for Casinos & Bus Companies,” with participants. The CB was attended by 85 law enforcement and key industry representatives in Colorado. In feedback surveys, 90 percent of respondents said they're now better prepared to identify human trafficking, while 100 percent said they'd recommend this training to others in their field. A Colorado State Patrol officer described the presentation given by TAT Field Trainer and Survivor Advocate Annika Huff, as “one of the most powerful testimonies I have ever heard.” Shown: BOTL Director Annie Sovcik presented at the CB.*



# Freedom Drivers Project remains popular attraction and training tool

**37,923 miles | 39 events | 25 states | 8952 walkthroughs | 135 volunteers**

The Freedom Drivers Project (FDP) continues to be a popular and strategic tool, educating, equipping, empowering and mobilizing individuals and organizations to join the fight against human trafficking. This year, the FDP traveled more miles to more events in more states than in years past, and had 8,952 people tour it, but it scored the significant first of having two driver-led events,

both at UPS facilities led by FDP-certified, UPS drivers, without the assistance of TAT staff. This is a demonstrable example of mobilizing members of the industry, so they can, in turn, educate others. The three UPS drivers who led those events were Arthur Harley, John McKown and Terry Hilliard.



On September 19-21, UPS hosted TAT's

## FIRST DRIVER-LED FREEDOM DRIVERS PROJECT EVENTS!

Hosted at UPS – Chicago Area Consolidation Hub

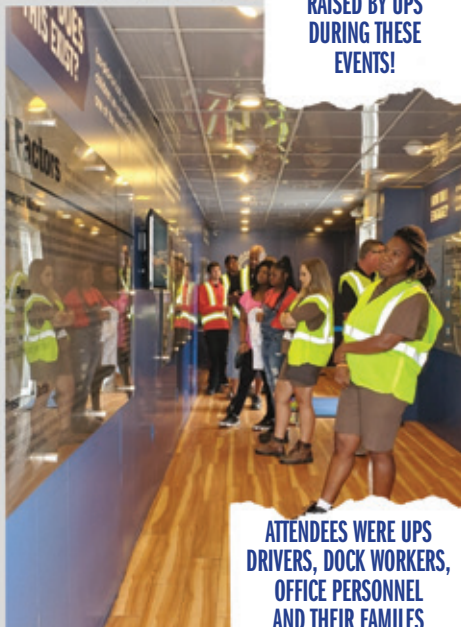


**560  
PEOPLE WALKED  
THROUGH THE FDP  
OVER 3 DAYS**

**\$325  
RAISED BY UPS  
DURING THESE  
EVENTS!**



**VOLUNTEERS WERE  
IMPACTED BY SEEING  
THE PEOPLE'S  
PERCEPTIONS  
CHANGED BY THE FDP.**



**ATTENDEES WERE UPS  
DRIVERS, DOCK WORKERS,  
OFFICE PERSONNEL  
AND THEIR FAMILIES**

### HEAR FROM TAT AMBASSADOR, JOHN MCKOWN ON HIS EXPERIENCE RUNNING THESE FDP EVENTS:

Well, let me just say that this weekend was an eye-opener for many.

We had several UPS-ers go through the trailer that came out of there with a look of disbelief on their faces. I was lucky enough to be the one on the inside on both days at the UPS Chicago Area Consolidation Hub, so I got to see their faces as they read the wall. Three different ladies were standing there with tears rolling down their faces. One lady quietly approached me and asked, "Is that your picture out front?" I said yes, and she laid her head on my chest (she was short) and cried and said "Thank you ... thank you for being a man and for informing us about his horrible crime." She told me thank you at least five times before she exited.

One other guy that I remember was visibly shaken; he stood there and read every word in that trailer, watched every last second of the videos and had tears welling up in his eyes. He was a young guy, probably 30 or so. After he was finished, he went outside and sat at one of the picnic tables for a good 10 minutes with his head in his hands ... just sitting there, pondering. He would look up at the trailer, then put his head back in his hands, as he shook his head back and forth. After that time he got up, shook all three of our hands, and I mean shook it, said thank you and walked our the gate.

So to say that the FDP and our Ambassadors made an impact is an understatement. We may never know how many people are really touched. But I do believe we touched several. The best part: not one disrespectful off-the-wall comment – not one! Being a part of TAT and the Man-to-Man campaign is a calling I believe. This mobile display is changing people, and bringing to light that human trafficking happens everywhere, not just overseas.

In Indianapolis, although we didn't get as many people, we made an impact. One lady went through the FDP, went out the exit door and then came back inside and asked if she could bring her 16-year-old daughter. I said, "Of course, as long as you come too." She brought her daughter and had her read every section. She told her this is why I monitor your phone and will not let you into chat rooms. Her daughter never said much, just kept reading – the artifact and story about the girl getting gifts really hit her hard for some reason.

What made it successful was we had three professional drivers with a heart to help. Duane said, "This is my TAT team; now that made ME tear up."

Thank you for trusting the FDP, your baby, with us. I love what I do.

– John McKown, TAT Ambassador

## Additional firsts this year:

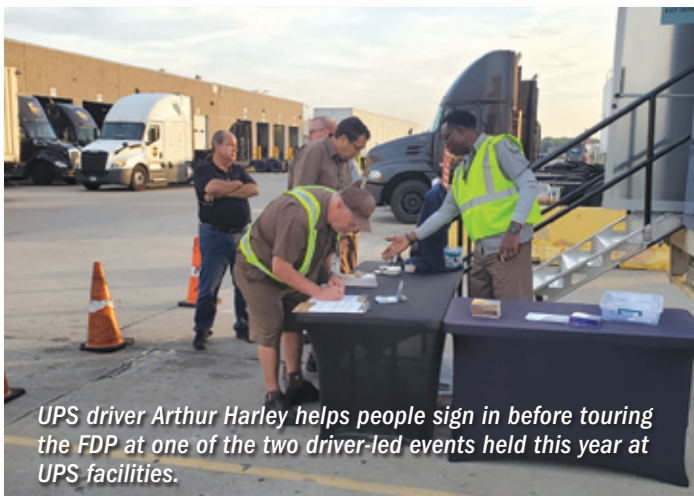
- Five new companies joined the 16 repeat companies to haul the FDP.
- Eight of the 18 corporate events the FDP attended were hosted by companies that haven't hosted the FDP before – Matheson, Kenworth, SEG Automotive, Ryder, Schneider, BNSF Logistics, Whiting and N2 Publishing.
- The FDP visited three new states – Louisiana, New Hampshire, Delaware – and Washington, DC.
- The FDP attended its first two bus events – the United Motorcoach Association's Expo and the Arizona Transit Association Annual Conference – and its first foodservice event – the International Foodservice Distributors Association Distributions Solutions Conference.

## Highlighted systems change:

- Carriers, state trucking associations, and law enforcement now make human trafficking education a regular part of their events by incorporating the FDP through employee appreciation days, state trucking association member events, truck driving championships, state fairs, law enforcement events, etc.
- More companies are empowering their employees to volunteer with the FDP. This year, the FDP had its greatest number of volunteers -- over 135 individuals representing 24 different companies or organizations, working at 37 of 39 events.
- Two driver-led events – with no TAT staff present – empower and mobilize truckers to educate and equip others.

Enroute to all its events, the FDP was moved 50 times in hauls donated by 21 different companies for a total of \$92,645.74 in in-kind donations. UPS was the organization donating the most hauls, for the most miles and the most in in-kind donations, with other top companies in those categories including Matheson, Schneider, Quality and Werner.

# 2019 EVENT LOCATIONS





“With education comes power, and with power comes change. Great Dane is a large supporter of our trucking community and educating our workforce on the human trafficking issues that still loom in the US today. The Freedom Drivers Project helps equip more citizens with the knowledge and resources to help combat these issues.”

– Mark Oehlers, Human Resources, Great Dane at the Great Dane Brazil Employee Picnic ”



Regardless of the event, people who tour the exhibit are moved by the displays and artifacts.

“The Freedom Drivers Project is an awesome exhibit that pulls at your heart from the moment you walk in. The displays inside remind us of how human trafficking affects the most vulnerable of humanity and how each of us can play a role to provide freedom to those trapped by it.”

– Lieutenant Monty Lovelace, Nebraska State Patrol ”

“There’s nothing like showing someone the facts and displays in the FDP and watching the facial expressions of disbelief of just how horrific this crime actually is ... to have a conversation on how we as males need to change the thought process. If we can stop the demand, we can stop the crime! This is someone’s child out there caught up in this. We need to do something now!”

– Ron Vandermark, TAT Ambassador and UPS Freight driver ”

Two women working in the credit union at the Great Dane Brazil, Indiana plant were among the 135 volunteers who donated their time in 2019 to work at the FDP.



“It’s troubling to learn the large scale of this issue. One statistic in there (the FDP) really spoke to me: a trucker recognized a trafficking situation and made one call that took down a 13-state trafficking ring. This speaks to the unique opportunity that truckers have to really eliminate this issue from society.”

– Bill Dering, CFO BNSF ”

# Shipping Partners Program moves into new markets

**9 Presentations**

**4 new shipping partners**

**2 TAT sponsors**

In 2019, the Shipping Partners Program (SPP) moved into new markets like the pharmaceutical industry, deepened relationships within the automotive and foodservice industries, and developed new partnerships within the 3PL sphere and the supply chain software space. By engaging not only contracted carriers, but also the customers and employees of shippers, TAT's SPP leverages existing relationships for social impact and helps those we work with create new opportunities to use their position in their respective industries to help affect change.

Companies are aware that these efforts align with corporate social responsibility goals and sustainability efforts and help reduce risk throughout their supply chain. This year, especially, "champions" arose within new and exciting partner companies. These individuals were motivated about this work and went beyond doing what they could to move the needle when it came to the actual program ... they also ignited more support within their own organizations and found ways to build awareness and engage employees on this issue.

## FourKites

A new shipping partner, FourKites is the leading predictive supply chain visibility platform. With over 380 customers and 3,700+ carriers on its platform, FourKites has the global reach with drivers that can make an impact on the crime of trafficking.

Activities include:

- Added detailed TAT information to their CarrierLink mobile app, which has been downloaded by over 220K drivers.
- Invited TAT to present at their user conference, where TAT shared information with FourKites customers and prospective customers on how they could use their influence as shippers to bring awareness to the issue of human trafficking.
- Plans to add a data point around TAT partnership in 2020 to their Premier Carrier List, a quarterly publication shared with FourKites customers comprised of carriers, 3PLs and brokers who meet or exceed the FourKites tracking expectations. In doing so, FourKites hopes to highlight carriers who are also TAT partners, and also spur more interest in getting drivers trained.



*FourKites added Truckers Against Trafficking information to its own phone app.*

*“Human trafficking is a horrific violation of human rights that should concern everyone. With our technology in the hands of hundreds of thousands of truckers out on the roadways every day, we wanted to do our part to provide a simple, powerful new way for them to reach TAT and the National Human Trafficking Hotline. We're very honored to be able to lend our support to this critically important cause – one that many of our shipper customers and carrier partners actively support as well.”*

*– Mathew Elenjickal, CEO of FourKites ”*

## Finished Vehicle Logistics

Following a TAT presentation in late April at the Finished Vehicle Logistics (FVL) Conference, an opportunity arranged by FVL and Automotive Logistics, encouraging all car haulers and original equipment manufacturers (OEM) to consider how to become involved spreading the TAT message, the following have emerged:

- A relationship with Nissan North America, Inc. resulting in their becoming the first official automotive OEM shipping partner.
- Positive relationships with at least two automotive OEMs, which are likely to result in their coming on as official shipping

partners in 2020.

- Accelerated Logistics, an auto-hauler, who was instrumental in encouraging conference organizers to consider giving TAT speaking time at the event, became a Silver Level sponsor.
- Two other auto-haulers began implementing TAT training with their drivers, one of those being United Road. The leadership at United Road also invited Laura Cyrus, TAT director of Corporate Engagement, to speak at their annual manager's meeting held in Detroit in June.



## Nissan North America

Nissan began its partnership with TAT with an invitation to speak at its Nissan Supply Chain Logistics Conference in Nashville, Tennessee to more than 300 logistics leaders. Cyrus not only further engaged with leaders at Nissan but also encouraged carriers in the room to implement the TAT training and partner in this important work. Since then, Nissan has:

- Distributed more than 10,000 TAT wallet cards to the drivers that service Nissan facilities in Tennessee and Mississippi.
- Prioritized the education and empowerment of employees to understand the warning signs of human trafficking and are now displaying various communications throughout their US manufacturing facilities.

## BASF

BASF chemical company, the world's largest chemical company with over 140 sites across the United States, became a TAT shipping partner this year. Their activities include:

- Presentations about TAT and introductions directly to 23 of their top carriers across five modes.
- Raised awareness among all logistic service providers about how each can help end human trafficking.
- Mandated all logistic service providers to TAT Train their employees.
- Sponsored the creation of TAT's energy-specific training video.



*Cyrus spoke to more than 300 logistics leaders at the Nissan Supply Chain Logistics Conference*

- Equipped BASF employees to be able to identify signs of human trafficking and make the call to the National Human Trafficking Hotline.
- Invited TAT staff to speak at their quarterly safety meeting in Houston, Texas, where an additional 150 people were trained and the presentations recorded for internal distribution, leading to an additional 250 people being trained. Participants were encouraged to share the information with their children, youth in their sphere of influence and others they know in the industry.

## Profile Spotlight



*Sarah Allen,  
BASF Regional Category Buyer,  
Maintenance Services*

### Why did BASF decide to become involved with TAT?

BASF creates chemistry for a sustainable future, and our corporate purpose is to contribute to a world that provides a viable future with enhanced quality of life for everyone. Additionally, social responsibility is a core pillar for sustainability at BASF. BASF serving as a TAT shipping partner aligns perfectly with BASF's mission, vision, values, and sustainability efforts.

### What actions is BASF taking to fight human trafficking? Is BASF communicating its efforts to its employees to get them involved as well?

In addition to being a shipping partner, BASF is hosting events with TAT to increase awareness amongst employees. To further increase awareness, once TAT has finalized the energy-industry-specific training, BASF intends to implement the training for all employees across the US and Canada.

### What do you hope the result of these actions will be?

I hope the awareness created will equip and empower BASF employees to identify signs of trafficking and report them to the National Human Trafficking Hotline, ultimately resulting in the rescue of victims. I also hope BASF can be used as an industry leader to spark change in other companies. The end goal would be for every company in our industry (Oil, Gas, and Chemical) to become shipping partners. BASF is doing our part, but it would be even more powerful if our entire industry coalesced to combat human trafficking. The increased awareness will help not only BASF -- but our entire industry -- provide a viable future with an enhanced quality of life for everyone.

### How and why did you bring TAT to the attention of other decision-makers at BASF?

I'm not at the decision-making level at BASF. As soon as I found out about the Shipping Partners Program, I created a business case tying the program to our corporate purpose, sustainability efforts, and environmental, health and safety efforts. I added information about human trafficking to the business case and presented that to the executives at BASF -- individuals with decision-making authority. I did not meet any resistance among BASF leadership. The executives at BASF were appalled that this issue is so prevalent but were appreciative that I presented viable actions BASF could take to be part of the solution.

# Energy-specific training video set for release early 2020

**10** Events

**91** companies represented

**556** people in attendance

The energy industry, with its commitment to better the communities in which it works, its largely male-dominated field labor force, its coast-to-coast locations and its multiple intersections with trucking, holds the key to empower freedom for many who have been enslaved in human trafficking. Multiple energy companies have already engaged in TAT training their employees through

their “safety moments,” and TAT’s energy-specific wallet cards, but with the scheduled release of TAT’s energy-specific training video in January 2020, this process will become more complete and contain scenarios more identifiable to those who work in this industry. The video, titled Empower Freedom, received funding through sponsorships from 12 companies.

Energy highlights include:

- BASF (covered under Shipping Partners Program, pages 19-21)
- Whiting Energy hosted TAT and the Freedom Drivers Project (FDP) for a Lunch and Learn during their All-State Safety Meeting. Forty-five people attended the event and 50 people walked through the FDP. Whiting opened the event to the public.
- Precision Pipeline integrated TAT training into their Field Orientation Program and Home Office onboarding training protocols. As of November, they had trained over 600 employees. In addition to showing TAT’s regular training video and handing out wallet cards and certificates, they made worksite banners and hard hat decals for their employees. They also

secured an invitation for TAT to present at the Distribution Contractors Association Fall Meeting and shared information about TAT on “The Safest Way Tour.”

- Gibson Energy rolled out a safety moment to four of their offices centered around human trafficking and how the industry can combat this issue. These presentations included information on the issue, intersections for the industry and the abbreviated TAT training video. Each employee also received a wallet card through these safety moment trainings.
- Felix Energy has helped empower more companies to become involved in the fight against human trafficking through the continual advocacy of HSE Director George Bunker.

“Just like with safety, if we see a condition or behavior that could cause harm to people or the environment, we have a moral obligation to eliminate that threat, for no other reason than it's the right thing to do. And even more important, if our engagement to help eliminate human trafficking in our area of influence can serve as a motivator to other operators or service providers to become active and contribute to the effort, then we have an obligation to take the lead and serve as that example.”  
 – George Bunker, director of Health, Safety and Environment, Felix Energy ”



During 2019, TAT produced an energy-specific training video.



Precision Pipeline used their newsletter to bring further awareness of human trafficking to their employees.



Ashley Smith, TAT Energy Operations director, elaborates on some of the exhibits in the Freedom Drivers Project to Chip Rimer, Whiting COO, at the Whiting lunch and learn.



## With a national human trafficking hotline in place, TAT launches TAT Canada

Canada is the second largest country in the world in area, second only to Russia. It's comprised of 10 provinces, three territories and shares a 5,525-mile-long border with the United States. There are over 227,000 truck drivers countrywide, making trucking one of the top professions in Canada. Sixty-eight percent of these truck drivers carry goods across the U.S./Canadian border. And Statistics Canada reports that between 2009 and 2016, there were a total of 1,220 police-reported incidents of human trafficking, with one in three being a cross-border offense.

This year, the Canadian Centre to End Human Trafficking (CCEHT) created a national human trafficking hotline in Canada, one of the major criteria Truckers Against Trafficking (TAT) needed to replicate its model there. A Coalition Build (CB), cohosted by TAT and CCEHT on Oct. 29 in Toronto, officially launched TAT Canada with three main goals: build connections within the commercial vehicle industry, within associations, and within the public sector; understand Canadian distinctives; and engage within the existing infrastructure.

Following the launch, Heather Fry, TAT Canada director, presented to the Ontario Motorcoach Association Annual Meeting/Marketplace, the Canadian Council of Motor Transport Administrators Fall Committee Meetings in Ottawa and the Truck Training Schools Association of Ontario.

In 2020, she already has invitations to speak to the Alberta Motor Transport Association, the Atlantic Provinces Trucking Association (APTA), the Toronto Trucking Association (TTA), Meeting Professionals against Human Trafficking and the Private Motor Truck Council (PMTTC).

Commitments and/or results achieved include:

- The Ontario Ministry of Transportation will be training its employees in 2020 and has begun to implement the

motor vehicle enforcement (MVE) components of TAT's Iowa MVE model.

- UPS Canada has trained its drivers and distributed TAT materials at 63 locations.
- In Canada, Pilot Flying J Canada has committed to rolling out the training and using their 31 locations as distribution points for TAT materials across the country.
- Bison Transport, the fifth largest trucking company in Canada is training its drivers in 2020.
- CarriersEdge offers TAT's materials through their training platform.
- KRTS Transportation Specialists implements TAT training as part of their curriculum.
- TAT materials have been sent to Cassidy's Moving and Storage, to Linamar Transportation and Logistics for use at a health fair for drivers, to Nichol Commercial Licensing and to Qualiport Transport for their employees.

Ken Seader, vice president of Operations for UPS Canada, participated as a panel member at the Toronto CB and said, "I first became involved with TAT while in Atlanta, though at the time, like many others, did not really understand the breadth of the issue, one that impacts both children and young adults. The Coalition Build was eye opening for everyone who attended, especially listening to stories shared by previous victims, about their experiences and how they were coerced into it. I was inspired by their bravery and the work they do now to support other victims. We came away with an understanding that we need to do more to create awareness and actively train our people to look for and properly report suspected human trafficking activities. I am proud that UPS is supporting this cause through training, awareness and policy. We are committed to helping get more truckers on board to fight this injustice."

*At the Canadian Coalition Build, TAT Canada Director Heather Fry discussed the possibility of a speaking engagement to the Canadian Council of Motor Transport Administrators (CCMTA) with Brad Holland, CCMTA vice president.*



## Survivors' experience, knowledge indispensable to fighting human trafficking

Because of what they've endured at the hands of traffickers and buyers, as well as what they've learned about themselves and the other people whose lives intersect the trafficking process, from recruiting through recovery and on into healing, survivor-advocates and survivor-leaders not only lend authenticity and provide descriptors as to the atrocity of human trafficking, but they raise an invaluable and indispensable voice when it comes to training those who fight this crime.

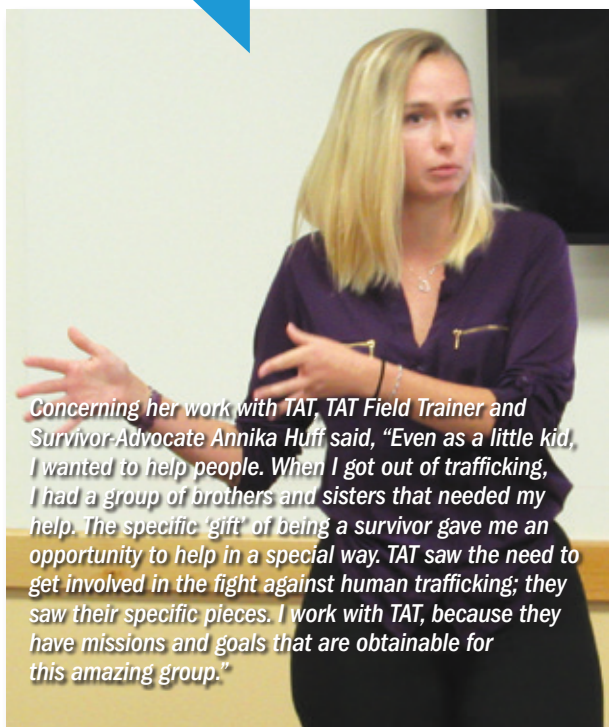
Two survivors are members of the TAT staff: Beth Jacobs, who trains participants primarily at Coalition Builds, and Annika Huff, who trains law enforcement as part of TAT's in-depth law enforcement programs. Each receives high praise for the critical information they share and the courage with which they share it.

*"Annika's story was intense, heartbreaking, infuriating and eye-opening. Everyone on earth should hear this story."*

*- Georgia State Patrol*

*"I commend her courage and consider her story valuable. I will use it to encourage law enforcement to take action against this crime."*

*- Representative from the National Sheriff's Association*



*Concerning her work with TAT, TAT Field Trainer and Survivor-Advocate Annika Huff said, "Even as a little kid, I wanted to help people. When I got out of trafficking, I had a group of brothers and sisters that needed my help. The specific 'gift' of being a survivor gave me an opportunity to help in a special way. TAT saw the need to get involved in the fight against human trafficking; they saw their specific pieces. I work with TAT, because they have missions and goals that are obtainable for this amazing group."*



*TAT Field Trainer and Survivor-Leader Beth Jacobs summed up her work with TAT by saying, "I have come full circle in this movement, going from victim to survivor to leader. I am so grateful to TAT for being such an upstanding, reputable agency within the anti-trafficking arena. TAT is known for empowering and promoting survivors. I'm grateful to be part of the TAT team. I love my job so much, it doesn't feel like work!"*



*Jacobs met 2016 Harriet Tubman winner Debo Adepiti at the Mid-Atlantic Coalition Build.*



*At the close of law enforcement training in Nebraska, Trooper John Lewis of the Nebraska State Patrol asked Huff if he could give her a hug.*



## Also noteworthy in 2019 . . .

### Sapp Brothers initiates Help Now program for victims of human trafficking

In conjunction with its partnership with Truckers Against Trafficking (TAT), Sapp Brothers Travel Centers, with 17 locations reaching from Utah to Pennsylvania, has initiated Help Now, a program designed to identify victims of human trafficking and provide them with immediate help.

Working with TAT and law enforcement, Sapp Brothers has included as program components:

- Buttons in restrooms with verbiage that says, “If you are in danger, need help now or this area needs attention, press this button.”
- Posters near the buttons with the text and phone numbers for the National Human Trafficking Hotline, as well as the location phone number for the travel center itself.
- Training for employees on using a victim-centered approach when interacting with victims, as well as contacting law enforcement for help.

The program started in locations in Nebraska and Iowa and will roll out to other states in 2020.

Sapp Brothers is participating in quarterly meetings of the Coalition Against Human Trafficking in Omaha and is holding educational/awareness sessions at its locations in Omaha/Council Bluffs for customers, employees and surrounding businesses, complete with law enforcement providing TAT training and a special lunch menu for those participating in the training.

“Sapp Bros. is proud to partner with Truckers Against Trafficking in the fight against human trafficking,” said Andy Richard, CEO of Sapp Bros., Inc. “TAT has proven to be on the forefront of educating, identifying and stopping human trafficking. Sapp Bros. has recognized that TAT has the best resources and gives us the best opportunity to educate ourselves and our guests to be part of the solution to irradiate human trafficking.”

### Training video completed for trucking in Mexico

In July 2019, in replication of TAT’s model, Consejo Ciudadano created a 10-minute training video for transportation professionals as part of their initiative, Guardianes Del Asfalto, which seeks to educate and equip the trucking, bus and taxi industries of Mexico on the realities and signs of human trafficking and give them concrete steps to take to combat this crime. They also have available a wallet card with indicators of the crime.

In February 2020, representatives from Consejo Ciudadano will be attending the Industry Days event in Calexico, California, alongside TAT, to present to members of the California Highway

Patrol, law enforcement from Nevada, New Mexico, Arizona and the Mexican Federales. Trucking companies based in both the US and Mexico and operating across borders will also be in attendance, alongside transportation association leaders and members of the federal government agencies that have regulatory power over the transportation industry.

They will be presenting about Guardianes del Asfalto to the audience members and will have their training materials available for these companies and agencies to take and implement. The Federal Motor Carriers Safety Administration is also interested in including the Guardianes del Asfalto materials in a “toolkit” they will present to the Mexican Federales as part of their resources to have available to motor carriers.

TAT is also working with our partners at Ritchie Bros. Auctioneers to leverage the relationships they have with major carriers in Mexico in order to get Consejo Ciudadano in front of key decision makers within the Mexican trucking industry through 1-2 events (like CANACAR trucking show) in 2020.

### First bus industry member elected to TAT’s Board of Directors

Linda Burtwistle, president and CEO of Coach USA and Megabus, joined TAT’s Board of Directors. Burtwistle has over 20-years’ experience in the international transportation industry. She previously served as president of First Student and president of First Transit in the United States, as well as CFO of the Virgin Rail Group in the United Kingdom. She currently sits on the board of the American Bus Association and was recently named vice chair of the USDOT Advisory Committee on Human Trafficking. She has helped open doors for BOTL to other bus companies in North America.



Linda Burtwistle

“I am honored to have been invited to join the board of TAT, said Burtwistle. “They are a wonderful organization, fully committed to their cause. I am very much looking forward to working with TAT and the bus industry to support the eradication of these heinous crimes.”

In the past year, Coach USA has BOTL-trained and registered over 2,600 bus drivers and other employees in the U.S. and Canada.



# Financials

## STATEMENT OF FINANCIAL POSITION

As of December 31, 2019

	2019	2018
<b>Assets</b>		
Current Assets	1,414,304	674,386
Fixed Assets	—	1,333
<b>TOTAL ASSETS</b>	<b>1,414,304</b>	<b>675,719</b>
<b>Liabilities</b>		
Current Liabilities	32,915	30,252
Long-Term Liabilities	0	0
<b>TOTAL LIABILITIES</b>	<b>32,915</b>	<b>30,252</b>
<b>NET ASSETS</b>		
Unrestricted	1,031,389	435,042
Temporarily Restricted	350,000	210,425
<b>TOTAL NET ASSETS</b>	<b>1,381,389</b>	<b>645,467</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,414,304</b>	<b>675,719</b>

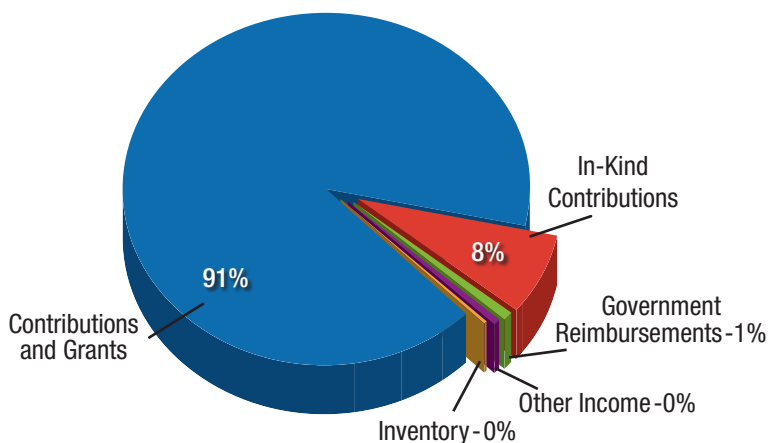
## STATEMENT OF ACTIVITIES

As of December 31, 2019

	2019	2018
<b>Support &amp; Revenue</b>		
Contributions and Grants	1,906,385	972,254
In-Kind Contributions	156,997	106,110
Government Reimbursements	19,168	22,848
Other Income	10,101	8,642
Inventory	2,378	1,790
<b>TOTAL REVENUE &amp; SUPPORT</b>	<b>2,095,029</b>	<b>1,111,644</b>
<b>Expenses</b>		
General and Administrative	143,604	117,574
Fundraising	45,463	33,086
Program Services	1,303,914	901,041
<b>TOTAL EXPENSES</b>	<b>1,492,981</b>	<b>1,051,701</b>

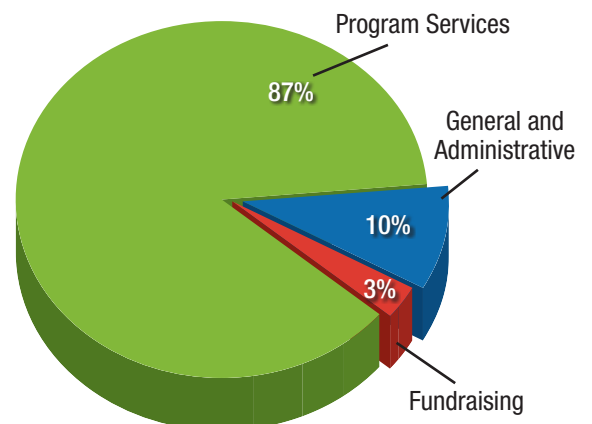
### 2019 BREAKDOWN OF TAT FUNDING

TOTAL REVENUE: \$2,095,029



### 2019 EXPENSES BY FUNCTIONAL CLASS

TOTAL EXPENSES: \$1,492,981



## Board of Directors

Scott Perry – *Chairman*  
President, Suddath Global Logistics

Linda Burtwistle – *Director*  
President and CEO, Coach USA

Elisabeth Barna – *Director*  
COO and Executive VP of Industry Affairs  
American Trucking Association

Rich McArdle – *Director*  
President of UPS Freight

Kendis Paris – *Director*  
Executive Director, Truckers Against Trafficking

Barry Richards – *Director*  
COO and President, Travel Centers of America

Eric Higgs – *Director*  
President of Truck, Bus and Retread Tires,  
Bridgestone

Dave Nemo – *Director*  
SiriusXM Radio Personality

Chief David Lorenzen – *Director*  
Office of Motor Vehicle Enforcement IA DOT

Karen Rasmussen – *Secretary*  
President and CEO, HELP, Inc.

Don Blake – *Director*  
New Truck Sales Manager, Inland Kenworth US, Inc.

Stephanie Wicky – *Director*  
Group Director, Marketing, Supply Chain  
Solutions and Dedicated Transportation, Ryder

Bruce DD MacRae – Board Member Emeritus  
VP Government Affairs, UPS

Gary Clark – Board Member Emeritus  
GCR Market Manager, Bridgestone



While TAT is extremely thankful to all our supporters and donors for helping to make the achievements of 2019 a reality, we'd like to give special recognition to our Freedom Driver, Diamond, Platinum, Gold, and Silver sponsors.

## Our Partners:

### FREEDOM DRIVER

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**TravelCenters  
of America**



### DIAMOND LEVEL

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**BRIDGESTONE**



### PLATINUM LEVEL

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**ConocoPhillips**



## GOLD LEVEL



## SILVER LEVEL



### INDIVIDUAL DIAMOND DONOR

Douglas Kegl

### INDIVIDUAL GOLD DONORS

Anonymous • Michael Horton • Laura Wardlaw

### INDIVIDUAL SILVER DONORS

Anonymous (x2) • Scott & Terry Koch • Andy and Karin Larsen • Lou and Ronda Leeburg • Bob Paris

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Anonymous • Linda Burtwistle • Anna McCoy • Mark and Julie Mihevc • Michael Mowat & Janet Runbeck • Scott Perry

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Anonymous (x6) • George Bunker • George Cravens • Dan and Emily Dykstra • Patti Gillette • Ken Johnson • Kevin and Michele Kalczynski  
Craig Kaplan • Mike and Karen Kuykendall • Rich McArdle • John McKownTodd Miller • Michael Ralston • Anne Moroun

### FRIEND OF TAT DONORS

Anonymous (x4) • Richard Aldersley • Elisabeth Barna • Don Blake • John Esparza • Dewayne and Becky Jennings • Elizabeth Kinhead  
Grayling Klunker • Robert Hickler and Ann Lederer • Katie Liu • Michelle Macintyre • Eileen Major • Michael Osborne  
Tracey Maynor • Dave Nemo • Julia Pasternack • Karen Rasmussen • Sarah Roark • Susan Romanyshyn • Edward Schoeffler  
TJ & Sarah Segerlind • David Watkins • Randy Watkins • Wayne Watkins • Duane & Sharon Wohlgemuth



# TAT in Action

A truck driver in Tennessee contacted the National Human Trafficking Hotline after seeing a potential minor female going from truck to truck at a rest stop and then seeing this girl enter a truck. The Hotline reported to its law enforcement contacts and also reported to local law enforcement for an immediate response. Local law enforcement took down the information provided and indicated an officer would be dispatched to the location.

## Make the Call, Save Lives.

1-888-3737-888 (US) | 1-833-900-1010 (Canada)

01800-5533-000 (Mexico)

Text INFO or HELP to BeFree (233733)



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

# TAT in Action

A four-hour undercover operation at a truck stop, conducted by the Michigan State Police at the end of October, resulted in the detention of nine people, five of whom were female. One of the females admitted to being trafficked, and another was most likely in the “grooming stage” and about to be trafficked. All five received victim services, and travel arrangements home to Texas were made for the female on the verge of being trafficked. Three of the male detainees admitted to being drivers for the women. Although the investigation is ongoing, so far, an arrest warrant is being sought for one male. The operation was carried out with the help of two organizations who partner with Truckers Against Trafficking.

## Make the Call, Save Lives.

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01800-5533-000 (Mexico)

Text INFO or HELP to BeFree (233733)



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# TAT

BY THE NUMBERS



# 2,496

CALLS MADE INTO THE NATIONAL  
HUMAN TRAFFICKING HOTLINE



# 663

LIKE CASES OF HUMAN  
TRAFFICKING GENERATED



# 1,230

VICTIMS IDENTIFIED



# 845,115

REGISTERED AS TAT TRAINED



PO Box 816 | Englewood, CO 80151 | 612-888-4828 | [tat.truckers@gmail.com](mailto:tat.truckers@gmail.com) | [truckersagainsttrafficking.org](http://truckersagainsttrafficking.org)

Truckers Against Trafficking (TAT) is a 501c3 that exists to educate, equip, empower and mobilize members of the trucking, bus and energy industries to combat human trafficking.