





TABLE OF CONTENTS

Section 1

Introduction..... 1

Section 2

Year One Progress Report..... 2

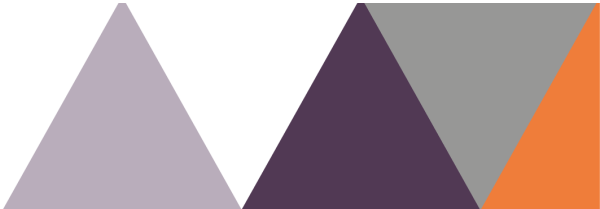
- Educating the Community
- Convening our Partners
- Training our Partners
- Improving Public Policy
- Enabling Tech Solutions
- Developing Programming

Section 3

Year Two Outlook 14

IHTI 2018-2019 Financials..... 17

Special Acknowledgements 18



INTRODUCTION

The International Human Trafficking Institute (IHTI) is committed to our goal of eradicating human trafficking from the Metro Atlanta area. Trafficking violates and impairs a person's fundamental human rights.¹ The use of people as objects to be sold, bought, and abused is **a crime against humanity**, and must be put to an end!

Our goal is to drive social change, where we challenge the root cause of exploitation and violence.² The IHTI is working with its partners to **disrupt the business model of human trafficking by addressing the root of human trafficking** as an underground criminal industry: demand.

In a 2019 report, Demand Abolition reminds us that while perceiving a risk of arrest has a proven diminishing effect on sex buying, only about 6% of men who purchase sex illegally report have ever been arrested for it.³ With the prevalence of societal beliefs about the "victimless" commercial sex trade, these predators will continue to purchase trafficked persons for sexual activities without prosecution or pressure from the community for social change.

While there are many individuals interested in ending human trafficking, individuals alone cannot create the change necessary to uproot this massive criminal institution.

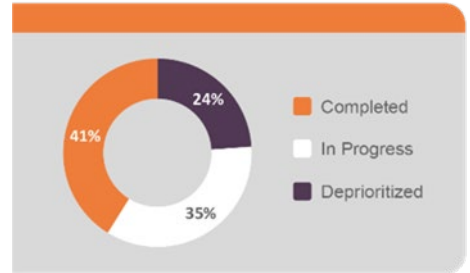
The IHTI serves as a unifying organization that translates the collective passion and resources of the community into a concrete action plan. In 2018, we established the **Metro Atlanta Coalition to End Human Trafficking (Coalition)** and developed a 3-year strategic plan with cross-sector community input dedicated to reducing domestic child sex trafficking by focusing on demand and targeting the predators.

The IHTI's role is to be a convener and thought leader for the Coalition, facilitating the involvement of the cross-sector Coalition in six ways: **educating our community, convening our partners, training our partners, improving public policy, developing programming, and enabling technology solutions.**

This evaluation report seeks to highlight the significant progress of the IHTI and Coalition, to recognize our key partners, and to identify the priorities for year two of our strategic span.

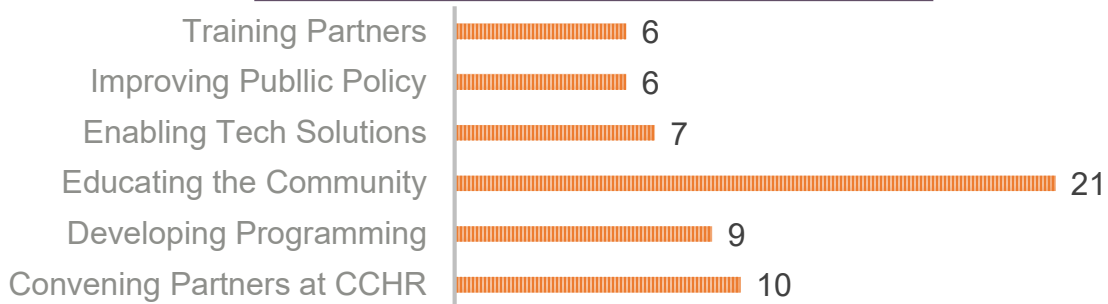
YEAR ONE PROGRESS REPORT

As we conclude the first year of our strategic plan, we are pleased to report the progress made thus far. To drive social change towards a culture of intolerance and action, we must first focus on increasing awareness and education throughout our communities.



Over 90% of our year one goals were completed or are still in progress. Most of these efforts addressed awareness and convening, as an informed community can more effectively contribute ideas, solutions, resources, and support in elimination efforts.

YEAR ONE INITIATIVES



17,500

Individuals trained

4x

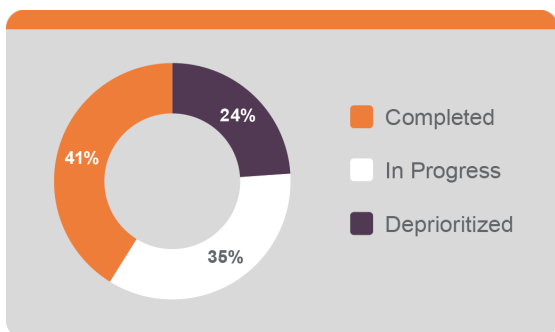
Growth of IHTI email subscribers

\$745,000

Committed in support of strategic plan

We have provided a detailed account of our efforts in the following pages of this report. While we've achieved many accomplishments, we have a long road ahead of us and we will not yield until human trafficking no longer exists.

EDUCATING THE COMMUNITY



Educating the public is one of the first and most important steps of launching our social change movement as it increases awareness, compassion, and a person's willingness to contribute to the efforts to eradicate it. As such, outreach and education throughout the community is required to create a culture of intolerance for predators of human trafficking

We've made great progress in our efforts, as majority of our first-year goals in this area are either complete or underway.

For example, we've administered programs and facilitated conversations and interactive activities around *I Am Little Red*, an animated video created to help kids understand sexual health, its relationship to abuse, and the signs of exploitative situations. The goal is for this education to contradict the trust that children may build with predators and traffickers, making them less vulnerable to be trafficked and ending potential transactions and victims. We are continuing our progress in youth outreach by building a group of survivors to participate in education, outreach, and overall demand reduction.

The IHTI's Executive Director Deborah Richardson has participated in numerous interviews speaking on the signs of sex trafficking, reporting resources, public predator shaming to facilitate demand reduction, and the Coalition's efforts. She has shared these important messages with thousands of viewers through notable media outlets such as The Atlanta Journal Constitution, news channel CBS 46, NPR radio, and the podcast Pod Save the People.



Middle School girls participating in I am Little Red trafficking training. (IHTI)

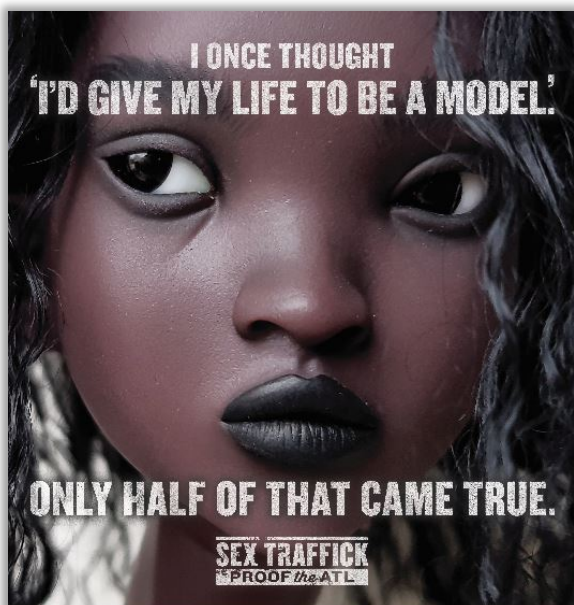
As part of our objective to educate the community, we aim to change the language we use when discussing sex trafficking. When we refer to people who buy sex as “Johns” and “buyers”, we normalize the anonymous transactions of buying people and sexual services.

“It’s just men buying sex.”

Men who buy sex believe their actions are acceptable because there is no negativity or consequence in our language when discussing their crimes.

“Boys will be boys.”

When it's framed as "Men just buying sex", it's less offensive and more forgivable. We're advocating to shift the language and call these men what they really are: **predators**.



Advertisement image from the Truth in Trafficking billboard campaign. (IHTI)

CASE STUDY

“Truth in Trafficking” Campaign

One of our most visible accomplishments this year has been the execution of our recent billboard campaign *The Truth in Trafficking*. With funding from the Atlanta Falcons, Georgia Pacific, and an anonymous donor, billboards were designed by Michael Dunn of the LEGEND ad agency to depict sex trafficked girls as ravaged dolls, demonstrating how predators perceive their victims as being less than human. The campaign focuses on disrupting the myth that sex trafficking is a victimless crime, re-orienting the perception of predators, and eradicating the predator’s willingness to impose horror on innocent children. Buyers will think twice about making their next purchase!

The digital ads were displayed across 23 Metro Atlanta locations and throughout the MARTA train and bus transportation systems. Most ads have been strategically placed in northern Metro Atlanta, where the majority of predators live according to youthSpark. The billboards garnered 9 million impressions each week of the 2-month campaign and 90 news publications reported about the campaign to their audiences of nearly 70 million people, undoubtable sparking important conversations about sex trafficking amongst thousands of families, friends, and social groups.

This campaign stemmed from our Marketing & Media taskforce, which was led by Tameka Rish. We achieved prime advertising space thanks to the efforts of Jack Priblo with Georgia Pacific and Rick Cathy of Radio One.

When it's framed as men preying on children, the potential shame associated with that branding will make men reconsider their choices. Additionally, since many men who buy sex are employed, upper-middle class, married, and/or are parents of at least one child, we have encouraged local businesses to sign anti-trafficking pledges and to adopt zero tolerance policies with this language. The risk of being shamed and losing employment should discourage predators from committing these acts.

CASE STUDY

Baseline Demand Research Study

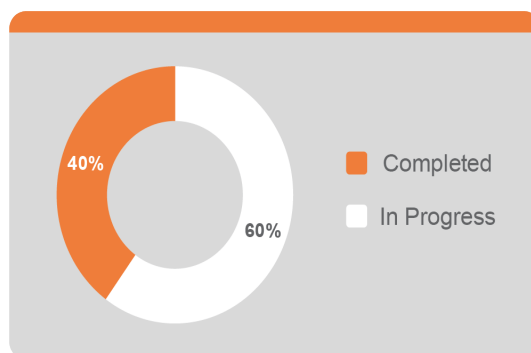


The IHTI, in collaboration with Georgia Tech's School of Public Policy, has commissioned research observing the demand side of human trafficking and the buyers of trafficked persons' services. Funded by both the Dobbs Foundation and the Robert and Polly Dunn Foundation, the research will focus on the current implementation of policies and practices aimed at buyers, examining the practices' effectiveness and success, and providing recommendations on what trafficking reduction policies would look like in the Metro Atlanta context.

The final report — which will be available in fall 2019 — will include sex trafficking-related arrest and prosecution data, gaps within the data, data visualizations, and implementation strategies. We hope to use the findings of this research to influence public policy, elected officials, and law enforcement to take a stronger stance against buyers.

Teaching individuals and groups at every level about the truth in sex trafficking creates an informed public, a communal sense of responsibility, and a greater likelihood that citizens who see something, will say something, and most importantly, do something.

CONVENING OUR PARTNERS



Coalition building calls for the unification of diverse individuals and groups with similar core beliefs on a societal issue to come together and work towards a solution.²

The primary role of the IHTI is to convene partners across public and private sectors in order to drive knowledge sharing and collaboration that will contribute to the end of human trafficking in Metro Atlanta. 100% of our convening goals have either been met or are currently in progress.

Our coalition of partners range from various sectors including business, public policy, law enforcement, marketing and media, and faith communities, and serve as a diverse and supportive community to exchange knowledge, updates, best practices, and funding opportunities.

30+ New Coalition Partners

This year alone, we've added over 30 new partners to our Metro Atlanta Coalition to end Human Trafficking. In addition to our newly added partners, some of our existing partners ramped up their participation this year.

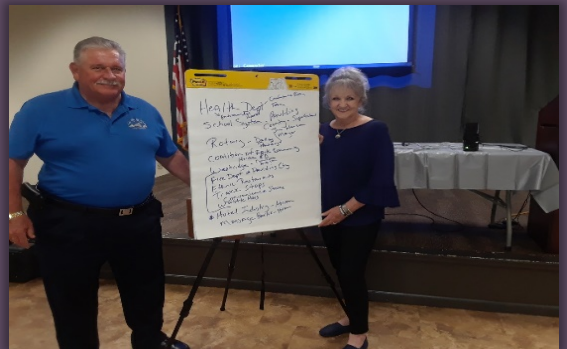


In addition to our newly added partners, some of our existing partners ramped up their participation this year.

Georgia-Pacific (GP) hosted a 200-person human trafficking awareness and conversation session with their employees, made a three-year financial commitment to the Coalition's efforts, and is actively reviewing their practices and policies. It is the actions of partners like GP that will bring us closer to our goal to eradicate Human Trafficking.

CASE STUDY

Paulding Co. Public Safety



Paulding County has become a prominent partner in the fight against human trafficking, using Atlanta as a model Metro area for human trafficking reduction and prevention. Detective Soros and Detective Lipstream from Paulding County's Youth Safety Unit hosted a community convening of County leaders across departments after attending an IHTI advocate workshop. Sheriff Gary Gullidge and the two detectives convened the mayor, police chiefs, district attorneys, the president of the chamber of commerce, and other community leaders to hear IHTI's Deborah Richardson speak on trafficking awareness and the Coalition's goals. The leaders of Paulding County then proposed their own solutions to the problem, including following the Atlanta model to address human trafficking, and creating Georgia's first facility for male trafficking victims.

We are proud to have grown our law enforcement taskforce, now named the Public Safety Taskforce, to include all first responders (e.g. EMT, Fire) as many arrive to trafficking situations without any training.

It is imperative that all first responders receive adequate training and resources they need to appropriately combat human trafficking. With more public safety officers trained as IHTI Ambassadors, we can customize the materials to change the way officers approach trafficking. Our bravest community leaders must be adequately equipped to prevent and combat human trafficking.

CASE STUDY

Atlanta Public Schools



The Atlanta Public Schools and the IHTI created a two-pronged approach to adhere to the new school board policies via communication and training. APS positioned posters with graphics, instructions, and resources for teachers, counselors, and other faculty and staff members in designated staff and administrative areas, and the Department of Homeland Security's Blue Campaign posters with the trafficking hotline numbers for in middle- and high-school hallways and bathrooms.

APS created tailored curriculums for the demographics of students they serve through health education courses. Additionally, the IHTI held actionary trainings for teachers, school resource, and public safety officers, for which they received a certification. This partnership also led to trainings with the APS bus drivers, who were able to connect the dots between the signs mentioned in the training and what they have noticed with the students who ride their bus, or even those in their own families.

Convenings with Metro area law enforcement agencies have yielded significant insights on the priorities for the taskforce to increase demand-focused arrests and prosecutions.

Our partners—including officers from Atlanta, Brookhaven, Clayton County, Dunwoody, Fulton County, Gwinnett County, Paulding County, Defense Health Agency, and the Georgia Bureau of Investigation—shared that human trafficking is not a mandatory training course for law enforcement but rather an elective.



Additionally, even those who are trained have shared that there is a gap in technology solutions that can aid in intervening transactions. Our taskforce will be looking into solutions to these issues over the next two years.

Atlanta Public Schools (APS) is a new partner to the Coalition. APS employees, contractors, and volunteers are now required to report instances of child sex trafficking.⁴ Superintendent Dr. Meria Carstarphen and her team launched a Human Trafficking and Exploitation Education and Awareness Campaign⁵ and held an all-day press conference with IHTI's Deborah Richardson and Dr. Laurence Greenbaum of Eggleston Hospital on National Human Trafficking Awareness Day in 2019. Dr. Greenbaum stated:

“by the time a child is identified as a victim of trafficking, there will have been 15 school or hospital workers who had unknowingly seen signs of trafficking and, thus, not intervened.”

We hope that our partnership with APS will empower all our educational leaders to report and intervene much sooner.

CASE STUDY

Super Bowl Volunteers

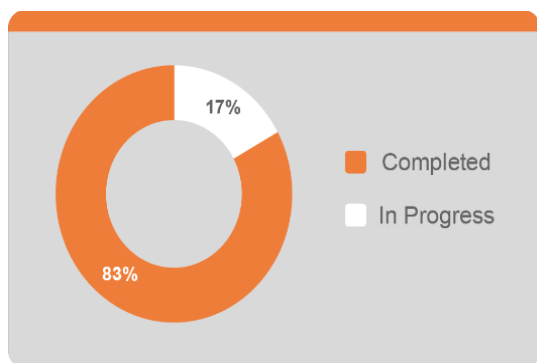


It's true that any event that brings together a large population of men with disposable income may increase human trafficking demand. And the Super Bowl is no exception. However, human trafficking happens every day of the year. Events like the Super Bowl provide are massive media attention and volunteer support. So, with the Super Bowl being hosted in Atlanta, the IHTI was overjoyed to partner with the local Host Committee to shed light on the grim realities of human trafficking and the ongoing efforts to prevent it from happening in our city.

We we trained **10,000** Super Bowl volunteers on human trafficking over two weeks as part of the official volunteer onboarding.

Thanks to our amazing partners who led training sessions each day. A very special thank you to the representatives of Accenture, Atlanta Falcons, Covenant House, Full Circle Living, the Greater Metropolitan Atlanta Chapter of Jack and Jill of America, Inc., Jewish Women's Fund of Atlanta, Street Grace, youthSpark, and individual Coalition members such as Naeshia McDowell and Attorney Jessee Dagen for stepping up to fulfill this great task.

TRAINING OUR PARTNERS



For the Metro Atlanta area to be a model for addressing the causes of human trafficking, we must be trained on the latest research, practices, and tools. Our objective in training partners is to facilitate collective community efforts to eliminate trafficking in Atlanta.

Our ambitious and foundational goal is to train 50,000 partners, and we are proud to say that our Coalition has already trained 17,500 individuals. Our rapid approach has been fueled by the multitude of actionary trainings we provide and tailor for individual partner communities, including faith groups, law enforcement, schools, public officials, private sector corporations, and civilian groups. We also lead Ambassador trainings, where committed individuals wanting to increase their involvement can become certified how to train others.

CASE STUDY

Lyft and Uber Drivers

Ride-share apps such as Uber and Lyft have become a more convenient and popular method of transportation. However, they are also unfortunately being used to deliver victims between traffickers and predators. With Lyft being the official ride-share app of the Atlanta United and the Atlanta Falcons, and Uber hailing as the most used ride-share service in the US, we formed a partnership with the two companies to train drivers on how to identify trafficking situations.

Drivers were trained to take notice of passengers who are placed in the car by domineering spokespersons (their traffickers) who give overly explicit directions to the them. Other signs include recognizing if passengers wearing clothes or makeup inappropriate for their age or the season, or if they are fearfully silent for the duration of the car ride. Drivers who recognize any of these signs were encouraged to report all of the information to the *National Human Trafficking Hotline*.

This low risk and high impact solution has the potential to uncover and track many of these illegal transactions and reported information can potentially lead to the disruption of high level sex trafficking rings. With nearly **5,000** Lyft and Uber drivers trained so far, we look forward to increasing our driver trainings and continuing our partnerships with Uber and Lyft to innovate on ways to safely disrupt the transit of trafficked persons.



Lyft drivers posing for a picture while attending human trafficking training. (IHTI)

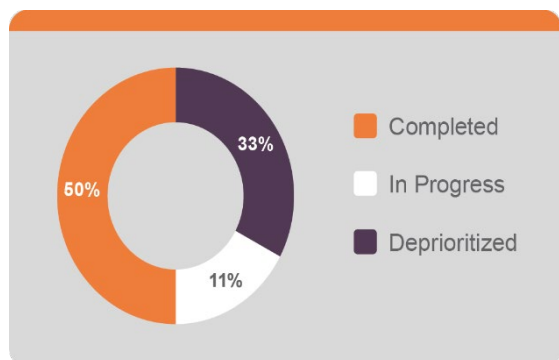
In addition to our trainings, we are facilitating advocacy workshops, where we can facilitate small individual communities to develop their own social change campaigns. We hit the ground running in our first workshop with 20 different faith groups in attendance, and plan to complete at least ten more over the next year.

We've completed or started all of our training goals this year. This feat could not have been accomplished without the work and commitment of our partners to traffick proof Atlanta.

IMPROVING PUBLIC POLICY

New law combats high rate of human trafficking in Gwinnett, neighboring counties

SB 158 will go into effect July 1. It will extend protections to human trafficking victims and increase penalties for traffickers.



One of the most significant achievements of the larger movement has been the passing of three sex trafficking laws in the Georgia Legislature, making it the first time in state history that three bills on this subject were passed in a single year!⁶

HB 281 specifically addresses prosecuting the predators, increasing penalties for anyone who buys or sells another person for sex. First-time

offenders must now spend a minimum of 72 hours in jail, making it difficult to hide their offense from their family. Repeat offenders with face felony sentences.

Public pressure for policy improvements in recent years from Street Grace, International Children's Movement (ICM), and advocates in the state legislature has paved the way for law enforcement to be able to penalize the predators more severely, bringing us closer to stopping the demand for human trafficking for good.

Research shows that combating demand through public policy agendas that mandate harsh punishments, increases in arrests, and other judicial consequences will reduce recidivism and discourage potential new predators.⁷ We have kept these best practices in focus when advocating for new laws this year. The public pressure for improvements to the law finally paved the way for law enforcement to be able to penalize the predators more severely, bringing us closer to stopping demand for good.

CASE STUDY

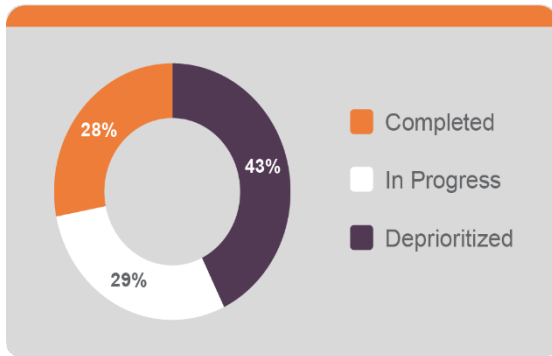


Policy Improvement Committee

Shared Hope International creates state report cards each year to identify the strength of state policies against human trafficking. The IHTI teamed up with Pamela Perkins Carn, Executive Director of ICM, and Melissa Carter at the Emory University Barton Child Law and Policy Center to utilize their expertise in policy and legal application to create policy recommendations addressing the gaps in the state report card.

The team provided this information to Street Grace, who leads a coalition that drafts bills, lobbies, and testifies during the Georgia General Assembly. As a result of a successful session, three significant human trafficking House (**HB 281** and **HB 424**) and Senate (**SB 158**) bills were passed improving protections for victims and stricter penalties for predators. A significant feat!

ENABLING TECH SOLUTIONS



While we have made significant progress on in-person and digital awareness and outreach efforts, this coming year we must work to bring in more technology solutions to broaden our reach and impact.

We have utilized email newsletters to share our wins, update our Coalition

and supporters of upcoming trainings and events, and to highlight standout partners. We also put learning in the hands of individuals with online training modules, giving information and resources to knowledge seekers unable to attend an in-person training. This helped us to make significant strides in training both young students and our partners' employees.

CASE STUDY

Online Training Modules

In the fall of 2018, the IHTI developed and released a 20-minute online training for its partners. Over the course of four modules, learners would be educated on the definition and signs of human trafficking with short quizzes throughout to increase knowledge retention. The course was developed by Sherpa Global with pro bono project management from Accenture. The training, accessible via computer and mobile devices, provided a certificate upon completion via email.

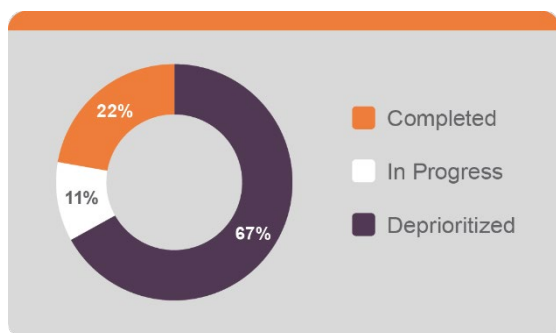
While nearly 230 individuals completed the course, we actually reached more people via live trainings. Over the next two years, we will need our partners and the Marketing & Media taskforce to promote this offerings so that we can reach our goal of 50,000 individuals trained.



We also established and maintained relationships with ride-share companies like Lyft and Uber and hope to bring along even more technology companies in the coming years to commit to traffick proofing Atlanta.

As technology increasingly infiltrates our world, we expect to facilitate the development and use of demand-focused tech solutions. This includes partnering with more technology companies and students with our public safety taskforce.

DEVELOPING PROGRAMMING



The Coalition has a unique position and capability to develop programming on a large scale when we leverage all of our resources. In September, we will be launching our educational program targeted towards middle and high school students addressing both demand and victim prevention.

Volunteers will be identified and trained to discuss traps set to lure and trick girls into trafficking and combat the prominent cavalier attitude associated with buying sex.

For the coming year, we want to focus on garnering more partner commitments to lead programming efforts targeted at students and males such as preventative predator training for predisposed males, a student competition to generate fresh and innovative ways to reduce demand and expand our reach, and event-based activations (e.g. NCAA Final Four in Atlanta).

CASE STUDY

A 20 Minute Journey through the Lives of Human Trafficking Victims

In October of 2018, the IHTI created and hosted *A 20 Minute Walk through the Lives of Human Trafficking Victims*, an interactive experience allowing patrons to get a brief look into the daily lives of trafficked persons. Hosted in the National Center for Civil and Human Rights, the event consisted of various interactive exhibits that replicated the conditions trafficked persons are subjected to.



The exhibits immersed patrons in the simulated environments of child labor, sweat shops, and sex trafficking. To emphasize the reality portrayed in the exhibits, each station included testimonials from survivors and information detailing how trafficking persists today.

By having people experience the horrifying reality of trafficking, we shined a light on the truth of "buying sex" and careless consumerism to shed the myth that this is a harmless crime. Participants saw for themselves how trafficking is a predatory business where our most vulnerable populations are abused, degraded and tortured every day. This event helped participants form a personal connection to trafficking and will encourage participants to report trafficking when they see it.

LABOR TRAFFICKING

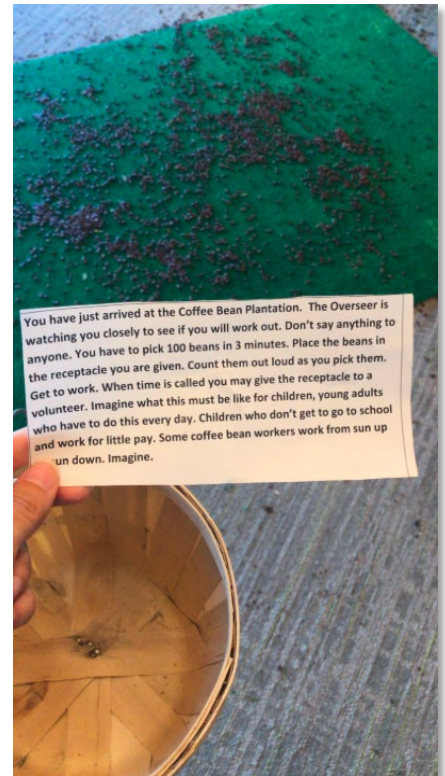
While labor trafficking constitutes one-third of trafficking revenue,⁹ it produces 80% of the victims.¹⁰ Over the last year, we've addressed labor trafficking awareness via programming and trainings.

In our program "A 20 Minute Journey through the Lives of Human Trafficking Victims" at the NCCHR, participants experienced the degrading conditions of labor trafficking themselves. Our Ambassador and actionary training sessions also include information on the prevalence of human trafficking in everyday society, how to spot it and where (e.g. nail salons, massage parlors, hair braiders, janitorial and landscaping services, etc.), and how to report it.

To eliminate human trafficking from the Atlanta area, our Coalition members must be aware of our own involvement in labor trafficking. The reality is that human trafficking is so prevalent yet so plainly hidden, that most of us is either directly or indirectly funding slave-labor and goods produced by enslaved people every day. Whether it's a cellphone, chocolate, or use of domestic services, everyone contributes unknowingly to the enslavement of disempowered people.

To find out the number of enslaved people that work for you, we encourage everyone to visit the [Slavery Footprint Tracker](#), and commit to eliminating your complicity in the usage of slave labor.

"It was enlightening to see how many popular clothing brands exploit human [trafficking victims] to give us cheap, discount clothing that we love"



"20 Minutes in the Lives of Human Trafficking Victims" participant picking coco beans in a simulated child labor scenario (Imannaim)

YEAR TWO OUTLOOK

OPPORTUNITIES FOR THE COALITION

In our first year, we've recognized collaboration and messaging as areas for improvement that will help us strengthen our Coalition and further this movement in year two.

Collaboration

The Coalition is a collaboration of partners across the city of Atlanta and surrounding counties within the public and private sectors, interfaith communities, advocacy and philanthropic organizations, and marketing and media professionals—brought together by the IHTI. The purpose of the taskforces within the Coalition are to mobilize partners by like sectors to develop and execute solutions according to their expertise and resources.

This year, we've had many partners step up by leading initiatives (such as the Truth in Trafficking campaign), bringing awareness to their communities, and donating time, money, and space when needed. **However, for the Coalition and movement to be successful, it requires even more commitment, engagement, collaboration, and action from all our partners.**

Messaging

As a Coalition, we know that while human trafficking occurs every day, the number of human trafficking incidents has the potential to flare up whenever there are a large gathering of adults with disposable income, e.g. conferences and large sporting events like the Super Bowl. While using events like the Super Bowl as a large mass media effort to bring awareness to Atlanta's response against human trafficking brought along major partners and attention to the Coalition, **our messaging and conversations moving forward must continue to emphasize the prevalence and everyday-ness of trafficking.**

We recognize that it will take longer to completely dispel the Super Bowl myth and shift the focus to this ongoing problem in our local communities. Because as long as there is one or more occurrences, it's unacceptable and we must fight to end it!

YEAR TWO OUTLOOK

MOMENTUM INTO YEAR TWO

Over the next year, the IHTI and the Metro Atlanta Coalition to End Human Trafficking must continue to build on the foundations set in Year One.

- We will also continue convening the taskforces to empower and facilitate initiative-building. Some of our best ideas and campaigns have been led by our taskforces, and we want to see more taskforce-led initiatives in the coming year.
- We're excited to extend our convening efforts by hosting an International "Where's the Justice?" Summit in early 2020 to share knowledge and best practices with other cities and countries.
- As we continue towards our goal of training 50,000 individuals, we are working to increase the number of Ambassadors trained and support more Ambassador-led trainings. We are fortunate to have been able to hire a Director of Training to drive this effort. Given feedback from some partners, we will work to make sure that trainees understand their next steps with clarity.
- We also want to host more advocate workshops for partner communities wishing to lead their own social justice campaigns.
- Once the baseline demand research dashboard from Georgia Tech goes live, we'll be able to track the progress made in predator arrests and sentencings, capturing substantial metrics for years two and three.
- We will continue to share updates via our email newsletters, new quarterly conference calls, and a new volunteer page on the IHTI website in order to increase communication and information sharing amongst the Coalition.
- Intentional youth outreach and male-targeted discussions will continue by leveraging our relationship with Atlanta Public Schools to partner with other neighboring school systems, building partnerships with local universities and student groups, and supporting the efforts of our Advocacy and Interfaith taskforces.

As we enter year two of our strategic plan, we have identified **specific priorities for Coalition partners** to lead and support, some carrying over from our first year. These priorities will serve as the **foundation for Taskforce convenings** this year:

ALL PARTNERS

- Organizations to host and plan activities for Human Trafficking Day of Action in January 2020
- Strong Coalition attendance and speaker recommendations at International "Where's the Justice" Summit in February 2020
- Donated meeting space for task force convenings
- Conduct more Ambassador-led trainings across Atlanta and neighboring seven counties
- Establish team of Ambassadors trained to work with middle, high, and university students

PRIVATE SECTOR TASKFORCE

- Provide corporate sponsorships for International "Where's the Justice" Summit in February 2020
- Plan and host student competitions (business case, tech, etc.) to develop youth-focused solutions to prevent demand; and provide volunteers to coach teams
- Provide funding and donate advertising for distribution of next phase of marketing campaign
- Provide pro bono tech development for a reporting app
- Provide funding for next phase of research

EDUCATION TASKFORCE

- Establish an Education Taskforce via partnerships with City and County school administrators, teaching and resource staff members, and local universities
- Add sex trafficking awareness content into university student programming (e.g. freshman orientations, RA trainings) and communicate delivery / material needs to Coalition
- Identify research teams for the next phase of research
- Provide pro bono tech solution development to support Public Safety Taskforce

ADVOCACY TASKFORCE

- Encourage more people to become Ambassadors
- Lead more actionary trainings as Ambassadors
- Lead male-centered conversations
- Identify partnerships for Human Trafficking Day of Action in January 2020
- Continue to advance and sustain public policy efforts that penalize demand

MARKETING & MEDIA TASKFORCE

- Determine next steps of Truth in Trafficking campaign - e.g. using social and digital media videos posted on stations and sites frequently visited by target audiences
- Develop press release for baseline demand study
- Determine feasibility and impact of a podcast series on Atlanta area trafficking data and efforts
- Identify partnerships with local teams, athletes to garner publicity for campaign slogans
- Coordinate with law enforcement to publicize names and information of buyers
- Promote online training module
- Identify marketing, partnerships, and media opportunities with NCAA Final Four 2020

PUBLIC SAFETY TASKFORCE

- Plan for department leadership attendance for International "Where's the Justice" Summit in February 2020; recommend speakers
- Coordinate planning and invites to government officials for convening on enforcing regulations against buyers
- Influence local elected officials, corporate, and community leaders to speak out against buyers
- Coordinate with Marketing & Media Task Force to share names and public information for buyers
- Identify technology needs that can be supported by pro bono tech solution development

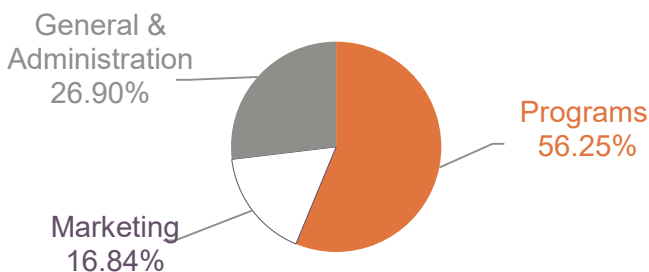
INTERFAITH TASKFORCE

- Encourage more people to become Ambassadors
- Lead more actionary trainings as Ambassadors
- Recruit men to facilitate men-to-boys conversations
- Identify partnerships for with other faith communities for Human Trafficking Day of Action in January 2020

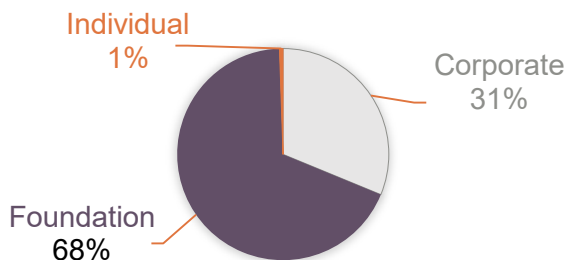
IHTI 2018-2019 FINANCIALS

Over the last year, the IHTI has received **\$745,000** in contributions from foundations, corporations, and individual donors to support the strategic plan efforts to end human trafficking in the Metro Atlanta area.

EXPENSE ALLOCATION



FUNDING SOURCES



Agents of Change

\$100,000 - \$500,000

Arthur M. Blank Family Foundation

Allies of Change

\$25,000 - \$99,000

Accenture
 Abraham J. & Phyllis Katz Foundation
 Anonymous
 Bank of America Charitable Foundation
 Georgia Pacific

NFL
 R. Howard Dobbs Jr. Foundation
 Robert and Polly Dunn Foundation
 UPS Foundation

Catalysts of Change

\$1,000 - \$24,000

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David Gibson	Jessica Godfrey	Michael Gicking	

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The Metro Atlanta Coalition to End Human Trafficking relies on our partners' leadership and sponsorship as we work together to fight against the demand for domestic child sex trafficking. Generous support from individuals, foundations, corporations, and other partners allows our efforts to be seen and heard around the nation. **THANK YOU.**

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