

A Guide to Partnering with Polaris



Human Trafficking is a Business

Human trafficking is the business of **stealing freedom for profit**. In some cases, traffickers **trick, defraud, or physically force** victims into providing commercial sex. In others, **victims are lied to, assaulted, threatened, or manipulated** into working under inhumane, illegal, or otherwise unacceptable conditions. In addition to being a business, human trafficking is:

➤ **Dynamic**

Like any good business person, traffickers adapt to market forces, altering their operations and business practices in response to various interventions and circumstances.

➤ **Diverse**

Polaris has identified 25 distinct types of trafficking in the U.S., each with its own business model. Victims and traffickers can have diverse ethnic and socio-economic backgrounds, varied levels of education, and may be documented or undocumented.

➤ **Exploits the vulnerable**

Traffickers may seek to exploit specific vulnerabilities and risk factors, such as economic instability, past histories of abuse, and displacement after a natural disaster.

The Private Sector and Human Trafficking

Human trafficking is a **\$150 billion a year** criminal industry. There are **24.9 Million** victims worldwide, but **less than 1%** have been identified.

Nonprofits, government, and law enforcement can't fight it alone.



Participation – actual, active commitment and effort – and investment by business and industry partners with resources at a comparable scale to the size of the problem is crucial.

Traffickers don't practice exclusivity, and neither can we. Polaris works with as many companies within each industry as are willing to address this crime.



Founding Vision

- We work globally to end modern slavery
- We combat all types of human trafficking
- Systemic and social change is in our DNA
- Eradication is our end goal



Polaris creates data-driven strategies to prevent and disrupt human trafficking.



1

Serving Victims and survivors through the 24/7 National Human Trafficking Hotline, coordinating with referral partners nationwide as a national access point for trauma-informed support.

2

Building one of the **largest public data sets on human trafficking in the United States**, digging deeper to learn how the business of human trafficking really works, in real time.

3

Turning knowledge into action, **designing targeted strategies that change entire systems** tailored to specific sub-types of trafficking and specific industries.

4

Enlisting law enforcement and other public and private-sector partners, **moving those strategies into the real world to support survivors, prevent and disrupt human trafficking at scale.**

How Polaris Works



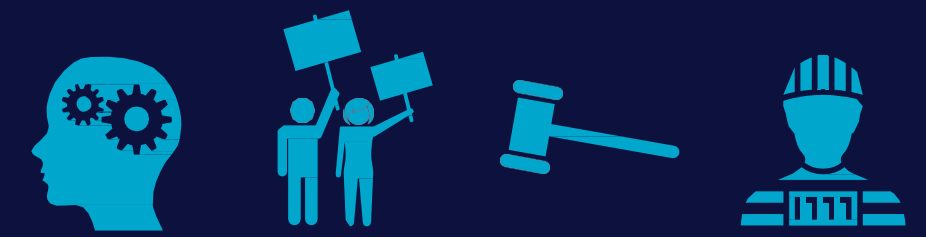
IDENTIFY & RESPOND

We leverage hotlines to immediately support and help survivors, ensure a 24/7 response, and gather primary data that is critical to understanding the crime.



LEARN & ANALYZE

We use data to define all the types of human trafficking in a given country, learn how the criminal networks operate, and identify opportunities for intervention.



EQUIP & ERADICATE

We eradicate human trafficking by disrupting criminal networks, addressing root causes, and equipping others with knowledge and strategic tools.

Why Partner with Polaris

★ *Polaris works to combat **all types of human trafficking** – sex and labor trafficking of both **adults and minors**.* ★

- **Customized and dynamic partnerships** crafted to meet the needs of each partner
- **Consumers expect the private sector to positively impact society** and are more likely to support purpose-driven companies
- **Meet business objectives** while getting employees and customers involved in this work
- **Exclusive data** gleaned from lived experiences of survivors and the National Human Trafficking Hotline are used to develop sustainable, service-oriented, and survivor-centric partnerships that achieve measureable results
- **Establish slavery-proof environments** with a creative, collaborative, and business-minded approach

Doing Good is Good for Business

"Consumers and employees expect companies to take a leadership role in solving important societal issues and improving communities."*

Improve your bottom line and build loyalty

- 88% of Americans would buy products or services from purpose-driven companies
- 85% of Americans would support that company in their community
- 54% of Americans would invest in that company
- Gen Z is motivated by purpose, with 30% already donating to charity

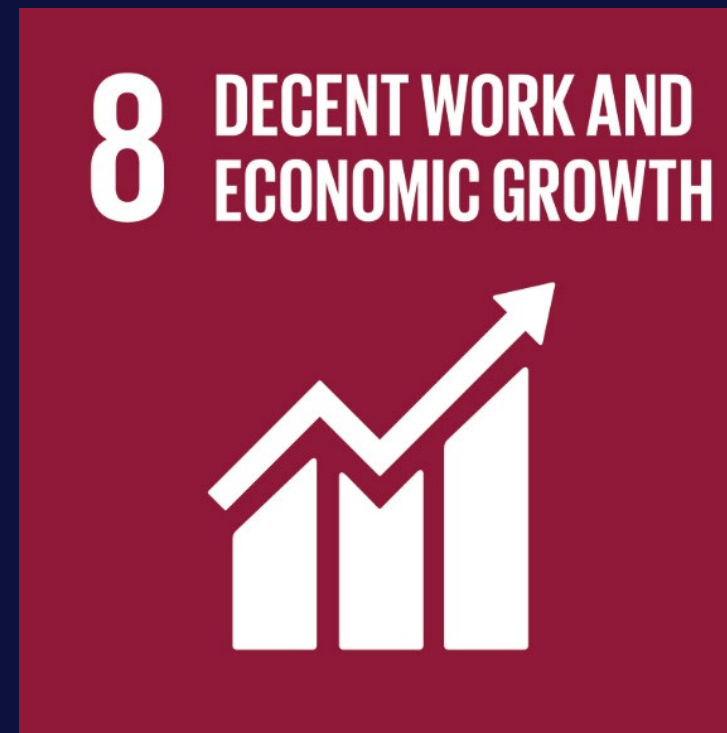
Boost employee retention and recruitment while improving reputation

- 81% of Millennials expect their brands to make a public commitment to good corporate citizenship.
- 73% of Millennials prefer to work for socially responsible companies
- 68% of Americans would work for that company

"One of the most effective ways for companies to develop a CSR program is to partner with a nonprofit organization that matches the interest of its employees and customers."*

Addressing Human Trafficking and the UN Sustainable Development Goals

Human trafficking is directly mentioned in 3 of the 17 Sustainable Development Goals (SDGs) – a blueprint with measurable targets to work toward a better and more sustainable future for all. Many other SDGs are also relevant to fighting trafficking, such as **poverty, education, child labor, abuse and exploitation, gender inequality and discrimination, migration, and climate change** (*The Inter-Agency Coordination Group against Trafficking in Persons*).



The SDGs offer a way for the private sector to **turn business risks into opportunities for innovation**, enabling proactive development of more just and sustainable business practices, rather than be faced with sudden challenges and problems you have to solve.

Ways To Partner

Trainings

Polaris develops customized trainings for companies that are tailored to your specific industry, informed by trafficking survivors, and grounded in data-driven insights.

Survivor Support

Polaris works with companies to determine how they can leverage their unique business models and services to support survivors as they work to restore their freedom, inclusive of job training and hiring opportunities.

Public Awareness Support

Polaris engages in various communications activities in tandem with corporate partners.

In-Kind Donations

In-kind donations assist survivors as they leave their trafficking situations and work to rebuild their lives, as well as off-set costs for Polaris staff to enable continuation of the work being done.

Collaboration

Polaris can help your company identify and understand its risk profile for human trafficking, potential points of intervention, disruption, and prevention within your operations, and how you can best support survivors along their road to recovery.

Polaris's Corporate Partners

Sirius
\$500,000+



DELTA



Vega
\$250,000 - \$499,999



LATHAM & WATKINS LLP

Capella
\$100,000 - \$249,999



airbnb



BANK OF AMERICA



Antares
\$50,000 - \$99,999

ArcBest

matchgroup

COVINGTON



THOMSON REUTERS

Marriott
INTERNATIONAL

WYNDHAM
HOTELS & RESORTS

Regulus
\$25,000 - \$49,999



HYATT

Uber

Ahara
\$10,000 - \$24,999

ACAMS

MARCUM
ACCOUNTANTS & ADVISORS



Google



pagerduty

PIERCE ATWOOD



Partnership values are comprised of cash and/or in-kind annually

Polaris is named after the North Star that guided slaves to freedom in the United States and thus our Corporate Partnership levels are named for the stars that can be seen from Earth, beginning at the brightest, continually lighting our way as we fight slavery in the modern world