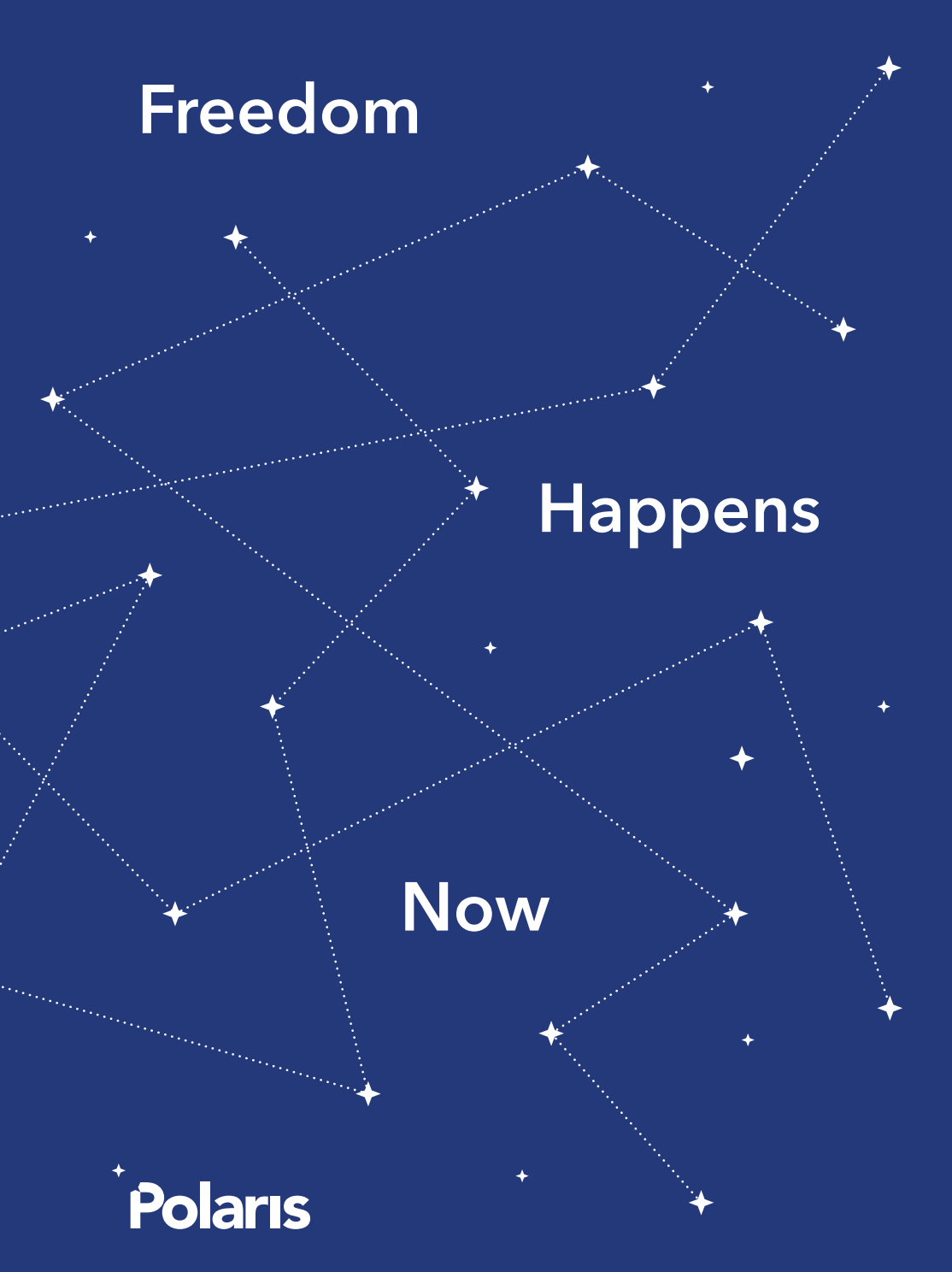


Freedom

Happens

Now

Polaris



Buying and selling human beings is a

\$150


billion industry

that robs

25

million people

around the globe of their freedom. We cannot end this crime one person, one organization at a time. But working with and inspired by survivors, we can research, design, and implement strategies to prevent and disrupt human trafficking at scale.



Founded in 2002, Polaris is named for the North Star, which people held in slavery in the United States used as a guide to navigate their way toward freedom. Today we are filling in the roadmap for that journey and lighting the path ahead.

Our Strategic Plan

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 subtypes 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 more survivors and prevent and disrupt human trafficking at scale.

10-Year Impact of the National Human Trafficking Hotline

Our strategies are rooted in the data and expertise we have gained from 10 years of operating the National Human Trafficking Hotline.

42,649 cases of human trafficking identified

45,585 victims of human trafficking identified

30,654 victims of human trafficking assisted

23,948 contacts directly from survivors of human trafficking

Setting a Shared Starting Point: Data and the Typology of Human Trafficking

The National Human Trafficking Hotline provides victims and survivors of human trafficking access to critical support and services to get help and stay safe, 24 hours a day, seven days a week, via multiple modes of communication, including telephone, text, and chat.

The National Hotline, which is also a vital resource for law enforcement to fight human trafficking, is funded in part by a grant from the U.S. Department of Health and Human Services (HHS) and also relies heavily on private donations.

Individually, contacts to the National Hotline are a step along the path to freedom for victims of trafficking. Collectively, the calls make up one of the largest and most reliable data sets on human trafficking in the United States.

In 2017, Polaris mined data from 10 years of operating the National Hotline to break down the concepts of sex trafficking and labor trafficking into what they really are – criminal enterprises within 25 distinct business models.

Victims of human trafficking
mow our lawns and vacuum
our offices.

They paint our nails
and paint our houses.

They pick the food
we eat and make
the clothes we wear.

They're in strip malls,
where anyone can
see them.

They are in the
room next door.

Or the house
next door.

Now we know exactly
where to look, which is
all around us.

Building Out the Routes: Identifying Pressure Points in Human Trafficking

- Criminal enterprises are shadowy, indistinct, amorphous.
- Businesses are not.
- Businesses have systems and processes that we can analyze, that we understand, and that we can activate to combat trafficking.

In 2018 and beyond, Polaris is taking a magnifying glass to the distinct businesses that traffickers use and rely on to become more effective.

We are learning how traffickers use banks and credit cards, hotels and motels, airplanes and ride sharing services, social media and online advertising. We are digging into the loopholes in laws and the gaps in social systems that are supposed to protect the vulnerable but can't, or don't.

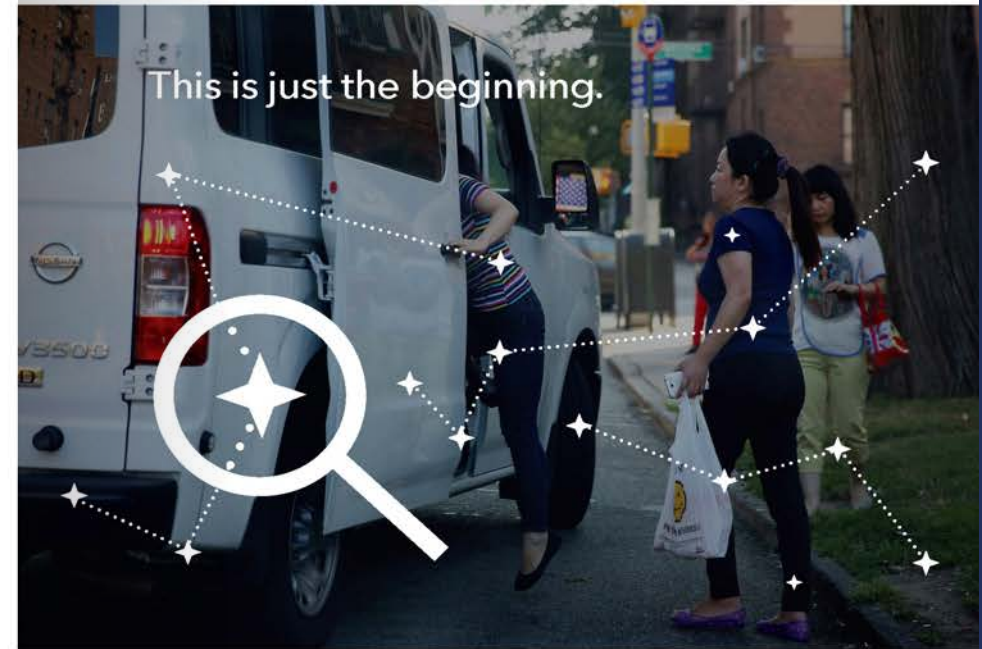
We call each of these "pressure points," and the more we know about them, the more we can do to prevent victimization before it happens and disrupt it after it has already started.

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Sometimes, that means working with law enforcement, other times, directly with the business community ... including technology companies, the travel industry, and financial services providers.

Sometimes, it means advocating for better, smarter laws. Sometimes it means helping communities understand the crime of human trafficking and protect themselves, and each other.

Always it means learning, changing, adapting, adjusting, in real time, to keep up with the traffickers, and eventually, to overtake them.



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A Map for Disruption: Human Trafficking in Illicit Massage Parlors

An estimated +

9,000

illicit massage businesses that front for commercial sex operations dot the sides of highways and are tucked into suburban strip malls in every state and U.S. territory.

These businesses, commonly known as massage “parlors,” were the second most prevalent venue for human trafficking found in Polaris’s typology data, which is based on signals received by the National Human Trafficking Hotline.

Collectively, this illicit industry makes over

\$2.5 billion

per year in the United States.

Yet few cities, counties, or even states regulate these illicit massage businesses effectively – or even at all – and most law enforcement jurisdictions see them as simply venues for prostitution.

Using what we learned from the data, and through extensive research and on-the-ground partnerships, Polaris’s Disruption Strategies team developed models for legislators and law enforcement to catch traffickers, connect victims to services, and disrupt this illicit industry.

Unified city, county, and state laws that, for example, bar customers from using hidden entrances or ban locks on massage room doors can dramatically cut into illicit massage parlors’ business operations while ensuring legitimate massage therapists’ safety.

Polaris works with lawmakers to tailor smart, safe, and flexible regulations and coordinating and activating the public to get laws passed. We are mobilizing and helping coordinate a national safety net of services for women in these trafficking venues.

Team members also train law enforcement agencies on working together, across jurisdictions and departments, to target, arrest, and convict traffickers and sex buyers – not the women who are exploited in this form of trafficking.

In 2018, we are expanding this work, scaling nationally, and bringing new partners into the fight against human trafficking in massage parlors.

Steering Policy Toward Prevention in Labor Trafficking



This year, like every year since 2014, hundreds of thousands of laborers from around the world will be invited to our shores as guest workers.

14

They are part of a system that is supposed to be tightly controlled to meet very specific economic needs. Instead, it turns out, that system is badly broken and many of the guest workers will become victims of exploitation and human trafficking.

A study by Polaris based on data from the National Human Trafficking Hotline details who the victims are, what industries they work in, how they are recruited, and how human trafficking works in this context.

The report also shares real stories of how the guestworker visa program fails to provide even the most basic safeguards against human trafficking.

Polaris also has conducted extensive research on labor trafficking on the other side of the border, in Mexico, which we see as the most important source country for trafficking victims in the United States.

The data on temporary guest workers forms the basis for extensive legislative and grassroots advocacy aiming at reforming the visa system.

The Mexico labor report is being shared extensively with policymakers and partners on the ground in Mexico and can serve as the intellectual and data underpinnings of future policy reform that affects human trafficking both in Mexico and in the United States.

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Traveling alone is not an option.

16

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 **Polaris**

Widening the Road, Expanding the Pathways

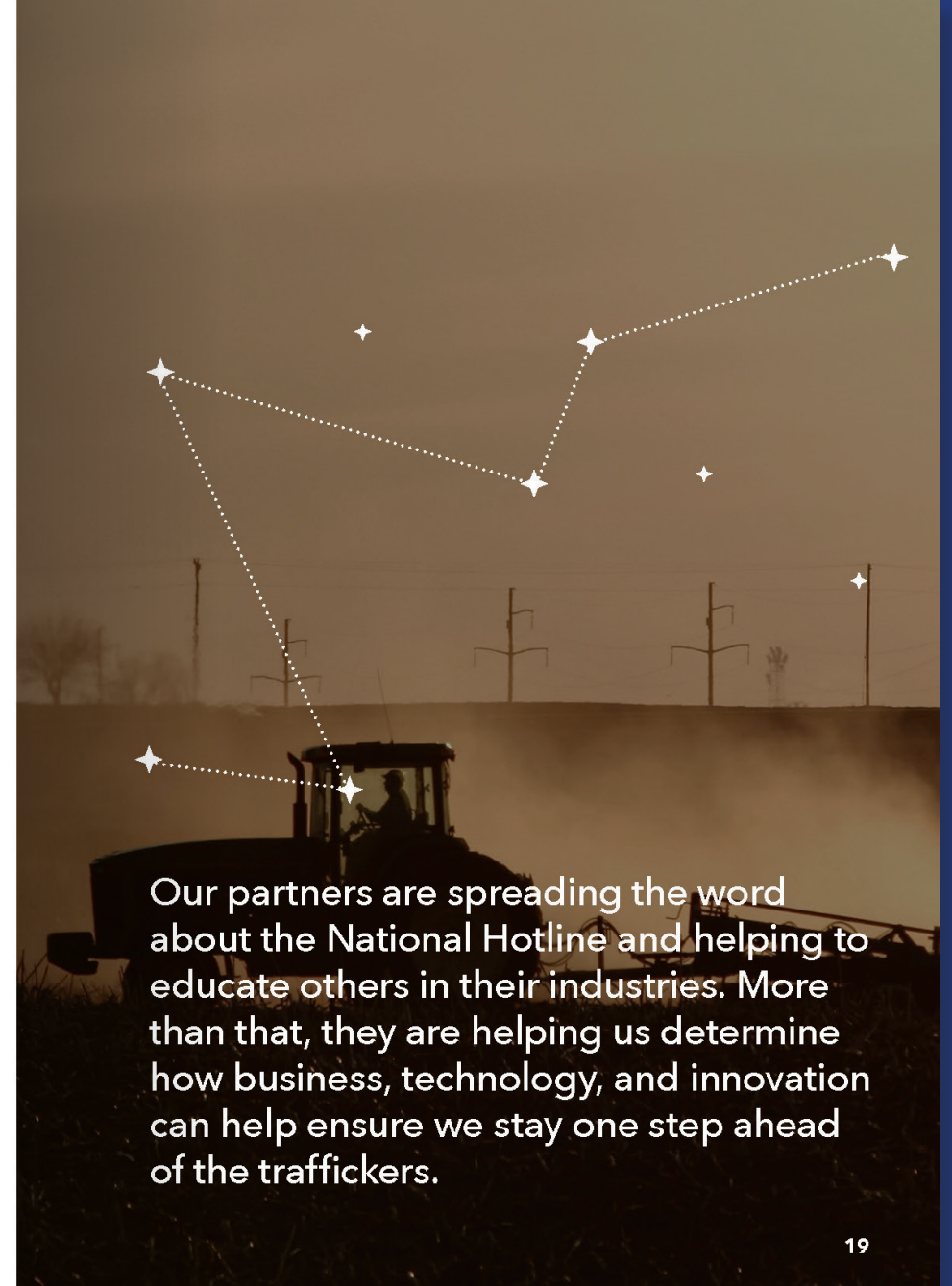
Just as we cannot end trafficking one person, one survivor at a time, we also cannot end it through the work of only one organization, one survivor, one community, or even one country at a time.

Working with nonprofit and diplomatic partners, we launched the first step in a sustained effort to bring information about human trafficking directly to Spanish-speaking communities in America.

By building strong relationships in Congress on both sides of the aisle, Polaris can play a pivotal role in getting legislation over the finish line to provide support for survivors and hold traffickers accountable.

In Mexico and now in Canada, Polaris's expertise is helping on-the-ground, in-country partners develop strong, effective national hotlines in both countries. Soon, all of North America will have hotline coverage to support victims of trafficking.

Working with private sector companies in lodging, hospitality, technology, social media, transportation and more, we are building out the ranks of those who will fight for freedom.



Our partners are spreading the word about the National Hotline and helping to educate others in their industries. More than that, they are helping us determine how business, technology, and innovation can help ensure we stay one step ahead of the traffickers.

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