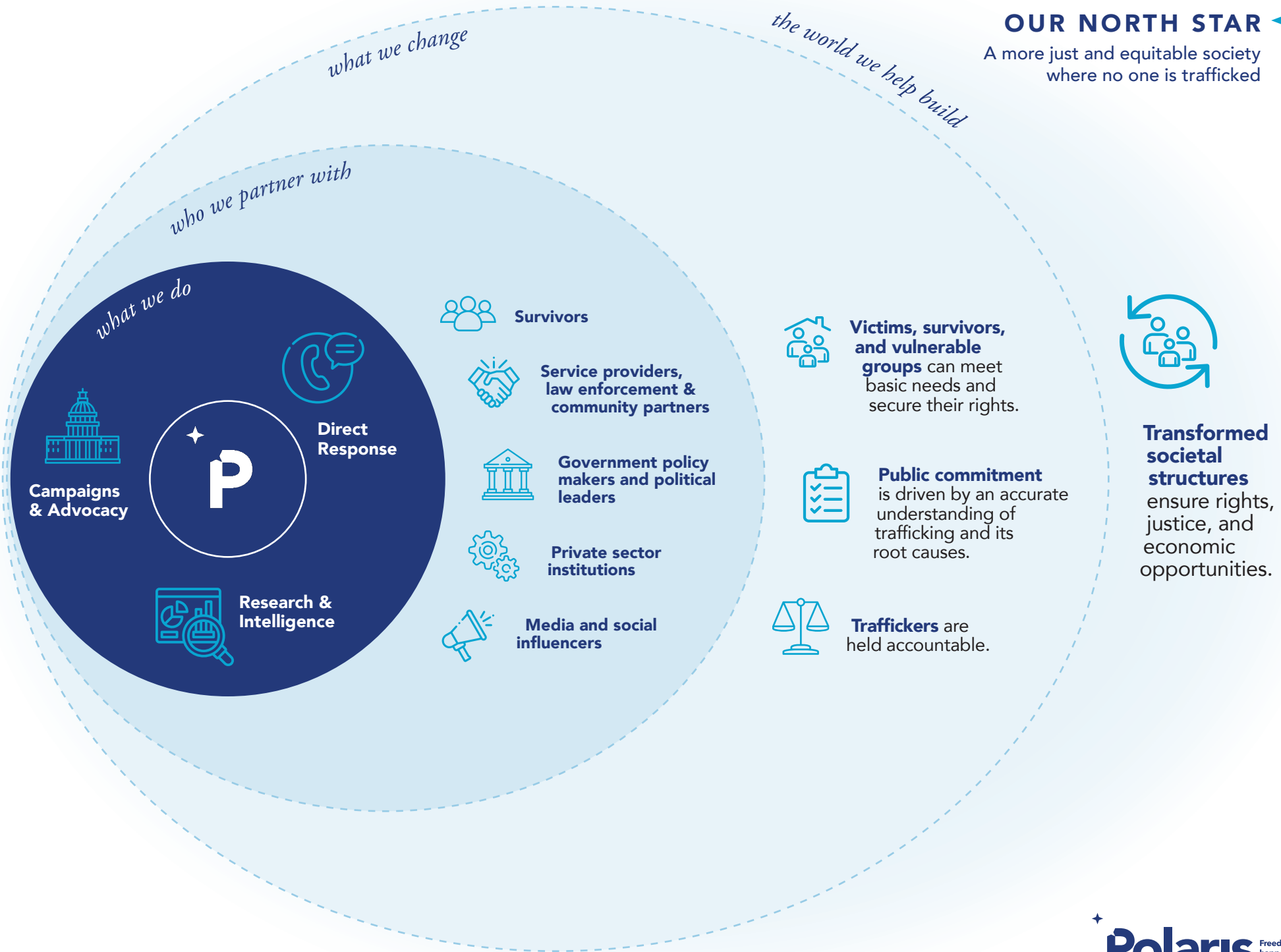


# OUR NORTH STAR

A more just and equitable society  
where no one is trafficked





Polaris's theory of change describes the strategies, stakeholders, and systems changes needed to transform the conditions that enable sex and labor trafficking, a \$150 billion global industry affecting nearly 28 million people. Traffickers exploit vulnerabilities like poverty, trauma, racism, sexism, and other challenges resulting from broken and biased systems. So Polaris fights **to create a more just and equitable society where no one is trafficked.**

Currently, few anti-trafficking efforts target systemic change to prevent trafficking, and those that exist are often siloed. These disconnects are consequences of assumptions that rely on sensationalized narratives about rescuing trafficking victims without acknowledging the root causes of vulnerability or the agency of those affected. Moreover, vulnerable groups, victims, and survivors are rarely included at the decision-making table, skewing strategies and limiting real progress.

#### WHAT DOES POLARIS DO?

- Provides **direct response for victims and survivors** via the Trafficking Hotline and Resilience Fund, supporting their immediate needs, building trust, and developing a nuanced understanding of their experiences
- Generates and shares **actionable, relevant insights through research and intelligence** that drive a smarter response to trafficking across the field, while supporting Polaris's organizational efforts
- Delivers campaigns and advocacy **to drive transformative, equity-based public policies** and just socioeconomic conditions

But Polaris can't create change alone. As a survivor-centered, justice- and equity-driven, technology-enabled leader in the anti-trafficking movement, Polaris catalyzes survivors, service providers, law enforcement, community partners, government policymakers, political leaders, private sector institutions, and media and social influencers to achieve the following collective outcomes:

- Victims, survivors, and vulnerable groups can meet basic needs and secure their rights.
- Public commitment is driven by an accurate understanding of trafficking and its root causes.
- Traffickers are held accountable.

These short- and medium-term outcomes support Polaris's long-term goal: **Transformed societal structures ensure rights, justice, and economic opportunities**, creating a more just and equitable society where no one is trafficked.