



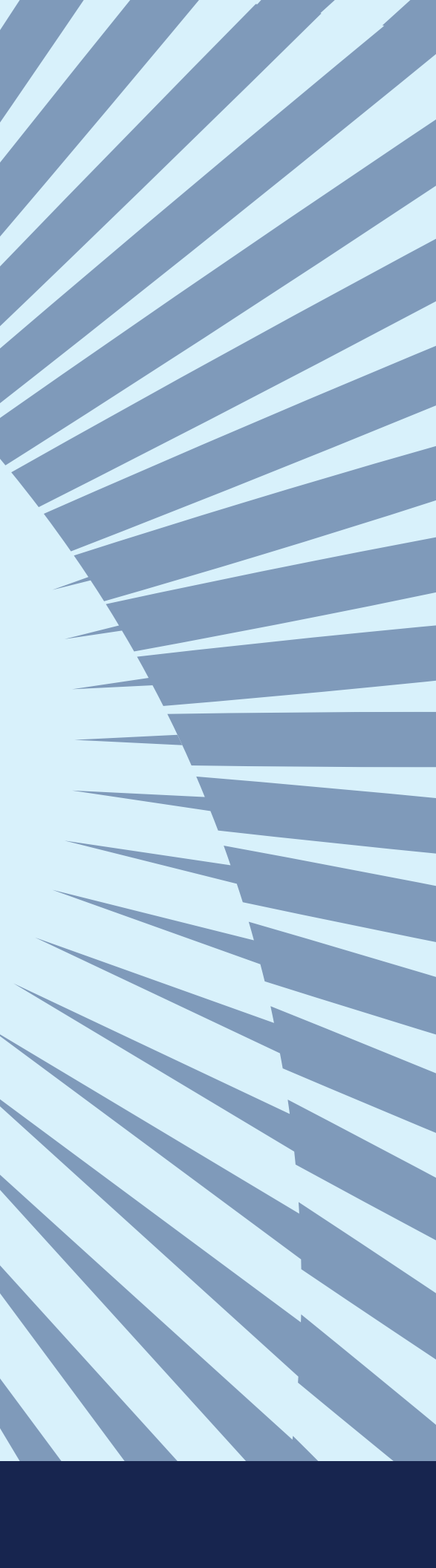
U.S. Chamber of Commerce



Case Studies

# Companies and Nonprofits Partner to Combat Human Trafficking





## Table of Contents

|    |                                                            |
|----|------------------------------------------------------------|
| 4  | AeroAI Global Solutions, Inc.                              |
| 6  | Airbnb                                                     |
| 8  | Businesses Ending Slavery<br>& Trafficking (BEST)          |
| 9  | It's a Penalty                                             |
| 12 | PACT by ECPAT-USA                                          |
| 14 | Restore NYC                                                |
| 15 | Justice U™ and Viision                                     |
| 17 | Hard Rock International and<br>PACT: Social Identity Quest |
| 18 | Allies Against Slavery                                     |
| 21 | Evidencity                                                 |
| 22 | The Oasis Academy                                          |

Dear Reader:

Human trafficking is one of the greatest human rights issues of our time. It is a hidden crime with tens of millions of victims, generating massive profits. It targets people who have little social, financial, or political power and robs them of their dignity, labor, and wages. It touches every aspect of our economy, and businesses play a vital role in identifying and countering this heinous crime.

Human trafficking is a complex issue that requires a united and coordinated approach to end it. No single organization, corporation, or government can work alone—our best hope is an approach that engages all stakeholders.

As such, the U.S. Chamber of Commerce's Task Force to Eradicate Human Trafficking produced this publication to show the critical role that the business community and the philanthropic sector play to prevent this crime. The businesses featured are at the forefront of effecting meaningful change to address the root causes and systemic issues that make individuals vulnerable to exploitation.

The task force develops toolkits to raise awareness and provide education, hosts programs, and meets with government officials to advocate on behalf of the business community. The task force also provides companies with a platform to inform the public about their initiatives to support trafficking victims.

We are pleased to present the innovative ways that businesses are leading by example to combat trafficking and hope this publication will help you envision how your organization can join us in this fight.

A handwritten signature in black ink that reads "Michael Billet". The script is cursive and fluid, with the first name "Michael" and last name "Billet" clearly distinguishable.

Michael Billet  
Senior Director, Policy Research  
Employment Policy Division  
U.S. Chamber of Commerce

# Project AeroAI Guardian

## AeroAI Global Solutions, Inc.

### What is AeroAI Global Solutions, Inc. addressing, and what actions are being taken?

Project AeroAI Guardian, led by the nonprofit AeroAI Global Solutions, is a collaborative initiative leveraging satellite imagery, artificial intelligence (AI), radiofrequency data, and radar technologies like synthetic aperture radar (SAR) to combat human trafficking. The project brings together government agencies, NGOs, and private sector partners to deploy cutting-edge technologies for detection, monitoring, and prevention.

#### The project focuses on—

- ▶ Identifying and monitoring trafficking hotspots.
- ▶ Partnering with satellite and data companies to leverage cutting-edge technologies, including high-resolution imagery, synthetic aperture radar (SAR), radiofrequency data, and AI-driven analytics, to enhance trafficking detection capabilities.
- ▶ Partnering with non-governmental organizations (NGOs) that provide historical data, field research, regional expertise, and access to localized networks to strengthen the project's data and resource base.
- ▶ Collaborating with federal agencies to enhance investigations and support the responsible use of satellite- and AI-derived data in investigations and court proceedings.
- ▶ Developing a pilot program with strategic partners to demonstrate how satellite- and AI-derived data can support law enforcement investigations.
- ▶ Utilizing AI for pattern recognition, satellite image enhancement, and anomaly detection to uncover trafficking indicators across high-risk zones.
- ▶ Working toward the long-term standardization of satellite- and AI-derived data as a global enforcement tool, ensuring scalability and international recognition for trafficking detection and evidentiary use in judicial proceedings.

**“The AeroAI Guardian framework combines cutting-edge satellite and AI technologies with collaboration across government, the private sector, NGOs, law enforcement, and task forces. Our pilot program seeks to demonstrate how a combination of these technologies can proactively support efforts to monitor human trafficking hotspots—serving not only as a surveillance tool but also as a deterrent.**

**Our goal is to help advance the standardization of satellite- and AI-derived data for use as admissible evidence, strengthening enforcement efforts globally. No single entity can combat human trafficking alone, and we are proud to work alongside a growing community of partners committed to this mission.”**

**—Tuana Yazici, Founder & CEO,  
AeroAI Global Solutions**



# U.S. Chamber of Commerce

## Case Study



## How does the nonprofit partner with businesses to stop human trafficking?

AeroAI Guardian is a collaborative framework developed by AeroAI Global Solutions that brings together private sector partners, NGOs, and government agencies to enhance trafficking detection and prevention.

These cross-sector collaborations aim to build a scalable enforcement framework by integrating advanced technologies, data sharing, and legal pathways.

Private sector partners could include satellite providers, AI firms, cloud and data infrastructure platforms, analytics companies, risk intelligence firms, and corporations in finance, logistics, and transportation.

### Key Initiatives



Ongoing discussions with satellite companies to secure access to high-resolution imagery, SAR, and radiofrequency data through existing satellite operations.



Partnering with AI firms to leverage existing capabilities, such as pattern recognition, satellite image enhancement, and anomaly detection, to identify trafficking indicators in high-risk zones.



Partnering with cloud infrastructure and data integration companies to process and transform raw satellite and sensor data into actionable, easy-to-interpret information for investigative and operational use.



Engaging with investigative analytics and risk intelligence firms that provide access to criminal databases, sanctions lists, and other law enforcement-relevant data to support trafficking-related investigations and enhance cross-referencing capabilities across data sources.



Exploring partnerships with corporations in finance, logistics, and transportation to integrate or enhance AI-based trafficking detection systems within their existing operations and facilitate secure information sharing in support of ongoing investigations.

### Results to Date

Initiated the development of a pilot program with strategic partners to demonstrate how Earth observation, AI, and sensor-based technologies can support the detection of human trafficking hotspots.

Creating a case study on illegal fishing vessels to demonstrate how certain trafficking hotspots involve overlapping illicit activities, including human trafficking. In some cases, victims are exploited aboard the vessels; in others, they are transported covertly. The case study demonstrates how satellite and AI technologies can be adapted to detect and monitor these complex maritime threats.

As an observer organization to the United Nations Committee on the Peaceful Uses of Outer Space (UNCOPUOS), AeroAI Global Solutions advocates for technological and legal frameworks supporting the responsible use of space-derived data in investigations and its eventual standardization as evidence in judicial proceedings.

# Counter-Trafficking Through Collaboration

## What problem is the organization trying to solve?

As a platform built on trust, Airbnb leverages partnerships with subject-matter experts and organizations to help inform its products, policies, and educational content for hosts, travelers, employees, and neighbors to support global efforts to help end human trafficking and exploitation.

## Why is this platform part of the solution?

In 2022, Airbnb launched its **Trust and Safety Advisory Coalition (TSAC)**, a coalition of U.S.-based and international organizations with deep expertise in trust and safety matters. Airbnb works closely with TSAC on proactive solutions to help support responsible hosting and positive stays.

## How are the measures created and refined?

**Airbnb collaborates with TSAC and other counter-trafficking partners to provide the following:**

### Staff Training

- ▶ Airbnb has enrolled 30,000+ employee and partner learners in human trafficking awareness training, created alongside TSAC partners.
- ▶ Partner-informed briefings help strengthen Airbnb's defenses against potential traffickers.

### Education and Support to Law Enforcement

- ▶ With the support of TSAC partners, Airbnb's dedicated Law Enforcement Operations team has educated agencies globally on its support for relevant criminal investigations, including the company's **law enforcement portal** and policies and procedures for legal disclosures. Airbnb has also participated in law enforcement events to foster cooperation.

### Partnership With ECPAT



**We protect children in travel and tourism**

With partner support, Airbnb became the first home-sharing platform to sign ECPAT's The Code. The Code affirms Airbnb's commitment to support six governing criteria designed to help reduce the risk of sexual exploitation and trafficking of children: platform policies, supplier contracts, employee training, stakeholder engagement, awareness raising, and annual reporting on progress.

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## Case Study



### Improved Policies Related to Trafficking and Exploitation

- ▶ Airbnb, with input from partners, redesigned its in-app Safety Center with the goal of making it easier for users to navigate.
- ▶ Airbnb's 24-Hour Safety Line has undergone improvements to help increase efficiency in routing safety-related concerns to its dedicated Safety team.
- ▶ With partner input, Airbnb updated a number of its platform policies related to trafficking and exploitation.
- ▶ Developed in consultation with partners, Airbnb's dedicated [solo traveler safety feature](#) is available to guests in 50+ languages.

### Funding for Crucial Resources for Victims and Survivors

- ▶ Airbnb donated toward Polaris' work to bring its [Global Modern Slavery Directory resource](#) to victims and survivors in multiple languages.
- ▶ Airbnb donated a total of \$540,000 to 14 nonprofits working to help combat trafficking in 9 countries through the Airbnb Community Fund, including a [grant](#) to the Florida Alliance to End Human Trafficking.

### Resources for Hosts, Guests, and Neighbors

- ▶ In collaboration with partners, Airbnb provides in-person educational sessions, virtual webinars, and online resources to support global efforts to combat [human trafficking](#) and [child sexual exploitation](#) in 50+ languages, with localized resources ahead of major events and in select geographies.
- ▶ The [Good Guest Guide](#), which included tips on spotting and reporting suspected situations of human trafficking, reached 700,000+ guests booked for the Paris Olympics and was translated in French, German, and English.
- ▶ In 2024, 300+ hosts attended in-person and virtual webinars ahead of major sporting events in Colombia, the United Kingdom, Las Vegas, and other places.

### Results

- ▶ Over 300,000 guests and hosts reached with educational materials in 2026.
- ▶ Over 50 law enforcement agencies educated on Airbnb's dedicated law enforcement engagement team and channel to provide assistance in relevant criminal investigations since 2025.

**"We take our commitment to help support the global fight against human trafficking and exploitation seriously. While reported issues on Airbnb are rare, we are committed to using our platform and partnerships to support efforts to eradicate human trafficking and exploitation. Tackling this issue requires collective action."**

**—Roger Kaiser, Vice President of Fraud and Safety Operations at Airbnb**



The mission of Businesses Ending Slavery & Trafficking (BEST) is to educate employers on how to prevent human trafficking and create pathways to employment for survivors.



## BEST equips employers to counter human trafficking through the following:

| Awareness                                                       | Consultation                                                                                                                     | Training                                                                                   | Safe Jobs                                                                                       |
|-----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| BEST helps employers raise awareness to stop human trafficking. | BEST consults with employers on strategies to counter human trafficking, advises on best practices, and provides model policies. | BEST trains employees to implement best practices and stop exploitation before it happens. | BEST enables employers to provide jobs for trafficking survivors and people considered at risk. |

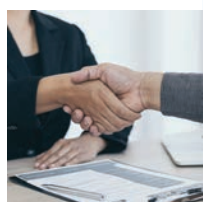
**BEST works with employers across industries in all 50 U.S. states and over 100 other countries. Since 2012, BEST has impacted millions with awareness and training on human trafficking:**



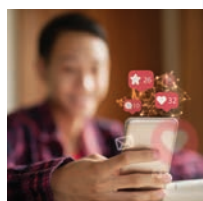
Over **470** employers provided with consultation.



**267,000** people trained to identify and assist victims.



**950** survivors and at-risk individuals obtained employment.



**250** employers demonstrated public leadership in countering human trafficking with BEST's support.

### BEST's Recommendations for Employers:

- ✓ Inform employees about the organization's anti-exploitation values.
- ✓ Adopt and communicate anti-human trafficking policies.
- ✓ Train employees to recognize behavioral indicators of force, fraud, and coercion and know how to report potential trafficking situations.
- ✓ Align suppliers to avoid forced labor in the organization's supply chains.
- ✓ Post outreach signage addressed to trafficking victims on the organization's premises.
- ✓ Demonstrate industry and community leadership to counter human trafficking.
- ✓ Leverage the organization's unique attributes to support anti-trafficking efforts.

# U.S. Chamber of Commerce Case Study



**It's a Penalty** combats human trafficking, exploitation, and abuse using large sporting events as a platform to drive local and global educational campaigns in host cities.

## What is It's a Penalty addressing, and what actions are being taken?

**Our vision** is a world where no one is vulnerable to abuse, exploitation, or human trafficking.

It's a Penalty runs global and local campaigns, leveraging the influence of major sporting events to prevent human trafficking.

Through campaigns, we do the following:

- **Educate people on human trafficking, warning signs, and penalties for offenders.**
- **Equip individuals with local and global reporting mechanisms.**
- **Encourage bystanders to report suspicious activity.**

**Our goal** is to raise awareness, promote behavior change, and boost reporting. Through education on legal consequences, we aim to discourage exploitative practices while ensuring a lasting positive impact.

## Key Actions

### Raise

We launch multiplatform campaigns featuring high-profile athletes and educational materials to help people recognize and report trafficking.

### Strengthen

We provide individuals, businesses, and communities with tools on trafficking indicators and how to report.

### Mobilize

We collaborate with airlines, hotels, transport services, and sporting organizations to integrate anti-trafficking measures into global events.

### Drive

We advocate for stronger policies, victim support, and long-term prevention strategies.

Volunteers in Las Vegas packed over 500 hygiene kits for survivors, January 2024.

[www.itsapenalty.org](http://www.itsapenalty.org)



# U.S. Chamber of Commerce Case Study



## Results:

It's a Penalty campaigned during **24 sporting events**, including **9 Super Bowls**, and each had an average reach of **180 million individuals**.

It's a Penalty, together with our partners, achieved the following:

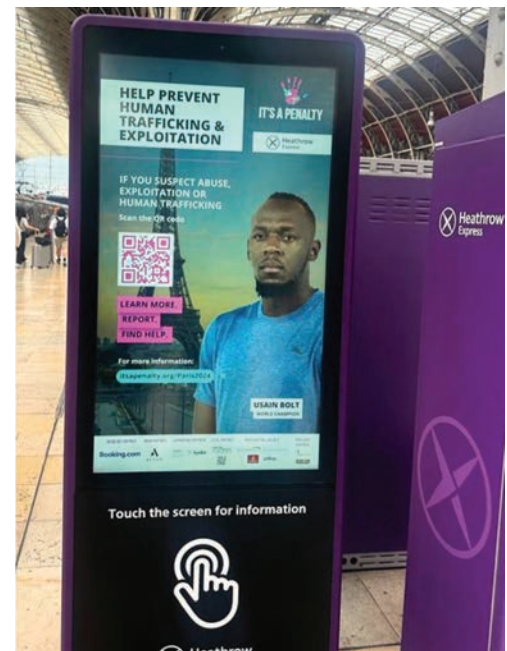
Protected **17,028 victims** of sexual exploitation and prevented thousands more from becoming victims.

Trained **12,549 hospitality staff**.

Recovered more than **100 missing children**.

Worked with **17 airlines**.

Campaigned in **14 countries**.



The Paris Olympics 2024 Campaign poster is displayed at Paddington Station in London, July 2024.

**By using major sporting events as platforms**, we ensure that communities, industries, and individuals are empowered to fight trafficking, not just during events, but year-round.



Anna Blue, president, AHLA Foundation; Rick Vonfeldt, president of the security and surveillance and director of investigations, Las Vegas region, Caesars Entertainment; Todd Fasulo, senior vice president of security, investigations, surveillance and crisis management, Wynn Resorts; Mark VanBeest, vice president of brand services & external affairs, G6 Hospitality; and Deirdre Fike, vice president of security, investigations, and intelligence, MGM Resorts International, speak about the role of the hospitality industry in combating human trafficking at the Las Vegas Super Bowl campaign press event, January 2024.

# U.S. Chamber of Commerce Case Study



## How does It's a Penalty partner with businesses to stop human trafficking?

The organization partners with businesses across industries—sports, hospitality, travel, entertainment, and beyond—to combat trafficking through awareness, education, and prevention strategies.

*It's a Penalty provides awareness and accountability as outlined below:*



**Training and Education:** We equip employees with the knowledge to identify and report trafficking through workshops, e-learning modules, and awareness materials.



**Supply Chain Accountability:** We help businesses implement ethical practices to prevent labor trafficking and exploitation in their operations and supply chains.

*Our partners help us develop our campaigns as follows:*



**In-Flight and Hotel Campaigns:** Airlines, hotels, and travel companies distribute educational materials and awareness videos and display anti-trafficking messaging to staff and customers.



**Public Awareness Initiatives:** Brands amplify our message by featuring campaigns on websites, social media, billboards, and event venues, reaching millions worldwide.



**Community Engagement and Survivor Support:** Businesses contribute to anti-trafficking efforts through donations, partnerships with survivor support organizations, and community outreach.

By integrating these strategies, we empower businesses to be a force for change—protecting vulnerable individuals and strengthening global efforts to end trafficking.

U.K. Charity No. 1161848 and 501(c)(3) status organization

**“Booking.com collaborates with the hospitality sector and partners with It's a Penalty to help our listings prevent and disrupt human trafficking. We take meaningful action to address the potential risks of modern slavery and human trafficking in the travel supply and value chain with contractors, travel service providers, and affiliate partners.”** —Femi Thomas, chief compliance officer at Booking.com.

**“IHG is proud to continue our support of It's a Penalty and our shared commitment to fighting human trafficking across the world. The hospitality industry plays a vital role in combating exploitation in our communities especially during large sporting events. Through our partnership with It's a Penalty, we can increase awareness and equip hotel teams with additional tools and training to identify and prevent trafficking.”** —Jay Caiafa, former chief operating officer, Americas, at IHG Hotels & Resorts



The Booking.com team is at It's a Penalty's New Orleans Super Bowl campaign press launch, January 2025.

# PACT at Work



## Collaborating With Companies to Keep Kids Safer

### Mission + Vision

**Protect All Children from Trafficking (PACT™)**, originally known as ECPAT-USA, protects every child's right to grow up free from sexual exploitation and trafficking. With nearly 35 years of impact, PACT drives systemic change through advocacy, prevention, and education. PACT's vision is to build a world in which no child is bought, sold, or used for sex.

The PACT Survivors' Council provides subject-matter expertise that strengthens the organization's programs and public awareness efforts, while young people actively participate in shaping educational initiatives.

Rooted in the communities that PACT serves, the team includes experts and educational staff with deep local ties, bringing cultural understanding and credibility. PACT advocates for expanding reach, advocating for stronger protections, and providing critical resources to the children and communities that need them most.

### Impact

PACT has shared its knowledge through interviews with the media, speaking events, conferences, webinars, training programs, and partnerships.

In 2025, the organization earned 75+ placements, garnering an estimated reach of over 4 billion media impressions. From January 2025 to April 2026, PACT also facilitated 404 CSAM (Child Sexual Abuse Material) Prevention Workshops, reaching 3,146 parents. It engaged with 2,049 youth through its Y-ACT (Youth Against Child Trafficking) programs and participated in 45 tabling events in New York City to spread anti-trafficking awareness, reaching 1,774 community members.

### JOIN THE CODE



**The Code** is a global initiative that aims to raise awareness and provide resources to eliminate the commercial sexual exploitation of children. **Forty-seven U.S. members and 378 global members from the travel, tourism, and event industries have committed to 6 criteria** that enhance their businesses' anti-trafficking efforts.



## TRAIN YOUR STAFF

### Travel Professional Training

Private sector companies can license Travel Professional Training to educate their staff on human trafficking and how to report suspicious activity.

**PACT has partnered with five private sector companies to license this training, and with additions from its Learning Management System, this resulted in 11,494 trainings.**

### Hotel E-Learnings

PACT's hotel anti-human trafficking e-learning courses were created in partnership with the American Hotel and Lodging Association and Marriott International. **PACT partners with 86 hospitality businesses** to provide these courses to their employees, which are also available to the public at no cost.

**As of March 2026, over 2.6 million e-trainings have been completed.**

**"I'm happy to share that I've obtained a new certification: Preventing & Responding to Human Trafficking & Commercial Sexual Exploitation of Children in the Travel Industry from PACT. I encourage everyone in the industry to go through this free training to potentially help save lives."**

*—Senior-Level Tourism and Community Engagement Professional*



## EDUCATE AND RAISE AWARENESS

### Hard Rock & the Social Identity Quest

PACT partnered with Hard Rock International to design a program that challenges students to think critically about their choices and build skills to reduce risks they may encounter online. Over 4 million students in 44 U.S. states have completed the program. Additionally, 972,500 students in Mexico completed the program between 2023 and May 2026.

### Conferences, Events, and Online Webinars

PACT partnered with the Travel and Meeting Society (TAMS) to present an anti-human trafficking training at its 2026 Ignite Conference. PACT presented several information-sharing webinars during the 2026 National Human Trafficking Awareness Month at the American Chamber of Commerce in Mexico City and also participated in the NY/NJ Safeguarding Working Group for the 2026 FIFA World Cup.

### Airbnb Trust & Safety Advisory Coalition

PACT joins representative from 21 other organizations that sit on Airbnb's Trust & Safety Advisory Coalition, advising Airbnb on matters like how to help disrupt and respond to trafficking instances.

### Y-ACT Programs

PACT's youth programs are aimed at educating children and teens about human trafficking. Toyota, Associate Luxury Hotels International, and Maritz have participated in PACT's Notebook Projects where students receive notebooks with encouraging handwritten messages by volunteers. Students in this program also learn about trafficking facts and risks, internet safety, healthy relationships, and the benefits of community support.

## GET INVOLVED

**Anyone** can participate in our **online e-learning courses** to learn the signs of trafficking and how to report it safely. Are you a business looking to join The Code, partner with PACT, or learn more about what we do? Visit us at [WeArePACT.org](https://WeArePACT.org) or email us at [info@WeArePACT.org](mailto:info@WeArePACT.org).



# U.S. Chamber of Commerce Case Study



**Restore NYC** is a nonprofit organization that helps make freedom real for survivors of trafficking in the U.S. Since 2009, it has served more than 3,000 adult survivors and people at risk, delivering long-term, trauma-informed, and culturally sensitive interventions in the following three areas: housing, economic empowerment, and well-being (e.g., counseling and case management).

Restore NYC recognizes that meaningful employment requires more than job readiness classes alone. Through its Economic Empowerment program, survivors receive job readiness training, job placement support, entrepreneurship training opportunities, and ongoing career development to help them build long-term economic stability. Thriving in the workplace also requires confidence, self-advocacy, and emotional resilience. As part of this holistic approach, Restore NYC partners with Google and Rmrkblty to deliver the #IAmRemarkable workshop, empowering trafficking survivors to recognize and build upon their strengths and navigate their careers with confidence.

## Organization and Initiative

### Rmrkblty: #IAmRemarkable

This 90-minute workshop focuses on the importance of self-advocacy for participants in their personal and professional lives and equips them with skills to articulate their achievements.

The workshop is divided into three parts:



#### Discuss

Raise awareness of research on self-promotion and bias.



#### Practice

Develop the skill of speaking openly about individual accomplishments.



#### Act

Reflect on the workshop and provide take-home exercises.

## Challenges and Metrics

The workshop addresses imposter syndrome, stereotypes, and cultural discomfort with self-advocacy.

For underrepresented groups, vocalizing achievements can feel impossible. For human trafficking survivors, learning how to advocate can feel like a daunting task. By highlighting the benefits of self-promotion, the workshop aims to close the leadership gap.

## Why Rmrkblty: #IAmRemarkable Is Part of the Solution

Individuals who have faced employment barriers often experience self-doubt, questioning whether they have the skills to secure and sustain a job. They may also have concerns about gaps in employment or past involvement with the legal system. This workshop creates a supportive, peer-based environment where participants recognize their strengths, celebrate their achievements, and encourage one another as they build the confidence and emotional resilience needed for their professional journeys.

Through facilitation of **Google's #IAmRemarkable** workshop in partnership with **Rmrkblty**, participants gain lifelong skills and personal growth that boost their self-esteem, strengthen their engagement in Restore's broader Economic Empowerment program, and play a critical role in their journey toward long-term economic stability.



# How Justice U™ and Viiision Are Transforming the Way Health Care Systems Respond to Human Trafficking

What is the company addressing, and what actions are being taken?

Blending deep subject-matter expertise, pioneering partnerships, and cutting-edge technologies, Justice U™ builds educational solutions to equip front line professionals to recognize and respond to human trafficking.



*There is a great disparity between the number of individuals who are experiencing trafficking and the number who are being identified while they're being trafficked. And that boils down in every way to you and me."*

—Ashleigh Chapman, Founder of Justice U™

## How does the company partner with businesses to stop human trafficking?

Approximately 90% of victims present themselves to local health care settings during their exploitation, and less than 1% of victims are ever identified in the U.S. Because of this, it is critical that health care professionals are equipped to recognize and respond to the indicators of human trafficking in their local settings and collaborate effectively with local partners to improve care and outcomes for survivors.

The **Just in Time** solution brings **Justice U's** expert-driven training and **Viiision's** award-winning technology together into a streamlined, web-based app designed for health care systems. The app delivers practical training, decision-making tools, and implementation support—right when and where it's needed.

This all-in solution equips health care teams with real-time, role-based, localized guidance that empowers them to confidently recognize and respond to human trafficking cases and improve outcomes for survivors through a white-labeled, multilingual, web-based tool.

## Impact

Just in Time launched in July 2025 across a group of clinics in Mississippi. Within the first week, clinic staff helped identify a minor trafficking victim, which led to the immediate recovery of 11 more children and 5 arrests. This rapid impact underscores the critical role of early identification and community-based intervention. Just in Time is now launching across the nation in federally qualified health centers, emergency rooms, behavioral health clinics, and more.

**To learn more, visit  
[learnwithjusticeu.com/just-in-time](https://learnwithjusticeu.com/just-in-time).**

U.S. Chamber of Commerce

**Case Study**

**JUSTICE U™**

**Viiision**





# Hard Rock International and PACT: Social Identity Quest

## Organization

Hard Rock International and Seminole Gaming, operator and franchisor of 52 hotels and casinos.

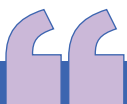
*What problem is the organization trying to solve, and what metrics are being used?*

Hard Rock International's Social Identity Quest (SIQ) educational program addresses online risks that high school students may encounter as they navigate online activities and equips them with the knowledge to make informed choices and reduce potential online dangers.

Hard Rock International tracks students in the U.S. and Mexico who have completed the program and U.S. teachers who have taught the curriculum in high school classrooms from 2022 to 2026. The company also tracks the percentage of growth in attitudes toward healthy decision making.

*Why is this platform part of the solution, and how are the measures created and refined?*

SIQ is designed to confront the challenges students face in navigating the online world. By encouraging students to think critically about their online identities and potential risks, the platform fosters awareness and critical thinking, helping keep children safe online.



The Social Identity Quest is one way that Hard Rock International can help combat human trafficking through education. Any hotel or casino property can be targeted by criminals who ply their despicable trade. If we can help young people make better decisions online, we can prevent risks of being lured.

—Paul Pellizzari, Vice President of Global Social Responsibility, Hard Rock International and Seminole Gaming



## Results of metrics

**4 million**

Over 4 million students engaged and completed the SIQ throughout the U.S. and Mexico.

**3 million+**

3 million+ students completed SIQ in 44 states.

**972,500**

From January 2023 to May 2026, 972,500 students completed SIQ in Mexico.

**145,428**

From 2022 to May 2026, 145,428 teachers taught the curriculum in U.S. high school classrooms.

A learning evaluation conducted across both the United States and Mexico, highlights the program impact.

**24%**

There was a 24% growth in attitudes toward healthy decision making.

**51,000+**

Over 51,000 students have completed the evaluation surveys.

SIQ evaluations demonstrated positive changes in attitudes toward making healthy decisions.

Students reported an average growth of the following:

**25%**

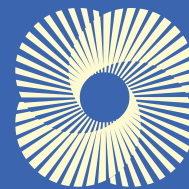
Healthy virtual identity

**25%**

Healthy relationships

**11%**

Text or not to text



# How Businesses Partner With Allies Against Slavery to Combat Human Trafficking Through Data

## From Corporate Philanthropy to Shared Impact

Corporate anti-trafficking engagement focuses on awareness campaigns and charitable donations rather than the strategic potential of companies to leverage their core business strengths, such as technology expertise, data analytics, employee skills, and professional networks, to drive both business value and measurable social impact.

Technology companies are beginning to acknowledge the legal, operational, and societal risks that modern-day slavery poses to their business models.

## How Allies Against Slavery Is Part of the Solution

Allies Against Slavery builds strategic partnerships, recognizing that businesses are essential for systemic change and companies are integral partners in building the data ecosystem required for a future where every community has the data it needs to combat and prevent human trafficking.

Through Allies' flagship Lighthouse data platform—which has collected over 250,000 screenings, identified more than 23,000 potential victims, and aggregated over 40 data sets to deliver actionable intelligence—businesses discover new ways to leverage their most valuable assets. This ecosystem approach fosters corporate leadership in social responsibility, delivering a measurable impact.

Hewlett Packard Enterprise, Dropbox, and Vodafone have recognized the opportunity to help address human trafficking while advancing their Environmental, Social, and Governance (ESG) commitments, harnessing marketing strategies, and providing employee engagement initiatives.

### **Hewlett Packard Enterprise From Campaign to Co-Leadership**

Allies Against Slavery is a partner of Hewlett Packard Enterprise's (HPE's) Accelerating Impact campaign, which allows employees to give donations to 21 technology nonprofits. Allies has perennially emerged as a top earner.



*“We are proud to support Allies Against Slavery over the years through unrestricted support and skills-based volunteering. Allies has built an incredible platform that will inform key stakeholders with the data they need to make key decisions.”*

—Tina Lee,  
Head of Social Impact & Sustainability,  
Dropbox and Allies Board Member

*“I want to take a moment to express my heartfelt thanks for such a great, moving, and informative lunch and learn session. We are in awe of the incredible work Allies Against Slavery is doing, and we deeply appreciate the time you took today to share your insights and experiences with us. Your passion and dedication are truly inspiring!”*

—Theresa Nguyen,  
Grants Manager, Vodafone Americas Foundation



HPE worked with Allies to convene over 75 anti-trafficking leaders in Washington, D.C., envisioning how to scale up a national data ecosystem. Pam Wood, HPE’s director of Human Rights and Responsible Supply Chains, provided the keynote, emphasizing the strategic shift happening across the tech industry:

*As a tech company, we understand the power of data. Data tells stories, provides indisputable evidence, and catches attention. There’s an opportunity to collaborate across an ecosystem of modern-slavery data holders and formulate more robust metrics that convince more companies to act and provide practitioners with more meaningful insights to tackle this persistent problem.*

HPE and Allies are exploring concrete pro bono initiatives in AI training and cybersecurity—areas where HPE’s technical expertise directly addresses Lighthouse platform needs.

### **Dropbox Making Rebranding Work**

Dropbox undertook an intensive six-week project, collaborating closely with the Allies team to develop a comprehensive brand and messaging architecture, culminating in a messaging toolkit, refined brand architecture, and a revised Lighthouse landing page copy—professional services that would typically require significant resources. Due to this collaboration, a Dropbox representative joined Allies Board of Directors.

### **Vodafone Americas Foundation From Values-Aligned Partnership to Thought Leadership**

With investment from Vodafone Americas Foundation, Allies deployed Lighthouse to 20 new organizations across Texas and Louisiana, equipping over 200 field professionals with the expertise to facilitate the screening of 35,668 vulnerable youth and adults.

To further support anti-trafficking initiatives, Allies provides lunch and learns to Vodafone employees on human trafficking indicators. The nonprofit also is working with the Vodafone Americas Foundation to provide information for a presentation on the intersection of interpersonal violence, technology, and data.

## Results of Strategic Partnerships

In 2025, these partnerships empowered the following:

**42,330**

Vulnerable youth and adults screened through corporate-supported platform expansion.

**3,454**

Individuals identified as a clear concern for human trafficking.

**700+**

Field professionals trained on enhanced Lighthouse capabilities.

**77**

Organizations using Lighthouse data, including federal and state government agencies, law enforcement, and policymakers.

## Next Steps

### Building the Ecosystem

These success stories demonstrate that strategic corporate partnerships can significantly enhance anti-trafficking efforts while delivering genuine business value. The model continues expanding as more companies recognize opportunities to contribute their core competencies to measurable social impact.

### Partnership Opportunities

- **Technology Integration**  
Seamless and integrated technology embeds the following components—infrastructure support, platform development, and cybersecurity enhancement.
- **Skills-Based Volunteering**  
Volunteers learn how to identify trafficking indicators through professional consulting, training development, and strategic planning.
- **Thought Leadership Collaboration**  
This work includes hosting joint conference presentations, sponsoring policy convenings, and producing research publications.
- **Supply Chain Intelligence**  
Technology to map supply chains encompasses risk assessment collaboration, employee education programs, and the development of industry best practices.



# Mapping Critical Minerals From the Dirt to the S&P 500: Tantalum

## What is the company addressing, and what actions are being taken?

The company is addressing how the global supply of tantalum exposes members of the S&P 500 to forced labor and sex trafficking in the Eastern Congo through Project Tantalus. Here is the [landing page](#) for the public version of this project.

Project Tantalus' three objectives follow:

- Through advocacy networks, engage S&P 500 companies to discreetly map their exposure to modern-day slavery in the Eastern Congo through the tantalum in their supply chains.
- Develop funding to continue the research for modern-day slavery exposure to critical minerals.
- Build an AI-driven process for collecting information from curated sources to support a database that drives real-time exposure metrics for S&P 500 companies.

Project Tantalus resulted in broad industry collaborations that are demonstrating meaningful results, including recognizing Apple for sourcing from a partner solving these problems.



*Evidencity proactively maps supply chains from the dirt to the consumer, enabling a deep and wide understanding of the exposure multinationals have to modern-day slavery in emerging markets. We are currently focused on critical minerals.*

*By leveraging unique datasets, in-language research, and local context, Evidencity works with companies to help them map the highest-risk portions of their supply chains. Evidencity also works with a network of solutions partners selected for regional expertise to solve the problem through a consultative approach.”*

—David Niccolini, Partner, Evidencity, Inc.

## Case Study

# U.S. Chamber Partners With First International School for Gifted Orphans



### Achieving Opportunity

The Oasis Academy is the world's first nonprofit international school for gifted youth who have endured foster care, homelessness, trafficking, or orphanhood. These youth have already demonstrated extraordinary resilience, and when matched with opportunity, they create transformational success.

### Unleashing Potential

The Oasis Academy develops leaders, reformers, and visionaries who will shape a better future, transforming countless lives for future generations.

### Launching Extraordinary Futures

The Oasis Academy identifies and invests in high-potential youth, equipping them with the education, community, tools, and opportunities to thrive so that they can become the next generation of CEOs, innovators, and changemakers.

This initiative is not a charity model; it is a launch pad. While most programs help youth survive, Oasis is built to help them grow. Here, no matter what has happened in their past, students discover that they can heal, live abundantly, and create global impact.

### Scaling a Global Model

With a flagship campus in Hawaii hosting youth from around the world, the Academy is scaling to serve more than a thousand students across future campuses in Los Angeles, San Francisco, and Salt Lake City.

### Seeking Global Alliances

The Oasis Academy is seeking to partner internationally with more non-governmental organizations, agencies, churches, and businesses to identify promising youth who want to grow as learners and leaders.

### Defining Orphans

Orphans are children whose parents are absent due to death, neglect, or the inability to provide care, leaving them without the stable parental support all children deserve to grow, thrive, and reach their full potential.

### Joining Us

Help build a global community that connects extraordinary youth to pathways of promise.

Contact us at [admissions@theoasisacademy.org](mailto:admissions@theoasisacademy.org) to obtain information about scholarships and nominating a student.

Join our newsletter so that you and your network can stay updated on our latest news: [www.theoasisacademy.org/newsletter](http://www.theoasisacademy.org/newsletter)



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