



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 200,000 screenings, identified more than 20,000 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 2024, these partnerships empowered the following:

35,668

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

3,286

Individuals identified as a clear concern for human trafficking.

200+

Field professionals trained on enhanced Lighthouse capabilities.

20

New organizations deployed across Texas and Louisiana.

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**
Such 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.