

Atlanta Businesses Fight Human Trafficking



U.S. Chamber of Commerce



ALLIANCE FOR
FREEDOM, RESTORATION,
AND JUSTICE®

Introduction

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

The U.S. Chamber of Commerce’s Task Force to Eradicate Human Trafficking and the Alliance for Freedom, Restoration, and Justice (AFRJ) partnered to produce this publication to emphasize the importance of regional partnerships to fight this heinous crime.

As the voice of business, the U.S. Chamber’s task force develops toolkits to raise awareness and provide education, hosts programs, and meets with government officials to advocate on behalf of the interests of Chamber members. The task force also offers companies a platform for educating the public about their initiatives to support trafficking victims.

As an assembly of global companies and business leaders dedicated to ending human trafficking, the AFRJ Freedom Council knows firsthand that employers play an essential role when it comes to crafting solutions and

creating pathways to empower survivors. To this end, AFRJ created the Business for Good Certification program with Justice U™, which teaches business professionals how to identify human trafficking and build solutions that will help their communities.

This report spotlights local anti-human trafficking initiatives led by Amerigroup, Deloitte, Delta, the Metro Atlanta Chamber, Randstad, and UPS in the greater Metro Atlanta region.

We are pleased to present an outline of anti-human trafficking interventions that can be replicated throughout the U.S.

We hope to inspire you to seek a path forward to partner with government and non-governmental organizations to exert your influence and resources to help those most in need of assistance.



Abigail Boldin

Program Director, Georgia Cares

Amerigroup

Learn more here:

Georgia Families 360° program:

[Medicaid Health Plans | Amerigroup](#)

[“Micah’s Promise Opens Home for Victims of Sex Trafficking.”](#)

Katrice Nolan, WTVM 9ABC,
April 27, 2023 (newspaper article)

As a business, why was it important for you to focus some of your company’s CSR efforts toward combating human trafficking?

The Georgia Families 360° program provides health care coverage and resources to approximately 32,000 children, youth, and young adults in foster care; those receiving adoption assistance; and youth in the juvenile justice system. This program is administered by Amerigroup Georgia, a managed care company that helps improve health care access and quality for more than 600,000

low-income Georgians by developing innovative care management programs and services.

It was crucial for our company to direct CSR efforts toward combating human trafficking owing to our commitment to ensuring the health, well-being, and safety of individuals under our care, particularly our most vulnerable members.

We understand that health extends beyond physical well-being. Human trafficking also profoundly impacts the mental, emotional, and social health of its victims. Through our CSR initiatives, we are raising awareness, supporting prevention programs, collaborating with law enforcement, and aiding survivors.



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How have you been able to secure corporate support for this effort? Any challenges along the way?

To secure corporate support, our leadership has built partnerships with anti-human trafficking organizations that work with at-risk youth and gained backing from corporate stakeholders. With assistance from local and national leadership, we are empowered to implement impactful initiatives, contribute resources, and drive positive change.

What is unique about what your company brings to the fight against human trafficking?

Amerigroup brings a unique perspective as a care management organization equipped with a team of over 100 licensed clinicians dedicated to supporting the child welfare population. Having served this population since inception of the Georgia Families 360° program, we possess a deep and comprehensive understanding of the clinical needs and challenges faced by these children and how we can effectively provide necessary supports.

How have you engaged your employees in this program and how have they responded?

Our clinicians took the initiative to develop internal processes to help our company monitor and coordinate services for trafficking victims. In addition, Amerigroup established an education and training team to develop sessions for foster and adoptive parents, providers, state partners, and other stakeholders.

Working alongside Street Grace, a nonprofit organization dedicated to eradicating the commercial sexual exploitation of children, we've trained our staff to respond to suspected cases of child sex trafficking.

How has this program made a difference in the Atlanta community? How are you partnering with local organizations to accomplish your work?

Working with the Alliance for Freedom, Restoration, and Justice (AFRJ) and Street Grace, we developed the Commercial Sexual Exploitation of Children (CSEC) Awareness Badge. To earn the badge, individuals must complete training through online courses, digital certifications, and continuing education units.

Being part of the state of Georgia's Criminal Justice Coordinating Council's Human Trafficking Task Force allows us to contribute insight, resources, and expertise to combat trafficking. Our partnerships with Wellspring Living and Micah's Promise provide access to care and recovery services for survivors.

Through deep, long-standing community partnerships and collaborations like these, we're making a meaningful impact on survivors' lives and offering comprehensive support services to those who need them most.



Emma Palmer-McVey

Director, Economic Policy Division

Metro Atlanta Chamber



Key partners such as Coca-Cola, Delta Air Lines, IHG, and UPS are on the frontlines of providing training and supporting victims.

As a business, why was it important for you to focus some of your company's CSR efforts toward combating human trafficking?

Businesses in Metro Atlanta are fighting human trafficking and supporting such initiatives is an important part of the Metro Atlanta Chamber's (MAC's) work to strengthen our community. Key partners such as Coca-Cola, Delta Air Lines, IHG, and UPS are on the front lines of providing training and supporting victims. As the leading business organization in a region that is a major transportation hub and a logistics center, MAC has a responsibility to raise awareness and drive meaningful change.

How have you been able to secure corporate support for this effort? Any challenges along the way?

MAC drives business engagement alongside community and government initiatives to prevent human trafficking through on-site trainings, seminars, and meetings; social media channels; and partnership opportunities.

In conjunction with the Alliance for Freedom, Restoration, and Justice (AFRJ), the chamber has hosted lunch and learns to educate the business community about AFRJ's work and its partnership with Hire Hope, a program created by Randstad US that provides career readiness and job placement services to underserved and at-risk women.

What is unique about what your organization brings to the fight against human trafficking?

MAC is uniquely positioned to convene changemakers by sharing their anti-human trafficking programs and leveraging corporate social responsibility. To accomplish this, the chamber serves on AFRJ's Freedom Council, an assembly of business leaders and global companies working to end human trafficking.

How have you engaged your employees in this program and how have they responded?

The chamber presents AFRJ programming at monthly staff meetings. In addition, MAC has signed Justice U's Business Pledge to End Human Trafficking, which requires businesses to get educated, build awareness, and take action.

How has this program made a difference in the Atlanta community? How are you partnering with local organizations to accomplish your work?

There is a groundswell of attention in the Metro Atlanta region. Our efforts have helped lead to high-profile champions in the business community, the mayor's office, and the governor's office to speak out against human trafficking.

MAC provides education to businesses and nonprofits on the prevalence of human trafficking, gives lessons to individuals on how to recognize and report this heinous crime, and develops reporting protocols for businesses. The chamber also connects participants in the Hire Hope program with local businesses for job placement opportunities.



Lauren Powalisz

Principal

Deloitte

Learn more here:

[Supply unchained: Fighting supply chain labor abuse \(video\)](#)

[Anti-human trafficking \(website\)](#)

A strong relationship exists between the force for good through societal programs, such as ending human trafficking, and effective business strategies. Engagement benefits our communities and builds a more positive future that supports the following:

Our core values: Citizenship drives measurable change in communities and inspires actions as societal changemakers.

Our clients: Deloitte offers our clients insight and solutions to combat human trafficking.

Our firm: Deloitte works with governments to apply innovative solutions to anti-human trafficking policy and legislation.

Our people: As a crucial social impact issue, anti-human trafficking is important to our professionals who focus on working for companies that promote an ethos of “doing good is good business.”

Our practice and capabilities: Deloitte’s Government and Public Services Anti-Human Trafficking team has convened, advised, and delivered services to public- and private-sector entities to end human trafficking and provide dignified support to survivors.

As a business, why was it important for you to focus some of your company’s CSR efforts toward combating human trafficking?

A strong relationship exists between the force for good through societal programs, such as ending human trafficking, and effective business strategies. It’s not just the right thing to do, it’s the smart thing for our business, our communities, and our people.



A strong relationship exists between the force for good through societal programs, such as ending human trafficking, and effective business strategies.

How have you been able to secure corporate support for this effort? Any challenges along the way?

Deloitte is committed to working with social impact-focused organizations and their leaders, helping make the hard choices and take the necessary actions to advance progress on pressing societal challenges.

What is unique about what your company brings to the fight against human trafficking?

Deloitte uses our convening power to bring together businesses, government, academia, and social enterprises to address trafficking. The firm also offers a combination of capabilities and experience from across functions and industries, including due diligence, data analytics, training, change management, strategy, and supply chains.

In Atlanta, Deloitte built data visualization for a report on trafficking organizations, assessed curriculum and developed lesson plans for staff at a local nonprofit, analyzed and revamped KPIs for a survivor support nonprofit, and helped coordinate a summit with local businesses to share leading practices.

How have you engaged your employees in this program and how have they responded?

Many of our employees are passionate about combating trafficking, and some serve on executive boards of leading anti-human trafficking civil society organizations in and around Atlanta.

As a rising social impact issue, human trafficking is important to our practitioners who are concerned with working for companies that promote an ethos of “doing good is good business.”

How has this program made a difference in the Atlanta community? How are you partnering with local organizations to accomplish your work?

Deloitte continues to support anti-human trafficking nonprofits across the U.S. and specifically in Atlanta. We’ve had the privilege of working with many local organizations to deliver pro bono services to support research and enhance operations and volunteer through our firmwide Impact Day, our annual day of service.

Also, Deloitte proudly served on the Georgia Statewide Human Trafficking Task Force and received an award for the firm’s contributions by providing important data visualization for a community report.

**Allison Ausband**

Executive Vice President and
Chief Customer Experience Officer

Delta

Learn more here:

Delta News Hub

[Delta takes a stand against human trafficking with impactful monthlong programming February 3, 2023 \(article\)](#)

As a business, why was it important for you to focus some of your company's CSR efforts toward combating human trafficking?

Talking about human trafficking can feel dark and hopeless. At Delta, we feel it's our job to create hope that is brighter and stronger than any darkness. Until each victim is free, there is more work to do.

Our work sends a message to traffickers that they are not welcome on our planes and says to victims—We see you, we hear you, and we are fighting for you.

How have you been able to secure corporate support for this effort? Any challenges along the way?

The work that ultimately became Delta's Anti-Human Trafficking Initiative, #GetOnBoard, began in 2011. The support for this initiative originated at the highest levels in the company by CEO Ed Bastian, who calls the company's stance Delta's "line in the sand."

In 2016, Delta created a cross-divisional human trafficking council to expand support of trafficking prevention.

Delta's work plays an essential role in shaping the narrative to focus on the journey from "survivor" to "thriver." But it can be a difficult subject to engage in.

What is unique about what your company brings to the fight against human trafficking?

Delta SkyMiles members can donate miles to Polaris and the National Human Trafficking Hotline through the SkyWish program.



Our work sends a message to traffickers that they are not welcome on our planes.

Polaris uses those miles to pay for the airfare that survivors need to return home, receive critical services, reunite with their families, or engage in survivor leadership opportunities. Since 2018, Delta employees and customers have donated over 10 million miles to provide more than 170 flights to survivors.

In January 2023, during National Human Trafficking Awareness Month, Delta utilized its in-flight entertainment, Delta Studio, to highlight 11 programs and documentaries about labor and sex trafficking.

How have you engaged your employees in this program and how have they responded?

Delta makes training available to all its employees to raise awareness, recognize signs, and know reporting procedures. Delta has trained over 100,000 active and retired employees since 2018. The training was developed in partnership with Polaris.

The company hosts anti-human trafficking town halls where employees can hear from survivors. At a town hall, Delta employees made and donated 276 blankets to local organizations supporting victims and survivors in eight cities where Delta has operations. The blankets were completed in one day in January 2023 in honor of Anti-Human Trafficking Awareness month.

To celebrate the 20th anniversary of Wellspring Living's anti-human trafficking awareness campaign, Delta employees and

representatives from Wellspring Living painted a new mural at Delta's headquarters to raise awareness.

In the community, Delta employees participate in Georgia's Anti-Sex Trafficking Lobby Day where anti-trafficking organizations advocate for state legislation that protects survivors of sex trafficking and penalizes those who are buyers or traffickers.

How has this program made a difference in the Atlanta community? How are you partnering with local organizations to accomplish your work?

Delta participated in initiatives with Atlanta in advance of the 2019 Super Bowl looking for opportunities to inform individuals on how to recognize indicators of human trafficking. Conversations and work continue with the city and Atlanta-based corporations to ensure the safety of those potentially trafficked during high-profile events.

Delta partners with Wellspring Living's Women's Academy to create an apprenticeship program to help survivors overcome barriers to employment. This apprenticeship offers survivors career skills, mentorship, and work experience.

Delta also works with the Atlanta International School to host a student-led day every March to bring awareness to trafficking, and the company contributes to anti-trafficking initiatives led by the Rotary Club of Alpharetta, Georgia.



Crystal Crowley

Director, Equity & Inclusion
Business Partner

Randstad Sourceright

Learn more here:

[Hire Hope \(video\)](#)

[Hire Hope \(website\)](#)

As a business, why was it important for you to focus some of your company's CSR efforts toward combating human trafficking?

Our core values serve as a compass for everyone at Randstad, guiding our behavior and representing the foundation of our culture. These core values were created by our founder who believed that our business must benefit society as a whole.

The Alliance for Freedom, Restoration, and Justice (AFRJ) was instrumental in helping our organization focus on human trafficking.

Randstad realized that a pathway to jobs and/or education has been nearly nonexistent and recognized an opportunity to fill this gap.

To that end, Randstad created an award-winning and globally recognized program—Hire Hope. Now in its eighth year, with over 600 graduates and a success rate over 95%, the program is strong and expanding.

How have you been able to secure corporate support for this effort? Any challenges along the way?

Our organization has supported the Hire Hope program where employees volunteer their time as mentors and advisers. These volunteers provide professional development, training, and coaching to individuals who have been impacted by human trafficking.

We experienced our biggest challenge during 2020. The Hire Hope program was initially designed to be in person to facilitate networking and engaging with peers.

COVID-19 presented a new way of working for everyone and a unique set of challenges for the participants, including accessing technology and navigating remote learning.

Randstad overcame these obstacles by providing technology for the participants while supporting them with flexible schedules. As a result, we were able to successfully deliver our programming during the pandemic and have been able to sustain a remote model for current cohorts.

What is unique about what your company brings to the fight against human trafficking?

Randstad understands the need and benefit to support the community. Hire Hope provides participants with nine months of upskilling, coaching, and professional development to increase opportunities for employment through paid apprenticeships, on-the-job training, and job placement opportunities.

How have you engaged your employees in this program and how have they responded?

Employees are engaged on multiple levels. They volunteer as facilitators and mentors for each of the cohorts. They are also encouraged to learn about trafficking through Justice U™, an online learning platform developed by experts in the anti-trafficking movement. Content from Justice U™ is shared with Randstad's internal communications platform to highlight the organization's commitment for community engagement.

How has this program made a difference in the Atlanta community? How are you partnering with local organizations to accomplish your work?

The program has impacted several hundred individuals by offering life-changing opportunities via training, upskilling, and employment.

We partner with local organizations that provide wraparound support services, such as health care, mental health, and transportation.



Hire Hope provides participants with nine months of upskilling, coaching, and professional development.



Nicole "Nikki" Clifton

President, Social Impact
and The UPS Foundation

UPS

Learn more here:

[TED Talk - 3 Ways businesses can help fight sex trafficking \(video\)](#)

[Driving the Fight Against Human Trafficking \(one pager\)](#)

Human trafficking is a multibillion-dollar criminal enterprise affecting the lives of hundreds of thousands in the U.S. and more than 27 million people globally. UPS, as a logistics leader with a global network of employees, is uniquely positioned to fight this crime. Our multifaceted approach aims to address root causes and includes anti-trafficking company policies, robust educational awareness programs, executive thought leadership and board service, impactful partnerships, and targeted philanthropy. These efforts are making a positive difference in the fight against human trafficking.

As a business, why was it important for you to focus some of your company's CSR efforts toward combating human trafficking?

UPS' purpose is "moving our world forward by delivering what matters." It's the company's calling to leave this world better than we found it. Combating human trafficking is one of the ways we're living this purpose: doing what's right, serving others, and elevating the quality of life for people around the world.

How have you been able to secure corporate support for this effort? Any challenges along the way?

Initially, there was reluctance to attach our brand to initiatives on sex trafficking. UPS embarked on a yearslong education process to explain why our leadership could make a difference in the transportation industry.

The company launched a pilot project with our freight drivers and demonstrated their interest and enthusiasm for making a difference and partnered with other companies to collaborate on training, best practices, and policymaking. Our senior leaders recognize the significant impact that UPSers can have in combating human trafficking when we leverage our position, people, and assets.



What is unique about what your company brings to the fight against human trafficking?

Human trafficking relies on transportation systems to operate. As a global logistics company, UPS' extensive transportation network and more than 500,000 employees enable us to address the issue at its core. With hundreds of thousands of trained eyes and ears on the road, every day is an opportunity to make a difference.

How have you engaged your employees in this program and how have they responded?

The company has trained over 150,000 UPS drivers and 3,000 pilots to recognize the signs of human trafficking and report this crime.

UPSers have said that they feel a sense of purpose in being part of a mobile army of eyes and ears. Moreover, our employees have raised more than \$8 million to combat trafficking, advance social impact programs, and train survivor service providers.



With hundreds of thousands of trained eyes and ears on the road, every day is an opportunity to make a difference.

We also provide in-kind support for the Truckers Against Trafficking Freedom Drivers Project, a mobile 18-wheeler exhibit that brings the realities of sex trafficking to light.

How has this program made a difference in the Atlanta community? How are you partnering with local organizations to accomplish your work?

Through partnerships with global organizations and several in Atlanta like youthSpark, Wellspring Living, and United Way of Atlanta—UPS' efforts have supported more than 9,600 human trafficking survivors.

Further, UPS actively participates in the GRACE Commission, which was created to combat trafficking in Georgia, and collaborates with Atlanta's government, community, and business leaders to raise awareness and drive collective efforts to eradicate human trafficking.

Strategic partnerships with local, national, and international nonprofits equip hundreds of thousands of professional drivers with the knowledge and tools needed to identify and report trafficking incidents.

Our work with public-private alliances have helped drive policy changes and provide vital support and sustainable employment opportunities for survivors.

Resources

U.S. Chamber of Commerce

U.S. Chamber of Commerce and A21 Human Trafficking toolkit: These organizations developed the Stop Trafficking Now toolkit to educate businesses how to detect and stop labor trafficking in supply chains.¹

U.S. Chamber of Commerce and Truckers Against Trafficking Business Engagement toolkit: These organizations produced a toolkit to train employees on the dangers of sex trafficking and provide best practices.²

U.S. Chamber of Commerce and AFRJ Business Solutions Empowering Human Trafficking Survivors publication: The U.S. Chamber and AFRJ produced this toolkit to highlight the challenges survivors face and how businesses engage to meet their needs.³

U.S. Chamber of Commerce and United Way Worldwide Center to Combat Human Trafficking Trust by Performance: Uniting Business and Philanthropy Against Trafficking publication: The U.S. Chamber and United Way Worldwide partnered to develop this publication to highlight the importance of strategic philanthropic investments to combat human trafficking, how technology companies use supply chain mapping software to detect how perpetrators operate, and the role of public-private partnerships to raise awareness.⁴

U.S. Chamber of Commerce and Counter Forced Labor Solutions, Counter Forced Labor Journal, Vol. 7, Issue 2: This publication by these organizations provides an overview of the U.S. Department of Homeland Security's Blue Campaign, highlights artificial intelligence in supply chain mapping, and profiles the accomplishments of First Lady of Louisiana Donna Edwards and First Lady of Georgia Marty Kemp through the National Coalition for the Prevention of Human Sex Trafficking.⁵

U.S. Chamber of Commerce Anti-Human Trafficking Laws report: This report provides an overview of relevant laws, executive orders, treaties, and conventions in the international human rights context.⁶

A21; Heimark Distributing, LLC; National Beer Wholesalers Association (NBWA); and the U.S. Chamber of Commerce Forced Labor toolkit: This toolkit educates business owners and individuals how to identify the signs of labor trafficking in convenience stores.⁷

AFRJ® Freedom Council

- [Business Toolkit: Online Edition](#)⁸
- [Business Pledge to End Human Trafficking](#)⁹
- [Business Tools & Resources Catalog](#)¹⁰
- [Human Trafficking Awareness Badge](#)¹¹

Endnotes

¹ U.S. Chamber of Commerce and A21 joint toolkit, *Human Trafficking*, January 2019.

<https://www.a21.org/content/chamber-of-commerce-toolkit/grruqo>

² U.S. Chamber of Commerce and Truckers Against Trafficking, *Business Engagement Toolkit*, January 2020.

<https://www.uschamber.com/employment-law/anti-human-trafficking/us-chamber-of-commerce-and-truckers-against-trafficking-business-engagement-toolkit>

³ U.S. Chamber of Commerce and AFRJ, *Business Solutions Empowering Human Trafficking Survivors*, January 24, 2022.

<https://www.uschamber.com/corporate-social-responsibility/empowering-human-trafficking-survivors-business-solutions>

⁴ U.S. Chamber of Commerce and United Way Worldwide, *Trust by Performance: Uniting Business and Philanthropy Against Trafficking*, July 26, 2022.

<https://www.uschamber.com/employment-law/anti-human-trafficking/trust-by-performance-uniting-business-and-philanthropy-against-trafficking>

⁵ U.S. Chamber of Commerce and Counter Forced Labor Solutions, *Counter Forced Labor Journal*, Vol. 7, Issue 2, July 2023.

https://www.uschamber.com/assets/documents/Counter-Forced-Labor-Technologies-Volume-7-Issue-2-Online_V15.pdf

⁶ U.S. Chamber of Commerce, *Anti-Human Trafficking Laws 2023 Update*, November 13, 2023.

<https://www.uschamber.com/workforce/anti-human-trafficking-laws>

⁷ A21; Heimark Distributing, LLC; NBWA; and the U.S. Chamber of Commerce, *Forced Labor*, November 13, 2023.

<https://www.uschamber.com/toolkit/can-you-see-me-toolkit>

⁸ AFRJ Freedom Council™, “Business Engagement Kit, Online Edition.”

<https://afrij.com/business>

⁹ Alliance for Freedom, Restoration, and Justice® (AFRJ), “Business Pledge to End Human Trafficking.”

<https://afrij.com/businesspledge>

¹⁰ Alliance for Freedom, Restoration, and Justice® (AFRJ), “Business Tools & Events.”

<https://afrij.com/businessstools>

¹¹ JusticeU™ “Courses & Series.”

<https://learnwithjusticeu.com/courses>