IN 2019

24
Supported the system shift in 24 jurisdictions to move AWAY from prostitution arrests and TOWARD buyer arrests.

1,123
Supported the closure of 93 massage parlor trafficking venues in 2019.

Supported the investigation and arrest of 1 labor trafficker and support for 1 labor trafficking victim.

Provided data and intelligence analysis support that led to:

21
DOMESTIC MINOR PIMP-TRAFFICKERS

33
VICTIMS CONNECTED TO SERVICES

1123
BUYERS ARRESTED

2019 AWARDS

115
Code Enforcement Agents

277
Service Providing Stakeholders

346
Law Enforcement

889
Financial Crime Investigators

1,627
Trained people

WWW.COLLECTIVELIBERTY.ORG
2019 was Collective Liberty’s second year operating. As a startup non-profit organization, we are proud of the tremendous amount of success we have achieved in fighting human trafficking. With the tireless efforts of our team and board members, we trained hundreds of law enforcement and criminal justice experts at eight advanced human trafficking training institutes in four states. In 2019, we partnered with 27 U.S. based non-profit organizations and corporate partners and provided data and intelligence support to 204 local and six federal agencies. We helped with the proposal of seven state-level massage laws, shifting the focus off of potential victims and onto owners and potential traffickers. We also received five awards recognizing our leadership and path toward creating systemic change in the human trafficking arena.

What does this all mean? It means we are helping to dismantle human trafficking networks in the United States while also protecting vulnerable populations like trafficking survivors. Our partner jurisdictions arrested well over 1,000 traffickers and connected survivors directly to supportive resources. As a human being and citizen of this world, I am incredibly proud of both our independent and collective work in the field. Looking forward into next year, we are excited about growing our outreach and training to more jurisdictions across the country, utilizing greater technology and machine learning tools to scale data and analysis support to our partners on the ground actively fighting trafficking, and engaging you, as our supporters and readers, to join in on the fight against human trafficking. We hope as we continue to expand our programming and reach, you will join us on our social media channels, sign up for email updates on our fieldwork, events in your area, and ways to get involved, make a donation, or simply reach out to us!

With gratitude and many thanks,

ROCHELLE KEYHAN
CEO Collective Liberty
OUR MISSION

Our mission is to eradicate human trafficking by collaborating across industries, agencies, and service providers to create ground-breaking, data-driven approaches that work. By encouraging the existing human trafficking community and other stakeholders to think in new and innovative ways, we can address, disrupt and put an end to all forms of trafficking. We work closely with government agencies to shift systems and improve public policy to ensure as a community we support survivors while stopping traffickers.

OUR MODEL

The Collective Liberty model involves four main action areas:

BREAKING DOWN SILOS
We work to increase trust and create space for collaboration through multidisciplinary and multi-jurisdiction trainings, serving as objective facilitators and trainers.

ELEVATING LOCAL HEROES
We get actionable, real-time tools into the hands of our law enforcement, equipping them with curated data, intelligence analysis supporting the development of strong anti-human trafficking cases.

LEVERAGING HIGH TECH
We get actionable, real-time tools into the hands of our law enforcement officers, equipping them with curated data, intelligence analysis supporting the development of strong anti-human trafficking cases.

CHALLENGING THE NARRATIVE
We seek to help the public gain a more nuanced understanding of the different types of trafficking and counter false or sensationalized narratives in media.
We work to increase trust and create space for collaboration through multidisciplinary and multi-jurisdiction trainings for law enforcement officers and prosecutors across the whole country.

In 2019, we hosted 8 intensive "Expert Level" training institutes in four different states. The training attendees were from over 50 different US jurisdictions across 8 additional US states.
This was the most useful training I have ever had in 22 years of law enforcement.

Law Enforcement officer’s Written, Post-training evaluation comment.

Lubbock, Texas Training in February
We presented the keynote lecture and two break out sessions at the Lubbock Voice of Hope sex trafficking conference in collaboration with local law enforcement partners to 171 attendees. We also worked with local media on a television piece about the need for collaboration across departments and sectors.

CCAW Training in Dallas in April
Our CEO Rochelle Keyhan provided training at the Dallas Conference on Crimes Against Women, presenting on “Pursuing Financial Crimes in Human Trafficking Investigations” to over 67 stakeholders.

Advanced Human Trafficking Institute in Central Texas, August
We trained 30+ officers and prosecutors from 20 U.S. jurisdictions on national best practices for eradicating human trafficking. This included sections presented by survivors, case studies on multiple types of trafficking, the pursuit of financial crimes, tech tools to streamline and improve investigations, and social service agencies to support victim-centered criminal justice.
FLORIDA

Two training institutes at the Florida Association of Code Enforcement Professionals annual conference. Code Enforcement, June
We provided in-house anti-trafficking training at the Florida Association of Code Enforcement professionals statewide annual conference. We trained over 90 Florida Code enforcement agents during two half-day institutes on best practices for eradication of human trafficking in commercial front trafficking venues.

IAFCI Miami Dade IMB training, November
We collaborated with the International Association of Financial Crimes Investigators to train 72 criminal justice professionals on “Complex Financial Crimes”, in partnership with the Miami-Dade State Attorney’s office.

MASSACHUSETTS

Full Day Advanced Human Trafficking Institute in Massachusetts, September
Over 90 officers from across the Northeastern United States and multiple federal agencies joined us to learn about commercial front brothels, best practices for stopping traffickers, and targeting buyers of exploited adults and minors.

ATLANTA

IAFCI Atlanta training: Southeastern Chapter Annual Fall Conference "Targeting Fraud with Technology", October
Our CEO Rochelle Keyhan trained 95 financial crimes professionals from police departments and national and international financial institutions with offices based in GA, AL, and TN. The workshop discussed the 25 types of human trafficking occurring in the United States, and how traffickers are leveraging the internet and technology to facilitate their criminal operations. Most importantly, she discussed the ways investigators are using technology across the country to stop this cyber criminal human trafficking activity.
Denver, Colorado's Human Trafficking Unit participated in and contributed to the training institute we hosted in Waco, TX in August 2019 in collaboration with the Heart of Texas Human Trafficking Coalition. The training included sections about the pursuit of financial crimes.

Some months later we saw the training's national best practices in action. A Denver grand jury indicted two people for financial crimes, accusing them of profiting from human trafficking.

"This is the first time my office has used financial crime to indict alleged traffickers, which has the elegance of sparing the trafficked women from testifying. By following the money, we are alleging a case of financial crimes that led from one Denver home to massage parlors around Denver, to bank accounts in China. The city looked to other jurisdictions, such as Seattle and Waco, Texas, as models that have used similar strategies and seen success, according to Senior Deputy District Attorney Lara Mullin, who oversees the office's human trafficking unit." Denver District Attorney Beth McCann
No one can end human trafficking alone. In 2019, our team collaborated with 27 U.S.-based non-profit organizations and different corporate partners spread across the United States to support trafficking survivors.

**CENTER FOR COURT INNOVATION**

Our CEO Rochelle Keyhan participated as an expert consultant in the Center For Court Innovation’s Resource Creation focus group as they build out support for child and teen victims of sex trafficking.

**SOUTHWEST AIRLINES LOUNGE CAMPAIGN**

We partnered with The Civil and Human Rights Committee of Southwest Airlines TWU Local 556 flight attendant union to provide resources, educational materials, and anti-trafficking action steps to all 17,000 SWA flight attendants in their 11 hub airports.

**IBM WATSON INNOVATION**

We partnered with some of the top U.S. and UK-based anti-trafficking thinkers around ways to leverage high tech to more effectively fight human trafficking, including participating in the launch and pilot of the Traffik Analysis Hub. IBM also donated 12 licenses to enhance our data analysis and visualization for our law enforcement partners.

**INTERNATIONAL ASSOCIATION OF FINANCIAL CRIMES**

One of our key partners, the International Association of Financial Crimes Investigators is a network of global financial crimes investigators. In 2019 we provided the training at the IAFCI conference in North Carolina, participated in IAFCI trainings in Atlanta and Miami, and collaborated on their anti-human trafficking task force.

In 2019, we also collaborated with three major international financial institutions on datasharing, training of investigators, and assistance with case intelligence.
THETARAY AND CYBER WEEK ISRAEL

ThetaRay, one of our early partners in analysis of human trafficking data, has been supporting our silo-busting and data analysis work since we started in the Fall of 2018. Together we attended Cyber Week Tel Aviv, presenting on the need for the global anti-trafficking field to leverage high tech solutions to proactively identify and stop traffickers. This requires silo-busting across industries and sectors, including collaborating with counter-terrorism and financial crimes investigators and agencies.

IN-KIND PARTNERS

Wolfram Analytics donated software and collaborated on leveraging natural language processing to enhance our data collection. Google donated $100,000 of cloud credits and G Suite services to support our operational infrastructure. Amazon Web Services (AWS) donated $100,000 of seed-funding credits to support our startup web servers and data storage.

RENATE

RENA TE is a network of religious leaders working to prevent human trafficking and protect victims across 36 countries in Europe. They provide direct survivor support, as well as work to improve legislation and official response to human trafficking in their nations. We took part in their national working group convened as part of an ongoing, cross-continental strategic partnership and collaboration with North American, Eastern European, and Nordic model country representatives.

GLOBAL COLLABORATION
In 2019, we worked with local and federal agencies, legislators and also collaborated with the Department of Treasury, Department of Justice, Financial Crimes Enforcement Network, and Senate and House Members.

10 LAWS
We helped with the proposal of ten state-level laws, shifting the focus off of potential victims and onto identifying and penalizing owners and potential traffickers.

100 AGENCIES
In 2019, we provided our expertise to over 100 local, and six federal agencies.

EXAMPLE
In 2019 we took part in multiple meetings of the U.S. Department of Transportation Advisory Committee on Human Trafficking to create a coordinated national response to the ways the various portions of our national and local transportation system are exploited by human traffickers. We gave our feedback to the first full draft of the report about human trafficking and the transportation industry. Initially, survivor and law enforcement voices were largely absent. As a result of our advocacy, we saw victim inclusion almost immediately, with survivors consulted on the report and brought into the formal process. This significantly improved the federal task force report and findings.
In December 2019 Manatee Board of County Commissioners approved new, improved rules targeting exploitation in massage parlors. This came 6 months after Collective Liberty conducted two intensive workshops in partnership with the Florida Association of Code Enforcement at their annual conference. These workshops focused on Code Enforcement of trafficking venues, and strong massage ordinance provisions that help enforcement of massage parlor trafficking. Multiple Manatee enforcement officials were at the training and sought feedback and guidance on improved language and next steps for strong enforcement.

As a result of this new legislation, businesses that offer massages may no longer be furnished with beds, mattresses or futons, and instead must use standard massage issued equipment; rooms where massages occur may not be equipped with locks (which, in trafficking situations, are often used to lock victims in with buyers); and Windows into the business cannot be completely opaque, requiring visibility into the venue.

These provisions have been strong in assisting other jurisdictions with enforcing against exploitation under the guise of massage businesses, including in San Francisco and Washington, DC.
In October 2019 CEO Rochelle Keyhan testified at the DC Council Hearing on Legalizing the buying and selling of sex.

"Our actions with this legislation will be measured in the lives we are willing to lose – that includes sex workers we don’t protect by removing the ability to penalize them for saving themselves, but it also includes sex trafficking survivors we leave behind if we create legal and viable paths towards their exploitation.”  Rochelle Keyhan

Oral Testimony in Opposition to Bill 23-0318 as currently written The "Commnity Safety and Health Amendment Act of 2019"
Rochelle Keyhan, 2019
https://collectiveliberty.org/dc-public-hearing-on-decriminalizing-the-sex-trade/
“It is happening every day right in our backyards. Every city, county and state in the US has human trafficking”

CEO Rochelle Keyhan in an interview with NBC Nightly News

Our goal is to make the media coverage of human trafficking less sensational and more in-depth and data-driven. When we shift the focus from individual cases to the whole system, we see an increased understanding of how trafficking is thriving in our country, how interconnected it is at all levels, and what we can do to stop it.
“Our national attention is focused on the thousands of dollars people readily had available to buy tickets and load onto festival wristbands, while hardly exploring the impact on Bahamian workers who struggle to find employment on a daily basis. We need to be as horrified about McFarland’s exploitation of his fellow people as we are about their bank accounts”

Rochelle Keyhan in Op-ed “Time to talk about labor trafficking at the Fyre Festival” for Thomson Reuters.

In 2019, we published four op-eds advocating for the most marginalized victims of labor and sex trafficking, and pushing for increased accountability for perpetrators. We also consistently elevate the voices of local anti-trafficking heroes and survivors.

We monitor and fact-check media coverage every day and reach out to journalists to share data and information on ways to improve their coverage of these human rights crimes. For instance, one of the most common errors journalists make is in their portrayal of victims of human trafficking as prostitutes. Oftentimes, newsmedia publishes victims' photos and personal information, which increases their vulnerability and, in the case of sex trafficking victims, amounts to the publication of a rape victim's personal information.
Law enforcement agencies are focused on specific geographic areas, and only the crimes happening in their jurisdictional areas are the ones they are funded and tasked with protecting. Traffickers, however, don’t stick to one city or care about geographic boundaries. They are trafficking across cities, counties, states, and even across the nation. If we are not collaborating and networking the same way they are, millions of cases will continue to fall through the cracks, and we will be not doing much to end human trafficking.

Collective Liberty identifies and connects first responders with the power to disrupt human trafficking networks – ensuring they are operating in culturally-nuanced, and victim-informed ways. Most notably in 2019 were the connections with Fresno Police Department and Los Angeles County Sheriff’s Office, who were part of the first Regional Training pilot our team members conducted in California. This collaboration of agencies in Southern and Central California illustrates the strength in cross-jurisdictional collaborations and the ways those collaborations can magnify impact. Fresno and Los Angeles’ collaboration has led to multiple joint operations against both traffickers and buyers. The most recent operation was based in shared methods and collaboration that led to the shutting down of a massage parlor trafficking venue in Fresno and an important shift in undercover sting operations to focus on buyers and exploitation, and NOT prostitution.
Being the part of the MassChallenge Texas (MCTX) accelerator process, our CEO accepted the $100,000 Diamond Award - honoring her leadership and Collective Liberty's world-changing potential, and elevating our work to the next level as the only non-profit winning in for-profit spaces as part of this accelerator process. This was a 2nd place award out of 700 competing startups.

Collective Liberty CEO Rochelle Keyhan won the Cyber Investigations Contributor Award at the annual International Association of Financial Crimes Investigators (IAFCI) Conference. Our team members’ approach to cybercrime and providing intelligence analysis support to law enforcement has led to the closure of over 1,000 human trafficking operations in the United States. This work has involved the curation of human-trafficking specific data and actionable intelligence support for law enforcement partners.

Collective Liberty CEO Rochelle Keyhan was selected as a 2019 Women’s Media Center Progressive Women’s Voices fellow. Progressive Women’s Voices is the premier media and leadership training program in the country for women.

Collective Liberty CEO Rochelle Keyhan was a finalist at Upswell Chicago for their 2019 NGen Award for emerging leaders following a nomination process that began in May, and a rigorous review of more than 100 nominations from emerging changemakers.

Our Forging Freedom tech solution won a $20,000 cash prize and $50,000 Accenture consulting support. We are excited to work with Accenture to bring our tools to market. The Innovate for Good Challenge, supported by Independent Sector, lead sponsor Accenture, and exclusive media partner The Chronicle of Philanthropy recognizes organizations catalyzing social change using new technologies.