

2020

ECPAT-USA



ANNUAL
REPORT



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WHO WE ARE

ECPAT-USA is the leading organization in the United States seeking to end the commercial sexual exploitation of children through awareness, advocacy, education, and legislation. ECPAT-USA is a member of the ECPAT International network, with offices in over 100 countries sharing one common mission: to eliminate the sexual exploitation of children around the world.

WHAT WE DO

Policy Advocacy - We advocate for federal and state policies that prevent exploitation, protect children, and guarantee that any child who is subjected to sex trafficking will not be prosecuted in the courts for prostitution.

Youth Education - We empower youth to take the lead against human trafficking by equipping them with the knowledge and tools necessary to stay safe and help them become activists against these issues.

Community Education and Public Awareness - We educate citizens about the problem of child sex trafficking so that they can raise awareness and join us in the fight to protect children.

Private Sector Engagement - We ensure companies incorporate measures to protect children in their business structures.

MISSION



Our mission is to protect every child's right to grow up free from sexual exploitation and trafficking through legislative advocacy, education, and partnerships.

VISION

A world in which no child is bought, sold, or used for sex.



LETTER FROM THE



CEO LORI L. COHEN

DEAR FRIENDS OF ECPAT-USA,

I AM GRATEFUL TO SHARE WITH YOU ECPAT-USA'S ANNUAL REPORT FOR 2020, A YEAR MARKED WITH URGENT AND UNEXPECTED CHALLENGES. THANKS TO THE ENERGIES OF OUR TALENTED STAFF, BOARD OF DIRECTORS, AND SURVIVORS' COUNCIL, ECPAT-USA SWIFTLY RECALIBRATED OUR PROGRAMS TO BE MORE FOCUSED THAN EVER ON VULNERABLE COMMUNITIES, UPLIFTING THE VOICES OF TRAFFICKING SURVIVORS, AND PROTECTING CHILDREN FROM THESE HEINOUS CRIMES.

IN MARCH, AS SCHOOLS CLOSED THEIR DOORS AND OFFICIALS ISSUED STAY-AT-HOME ORDERS, ECPAT-USA RECOGNIZED THAT YOUTH FACED AN INCREASED RISK FOR ONLINE EXPLOITATION. WITHIN WEEKS OF QUARANTINE ANNOUNCEMENTS, ECPAT-USA PARTNERED WITH STUDENTS, PARENTS, AND TEACHERS TO CREATE A SERIES OF SAFETY GUIDES THAT DETAIL HEALTHY ONLINE BEHAVIORS AND BEST PRACTICES TO DETER INTERNET PREDATORS. WE MOVED OUR IN-CLASS EDUCATIONAL PROGRAMS TO A VIRTUAL FORMAT, ENABLING US TO REACH AN EVEN WIDER NETWORK. OUR FREE ONLINE HUMAN TRAFFICKING AWARENESS TRAINING REACHED NEW AUDIENCES IN RECORD NUMBERS.

THROUGHOUT THE YEAR, THE MEMBERS OF OUR SURVIVORS' COUNCIL HAVE MADE INVALUABLE CONTRIBUTIONS TO OUR WORK. WE WERE HONORED TO AMPLIFY THEIR VOICES THROUGH A NEW BLOG SERIES, SURVIVOR PERSPECTIVES. THE POSTS CULMINATED IN OUR FIRST SURVIVOR SOLIDARITY RIDE, HIGHLIGHTING LOCATIONS THROUGHOUT NEW YORK CITY WHERE SURVIVORS' COUNCIL MEMBERS HAD BEEN TRAFFICKED.

THROUGH ALL THIS CHANGE, OUR COMMITMENT TO PROTECTING CHILDREN FROM SEXUAL EXPLOITATION AND ABUSE REMAINED STRONGER THAN EVER. THANKS TO YOUR SUPPORT, ECPAT-USA NOT ONLY ROSE TO THE CHALLENGES PRESENTED BY THE PAST YEAR BUT CONTINUED TO ADVANCE EVERY CHILD'S RIGHT TO GROW UP FREE FROM THE THREAT OF SEXUAL EXPLOITATION AND TRAFFICKING.



Principled: ECPAT-USA is committed to operating with integrity, transparency, honesty, and respect.

Excellence: ECPAT-USA is dedicated to providing the highest level of expertise and inspiring trust.

Inclusive: ECPAT-USA believes that a diverse group of people, opinions, and experiences strengthen our wisdom and impact.

Collaborative: ECPAT-USA believes in the transformative power of teamwork and partnerships.

Strategic: ECPAT-USA optimizes resources and opportunities to maximize effectiveness and impact.

OUR CORE VALUES



PROGRAMMATIC HIGHLIGHTS

SURVIVOR PERSPECTIVES BLOG SERIES

In the weeks leading up to World Day Against Trafficking on July 30, we interviewed the members of our Survivors' Council on how the color of their skin impacted their experiences as trafficking survivors. These conversations were published in our [Survivor Perspectives blog series](#) and have continued to shape our anti-trafficking programs.



AGAINST CHILD TRAFFICKING PROGRAM (Y-ACT)

Before schools shifted to virtual classes, the Youth Education Department continued to facilitate in-person workshops with students across New York City. In its lifetime, the Y-ACT program has worked with over 6,800 youth.




NEW PARTNERSHIPS TO END ONLINE EXPLOITATION

In 2020, our Youth Education Department partnered with a youth-focused non-profit in Russia to create an intercultural dialogue and reach youth in both countries with important information on personal online safety. Together, we hosted a series of workshops with students on healthy social media usage, and online grooming, and sexual exploitation, sharing best practices on an international scale.

Y-ACT INSTAGRAM

While our Y-ACT program shifted its workshop programming to a virtual format, it remained connected to teens through the launch of the new Youth Against Trafficking Instagram ([@youthagainstrafficking](https://www.instagram.com/youthagainstrafficking)). Featuring stats about trafficking, tips for healthy online habits, and inspirational messages, the account is geared toward continuing the conversation with young people outside the classroom. **In 2020, we saw a 363% growth in followers on the account.**

ONLINE SAFETY GUIDES



As efforts to contain the coronavirus meant a shift to work and school at home and online, we recognized one effect of this pandemic was an increased risk of online exploitation. In response, we developed and launched [no-nonsense guides to internet safety for youth, parents, and educators](#). The guides included information about creating healthy online habits, talking points to open a conversation about these topics, and steps individuals can take to protect themselves and their families. **More than 4,000 people accessed these vital resources in 2020.**

In May, [Representative Chris Smith](#) highlighted these resources during a meeting of the Organization for Security and Cooperation in Europe's Office for Democratic Institutions and Human Rights.

EARN IT ACT ADVOCACY

At the beginning of the pandemic, in March 2020, there were 4 million reports of internet crimes against children. That figure nearly **doubled** in April. The Eliminating Abusive and Rampant Neglect of Interactive Technologies (EARN IT) Act of 2020 seeks to better protect children through two main actions: revoking immunity that interactive computer services claim under the Communications Decency Act, section 230 and establishing new a commission focused on preventing online child sexual exploitation.

ECPAT-USA worked with other advocates to organize support and urge others to contact their members of Congress in support of the bill. With bipartisan support, the EARN IT Act was unanimously approved by the Senate Judiciary Committee, and a companion bill was introduced in the House of Representatives in October 2020.

LEGISLATIVE ADVOCACY

THE TRAFFICKING VICTIMS PROTECTION ACT

The 20th Anniversary of The Trafficking Victims Protection Act Commemoration Passed in 2000, the Trafficking Victims Protection Act (TVPA) was sweeping landmark legislation that offered comprehensive protections for victims, set penalties for those who buy and sell them, and established benchmarks on efforts to fight trafficking around the globe. [CEO Lori L. Cohen spoke before the House of Representatives Tom Lantos Commission on Human Rights](#), in commemoration of the passage of the TVPA, the progress made since then to protect children from sex trafficking and exploitation, and how Congress can work to eliminate these horrific crimes in the months and years ahead.



AT THE END OF 2020, 400,000 HOTEL

PRIVATE SECTOR ENGAGEMENT



ASSOCIATES HAD COMPLETED

YOUR ROLE IN PREVENTING HUMAN TRAFFICKING HOTEL TRAINING

Building on our partnerships in the travel and tourism industry, our anti-trafficking training, produced by Marriott International in collaboration with Polaris and with support from the American Hotel & Lodging Association, launched on our website in March. The e-learning, *Your Role In Preventing Human Trafficking*, is available at no cost to all members of the hotel and hospitality industry in 17 languages. It includes information on sex and labor trafficking, major city and state ordinances on anti-trafficking training at hotels, and guidance for how to set up a response protocol if trafficking is suspected.

In a year when the hotel industry faced significant challenges from the COVID-19 pandemic, this free educational resource proved critical for child protection. *Your Role In Preventing Human Trafficking* was approved by officials in Houston and Florida as meeting their hotel anti-trafficking training requirements. **At the end of 2020, 400,000 associates had completed the program.**

THE PROGRAM

UNPACKING HUMAN TRAFFICKING, VOL. 2

Our groundbreaking report, *Unpacking Human Trafficking*, was updated to include state laws concerning criminal and civil liability and other U.S. jurisdictions that have adopted ordinances related to these concerns. *Unpacking Human Trafficking, Vol. 2* and the original report were created in partnership with the American Hotel & Lodging Association Foundation and represent a renewed commitment to working with the hotel industry in preventing exploitation.

The Tourism Child-Protection Code of Conduct (The Code) is the world's first and only voluntary set of business principles travel and tour companies can implement to prevent sexual exploitation and trafficking of children. The Code provides awareness, tools, and support to the travel and hospitality industry. The Code is a joint venture between the tourism private sector and the global ECPAT network. Companies that endorse The Code are supported by ECPAT-USA to:

1. Establish a corporate policy and procedures against the sexual exploitation of children.
2. Train employees in children's rights, the prevention of sexual exploitation, and how to report suspected cases.
3. Include a clause in contracts throughout the value chain stating a common repudiation and zero-tolerance policy of sexual exploitation of children.
4. Provide information to travelers on children's rights, the prevention of sexual exploitation of children, and how to report suspected cases.
5. Support, collaborate, and engage stakeholders in the prevention of sexual exploitation of children.
6. Report annually on the company's implementation of Code-related activities.

The Code At a Glance:

Launched in North America in 2004

Total number of Code members in the U.S.: 72



THE CODE

SURVIVOR SOLIDARITY RIDE

ECPAT-USA hosted our first Survivor Solidarity Ride on August 1, creating an event that served as a symbol of the empowerment of members of our Survivors' Council and other survivors of trafficking and exploitation. The 22-mile route through the city was based on various trafficking "hot spots" that were identified by the Survivors' Council as locations of their own trafficking. The ECPAT-USA team started in Hunts Point, Bronx and ended on Staten Island, stopping in locations in Manhattan, Queens, and Brooklyn on the way.

Many officials offered words of encouragement before and during the ride, including Senator Kirsten Gillibrand; Commissioner Cecile Noel, NYC Mayor's Office to End Domestic Violence & Gender-Based Violence; Jessica Melton, Chief of the Queens Trafficking Unit; and Marcus Harris, Special Assistant to Brooklyn Borough President Eric Adams.

The 2020 Survivor Solidarity Ride team on the Williamsburg Bridge in New York.

EVENT HIGHLIGHTS

PANEL SERIES

OUR PANEL SERIES BROUGHT MORE THAN 1200 PEOPLE INTO THE CONVERSATION ABOUT CHILD SEX TRAFFICKING IN THE UNITED STATES.

SPECIAL DISCUSSION ABOUT JEFFREY EPSTEIN: FILTHY RICH

After the arrest of Jeffrey Epstein's girlfriend and alleged longtime co-conspirator Ghislaine Maxwell put the financier's decades of allegations of abuse and exploitation of minors back in the headlines, ECPAT-USA partnered with the team behind *Jeffrey Epstein: Filthy Rich* for a special discussion about the documentary and the lasting impacts of the case.

[Watch the full panel on our site.](#)

PROTECTING THE WELL-BEING OF CHILDREN AND ADOLESCENTS: EDUCATING PARENTS AND FAMILIES ON INTERNET SAFETY

In coordination with the UN High-Level Political Forum, ECPAT-USA hosted a virtual round table that brought together experts in child sex trafficking and exploitation, child protection, and internet safety for an important conversation about online safety.

[Watch the full panel on our site.](#)

SURVIVORS GET REAL ABOUT SEX TRAFFICKING

Our Survivors Get Real About Sex Trafficking panel hosted in October confronted the fictions surrounding sex trafficking in the U.S. with a heavy dose of reality. This virtual discussion was a crucial conversation at a time when separating the facts about exploitation from the myths was more important than ever.

[Watch the full panel on our site.](#)

ENGAGING YOUTH TO COUNTER VIOLENCE AGAINST CHILDREN

In advance of World Children's Day and the International Day for the Elimination of Violence Against Women and Girls, ECPAT-USA gathered experts to discuss violence against children as one of the most egregious and widespread abuses of the rights that are outlined in the UN Convention on the Rights of the Child.

[Watch the full panel on our site.](#)

2020 AT A GLANCE

JANUARY

World Travel, Inc. signed The Code
Explore St. Louis signed The Code
Ultimate Ventures signed The Code
CEO testified to House of Representatives

FEBRUARY

Participated in annual End It campaign to raise awareness of trafficking

MARCH

Published *Unpacking Human Trafficking, Vol. 2*
Launched hotel anti-trafficking training
ECPAT-USA shifts to a virtual office

APRIL

Published Online Safety Guides for youth, parents, and educators in response to COVID-19 shutdowns

MAY

#ReadItSetIt campaign launch
Featured on panel for Cork Against Human Trafficking web series

JUNE

Launch of the Survivor Perspectives blog series

JULY

Hosted special Q&A on Netflix's *Jeffrey Epstein: Filthy Rich*
Hosted UN High-Level Political Forum side event focused on internet safety
Featured on panel for World Without Exploitation (WorldWE) Youth Summit Presentation
Presented findings from *Unpacking Human Trafficking, Vol.2* to AHLA members

AUGUST

Hosted first annual Survivor Solidarity Ride and Silent Auction

SEPTEMBER

Attended inaugural Business Travel Show America hosted by the BTN Group

OCTOBER

Announced The Code Top Members 2020
Hosted Survivors Get Real About Sex Trafficking panel
Featured on panel for MassGeneral Hospital for Children's Pediatric Global Health Summit: *Human Migration and Child Health*

Featured on panel with BEST, *Online Child Safety - How Human Trafficking Has Moved Online*

NOVEMBER

Hosted UN Convention on the Rights of the Child discussion on countering violence against children
Featured on panel with the Georgia Business Travel Association and ADTRAV Travel Management
Presented "Online Safety for Youth: What US and Russia Can Learn from Each Other"

Featured on panel with GBTA on trafficking in travel

DECEMBER

Participated in Giving Tuesday
Featured on panel with Soundings Connect on ending trafficking in the events industry

OUR TEAM

Lori L Cohen, CEO
Carla Licavoli, Director of Operations
Emily Becker, Director of Communications
Amy Bonderoff, Director of Development
Yvonne Chen, Director of Private Sector Engagement
Christian Toala, Director of Educational Initiatives
Joe Huang-Racalto, Director of Public Policy and Government Relations
Jamilya Ramos-Chapman, IT/Digital Manager
Kyra Wooden, Youth Outreach Manager
Lucy Brown, Youth Educator
Stephanie Alegado, Creative and Administrative Coordinator
Katrina Machado, Development Associate
Deirdre Argast, Administrative Assistant
Dan Sieling, Financial Controller
Whitney Hood, Policy Consultant

OUR BOARD OF DIRECTORS

Sharon Appelman	Faiza Mathon-Mathieu
Esther Bernstein	Jason Matthews
Hon. Fernando Camacho	Zoraida Rodriguez Montenegro
Rev. Adrian Dannhauser	Deb Morea
Eric Jacobs	Sherrie Murphy
Johna Johnson	Sydney Rose
Natalie Volin Lehr	Joshua Rubin
Michael Lettera	Jackie Shapiro
Iryna Makaruk	Elisabeth Shuman
Katrina Massey	Karen Weiss, Chairperson





OUR SURVIVORS' COUNCIL

We recognize that the movement to end sex trafficking must draw upon the lived experiences of survivors for guidance on how to protect vulnerable youth and craft legislation and policies that will be the most effective in preventing child sex trafficking. It is from this understanding that ECPAT-USA created our Survivors' Council, which allows for a direct line of communication between those working to end commercial sexual exploitation and those who are the true experts in this field. In 2020, the Council included women and men from a range of backgrounds and experiences.

2020 FINANCIAL STATEMENT

TOTAL REVENUE: 903K
EXPENSES: 815K

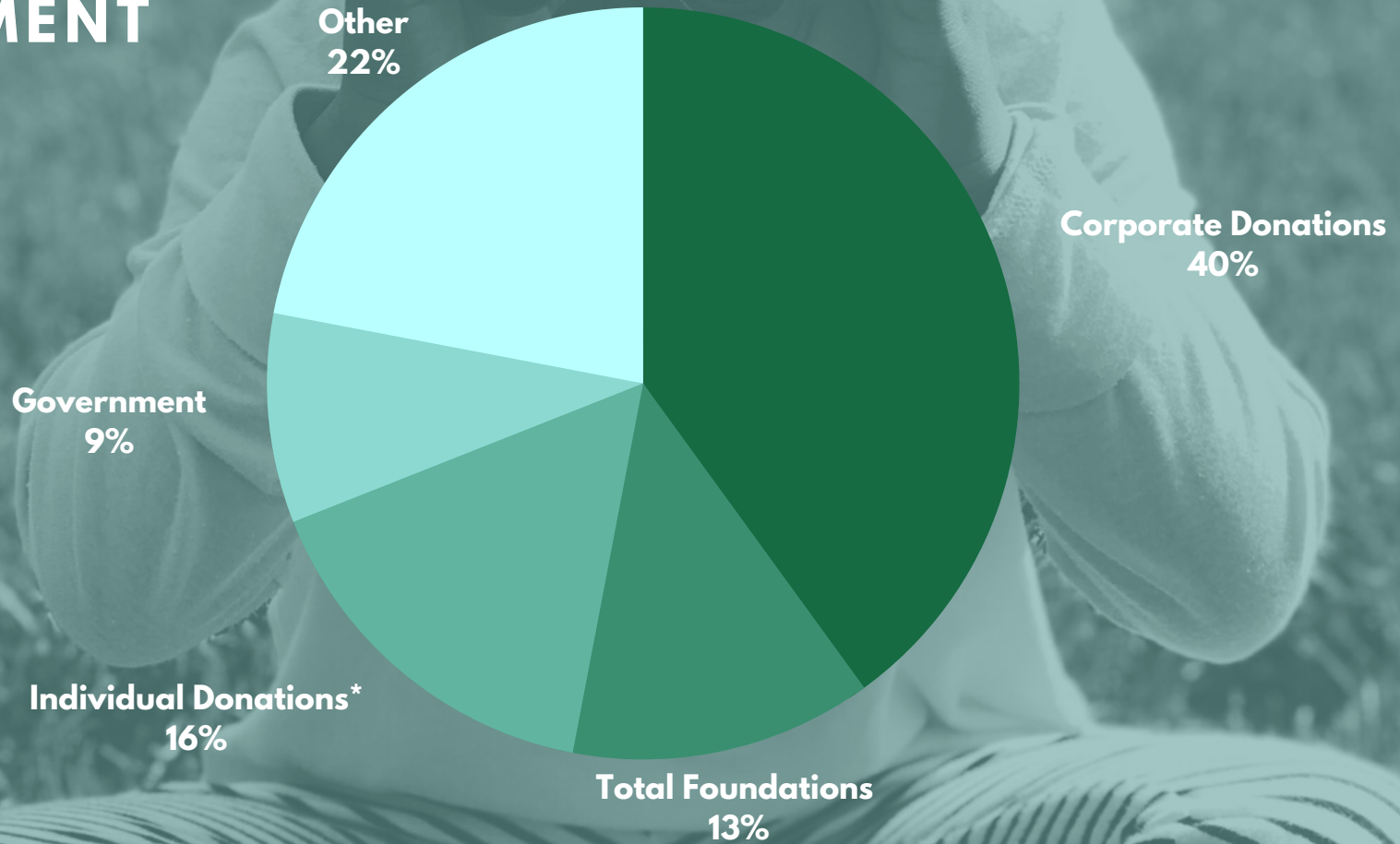
IN 2020, INDIVIDUALS IN 35 STATES AND THE
DISTRICT OF COLUMBIA MADE DONATIONS TO
SUPPORT OUR ANTI-TRAFFICKING PROGRAMS AND
OPERATIONS.

WE WELCOMED 5 NEW FULL-TIME STAFF
MEMBERS TO THE TEAM.

[Read our full financial statement here.](#)

2020 FINANCIAL STATEMENT

SOURCES OF FUNDING



***Individual donations grew from 10% to 16% from 2019 to 2020.**



FEDERAL GRANT HIGHLIGHTS

In January, the Department of Transportation announced that ECPAT-USA would be the recipient of a multi-year grant to create innovative messages for mass transit that raise awareness about trafficking and supply life-saving information for youth at risk of sex trafficking and exploitation.

ECPAT-USA was selected to serve as the NGO partner of the Brentwood Union Free School District (BUFSD) of Suffolk County, NY, in its receipt of a Department of Health and Human Services grant to develop an anti-trafficking curriculum. The program will include teacher/staff training; interactive student workshops; engagement with parents, guardians and families; a referral network; and a robust “train the trainers” component that will allow the workshops to continue after the grant’s completion.

A person with long, dark hair is seen from behind, sitting in a field of daisies. The person is wearing a dark, long-sleeved top. The background is a soft-focus field of green grass and white daisies. The entire image has a semi-transparent green overlay. The text 'ECPAT USA' is written in a bold, white, sans-serif font across the middle-right portion of the image. 'ECPAT' is in a larger font size than 'USA', which is positioned to its right and slightly lower.

ECPAT USA