



2018 ANNUAL REPORT



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WHO WE ARE

ECPAT-USA is the leading policy organization in the United States seeking to end the commercial, sexual exploitation of children through awareness, advocacy, policy, and legislation.

ECPAT-USA is a member of the ECPAT International network, with offices in 95 countries with one common mission: to eliminate the sexual exploitation of children around the world. In 2018, all members of the network assembled in Bogota, Colombia to inform our international work and agree on strategic decisions.

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 this terrible trade.



COMMUNITY EDUCATION AND PUBLIC AWARENESS

We educate citizens about the problem of child sex trafficking so that they can identify victims 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

To protect every child's human right to grow up free from the threat of sexual exploitation and trafficking.

LETTER FROM THE EXECUTIVE DIRECTOR

What a year! In 2018 we made truly remarkable progress against child exploitation. ECPAT-USA's Youth Against Child Trafficking program documented the positive impact of its work informing New York City school children about trafficking. Some of the largest companies in the country signed the Travel and Tourism Child-Protection Code of Conduct to commit to take steps to protect children. A federal law was passed making it harder for online companies to buy and sell children in the sex industry. This is all such good news and represents the culmination of ECPAT-USA's efforts over many years, often behind the scenes.

ECPAT-USA is a children's rights organization. As advocates for protecting their rights, we fight every day for the recognition that children's human rights are especially precious because of their vulnerability. Our partnerships, built over many years, have paved the way to get us to where we are today. There is still a long way to go but we can all take great comfort in how far we have come. It is exciting to contemplate how much more we can do, and ECPAT-USA stands ready to continue to take the lead.



Carol Smolenski



YOUTH EDUCATION (Y-ACT PROGRAM)

ECPAT-USA recognizes pre-teens and adolescents as the key stakeholders of the movement to end the sexual exploitation of children. This population is often excluded from the conversation. With this in mind the Youth Against Child Trafficking Program (Y-ACT) was designed to include and amplify the voices of the most vulnerable group – young people. Since the program's genesis in 2014, our workshop series has been facilitated to over 6,000 youth at 40+ schools and organizations. The programs work closely with schools to empower youth to be the generation that ends human trafficking and exploitation. We offer our Y-ACT program to schools free of charge. Y-ACT empowers students to be the

voices in their communities advocating against commercial sexual exploitation of children. Our Youth Outreach Manager speaks at assemblies, conducts one-time workshops, and facilitates after-school clubs where students learn about child sexual exploitation, healthy relationships, and healthy virtual identities.

Students become Y-ACT leaders by participating in programming where they learn about this issue, educate their peers, and ultimately become activists to end this abuse. Participants of Y-ACT clubs have dedicated their time and are passionate about being the generation that ends the sexual exploitation of children. They have illustrated



Students expressed comments that have further confirmed how important and valuable students find this type of prevention education programming:

"I liked how we learned something so severe that's going on. Child sex trafficking is a serious problem that can happen to anyone including me."

"Presentation was insightful, informative, as well as involving for the staff and the viewers. The two staff members in this presentation were passionate, intellectual, and polite. I would recommend this to other schools."

"One thing I liked was that we got to hear the story of someone that went through this experience. Also the presentation was really clear and had a lot of important information."

"It really helped me realize what I need to do to make and maintain my relationships, especially the ones I want to keep."

"This lesson opened my eyes to the signs of toxic relationships. Especially about power and individuality some things I struggle with in my relationships with my friends."

"I like how you taught us to keep our boundaries and that you can't agree with someone if they force you."

"I will inform my friend about this since I think she is in a toxic relationship too."

"Today's lesson was really interesting and made me interested in this kind of topic. I wasn't really thinking about this kind of issue before. I wasn't paying attention but now I will and I'm interested. I want to hear more; I want to know more."

"I liked it and the conversations we had because it opened my eyes to other possibilities about what can happen when sharing sexual messages and phones."

this fervor by speaking on panels, conducting peer-to-peer workshops, raising awareness in their communities, and more. All programming utilizes our curriculum, which covers the topics central to preventing child sex trafficking.

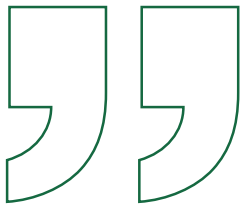
The 2018 academic year proved monumental for Y-ACT. ECPAT-USA has recently published Y-ACT's first ever impact report in order to assess the influence of the program. Y-ACT reached 2,187 students in public and private schools throughout NYC - the most our program has reached in a single year thus far! What's more, 91.3% of teachers and administrators who requested our programming found it extremely useful for their students. A pre and post test was conducted before and after the workshops for material comprehension. There was a 23% overall increase in knowledge acquired about child trafficking.

Student participants also had the option to provide feedback on the workshop. 69% of students were interested in raising awareness about child sex trafficking, 72% would share their new knowledge about healthy relationships with peers, and 83% said they would use their new knowledge about online safety in their personal lives. This data demonstrates students' engagement with this subject.

Additionally, Y-ACT student leaders (from Brooklyn Technical High School and Stuyvesant High School) participated in the Youth Action to End Commercial Sexual Exploitation via Technology panel during the United Nations Commission on the Status of Women. This year's panel was remarkable as it also featured Shanifa Bennett, a mentor and survivor advocate of sexual exploitation. The panelists discussed the issue from their own personal perspectives and highlighted strategies to support the anti sex trafficking movement. Through this event, Y-ACT was able to broaden its scope of reach well beyond the classroom.

PRIVATE SECTOR ENGAGEMENT

2018 was a high profile year for ECPAT-USA's corporate engagement. Two major companies, American Airlines and Marriott International joined The Code during National Human Trafficking Awareness and Prevention month. Uber, another member of The Code, recommitted to providing information and training to its drivers. These three companies alone have the power to reach nearly 2 million people across the United States. Each company touted the importance of their engagement on the issue:



“American Airlines and our 120,000 team members around the globe are proud to join ECPAT-USA in the fight against human trafficking and child exploitation. As the world’s largest airline, we have a unique role to play in combating this terrible practice. American has a training program in place for flight attendants, and later this year we will be updating our pilot and airport team member training to include human trafficking awareness and prevention.”

American Airlines Chairman and CEO Doug Parker

“Everyone has a role in fighting human trafficking and preventing child sexual exploitation. At Marriott International, we are training all of our associates on how to identify the indicators of human trafficking and partnering with ECPAT-USA and the broader industry to stop this crime from landing at our front doors and in our communities.”

Marriott International Executive Vice President and Global Chief Human Resources Officer David Rodriguez

“Uber is committed to safety in the communities we serve and we want to do our part to help put an end to the transportation of trafficked children. By partnering with ECPAT-USA, we are taking steps to promote awareness and educate drivers who sign up on our platform about this important issue.”

Uber Head of Federal Affairs for Niki Christoff

There are now 44 US members of The Code and by the end of 2018, ECPAT-USA reached 427,049 travel industry professionals in various sectors.

WHAT IS THE CODE?

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 ECPAT. Companies that endorse The Code are supported by ECPAT-USA to:

1. Establish a corporate policy and procedures against 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

5 COMPANIES
JOINED THE
CODE IN 2018

44

TOTAL NUMBER OF CODE
MEMBERS IN THE U.S.

427,049

TRAVEL PROFESSIONALS
REACHED IN 2018

1,081,067

TRAVEL PROFESSIONALS
REACHED SINCE INCEPTION

PUBLIC EDUCATION AND ADVOCACY

ECPAT-USA's success is based on its decades-long efforts to educate the public about child sex trafficking. Our educational programs are aimed at the general public, the private sector, people who work in public agencies, elected officials, youth and youth organizations, and many others. We work to overcome the misperception that child trafficking only happens to children from other countries. Education lays the groundwork for our advocacy campaigns for policy solutions to ensure that every child's right to grow up free from sexual exploitation is protected. In 2018 through a combination of public presentations, webinars and targeted public educational programs we reached close to 10,000 people with our message that children are sexually exploited in the U.S. and abroad, and we are making

major inroads against child sex trafficking. In 2018, we also saw the culmination of a long struggle to stop the sale of children through online websites with the passage in Congress of the Stop Online Sex Trafficking Act (SESTA, S. 1693) and the Fight Online Sex Trafficking Act (FOSTA H.R. 1865) with broad-based bipartisan support. Senator Rob Portman, singled out ECPAT-USA for our work and advocacy on these bills. The end of the year finally brought the passage of the Trafficking Victims Protection Reauthorization Act, the law that has been the primary centerpiece of Federal efforts to combat human trafficking since its initial passage in 2000. This reauthorization included provisions sought by ECPAT-USA on education and the responsibility of the travel and tourism industry to prevent trafficking.



Another bill we endorsed, the Combatting Human Trafficking in Commercial Vehicles Act, S. 1536 was also signed into law. The bill requires the Department of Transportation to appoint an official to coordinate human trafficking efforts in the agency. It also creates an Advisory Committee on Human Trafficking. ECPAT-USA's Director of Private Sector Engagement was one of only 15 people nationwide named to the Committee. The Committee was charged with developing recommended best practices for states and state and local transportation stakeholders in combatting human trafficking.

ECPAT-USA is considered a national leader in fighting child trafficking. Our Executive Director was one of 20 experts named to the National Advisory Committee on the Sex Trafficking of Children and Youth, also created by federal law. The Committee advises the Attorney General and the Secretary of Health and Human Services on the nation's response to trafficking.

PROGRAM HIGHLIGHTS



GIFT Box

We were proud to once again partner on the GIFT Box, a street campaign aimed at raising the public's awareness of trafficking. On display for two weeks in Union Square Park in New York City, the project helped educate thousands on the issue.



NASDAQ live Interview

ECPAT-USA's Executive Director Carol Smolenski joined NASDAQ's Global Head of Sustainability, Evan Harvey, in conversation on World Day Against Trafficking in Persons. The conversation touched on child trafficking prevention, the UN's Agenda for Sustainable Development, corporate social responsibility, and more.

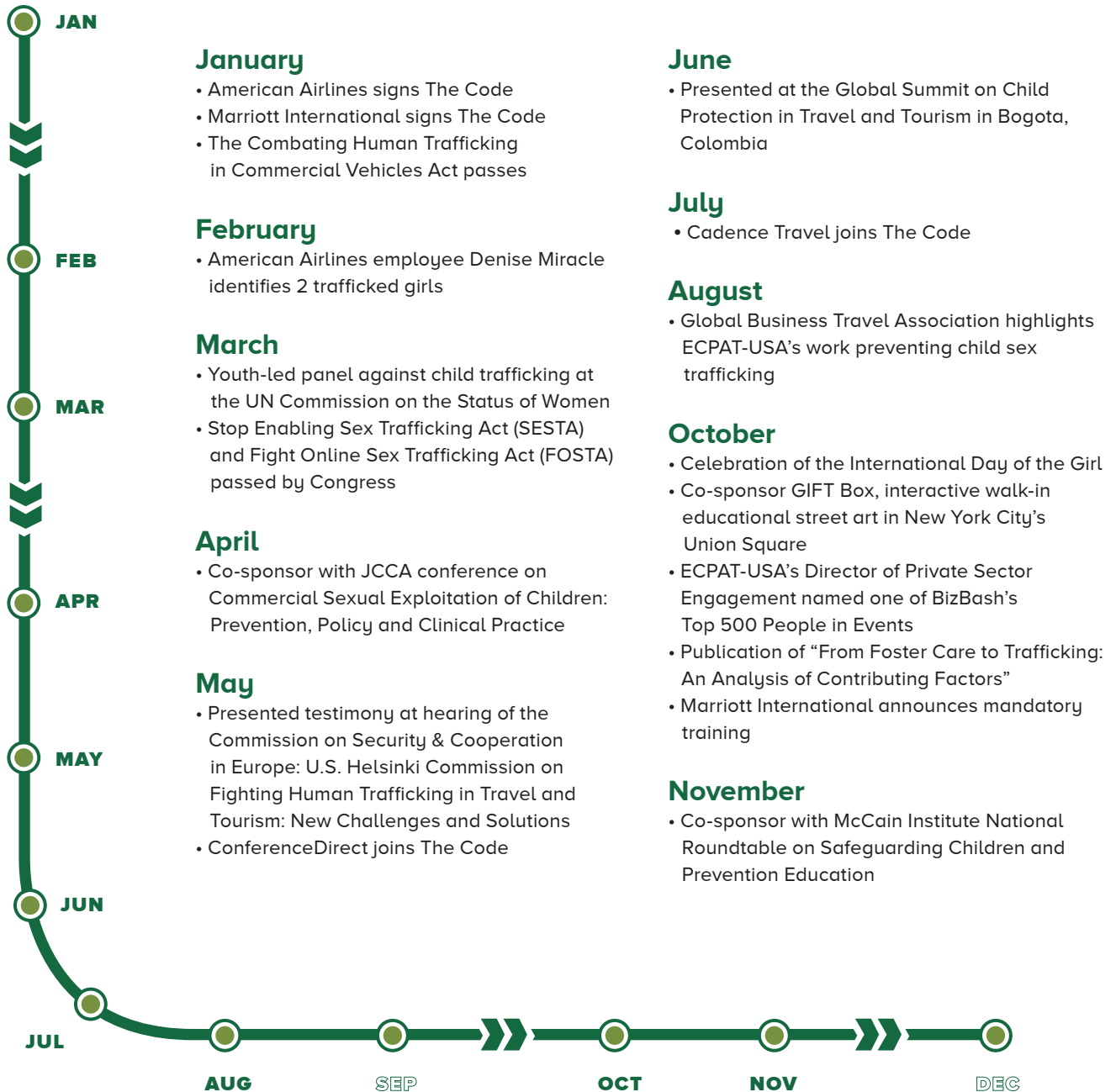


CSW Panel: Youth Action to End Commercial Sexual Exploitation via Technology

Alongside this year's U.N. Commission on the Status of Women, ECPAT-USA presented a panel detailing how one group who spends a significant amount of time online, youth, are using technology to empower their communities and raise awareness of child sex trafficking. The event, featuring Survivor-Advocate Shanifa Bennett and Brooklyn Technical High School students Nasrat Jahan and Rumana Khan, highlighted how important it is for students to take precautions online and for adults to talk to youth about the potential risks.

TIMELINE

2018 AT A GLANCE



Board of Directors

Sarah Altschuller

Esther Bernstein

Adrian Dannhauser

Johna Johnson

Natalie Volin Lehr

Michael Lettera

Deb Morea

Sherrie Murphy

Sydney Rose

Joshua Rubin

Joe Schick

Jackie Shapiro, Chairman

Elisabeth Shuman

Jennifer Silberman

Marion Lear Swaybill

Julie Tanner

Samantha Vaughan

Karen Weiss

Staff

Carol Smolenski

Michelle Guelbart

Jason Matthews

Kyra Wooden, Janai Smith

Linda McLaughlin, Kelly Striegel

Carla Licavoli

Rohan Padhye, Julia Wejchert

Emily Becker

Executive Director

Director of Private Sector Engagement

Director of Public Policy and Government Relations

Youth Outreach Manager

Director of Development and Communications

Creative and Administrative Coordinator

Private Sector Engagement Associate

Internet Outreach Associate

2018 FINANCIAL STATEMENT

	2018	2017
ASSETS		
Cash and Cash Equivalents	\$609,066	\$609,250
Promises to give:		
Unrestricted	32,045	36,647
Temporarily Restricted	-	5,000
Program Receivable	26,000	13,903
Prepaid Expenses & Other Current Assets	76,233	29,874
Furniture & Equipment, Net of Allowances for Depreciation	7,600	3,255
Security Deposit	2,350	2,350
Total Assets	\$834,294	\$700,279
LIABILITIES & NET ASSETS		
Accounts Payable & Accrued Expenses	17,889	23,301
Total Liabilities	\$17,889	\$23,301
Commitments & Contingencies		
Net Assets:		
Unrestricted Net Assets	808,826	639,076
Temporarily Restricted Net Assets	7,579	37,902
Total Net Assets	816,405	676,978
Total Liabilities & Net assets	\$834,294	\$700,279
Changes in Unrestricted Net Assets		
Public Support & Revenue		
Contributions	\$478,749	\$557,193
In-Kind Contributions	91,886	64,227
Interest	219	221
Program Fees	41,324	34,591
Unrealized Gains	18,318	-
Other Revenue	45,175	23,150
	675,651	679,382
Net Assets Released from Restrictions		
Satisfaction of Time & Program Restrictions	145,323	174,168
Total Public Support & Revenue	\$820,974	\$853,550

2018

2017

EXPENSES

Program Services		
Public Education	\$454,975	\$395,810
Supporting Services		
Management & General	60,910	42,196
Fundraising	135,339	108,152
Total Supporting Services	196,249	150,348
Total Expenses	651,224	546,158
Increase (Decrease) in Unrestricted Net Assets	169,750	307,392
Changes in Temporarily Restricted Net Assets		
Contributions	115,000	77,500
Net Assets Released from Restriction	(145,323)	(174,168)
Increase (Decrease) in Temporarily Restricted Net Assets	(30,323)	(96,668)
Increase (Decrease) in Net Assets	139,427	210,724
Net Assets, Beginning of the Year	676,978	466,254

Net Assets, End of Year**\$816,405****\$676,978****CASH FLOWS FROM OPERATING ACTIVITIES**

Increase (Decrease) in Net Assets	\$139,427	\$210,724
Adjustments to Reconcile Increase (Decrease) in Net Assets to Net Cash Provided by (Used in) Operating Activities		
Depreciation	1,172	921
(Increase) Decrease in:		
Promises to Give	9,601	23,735
Programs Receivables	(12,097)	18,847
Prepaid Expenses & Other Current Assets	(46,359)	(19,670)
Increase (Decrease) in:		
Accounts Payable & Accrued Expenses	(5,412)	(12,560)
Net Cash Provided by (Used in) Operating Activities	86,332	221,997

CASH FLOWS FROM OPERATING ACTIVITIES

Acquisition of Equipment	(5,516)	(3,585)
Net Cash Used in Investing Activities	(5,516)	(3,585)

Net Increase (Decrease) in Cash & Cash Equivalents**\$80,816****\$218,412****Cash and Cash Equivalents, January 1****\$609,250****\$390,838****Cash and Cash Equivalent, December 31****\$690,066****\$609,250**

				2018	2017
	PUBLIC EDUCATION	MANAGEMENT AND GENERAL	FUNDRAISING		
Salaries	\$236,929	\$28,431	\$50,545	\$315,905	\$299,472
Fringe Benefits and Taxes	45,461	5,455	9,698	60,614	55,957
Rent and Related Items	23,630	2,836	5,041	31,507	29,613
Contract Services	37,760	-	-	37,760	8,000
Grants and Awards	50,000	-	-	50,000	11,579
Telephone & Equipment Rental	7,495	899	1,599	9,993	8,532
Postage & Messenger	970	116	207	1,293	2,169
Office Expenses	3,729	447	796	4,972	7,719
Event & Meeting Expenses	3,985	-	57,697	61,682	58,163
Printing	3,473	417	741	4,631	3,923
Insurance	3,502	420	748	4,670	4,591
Professional Fees	-	19,632	-	19,632	16,267
Travel	25,593	1,505	3,011	30,109	21,106
Publication and Videos	6,173	-	-	6,173	8,000
Advertising	-	-	3,917	3,917	927
Other Expenses	5,396	647	1,151	7,194	9,219
Total Expenses before Depreciation	454,096	60,805	135,151	650,052	545,237
Depreciation	879	105	188	1,172	921
Total Expenses, 2018	\$454,975	\$60,910	\$135,339	\$651,224	\$546,158
Total Expenses, 2017	\$395,810	\$42,196	\$108,152		



Protecting every child's
human right to grow up free
from the threat of sexual
exploitation and trafficking.



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