

# Impact Unlocked:

How 10 organizations are measuring impact of **anti-trafficking services**

## Executive Summary

The human trafficking industry is massive and profitable. It is estimated that there are over **50 million people in slavery** and that the profits of trafficking are **over \$150 billion per year** globally. In the United States, approximately **four hundred thousand people** are trafficked and the profit per person in sex trafficking in the Western World is over **\$80,000 per person**. It's the second largest illegal activity after drug trafficking. These numbers are hard to come by and likely understated due to data tracking limitations as well as difficulty in identifying victims. And despite the size and impact of the industry, **less than 2% of giving in the United States goes to womens' and girls' causes**, including trafficking.

So if the funding isn't at the scale needed to address this industry, the call to action needs to be to work smarter. Smarter means data that helps assess impact, scale solutions, and attract more resources.

In this report, ten leading anti-trafficking organizations discuss how they measure impact and implement best practices to evaluate their program's effect on survivors of trafficking, how they achieve process buy-in from staff on the ground, and how this data is utilized to garner funding for programs and assessment tools. We conclude with recommendations for service providers, industry convenors, and funders across the industry to offer a pathway for common frameworks that will help us all get closer to working smarter and ending human trafficking.

## Leaders Interviewed



*Carolyn Liu Lumpkin, LCSW*  
Chief Impact and Operating Officer, Coalition to Abolish Slavery and Trafficking (CAST)



*Lori Cohen*  
CEO, ECPAT-USA



*Kelsey Morgan*  
Co-Founder and Chief Program Officer, EverFree



*Lauren Grogan*  
Executive Director, The Jensen Project



*Marissa Marx*  
Senior Director of Partnerships & Programs, Dressember Foundation



*David Corliss, PhD*  
Founder, Peace-Work



*Stacey Cutbush Starseed, PhD*  
Social Scientist, Program Director, RTI International



*Sandra Diaz*  
Director of Impact and Evaluation, Restore NYC



*Scott Thomas*  
Co-Founder, Arbor Rising



*Victoria Butler*  
Modern Slavery Co-ordinator & Tactical Advisor, Thames Valley Police

# Highlights from the Report

The aim of the Impact Unlocked report is to open a conversation about impact assessment and outcome tracking for the anti-trafficking industry. By understanding best practices for standardizing measurements, data, demographics, and language across the industry, we hope the report will help service providers and funders accurately assess impact, better collaborate and communicate with stakeholders, and incorporate the important value of survivor voice into program ideas, execution, and evaluation. Below we summarize the insights from ten leaders that focus on creating lasting freedom for survivors.

## *For Service Providers*

**STAY CONNECTED:** Communicate and collaborate with peers in the industry.

**ADOPT BEST PRACTICES:** Follow best practice assessment methodologies from leaders like RTI, Restore, and Freedom Greenlight.

**LEVERAGE RESOURCES:** Organizations like Peace-Work offer free and accessible electronic methods and resources for harvesting analytics for good.

**INCLUDE SURVIVOR VOICE:** Establish a survivor council for the creation, evaluation, and execution of assessment tools.

**STAY SMART:** Focus on scalable systems that use technology (over paper) and establish a culture of building in time for impact assessment and data gathering into case management duties to avoid burnout.

## *For Funders*

**COMMUNICATE & COLLABORATE:** Work with your grantees to better understand their challenges and how you can align to support better outcomes.

**WORK TOWARD CONSENSUS:** Leverage common challenges and compile uniformity in language and reporting that can be applied across grantees.

**EXPAND AWARENESS:** Understand and connect with organizations that have figured out methods to assess results from both a quantitative and qualitative approach, both to develop best practices and to guide your grantees.

## *Industry Recommendations*

Federal agencies, such as the **U.S. Department of Justice's Office for Victims of Crime (OVC)**, **U.S. Department of Health and Human Services (HHS)**, and the **U.S. Department of Justice Office on Violence Against Women (OVW)**, have an opportunity to unite the industry with a proposal for common data fields for collection, industry benchmark-sharing, and conference time dedicated to establishing standards across participating organizations.