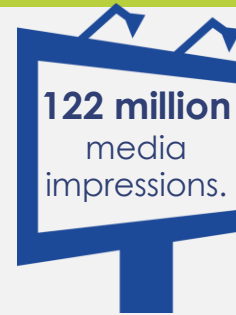


REDUCING DEMAND

15,000+ people trained on safe **intervention** in cases of suspected exploitation.

355 men **took a pledge** not to participate in commercial sexual exploitation and take action to end it.



64% were **donated** media impressions.

37 million were **earned** media impressions.

\$210K invested in paid media.

CREATING PREVENTION STRATEGIES



2,966 people reached by street **outreach** workers.



16,812 tip sheets and posters distributed marketing the hotline number to report cases of suspected exploitation.



727 calls made to sex trafficking **hotline**.

INCREASING OUTREACH & SERVICES



36 organizations participated in drives to provide **supplies**.

2,118 youth were provided with **survival kits**.

3,683 men **trained** on the harm caused by sexual exploitation.



145 people served at **drop-in centers**.

31 people served through **emergency shelters**.