

# 2020 IMPACT REPORT

AFRJ

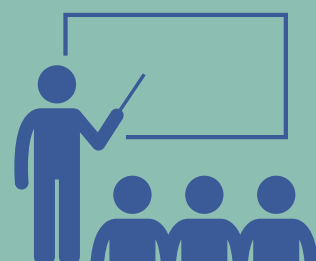


@afrjtoday  
@learnwithjusticeu  
@engagetgether

In a year where needs grew exponentially while resources diminished, the AFRJ Team and its partners stayed the course, weathered the storm, and continued to make significant impact in the fight to end and prevent human trafficking. Here are a few highlights! (For more, visit [afrj.com/now](http://afrj.com/now).)

## 1 TRAINED COAST TO COAST

Sometimes onsite, but mostly virtual, we provided numerous trainings to strengthen local efforts to combat human trafficking - for law enforcement and first responders, healthcare workers and civic organizations, churches and taskforces, universities and businesses, students and community foundations, and more.



## 2 CREATED NEW RESOURCES

Including the [Healthcare Response to Human Trafficking Series](#) on Justice U, the [Online Safety Guide](#) for Parents, numerous resources on the [impact of COVID-19](#) on human trafficking and vulnerable populations, the [Business Pledge & Training Program](#) to End Human Trafficking, advocacy toolkits for our Student Council, and more.



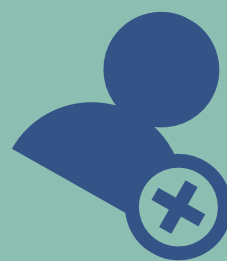
## 3 PROVIDED SUPPORT

The AFRJ team continued to provide critical relational support to both seasoned and new justice advocates in the field, daily bridging gaps in resources, relationships, solutions, and strategies. [Since our founding](#), we've supported over 10,500 advocates in this way. Our record day in 2020? 60+ advocates reaching out for assistance.



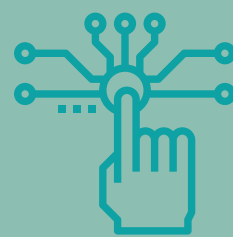
## 4 WELCOMED NEW PARTNERS

We've been thrilled to welcome new and truly amazing partners this year, including [Pomerol Partners & Qlik](#) for our data-analytics technologies, the Univ. of Wyoming and Indiana Univ. for research and service projects, [TopTal](#) for web administration, [Two PR](#) and [FCM](#) for nationwide marketing support, [MacDonald Realty Group](#) as a kickoff sponsor for the Business Pledge program, and worked with the Children and Law Commission of the VA State Bar Association to create a resource for foster youth, to name a few!



## 5 LAUNCHED NAT'L CAMPAIGN

For July's World Day Against Trafficking in Persons, we launched a nationwide digital-ad led awareness campaign that reached 216,140 people (with over 900,000 impressions) and provided additional learning opportunities via [live virtual events](#) for 600+ attendees.



## 6 EQUIPPED ADVOCATES

Via course offerings and events by [Justice U](#), resources and trainings by [Engage Together](#), ongoing efforts by the [Freedom Council](#) to catalyze business engagement around the world and the [Student Council](#) to mobilize students across the nation, we equipped thousands of justice advocates in 47 states and 8 nations.



## 7 FOUNDED A BUSINESS

We've been working for some years now to lay the groundwork for scaling the solutions and the team needed to power all these efforts in the U.S. and around the globe, while also finding a way to become self-sustaining in the future. In 2020, we launched [Altus Solutions, Inc.](#), a business for good that is already helping the AFRJ accomplish it all.



## 8 ADDED NEW TEAM MEMBERS

Our favorite highlight of this year is welcoming an ever-growing team of amazing individuals who have dedicated their lives and professional skillsets to this cause - and working together to build the solutions needed to end and prevent human trafficking.

