

# Collaborating with STOP THE TRAFFIK Group



Traffik Analysis Hub

People shouldn't be bought and sold.

## The Problem

STOP THE TRAFFIK Group\* (STTG) works with businesses and organisations to eradicate modern slavery and human trafficking (MSHT) across their operations. It is estimated that the scale of MSHT exceeds **\$150 Billion in revenue per year** with over **50 million individuals trafficked annually**. At this rate, the potential profit for a trafficker is upwards of **\$200,000 per victim** while the cost of risk is under **\$100** (The Avery Centre, 2021).

## Why STT?

MSHT devastates individual lives, families, and makes our communities unsafe. Human trafficking is the biggest criminal industry in the world, but together we can be a part of the solution.

We have a proven model to prevent MSHT, raising the risk to traffickers, creating an environment where their business model will fail to exist.

## How does STOP THE TRAFFIK Group work?



### Our Vision

To create a world where people are not bought or sold.



### Our Mission

Leveraging the power of digital disruption to undermine the business of trafficking and improve the safety and choice of those targeted.



### Our Tactics

We make it hard for traffickers to:

- Recruit vulnerable people
- Transfer proceeds of crime through legitimate financial systems
- Move their products or people through businesses

# Strategic Collaboration:

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Successful corporate partnerships are ones in which partner organisations give what they can, be it time, financial donations, or contributions in-kind. Our charity adds value to the partner's approach to their business, brand, and team. These relationships are tailored depending on our changing needs, the particular skill set of the partner and the opportunities for strategic collaboration, some of which are outlined below:

## Corporate Social Responsibility (CSR)

Partnering to drive positive social change with collaborations, corporate giving opportunities, employee volunteer days, fundraising initiatives, product donations, event sponsorship, and employee donations.

## Payroll Giving Schemes

Listing our charity in your payroll giving programme.

## Charity of the Year Opportunities

Nominating us as your COTY is a chance to unite the team in the fight against modern slavery.

## Mentoring Programmes

Mentoring our charity's team members whose capabilities span data analysis, intelligence gathering, communications and marketing, frontline campaigning, and operations.

# What are the benefits?

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## Training & Resources

Providing Modern Slavery & Human Trafficking training opportunities and resources to make your company more resilient to Modern Slavery & Human Trafficking risk; building awareness, and leading your sector in the fight against this crime.

## Brand Collaboration

Offering opportunities for brand collaboration through joint communications, marketing, brand awareness and fundraising efforts.

## Expertise

Offering expertise on the intersection of businesses and financial institutions with Modern Slavery and Human Trafficking.

## Disrupting Modern Slavery & Human Trafficking

Supporting the disruption of Modern Slavery and Human Trafficking by sharing information to support interventions.

## Volunteering Placements

Providing opportunities for employees to expand their horizons through our volunteering placements and corporate volunteer days.



WE HAVE SUCH A COLLABORATIVE RELATIONSHIP. I LOVE THAT WE CAN DEBATE AND DISCUSS OPENLY, I ALWAYS FEEL VERY SUPPORTED. IF THERE IS A QUESTION, CHALLENGE, OR EMERGENCY I REALLY NEED SUPPORT WITH, YOU GUYS ARE ALWAYS READY TO JUMP ON. YOU ALWAYS MAKE TIME, EVEN THOUGH YOU'RE NOT THE BIGGEST TEAM, YOU'RE ALWAYS THERE, OUR PARTNERSHIP IS ONE I'VE ALWAYS VALUED.

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PARTNER

## Contact Us

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For more information about our charity and corporate collaboration opportunities, please contact:

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