



Organizational Overview

VISION



BEST strives to help create a world in which no one is trafficked. BEST believes that every person has the right to be free from commercial sexual exploitation and forced labor.

MISSION



BEST educates employers to prevent human trafficking and creates pathways to employment for survivors.



OUR PROGRAMS

Employer ACTS is the overarching program that includes all of the different services BEST provides for employers. ACTS represents:

- 1 AWARENESS:** BEST helps employers raise awareness to stop human trafficking.
- 2 CONSULTATION:** BEST consults with employers on strategies to counter human trafficking, advises on best practices, and provides model policies.
- 3 TRAINING:** BEST trains employees to implement best practices and stop exploitation before it happens.
- 4 SAFE JOBS:** BEST enables employers to provide jobs for survivors of trafficking and people considered at risk.

THE SCOPE OF THE PROBLEM:



Human trafficking is (1) the use of force, fraud, or coercion to compel a person into work or prostitution, or (2) engaging a minor in a commercial sex act.

Victims of human trafficking have been identified in **over 25 United States industries**.

8,024 signals from victims and survivors of trafficking were received by the National Human Trafficking Hotline in 2024.

63% of forced labor globally happens in the **private sector**.

Black and Indigenous girls and LGBTQ2IA+ youth are disproportionately targeted by sex traffickers.





OUR IMPACT

Since 2012 BEST has impacted millions with awareness and training on human trafficking:

- BEST works with employers across industries in **50 U.S. states and over 102 other countries.**
- **>600,000,000 media impressions** to raise awareness and amplify how employers can counter human trafficking.
- **>200,000 people** trained to identify and assist victims.
- **>800 survivors and at-risk individuals** achieved employment.
- Consultation provided to **>400 employers.**



SOCIAL IMPACT

Our training sparks social change:

- BEST's training recipients reported **significant increases** in their knowledge about sex trafficking and labor trafficking after training.
- **96%** of training recipients reported that their employers took at least one of BEST's recommended steps to **prevent human trafficking** after training.
- **96%** of training recipients said BEST's training will **help make their workplaces safer.**

BEST sustains its work through the generosity of individuals, foundations, and corporations.

ORGANIZATIONAL FACTS

- Founded: 2012
- 501(c)3 nonprofit organization registered in WA

BOARD OF DIRECTORS

Nicolle Atchison, Custom Cones USA

Jennifer Dougherty, Accenture

Kirsten Foot, PhD, BEST

Kerrie Holleman, Microsoft

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Wendi Pickerel (Board President), Lockton

Karen Ressmeyer, Retired from Amazon

Alex Sum, MTX Group

Elizabeth Whittle, Seattle University and

Archer Bishop Financial Solutions

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The relationship that has been formed with BEST has been nothing short of astounding. Being able to see firsthand the work that they do and the impact they have is incredible. Partnering with such a talented group that fosters a focus on 'people helping people' will have a lasting influence on me not just professionally—but personally as well."

***Mitchell Mondala, Senior Investigator
BECU Fraud Operations, Complex
Investigations Unit***

"The BEST team provided professional consultation about how we could take an active role in preventing human trafficking that was compatible with our existing organizational culture and values. From our opening conversations to our planning, and culminating in the training of our entire team, our experience with BEST was first-rate."

***Donald M. Wise, President & CEO
Metzler Real Estate Metzler***