

RIDE MY ROAD



IMPACT REPORT 2021



AN ANTI - HUMAN TRAFFICKING
ORGANIZATION
WWW.RIDEMYROAD.ORG

Ride My Road is nationally recognized for the innovative work we do in the anti-trafficking movement to provide funding for restoration of survivors and education for the motorcycle community.

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our vision:

Ride My Road envisions a world free from commercial sexual exploitation and human trafficking.

our mission:

Ride My Road empowers the motorcycle community and beyond to fight against human trafficking through fundraising and education.

who we serve:

Since 2016, Ride My Road has supported American survivors of human trafficking. Our fundraising efforts are dedicated to organizations led by survivors offering direct services to survivors.



our founder:

Lauren Trantham is the founder and executive director of Ride My Road. In 2016, Lauren started Ride My Road as a personal photography project to photograph American Survivors. Since that time, and in addition to photographing over 80 survivors, she has ridden tens of thousands of miles on her motorcycle raising hundreds of thousands of dollars for survivor-led organizations.

Ride My Road has continued to host national events, fundraisers, motorcycle giveaways, and more to fight human trafficking with a focus on educating and enrolling the motorcycle community to end human trafficking.





dear supporter,

The first time I met an American survivor of sex trafficking I couldn't stop thinking that, "she could be me". Her story was one that anyone could see themselves in.

Human Trafficking in the United States is a multi-billion dollar industry with victims of all ages, genders, and backgrounds caught in the middle. However, even though it feels like an overwhelming issue, there is hope!

Since 2016, Ride My Road has hosted events all across America to raise funds and awareness for anti-human trafficking. Through strategic partnerships and by leveraging the power of the community, we have raised hundreds of thousands of dollars in funds and have impacted countless communities.

2021 was no different. As trafficking increased due to the Covid-19 Pandemic, so has our response. Please review this impact statement and know that we are so grateful to have you join us in the fight against human trafficking in the United States.

Sincerely,

Lauren Trantham
Executive Director, Ride My Road



trafficking worldwide:

With an estimated 24.9 million victims worldwide at any given time, human traffickers prey on adults and children of all ages, backgrounds, and nationalities, exploiting them for their own profit.

trafficking in usa:

In the United States, traffickers compel victims to engage in commercial sex and to work in both legal and illicit industries and sectors, including in hospitality, traveling sales crews, agriculture, janitorial services, construction, landscaping, restaurants, factories, care for persons with disabilities, salon services, massage parlors, retail services, fairs and carnivals, peddling and begging, drug smuggling and distribution, religious institutions, child care, and domestic work.

Top 5 Risk Factors/Vulnerabilities - Sex

Substance Use Concern

Runaway/Homeless Youth

Unstable Housing

Mental Health Concern

Recent Migration/Relocation

Top 5 Risk Factors/Vulnerabilities - Labor

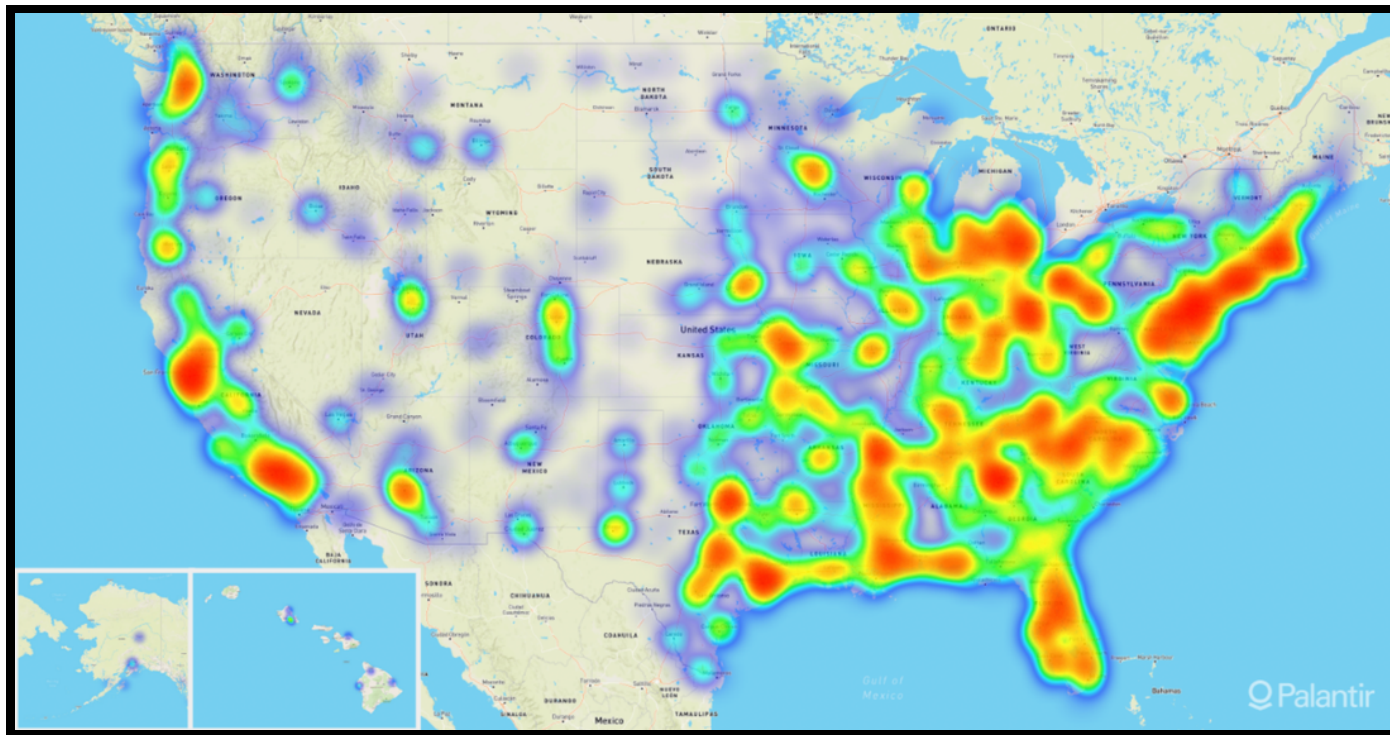
Recent Migration/Relocation

Self-Reported Economic Hardship

Unstable Housing

Criminal Record/Criminal History

Substance Use Concern



Locations of human trafficking situations in the United States in 2020.

"In 2020, 10,583 situations of human trafficking were reported to the U.S. National Human Trafficking Hotline involving 16,658 individual victims. Shocking as these numbers are, they are likely only a fraction of the actual problem." -Polaris Project, U.S. National Human Trafficking Hotline.

trafficking & covid:

The number of crisis trafficking cases handled by the Trafficking Hotline increased by more than 40 percent in the month following the shelter-in-place orders compared to the prior month.

our programs:

Disruptors University

In March of 2019, when the pandemic hit we were forced to cancel all our events nationwide. Suddenly, all our opportunities to reach the motorcycle community came to a halt. At the same time, reports were coming in that trafficking was increasing among vulnerable populations. We had to find a way to continue to educate the motorcycle community and beyond about the realities of trafficking in this difficult time.

In direct response to these new challenges, we created Disruptors University. We pivoted from in-person events to an online platform to provide top-level education and training to bikers and beyond so that they may be able to identify trafficking. Throughout the course, participants also learn to fundraise within their own communities.



how we are fighting, cont.



Disruptors University is a 10-12 week online course. Disruptors (participants) meet once a week to learn from some of the top anti-trafficking educators and survivor leaders in the country. Each educator presents on a facet of trafficking. By the end of the course, Disruptors are provided a well-rounded understanding of the nuances of human trafficking in America.

Week 1	Trafficking 101
Week 2	Demand - Who Drives this Industry?
Week 3	Trafficking in Indigenous Populations
Week 4	Familial Trafficking
Week 5	Sex Work vs. Trafficking
Week 6	Labor Trafficking & Conscientious Consumerism
Week 7	Pimp Controlled Trafficking
Week 8	Modern Masculinity and the Culture of Exploitation
Week 9	Pornography and Trafficking
Week 10	How to Speak to Youth about Trafficking
Week 11	Policy, Legislation and Trafficking
Week 12	Economic Empowerment for Survivors



graduate testimonials:

“The most impactful thing that I learned through the University was the importance of supporting survivor leadership and how important it is to go to survivors, listen to survivors and ask for their wisdom and their guidance on how to approach this problem.” - A.F.



“It was really really eye opening to go through the Disruptors University. I’m shocked by how little I actually knew about Human Trafficking. It was really amazing to learn all the different ways that we might be passive contributors and at this point being passive feels like we aren’t doing the right thing. Now, just by being more aware about this I feel empowered.” -S.U.

“There is so much that I learned and getting to hear different perspectives in general on this issue and the nuance and aspects. It’s not just young girls getting kidnapped in a van. The knowledge in general and the specific situations blew my mind. This was an amazing program to help people not feel so overwhelmed just learning about human trafficking.” -J.W.



how we are fighting, cont.



Survivor Portrait Sessions

In the summer of 2021 Lauren returned to the road, traveling through 8 states to photograph 30 survivors of human trafficking in the United States.

These photoshoots are a transformative experience and gift to survivors. Many survivors feel as though they carry their exploitation and trauma on their sleeves. A photoshoot allows them to see what we see; beauty, resiliency and strength.





survivor testimonials:

“Because of my past having my picture taken has always been triggering. Lauren made the experience so much fun and will be a memory I treasure forever. It was incredibly healing and freeing to be laughing and genuinely enjoying something that before had always been tied to some of my worst memories. I felt beautiful and empowered and even though a photograph may seem like a small thing, it is something that played a role in my healing journey and changing my life for the better.” -L

“Lauren was amazing to work with and I felt comfortable with her immediately. This photo shoot allowed me the opportunity to step out of my comfort zone and be in front of a camera without being sexualized or superficial, but to just be ME. It also made me feel seen and recognized as a survivor which is HUGE. Lauren, thank you for all you do!” -H

“It’s crazy how a short photo session can do so much to boost your confidence. Having had so many negative and exploitive experiences in the past, I was so nervous. But Lauren celebrated me and really came with a vibe that allowed me to become comfortable at my own pace. Leaving our session, I have been able to embrace life and myself in a more confident way. I’m so grateful for her!!!” -J

how we are fighting, cont.



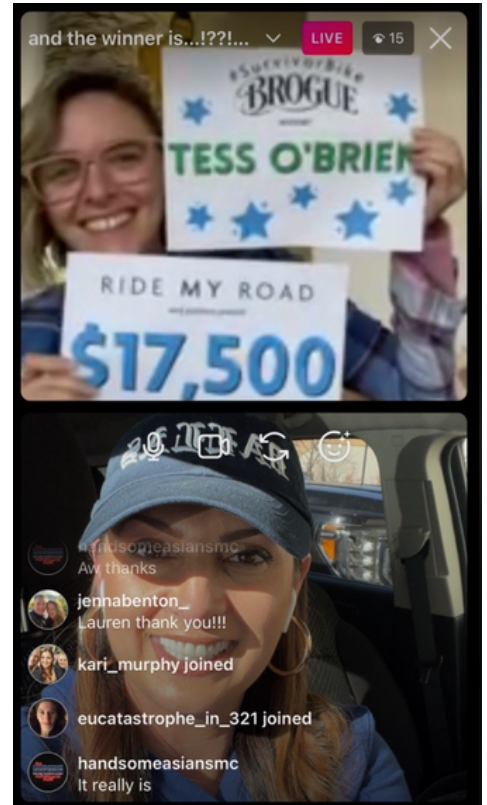
"During my photoshoot, Lauren's gentleness not only made me feel safe during my photo shoot, but through showing me the photos she empowered me to see my beauty and strength which is really hard to do... especially, when I think about all of the Child Sexual Assault Material and abuses that I have been through." -J.C.

”



#Survivorbike Giveaways

A series of Motorcycle Giveaways! The #Survivorbike Series is our love letter to the survivor community. Our core of volunteer builders take old bikes and restore and customize them brilliantly. In the spirit of survivors, we take the beauty that is hidden and bring it to the surface for these fundraising giveaways. Together we have given away four bikes and raised tens of thousands of dollars for survivors to attend restoration and educational programs.



Awarding the 2021 funds to
Rebecca Bender,
CEO of Elevate Academy





The Hard Road Challenge

The Hard Road Challenge is a two-day physical challenge and fundraising event paying tribute to survivors of human trafficking. Ride My Road is honored to be the fundraising coordinator for this event hosted by our partners at The Epik Project.

The Epik Project specializes in disrupting the demand for commercial sexual exploitation at the point of sale and The Hard Road is their way of standing in solidarity with survivors by choosing to complete a difficult physical challenge.

22 Hard Road Challengers from across the country came together in 2021 to run, walk, hike, and bicycle to raise funds.



\$60k

Total funds granted
(listed below)

4,700

Miles ridden in the name of survivors

30

Survivor Portrait Sessions Gifted

22

Hard Road Challenge Participants

17

Disruptors University Graduates

750

Community Members Engaged

\$31k

The Hard Road

The funds raised through our partnership with The Epik Project for The Hard Road Challenge were used to support survivor organizations as well as fund Epik's work to reduce the demand for commercial sexual exploitation. Of the \$31,000, \$16,500 were granted to The Avery Center, Relentless Pursuit (Christine's Place), Treasures LA and the Northwest Survivor Alliance. The remaining \$14,500 funded Epik's Cyber Patrols to engage with sex buyers at the point of purchase.



\$17.5k

#Survivorbike

The funds raised from our 2021 motorcycle giveaway funded 10 survivors' full-tuition scholarships to The Elevate Academy. Elevate is the largest online school for survivors of human trafficking, offering courses in professional development, budgeting, business 101, finding a specialty, nonprofit management, public speaking training, social entrepreneurship, author support and more. Tuition is %100 free for survivors and our giveaway enabled 10 survivors to graduate from The Elevate Academy with skills and support to flourish after so much trauma.

\$11k

Disruptors University

The funds raised from our 2021 Disruptors University inaugural cohort were used to support survivors in STEM and technical training. Of the \$11,000 raised, \$5,000 was granted to Annie Cannons to sponsor annual tuition for survivors to attend a year-long course in computer literacy, web development and app creation and coding. \$5,000 was also sent to The Avery Center for Research and Services to sponsor four survivors in the job development and employment program, including social media management training

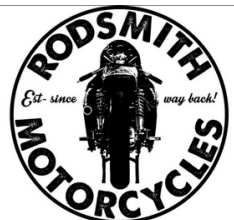
partner & sponsors



ELEVATE ACADEMY
ESTABLISHED 2014



NWSA



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Ride Your Motorcycle. Make A Difference.