



Global Modern Slavery Directory

DIGITAL MEDIA KIT

2021

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1/ OVERVIEW

This digital media kit is meant to provide you with the tools and information you need to reach out to and engage with your supporters about the Global Modern Slavery Directory (GMSD).

What is the Global Modern Slavery Directory?

The Global Modern Slavery Directory is a publicly-searchable database of over 2,700 organizations and hotlines working on human trafficking and forced labor around the world. What began as a collaboration between Polaris, the Walk Free Foundation, and the Freedom Fund, the GMSD is the most comprehensive database of modern slavery organizations with more than 190 countries represented. By enabling individuals in the anti-human trafficking field to better locate, identify, and connect with each other, the tool helps victims of human trafficking and at-risk populations get connected to the help they need where it's available. Visit globalmodernslavery.org for more information.

If you have any questions about the GMSD, please feel free to reach out to Polaris at global@polarisproject.org.

For media inquiries or to reach the communications staff at Polaris, contact media@polarisproject.org.

What is Polaris?

Named after the North Star, an historical symbol of freedom, [Polaris](https://polarisproject.org) is leading a social justice movement to fight sex and labor trafficking at the massive scale of the problem - 25 million people worldwide robbed of the freedom to choose how they live and work. For more than a decade, Polaris has assisted thousands of victims and survivors through the [U.S. National Human Trafficking Hotline](https://www.dhs.gov/ntht), helped ensure countless traffickers were held accountable, and built the largest known U.S. data set on actual trafficking experiences. With the guidance of survivors, we use that data to improve the way trafficking is identified, how victims and survivors are assisted, and how communities, businesses and governments can prevent human trafficking by transforming the underlying inequities and oppressions that make it possible.

2/ KEY INFORMATION

- The Global Modern Slavery Directory at www.globalmodernslavery.org is a growing, publicly-searchable database of over 2,700 organizations and hotlines working on human trafficking and forced labor around the world.
- The GMSD is the most comprehensive database of modern slavery organizations ever compiled for the public, with more than 190 countries represented.
- A joint collaboration that began between Polaris, the Freedom Fund, and the Walk Free Foundation, the GMSD is now run by Polaris and enables service providers, law enforcement, policymakers, and advocates to both identify modern slavery organizations in specific countries and determine what services are or are not provided for victims of human trafficking.
- By enabling actors in the anti-human trafficking field to better locate, identify, and connect with each other, the tool helps connect victims of human trafficking and at-risk populations to the help they need.

Key Statistics (as of September 1, 2021):

Number of Public Organizations: **2,654**
Number of Internal Organizations: **45**
Number of Countries Represented: **199**

- Mapping verified organizations internationally also enables the GMSD to highlight regions and countries where services for victims are lacking or non-existent.
- The public database enables individuals to search for specific organizations or countries, and identify for each organization: their operational status, contact information, hotline information, languages spoken, services provided, populations served, types of trafficking they specialize in, and industries/sectors where they have encountered trafficking.
- The GMSD currently lists over 600 organizations in the United States, and another over 2,100 international organizations. Additional organizations are continuously added to the GMSD as they are verified. Organizations also undergo a yearly update request and re-verification.

3/ SAMPLE EMAIL TO SUPPORTERS

Below is a sample email including key information and language you can use to explain the use of the Global Modern Slavery Directory to your list of supporters.

This language is only a suggestion, so please feel free to edit this sample email as needed for your organization.

Dear Friends,

Modern slavery is a \$150 billion-a-year criminal industry that affects millions of people around the world. People of all genders, race, ethnicity, and backgrounds are held in modern forms of slavery, forced to provide commercial sex acts and labor services. To ensure we are identifying and helping the most victims, it's critical that organizations combating modern slavery can easily coordinate a response and connect victims with services throughout the world.

The [Global Modern Slavery Directory](#) is a searchable database of more than 2,700 organizations working to prevent and combat human trafficking and forced labor. With over 190 countries represented, the GMSD better enables service providers, law enforcement, policymakers, and advocates to both identify modern slavery organizations in specific countries and determine what services are or are not provided in a region. It also helps connect victims of human trafficking and at-risk populations to the help they need.

People visiting the GMSD can search for organizations in a specific country, as well as look for types of services provided and the populations served for a particular region. The search function enables users to filter organizations based on trafficking type, population served, services provided, hotline type, industries/sectors, and coalitions. The website is available in Spanish and French, with more languages to be added in the future.

We invite you to help us spread the word about the Global Modern Slavery Directory so more people are aware of this resource. Share the link to the GMSD on your social media accounts to let your followers know about it using the hashtags: #GMSDirectory, #modernslavery, and #endslavery. You can also share our posts or retweet the posts from [@Polaris_Project](#).

Together we can help raise awareness about this tool and help in the fight against modern slavery and human trafficking. Thank you for your support!

Visit and explore the Global Modern Slavery Directory at www.globalmodernslavery.org.

4/ SOCIAL MEDIA

Social media will be a key way to reach supporters and let them know that the Global Modern Slavery Directory exists.

Below are sample tweets and Facebook posts your organization can use when posting about the GMSD.

Sample Tweets

Hashtags to use: #GMSDirectory, #endslavery, #modernslavery, #humantrafficking

1. The Global #ModernSlavery Directory was launched in 2014 and currently lists over 2,700 orgs that fight human trafficking worldwide #endslavery #GMSDirectory globalmodernslavery.org
2. #GMSDirectory is a public database of over 2,700 service orgs working together to #endslavery. @Polaris_Project www.globalmodernslavery.org
3. We're on the Global #ModernSlavery Directory of organizations fighting human trafficking worldwide! @Polaris_Project globalmodernslavery.org
4. Visit and explore the #GMSDirectory: www.globalmodernslavery.org
5. Check out the Global #ModernSlavery Directory and tweet your thoughts and ideas! www.globalmodernslavery.org
6. The Global #ModernSlavery Directory works with over 2,700 organizations fighting to #endslavery. @Polaris_Project globalmodernslavery.org.
7. Use the power of your voice to help #endslavery! RT to tell others about the #GMSDirectory! @Polaris_Project globalmodernslavery.org.
8. Remind the world #slaveryexists and RT. Unite with the Global #ModernSlavery Directory to #endslavery. @Polaris_Project globalmodernslavery.org.
9. The most comprehensive slavery directory in existence is critical in the united fight against #modernslavery. @Polaris_Project globalmodernslavery.org
10. The Global #ModernSlavery Directory aims to guide people in situations of modern slavery to helpful services. @Polaris_Project globalmodernslavery.org

Sample Facebook Posts

1. The Global Modern Slavery Directory is a publicly-searchable database of over 2,700 organizations and hotlines working on human trafficking and forced labor around the world. SHARE to help connect anti-slavery organizations worldwide and #endslavery. @PolarisProject www.globalmodernslavery.org.
2. Interested in learning about organizations providing assistance and services for victims of modern slavery throughout the world? CLICK to find out who is taking action and SHARE to spread the word about the Global Modern Slavery Directory www.globalmodernslavery.org.
3. More than 2,700 anti-modern slavery organizations in over 190 countries are involved in the Global Modern Slavery Directory. CLICK to find out how many are based in your country. @PolarisProject www.globalmodernslavery.org.

5/ ADD THE GMSD TO YOUR WEBSITE

Below are the GMSD logos to be used on social media or to place a link to the GMSD on your local website.



Copy the following code and paste it into your widget, footer, or sidebar:

```
<a  
href="http://www.globalmodernslavery.org">  
  
</a>
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