CASE STUDY

Lighthouse

ALLIES AGAINST SLAVERY

Opportunity

Allies Against Slavery, based in Austin TX, is at the forefront of combating human trafficking. Collaborating closely across the continuum of care, Allies had developed a series of trauma-informed indicators that helped identify potential victims; however, they noticed several data gaps. Quantifying the number of vulnerable and potential victims was problematic. It was too easy for individuals to fall through gaps between the service organizations. Government and service organizations were frustrated with how to gauge the effectiveness of their efforts.

Solution

Allies and Masterworks designed Lighthouse to be a simple solution to help identify vulnerable persons for further assistance. Lighthouse could be used by professionals working with at-risk populations. The data-driven approach helped individual organizations systematically identify potential cases, but there were still gaps in care.

Masterworks extended Lighthouse functionality to enable care coordination groups to share and jointly contribute to case management, from identification in a community shelter through support in government juvenile services. The Child Sex Trafficking Team of the Office of the Texas Governor endorsed the Commercial Sexual Exploitation Identification Tool (CSE-IT) for screening and identifying sex trafficking victims across Texas. As its adoption became widespread, Masterworks incorporated the CSE-IT in Lighthouse and revised the backend data reporting modules.

Masterworks was instrumental to our digital transformation as a nonprofit. Their expertise, strategic guidance, and technical partnership catalyzed Allies’ transformation into a technology and data-focused nonprofit with new product offerings and competencies. We’re driving impact for the most vulnerable at a whole new scale because of the trust, skill, and knowledge of the Masterworks team.

John Nehme, President & CEO of Allies Against Slavery
Results

The new Lighthouse release was met with enthusiasm. Within the first two months, over forty new organizations joined, with over 400 users. The number of records entered in Lighthouse are increasing significantly from month to month. More cases representing a “Clear Concern” for commercial sexual exploitation are being identified, with those individuals being initiated into care coordination.

Lighthouse allowed us to identify more kids who would have slipped through the cracks. Now we look at every single kid differently, through a trauma informed perspective. They are getting advocates in us.

Dawn Owens, Assistant Director, Bell County Juvenile Services

ABOUT ALLIES AGAINST SLAVERY

Allies Against Slavery harnesses the power of technology, data, and partnerships to protect freedom and dignity. Lighthouse is a platform built by Allies Against Slavery to help identify victims, coordinate care, and understand trends in data. Together we can stop human trafficking by illuminating the signs and taking action. Allies is located in Austin, Texas. Learn more at www.alliesagainstslavery.org.

ABOUT MASTERWORKS

Masterworks is a full-service marketing agency committed to world-class strategy and creative. We partner with organizations to move hearts and minds to action. Masterworks uses data science to rethink business processes and marketing decisions. Visit https://masterworks.com/ to learn more about how Masterworks can partner with you to help you accomplish your mission.