

# SJAM

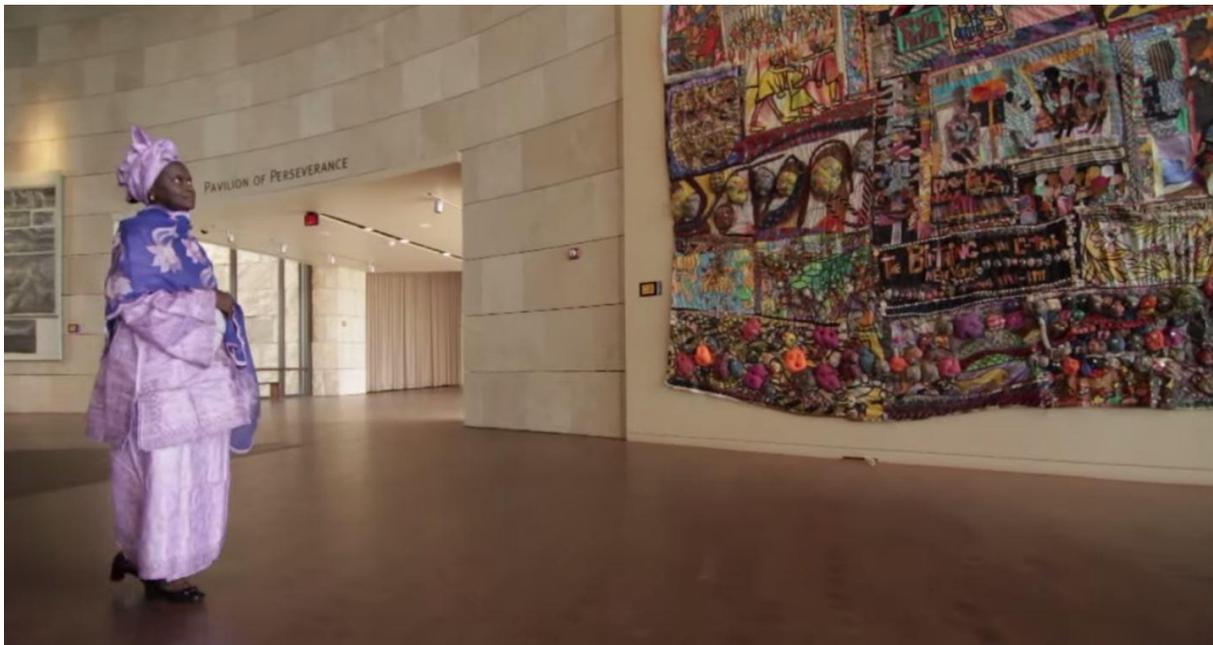
## Social Justice Alliance for Museums



### Museum Background

The mission of the National Underground Railroad Freedom Center is to reveal stories about freedom's heroes, from the era of the Underground Railroad to contemporary times, challenging and inspiring people to take courageous steps for freedom today. This mission is rooted in the values of courage, cooperation and perseverance that inspired conductors and runaway slaves on the historic Underground Railroad.

The Freedom Center fulfills its mission by acting as an educational center that promotes learning and dialogue over challenges to freedom. The Freedom Center supports multiple strategic initiatives, including a museum accredited by the American Alliance of Museums and an anti-human trafficking and modern day slavery program. Since opening in 2004, the museum has welcomed over one million visitors from more than 40 nations to the museum, and the anti-human trafficking and modern day slavery program has executed more than \$1M programmatic initiatives.



**A still image from the documentary *Journey to Freedom*. Shown: 2012 T.I.P. Hero, Fatimata M'Baye, while walking through the Freedom Center's museum during filming.**

## Museum Projects

Since 2008, the Freedom Center's anti-human trafficking and modern day slavery program has executed the following activities:

- **Greater Cincinnati Human Trafficking Report:** Between July 2008 and February 2009 a team of researchers from the Freedom Center, the Partnership for Human Freedom and volunteers conducted interviews on human trafficking in the Greater Cincinnati region. The report was designed to educate the city and community leaders about human trafficking, encourage city and community leaders to take proactive measures to address it, and to serve as a resource guide for those working on human trafficking in the region. Report available at: [http://freedomcenter.org/\\_media/pdf/HumanTraffickingReport.pdf](http://freedomcenter.org/_media/pdf/HumanTraffickingReport.pdf).
- ***Invisible: Slavery Today*:** In 2010 the Freedom Center opened the world's first permanent exhibition on modern day slavery. *Invisible: Slavery Today*, made possible by generous underwriting gifts from the Skirball Foundation and Lois and Richard Rosenthal, has an overall design and "feel" of a dingy warehouse in an unfamiliar city, filled with wood, metal and plastic containers - shipping cartons for human beings. Through a variety of techniques and media, including videos, sounds and touch-screen presentations, *Invisible* offers a comprehensive examination of slavery in the modern world through the life experiences of five individuals who were caught up in one of the five forms of slavery today: forced labor, bonded labor, child slavery, sex trafficking and domestic servitude. The exhibition explores the causes of slavery, the economic forces that have contributed to its growth, and the response of government, the justice system and the general public to this scourge. But *Invisible* is not just a grim walk through degradation and mistreatment. A major concluding section is devoted to anti-slavery activities underway around the world, especially by the Freedom Center's partners in the exhibition: Free the Slaves, Goodweave, International Justice Mission and Polaris Project. Visitors are also asked to make a personal commitment to be 21st Century Abolitionists in the cause of freedom.
- ***Journey to Freedom*:** In 2012 and 2013, the Freedom Center joined forces with the U.S. Department of State's Office to Monitor and Combat Trafficking in Persons. Together, we hosted events that honor these stories and inspire even more to take a stand for freedom. Embassies around the world showed the Freedom Center film *Journey to Freedom*, followed by a discussion among local government officials, Non-Government Organizations (NGOs) and other interested parties, asking participants to consider human trafficking as the global problem it is, and to look to history for understanding and inspiration. Ambassador-at-Large Luis CdeBaca said, "The film and materials have been a crucial part of a campaign that has helped influence policy makers and has reached out to new partners and stakeholders to join us in the fight against modern slavery. The campaign has also advanced the U.S. government's anti-trafficking policy dialogue with foreign governments." (March 21, 2013). Watch the film here: <http://freedomcenter.org/enabling-freedom/journey-to-freedom>
- **End Slavery Now:** End Slavery Now is a project of the Freedom Center as of June 2014. It is a tool to mobilize ordinary people that are outraged by modern day slavery in order to build a social movement that is influential in ending enslavement worldwide. End Slavery Now provides ways for individuals to learn about the forms of slavery and the forms of abolition, to connect with over 1,000 different antislavery organizations worldwide, and to take direct actions that will influence slave systems. For more information see [www.endslaverynow.org](http://www.endslaverynow.org).
- **T.I.P. Report Heroes Global Network:** The Global Network aims to raise public awareness of modern slavery by launching a global network to connect and publicize the work of Trafficking in Persons (T.I.P.) Report Heroes. T.I.P. Report Heroes are honored by the U.S. Department of State each year in conjunction with the annual T.I.P. Report, whereby the U.S. government evaluates and rates foreign countries' trafficking policies. This cooperative partnership with the U.S. Department of State will allow the public to interact with these Heroes on a regular basis by learning their stories, reading and watching media coverage of them, and following the publication of their latest resources. In development from July – December 2014, the site launches in January 2015. See the site at [www.tipaward.org](http://www.tipaward.org).



**The homepage for End Slavery Now.**

### The Challenges of the Projects

The Freedom Center is changing the traditional narrative Americans learn by demonstrating that slavery did not in fact end in 1865 like we were led to believe. A major challenge of this program is to celebrate the momentous historic end of chattel slavery whilst still educating visitors and our audiences worldwide that the practice persists.

Our approach places the seemingly modern crime of human trafficking in the context of historic slavery in order to drive a deeper understanding of the true nature of slavery over time and the deep commitment and vigilance required to end it. This approach demonstrates that slavery persists throughout time, which can be a depressing realization. Another major challenge is in overcoming the paralysis of visitors when they realize slavery has continued – and likely always will – to exist. In parallel with our education efforts on contemporary slavery, we seek to illustrate the persistent antislavery activity that has also continued. In doing so, we find that visitors are encouraged by the evidence that people have continued to succeed in overcoming forms of slavery and in forcing those who enslave to change their ways.

### The Overall Successes of the Projects

The Anti-Human Trafficking and Modern Day Slavery Program has been very successful to date. NGO leaders, scholars and government officials recognize our work in the field as critically important to the success of their own programs. Senator Rob Portman of Ohio, co-chair of the Senate Caucus to Combat Human Trafficking, said of us: “Instead of allowing you to dwell on the despairs and the bondage of slavery, the Freedom Center inspires a personal commitment to end human trafficking using the powerful example of ordinary people on the Underground Railroad.”

*Journey to Freedom* was viewed in over 55 U.S. embassies worldwide, and we hosted three stateside screenings in Cincinnati, at the U.S. Department of State in Washington D.C. and on the Google campus in Seattle. Matthew Mason, Ph.D, Associate Professor of History at Brigham Young University said of the film, “The film teaches hope by focusing on abolition and abolitionists then and now. Student[s] have seen enough films that simply raise awareness of the horrible reality without offering any hope from an activists’ position, so they appreciated that empowering message of the film.”

In three months of the End Slavery Now operation, the Freedom center welcomed over 45,000 unique visitors to the website and had over 15,000 clicks on our content on Facebook. Some of the top resources used included the daily headlines of human trafficking, the directory of volunteer opportunities and an infographic describing ways to recognize modern slavery.

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National Underground Railroad  
FREEDOM CENTER

Enabling Freedom Visit Get Involved What We're Doing

History Historic Heroes Modern Abolition Freedom Heroes Journey to Freedom



# 27 MILLION PEOPLE

Upwards of 27 million people are currently enslaved around the world, more than at any other time in human history.

We believe that through education and inspiration, we can encourage everyone to take part in the ongoing struggles for freedom.

The Story of the Underground Railroad  
History

**The Freedom Center website describing the anti-human trafficking and modern day slavery program on the “Enabling Freedom” landing page.**

### Project Development

The project is being expanded to include additional projects that support the mission to inspire antislavery activism today. As of October 2014, the Freedom Center is in development of the T.I.P. Heroes Global Freedom Network with the U.S. Department of State and organizing and preparing to host a faith summit with more than 200 American faith leaders to reactivate the President’s National Summit to raise awareness and inspire action to combat modern day slavery. We are presently expanding our public programming calendar to include additional museum program events to better serve the Cincinnati community.