

# Why the C-Suite Cares



## Financial Impact

### Financial Losses

**\$1.7 Billion** in suspicious activities reported by financial institutions in 2017, including actual losses and attempts to steal from those over 60, emphasizing the need for effective monitoring and reporting systems (Consumer Financial Protection Bureau, 2019).

### Potential Fines

**\$10.4 Billion** is the Global total of anti-money laundering (AML) fines between 2012 and 2021, stressing the importance of strict AML compliance to avoid fines and penalties related to child exploitation (Fonergo, 2021).

### New Customers

**78%** of millennials prioritize social issues (ESG) when selecting a financial institution, emphasizing the need for banks to adopt socially responsible practices (Cone Communications, 2017).

### Emerging Regulatory Requirements

There is emerging interest by Regulators to include Human Crimes in Risk Assessments. Awareness and effective planning prevent Financial Institutions from being subjected to unexpected costs and possible fines.

## Social Responsibility Impact

### Reputational Risk

**3.5 Years:** Time for a financial institution's stock price to recover after a reputational crisis, illustrating the long-term impact on shareholder value (Deloitte, 2019 Reputation@Risk report).

### New Investors

**87%** of investors considering non-financial performance when making investment decisions suggest that banks' ESG initiatives can attract investors (EY Global Survey, 2018).

### Social Responsibility

Addressing human trafficking can earn CRA effective credit. **66%** are people of color. **79%** of trafficking victims are women and girls. **61%** of survivors of human trafficking were used to make deposits and transfers for the trafficker.

### Associate Engagement

Associate engagement will increase as the financial institution advances the fight against trafficking and child sexual exploitation enhancing institutional pride.

Scan the QR code to join the fight against Human Crime →  
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