### THORN

## Defending Happiness 2019 Impact



It's been a big year at Thorn, and it's thanks to our community of supporters. Earlier this year, our plan to eliminate child sexual abuse material from the internet was selected for the TED Audacious Project, an award that is the single largest investment ever made to this issue.



In the same week, we received **The Skoll Award for Social Entrepreneurship.**  This summer, we were recognized by *Fast Company* as one of the **top 50 best workplaces** for innovators.

These awards are never the point of our work, but they are indicators that we are on the right track. **And our donors helped us get here.** Now, we are in a position to reach big milestones *quickly*. This report is a recap of the progress we've made in 2019.

This is only the beginning, and we hope you will join us as we forge ahead. Thank you.

### - TEAM THORN



Report

### We're building technology to defend children from sexual abuse.

We accelerate victim identification by equipping law enforcement with tools that help them find children exponentially faster.

### GLOBAL HASH COLLECTIVE We connect data around the world from law enforcement, NGOs, and tech companies to find children who are victims of sexual abuse

#### **②** SPOTLIGHT

Our sex trafficking investigations tool

We help online platforms find and remove child sexual abuse material, to reduce re-victimization and stop the viral spread of content on the open web.

### **3** SAFER

Our **tool for tech companies** that host user-generated content

We research the problem and share what we've learned to empower the public to be resilient in the face of digital threats.

### **④ BEHAVIOR CHANGE**

Our Deterrence Program, Stop Sextortion campaign, and Youth Trafficking Survivor Survey fall under this area of work. To date, the strategies our donors supported have helped:



## Connecting data around the world

For the first time, law enforcement can collaborate on child sexual abuse investigations in the dark web in a systematic way. We've successfully connected data from three major hash sets, which is the beginning of a new service we are leading – a global hash collective. This will be a continuously updated repository of image and video intelligence that feeds global systems to find victims faster.

STATS:

### Used across 55 countries.

1,60C CHILDREN RESCUED 1,080 offenders arrested 60%

OF SEARCH TIME SAVED DAILY

### Stopping the spread of abuse material online

Launched in January 2019, Safer is a tool for industry that identifies, removes, and reports child sexual abuse material on platforms that host user-generated content. It's been adopted by five tech companies and will be Thorn's first tool to generate monthly revenue.

SAFER STATS:

HASHED 1.2B UPLOADS ACROSS FIVE PARTNERS 55,000

ABUSIVE IMAGES AND VIDEOS FROM BEING UPLOADED TO THE WEB GOAL OF 125 PAYING COMPANIES BY 2023

# Finding trafficking victims faster

Six years ago, we built our first tool, Spotlight, to help law enforcement find child victims of sex trafficking being advertised online. This year, we took years of insights to build a new version of Spotlight which paints a clearer picture of trafficking networks and victim connections.

By making these critical updates to Spotlight, law enforcement can further reduce the amount of time it takes to find child victims of sex trafficking.

SPOTLIGHT STATS:

OVER 14,900 CHILD VICTIMS IDENTIFIED



AN AVERAGE OF 8 KIDS PER DAY

I rely on Spotlight in almost all of my investigations. Good, old-fashioned detective work has become inefficient due to the fast changing trends in a digital world. Technology has to be embraced or you will be left behind and children will slip through the cracks. That is unacceptable and failure is not an option.

#### - TEXAS INVESTIGATOR

11

To say Spotlight is indispensable is an understatement. Spotlight instantly expands upon our investigations by providing large amounts of information for us to sort through and prioritize. It saves me more time than I could ever explain.

- ANAHEIM LAW ENFORCEMENT OFFICER

### Addressing growing problems for youth online

We learned from our 2017 youth survey that 1 in 3 victims of sextortion had never told anyone, largely out of shame and embarrassment. This year, our **Stop Sextortion PSA went global**. This campaign seeks to increase awareness, destigmatize the issue, and encourage individuals to reach out for help and support their friends.

CAMPAIGN STATS:

OVER 4.5M YOUTH VIEWED THE CAMPAIGN IN THE U.S ADAPTED IN OVER 50 LANGUAGES BY OUR PARTNER, FACEBOOK, FOR GLOBAL DISTRIBUTION Our partners in law enforcement predict that as much as one third of new abuse content is **created by kids themselves**, which is getting into the hands of abusive communities and traded online.



To begin to address this, we're prioritizing youth-centered, nimble research tactics that will safely engage kids in conversations about current threats they face online. This year alone we have heard from **over 1,000 youth on the issues they are facing online.** 

# We've grown, and we're building faster.

We're now a team of **57** employees, making Thorn's team of engineers, data scientists, and product managers **the largest technical team dedicated to fighting child sexual abuse**.



As a quickly growing organization, we're learning how to effectively run a large, remote-first, technical nonprofit.

We have audited our wellness program, implemented our first 360° review process, launched a training program for managers, invested in new recruitment platforms, and built new onboarding tools.

STAFF STATS:

62%

OF NEW HIRES IN 2019 ARE TECHNICAL STAFF STATES

57 PEOPLE

#### **NEW HIRE HIGHLIGHTS:**

- FIRST SPOTLIGHT PRODUCT TRAINER
- FIRST HEAD OF ENGINEERING
- SALES & PRODUCT MANAGERS TO INCREASE THE REACH OF OUR TOOLS AND GROW REVENUE

These milestones are only possible with the generous support of our donors. Together in 2020, we will continue this important work. On behalf of the children we serve, **thank you**.



