

A young girl with a backpack is smiling and looking towards the left. She is surrounded by other people, including a woman on the left and a man on the right, who appear to be interacting with her. The background is slightly blurred, suggesting an outdoor setting like a school or a public event.

THORN ↑

2022 Impact

**BUILDING TECHNOLOGY
TO DEFEND CHILDREN**

2022 IMPACT AT A GLANCE

824,466

child sexual abuse
material files found

1,895

victims of child sexual
abuse identified

55,000

conversations with youth about
preventing online sexual abuse

5,554

parents signed up for
conversation tips



Read and share Thorn's
2022 Impact Report online at:
thorn.org/impact-report-2022

Ten years ago, Thorn was started to revolutionize the fight against child sexual abuse using technology. We knew that technology capabilities existed that could help find victims or defend children from sexual abuse – but they weren't being built or deployed at scale. Smarter tools were needed.

Our 2022 impact shows that, with your generosity and support, we're doing just that – and building a world we all believe in: one where every child can simply be a kid.

Last year, we ramped up our work with tech companies to implement our cutting-edge tools and technologies, like Safer, which enable them to detect, review, and report child sexual abuse material (CSAM) at a greater scale.

At the same time, we began empowering youth and parents to build skills and resilience, helping them prevent harmful sexual encounters before they happen. And we worked with law enforcement, accelerating their work to identify and remove as many children from harm as possible.

As we enter our second decade of service to the children at the forefront of our mission, two things are immediately clear: **our impact is tangible, and we have our generous community of supporters to thank for our progress. Together, we're truly changing the world for the better.**

There is much more work to be done, and we're grateful to have you by our side for it all. Without you, we couldn't have made the incredible progress you'll read about below – thank you.

Sincerely,



Julie Cordua

Julie Cordua
CEO, Thorn

INDUSTRY

When documentation of a child's abuse is shared online, it often lives on for years, spreading across the platforms we use every day.

Every time a piece of CSAM is traded or consumed, it continues the cycle of trauma for victims and survivors. In fact, in a survey of adult survivors of CSAM, 20% reported being identified by a person who had seen their child sexual abuse imagery.



Learn more about
Safer's technology



That's where Safer, Thorn's all-in-one solution that enables tech companies to detect, review, and report CSAM at scale, comes in.

2022 IMPACT:

CSAM files found: **824,466**

Customer reports sent to the National Center for Missing and Exploited Children (NCMEC): **60,829**

ALL-TIME IMPACT:

CSAM files found: **1,223,534**

Customer reports sent to the National Center for Missing and Exploited Children (NCMEC): **95,322**



While we've made incredible progress, we need every platform with an upload button to implement proactive CSAM detection measures, in order to turn the tide on the viral spread of this abusive content.



We are equipping the tech industry to stop the viral spread of CSAM. Now let's look at how Thorn is preventing the fastest-growing type of CSAM: self-generated, or "nude selfies."

YOUTH & COMMUNITIES

For young people, the internet and social media are integral parts of daily life – including their natural exploration of identity, sexuality and relationships.

As a result, sharing nude selfies has become increasingly common among youth today. In fact, approximately 1 in 6 teens think it's normal for people their age to share nudes with each other.

But trust is easily broken – and what was intended to be a private image can quickly become a viral image circulated online, resulting in the victim in the image being ostracized, isolated and shamed.

We're working to prevent this harm from happening by building resilience in youth and in the communities that support and protect them.

Last year NoFiltr, our youth brand, reached tens of millions of youth directly with prevention and support messaging. By focusing on the issues youth face online every single day, we're sparking conversations that bring these issues into the light in an open, honest, and nonjudgmental way.

In 2022 we proudly launched the NoFiltr Youth Innovation Council – a group of diverse, dynamic, and motivated young people ages 13-17 who help inform Thorn's work and provide a curriculum-like framework for innovation, creativity, and design. The Council empowers youth to use their skills to speak to their peers about the importance of online safety in a digital landscape.



"This (NoFiltr Youth Innovation Council Program) has been such an epic opportunity to make friends and make a difference! It's so fulfilling to actually be able to do something that helps people. I have a younger sister in middle school. Through this program, I've discovered so many resources and methods to helping her and others like her!" —JAYLIN LONGBERRY - HE/HIM, CONTENT CREATOR LEADER

2022 IMPACT:

239 million impressions*

55,000 conversations* about the issue via our channels

357,000 followers across social media

ALL-TIME IMPACT:

499 million impressions

120,000 conversations about the issue via our channels

657,000 followers across social media



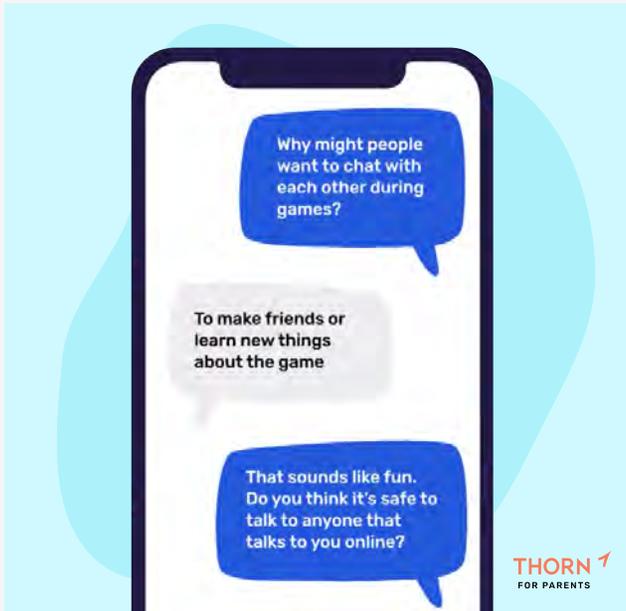
Visit
nofiltr.org

**Impressions are the number of times someone comes across a piece of content online. Conversations are an engagement that has a higher threshold of participation (i.e. dialogue between accounts).*

YOUTH & COMMUNITIES



Parents are rightfully concerned about their kids navigating online spaces safely – but it’s an awkward conversation, and they’re often unsure where to start.



In 2022, we continued to support parents with resources, conversation tips, and motivation through Thorn for Parents, our digital resource guide. Your support helps us give parents the knowledge, tools, and tips to have these conversations with their kids earlier, more often, and without judgment. The ripple effect of this behavior change can literally save lives.

2022 IMPACT:

4.4 million impressions

100,000 visitors

59,000 parents engaging with content

5,554 parents signed up for conversation tips

ALL-TIME IMPACT:

80.4 million impressions

600,000 visitors

492,000 parents and caregivers engaging with content

6,156 parents signed up for conversation tips



Learn more about the situation at parents.thorn.org



We're defending children on platforms, removing their imagery from circulation, and equipping them and their communities of support to build stronger safety nets and prevent harmful online experiences.

At the same time, we know that there are kids out there who are already in harmful situations – and, in some cases, being actively abused.

That's why we work with law enforcement to reduce the amount of time it takes to identify and safeguard victims, removing them from harm.

VICTIM IDENTIFICATION

Every day, law enforcement agents around the world are presented with an overwhelming volume of evidence of child sexual abuse in real time. These are children who need to be rescued right now.

Unfortunately, the problem is so massive and complicated that most agents don't have nearly enough resources or tools to address it at scale.

"Simply put, Spotlight makes a difference and saves lives."

INVESTIGATOR – TEXAS



Our product Spotlight is designed to help supercharge investigations, accelerating their ability to identify victims and remove them from harm as quickly as possible.

2022 IMPACT:

Children identified: **1,895**

Investigation time reduced: **53%**

ALL-TIME IMPACT:

Total children identified: **27,064**

Agencies using Thorn tools: **3,206**

Thorn's tools and programs fight child sexual abuse throughout the entire online ecosystem.

BECAUSE OF OUR WORK:



CSAM is removed from the internet to end the cycle of trauma.



Youth behaviors and attitudes around the harmful situations they so often experience online are shifting – and resilience is rising, with more young people feeling empowered to take control of their digital lives.



Critical conversations are happening between youth and parents that prevent online harm.



Child victims are identified and removed from harm and their abusers held accountable.

RESEARCH

Our programs and tools are always informed by our cutting-edge research, centered on the voices of youth.

This year, we conducted research to understand how youth experience topics like online grooming, the role of parents in keeping kids safe online, youth attitudes around self-generated child sexual abuse material (SG-CSAM, or “nude selfie” sharing), and how we should help youth respond to and report online threats.



OUR KEY MOMENTS:

Four groundbreaking reports released

Press coverage in **Bloomberg, Yahoo! News**, and the **Associated Press**

POLICY

Thorn is engaging in critical and productive conversations with lawmakers both in the US and overseas – primarily in the EU – to ensure they understand the nuances of the issue and why taking action is important in this rapidly-changing technological environment.

This year, the EU took a major step toward defending children online by releasing a special policy proposal designed to prevent and combat child sexual abuse. This groundbreaking piece of legislation has the potential to better protect children worldwide. **And Thorn has been – and continues to be – on the ground in the EU to help this legislation advance in a way that ensures maximum protection for children.**



OUR KEY MOMENTS:

Meetings with **23 European lawmakers**

Launch of **EU CSAM Proposal**

Meetings with **39 U.S. Congressional offices**

TEAM THORN

**TEAM
THORN**
7

Defending children is a
marathon, not a sprint.



Sometimes, this work is *literally* a marathon – this fall, Thorn celebrated our 10-year anniversary by running 26.2 miles at the NYC Marathon! Our CEO Julie Cordua joined co-founder Ashton Kutcher and more than 100 #TeamThorn supporters who ran to garner support and awareness for our mission: building technology to defend children from sexual abuse. More than 4,000 generous donors supported #TeamThorn by making special gifts to support Thorn’s work.

To help Ashton get to the finish at his first-ever marathon, he partnered with Peloton for a special training series leading up to the race. Each episode of “Our Future Selves” featured Ashton, a Peloton instructor, and a special celebrity changemaker, each sharing motivation and exploring their personal reasons why they do the difficult and life-changing work they do.



Take Action

This work is possible only because of our generous donors: a community of people who believe so strongly in our work that they've committed to supporting it financially. Our supporters mean the world to us, as they allow us to carry out our mission and continue to build a better world for children.

We need your help to defend children from sexual abuse. When you make a gift to Thorn, you play a critical role in our ability to make the world safer for kids.

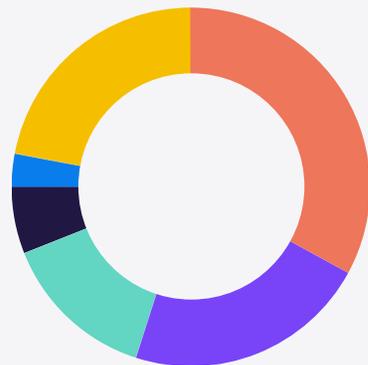
Together, we can be an unstoppable force for good.



To donate, visit thorn.org/donate
or email us at giving@wearethorn.org

FINANCIALS

Your support enables us to bring the best and brightest minds to address this complex and urgent issue.



- **Victim Identification** – 33% (\$8.8M)
- **Industry** – 22% (\$5.9M)
- **Youth and Communities** – 14% (\$3.6M)
- **Policy** – 6% (\$1.7M)
- **Research** – 3% (\$777K)
- **Operations and fundraising** – 22% (\$6M)



As long as child sexual abuse material spreads on the internet, as long as new forms of technology emerge, as long as there are children who need our help, Thorn will be there. And we're grateful you'll be there with us.

Until every child
can be a kid.

Thank you for your support in 2022
and 2023, and for the years to come.

THORN 

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thorn.org
giving@thorn.org

Thorn is a registered 501(c)(3) organization.