



ENOUGH·IS·ENOUGH®

Making the Internet Safer for Children and Families

Annual Progress and Impact Report Funded by Enough Is Enough's Philanthropic Partners Fiscal Year 2023



EXCLUSIVE INTERVIEW

CONFESSIONS OF A CONVICTED INTERNET PREDATOR

Never Before Released Online

SEX TRAFFICKING IN THE UNITED STATES:
What every parent *needs* to know.

Live Webinar
July 24th, 2023 | 2 PM ET
Featured Experts Include:



Donna Rice Hughes
President & CEO of Enough Is Enough

Bill Woolf
International Human Trafficking Expert



REGISTER TODAY!

OUR MISSION

The Enough Is Enough® (EIE) mission is to Make the Internet Safer for Children and Families.

EIE, a non-partisan, 501(c)(3) non-profit organization, emerged in 1994 as the national leader fighting to prevent the exploitation of children on the internet, launching the internet safety movement in America.

We are dedicated to promoting child dignity in the digital world by raising public awareness about the harm of internet pornography, sexual predators, cyberbullying, sex trafficking and other dangers.

We develop and advance preventative solutions that promote equality, fairness and respect for human dignity with a shared responsibility between the public, technology industry and the legal community.

We stand for freedom of speech as defined by the Constitution of the United States; for a culture where all people are respected and valued; for a childhood with a protected period of innocence; for healthy sexuality; and for a society free from sexual exploitation.

EIE relies on the generous support of our friends and partners. Our programs and campaigns are making a huge impact to prevent the online exploitation of children. The movement we started in 1994 is growing exponentially, and we need your financial support to continue the momentum. We count on every dollar to make a safer digital world for generations to come. We invite you to fund the fight by making a tax-deductible donation.

We are eternally grateful for your support!





Executive Summary

EDUCATION, EMPOWERMENT AND COMMUNICATIONS

Leverage the power of the media and its communications platforms to educate, equip and empower parents and the public to prevent the online exploitation of children.

Implementation of a DC Metro Digital Ad Campaign calling on Congress, DOJ and Big Tech to protect children online and to educate parents on Internet safety issues.

Develop initial phases of Internet Safety 101 Academy (formerly “Internet Safety 201”) – a state-of-the-art digital curriculum based on Enough Is Enough’s (EIE’s) Emmy award-winning Internet Safety 101 Program.

ADVOCATING FOR GREATER CORPORATE AND BIG TECH RESPONSIBILITY

Advocating that Instagram permanently ban its “kid-version” and cancel the launch of an online virtual reality platform called “META-verse” released without proper exploitation prevention efforts.

Advocating for social media platforms to implement age verification technology, stronger parental controls, and privacy protections.

“Flip the Switch” campaigns – corporations and digital platforms would turn “ON” safety features as the default rather than “OFF”.

Other petition campaigns include efforts to hold Big Tech, Pornhub and Instagram accountable.

Expanding Safe WiFi efforts to the hospitality, airline industries and federal government facilities.

ADVOCATING FOR ENFORCEMENT OF EXISTING LAWS AND SOUND PUBLIC POLICY

Children’s Internet Safety Pledges – Calling on the President, governors, and states attorneys general to advance policies and efforts to prioritize the prevention of online child exploitation.

Advocating for CDA 230 reform through the EARN IT Act; CIPA accountability for public libraries; DOJ to enforce and fund existing laws including obscenity, and to “Shut Down Pornhub”.

Rein in Big Tech campaign advocates for Congress to hold social media platforms, service providers and device manufacturers responsible and accountable.



[Press Releases/Statements](#)

- Statement In Support Of The Digital Consumer Protection Commission Act
- EIE experts featured in nationally released "Voices Of Courage" Magazine
- Statement on the recent passing of EIE advocate, Barbara Walters
- EIE Urges Businesses to Reconsider Advertising on Twitter as Ads Appear Near Accounts Promoting Child Abuse Content
- Statement on World Day Against Trafficking
- Statement on Dismantling of Pornhub

[Published Op-eds](#)

- **The Washington Times: Rein In Big Tech for the Sake of Our Children**
- **Fox News: Treat Big Tech Like Big Tobacco to Protect Our Kids**
- **The Hill: Protecting Children from Sexual Exploitation is a Low Priority for Twitter and DOJ**

FOX NEWS channel U.S. Politics World Opinion Media Entertainment Sports Lifestyle Video AI More :

OPINION

Treat Big Tech like Big Tobacco to protect our kids

Surgeon general warning that social media can cause mental health problems and other risks for children

OPINION By Donna Rice Hughes · Fox News

Published June 15, 2023 6:00am EDT | Updated June 15, 2023 2:00am EDT

Speaking and Conferences

Increased education/awareness among 1,000s of individuals, including industry execs, corporations, faith, policy and opinion leaders:

- EIE hosted the [“Protecting Kids Online” Town Hall](#) featuring Virginia Attorney General Jason Miyares, Enough Is Enough President and CEO, Donna Rice Hughes and community leaders, law enforcement and internet safety experts discuss how predators, traffickers and pornographers use the internet to target children and adolescents, and how parents can protect kids from dangers in the digital world.
- Donna participated in the Broadband Breakfast Webinar joining a panel of experts who discussed how the social media landscape is changing as lawmakers become more active in shaping digital communication.
- Two EIE executives spoke at the American Hotel & Lodging Association Trafficking Summit; Encouraged over 150 executives of national hotel chains to implement Safe WiFi practices.
- Presented evidence of need for DOJ appropriations language requiring DOJ to enforce obscenity laws at the Congressional Values Action Team chaired by Rep. Aderholt, ranking member of House appropriations committee.
- Participated in a symposium at Heritage Foundation regarding lack of obscenity law prosecution.
- Presented at the Rotary International global convention.
- Spoke at the Washington D.C. Republican Congressional Wives Speakers Seminar at The Library of Congress to share scope of online child sexual exploitation/solutions including pending bipartisan legislation.
- Educated faith audiences on digital risks, shared Recovering Hearts Initiative at Faith Wins. National Pastoral Conference (200 pastors) and Intercessors for America.

Internet Safety 101 Academy

Began development of Phase 2, which involves converting the existing digital program to a state-of-the-art digital curriculum including video-based content.

- Conducted exhaustive research on various e-learning platforms/distribution platforms, created a learning management system to house the 101 Academy.
- Produced Internet Safety 101 Academy video content for the following videos:
 - Pornography, Predators and Trafficking 101
 - Informational/educational Videos: In-depth look at Sex Trafficking in the U.S.
 - Webinar topics: Sex trafficking, Internet Safety, Betrayal Trauma, Impact of Porn on Brain
- Created module content for Gaming, Trafficking and Pornography 101 as well as Train-the-Trainer modules for public/law enforcement (interactive activities, videos, assessments, checklists and downloadable resources).
- Partnered with Moms for America to engage a national audience and distribute the 101 Academy content.

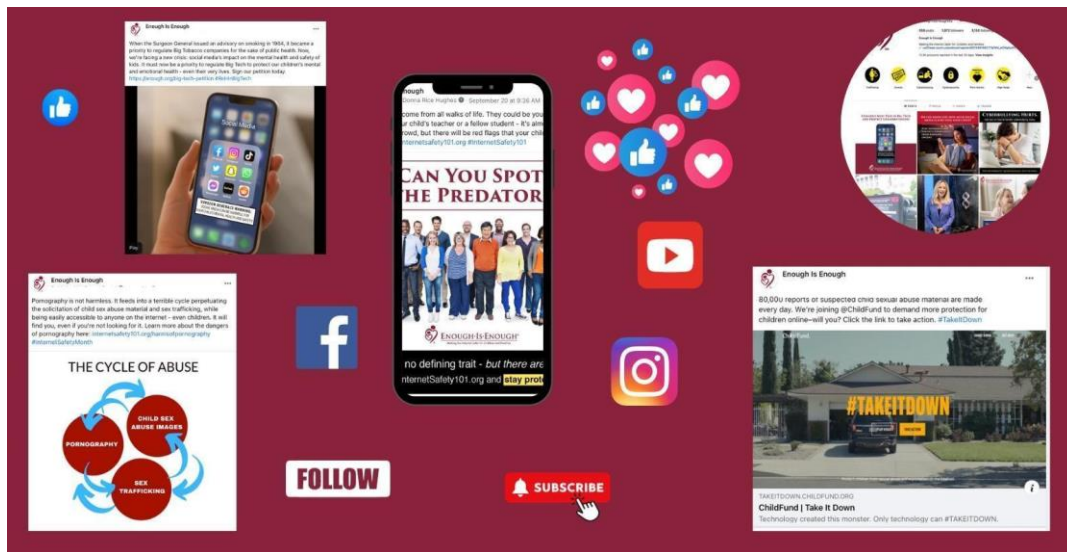


DC Metro Marketing/Advertising Campaigns

EIE piloted a 30-day digital and display advertising [DC Metro Campaign](#) in September 2023 calling for Congress, DOJ and parents to prioritize the protection of kids online. Campaigns included: "Rein in Big Tech", "DOJ Do Your Job"



and Internet safety. EIE leveraged communications platforms/partnerships to expand reach of campaigns and educate the public to prevent online exploitation. A digital billboard truck encircled Capitol Hill and man-on-the street interviews were conducted.



“REIN IN BIG TECH”, calling on Congress to hold Big Tech companies responsible and accountable for prioritizing kids’ online safety and privacy and to **“TREAT BIG TECH LIKE BIG TOBACCO”** in response to the Surgeon General’s advisory that social media is harming children’s health.

“DOJ, DO YOUR JOB” calling on Attorney General Garland and prosecutors to enforce all the pornography laws to safeguard childhood innocence.

“INTERNET SAFETY: PICK THE PREDATOR” designed to educate moms and dads to safeguard kids online from online predators/traffickers. Included video from John Doe story, a convicted child predator interviewed by EIE President.

Campaign engagement was superb as some creatives saw from hundreds to even thousands of clicks. It is clear that these issues are at the forefront of the public’s mind, and Enough Is Enough is leading the charge.



Prevention/Education/Marketing Videos and Guides

- Special Releases of “Confessions of an Internet Predator”(4K views) and “Renee’s Story” (online porn addiction) (1.2K views).
- Finalizing development of EIE 30th Year Anniversary video and Case for Support booklet.

ADVOCATING FOR GREATER CORPORATE RESPONSIBILITY

Advance high-impact, industry-transforming campaigns to raise awareness and engage corporate and tech industry to protect kids online including:

- Drop Plans for Instagram for Kids Under 13, 18.5K signors: Meta-owned Instagram (IG) responded by “pausing” IG for kids, adding parental controls and stronger safety protocols for 13-to 17-year-olds on IG/Facebook. Ongoing meetings with META execs advocating for even stronger protocols including age-verification.
- Pilot email marketing campaign, “End Big Tech Immunity” campaigns to Hold Big Tech Accountable/Petition, 2.5K signers and 3694 new emails.
- Demand DOJ Prosecute Pornhub & MindGeek for U.S. Law Violations: CSAM, Trafficking & Obscenity (19.2K signors).
- Dismantling of Pornhub: Victories-Layoffs & resignations of top executives at MindGeek, who is under Canadian investigation. Instagram removed Pornhub’s account (13.1 million Instagram followers).
- Advancing Safe WiFi in hospitality/transportation industries, government institutions to filter CSAM and porn.
- Ongoing discussions with G6 Hospitality to develop and revise Safe WiFi corporate policies.
- Ongoing Safe WiFi discussions w/Hyatt, Marriott, Wyndham, G6 Hospitality and Airlines for America; VICTORY-Marriott Int’l announced new Global Property Network Standard for hotels to block access to CSAM from the hotels’ WiFi. Ongoing discussions w/Marriott to filter pornography.
- Met with senior Walmart exec to provide expertise regarding additional WiFi policies. Walmart stated they followed EIE’s corporate policy recommendations when implementing national safe WiFi policies and technology.
- Met with Senate/House leaders on need for updated policies to filter porn and CSAM on government WiFi networks; Drafted letter for member offices to send to the General Services Administration regarding WiFi safety and privacy. Ongoing discussions with Cisco to advance this effort at federal and state level as Cisco is the government’s WiFi and Internet service provider.



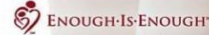
DEMAND
FACEBOOK

**DROP PLANS FOR
INSTAGRAM FOR
KIDS UNDER 13**

SIGN THE
PETITION

Demand that the DOJ
PROSECUTE PORNHUB
Mindgeek & other platforms for
illegal, obscene pornography
in violation of U.S. Federal laws

SIGN THE PETITION



ADVOCATING FOR ENFORCEMENT OF EXISTING LAWS AND BIPARTISAN SOUND PUBLIC POLICY AT FEDERAL AND STATE LEVEL

- Launched DC/Metro & national campaigns advocating for Congress to “Rein In Big Tech” and “Treat Big Tech like Big Tobacco” leveraging the Surgeon General’s advisory that social media is harming kids; and “DOJ, Do Your Job”.
- Three bills to Rein In Big Tech and mandate corporate responsibility/accountability to protect kids online passed unanimously out of Senate Judiciary and Commerce Committees in 2023 (EARN IT Act, Kids Online Safety Act, COPPA 2.0). When enacted, these laws will remove Big Tech blanket immunity, holding them accountable for removing CSAM on their platforms. Other bills include End Exploitation Act, NDAA Amendment, SCREEN Act and the Utah, SC and VA Filtering bills.
- Developed White Paper: “The Quiet Crisis: Uncovering The DOJ’s Failure to Tackle Obscenity” and presented to key members on the Hill.
- EIE-submitted report language in its FY21/ FY22 Budgets for Obscenity Prosecutions included by Congress the Federal Budget: report language is in the Federal budget in which Congress calls on the DOJ to enforce federal obscenity laws, an historic first.
- Laid foundation for a two-city South Carolina Initiative to prioritize the prevention of online exploitation of youth, engaging government leaders (including EIE partners Gov. and First Lady McMaster, Attorney General Wilson), NGOs, law enforcement, faith communities/stakeholders to expand/distribute the Internet Safety 101 Academy & advance marketing and ad campaigns.
- Partnered with the Virginia Office of the Attorney General to conduct a series of community-focused internet safety outreach efforts. A Town Hall led by Attorney General Miyares and EIE is planned in November 2023.
- In coordination with SC Attorney General Alan Wilson, drafted letters to send to all state AGs to co-sign joint letter calling on Big Tech to implement “safer by design” and FLIP THE SWITCH solutions on devices and online platforms, first introduced in Donna’s Ted Talk.
- Participated in National Symposium on Child Sexual Abuse, Sex Trafficking and the Pornography Industry.
- Testified at North Dakota Legislature’s Senate Judiciary and full House hearings "Solving a Public Health Crisis: The Online Sexual Exploitation and Abuse of Children," regarding obscene porn online and in school library books.

**THE SENATE
JUDICIARY PASSED
5 BILLS THROUGH
COMMITTEE:**

EARN IT Act
Stop CSAM Act
Project Safe Childhood
SHIELD Act
REPORT Act

HELP US ADVOCATE FOR THE
PASSAGE OF THESE LAWS!

DONATE TODAY



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Making the Internet Safer for Children and Families



- Attended DC Senate Judiciary Committee hearing "Protecting Our Children Online" to support legislative action holding Big Tech accountable for social media harms.
- Submitted feedback requested by the National Telecommunications and Information Administration (NTIA) on behalf of the Department of Commerce and in conjunction with the other members of the United States government's Task Force on Kids Online Health & Safety to promote a healthier, safer and more private experience for minors accessing online platforms.
- Presented Str. Markey's staff a proposal to reauthorize the NTIA & create internet safety grants programs. Discussed with Str. Graham's office.
- Met with Str. Paul's office to "Rein in Big Tech" and address a Safe WiFi initiative.
- Ongoing meetings with Str Blackburn's and Str Blumenthal's office supporting KOSA.
- Ongoing meetings with Str Graham's and Str Blumenthal's office supporting EARN It.



Partnerships

EIE is proud to advance new partnerships and/or collaborations which are critical to its success and impact, allowing EIE to expand its reach, content and messaging distribution and overall impact:

- VA Governor's and Attorneys Generals offices to advance state efforts to prevent online exploitation.
- Moms for America is advancing internet safety 101 programs and resources.
- Family Research Council-leveraging FRC audiences and platforms to promote EIE campaigns/ initiatives.
- Intercessors for America-educating their network with EIE policy advocacy, campaigns and prayer for the exploited.
- ECPAT-leveraging its ability to establish relationships in the hospitality space and encourage Safe WiFi.
- Faith Wins-to help reach the faith-based community with EIE programs.

Fighting to Make the Internet Safer for Children and Families

Since 1994, Enough Is Enough® (EIE) has aggressively pressed forward in the battle to prevent the sexual exploitation of children from internet pornography, sexual predators and other risks. Our proven success during the last three decades has made the Internet safer for children and families. EIE continues to stand for a culture where all people are valued, and childhood innocence is protected.

Inspired by William Wilberforce's desire for social change and for a better world in which all people are respected with dignity, EIE's campaigns and initiatives are designed to protect children and families in our ever-evolving digital world and to win the war against sexual exploitation.

The two main life goals of Wilberforce were to abolish slavery and to restore manners and decency in England. It took Wilberforce and his band of friends, the Clapham circle, a lifetime to bring about such grand and revolutionary social change and abolish other social ills such as child labor.



Noble and worthwhile causes such as these often take a lifetime and include a strong network of devoted individuals and stakeholders from both government and private sectors.

Over the decades, the movement has expanded globally, involving hundreds of NGOs and stakeholders in the government, industry, law enforcement, medical and educational sectors worldwide.

EIE's innovative 4-pronged approach to address these threats promotes a shared responsibility between the public, corporations, government and faith communities, each doing its part to prevent the exploitation of youth on the Internet. This strategy has been adopted by like-minded stakeholders globally. It takes each sector doing its part to create lasting change and to abolish such evils as the online sexual exploitation of children.

EIE programs do not reinvent the wheel; rather, they fill gaps in existing efforts with new, pioneering campaigns that scale nationally, are easily replicable and generate significant outcomes. Each is designed to bring large culture change from the top down - from CEOs to Main Street; from the White House to Governors and State AG's; from mainstream media to family living rooms. EIE's ability to create high-impact campaigns, brand awareness, and generate national media interest and public engagement has led to tremendous influence, change and action. Once EIE births an initiative and other NGOs follow, EIE forges new paths to pioneer to prevent the exploitation of children in the digital world.

EIE continues to successfully leverage the power of the media and its communications platforms to sound the alarm to online threats, raise awareness to the issues, educate parents, educators, media, policy makers, law enforcement and faith communities, and empower them to act. We look forward to continuing our partnership with our generous funders into the future and are grateful for the opportunity to submit a grant proposal to continue to build upon our ongoing success. Together we can continue to make significant strides to prevent the online exploitation of children and to advance our mission to make the internet safer for children and families.

“Not only does EIE help protect the children I think are so precious and vulnerable, but it’s also a charity that helps to educate the family. It’s an organization that I am very proud to be a part of.”

- Longtime EIE supporter and Chairman of the Board, Lt. General "Mick" Kicklighter.



Enough.org | info@enough.org
InternetSafety101.org





Donna Rice Hughes
Enough.org

TEDxFargo
x = independently
organized TED event



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