



IWF
Internet
Watch
Foundation

STOP Child Sexual
Abuse Imagery Online

DO the right thing ✓

HELP US PROTECT THE VICTIMS OF CHILD SEXUAL ABUSE WORLDWIDE

FUNDRAISING PACK



WHY THE IWF?

We work globally to remove child sexual abuse imagery online. We're the most effective organisation in the world at removing these images and videos from the internet. Since 1996 we've identified and removed over **a quarter of a million** webpages. Each webpage could contain one or thousands of images of children being sexually abused. We're very good at our job, however, there is still much more work to be done and **we need your help**.

WHY FUND AN ANALYST?

PETER is an ex-military analyst. He found himself at the centre of a child rescue shortly after joining the IWF in early 2015.

"In the RAF I saw some truly horrible things from war zones, but nothing prepared me for the initial shock of seeing the images of children being sexually abused. We see far worse in one day than most people will ever see in a lifetime. And that's why we do the job – to try and keep children safer.

"Soon after becoming an analyst, I identified an image of a child I hadn't seen before. I shouted to the team and we gathered round my screen. The image was of a young schoolgirl in her bedroom. It looked like she was being prompted by someone and that she was completely unaware of how serious her situation was.

"The whole team worked together to gather as much visual evidence as we could, details of the room, fabrics, decoration – anything that could help try and identify her. Then we passed the information to the police. We were later told the youngster had been found and was safe. She was just 12 years old and had been groomed online for years.

"I can't tell you how amazing we all felt when we got the news that she'd been rescued. It was brilliant."

With the help and support from our **130 industry Members**, Government, non-governmental organisations, law enforcement, and **you** - the general public, we've managed to minimise the world's known child sexual abuse material hosted in the UK from 18% in 1996 to less than 0.2% today. Unfortunately, there are still many more images and videos online of children being raped and sexually tortured. **Help us remove these images for good.**

“Sixteen years have passed and the images of me being sexually abused are still being viewed and downloaded online every day.

“It’s ruined my life, I’ve fallen ill, I deal with depression, and at one point I was even suicidal.”

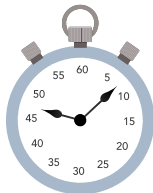
Mark is 30 and lives with his family in Manchester. To this day Mark deals with the horrors from his childhood which he says have scarred him for life. Beginning at the age of just 8, Mark and his brothers and sisters, were repeatedly raped and abused by their stepfather for four years. The stepfather photographed and then shared the images of the violent sexual acts online with other paedophiles.

With your help we can remove more and more online images and videos of child sexual abuse like those of Mark, and help victims move on with their lives.

HOW CAN YOU HELP?

Just **£10** could be all it costs to identify **one illegal webpage containing thousands of images or videos** of children being sexually abused. That’s all.

However, your money can go further! Below is a breakdown of how your donation could support an analyst and help remove even more child sexual abuse imagery.



£119



1 day



30 reports



12 webpages

£600



1 week



150 reports



60 webpages

WHAT NEXT?

There are many ways you can fundraise for the IWF - it's really up to you. For more information on how to fundraise for the IWF or how to sponsor a fundraiser of the IWF, please **see our BT MyDonate page**:

www.mydonate.bt.com/charities/internetwatchfoundation

You can also **make a donation to the IWF via our website**:

www.iwf.org.uk/donate

Our full **IWF Fundraiser Pack** contains all the important information you need, including posters and sponsorship forms. The pack is available to download on our website *www.iwf.org.uk/fundraising*

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