



PHILANTHROPIC BRIEF

# Commercial Sexual Exploitation of Children

An Overview from Faith Driven Investor and SaltExchange

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# Executive Summary

Commercial Sexual Exploitation of Children (CSEC) is child sexual abuse and exploitation involving a transaction of any kind. This abhorrent crime takes advantage of the most vulnerable people in our world for greedy purposes, creating lifelong wounds in the process. In this report we focus on two major aspects of CSEC:

**CHILD SEX TRAFFICKING** is the exploitation of children for commercial sex acts.

**CHILD SEXUAL ABUSE MATERIAL (CSAM)**, also known as child pornography, is visual content that depicts sexual activity involving children.

CSEC is undergirded by secrecy, coercion, and government corruption, so its magnitude is difficult to measure. The International Labour Organization estimates **1.7 million children globally** were victims of CSEC in 2021, but that may be a conservative estimate.<sup>1</sup> The rise of the Internet has accompanied a global rise in CSAM. The National Center for Missing & Exploited Children alone saw over **29 million cases** of suspected CSAM in 2021.<sup>2</sup> Domestically, the number of child sex trafficking victims is conservatively estimated at **20,994 children**.<sup>3</sup>

CSEC is an industry with “consumers” (people who buy sex with minors or access CSAM), “suppliers” (child sex traffickers and disseminators of CSAM), and “supply” (victims of child sex trafficking and victims of exploitation through CSAM). In addition to addressing the personal, spiritual, and economic factors that contribute to CSEC, we advocate for a collective approach to this issue that hurts the industry on both the demand side and the supply side, summarized as:

## Diminishing the demand

- Identify, arrest, and prosecute buyers of sex with minors
- Identify, arrest, and prosecute possessors of CSAM
- Spread information about the evils of CSEC

## Diminishing the supply

- Identify, arrest, and prosecute child sex traffickers
- Identify, arrest, and prosecute disseminators of CSAM
- Identify and remove CSAM from the Internet
- Identify, rescue, and restore victims of child sex trafficking

<sup>1</sup> International Labour Organization, Walk Free, and International Organization for Migration, [Global Estimates of Modern Slavery](#) (2022), 17.

<sup>2</sup> National Center for Missing & Exploited Children, [Our 2021 Impact](#).

<sup>3</sup> Center for Court Innovation, [Youth Involvement in the Sex Trade: A National Study](#) (2016), xiii.

# Introduction

## A GLOBAL ISSUE

### Every society is responsible for its children.

All people are born with inherent dignity, and kids deserve a childhood characterized by love and safety. What happens in childhood shapes an entire life; how we care for children today has long-term consequences for the well-being of the world in the future. Ending Commercial Sexual Exploitation of Children is a global moral imperative.

#### DEFINING CSEC

Any activity that makes kids the subject of unnecessary harm is wrong. Legally, there are different definitions for child “abuse,” “exploitation,” and “trafficking.”<sup>4</sup> This can make accurate terminology about the wrongful treatment of children a challenge. This report is about Commercial Sexual Exploitation of Children (CSEC) as defined by the United States Department of Justice: “Commercial Sexual Exploitation of Children (CSEC) refers to a range of crimes involving the sexual abuse

or exploitation of a child for the financial benefit of any person or in exchange for anything of value (including monetary and non-monetary benefits) given or received by any person.”<sup>5</sup> We understand “sexual abuse” to refer to any form of sexual harm, while “sexual exploitation” refers to sexual harm that results in some external benefit for the perpetrator.<sup>6</sup> Therefore, CSEC is sexual harm that involves any type of transaction. CSEC is a reality experienced by millions of children today. It merits an informed and targeted response.

### CSEC IS A REALITY EXPERIENCED BY MILLIONS OF CHILDREN TODAY.

Today, CSEC has two major aspects that overlap: child sex trafficking and Child Sexual Abuse Material:

**CHILD SEX TRAFFICKING** — The United Nations defines human trafficking as “the recruitment, transport, transfer, harboring, or receipt of a person by such means as threat or use of force or other forms of coercion, abduction, fraud, or deception for the purpose of exploitation.”<sup>7</sup> When minors are victimized,



<sup>4</sup> Child Welfare Information Gateway, [Definitions of Human Trafficking](#).

<sup>5</sup> Office of Juvenile Justice and Delinquency Protection, [Sexual Exploitation of Children](#).

<sup>6</sup> E.g. UNHCR: The UN Refugee Agency, [Abuse and Exploitation](#), 6-7.

<sup>7</sup> United Nations Office of Drugs and Crime, [Human Trafficking](#).

recruited, transported, transferred, harbored, or received for the purpose of exploitation in any case, this constitutes trafficking (even if no coercion, abduction, fraud, or deception happens). Sex trafficking is when an individual is exploited through the use of force, fraud, or coercion for commercial sexual acts. Child sex trafficking occurs when the individual exploited for commercial sexual acts is a minor.<sup>8</sup>

**CHILD SEXUAL ABUSE MATERIAL (CSAM)** — The United States Department of Justice defines child pornography as any visual depiction of sexually explicit conduct involving a person less than the age of 18.<sup>9</sup> Child Sexual Abuse Material (CSAM) and related terms for child pornography are used by many organizations “to call [child pornography] what it is: evidence of child sexual abuse.”<sup>10</sup> In addition to the exploitation that happens when CSAM is produced, children are re-victimized every time content is viewed.

Production of CSAM is child sex trafficking. The two issues also overlap when children are trafficked from one place to another for the purpose of CSAM production. Additionally, online “grooming” behaviors, like flirting, when adults contact children on the Internet with the intent to develop a sexual

relationship, and “sexploitation,” when children are blackmailed with explicit content of themselves, are two online phenomena related to child sex trafficking and CSAM.

### CSEC GLOBALLY

As criminal activity undergirded by secrecy, coercion, and government corruption, global CSEC is difficult to measure. Therefore, estimates about the magnitude of the issue vary. Of the nearly 50 million people they estimate in modern-day slavery (forced labor or forced marriage), the International Labour Organization conjectures close to 1.7 million children globally were victims of CSEC in 2021.<sup>11</sup> Walk Free says the global estimates of modern-day slavery are conservative, especially in light of a lack of good data from the Middle

<sup>8</sup> Child Welfare Information Gateway, [Definitions of Human Trafficking](#).

<sup>9</sup> The United States Department of Justice, [Citizen's Guide to U.S. Federal Law on Child Pornography](#).

<sup>10</sup> RAINN, [What is Child Sexual Abuse Material \(CSAM\)](#) (2022).

<sup>11</sup> International Labour Organization, Walk Free, and International Organization for Migration, [Global Estimates of Modern Slavery](#) (2022), 17.

**1.7**  
**MILLION**

**CHILDREN GLOBALLY  
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COMMERCIAL SEXUAL  
EXPLOITATION IN 2021.**

East.<sup>12</sup> Global CSEC is one symptom of global child sexual abuse, which Out of Shadows estimates more than 400 million children experienced in 2022, based on one literature review.<sup>13</sup> In 2014, the International Labour Organization estimated commercial sexual exploitation, including CSEC, generated \$99 billion. This conservative estimate did not include profits from CSAM.<sup>14</sup>

The rise of the Internet has accompanied a rise in CSAM. According to *The New York Times*, tech companies in 2018 saw online content suspected for depicting sexually explicit activity involving minors more than double from the previous year to 45 million.<sup>15</sup> In 2021, the National Center for Missing and

Exploited Children saw reports of suspected CSAM rise from 21.7 million in 2020 to **more than 29 million**.<sup>16</sup> Since the Internet transcends geography, CSAM is by definition a global issue. Regardless of the source country, the negative effects of CSAM can reach anywhere with Internet access (See Fig. 1).

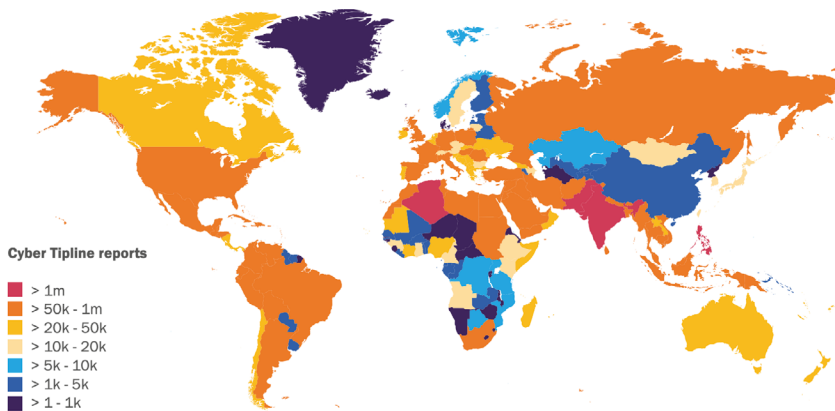
<sup>12</sup>Walk Free Global Slavery Index, [2018 / Findings / Global Findings](#).

<sup>13</sup> [Out of the Shadows Index 2022](#), 2.

<sup>14</sup> International Labour Organization, [Profits and Poverty: The Economics of Forced Labour](#) (2014), 27.

<sup>15</sup> Michael H. Keller and Gabriel J.X. Dance, [The Internet is Overrun With Images of Child Sexual Abuse, What Went Wrong?](#) (2019).

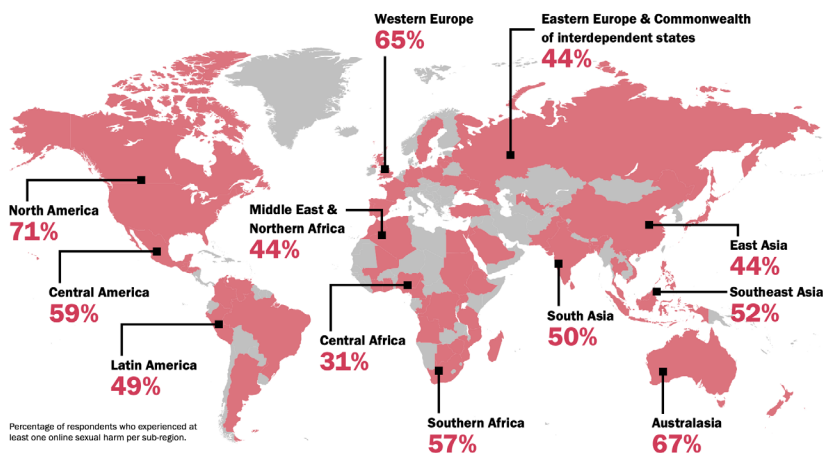
<sup>16</sup> National Center for Missing and Exploited Children, [Our 2021 Impact](#).



**Figure 1**

This map shows the source country of CSAM reports to the National Center for Missing & Exploited Children Cyber Tipline.

**Source:** WeProtect Global Alliance, [Global Threat Assessment 2021](#), 40.



**Figure 2**

This map shows the region-by-region percentage of respondents among a sample of 5,000 18-20-year-olds who said they had experienced at least one instance of online sexual harm during childhood (e.g. having a sexually explicit image of them shared online without their consent).

**Source:** WeProtect Global Alliance, [Global Threat Assessment 2021](#), 15.

The Internet has also catalyzed other forms of online behavior related to CSEC. Children in countries where Internet access is a normal part of life are especially vulnerable to online “grooming” and other potentially harmful activity (See Fig. 2).

Online Sexual Exploitation of Children (OSEC) is the production of Child Sexual Abuse Material (CSAM). Research has shown that the facilitators of OSEC are usually people close to the victim. A 2020 International Justice Mission report on 217 victims of OSEC in the Philippines, for example, showed 41% of OSEC was facilitated by the biological parents of the victim, while 42% was facilitated by another relative.<sup>17</sup>

Issues of sexual exploitation, including CSAM, primarily affect women. A 2018 study through the National Center for Missing & Exploited Children and Thorn analyzed 1,965 instances of CSAM and found that 76% of victims were female, while 98% of offenders were male.<sup>18</sup>

## CSEC DOMESTICALLY

The prevalence of CSEC in the United States is suggested in recent data about child sex trafficking and CSAM. During the past two decades, it was common for organizations to say domestic victims of child sex

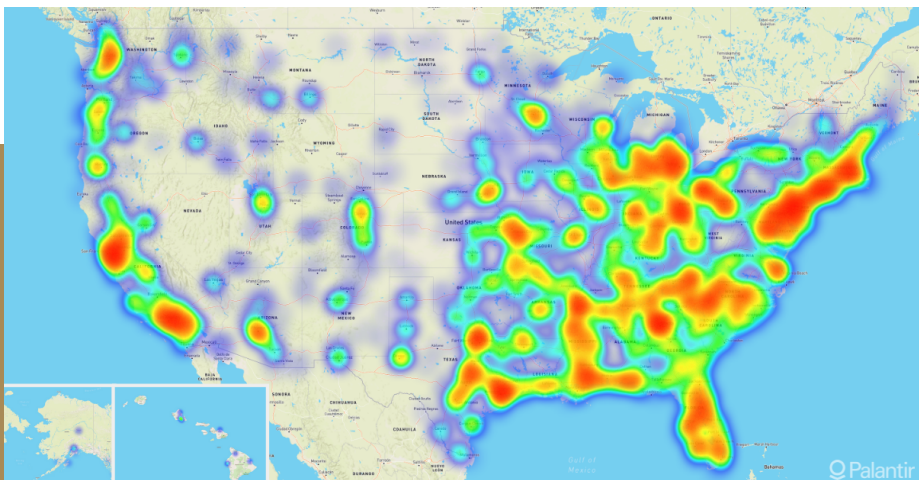
trafficking are in excess of 100,000, but research by *The Washington Post* has shown that this figure is based on data that is at best unreliable and at worst nonexistent.<sup>19</sup> Two credible studies published in 2016 show the range of conjectures about the magnitude of the issue. Research from the Center for Court Innovation funded by the Department of Justice estimated between 4,457 and 20,994 minors are victims of child sex trafficking domestically, based on interviews with close to 1,000 underage participants in the underground sex industry in six trafficking hotspot cities.<sup>20</sup> On the other hand, research from the University of Texas estimated 79,000 victims of

<sup>17</sup> International Justice Mission, [Online Exploitation of Children in the Philippines: Analysis and Recommendations for Governments, Industry, and Civil Society](#) (2020), 51.

<sup>18</sup> Seto et al, [Production and Active Trading of Child Sexual Exploitation Images Depicting Identified Victims](#) (2018), 22.

<sup>19</sup> Glen Kessler, [The fishy claim that ‘100,000 children’ in the United States are in the sex trade](#) (2015).

<sup>20</sup> Center for Court Innovation, [Youth Involvement in the Sex Trade: A National Study](#) (2016), xiii.



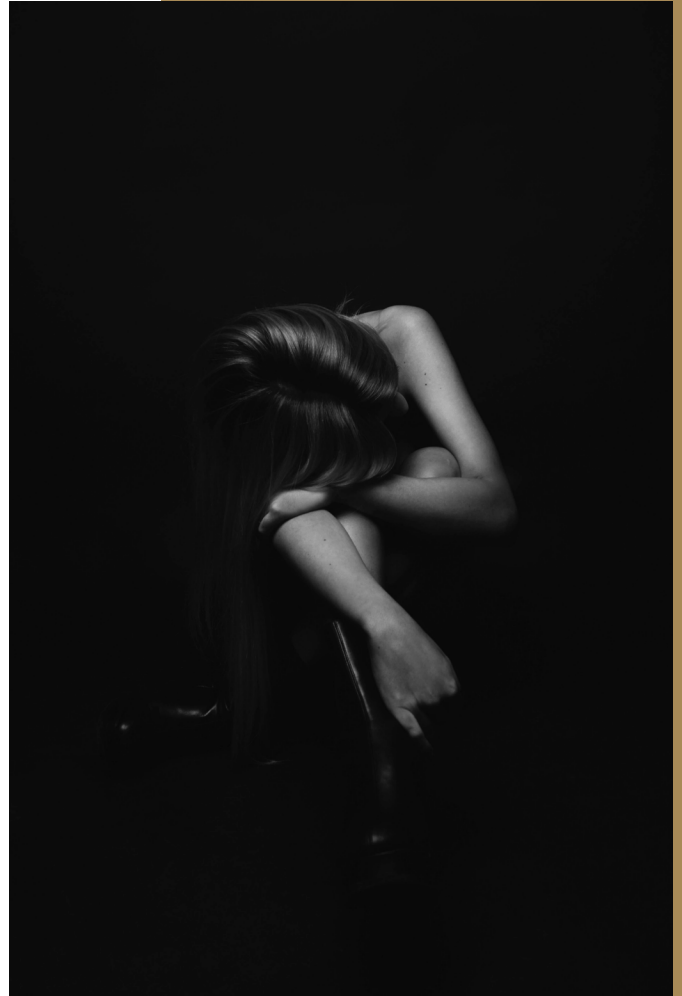
**Figure 3**

This map estimates the prevalence of human trafficking in the United States—including child sex trafficking—through the locations of trafficking recorded in 2020 by Polaris, the organization behind the U.S. National Human Trafficking Hotline.

**Source:** Polaris, [Myths, Facts, and Statistics](#).

sex trafficking under the age of 25 in Texas alone by quantifying the likelihood of victimization in at-risk Texas communities and taking into account the population sizes of those communities.<sup>21</sup> Estimates aside, in 2021 the National Center for Missing & Exploited Children received more than 17,200 reports of possible child sex trafficking cases in every type of community (urban, suburban, and rural) and all 50 states (See Fig. 3).<sup>22</sup>

In addition to the global proliferation of CSAM, the role of technology in child exploitation domestically has increased. In 2020, Polaris reported a 22% increase in online recruitment by traffickers, including a 125% increase in recruitment on Facebook and a 95% increase on Instagram.<sup>23</sup> A 2022 report by Thorn and Benenson Strategy Group published the results of a survey of 1,200 U.S. 9-17-year-olds about online behavior. Among many revealing findings, the survey showed 26% of minors have shared an image or video of themselves with an online-only contact, and 31% of minors identified sharing a nude image or video with an online-only contact as “normal” behavior. Additionally, 40% of minors reported having received a cold solicitation online for nude images or videos from someone they had not previously met, including 29% of 9-12-year-olds and 48% of 13-17-year-olds.<sup>24</sup>



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<sup>21</sup> The University of Texas at Austin Institute on Domestic Violence & Sexual Assault, [Human Trafficking by the Numbers: The Initial Benchmark of Prevalence and Economic Impact for Texas](#) (2016), 13.

<sup>22</sup> National Center for Missing and Exploited Children, [Child Sex Trafficking](#).

<sup>23</sup> Polaris, [Analysis of 2020 National Human Trafficking Hotline Data](#).

<sup>24</sup> Thorn and Benenson Strategy Group, [Online Grooming: Examining risky encounters amid everyday digital socialization](#) (2022).





# Ending the CSEC Industry

In basic economics, the way to bring the quantity of a product consumed to zero is to severely diminish the demand, severely diminish the supply, or partially diminish both.

CSEC is an industry with “consumers” (people who buy sex with minors or access CSAM), “suppliers” (child sex traffickers and disseminators of CSAM), and “supply” (victims of child sex trafficking and victims of exploitation through CSAM). In addition to addressing the personal, spiritual, and economic factors that contribute to CSEC, we advocate for a collective approach to this issue that diminishes both the demand and the supply in the industry, summarized as:

## **Diminishing the demand**

- Identify, arrest, and prosecute buyers of sex with minors
- Identify, arrest, and prosecute possessors of CSAM
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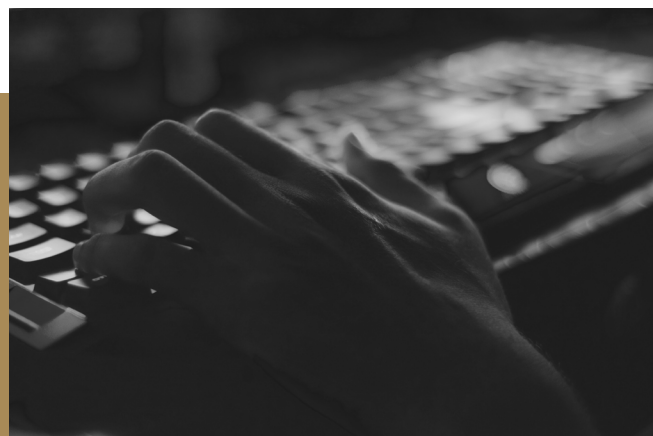
## **Diminishing the supply**

- Identify, arrest, and prosecute child sex traffickers
- Identify, arrest, and prosecute disseminators of CSAM
- Identify and remove CSAM from the Internet
- Identify, rescue, and restore victims of child sex trafficking

## DIMINISHING THE DEMAND

Law enforcement is a first line of defense in the fight against CSEC. As a criminal industry, CSEC is the responsibility of the institutions charged with public safety. One way to diminish demand is for police to intervene when people attempt to buy sex from minors or access CSAM. This can happen through police monitoring of street activity, but the Internet is also a strategic arena for stopping prospective consumers. A 2013 study from Arizona State University estimated the population of adult males who pursue online sex ads using data collected from fake ads in 15 cities. The data suggested a high proportion of the adult male population buys sex through online advertisements, including a whopping estimated 21.4% of adult males in Houston and 14.5% of adult males in Kansas City.<sup>25</sup> Although the estimates from the ASU study may seem unreasonably large, the report highlights the need for police intervention online. With the right tools, law enforcement can leverage the Internet to identify possible participants in CSEC.

Unfortunately, people that act on a desire to purchase sex from a minor or access CSAM will likely only be stopped through drastic action, like law enforcement intervention. However, some people at risk of



participating in CSEC may still be ripe for a change of heart through information that describes its evils, like the reality that it creates lifelong trauma. Nicholas

## WITH THE RIGHT TOOLS, LAW ENFORCEMENT CAN LEVERAGE THE INTERNET TO IDENTIFY POSSIBLE PARTICIPANTS IN CSEC.

Kristof of *The New York Times* has written about a global campaign to hold pornography website Pornhub accountable for profiting from videos depicting abuse; one digital marketing company identified Pornhub as the most influential website today behind Facebook and Google.<sup>26</sup> In addition to holding websites accountable for hosting CSAM, such public campaigns can show people the complicity of some sides of modern life often considered “casual” or “harmless”—like the pornography industry—in CSEC.

## DIMINISHING THE SUPPLY

Traffickers and disseminators of CSAM are the “suppliers” of the CSEC industry. Effective law enforcement that results in the prosecution of these suppliers is essential. Every country benefits from efforts that strengthen its justice system, even countries with a strong system, like the U.S. In *The Locust Effect*, International Justice Mission founder

<sup>25</sup> Arizona State University Office of Sex Trafficking Intervention Research, [Invisible Offenders: A Study Estimating Online Sex Customers](#) (2013), 5.

<sup>26</sup> Nicholas Kristof, [The Children of Pornhub](#) (2020).

Gary Haugen and Human Trafficking Institute founder Victor Boutros describe three things that need to be effective for criminal justice systems to function properly: police, criminal prosecutors, and courts.<sup>27</sup> Initiatives that exist to strengthen law enforcement equip one or multiple of these three things. Like we noted above about the need to identify, arrest, and prosecute people on the demand side, technology plays an increasingly important role in equipping law enforcement to identify, arrest, and prosecute suppliers.

The “supply” of the CSEC industry is diminished when victims are rescued and CSAM is removed from the Internet. Often, rescue happens through the police. However, in countries—such as Afghanistan and Vietnam—listed on Tiers 2 or 3 of the Department of State Trafficking in Persons Report, a country-by-country tracker of government efficacy in the fight against human trafficking, efforts to rescue children from sex trafficking may happen with little to no assistance of law enforcement because of a corrupt or weak justice system.<sup>28</sup> One method for identifying victims that organizations across the world have adopted is training people at strategic locations (airports, bus stops, etc.) to recognize and report signs of trafficking. Law enforcement also plays a role in identifying and removing CSAM from the Internet, but corporations and ordinary people can make a major impact if they are equipped to report suspect content. With the explosive rise of online CSAM, there is a dire need for technology that identifies harmful material.

**EVERY CITY NEEDS ENOUGH SAFE HOUSING TO RECEIVE PEOPLE FLEEING CSEC AND OTHER DIRE SITUATIONS.**

The prosecution of traffickers is crucial. Otherwise, they just go find another victim. When children are rescued from CSEC, they need somewhere to go. Often, victims come from a troubled home. The role of “safe houses”—secure places for survivors to flee exploitation—is essential. Anecdotally, in the Center for Court Innovation study described above, victims of child sex trafficking identified a lack of safe housing as the primary reason they did not attempt to escape from the control of their trafficker.<sup>29</sup> Every city needs enough safe housing to receive people fleeing CSEC and other dire situations. It is important to note that survivors of CSEC present unique psychological, emotional, and physical needs. We need specialized programs that address these particular issues; a normal foster home or juvenile detention center is

<sup>27</sup> The Locust Effect, Gary Haugen and Victor Boutros (2014), Chapter 5.

<sup>28</sup> United States of America Department of State, [Trafficking in Persons Report](#) (2022), 69.

<sup>29</sup> Center for Court Innovation, [Youth Involvement in the Sex Trade: A National Study](#) (2016), xiv.



likely not set up for CSEC survivor care. A good safe house either hosts or connects survivors to necessary support services, like mental health resources, substance abuse recovery care, and job training programs. It is important to note that victims should not be prosecuted for any crimes they participated in as a result of trafficking, as the Trafficking Survivors Relief Act, introduced in 2022, aims to codify at the federal level, building on similar legislation in at least 30 states.<sup>30</sup>

## INTERSECTING ISSUES

CSEC is not an isolated issue. To ensure a sustainable solution to the problem, it is important to recognize issues that intersect with exploitation. In *Half the Sky*, Nicholas Kristof and Sheryl WuDunn tell the story of what happened when U.S. legislators actively sought the closing of factories in Bangladesh riddled with child labor. When the factories were shut down, Washington celebrated, but many of the children involved had no economic option but to enter prostitution as an alternative way to get by financially. Tragically, many of the “liberated” workers later died from AIDS.<sup>31</sup> If efforts to fight CSEC are not enfolded into a broad vision to uplift the communities at risk, then the present arrest of traffickers and CSAM disseminators, the rescue of victims, and the removal of CSAM from the Internet will have no long-term effect; the victories of today will just be replaced by a new generation of problems tomorrow. Intersecting issues with CSEC include:

- **Inadequate justice systems** — Governments that fail to act in response to CSEC create an environment for perpetrators to operate with ease. The 2018 Global Slavery Index shows a clear connection between lack of government action and the prevalence of modern-day slavery.<sup>32</sup>

- **Poverty** — Economic hardship increases the perverse incentive of perpetrators to use children for monetary gain, and a lack of financial security decreases the capacity of virtuous people to protect youth. A 2020 report by the United Nations used global data to show that the proportion of human trafficking victims who are children grows as the poverty experienced in a country grows; 50% of trafficking victims are children in low income countries while only 14% are in high income countries.<sup>33</sup>
- **Child abuse** — Trauma caused by abuse can make children especially vulnerable to exploitation. A 2018 report by the University of Pennsylvania interviewed 98 homeless U.S. youth who had participated in commercial sexual activity. 82% said they had been abused as children, with sexual abuse identified as the most common form of maltreatment.<sup>34</sup>
- **Homelessness** — Children living on the street are uniquely at risk for CSEC. A study by Loyola University New Orleans interviewed 641 homeless 17-25-year-olds across ten cities between 2014 and 2016. 17% of interviewees were victims of sex

<sup>30</sup> Burgess Owens, [Owens, Lieu Introduce the Trafficking Survivors Relief Act of 2022](#) (2022).

<sup>31</sup> *Half the Sky*, Nicholas Kristof and Sheryl WuDunn (2009), 17.

<sup>32</sup> Global Slavery Index, [Highlights](#).

<sup>33</sup> United Nations Office on Drugs and Crime, [Global Report on Trafficking in Persons](#) (2020), 10.

<sup>34</sup> The Field Center for Children’s Policy, Practice, & Research, [Human Trafficking Prevalence and Child Welfare Risk Factors Among Homeless Youth: A Multi-City Study](#) (2018), 41.

trafficking and 30% had participated in commercial sexual activity at some point in their lifetime.<sup>35</sup>

- **Broken families** — Many researchers have noted a connection between the likelihood of CSEC and a dysfunctional family background. Of the 260 survivors of child sex trafficking interviewed by Thorn in collaboration with Texas Christian University for a 2018 report, 42% reported having been a part of the foster care system.<sup>36</sup>
- **Substance abuse** — Many survivor anecdotes describe how alcohol and drug addiction chained them to their abusers. Pimps even intentionally get children hooked on drugs to maintain control over them. In-depth interviews with 46 child sex trafficking victims analyzed by the University of Texas in 2019 showed substance use as a common gateway to “the life;” 44 of the 46 interviewees reported substance use during the time they were being victimized.<sup>37</sup>
- **Emotional distress** — Perpetrators often take advantage of children experiencing emotional despair, shame, or other psychological and emotional troubles, including the pain that follows rejection by family. A 2013 report from the Supreme Court of the State of New York cites an estimate tracing back to the 1980’s suggesting as many as 50% of boys exploited through prostitution were kicked out of home due to their sexuality as still relevant for today.<sup>38</sup>
- **Refugee crises** — Migrants, especially when they have little to no resources, are more vulnerable than people with a stable living situation. In 2015, the International Organization for Migration, a part of the United Nations System, surveyed close to

1,400 migrants to Italy and found that 76% reported being a victim of trafficking or other exploitative activity.<sup>39</sup>

- **Youth technology and pornography addiction** — Children today spend a lot of time online. The sentiments and behavior normalized on the Web, including in light of the young age many children are exposed to pornography (a 2017 University of Nebraska study measured the average age as 13 for a sample of 330 undergraduate men)<sup>40</sup> may set children up to be more susceptible to CSEC. A 2020 report by the Internet Watch Foundation analyzed close to 150,000 web pages determined to contain Child Sexual Abuse Material. IWF identified a 77% increase of self-generated material (visuals created by minors themselves) from the roughly 130,000 web pages they analyzed in 2019.<sup>41</sup>

<sup>35</sup> Loyola University New Orleans Modern Slavery Research Project, [Labor and Sex Trafficking Among Homeless Youth: A Ten-City Study Executive Summary](#), 4.

<sup>36</sup> Thorn, [Survivor Insights: The Role of Technology in Domestic Minor Sex Trafficking](#) (2018), 21.

<sup>37</sup> The University of Texas at Austin Institute on Domestic Violence & Sexual Assault and Bureau of Business Research, [“To the Public, Nothing was Wrong with Me”](#) (2019), 74.<sup>38</sup> Nicholas Kristof, [The Children of Pornhub](#) (2020).

<sup>38</sup> Supreme Court of the State of New York, [Lawyer’s Manual on Human Trafficking](#) (2013), 155.; Office of the Assistant Secretary for Planning and Evaluation, [Human Trafficking Into and Within the United States: A Review of the Literature](#) (2009).

<sup>39</sup> International Organization for Migration, [Mediterranean Human Trafficking and Exploitation Prevalence Survey: IOM](#) (2016).

<sup>40</sup> University of Nebraska–Lincoln Office of Research & Economic Development, [Boys and porn: Researchers find age of first exposure linked to sexist attitudes](#) (2017).

<sup>41</sup> Internet Watch Foundation The Annual Report 2020, [Self-generated child sexual abuse](#).

# 7 Investment Tips to Maximize Impact

## 1

### Support a comprehensive approach to the issue.

Efforts that address CSEC happen in one of three strategies: prevention, intervention, and restoration. Prevention leverages awareness and advocacy to decrease the likelihood of victimization. Intervention directly pursues the identification, arrest, and prosecution of traffickers and buyers and the identification and rescue of victims. Restoration assists survivors in the journey of healing. Alignment and collaboration that covers each of these strategies between like-minded stakeholders—donors and nonprofits—is necessary for an efficient and effective response to CSEC. “Large-scale social change requires broad cross-sector coordination.”<sup>42</sup>

## 2

### Invest in organizations that pursue actionable solutions.

Since the 2000 signing of the Trafficking Victims Protection Act,<sup>43</sup> awareness about CSEC and all trafficking-related issues has grown substantially. Spreading information about the issue is important, but awareness is not an end in and of itself; it is meant to lead to a reduction in exploitation. On the cutting edge of the fight against CSEC today are organizations that have taken the next step from awareness and identified opportunities for strategic action.

## 3

### Appreciate the power of survivor voices.

Survivors of CSEC have a unique credibility. Now more than ever, they are using their voices to advocate for change at the local, regional, national, and even global level. Organizations that elevate survivor voices display an authentic sensitivity to the experience of victims and can leverage the power of this firsthand experience to the betterment of their efforts.

## 4

### Pair “upstream” solutions with “downstream” care.

Care services for survivors are extremely important. For many givers, care for the wounded “downstream” in the CSEC industry feels like the most tangible way to make an impact, but to bust the industry for good, funding needs to be poured into efforts “upstream” that prevent people from being victimized in the first place. In fact, “upstream” solutions can help more people for less money in the long term through a proactive rather than reactive approach. Giving to “upstream” solutions and “downstream” care isn’t an “either-or” decision, it’s a “both-and.”

# 5

## Keep watch for how organizations care for survivors.

Survivor revictimization can happen as a result of lack of care. It is important that any organization working directly with victims of CSEC have a long-term strategy for survivor care. Regardless if the care happens “in house” or if victims get connected to other organizations for restoration services, every survivor-facing initiative needs to continually grow in evidence-based practices that ensure the well-being of victims.

# 6

## Think critically about the purpose of awareness efforts.

Data and stories are a great way to spread the word about the problem CSEC, but if you are going to invest in an organization that prioritizes awareness campaigns, it is worth thinking critically about the intended audience. The people who tend to benefit most from awareness campaigns are people at risk of being manipulated into an exploitative situation, people in frequent contact with possible victims (like doctors and transit employees), and possible buyers of child sex trafficking or possessors of CSAM. If an organization seems to *primarily* spread awareness to people for whom CSEC will likely never be something they encounter in real life, it may not be the most effective giving avenue.

# 7

## Be aware that local organizations addressing CSEC do not always have a strong online presence, even if they are doing great work.

The Internet is a great way to find nonprofit organizations, but for some local groups, online publicity is not a big priority, and, especially if they are a safe house or other service for survivors, it can be a risk for the people in their care. If no organizations show up when you Google “Child Trafficking Charity” and the name of your city, that does not necessarily mean there are no such organizations in your area; you may just have to use more creative ways to find them. Start by asking around to local philanthropists, pastors, and nonprofit leaders.

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<sup>42</sup> John Kania and Mark Kramer, [Collective Impact](#) (2011).

<sup>43</sup> U.S. Department of Justice, [Human Trafficking Key Legislation](#).

# Organization Evaluation Checklist

This is a lean tool to help evaluate organizations that exist to address CSEC. [The Bridgespan Group](#) offers a comprehensive Giving Checklist to assess any type of philanthropic effort.



## PROGRAMS

- Displays how programs meet the actual needs of intended beneficiaries
- Utilizes the best information about CSEC to inform program priorities
- Cultivates strategic partnerships with other groups when doing so presents clear advantages
- Demonstrates a high value for the voices, experiences, and wisdom of survivors



## PURPOSE

- Clearly and realistically articulates the needs it exists to address
- Channels its overall mission into measurable initiatives
- Acknowledges a particular sphere of influence in the area of CSEC, rather than claiming to address all needs and/or neglecting to account for the reality that different parts of the world merit different strategies



## MONITORING & EVALUATION

- Expects accountability for the efficacy of its work, regularly sharing impact metrics to show the fruitfulness of donor investments
- Articulates in measurable ways how its work is to the benefit of CSEC survivors



## LEADERSHIP

- Displays skillset, personal investment, and passion for work
- Models openness and transparency when discussing internal and external operations which need improvement
- Presents evidence of a proven track record



## IMPACT

- Intends and pursues long-term solutions based on the verticals they address, like full restoration for survivors or the complete removal of CSAM
- Looks beyond the sole spread of information about CSEC to pursue solutions



# Impact Metrics

These are the best impact metrics to measure progress in the fight against CSEC. Watch for these in the annual reports of organizations in this issue space.

	IMPACT METRIC	DESCRIPTION
<b>Prevention</b>	<b>Content Engagement</b>	The number of people who interacted with informative content, including online video views and attendance at awareness events.
	<b>Strategic Trainings Conducted</b>	The number of training programs facilitated or the number of people who participated in a training program among a strategic group.
	<b>Active Awareness Partnerships</b>	The number of groups actively using the resources of or in direct partnership with an organization.
	<b>Prospective Buyers Deterred</b>	The number of prospective CSEC buyers redirected before exploitation through an organization's efforts.
	<b>Potential Victims Identified and Rescued</b>	The number of potential CSEC victims identified, and rescued before exploitation through an organization's efforts.
	<b>Prospective Perpetrators Identified, Arrested, and Prosecuted</b>	The number of prospective CSEC perpetrators identified, arrested, and prosecuted before exploitation through an organization's efforts.
<b>Intervention</b>	<b>Legislation Introduced</b>	Examples of legislation targeting CSEC that an organization contributed to through advocacy.
	<b>Justice System Trainings Conducted</b>	The number of training programs facilitated or the number of people who participated in a training program among justice system officials.

	<b>Active Justice System Partnerships</b>	The number of justice system departments or officials using the resources or in direct partnership with an organization.
	<b>Buyers Identified, Arrested, and Prosecuted</b>	The number of CSEC buyers identified, arrested, and prosecuted through an organization's efforts.
	<b>Victims Identified and Rescued</b>	The number of CSEC victims identified, and rescued through an organization's efforts.
	<b>Perpetrators Identified, Arrested, and Prosecuted</b>	The number of CSEC perpetrators identified, arrested, and prosecuted through an organization's efforts.
<b>Restoration</b>	<b>Survivors Protected</b>	The number of CSEC survivors living in safe housing provided by an organization.
	<b>Survivors in Aftercare</b>	The number of CSEC survivors actively receiving any type of care.
	<b>Survivors Restored</b>	The number of CSEC survivors "graduated" from aftercare into a renewed life.
	<b>Survivor Stories</b>	Testimonies of survivors of the journey to freedom and the process of restoration.
<b>Other</b>	<b>Litigation Victories</b>	Examples of court decisions influenced by an organization that hurt the CSEC industry (not the direct prosecution of traffickers).
	<b>Systemic Change</b>	Trend data that shows a decrease in CSEC over time.

# Recommended Resources

## BOOKS

***Half the Sky*** by Nicholas Kristof and Sheryll WuDunn (2009)

***The Locust Effect*** by Gary Haugen and Victor Boutros (2013)

## ARTICLES

***The New Yorker***: [The Fight to Hold Pornhub Accountable](#) - by Sheelah Kolhatkar (2022)

***The New York Times***: [The Children of Pornhub](#) - by Nicholas Kristof (2020)

***The New York Times***: [The Internet is Overrun With Images of Child Sexual Abuse. What Went Wrong?](#) - by Michael Keller and Gabriel Dance (2019)

## PODCASTS & VIDEOS

***ABC News***: [Ashton Kutcher Speech on Human Trafficking Before Congress](#) | ABC News (2017)

***Business Made Simple with Donald Miller***: [#165: Gary Haugen—What Can Business Leaders Do About Human Trafficking?](#) (2019)

***TED***: [Noy Thrupkaew: Human trafficking is all around you. This is how it works](#) (2015)

***TEDx Talks***: [Sex trafficking isn't what you think it is](#) | Meghan Sobel | TEDxMileHighWomen (2016)

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**Faith Driven Investor** is a movement dedicated to helping Christ-following investors believe that God owns it all and that He cares deeply about the how, where, and why behind our investment strategies.

**SaltExchange** is an alliance of strategic philanthropists committed to driving change collectively across critical global needs.