



# YEAR IN REVIEW 2019

*Published February 2020*

## LETTER FROM THE CEO

2019 was a year of growth and learning for the Cybercrime Support Network (CSN). The entire team at CSN is dedicated to our mission and serving those impacted by cybercrime. It is an honor to work with each and every one of them.

CSN launched our Cybercrime Victim Hotline 211 efforts in three states; Rhode Island, Michigan, and Florida. Over 3.8 million residents have 24/7 access to cybercrime recovery support specialists. Since the launch of FraudSupport.org, the site has served over 400,000, giving people immediate access to recovery and reporting resources when faced with cybercrime and online fraud. Although the CSN team and our partners have accomplished so much in 2019, we have only scratched the surface in relation to the needs of the millions of Americans impacted each year.

As we move forward in our mission to reach and support victims of cybercrime, it has



*Kristin Judge, CEO and President, Cybercrime Support Network*

become apparent that our work is giving the victims of cybercrime a voice. There was a clear need for a uniform response system for victims of cybercrime. Through the development of FraudSupport.org and our work with our United Way and 211 partners, we are filling that gap. CSN and partners have secured funding to expand the Cybercrime Victim Support Initiative statewide in North Carolina, New Jersey, Mississippi, and Alabama with funds from the U.S. Department of Justice Victims of Crime Act (VOCA). In Q1 of 2020, millions more American victims will be able to call/text/chat with a live 211 call specialist and get the support they need to report, recover, and reinforce their security.

The victims we have served to date are reaching out for help with financial purchase scams, cyberbullying, identity theft, and more. Seeing the need, CSN expanded our recovery resource database to include targeted resources for older adults, caregivers, children, and teens, along with our ever-growing resources for small businesses and individuals. Since the launch of FraudSupport.org on November 14, 2018, our database of resources to help victims recover and reinforce their security has expanded to fit the changing needs of cybercrime victims. We plan to continue working to adapt to new threats and create additional recovery resource hubs, including resources for military personnel and their families.

One of our greatest challenges in 2019 was spreading awareness of the 211 and FraudSupport.org resources. We found that



*Kristin Judge speaks at the Heart of West Michigan United Way Press Conference for the launch of the 211 Cybercrime Hotline in Kent County, MI*

some victims of cybercrime do not identify themselves as a victim of a crime. Not only do we need to educate the public about the 211 service, but general cybercrime and online fraud education are also needed in the communities being served. In order to spread the message, the CSN team has spoken at colleges, conferences, senior centers, business groups and other events across the nation. To reach a broad audience, CSN made social media outreach, blogging, and creating web content a priority in 2019. Engagement is growing, and CSN's work receives over 9.6 million views a month over numerous platforms.

As a nonprofit in its early stages, beginning less than three years ago, I am incredibly proud of the huge strides our team made in 2019. This important work could not be done alone, but with the incredibly smart and dedicated partners, team members and sponsors all coming together for a common cause we will be successful! Each time we go out to speak to an audience, we hear so many

sad stories of victims who did not find what they needed during their time of crisis. The need is clear, and our vision is crystal clear. I cannot wait to see what the next year brings for our team and those we serve as we continue on our mission to give victims of cybercrime a voice alongside our wonderful board members, partners, sponsors, and collaborators. Their ongoing support is the key to success in our mission.

**I am truly grateful for the opportunity to be on this journey with so many special people.**

Sincerely,

*Kristin Judge*

Kristin Judge  
CEO and President  
Cybercrime Support Network

## MISSION

CSN's mission is to improve the plight of Americans facing the ever growing impact of cybercrime by bringing together national partners to support cybercrime victims...

### Before,

by pointing consumers and businesses to the best information from experts in cybersecurity education and awareness,

### During,

by enabling local, one-stop access to get someone on the phone who is empathic and responsive and can direct callers to the appropriate support based on crime type,

### and After:

by providing key contacts to guide in recovery and tools to prevent revictimization.

## VISION

The Cybercrime Support Network's vision is a world where cybercrime recovery solutions are easily accessible to the victims nationwide. We will continue to work with United Way 211 with the goal of launching cybercrime recovery lines in every state. We strive to support and empower the victims of cybercrime on their road to recovery.

## CORE VALUES

"Bring a voice to and serve the victims of cybercrime." Above all, we strive to provide the resources and education that victims of cybercrime need to recover. We keep this guiding principle in mind in every step we take as an organization.

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**“I submitted all these reports, but 211 was the only one who called back at all, let alone in a timely fashion. You were willing to listen.”**

**MAY 20, 2019**

# FraudSupport.org and the 211 Cybercrime Hotline are here to help.

## FraudSupport.org

FraudSupport.org, powered by CSN, is the first nationwide initiative developed specifically to guide cybercrime and online fraud victims through the process of reporting the incident, recovering, and reinforcing their cybersafety after cybercrime strikes. In 2019, over 400,000 people reached out to FraudSupport.org looking for assistance. The top three most visited recovery pages are Cyberbullying, Romance Scams, and Social Security Number Identity Theft. We've worked hard to add targeted recovery pages to FraudSupport.org this year for vulnerable populations, including resources for Older Adults and Caregivers; Children, Teens, and Young Adults as well as printable resources including posters, checklists, and infographics. We've also partnered with trusted cybersecurity software and service providers to offer help for businesses and individuals.

In Phase 2 of FraudSupport.org, the website will include a reporting platform. This pilot build is supported by a cooperative agreement from the U.S. Department of Homeland Security. Through this advancement, we will test the ability to share up-to-date threat information with federal, state and local agencies. Partnering cyber threat information sharing organizations with the private sector will increase the ability of technology companies to prevent attacks and improve security. We are excited to move forward in our efforts to support cybercrime victims in all aspects of recovery and aid law enforcement in decreasing crime.

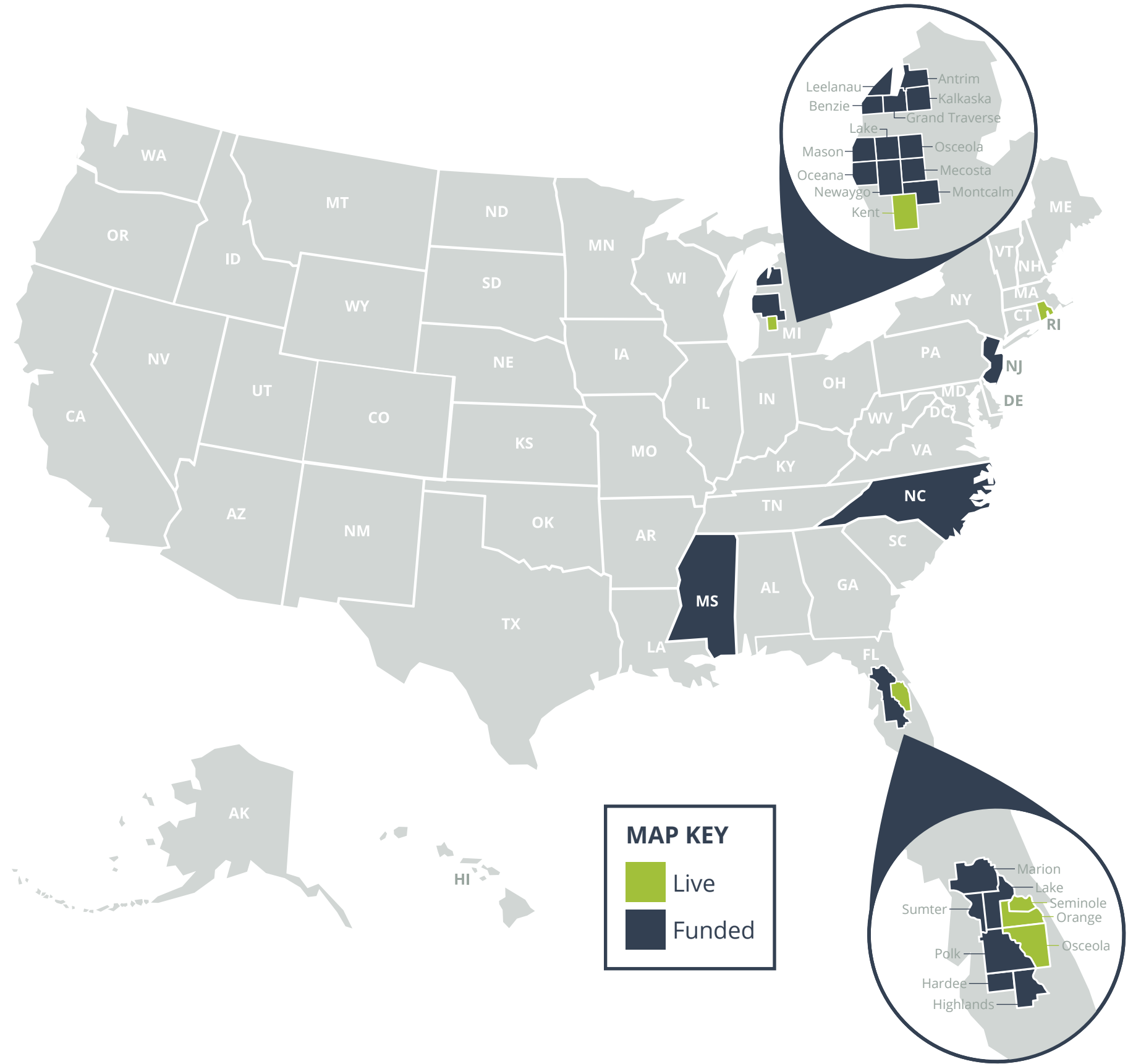
## 211 Cybercrime Hotline

Through our work with partners at United Way Worldwide, United Way 211, Heart of West Michigan United Way, United Way Rhode Island, and Heart of Florida United Way, CSN launched 211 cybercrime support hotlines in West Michigan, Central Florida, and Rhode Island. These call centers were made possible by funding granted to CSN and partners from the U.S. Department of Justice Office for Victims of Crime. The initiative utilizes the existing United Way 211 infrastructure and enhances the capacity and skills to support victims of cybercrime. When victims dial/text/chat 211, they will be connected to a trained call center specialist. These lines are available to support local victims of cybercrime 24/7 in the above-mentioned areas as of November 2019. Specialists were trained using a program co-created by CSN and The Cardinal Group II.

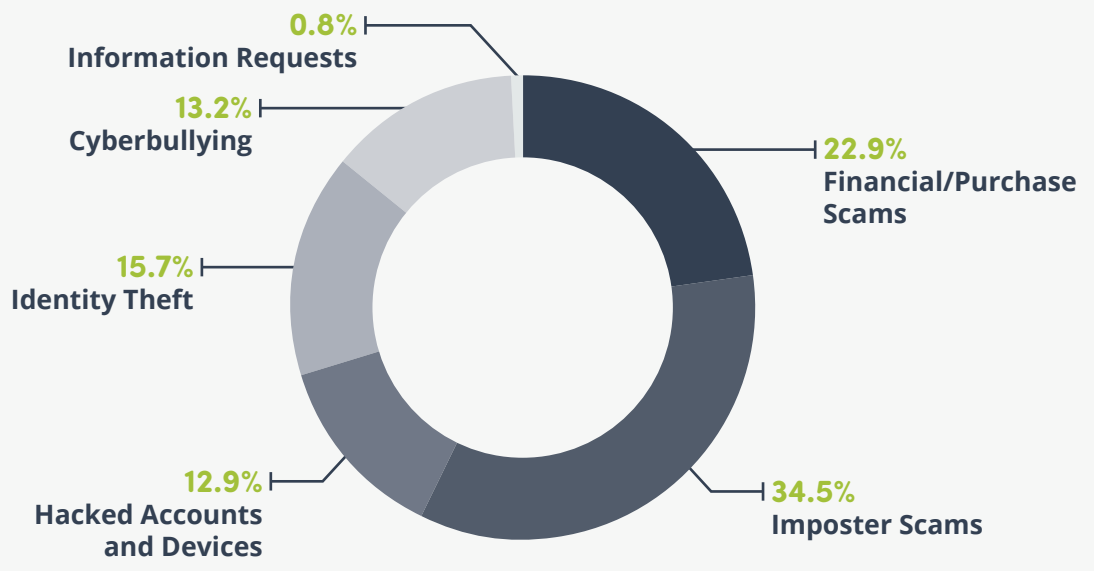
In the first quarter of 2020, the Cybercrime Hotline will expand to 13 additional counties in Michigan, 6 additional counties in Florida and statewide in New Jersey, North Carolina, and Mississippi. CSN and partners plan to secure funding state-by-state with the goal of 211 being the national hotline for cybercrime victims by the end of 2022.



## 211 MAP: LIVE AND FUNDED

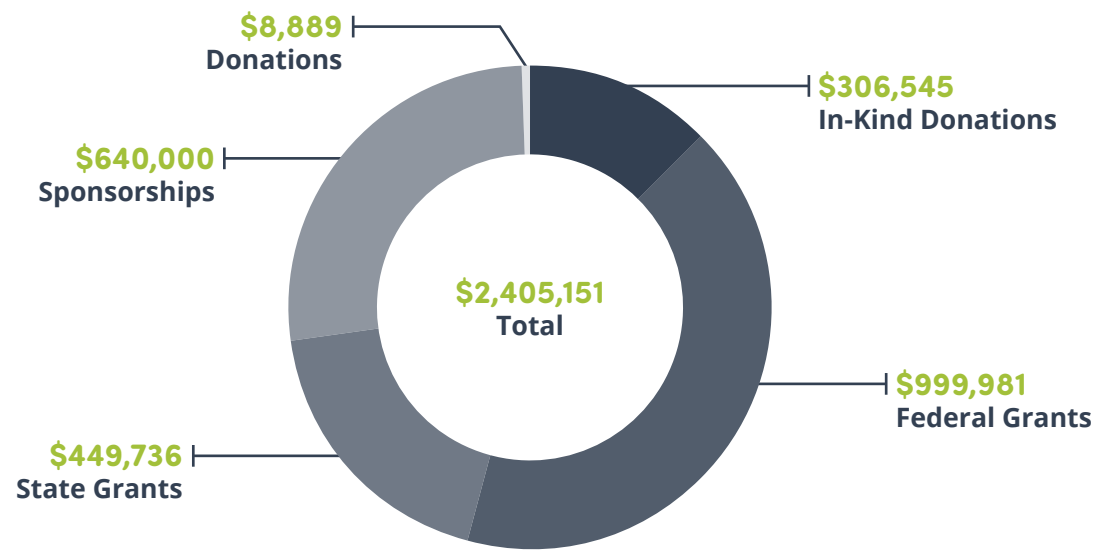


## CRIME CATEGORIES SERVED BY 211



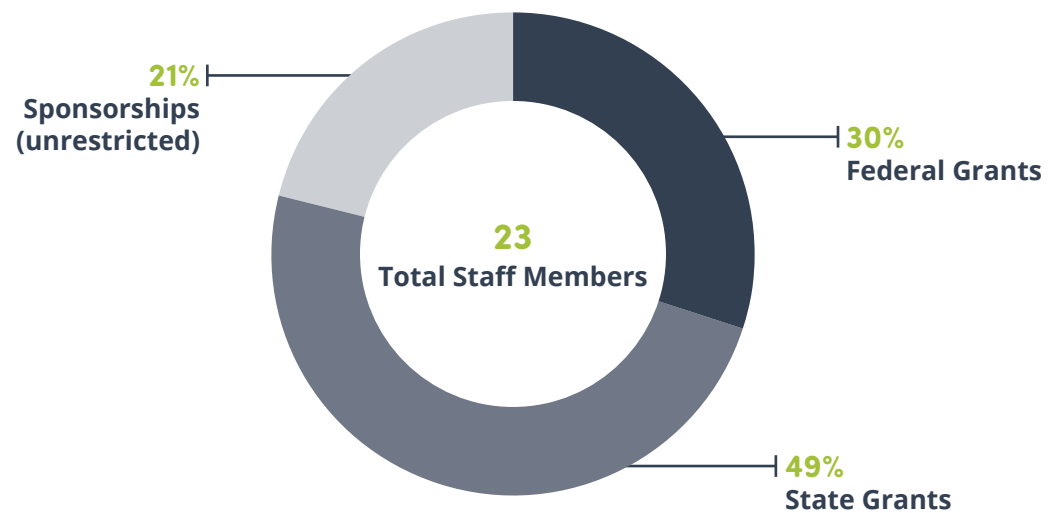
# REVENUE

January 1, 2019 to December 31, 2019



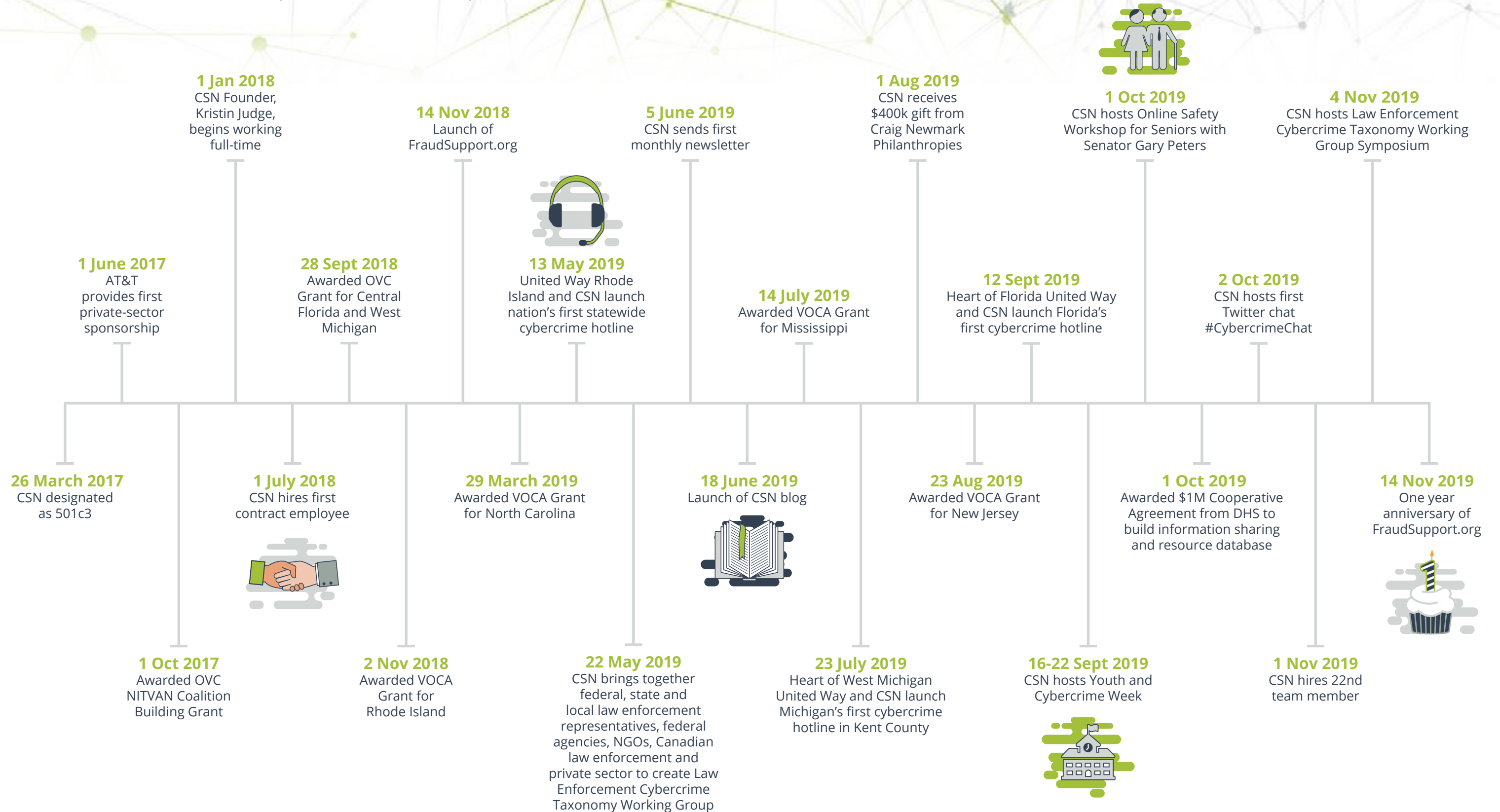
# STAFF: GRANT FUNDED VS. NON-GRANT FUNDED

January 1, 2019 to December 31, 2019



**"I appreciate that you guys were there for me."**  
MAY 13, 2019

# MILESTONES (2017-2019)



# GROWTH OF FRAUDSUPPORT.ORG

November 14, 2018 through December 31, 2019

## 401,154

SITE VISITORS

## 2m 21s

AVERAGE TIME ON PAGE

### TOP THREE PAGES

1

#### CYBERBULLYING

47,613 pageviews

5m 12s average time on page

25-34 average age of user

2

#### ROMANCE SCAMS

43,758 pageviews

7m 03s average time on page

55-64 average age of user

3

#### SSN ID THEFT

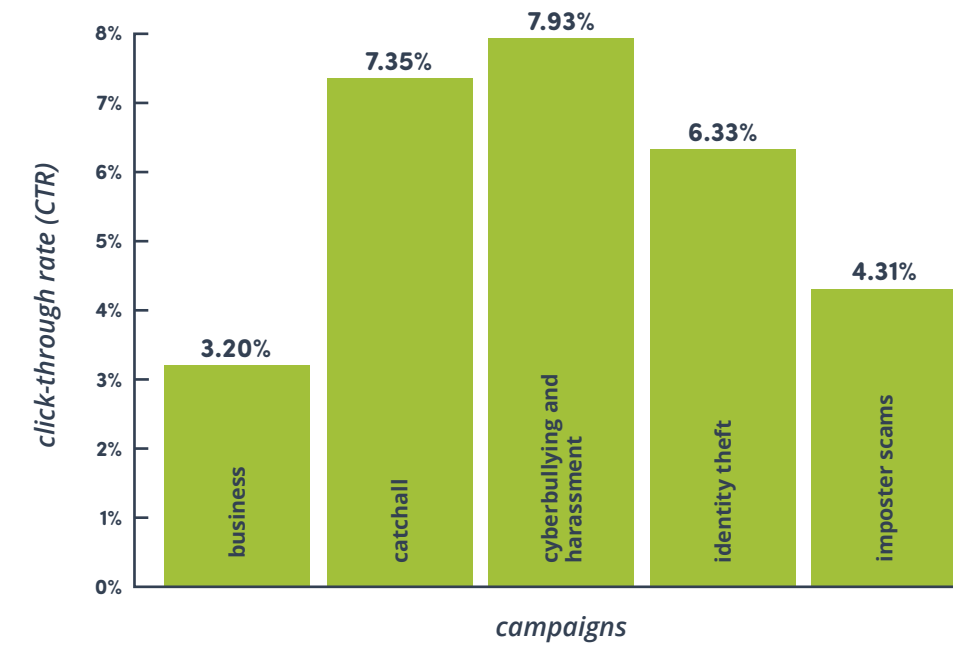
38,826 pageviews

4m 57s average time on page

55-64 average age of user

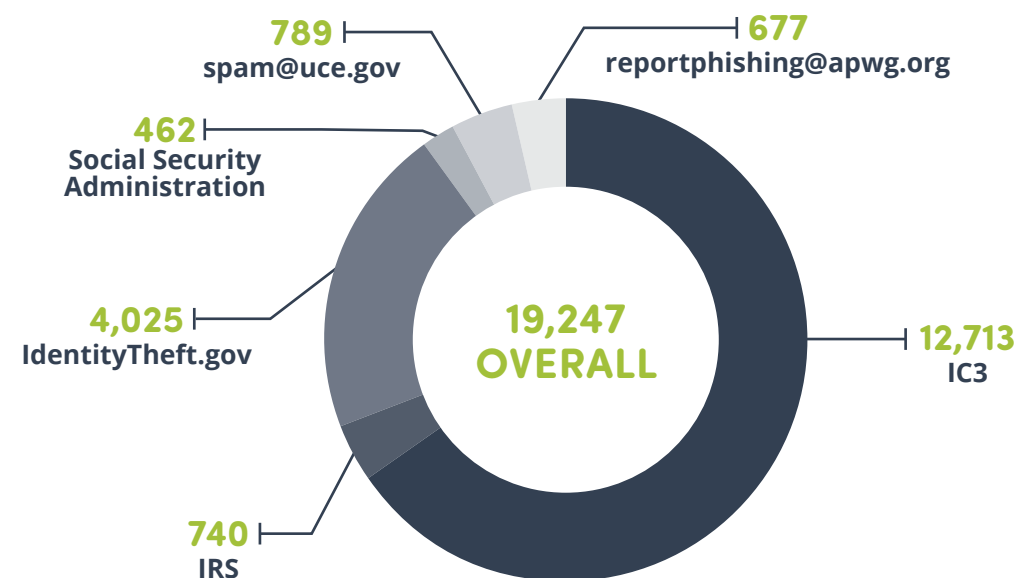
### GOOGLE ADS CAMPAIGN CLICK-THROUGH RATE

January 1, 2019 to December 31, 2019



### REPORTING REFERRALS

May 1, 2019 to December 31, 2019



**"Everyone needs this valuable information. They contacted me and can be very convincing!"**

**JULY 10, 2019**



# SOCIAL IMPACT

January 1, 2019 to December 31, 2019

## SOCIAL MEDIA

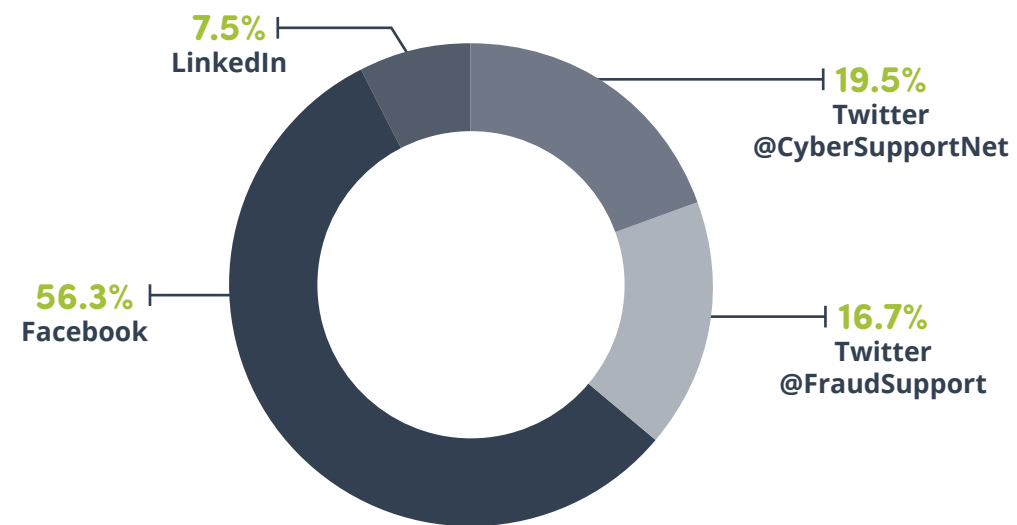
3,248

FOLLOWERS

24,387

OVERALL ENGAGEMENTS

## ENGAGEMENT BY PLATFORM



## NEWSLETTER

18.14%

AVERAGE OPEN RATE

8.19%

AVERAGE CLICK RATE

## BLOG

36

BLOGS WRITTEN

2,735

TOTAL PAGE VIEWS

3m 27s

AVERAGE TIME ON PAGE

## TOP THREE BLOGS

1

**Black Friday and Cyber Monday Scams**

128 pageviews

3m 05s avg time on page

2

**Fighting Cybercrime: One Voice at a Time**

127 pageviews

2m 50s avg time on page

3

**#DefendYourCyberSelf: Easy E-Cleanup Checklist**

124 pageviews

3m 43s avg time on page

## PRESS RELEASES

17

TOTAL PRESS RELEASES

14,092

TOTAL ENGAGEMENT

2,412

TOTAL PICKUPS

## TOP THREE NOTABLE PICKUPS

1

**YAHOO! FINANCE**  
Cybercrime Support Network Introduces New Leadership Sponsorship with Trend Micro

2

**ORLANDO SENTINEL**  
Cybercrime hotline launches for Central Florida victims

3

**MLIVE**  
National Cybercrime Victim Support Initiative comes to West Michigan

## BOARD OF DIRECTORS

**President: Kristin Judge**  
CEO and Founder  
Cybercrime Support Network

**Vice President: Barbara Hiemstra**  
Privacy Engineer  
Steelcase

**Secretary/Treasurer: James Ellis**  
D/F/Lt. Commander of Michigan Cyber  
Command Center (MC3)  
Michigan State Police

**Kelley Bray**  
Director, Security Culture and Training  
Splunk Inc.

**Ben de Bont**  
Chief Information Security Officer  
ServiceNow

**Aaron Cohen**  
Cybersecurity Entrepreneur

**Ralph Johnson**  
Chief Information Security Officer  
County of Los Angeles

**Aric Perminter**  
Chairman and Founder  
Lynx Technology Partners

**Tony Sager**  
Senior Vice President and Chief Evangelist  
Center for Internet Security, CIS

**Tim Smith**  
Executive Director  
Ottawa County Central Dispatch Authority

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Senior Vice President, State Regulatory Affairs  
Comcast

**Mitchel Chang**  
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Trend Micro

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NW3C

**Erich Kron**  
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KnowBe4

**Eileen Mannion**  
Vice President, State Government Affairs  
Verizon

**Matt LaVigna**  
President and CEO  
NCFTA

**Craig Newmark**  
Founder  
Craig Newmark Philanthropies

**Trent Redden**  
Director Cybersecurity Solutions - Public Sector  
AT&T

**Bobbie Stempfley**  
Director  
CERT Division at the Software Engineering  
Institute of Carnegie Mellon University

**Mike Trinh**  
Legal  
Google

## LEADERSHIP



**Kristin Judge**  
President and CEO



**Rachel Dooley**  
Chief Marketing Officer



**Robert Burda**  
Chief Strategy Officer

## STAFF

**Mark Batchelor**  
Program Managing Director

**Heather Bradley**  
Program Director - Mississippi

**Karissa Brumley**  
Senior Marketing Specialist

**Alan Carroll**  
Senior Director for Engagement and Strategy

**Kim Casci**  
Program Managing Director

**Christine Chapeau**  
Director of Partner Relations

**Elizabeth Creasey**  
Administrative Assistant

**Karen Creasey**  
Vice President of Operations

**Erica Fissel**  
Lead Researcher

**Demitria Gavit**  
Program Director - Michigan

**Joan Giovanni**  
VP of Corporate and Partner Relations

**Andy Kress**  
Senior Director for Policy and Compliance

**Heather Mease**  
Executive Assistant

**Taryn Porter**  
Content Specialist

**Michael Reimann**  
HR Specialist

**Cindy Robison**  
Vice President of Finance

**Sarah Robison**  
Accounting Assistant

**Riva Thomas**  
Program Director - New Jersey

**Isabel Vermeer**  
Vice President of Grant Programming

## SPONSORS

### Craig Newmark Philanthropies



## PARTNERS

AARP  
American Bankers Association Foundation  
APWG  
Baker Fraud Report  
Blackstone Valley Advocacy Center  
Call For Action  
Center for Cyber Safety and Education  
Center for Internet Security (MSISAC)  
CISO Network  
CI2  
Cyber Florida  
Cyber Readiness Institute (CRI)  
Cybersecurity Collaborative\*  
Cyber Threat Alliance  
Day One Rhode Island  
Family and Children's Services Nashville  
Federal Bureau of Investigation - IC3  
Georgia Watch  
Global Cyber Alliance (GCA)  
Heart of Florida United Way (Grant Partner)  
Heart of West Michigan United Way (Grant Partner)  
Identity Theft Resource Center (ITRC)  
Kent County Michigan 911 Dispatch  
KnowBe4\*  
Michigan 211

Michigan Region 6 Homeland Security  
Governing - Planning Board  
Michigan State Police Cyber Command  
MyComputerWorks\*  
National Center for Victims of Crime (NCVC)  
National Crime Forensics and Training Alliance  
(NCFTA)  
National Insurance Crime Bureau  
National Cybersecurity Society (NCSS)  
National Organization for Victim Assistance  
(NOVA)  
National White Collar Crime Center (NW3C)  
National Identity Theft Victims Assistance  
Network (NITVAN)  
New Jersey 211 (Grant Partner)  
Older Adults Technology Services (OATS)  
Pegasus Program  
ProtectUsKids  
Rhode Island 211 (Grant Partner)  
Rhode Island State Police  
TechStak\*  
Trend Micro\*  
United Way Asheville and Buncombe County  
(Grant Partner)  
United Way of the Bluegrass (Grant Partner)  
United Way of the Capital Area (Grant Partner)  
United Way of North Carolina (Grant Partner)  
United Way World Wide

\* = Affiliate Partner

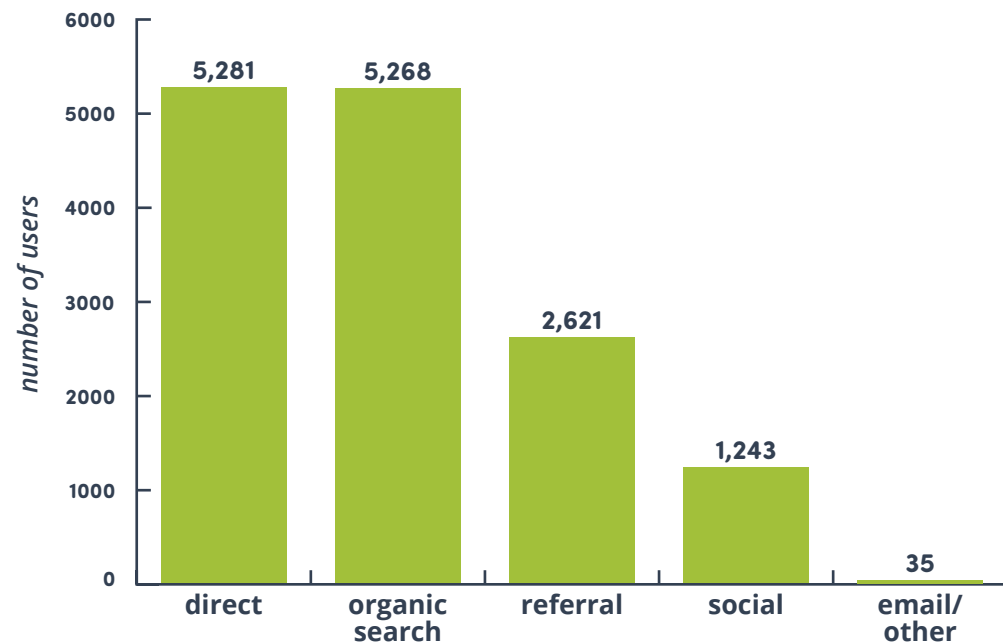
# GROWTH OF CYBERCRIMESUPPORT.ORG

January 1, 2019 to December 31, 2019

**13,953**  
SITE VISITORS

**1m 59s**  
AVERAGE TIME ON PAGE

## TRAFFIC SOURCES



# SPEAKING ENGAGEMENTS

- Aging in America Conference with the Federal Trade Commission
- ABA Financial Fraud Prevention, Strategy, and Investigation Symposium
- ABA Financial Scams Webinar
- American Bar Association Webinar
- Capital One Fraud Summit
- Catching the Cybercriminal: Reforming Global Law Enforcement
- CSN Information/Awareness Webinar - Alliance of Information and Referral Systems
- CVS Health Webinar
- CyberNextDC
- EOS Traction Client Conference
- Executive Training Institute and Law Enforcement Expo (Minnesota Chiefs of Police Association)
- Florida Cyber Conference
- Gulf Coast Elder Abuse Conference
- Humana
- Identify, Protect, Detect, Respond, and Recover Webinar
- Identity Theft Resource Center Webinar
- Information Security Media Group Fraud & Breach Summit Seattle
- International Association of Chiefs of Police Technology Conference
- International Association of Financial Crimes Investigators
- ISMG Cybersecurity Summit
- ISMG Fraud and Breach Summit
- Minnesota Sheriff's Association Summer Conference
- Multi-State Information Sharing & Analysis Center Monthly Call Presentation n4a 2019
- National 211 Leadership Summit
- National Association of Attorneys General NAGTRI Consumer Protection Partners Webinar
- National Cyber Crime Conference
- National Cyber Range
- National Emergency Number Association National Conference
- National Governors Association Annual Conference
- National Governors Association Webinar
- National Sheriff's Association Education and Technology Expo
- National Training Institute - 2019 Conference
- NSPARC Data Summit
- Quarterly Joint Cyber Task Force Meeting hosted by RI State Police Cyber Unit
- RI Attorney General Civil Division and Consumer Protection Unit
- State of Cybersecurity: 7th Annual Cybersecurity Summit
- Secure World Detroit, MI
- University of Maryland Executive Cybersecurity Summit
- Vermont Emergency Preparedness Conference



CybercrimeSupport.org | FraudSupport.org  
in   @CyberSupportNet @FraudSupport