2020 was a tumultuous and difficult year for most—including those impacted by cybercrime. As a deadly virus wreaked havoc around the globe, cybercriminals evolved their tactics, strengthened their weapons, and took advantage of the public health crisis in ways previously unimaginable. Those impacted by cybercrime needed our help more than ever.

Thankfully, the entire team at Cybercrime Support Network (CSN) stepped up to aid in the fight. It is an honor and a privilege to work with each of them. I’d like to express my gratitude for their hard work and dedication while reflecting on the CSN accomplishments I’m most proud of this year.

As we kicked off 2020, no one could have predicted we’d be entering a state of global pandemic. Our staff picked up the distress signal early, publishing a COVID-19 scam alert blog in February before most were taking the illness, or cybercriminals’ exploitation of it, seriously. With continuous updates throughout the year, the blog became our top-viewed post of 2020 with 13,723 views. It resulted in a partnership with National Insurance Crime Bureau (NICB) and my participation in a written brief to state leadership by the National Governor’s Association to warn about COVID-19 scams. More importantly, it helped spread awareness that COVID-19 could be dangerous to both human and digital systems.

In May, CSN partnered with Google to launch a new website, ScamSpotter.org. The Scam Spotter partnership came from a shared desire to provide seniors with a tool that would help them become more scam savvy. While not overtly labeled a senior site, ScamSpotter.org features The New Yorker-style illustrations and larger font, as well as simple instructions for spotting different types of scams. People of all ages can go to ScamSpotter.org for help in determining whether they’re experiencing fraud.

I’m also incredibly proud to have secured funding from gracious sponsors and partners in 2020. In Q2, CSN received $350,000 in funding from Craig Newmark Philanthropies for our Military & Veteran Program, which will increase awareness of cybercrime and provide resources for active military, veterans, and their families. Funding for this program helps grow our reach in an important community that is close to our hearts.

In November, cooperative agreements with the Department of Homeland Security’s Cybersecurity and Infrastructure Security Agency (CISA) were renewed (SLTT) and funded for the first time (NIEM). The first year of State, Local, Tribal, and Territorial (SLTT) funding focused on creating a national reporting tool for cyber incidents impacting consumers and small businesses (SMBs). With that completed, year two (2021) will see information collection, sharing, trend reporting, and identifying state-specific resources. We’ve already launched a resource catalog (part of 2020 funding) and will continue to add resources in 2021. In addition, a second $625,000 agreement was funded to develop an SLTT National Information Exchange Model Cyber Pilot.

Other accomplishments of merit include the start to our rebranding efforts, made possible by the award-winning Crosby Marketing agency, who were behind the campaigns for Disabled American Veterans and Paralyzed Veterans of America. This led to the recommendation that we rebrand our FraudSupport.org website into FightCybercrime.org, as well as the creation of the Partnership to FightCybercrime, launching in 2021. These initiatives speak to the changing needs of the communities we serve, who are not just reporting incidents of online fraud but of criminal activity, and who are looking to take a more proactive stance to defend against cybercrime.

Finally, I can’t close out my letter without mentioning the tremendous losses we’ve all suffered this year, from data to dollars to entire businesses and, most tragically, lives. In the loss there were also lessons. When cybercriminals held hospitals’ data and systems for ransom, we learned there was no limit to what they would leverage for profit. When they scammed small business owners scrambling for COVID information or lonely singles starved for human contact, we understood what kind of fight was in store for us. One thing this pandemic made clear is how important technology has become in keeping us connected and learning—and how important it is to guard that technology. With budgets tightening everywhere due to the pandemic, we were grateful our donors saw the need and the value in what we do, and we thank them for helping us grow our impact in 2020.

With the help of our sponsors, staff, partners, and the people we serve, we look forward to fighting cybercrime in 2021 with renewed fortitude and passion.

Sincerely,

Kristin Judge
CEO and President
Cybercrime Support Network
Our Mission
To serve individuals and small businesses impacted by cybercrime.

Our Vision
A society where everyone has the knowledge, skills and resources needed to recognize and defend against cybercrime.

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2020 Revenue

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenue:</td>
<td>$2.5M</td>
<td></td>
<td></td>
<td>$2.5M</td>
</tr>
<tr>
<td>Event Sponsorships</td>
<td>1.2%</td>
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<tr>
<td>Donations</td>
<td>13.4%</td>
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</tr>
<tr>
<td>Grants - Federal</td>
<td>36%</td>
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<td>Grants - State</td>
<td>11.8%</td>
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<tr>
<td>In-Kind Donations</td>
<td>9.9%</td>
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Revenue Growth

<table>
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<tr>
<th>Year</th>
<th>Total Revenue</th>
<th>$2.5M</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>$60 Thousand</td>
<td>$60K</td>
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<tr>
<td>2018</td>
<td>$336 Thousand</td>
<td>$336K</td>
</tr>
<tr>
<td>2019</td>
<td>$1.3 Million</td>
<td>$1.3M</td>
</tr>
<tr>
<td>2020</td>
<td>$2.5 Million</td>
<td>$2.5M</td>
</tr>
</tbody>
</table>
Milestones

January
- SPONSORSHIPS: Google and Trend Micro renew
  - 8: Aspen Tech Policy Hub teams up with CSN to create centralized online crime and fraud reporting tool

February
- 7: CSN publishes COVID-19 scam alert blog, which goes on to become its top-viewed post of the year with 13,723 views
  - 11–14: CSN hosts Red Hearts Red Flags Week to raise awareness of romance scams

March
- SPONSORSHIPS: Microsoft joins and NordVPN renews

April
- 8: NICB and CSN partner to warn public about COVID-19 scams

May
- 8: CSN hosts #ChatSMB Twitter chat with guest Keeper Security
  - 12: CSN hosts first Cyber Tip Tuesday on LinkedIn Live
  - 13: 13 Michigan counties join the Cybercrime Support Hotline in Michigan
  - 19: CSN hosts #ChatSMB Twitter chat with guest Robert Herjavec, CEO and founder of Herjavec Group
  - 28: ScamSpotter.org launches in partnership with Google to help individuals identify and avoid scams

June
- 29: CSN co-hosts #InternetSafetyChat on Twitter with Identity Theft Resource Center

July
- SPONSORSHIPS: AT&T renews
  - 29: CSN receives $350,000 gift from Craig Newmark Philanthropies to support active military, veterans, and their families with cybersecurity resources

August
- 27: CSN hosts first Cyber Threat Thursday on LinkedIn Live

September
- 14–18: CSN hosts Youth and Cybercrime Week
  - 16: CSN looks at connection between online gaming and cybercrime in #OnlineGaming Twitter chat with guest SecureWorld

October
- SPONSORSHIPS: Cisco Systems joins and Capital One renews
  - 14: CSN hosts Twitter #CybercrimeChat on device security with Erich Kron from KnowBe4
  - 28: CSN and the SPARK Institute host the Cybersecurity for Retirement Professionals Virtual Conference

November
- SPONSORSHIPS: CISA Cooperative Agreements: renews SLTT funding, funds NIEM
  - 12: Cyber Resource Catalog launches
  - 14: Two-year anniversary of FraudSupport.org
  - 18: CSN posts “How to Spot a Scam” ScamSpotter video on YouTube

December
- SPONSORSHIPS: Proofpoint joins, Comcast renews and gives to Military & Veteran Program
  - 24: FraudSupport.org surpasses 725,000 total visitors
  - 30: “How to Spot a Scam” ScamSpotter video hits 500,000 views
Providing Phone Support

In 2018, CSN and partners from United Way 211 call centers started working together to pilot programs in a few states to serve individuals and small businesses impacted by cybercrime. The 211 Cybercrime Hotline program expanded to six states in 2020, laying the groundwork as a proof-of-concept for a national program.

With funding from the U.S. Department of Justice Office for Victims of Crime (OVC) through the Victims of Crime Act (VOCA), CSN and 211 centers provided information and referral to residents and supported them through the reporting and recovery process. When local victims of cybercrime called 211, they were connected to a call center specialist who was available 24/7. Specialists were trained using a program co-created by CSN and The Cardinal Group II.

With VOCA funding in 2020, the Cybercrime Hotline expanded to 15 additional counties in Michigan and 14 more in Florida, as well as statewide in New Jersey, North Carolina, and Mississippi. VOCA funding has decreased over the past two years and is no longer available for cybercrime programs. The research and learnings from this program have provided CSN and federal partners with the lessons needed to create a national program. 211 centers across the country are not equipped to continue serving cybercrime victims at this time.

Cybercrime Hotline Customer Satisfaction

I wanted to express my sincere gratitude for the great resources on the FraudSupport website. A family member of mine was recently hacked and reached out to me for advice. I referred them to this site immediately and helped them to report the crime, recover from the damage, and reinforce their security posture to defend themselves from future threats. Thanks again! Your work makes such a positive difference in people’s lives!

The person who answered the phone was very eloquent and responded to my issue very quickly.

Nobody else would listen

1,117 Total number of people served in 2020
Of participants who responded to a survey at least two weeks after the call:

- 92.4% Said they would know what to do and who to contact if they or a family member/friend is affected by a cybercrime.
- 86% Feel more prepared to protect themselves from a cybercrime attack.
- 100% Said they would know what to do and who to contact if they or a family member/friend is affected by a cybercrime.
NEW PROGRAMS

CISA SLTT NIEM Cyber Pilot Cooperative Agreement
In September 2020, CISA awarded CSN a two-year cooperative agreement to assist in developing an SLTT National Information Exchange Model (NIEM) Cyber Pilot. NIEM is a common vocabulary that helps efficiently facilitate machine-to-machine data exchange between multiple sources. It allows diverse organizations to collaborate and share information and improves upon what current information-sharing standards allow. As part of the cooperative agreement, CSN is working with partners to extend the NIEM Cyber domain with an initial focus on incident response and cyber-physical systems in the SLTT sector. Our goals are to ensure the Cyber domain meets the needs of SLTT agencies; encourage NIEM adoption among the Cyber domain; create sets of Information Exchange Package Documentation (IEPDs) for SLTT agencies; and pilot the NIEM Cyber domain among SLTT agencies.

CISA SLTT Reporting and Threat Information Sharing Cooperative Agreement
This year, with support from the CISA SLTT Reporting and Threat Information Sharing Cooperative Agreement, CSN launched the Cyber Resource Catalog. The Cyber Resource Catalog includes over 600 searchable, online resources available for individuals and small businesses impacted by a cyber issue to assist in response, reporting, and security reinforcement after a cyber incident occurs. CSN worked with partners to develop a standardized reporting structure with plans to capture cyber incidents impacting individuals and small businesses and share the resulting information with SLTT and Federal agencies. In addition, the cooperative agreement worked on developing a feasibility study showing the need for a national program to support individuals and small businesses impacted by cyber threats.

In October 2020, CSN received a $625,000 renewal of the cooperative agreement with the Cybersecurity and Infrastructure Security Agency (CISA) to continue the development of a SLTT Reporting and Threat Information Sharing Pilot Project. The renewal of the SLTT Information Sharing Pilot Project will allow CSN to build upon the processes and systems designed and developed in 2020 to better collect and share threats with SLTT agencies, improve prevention efforts, and help individuals and small businesses to improve the cybersecurity of the nation.

Great website, love the functions.

I am glad that you guys were here to assist me and continue to assist me.

Military & Veteran Program
One of the programs CSN funded and kicked off last year was our Military & Veteran Program. Current and former military personnel and their families reported losses from cybercrime of more than $420 million to the Federal Trade Commission over the past five years. In 2020, CSN secured foundational funding from Craig Newmark Philanthropies and Comcast to combat those losses with education and resources. Through the initiative, CSN will provide relevant, shareable information to active military, veterans, and their families to help them recognize and recover from cyber threats.

FraudSupport.org
In partnership with Google, CSN debuted a new website in May 2020—FraudSupport.org—to provide users with a tool that helps them easily identify and avoid the most common online scams.

Over the last two years, FraudSupport.org has become a powerful tool for U.S. consumers and small businesses to fight cybercrime. As part of the cooperative agreement from CISA, CSN launched the Cyber Resource Catalog on FraudSupport.org in November and will be adding hundreds of additional resources in 2021. By the end of 2020, FraudSupport.org had registered more than 725,000 visitors, many of whom had reported incidents of not only fraud, but data theft, malware infection, and ransomware demands. As we observed our stakeholders’ needs expanding in 2020, we engaged in a major rebranding effort with the award-winning Crosby Marketing agency to change FraudSupport.org into FightCybercrime.org. The new website will allow CSN to not only support consumers and SMBs in reporting and recovering from incidents of cybercrime, but also increase the ability of technology companies to prevent attacks, improve security, and aid law enforcement in decreasing crime. FightCybercrime.org will launch in Q2 2021.
Content engagement on CSN websites, social media, in the press, and virtually was at an all-time high in 2020. CSN is now internationally recognized because of its media outreach and contributions to cybersecurity thought leadership.

**Online Growth and Recognition**

**Blogs**

- Blog Growth
- Number 1 Blog
- 13,7K PAGE VIEWS
- 5:07 MINS AVG TIME ON PAGE
- COVID-19 SCAM ALERTS

**Number of Blog Posts**

<table>
<thead>
<tr>
<th>Year</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>25</td>
</tr>
<tr>
<td>2020</td>
<td>55</td>
</tr>
</tbody>
</table>

**Newsletter Engagement**

- 35,603 BLOG PAGE VIEWS IN 2020
- 2:29 MINS AVERAGE TIME ON BLOG PAGES
- 6,646 SUBSCRIBERS
- 16% OPEN RATE
- 3% CLICK RATE

**Social Media**

Total Followers Per Platform

- 12,124 KRISTIN JUDGE LINKEDIN
- 581 FACEBOOK
- 965 TWITTER
- 1,391 @FRAUDSUPPORT
- 1,781 @CYBERSUPPORTNET
- 2,713 CSN LINKEDIN

**Social Media Events**

- 438 AVG VIEWS
- 353K AVG REACH
- 360 RETWEETS LIKES REPLIES MENTIONS

**Engagement**

- Linkedin Live
- Twitter Chats
- Organic Engagement
Web Engagement

TOTAL SESSIONS
JAN 1, 2020 – DEC 31, 2020
690,545

550,464K
385,098K
407,071K
264,097K
62,997K
41,350K

FraudSupport.org TOP PAGES

ONLINE SHOPPING SCAMS
29,056

ROMANCE IMPOSTER SCAMS
35,986

SOCIAL SECURITY NUMBER THEFT
48,897

550,464K

385,098K

407,071K

264,097K

62,997K

41,350K

CSN is increasing reporting nationwide

INTERNET CRIME COMPLAINT CENTER
11,717

FEDERAL TRADE COMMISSION
1,791

IDENTITYTHEFT.GOV
9,480

SOCIAL SECURITY NUMBER THEFT
89

INTERNAL REVENUE SERVICE
214

FRAUDSUPPORT REPORTING REFERRALS
24,021

PLATFORM REPORTING REFERRALS
17,004

FraudSupport.org
Launched
May 28, 2020

ScamSpotter.org
Launched
May 28, 2020

CybercrimeSupport.org

SESSIONS
PAGE VIEWS

SESSIONS
PAGE VIEWS

SESSIONS
PAGE VIEWS

SESSIONS
PAGE VIEWS

5% FINANCIAL
Visa, Mastercard, etc.

1.7% ONLINE DATING
Match, Tinder, etc.

6.9% TELECOM
Sprint, AT&T, T-Mobile, etc.

61.8% SOCIAL MEDIA SITES
Facebook, Instagram, Twitter, Snapchat, etc.

18.5% OTHER
Employment, Email, Travel, Housing, etc.

6.1% ONLINE SHOPPING
eBay, Amazon, etc.

89 FTC
Social Security Administration

132 SSA
National Center for Victims of Crime

214 IRS
Internal Revenue Service

2,527 FTC
Federal Trade Commission

FRAUDSUPPORT REPORTING REFERRALS
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INTERNET CRIME COMPLAINT CENTER
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FraudSupport.org
Launched
May 28, 2020

ScamSpotter.org
Launched
May 28, 2020

CybercrimeSupport.org
Thought Leadership

88 SPEAKING ENGAGEMENTS
Notable Engagements in 2020

- MS-ISAC: Serving Cybercrime Victims Webinar
- U.S. Chambers of Commerce Cyber Series
- 2020 International Information Sharing Conference
- Lawrence Livermore National Laboratory Security / Cyber Fest
- EmTech Virtual Conference, MIT Technology Review
- United Nations Office on Drugs and Crime Building Bridges Between Technology, Education and Rule of Law

643 PRESS MENTIONS
Notable placements in the news in 2020

- Here’s How Shopping Scams on Facebook Are Ripping Off Thousands of Customers, With the Money Flowing Overseas
  TIME MAGAZINE
- Black Friday and Cyber Monday scams: How to stay safe and shop online
  FOX NEWS
- Military members are disproportionately affected by cybercrime: Here’s why and how to avoid it
  MILITARY TIMES

3 PAPERS
The CSN Team joined international cybersecurity experts when contributing to three papers in 2020

- The Great Cyber Surrender Report
  DEMOS
- A Roadmap to Strengthen US Cyber Enforcement
  THIRD WAY
- Partnership Against Cybercrime Insight Report
  WEF

Recommendations to Congress
CSN has been educating Congressional leaders for four years on the impact of cybercrime on individuals and small businesses.

This advocacy has led to recommendations for a national program to serve victims similar to the centers found in Australia, Israel and the UK. The Cyberspace Solarium Commission Transition Book for the Biden Administration recommends a National Center and federal funding for non-profits serving cybercrime victims.

Create Support for Victims of Cybercrime

The uptick in fraud and other malicious activity during the COVID-19 pandemic has provided an unwelcome reminder that major emergencies present opportunities for criminals to further stress overburdened public services and the American people.

The Biden-Harris administration should work with Congress to create institutions that would provide relevant support to victims of cybercrime by creating a National Cybercrime Victim Assistance and Recovery Center, as well as a grants program to fund nonprofits that aid victims of cybercrime.

Cyberspace Solarium Commission Transition Book for the Incoming Biden Administration, Page 17.
Staff and Leadership

It takes a village. CSN is led by an esteemed Board of Directors and Advisory Board, totaling 22 members.

Board of Directors through December 15, 2020

President
Kristin Judge
CEO, Cybercrime Support Network

Vice President
Ernest McDuffie, Ph.D.
The Global McDuffie Group

Secretary/Treasurer
James Ellis
DF/LT Commander of Michigan Cyber Command
Michigan State Police

At-large
Kelley Bray
Cyber Awareness Professional

Joyce Brocaglia
CEO, Alta Associates
Founder, Executive Women’s Forum
CEO, BoardSuited

Ben de Bont
Chief Information Security Officer, ServiceNow

Aaron Cohen
President, CertNexus

Tony Sager
Senior Vice President and Chief Evangelist
The Center for Internet Security (CIS)

Tim Smith
Former Executive Director
Ottawa County Central Dispatch Authority

Mari Galloway
CEO, Founding Board Member
Women’s Society of Cyberjutsu

Ralph Johnson
CISO, County of Los Angeles

Advisory Board

Adam Barea
Director, Legal, Google

Shilpa Bratt
Director, Shared Services, Digital Crimes Unit, Microsoft

Rudy Brioché
Vice President and Policy Counsel, Comcast

Mitchel Chang
Senior Vice President, CSR and Education, Trend Micro

Matt LaVigna
CEO, National Cyber-Forensics and Training Alliance (NCFTA)

Jeff Lybarger
Associate Vice President, National White Collar Crime Center (NW3C)

Craig Newmark
Founder, Craig Newmark Philanthropies

Janet Rathod
Senior Director, Cyber Operations & Intelligence, Capital One

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

Jacinta Tobin
VP, Global Sales and Operations, Cloudmark Division, Proofpoint

Noelle Warburton
Director, Security and Trust, Cisco Systems

Leadership

Kristin Judge
CEO and President

Rachel Dooley
Chief Marketing Officer

Joan Giovanni
Chief Revenue Officer

Stacey Wright
Vice President of Cyber Resiliency Services

Robert Burda
Chief Strategy Officer

Staff

Mark Batchelor
Vice President of Victim Services

Karissa Brumley
Director of Marketing

Kim Casci
Program Managing Director

Karen Cassine
Junior Web Developer

Debbie Deem
Victim Services Specialist

Nichole Dennis
Government Relations and Program Director - VOCA NC

Nicole Fitzgerald
Staff Accountant

Lindsey Garland
Accounting Assistant

Mattelyn Garza
PI Communications Associate

Demetria Gavit
Director of Partnerships

Sandy Holler
Administrative Assistant

Alexis Judge
Social Media Specialist

Sara Kazin
Human Resources Director

Ilene Klein
Global Cybersecurity Coordinator

Andy Kress
Vice President of Information Systems

Ursula Palmer
Executive Director of Military and Veteran Program

Taryn Porter
Content Specialist

Mike Richie
Director of Information Sharing and Threat Analysis

Rudy N. Brioché
Vice President & Policy Counsel, Comcast Corporation, CSN Advisory Board Member

"Being part of an effort to make the world a better place provides a certain measure of satisfaction. But doing so with the passion, commitment, and creativity of the leadership and staff of Cybercrime Support Network makes it even more rewarding because you’re experiencing and witnessing the development of an organization that is addressing the specific needs of communities that are often overlooked in the digital age."

Rudy N. Brioché
Vice President & Policy Counsel, Comcast Corporation, CSN Advisory Board Member
**Sponsors and Partners**

CSN thanks its sponsors, funders, and partners for their generous support in 2020.

### CSN Sponsors and Funders

- Craig Newmark Philanthropies
- AT&T
- Capital One
- Cisco
- Comcast
- FINRA
- Google
- Microsoft
- NordVPN
- Proofpoint
- Trend Micro
- Verizon

### Event Sponsors

- KEEPER
- livingsecurity
- Charles Schwab
- Trust Bank
- Trend Micro

### Key Partners

- CYBER READINESS INSTITUTE
- ABA FOUNDATION
- CYBER THREAT ALLIANCE
- Identity Theft Resource Center
- MS-ISAC
- National Center for Missing & Exploited Children
- NICB
- NW3C

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