2021 YEAR IN REVIEW
2021 proved to be another turbulent year for the entire world. As the virus continued to wreak havoc, cybercriminals found new ways to take advantage of vaccine mandates, shipping delays, and supply shortages caused by the pandemic. As the scammers’ tactics evolved, so too did the urgency to serve individuals and small businesses impacted by cybercrime.

Looking back over the last year, we are extremely proud of all that was accomplished by the team at Cybercrime Support Network (CSN). Throughout 2021, we launched three new programs, refreshed our victim services site, continued to work on deliverables for our two cooperative agreements with the Department of Homeland Security’s Cybersecurity and Infrastructure Security Agency (CISA), and expanded our publicity efforts for ScamSpotter.org with the help of Google.

In April, alongside a refresh of FightCybercrime.org (formerly FraudSupport.org), we launched the Military & Veteran Program and Partnership to FightCybercrime with founding partners Craig Newmark Philanthropies and the Bob Woodruff Foundation. With 45 partners on board by the end of 2021, we were able to deliver cyber resources into the hands of active-duty service members, military spouses, veterans, survivors, and their extended families.

In May, the first group of the Peer Support Program started with help from licensed counselors at Give an Hour. By the end of 2021, the first three groups of romance scam survivors completed the 10-week free virtual program, where counselors provided guidance to support their mental well-being alongside CSN’s program directors who taught participants about online safety practices.

In November, the #SecureTogether program was established in collaboration with Consumer Reports. Through this program, we encourage volunteers to sign up for the #SecureTogether Challenge to guide friends, family and coworkers through four simple steps to become more secure online. At the end of 2021, 62 teams had registered to take the challenge and helped secure more than 3,000 devices.

Along with the launch of these three new programs, CSN completed the State, Local, Tribal & Territorial (SLTT) Reporting and Threat Information Sharing cooperative agreement with CISA to advance nationwide cyber incident reporting and information sharing structures with SLTT entities. In addition, we continued our work on the SLTT National Information Exchange Model (NIEM) Cyber Pilot Cooperative Agreement where we helped build the first NIEM Cyber Domain, released in December 2021.

To round out the year, we implemented the Scam Spotter Gift Card Scam Awareness Campaign, with assistance from Google and their team of media and creative professionals, to spread awareness about common gift card scams affecting consumers. Through this campaign, ScamSpotter.org was featured on national news outlets (Fox Business, iHeartRadio, AP News) and local pickups with 4K+ mentions in all 50 states and 15 countries, across print, digital and broadcast.

Reflecting upon CSN’s accomplishments over the past year, we are overjoyed at the progress we have made. With the help of our staff, sponsors, partners, board of directors and advisory board, we look forward to continuing to cultivate our programs to serve individuals and small businesses impacted by cybercrime in 2022 and beyond.

Sincerely,

Kristin Judge
CEO and President

Robert Burda
Interim CEO and Chief Strategy Officer
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.

2021 REVENUE

- 11.9% SPONSORSHIPS
- 19.9% DONATIONS
- 19.6% GRANTS – FEDERAL
- 38% IN-KIND DONATIONS
- 8.4% MISCELLANEOUS

TOTAL REVENUE: $5.1M

REVENUE GROWTH

- 2017: $60 THOUSAND
- 2018: $336 THOUSAND
- 2019: $1.3 MILLION
- 2020: $2.5 MILLION
- 2021: $5.1 MILLION

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Milestones

JANUARY
- ScamAdviser names CSN as ‘Scamfighter of the Year’
- CSN receives foundational funding from FINRA Investor Education Foundation to provide cybersecurity education and mental health counseling to survivors of romance scams

FEBRUARY
- Feb 8-14: CSN hosts Red Hearts: Red Flags Week to raise awareness of romance scams

MARCH
- First NIEM Cyber Domain released
- #SecureTogether launches
- Scam Spotter Gift Card Scam Awareness Campaign begins
- First Military Cyber Chat airs
- CSN hosts “When ‘Free’ isn’t Free: Veterans Day Scams” LinkedIn Live with Keeper Security

APRIL
- LinkedIn Live with Keeper Security
- CSN sends first Cyber Trends Toolkit as a deliverable for the CISA SLTT Cooperative Agreement

MAY
- Peer Support Program launches
- New collaboration begins with National Association of Secretaries of State to share cyber resources with constituents
- CSN completes the OVC Vision 21 Grant from the DOJ

JUNE
- Dept. of Veterans Affairs joins Partnership to FightCybercrime
- CSN hosts “Social Engineering 101” Twitter chat with Keeper Security

JULY
- Comcast runs PSA to promote Military & Veteran Program
- CSN hosts “Cybercrime in the Era of Social Media” Twitter chat with Keeper Security
- CSN presents in person at the National Training Institute for National Center for Victims of Crime

AUGUST
- CSN presents in person at the National Training Institute for National Center for Victims of Crime

SEPTEMBER
- #SecureTogether launches
- Scam Spotter Gift Card Scam Awareness Campaign begins
- First Military Cyber Chat airs
- CSN hosts “When ‘Free’ isn’t Free: Veterans Day Scams” LinkedIn Live with Keeper Security

OCTOBER
- First NIEM Cyber Domain released

DECEMBER

CSN completes the OVC Vision 21 Grant from the DOJ
- New collaboration begins with National Association of Secretaries of State to share cyber resources with constituents
- CSN sends first Cyber Trends Toolkit as a deliverable for the CISA SLTT Cooperative Agreement

FEDRATED INC

Milestones
Scam Spotter Campaign

Gift card scams are on the rise and have become more sophisticated than ever before. Traditionally, people believed that these scams were targeted at the elderly population but we have seen more millennials and boomers fall prey.

In collaboration with Google and their team of media and creative professionals, the Scam Spotter campaign was brought to life. The overarching goal of the campaign was to help millennials and boomers better understand just how sophisticated today's gift card scammers have become. The messages were designed to dramatize some of the real stories scammers use in an extremely hyperbolic way, proving that if the stories from scammers sound unbelievable, it's because they are.

The campaign ran from November 15 through December with a full range of media and public relations efforts working together. A series of videos that highlighted common gift card scams, from “Relative in Jail” to “IRS Outside” were produced and were featured on a variety of platforms including YouTube, Roku, Facebook, Instagram and the New York Times website. In addition to video features, streaming audio spots on Spotify highlighted how robocalls work.

Public relations and media outreach efforts played a key role in amplifying the message of, “If it sounds unbelievable, it is.” CSN was featured in media interviews on local and national networks, as well as in major print publications. Most notably, we were able to spread the mission of CSN and the key messaging from this campaign in USA Today, Forbes, New York Times and Scripps Media.

Our partnership with Google and their creative team allowed CSN to deliver on the mission of serving individuals and small businesses impacted by cybercrime. Through this campaign, we facilitated conversations and brought awareness to gift card scams, what to look out for and what to do if impacted. The message resonated with the audience and kickstarted a broader conversation that we will be able to leverage in future educational campaigns.

Through the generous support of Google, the success of this campaign was beyond what we could have imagined.

4K+ mentions in all 50 states and 15 countries, across print, digital and broadcast.

490M potential audience

37.7% paid media reach

321M+ impressions

878K+ video views

2.6M+ total engagement
MILITARY & VETERAN PROGRAM

Between 2017 and 2021, the military & veteran community who reported cyber incidents to the Federal Trade Commission lost more than $1,100 million. Active-duty service members, military spouses, veterans, survivors, and their extended families are disproportionately targeted for identity theft, romance and imposter scams, and many other online crimes.

In April, CSN launched the Military & Veteran Program and the Partnership to FightCybercrime with founding partners Craig Newmark Philanthropies and the Bob Woodruff Foundation. This alliance was established to provide relevant, shareable cyber tips and resources to the military and veteran community. By the end of 2021, 45 organizations, including Disabled American Veterans (DAV) and the Department of Veterans Affairs, joined the partnership to empower the military and veteran community to fight cybercrime.

From October to December 2021, we aired a Public Service Announcement in collaboration with Comcast NBCUniversal that directed individuals to FightCybercrime.org/Military to access resources curated for service members, veterans, survivors and their families. The PSA aired over 33,000 times in ten veteran-centric markets throughout the final quarter of 2021.

In addition, our Military Cyber Chat webinar series began airing in November 2021. This series invited our partners to join in discussions about important cyber-related topics affecting our military and veteran community. Our guests included representatives from DAV and Give an Hour.

CSN's Military & Veteran Program launched with foundational funding from Craig Newmark Philanthropies and Comcast, and is sponsored by AT&T and Deloitte.

PEER SUPPORT PROGRAM

In 2020, reported losses to the Federal Trade Commission due to romance scams reached $304 million, a 50% increase from 2019. That is why CSN launched its free, confidential Peer Support Program in May 2021 in collaboration with Give an Hour to help romance scam survivors combat feelings of loss and embarrassment, while teaching them cybersecurity awareness and education.

Throughout the second half of 2021, more than 30 romance scam survivors participated in the virtual sessions. During each 10 week virtual program, a licensed counselor from Give an Hour provided guidance to support the participants’ mental well-being alongside CSN’s program directors who taught participants about cybersecurity awareness and best online safety practices. Graduates of the program reported a better understanding of cybersecurity best practices and gained the strength to move forward.

CSN’s Peer Support Program was launched with foundational funding provided by the FINRA Investor Education Foundation and is sponsored by Zelle®.

I would highly recommend this program. It will enable you to move forward with your life. You will find that you can get through this and be happy again.

Group 1 Graduate Peer Support Program

#SECURETOGETHER

In a 2020 Google/Harris Poll, four in ten individuals said their personal information had been compromised online; however, only 45% took action to change their password following a cyber incident. In 2021, CSN developed and launched the #SecureTogether program, in collaboration with Consumer Reports and 25 collaborative partners, to provide information, tools and assistance to help individuals implement better security measures on accounts and devices.

The program allows volunteer facilitators the opportunity to register a team for the #SecureTogether challenge where they guide friends, family and coworkers through four simple steps to become more secure online. By the end of 2021, 3072 devices were secured and 62 teams registered for the #SecureTogether Challenge.

CSN's #SecureTogether Program is sponsored by Trend Micro.
This year, CSN completed an SLTT Reporting and Threat Information Sharing cooperative agreement with the Cybersecurity and Infrastructure Security Agency (CISA), along with their partners from the Center for Internet Security®, Inc. (CIS®) and Mississippi State University’s National Strategic Planning and Analysis Research Center (NSPARC), to advance nationwide cyber incident reporting and information sharing structures with SLTT entities.

These efforts focused on gathering and analyzing cyber incident information based on the types of assistance sought by individuals and small businesses on our FightCybercrime.org website. This information was leveraged to develop CSN’s Cyber Trends Toolkit. Over 500 SLTT organizations signed up to receive the toolkit, which included timely trend reports and educational awareness resources that they could share on their own social media channels.

CSN also continued to improve its Cyber Resource Catalog as a part of the CISA SLTT Reporting and Threat Information Sharing Cooperative Agreement. This public-facing, searchable database of cybersecurity materials contains over 1,000 easy-to-understand resources from CSN and other trusted sources for individuals and small businesses.

As this cooperative agreement came to a close, CSN took the lessons learned from these pilot efforts and combined it with research on other US and international models to develop a Feasibility Study and a Functional Plan for a broader national program to better collect and share threats with SLTT agencies, enhance prevention efforts, and help individuals and small businesses to improve the cybersecurity of the nation.

CISA SLTT NIEM CYBER PILOT COOPERATIVE AGREEMENT

Cybersecurity & Infrastructure Security Agency (CISA) awarded Cybercrime Support Network (CSN) a cooperative agreement in September 2020 to develop a State, Local, Tribal & Territorial (SLTT) National Information Exchange Model (NIEM) Cyber Pilot. In 2021, CSN worked with CISA, other NIEM stakeholders and the SLTT community to help improve the nation’s cyber resiliency through the development and deployment of the new NIEM Cyber Domain.

Working with 39 SLTT agency stakeholders from across the country, CSN helped build the first NIEM Cyber Domain, which was formally released in NIEM version 5.1 in December 2021. This created a vocabulary that allows SLTT agencies to rapidly share incident response information regardless of what internal vocabulary they used. Taking its work a step further, CSN then began the work of creating the Message Exchange Packages (MEPs) that will allow SLTT governments to implement the Cyber Domain in their threat intelligence and information sharing systems. Throughout the summer and fall, CSN interviewed stakeholders, created use cases, determined existing and missing terms, and began working with the existing taxonomies to create the elements necessary to build out NIEM version 5.2 for release in 2022.

This created a vocabulary that allows SLTT agencies to rapidly share incident response information regardless of what internal vocabulary they used.”
### Digital Reach & Engagement

#### NOTABLE MEDIA MENTIONS
- ABC News | KZTV (Texas) | Kiss 95.1 Radio
- Brinkwire | PR Newswire | Yahoo News

#### NOTABLE MEDIA INTERVIEWS
- National Exposure: Forbes | USA Today | Scripps Media
- CBS Radio Network | The Military Times
- Regional Exposure: WKRN, Tennessee | WCAX, Vermont

#### NOTABLE SPEAKING ENGAGEMENTS
- Great Lakes 25th Anniversary Infragard Conference
- International Association of Chiefs of Police | NOVA Conference
- RH-ISAC Cyber Intelligence Summit | NGC National Training Institute
- InfoSec World Panel

#### Key Metrics
- **450,982** website users served (across all sites)
- **19%** increase in social media followers (average across all platforms)
- **3,258%** increase in YouTube video views (due to Scam Spotter campaign)
- **20.9%** age demographics
- **15.9%** age demographics
- **18.1%** age demographics
- **19.2%** age demographics
- **11.6%** age demographics

#### Top Pages Visited
- Government/Military Imposter Scams
- Identity Theft
- Cyberstalking
- Hacked Devices

#### Reporting Link Clicks
- **22,484** reporting link clicks to government agencies

#### Age Demographics
- 18-24: 20.9%
- 25-34: 15.9%
- 35-44: 18.1%
- 45-54: 19.2%
- 55-64: 11.6%
- 65+: 14.3%
- 18-24: 14.3%
Leadership & Staff

IT TAKES A VILLAGE. CSN IS LED BY AN ESTEEMED BOARD OF DIRECTORS AND ADVISORY BOARD, TOTALING 27 MEMBERS.

Board of Directors

President
Kristin Judge
CEO, Cybercrime Support Network

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

Secretary/Treasurer
James Ellis
D/F/Lt. Commander of Michigan Cyber Command
Michigan State Police

At-Large
Ben de Bont
VP, Chief Information Security Officer, ServiceNow

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

Mari Galloway
Sr. Security Architect, Casino
CEO & Founding Board Member, Women’s Society of Cyberjutsu

Lakshmi Hanspal
Chief Information Security Officer, Amazon Devices & Services

Ralph Johnson
Chief Information Security Officer, NantMedia Holdings, LLC
(Los Angeles Times)

Cheri McGuire
Technology & Cybersecurity Executive

Grant Schneider
Senior Director of Cybersecurity Services, Venable

Maria Thompson
SLG Leader, Cybersecurity, Amazon Web Services

Marnie Wilking
Global Head of Security & Technology Risk Management, Wayfair

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Director, Legal, Google

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Director, Shared Services, Digital Crimes Unit, Microsoft

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Matt LaVigna
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Jeff Lybarger
Associate Vice President, National White Collar Crime Center

Robert Masco
Director, PhishA Foundation

Craig Newmark
Founder, Craig Newmark Philanthropies

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

Noelle Warburton
Director, Security and Trust, Cisco Systems

Nicole Washburn
Senior Director, Cyber, Capital One

Chih-Wei Yi
Principal, Cyber Risk Services, Deloitte

Leadership

Kristin Judge
CEO & President

Robert Burda
Interim CEO & Chief Strategy Officer

Joan Giovanni
Chief Revenue Officer

Jenny Grounds
Chief Program Officer

Cindy Liebes
Chief Program Officer

Stacey Wright
Vice President of Cyber Resilience Services

We value our partnership with Cybercrime Support Network as their mission is closely aligned with our Digital Crimes Unit’s own mission. CSN continues to engage with passion, creativity and execution excellence to protect vulnerable populations from cybercrime, working tirelessly to educate and share knowledge and resources needed to tackle this global problem from all angles.

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

Staff

Mark Batchelor
Vice President of Community Based Programs

Karissa Brumley
Content Marketing Manager

Kim Caci
Program Director

Karen Cassine
Junior Web Developer

Nichole Dennis
Government Relations & Program Director

Lauren Dublin
Development Coordinator

Joan Edwards
Senior Accountant

Nicole Fitzgerald
Vice President of Finance

Lindsey Garland
Staff Accountant

Sandy Holler
Executive Assistant

Stephanie Jensen
Executive Administrator

Alexis Judge
Administrative Assistant

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 Programs

IT TAKES A VILLAGE. CSN IS LED BY AN ESTEEMED BOARD OF DIRECTORS AND ADVISORY BOARD, TOTALING 27 MEMBERS.
Sponsors & Partners

CSN thanks its Sponsors, Funders, and Partners for their generous support in 2021.

Sponsors & Funders

Craig Newmark Philanthropies

Event Sponsors

Key Partners

- AT&T
- Capital One
- Cisco
- Comcast
- Deloitte
- Early Warning
- FINRA (Investor Education Foundation)
- Google
- Microsoft
- NordVPN
- proofpoint
- Security Studio
- Trend Micro
- Tripwire
- Verizon
- želle

- ARA Foundation
- Identity Theft Resource Center
- Advocating Against Romance Scammers
- NASS (National Association of Students of Nursing)
- Bob Woodruff Foundation
- Utilities United Against Scams
- Cyber Seniors
- Cyber Threat Alliance
- Secure The Village