

2021 **YEAR** IN REVIEW

Letter from the CEO



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,

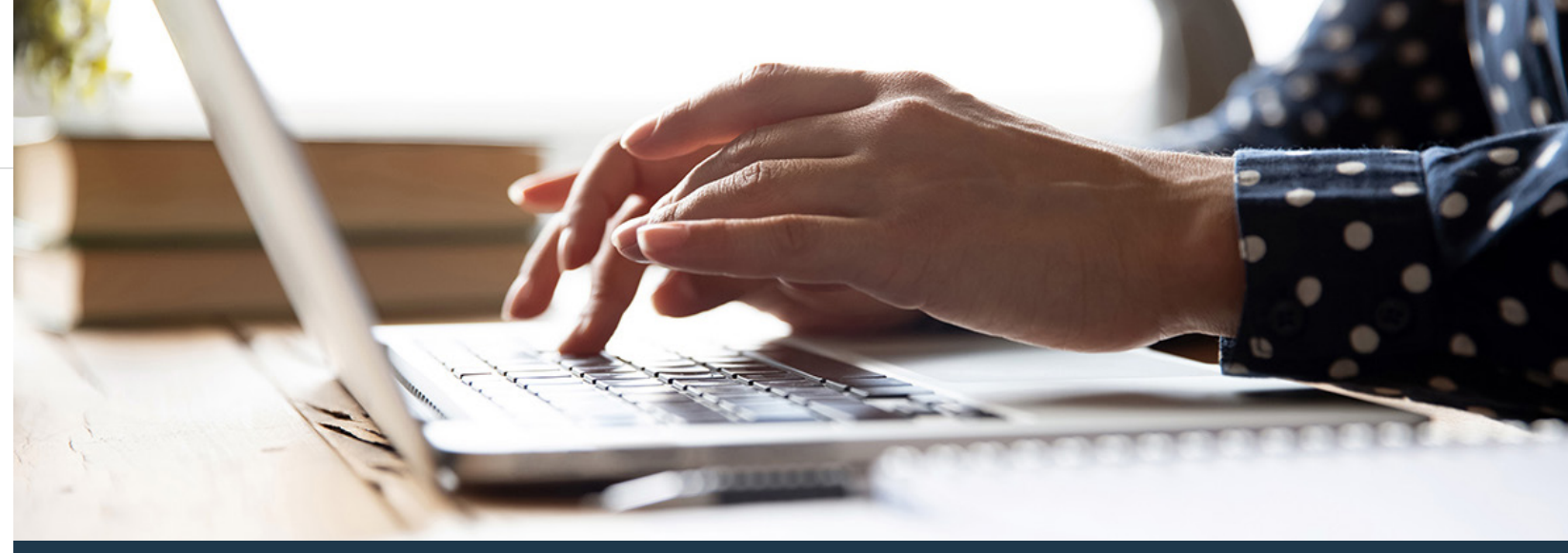
Kristin Judge

CEO and President

Robert Burda

Interim CEO and Chief Strategy Officer

“Looking back over the last year, we are extremely proud of all that was accomplished by the team at Cybercrime Support Network.”



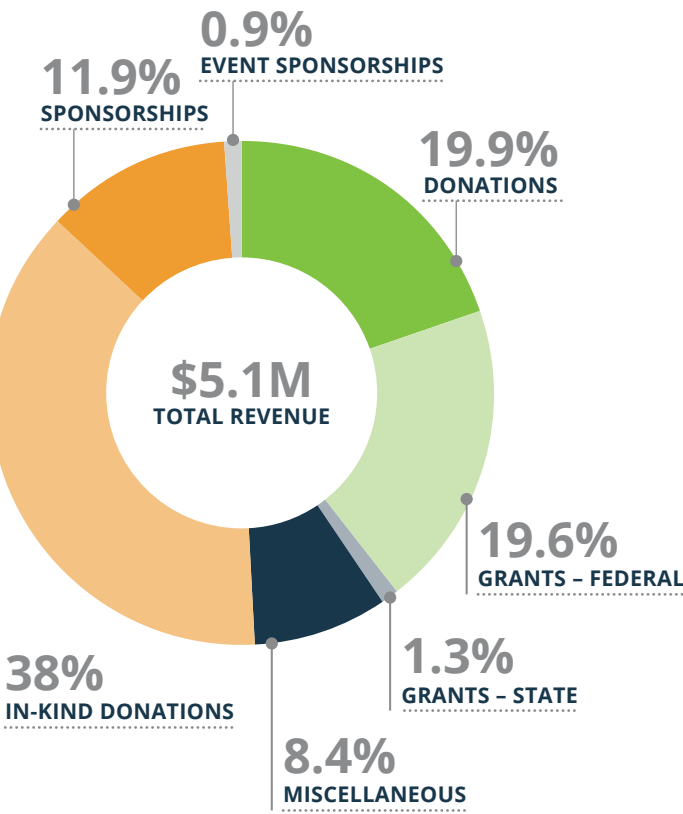
OUR MISSION

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.

2021 REVENUE



REVENUE GROWTH

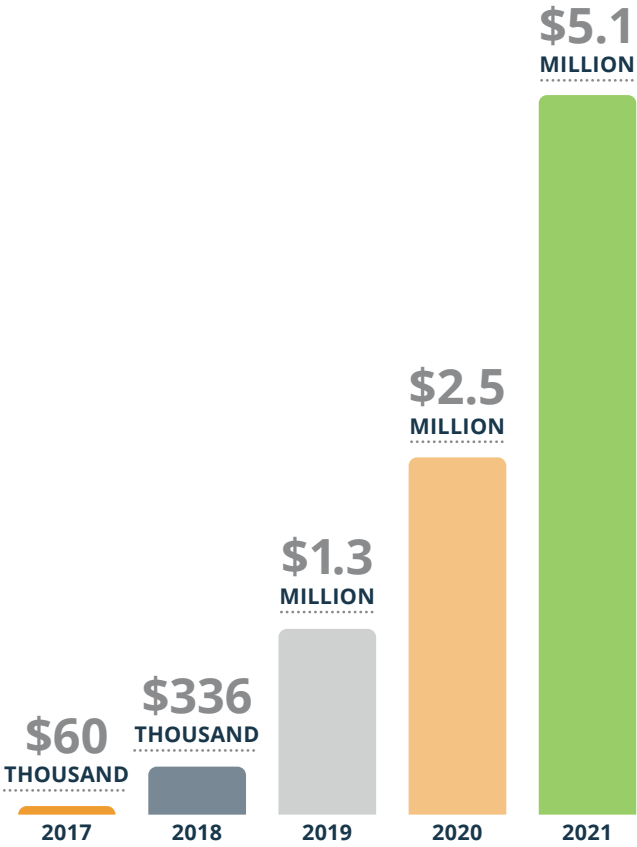
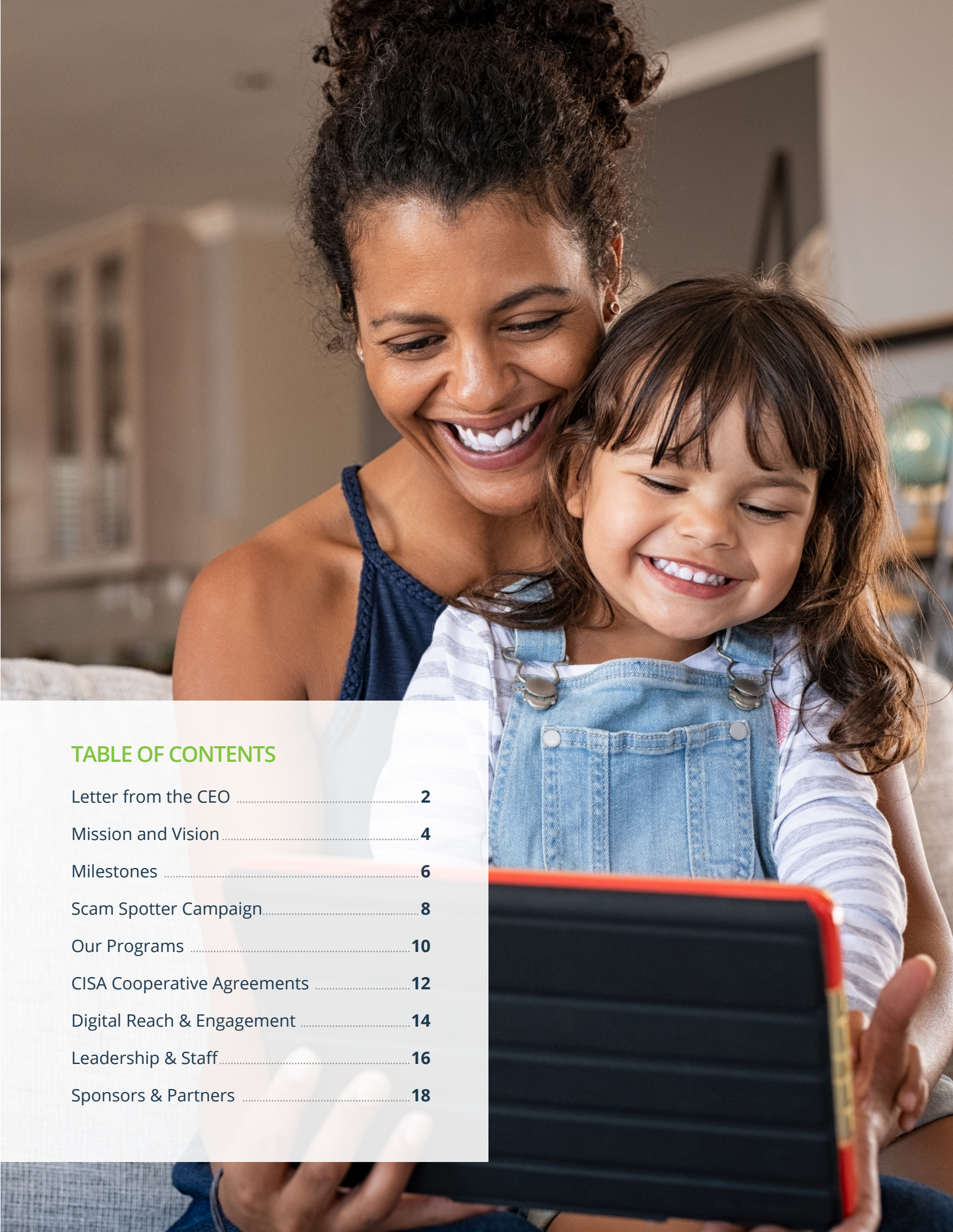


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Milestones



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.

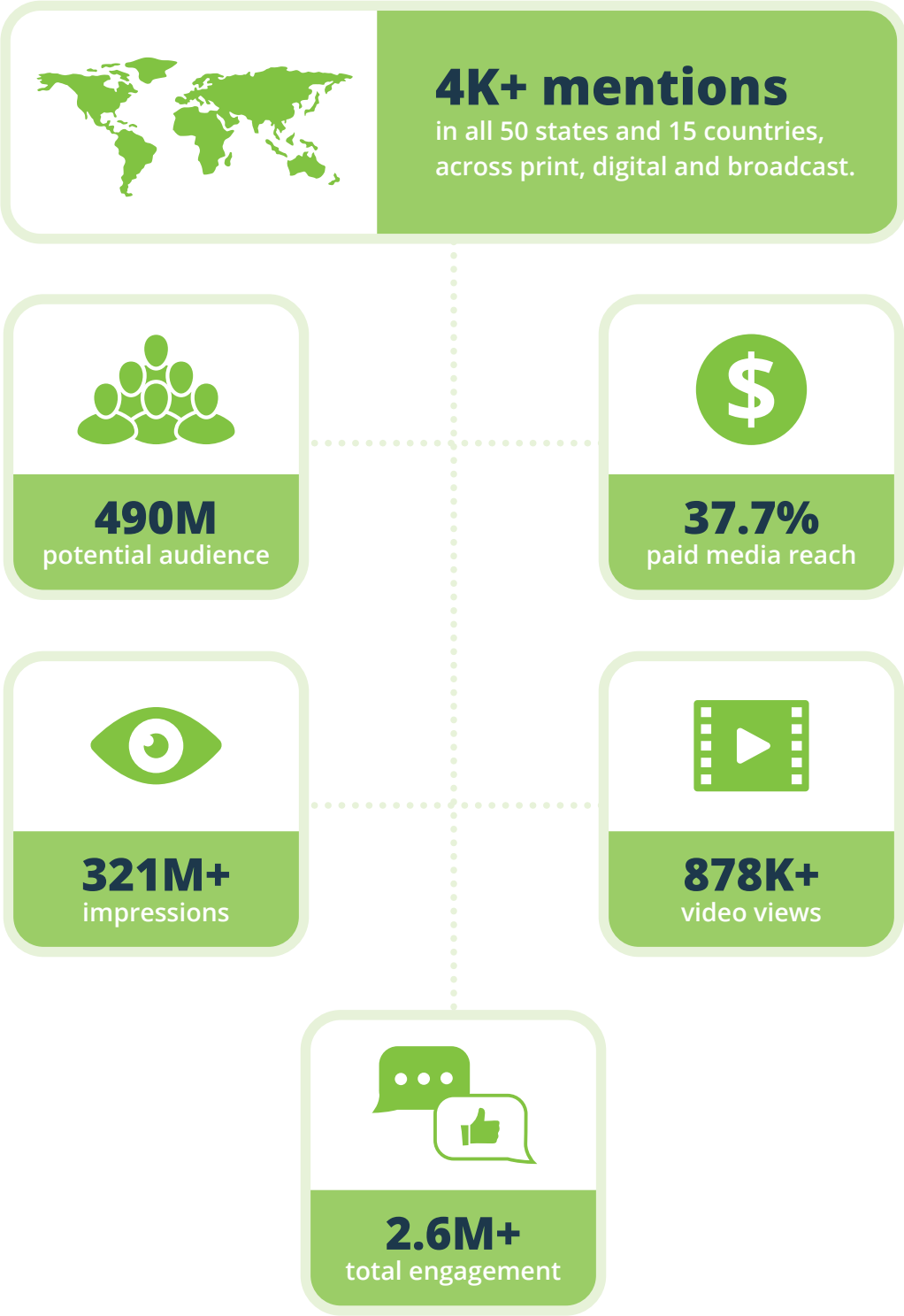
In collaboration with Google and their team of media and creative professionals, the Scam Spotter campaign was brought to life. The overarching goal of the campaign was to help millennials and boomers better understand just how sophisticated today's gift card scammers have become. The messages were designed 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.



Our Programs

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](https://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 cybercrime 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 cybercrime 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®.



#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.



“ 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*

CISA Cooperative Agreements

CISA SLTT REPORTING AND THREAT INFORMATION SHARING COOPERATIVE AGREEMENT

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
Good Day LA, California | KTLA, California | NBC Tech Trends, Chicago



NOTABLE SPEAKING ENGAGEMENTS

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



19%

increase in social media followers
(average across all platforms)



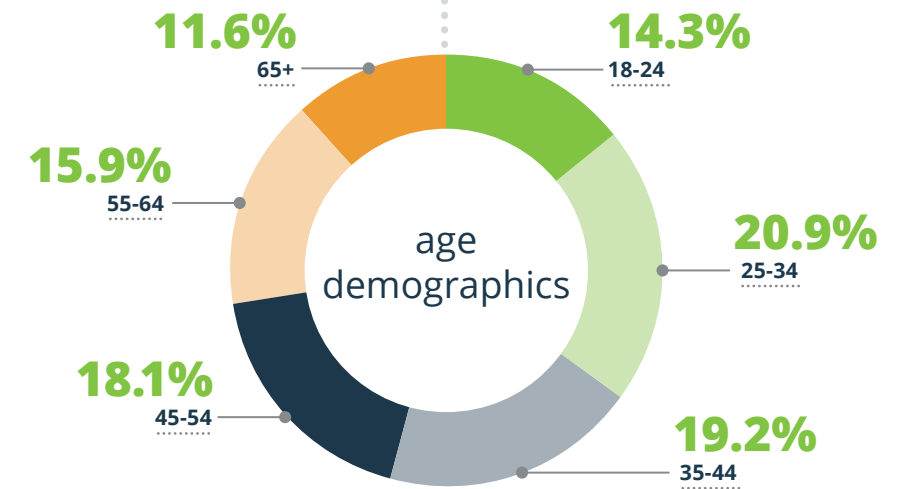
3,258%

increase in YouTube video views
(due to Scam Spotter campaign)



450,982

website users served
(across all sites)



top pages visited



Government/Military
Imposter Scams



Identity Theft



Cyberstalking



Hacked Devices



22,484

reporting link clicks
to government agencies

Leadership & Staff

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







Board of Directors

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CEO, Cybercrime Support Network
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The Global McDuffie Group
- Secretary/Treasurer**
James Ellis
D/F/Lt. Commander of Michigan Cyber Command
Michigan State Police
- At-large**
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Founder, Executive Women’s Forum
CEO, BoardSuited
- 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**
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- Maria Thompson**
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- Marnie Wilking**
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- Chih-Wei Yi**
Principal, Cyber Risk Services, Deloitte

Leadership

- 
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CEO & President
- 
Robert Burda
Interim CEO & Chief Strategy Officer
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Joan Giovanni
Chief Revenue Officer
- 
Jenny Grounds
Chief Marketing Officer
- 
Cindy Liebes
Chief Program Officer
- 
Stacey Wright
Vice President of Cyber Resiliency Services

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Content Marketing Manager
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Junior Web Developer
- Nichole Dennis**
Government Relations & Program Director
- Lauren Dubin**
Development Coordinator
- Joan Edwards**
Senior Accountant
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- Lindsey Garland**
Staff Accountant
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Technology Manager
- Sandy Holler**
Administrative 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

“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

Sponsors & Partners

CSN THANKS ITS SPONSORS, FUNDERS, AND PARTNERS FOR THEIR GENEROUS SUPPORT IN 2021.

Sponsors & Funders

Craig Newmark
Philanthropies



Event Sponsors



Key Partners





CybercrimeSupport.org | FightCybercrime.org | ScamSpotter.org

