

**From:** Lori L Cohen, Executive Director of ECPAT-USA <news@ecpatusa.org>

**To:** [REDACTED]

**Subject:** [EXTERNAL EMAIL] - [MARKETING] #GivingTuesday - your impact DOUBLED - today only

**Date:** Tue, 01 Dec 2020 14:00:10 +0000

**Importance:** Normal

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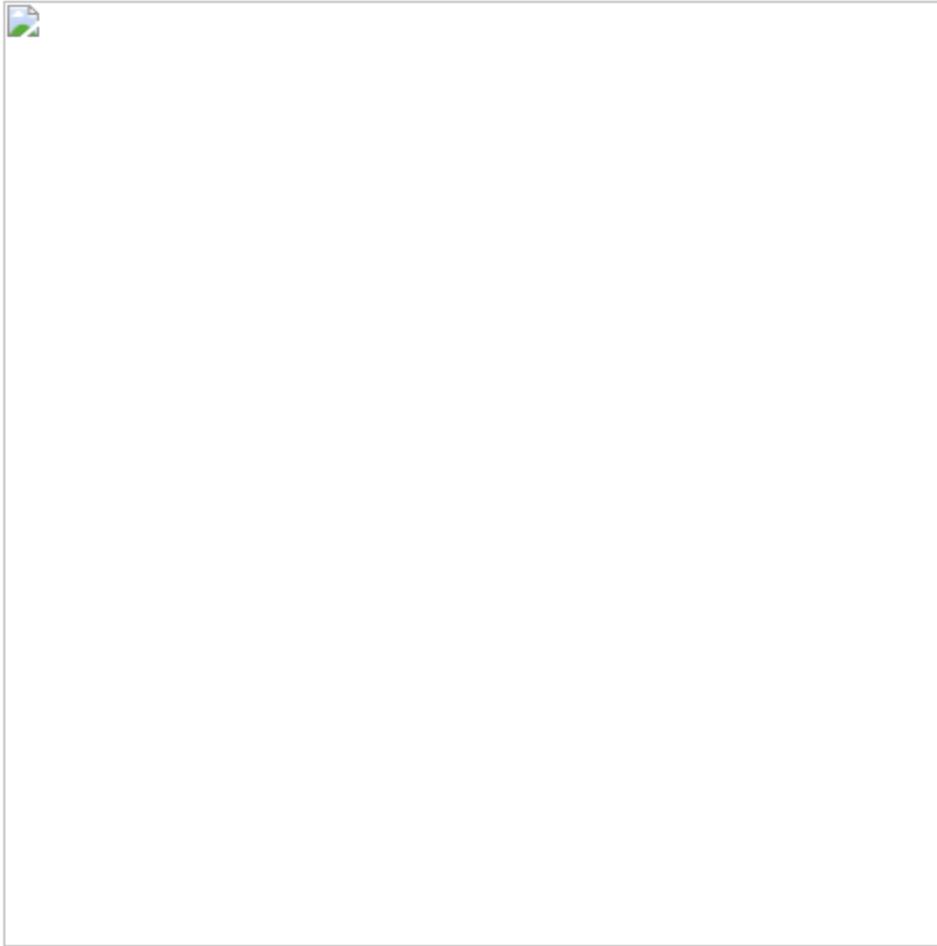


Dear Friends of ECPAT-USA,

One childhood holiday, my grandfather shared how he barely survived the Spanish flu pandemic of 1918, falling so ill that his mother struggled to move him from place to place in a wheelbarrow. That image of a vulnerable child, a struggling parent, and the urgent need for support has driven my first year at the helm of ECPAT-USA, the nation's leader in protecting children against sex trafficking and online exploitation. The year 2020 may be like no other, but at ECPAT-USA, we have learned from lessons past to provide the tools needed to keep children safe now and in the future. This #GivingTuesday, your gift helps ensure that every child has the right right to grow up free from the threat of sex trafficking and online exploitation. Your gift will also go further through a [generous matching donation from our partners at Carlson](#). Your support has made it possible for us to do the work that prevents these crimes by:

### **Raising Awareness of Safety Beyond Handwashing**

As the global crisis began to unfold, health care leaders discussed safety measures that are now familiar: social distancing, mask-wearing, and hand washing. The ECPAT-USA team recognized that a health crisis can trigger other risks those experts were not mentioning: [increases in child trafficking and online exploitation](#). When schools close and children are unsupervised and online, [predators can easily groom them for sex acts in as little as 18 minutes](#). To prevent exploitation, ECPAT-USA launched our "Safety Beyond Hand Washing" campaign, with simple, no-nonsense guidance for healthy use of the internet and social media. The [downloadable guides for youth, parents, and teachers](#) are available in English and Spanish.

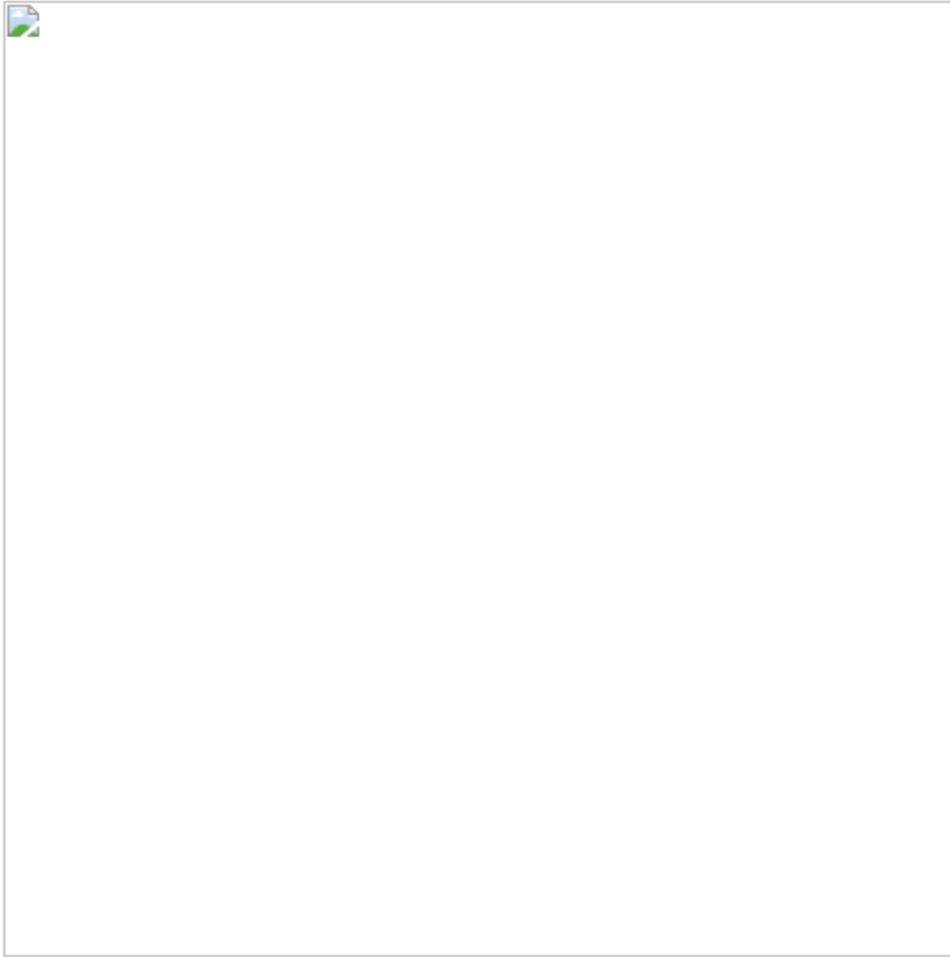


## **Helping Businesses Prevent Trafficking**

Traffickers try to sell kids for sex in hotels, believing these are anonymous, risk-free locations. ECPAT-USA has worked with leaders in the hospitality industry to disrupt this, developing an [online learning tool to help hotel staff identify and report suspected child sex trafficking](#). As the hospitality industry confronted the financial impact of COVID-19, ECPAT-USA partnered with the American Hotel & Lodging Association and Marriott International to offer this information, available in 17 languages, [for free](#).

## **Holding Pedophile Traffickers and Sex Buyers Accountable**

Jeffrey Epstein and his accomplices built a flourishing pedophile empire that exploited young girls from vulnerable communities. Teaming up with the creators of the eye-opening Netflix documentary *Jeffrey Epstein: Filthy Rich*, ECPAT-USA hosted [a webinar that explored how power and privilege](#), along with the demand for young bodies, created an international scandal.



## **Connecting the Dots Between Racial Justice and Sex Trafficking**

George Floyd's tragic killing sparked both waves of protests and declarations of commitment to address systemic racism. ECPAT-USA turned to our own experts, the women and men who serve on our Survivors' Council, to examine the connection between racism and sex trafficking. Our [Survivor Perspectives series](#) highlights that, while any child can fall victim to sex trafficking, those with increased vulnerability due to homelessness, overburdened schools, and food insecurity are more likely to be trafficked - and more likely to be seen as criminals rather than victims in need of protection. ECPAT-USA continues to seek guidance from our Survivors' Council as we advocate for policies to address both systemic racism and child protection.

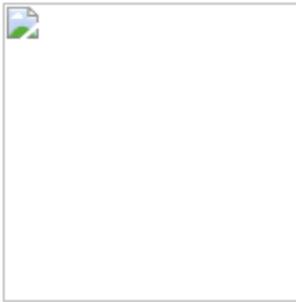
## **Championing An Internet That Is Free From Child Exploitation**

The internet can provide a source of education and connection when schools are shuttered, but some platforms are exploiting loopholes in federal law to allow the distribution of graphic sexual images of children, which in turn are bought and sold by pedophile predators. ECPAT-USA is urging Congress to

pass the [EARN-IT Act](#), a set of guidelines that will ensure a safer world - both online and in-person - for our children.

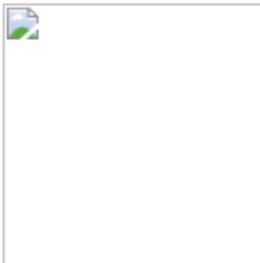
With the promise of new vaccines in 2021, ECPAT-USA looks forward to thanking you in person, but for now, our mission to protect children continues with your help online. To help us kick off #GivingTuesday, **Carlson is doubling every donation**, dollar for dollar, up to \$2500. [Help us meet our matching goal](#) and join us in protecting every child's right to grow up free from the threat of sex trafficking and online exploitation.

With gratitude,



Lori L. Cohen and the ECPAT-USA Team

**SUPPORT OUR PROGRAMS TODAY**



ECPAT-USA is the leading anti-child trafficking organization in the United States seeking to end the commercial sexual exploitation of children through awareness, advocacy, policy, and legislation.

[Donate Now.](#)



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