




INNOCENT LIVES  
FOUNDATION

January 2019 – December 2019

# ANNUAL REPORT

[InnocentLivesFoundation.org](https://InnocentLivesFoundation.org)





***“Personal motivation to donate was related to the fact that we live in a gray world where sometimes it’s hard to find a clear right and wrong... child exploitation is one of the issues where there is a clear right and wrong. There is no gray area.”***

***— A.D.***





# CONTENT

|                         |                    |
|-------------------------|--------------------|
| UPDATES.....            | <a href="#">4</a>  |
| ABOUT US.....           | <a href="#">6</a>  |
| GUIDING PRINCIPLES..... | <a href="#">7</a>  |
| CHLOE'S STORY.....      | <a href="#">8</a>  |
| 2019 FINANCES.....      | <a href="#">10</a> |
| CALL TO ACTION.....     | <a href="#">11</a> |

# MISSION UPDATE

Dear Friends,

With your support, **86 cases** were turned into law enforcement in 2019! Thank you for acting on behalf of every child affected by the predators involved in these cases!

2019 also marked the beginning of an ongoing awareness campaign designed to bring the dark subject of child sexual abuse into the light. The Innocent Lives Foundation appeared in over **57 news and media reports** across local, national, and international news stations. We participated in **6 conferences**, including 3 that were invitation-only for law enforcement. The goal of this campaign is to give families practical ways to safeguard their children and to create stronger relationships between the Innocent Lives Foundation and law enforcement.

How did the ILF succeed in 2019?

- Added a full-time [Chief Operations Officer](#)
- Added a full-time [Predator Identification Team \(PIT\) Coordinator](#)
- Formalized and hardened our volunteer onboarding processes
- Increased our social media presence
- Creation of online store for ILF merchandise
- Increased the ILF team size from 21 in 2018 to **35 ILF members** in 2019
- Increased the number of Predator Identification Team (PIT) members from 14 in 2018 to **20 PIT members** in 2019
- Increased our total cases turned over to law enforcement from 9 in 2018 to **86 cases** in 2019

Thank you for being a part of the ILF family and celebrating these successes with us.

— The Innocent Lives Foundation Team







## 2020 STRATEGY \*

We are strongly focused on positioning the ILF for continued organizational growth.

This includes:

- Raising public awareness of the ILF mission
- Strengthening relationships with law enforcement
- Growing our team of volunteers
- Fundraising
- Producing more educational content for parents

Thank you for your continued support.



---

*\* Please Note: Future reports will be adjusted to synchronize with our fiscal year running from July 1st to June 30th. The upcoming "Impact Report" will cover from July 1, 2019 to June 30, 2020.*

# ABOUT THE ILF

The Innocent Lives Foundation formed when our founder, Chris Hadnagy, was invited to assist in cases where child predators were tracked and captured. The horrific impact these crimes had on children and their families affected Chris deeply, and the Innocent Lives Foundation was born in 2017.

---

## ILF VISION STATEMENT

To protect innocent children by unmasking predators who supply and trade in any child abuse material.

## ILF MISSION STATEMENT

We unmask anonymous child predators to help bring them to justice.

---

The Innocent Lives Foundation is guided by a diverse and dynamic board of directors:



**CHRIS HADNAGY**  
CEO, Board Member,  
& Professional Information Security  
Expert



**TIMOTHY MALONEY**  
Board Member & Legal Counsel



**ROBIN DREEKE**  
Board Member & retired Director of  
the FBI's Behavioral Analysis Unit



**NEIL FALLON**  
Board Member & lead singer of the  
band Clutch



**AJ COOK**  
Board Member & Actress



# ILF GUIDING PRINCIPLES

We invite you to get to know us by sharing some of the ILF principles that guide our organization and decision-making processes.

## FAILURE IS NOT AN OPTION

Predators count on roadblocks to break our spirit and make us abandon the hunt, but we will persevere. When a child's future — and possibly their life — is at stake, we must fight. There is always another path to follow.

---

## CHILDREN ARE OUR BENEFICIARIES

While we count on our contacts and love our donors, we exist to serve endangered children. When making decisions, policies, and planning for the future, the first question is, "How does this affect the children?"

---

## EMOTIONAL HEALTH OF THE ILF TEAM

Our team is routinely exposed to soul-crushing subject matter. Before the ILF was granted official charitable status in 2017, a wellness plan was already in place and operational. We are actively evolving this plan to guard the emotional health of team members. Adherence is mandatory for all team members.

---

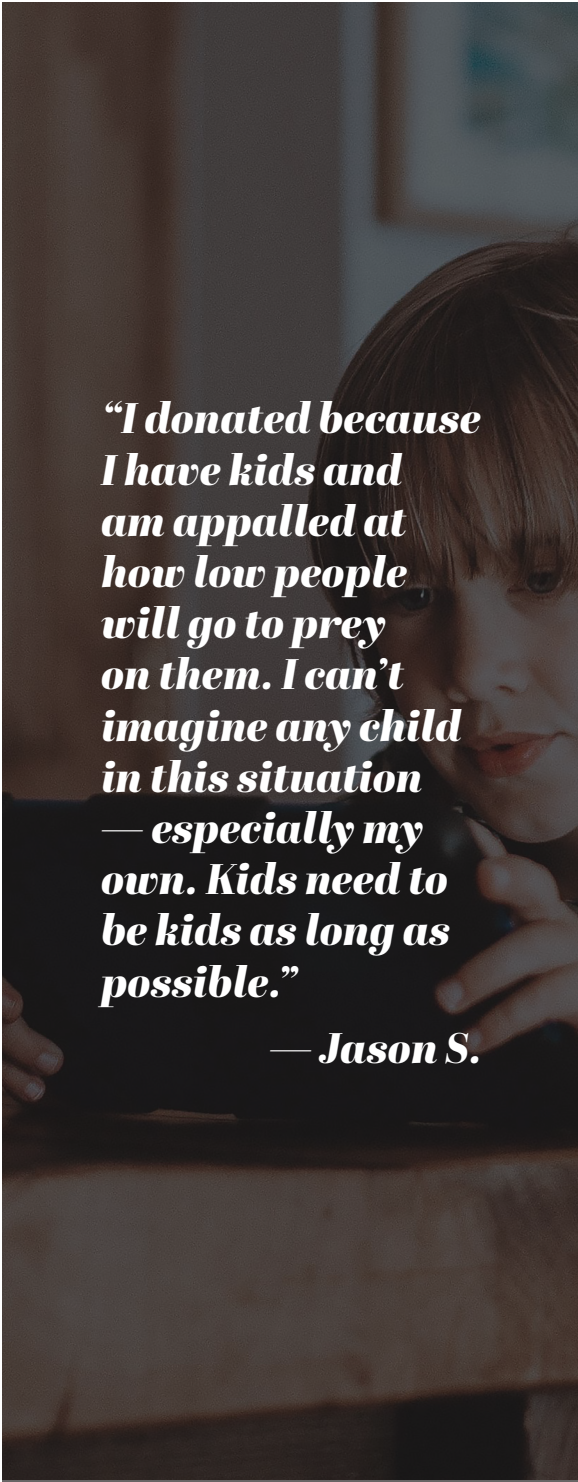
## OPERATE ABOVE REPROACH

Our team of professionals operates under strict guidelines and regulations. There is no room or tolerance for errors or missteps. If we were to deviate from our procedures, a predator could go free.

---

## NEVER EDUCATE A PREDATOR

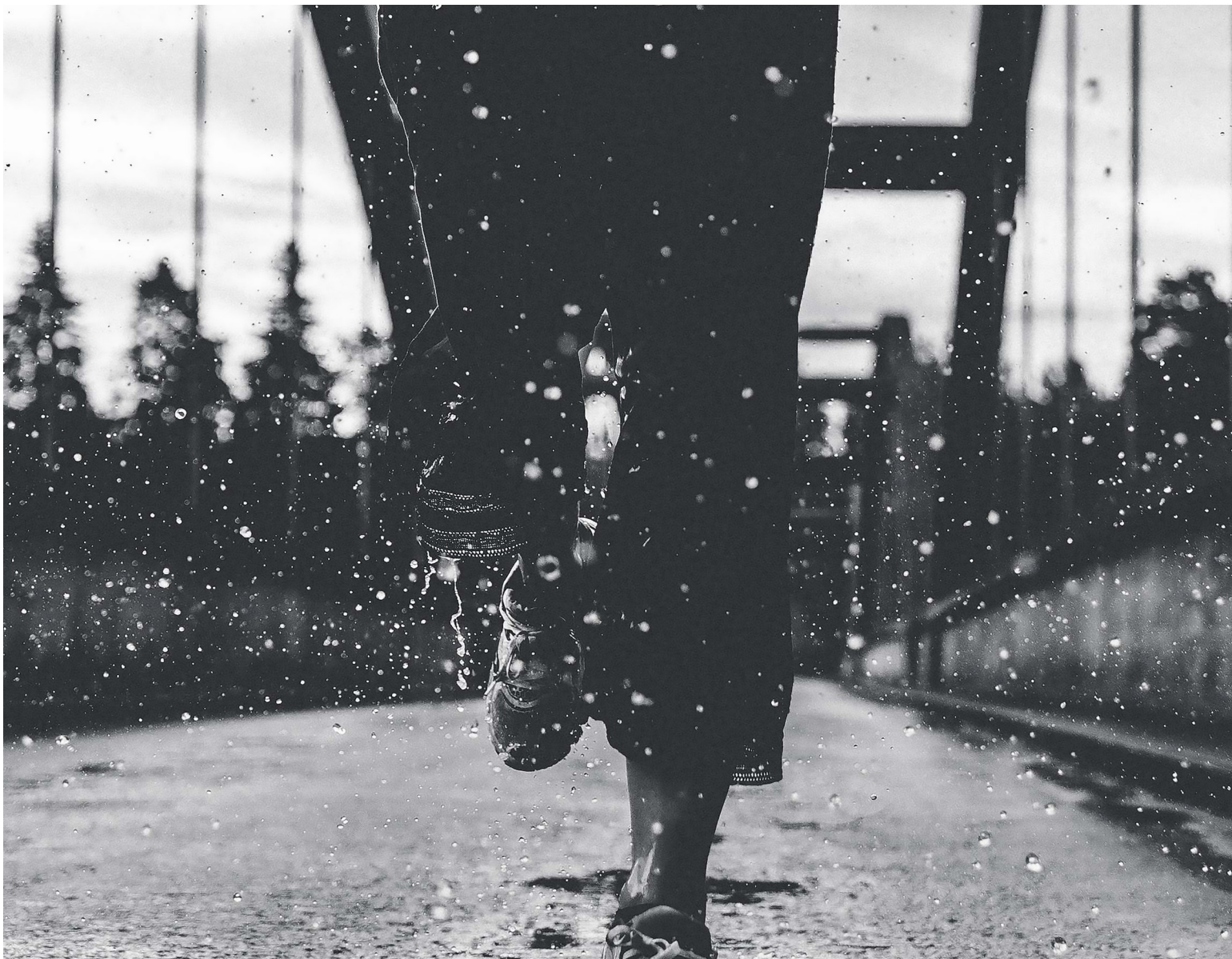
We always ask, "If I publish this information, could I make a predator harder to catch?" Please know that there are many things we want to share with you, but we always ask ourselves whether it serves the best interest of the children to share the information. If it will arm the predators, we opt to not give the information out.



***"I donated because I have kids and am appalled at how low people will go to prey on them. I can't imagine any child in this situation — especially my own. Kids need to be kids as long as possible."***

***— Jason S.***





## THE STORY OF CHLOE RANDALL

**WARNING:**

The following story describes the sexual abuse we are working to prevent. This content is disturbing.

We encourage all to emotionally prepare themselves before reading.







In 2016, 12-year-old Chloe Randall often saw a young man on her jogging route. "I didn't really think anything of it," she later said. One day they struck up a conversation and he introduced himself as Matt. Matt told her he was 17 years old. They exchanged numbers and developed an online "friendship;" but unknown to Chloe he had begun grooming her. Matt wanted her to keep their friendship a secret—something the two of them could share. He showered her with compliments and told her everything that a 12-year-old girl would want to hear.

Matt was slowly driving an emotional wedge between Chloe and her family. As Chloe's trust in Matt increased, the wedge drove deeper. He implied that he would be there for her when her family would not, and encouraged her to feel safe and secure with him above all others. Over time, he would keep her emotionally off-balance. When the friendship was going the way he wanted, he would be kind; but when the friendship wasn't going the way he wanted, he would become hateful—blaming her for endangering it.

Months after their initial meeting, Chloe bumped into Matt while she was out running. He invited Chloe to get something to eat, so she got into his car expecting to grab a bite out. Instead, Matt drove her to his apartment and raped her.

After driving Chloe home, he instructed her to hide all evidence of the rape and threatened her family if she ever told anyone. That night it was obvious to Chloe's parents that something was seriously wrong. Chloe made the decision to confide in her parents despite the threats and lies Matt had been telling her. Chloe's parents immediately comforted her, assuring her the rape was in no way her fault. They believed and they supported her.

As a family, they chose to go to the authorities. Together they stepped up and supported Chloe as she experienced hospital visits, continued discussions with authorities, and faced her rapist in court.

In the following months, many details emerged:

- The rapist had given Chloe a false name and he was 29 years old.
- It came to light that he had videoed her rape, published it on the internet, and made her contact details available to other pedophiles who began contacting her.
- Over 60,000 pieces of Child Sexual Abuse Material were discovered on his devices, some of them homemade.
- DNA evidence proved the rapist was linked to other unsolved rapes of children in their region and this led to a 70-year prison sentence, effectively ensuring that he would remain in prison for the rest of his life.

***"Maybe it helps somebody who's stayed in the dark... come out and ask for help. Talk about it more so they don't feel like it's all on their own to deal with it."***

At the age of 15, Chloe made the incredibly brave decision to empower others by telling her story as a survivor of sexual abuse, sexual predation, and grooming.

The Innocent Lives Foundation heard the powerful and heartbreaking story of Chloe Randall from a local news station in Kentucky in the late summer of 2019. Although Chloe and the Innocent Lives foundations are unrelated in business, our missions overlap—primarily in spreading awareness of the dangers of sexual predation and grooming. After having the honor of meeting Chloe and her parents, we were compelled to help her get started on her mission. To that end, we have created two videos to support her.<sup>1</sup>

By sharing Chloe's story we have an opportunity to help a lot of other kids who may not seek help and for them to understand they are not alone.

To book Chloe for an event, please email [TheGoodFight72@gmail.com](mailto:TheGoodFight72@gmail.com).

<sup>1</sup> "The Story of Chloe Randall" - <https://youtu.be/rxTOSJaS06g>; "An Intro to Chloe" - <https://youtu.be/nnBBtJhmDIQ>

# 2019 FUNDRAISING HIGHLIGHTS

Your support has been overwhelming for our fundraising initiatives in 2019.



**HUMBLE BUNDLE**  
\$193,641.02

Humble Bundle, in cooperation with [Wiley](#), [Mercury Learning](#), and [Packt](#) collected \$193,641.02 in donations through the "Humble Book Bundle" program!

**WILEY**



**OMAZE**  
\$70,386.00

ILF Board Member A.J. Cook and ILF Supporter Aisha Tyler teamed up with [Omaze](#) to raise \$70,386.00 for the Innocent Lives Foundation. Jennifer M. won the sweepstakes, where she and a friend toured the set of Criminal Minds and enjoyed lunch with A.J. and Aisha.<sup>1</sup>



**DERBYCON**  
\$25,800.00

In 2019 DerbyCon held it's final conference: DerbyCon 9.0 "Finish Line." We were honored to be selected as one of the featured nonprofits. This amazing donation amount consisted of individual donations, the closing ceremonies auction, and the distribution of remaining funds from the conference.<sup>2</sup>



**PEER-TO-PEER**  
\$9,913.31

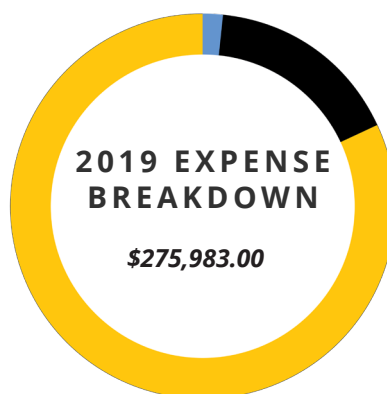
Imagine our surprise when we began hearing about fundraisers being run on our behalf! Fundraisers included selling shirts and hoodies from online stores to Facebook fundraisers and even a "Hackers Ball" where the profits from beer and pizza were donated.

Your giving makes our mission possible. Thank you from the bottom of our hearts!

## 2019 FINANCIALS AT A GLANCE

TOTAL INCOME AND CONTRIBUTIONS 2019

**\$433,793.00 USD**



- 82%: Mission
- 16%: Administration
- 2%: Fundraising



<sup>1</sup><https://www.innocentlivesfoundation.org/omazingaj/>

<sup>2</sup><https://www.innocentlivesfoundation.org/spotlight-on-giving-derbycon/>



# PLEASE GIVE THOUGHTFUL CONSIDERATION TO GIVING

The ILF is looking for donors who are aligned with our mission and are happy to give financially.

<https://www.innocentlivesfoundation.org/donate>

## CHARITY STREAM

<https://streamlabs.com/innocentlivesfoundation>

## FACEBOOK FUNDRAISERS

<https://www.facebook.com/fund/InnocentLivesOrg/>

## AMAZON SMILE

Go to <https://smile.amazon.com> and select Innocent Lives Foundation as your supported charity. Amazon will then donate a portion of your purchases to ILF.

## WORKPLACE GIVING

Explore giving programs in your workplace.

## GET THE MISSION INTO THE MINDS OF OTHERS.

Please tell everyone about us! - <https://youtu.be/e0zlh5JVDPO>

## SOCIAL MEDIA

YouTube: <http://www.youtube.com/c/InnocentLivesFoundation>  
LinkedIn: <https://www.linkedin.com/company/innocent-org/about/>  
Instagram: <https://www.instagram.com/innocentlivesfoundation/>  
Facebook: <https://www.facebook.com/InnocentLivesOrg/>  
Twitter: <https://twitter.com/InnocentOrg>





**INNOCENT LIVES**  
FOUNDATION

**2019**

### **ABOUT THE INNOCENT LIVES FOUNDATION**

Headquartered in Orlando, FL, The Innocent Lives Foundation is a registered 501(c)3 nonprofit organization led by “white hat” hackers and other cybersecurity and technology experts, with the sole purpose of protecting children online. Using innovative online investigative tactics and techniques, ILF’s team hunts down the worst of the worst — pedophiles, sexual predators and human traffickers — and provides critical evidence and identifying information to US and international law enforcement agencies to aid in their capture and arrest. Founded by renowned “social engineer” Chris Hadnagy (also known as “The Human Hacker”), the foundation’s executive board includes such notable figures as Criminal Minds’ AJ Cook, Clutch lead singer Neil Fallon, and former FBI Behavioral Analysis Program head Robin Dreeke. For more information, visit:

**[www.innocentlivesfoundation.org](http://www.innocentlivesfoundation.org)**