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ChildFund wins a Webby: Campaign to protect children online takes home a People's Voice award

[Richmond, Virginia – May 13, 2024] – ChildFund's #TakeItDown campaign is the [People's Voice Winner of a Webby Award](#) for best social impact campaign in the 28th Annual Webby Awards Internet Celebration. Hailed as the "Internet's highest honor" by *The New York Times*, the Webby Awards received nearly 13,000 entries from over 70 countries and all 50 states and generated over 9 billion media impressions worldwide. The Webby Awards, presented by the International Academy of Digital Arts and Sciences (IADAS), is the leading international award honoring excellence on the Internet.

[#TakeItDown](#) is ChildFund's national campaign fueled by ChildFund's global expertise and experience and designed to build public support for legislation forcing tech companies to proactively detect and remove child sexual abuse content from their platforms. The amount of child sexual abuse imagery online continues to skyrocket while tech companies continue to do too little to protect children online.

"This award showcases how the #TakeItDown campaign speaks to our collective need to raise our voices and push the U.S. Congress to finally pass legislation for a safer internet for children," said Erin Kennedy, ChildFund's VP for External Affairs and Partnerships. "With 100,000 reports of suspected child sexual abuse material made every day, the time for action is now. We want technology companies and policymakers to recognize their responsibility. Profit should not come before the protection and well-being of children."

Centered around a short film called "Monster," #TakeItDown highlights how easy it is for abusers to harm children online and [invites the public](#) to elevate the issue by tweeting to Congressional leaders. Developed for ChildFund by the social impact agency [WRTHY](#), the campaign draws on the experiences of survivors, law enforcement and mental health professionals and connects site visitors with resources to access support, learn about online safety, report child sexual abuse online and more.

About ChildFund

Founded in 1938, ChildFund works throughout Asia, Africa and the Americas, including the United States, to connect children with what they need to grow up healthy, educated, skilled and safe — at home, in school, in community, online. ChildFund leads the End OSEAC Coalition, a group of 30 civil society organizations advocating for policies to protect children online. Find out more at www.ChildFund.org.

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