



2025

IMPACT REPORT

*Accelerating the speed of hope for victims of
child sexual exploitation*



LETTER FROM THE CEO

Thank you for reading our 2025 Impact Report. And by our, I mean your impact report. None of this work is possible without you — an investigator, donor, partner, advocate.

Canaries once warned miners of unseen danger. That's what we do across the online world. Raising the alarm, uniting forces, turning minor signals into major actions. We started with Spotlight, the leading victim identification tool that turns massive amounts of data into actionable leads, helping law enforcement find victims of child sex trafficking faster.

This report centers on Spotlight — and its measurable impact of more than a decade. Behind the scenes, we are extending our reach across the broad spectrum of online child sexual exploitation — building on powerful tools, connecting data with frontline responders, and driving research that turns minor signals into major actions. In the year ahead, we look forward to sharing the impact and progress of this work. Because when there's danger, we'll sound the alarm — and it won't stop until every child is found.

A world free from child sexual exploitation is the only one worth building. And I am beyond privileged to build it alongside the most selfless and committed community I've come to know. To paraphrase Chief of Police Dan Foss — the community that saves lives.

This work is tough. It's daunting, alarming, and real. I urge you to take a moment for yourself. To acknowledge and celebrate your impact. To truly internalize that children can live more safely and carefree because of your efforts.

So let's keep moving forward on behalf of the children who need us. Through technology, brainpower, and resiliency, we can truly accelerate the speed of hope for our most vulnerable.

All my gratitude.

Kristin

Kristin Boorse
CEO & Founder

IMPACT AT A GLANCE

HUMAN IMPACT

Since 2014, Spotlight has empowered first responders to **identify 8 victims of juvenile sex trafficking per day**. We're beyond proud to support the dedicated, selfless investigators who say yes to this work.

1,964

CHILDREN IDENTIFIED

2,076

TRAFFICKERS IDENTIFIED

Spotlight is the leading victim identification tool used by law enforcement to aid in child sex trafficking investigations. Over 345,000 new escort advertisements are posted online daily. In that sea of data, children are being bought and sold online for sex.

With Spotlight, investigators turn millions of data points into actionable insights and leads that help find child trafficking victims faster.

1,204

TRAFFICKERS ARRESTED

8

AVERAGE OF CHILDREN IDENTIFIED PER DAY*



I am going to save lives. It is worth everything I have and everything I am. Spotlight has helped tremendously in saving hundreds of lives, and is a needed asset for our investigators to try and make a difference.”

Dan Foss, Nevada City Police Department

Data from 2025 annual impact survey; self-reported numbers from 1,632 Spotlight users, representing roughly 26% of the user base. *Based on all annual survey impact data since 2014

A CHILD RECOVERED

2025 - Honolulu Police Department

“The outcome was the safe recovery of the victim and the arrest of the suspect.”

“In early 2025, our team received information about a possible juvenile victim involved in online exploitation. The victim was believed to be around 15 years old. Using Spotlight, I conducted a search based on partial identifiers found in online ads and images. The image matching and phone number search features helped link multiple ads across states, confirming the same victim was being advertised under different aliases. The timeline and connection mapping tools revealed a common contact linked to a known trafficker. With this information, we coordinated with local law enforcement and child services, successfully **locating and recovering the juvenile within 48 hours.**”

INCREASING INVESTIGATIVE EFFICIENCY

Your support turns technology into real-world capacity for child protection. Even at the most conservative level, Spotlight returns over **848,640 hours every year** to investigators; time reinvested in identifying children faster, strengthening investigations, and supporting recovery pathways. This equates to **~\$32.6 million per year*** in reclaimed public-sector labor value.

*Calculation based only on survey respondents and the mode of reported time savings and estimated \$80k annual salary

“

The amount of work it would take to review sites individually would make it nearly impossible to analyze the information effectively and efficiently.”

Investigator, Louisiana



DAILY SPOTLIGHT USERS
SAVE NEARLY

3

WORKDAYS PER WEEK



TIME SAVINGS EQUATE TO

\$32.6M

RECLAIMED PUBLIC
SECTOR VALUE

“

We use it for every investigation. The ability to track movements, connections is critical in our investigations. I'm not sure how we would accomplish our goal without this asset.”

Investigator, Pennsylvania

A CHILD RECOVERED

2025 - Michigan

This led to the recovery of the victim within days of receiving the tip, and the arrest of the trafficker who was a repeat human trafficking offender out on parole.
- FBI Detroit

"In April 2025, the Michigan State Police Trafficking and Abduction Group received a tip of an unknown juvenile being sex trafficked in Metro Detroit. Through our investigation, we were able to come up with the identity of the victim as a 17-year-old female. Utilizing known images of the victim, we were able to utilize Spotlight and locate multiple commercial sex advertisements at local hotels. Investigators were able to go to the hotel, and learn extremely important information about the trafficker."

FOUND, NOT FORGOTTEN

The data scale that makes faster possible.

Scale is how we find kids, faster.

Every day in the United States there are more than 345,000 ads posted. Somewhere in that haystack are children who are bought and sold for sex. Trying to find a victim in sea of data is like trying to find a needle in a haystack, but we aren't looking for needles, we are looking for children. We leverage data and artificial intelligence to help scale the identification of some of the most vulnerable children.



Spotlight consolidates multiple streams of info from multiple sources into one searchable repository. Instead of a field of haystacks with needles in them, I get a pile of needles."

Investigator, Montana

ADS



345,000

PHONES



62,000

PHOTOS



367,000

VIDEOS



26,000

Spotlight data processed daily average for 2025.

Every data point is a signal. In 2025 alone, Spotlight ingested over **125 million** ad postings, turning what might be overlooked into actionable leads that move investigators closer to a child.

Spotlight is giving time back to investigators. Time reinvested in...

- Advancing existing cases | 603,000 hours
- Investigating new cases | 541,000 hours
- Collaboration across agency & jurisdiction | 450,000 hours
- Supporting victim recovery planning | 255,000 hours



Doing this work would not be possible without Spotlight. It is an invaluable tool for investigators."

Bluffton Police Department, South Carolina

Annual time savings for investigators from 2025 annual impact report where respondents could select multiple uses of time; categories are not mutually exclusive.

EVERY DATA POINT IS A SIGNAL

Finding faster to rewrite futures.



It's absolutely indispensable. We couldn't do our jobs without being able to quickly connect ads and phone numbers using Spotlight."

Investigator, Colorado Bureau of Investigation



90%

*of investigators report that investigating without Spotlight would be **extremely or somewhat difficult***



8

children per day on average are identified using Spotlight



28,495

children identified as reported by investigators over more than a decade using Spotlight



A 16-year-old victim was recovered from a hotel. Spotlight assisted by showing post history of the victim and prior phone numbers utilized in advertisements."

Investigator, Gwinnett County Police Department, Georgia

EVERY MOMENT MATTERS

No child lost in the digital shadows of sexual exploitation.

Children who run away make up the majority of the missing child cases reported to The National Center for Missing & Exploited Children, (NCMEC). These children are highly vulnerable and face risks that include child sex trafficking, homelessness, and gang involvement.

In 2025, NCMEC received more than 113,500 reports of possible child sex trafficking, a 323% increase from 2024. Alarming, 17% of children who ran from care were likely victims of trafficking.

Every step is one closer to a world free from exploitation. Each week, Spotlight runs images from NCMEC's missing kids website through the application and provides a report of likely matches back to NCMEC.

The weekly report provides analysts with detailed information and direct links to Spotlight for review and comparison. But the team's commitment goes beyond mere automation. Analysts dive deeper, utilizing evolving information to run targeted queries, striving to locate each missing child. In addition, NCMEC Analysts employ proactive measures, such as setting up alerts, within Spotlight to ensure near real-time notifications to emerging leads. This partnership between NCMEC & Spotlight, exemplifies the frontline battle against child sexual exploitation, showcasing the profound impact of technology-driven initiatives in safeguarding vulnerable children.

Accelerating data & technology that find children faster.

Of **717 possible matches** that NCMEC reviewed in 2025...

250

were likely positive matches for missing NCMEC children

32

of the ads were completely new to NCMEC's Child Sex Trafficking Team

10

of the missing children were not previously known as being possible child sex trafficking victims

SPOTLIGHT SUPPORTING JUSTICE FOR BACKPAGE & CITYXGUIDE SURVIVORS

For years, online platforms like Backpage and CityXGuide enabled traffickers to advertise victims, allowing abuse to thrive in plain sight. The U.S. Department of Justice recently launched a remission program to provide financial compensation to individuals who were trafficked and advertised on Backpage or CityXGuide.

We believe every survivor deserves justice and the chance to heal. We are committed to doing our part by supporting this process behind the scenes; partnering with DOJ, NCMEC and the pro bono attorney network to certify Spotlight records and help confirm when victims were advertised on Backpage or CityXGuide.

By ensuring that key information is accurately verified, Spotlight helps reduce barriers for applicants and strengthens the evidence needed to support their petitions.

*Survivors deserve dignity,
support, and justice.*

For survivors whose cases span many years or multiple online platforms, these records can be crucial in demonstrating eligibility for remission.

A HEARTFELT THANK YOU

To the investigators who work tirelessly to protect children, our gratitude runs deeper than words can express. The sacrifices you make each day reflect extraordinary courage, selflessness, and unwavering commitment. Because of you, this world is a safer place and one that shines with more hope.

To our donors and partners, thank you once more, not just for your financial generosity, but for your indispensable role in the community that transforms awareness into action. An investigator once told us that we may never meet the children we serve, but that they thank us for our efforts. This very much extends to you, as well.

As we move into 2026, we carry forward everything this community has built together. The tools, the trust, the momentum and we build on it. There are more children to find, more signals to follow, and more futures to restore. That work continues, and it continues because of you.

WE, AND THE CHILDREN WE SERVE, ARE SO FORTUNATE TO HAVE YOU IN THEIR CORNER.

In our future, no child is lost in the digital shadows of sexual exploitation.

Your shared belief in this vision makes this work possible and offers us so much hope in this fight.

Kristin, Bria, Cassie, Renee & Zach



Appendix

ABOUT THIS REPORT

Canary builds on cutting-edge technology, connects data with frontline responders, and drives research to accelerate victim identification across various forms of online child sexual exploitation.

This impact report focuses on one particular issue space: child sex trafficking. Canary's flagship tool, Spotlight, is the leading victim identification tool used by law enforcement to aid in child sex trafficking investigations. It turns a massive amount of data into an asset for law enforcement to identify children being exploited online.

The data for the report was self-reported by 1,632 Spotlight users during our annual Impact Survey.

Key Terms

IDENTIFY	Name and DOB of a victim or offender has been verified
RECOVER	Child victim has been removed from immediate and connected with aftercare/restoration services*
SURVIVOR	A person who has survived an experience of sex trafficking
ARRESTED	Trafficking suspect has been taken into law enforcement custody

In the trafficking space, recovery does not imply a final outcome. Many survivors experience recovery as a non-linear process, shaped by trauma, safety, housing stability, and access to ongoing support. Some survivors may return to exploitative situations when options are limited. We use the term to reflect moments of interruption, safety, or connection to services.

THE ISSUE

Online socialization offers young people valuable opportunities to form meaningful connections, explore new cultures, and bond over shared interests, often away from real life pressures. For many, these relationships provide crucial support and a sense of belonging that may be lacking in their lives. However, the same anonymity and freedom that foster these connections can also be exploited by predators seeking to manipulate and groom children, building false relationships to isolate and victimize them.

The rise of online platforms has given traffickers unprecedented access to vulnerable children, particularly those who already face systemic challenges. In a world where youth are more connected than ever before, and yet loneliness is at an all-time high, traffickers have developed sophisticated methods to groom and manipulate children online.

Law enforcement simply doesn't have enough resources to navigate the massive online commercial sex market and recover vulnerable victims.

That's why cutting-edge technology is so critical in this fight.