It's Not a Sprint, It's a (2022 NYC) Marathon: Ashton Kutcher Races to Raise $1 Million to Help Thorn Defend Children

15,000%
Child sexual abuse material reports are up 15,000%

61%
Thorn is reducing investigation time 61%

24K
Thorn has identified more than 24,000 children thus far

$1M
Kutcher's NYC Marathon fundraising goal: $1 million

> "I had to go to sleep every night and think about that little girl who was still being abused and how if I built the right thing we could save her. So we did."

[Ashton Kutcher](#)
Co-Founder, Thorn

This author has admired [Ashton Kutcher](#) for years. A key reason is that while I saw and still see late-night talk show hosts and others routinely joking (!) about the wonders of "porn," I read that Kutcher was deploying his financial resources to fight human trafficking and child sexual abuse material (CSAM). Learning that Kutcher is a Co-Founder and Board Member of one of our most beloved customers, [Thorn](#), brings this full circle for me and is a heartfelt point of pride for all of us at SingleStore: a shining example of #dataforGOOD.

Why Thorn? Child Sexual Abuse Material Is Up 15,000%

Tragically, reports of child sexual abuse material (CSAM) online have increased an astonishing 15,000% over the last 15 years. Kutcher co-founded Thorn in 2012 to address the role of technology in child sexual abuse.

Ashton Kutcher testifies before the United States Congress

In his extensive and sometimes tearful [testimony before the United States Congress in 2017](#), Kutcher talked about being on FBI raids seeing things no one should ever have to see. He said, "The right to pursue happiness for so many is stripped away. It's raped. It's abused. It is taken by force, fraud, or coercion. It is sold for the momentary happiness of another." At one point Kutcher described how he "...had to go to sleep every night and think about that little girl who was still being abused, and how if I built the right thing we could save her. So we did."

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Thorn is Taking the Fight to Human Traffickers and Sexual Abusers

Thorn is a nonprofit that builds technology to defend children from sexual abuse. Thorn creates products that identify child victims faster, provides services for the tech industry to play a proactive role in removing abuse content from their platforms, and works directly with youth and their communities to empower them to prevent abuse.

Thorn's mission is driven by equal parts technological expertise and passion. As it says on its site, "We are not deterred by the size of this epidemic. That's why we've set our sights on a bold goal: we will eliminate child sexual abuse from the internet."

Thankfully, the organization is making headway in fighting these evils. Thorn said in its 2021 Impact Report that its Spotlight tool is reducing investigation time by 61%. Thorn's tools have helped law enforcement identify more than 24,000 children thus far and more than 2,700 agencies are using Thorn tools.

"We are not deterred by the size of this epidemic. That's why we've set our sights on a bold goal: we will eliminate child sexual abuse from the internet." *— Thorn*

Kutcher's Goal: Raise $1 Million for Thorn As He Trains for the 2022 NYC Marathon

Credit for this story goes to Thorn Chief Executive Officer Julia Cordua, whose LinkedIn post caught our eye:

"I'm thrilled to announce that Ashton Kutcher is collaborating with Peloton Interactive (and some celebrity change makers) to raise funds for Thorn as he trains for the #TCSNYCMarathon. Help #TeamThorn run faster at https://ashton-runs.funraise.org/." *— Julia Cordua, Chief Executive Officer, Thorn*

In preparation for the 2022 New York City Marathon, Kutcher is training in a new Peloton series: Peloton X Ashton - Our Future Selves. The series features Kutcher and other celebrity changemakers such as Natalie Portman, Kim Kardashian, Chris Paul, Allyson Felix, Kenny Chesney, and Jon Batiste exploring their "why" – the reason they get up and do what they do every day – as they are coached by Peloton instructors such Becs Gentry, Emma Lovewell, Robin Arzón, Alex Toussaint, Denis Morton, and Adrian Williams, and advised by Dr. David Agus.

"Protecting kids has been my 'why' for the last decade. I'm running this marathon to increase awareness and raise funds for my nonprofit, Thorn. We will not stop until we reach our goal," said Kutcher. "Creating this series and prepping for the marathon with Peloton has been a blast. Talking to great guests about their 'why' is fun and inspiring."

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THORN ↗

In addition to Kutcher and his famous friends, 100 other runners are running in the NYC Marathon to raise money for Thorn and to raise awareness of the organization and its mission. Per this Help Ashton Defend Children page, as we write these words the initiative has raised nearly $483,000.

2022 also marks Thorn's 10-year anniversary, and it is hard to imagine a better way to ring in this landmark occasion than Kutcher's inspiring initiative.

"Protecting kids has been my 'why' for the last decade. I'm running this marathon to increase awareness and raise funds for my nonprofit, Thorn. We will not stop until we reach our goal." — *Ashton Kutcher, Co-Founder, Thorn*

Over the last decade, Thorn has built technology used by law enforcement officials all over the world to help identify child victims faster. Thorn also created Thorn for Parents, a digital resource hub designed to assist parents and caregivers in having earlier, more frequent, and judgment-free conversations with kids about digital safety.

Learn more and give now: Help Ashton Defend Children! Follow Kutcher's marathon training experience and receive additional updates on Our Future Selves with Ashton Kutcher by following @Thorn and @onepeloton

Discover strategies to keep kids safe online at Thorn for Parents Watch Thorn's video series Making the Internet #safer on Vimeo **SingleStore is helping companies compete and win across every vertical. Learn More >**

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