

From: Biju Mathew, IJM UK contact@email.ijmuk.org  
Subject: [REDACTED] JM's biggest match ever  
Date: 25 June 2025 at 14:03  
To: [REDACTED]

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Hi [REDACTED]

We wish we didn't have to launch another campaign to stop online sexual abuse of children. But with **one in eight of the world's children having been victims** of non-consensual taking, sharing and exposure to sexual images and videos **in the past year alone\***, we have no choice but to ask for your help again.

Will you take action with us to stop this abuse? Now is the best time to give because **your donation will be DOUBLED through IJM's biggest match ever!** Your £18 becomes £36 at no extra cost to you — bringing twice the safety, twice the protection, and twice the justice for children:

[DOUBLE my donation >>](#)

Online sexual abuse isn't a distant problem. Quite the opposite: **7% of men in the UK admitted online sexual offending against children** at some point in their lives\*. **That's 1.8 million offenders in the UK alone.**

This staggering number equates to a line of male offenders that could stretch all the way from Glasgow to London — or fill Wembley Stadium 20 times over.

That's why we're **advocating for greater action by the UK Government and tech companies to protect children**, alongside survivor leaders in the Philippines like Joy\* and Malone\*.

Children remain at risk unless we act. **Take a minute to give now and your gift will be DOUBLED** by a generous donor, ensuring you have the greatest impact:

[Give now >>](#)

**Malone was only eight years old** when his aunt abused him for paying sex offenders to watch online: *"I was shaking. But I could not leave because everything was locked... It takes a long time to heal."*

IJM helped police bring Malone to safety after two years of abuse. **But imagine if children were never abused in the first place.** Imagine if they never had to experience the fear, pain and trauma that Malone c

**Join Malone, IJM and thousands of supporters like you, standing together to protect children from abuse** – from helping bring traffickers in the Philippines to justice, stopping them from further abusing children and deterring more potential perpetrators, to advocacy for preventative measures in the UK.

**Thanks to the support of people like you, IJM has helped convict 271 traffickers of online sexual abuse** – protecting potentially hundreds of children from horrific abuse. Malone and Joy continue to seek justice against their aunt, determined to see accountability for the harm they endured.

**Help make justice possible for Malone and Joy, and survivors like them:**

<p><b>£18</b> </p> <p>could provide a child who's suffered sexual abuse with a care package, containing food, clothes, toiletries, toys, and art materials.</p>	<p><b>£40</b> </p> <p>could help a child begin to heal from online sexual abuse with an hour of specialist counselling.</p>	<p><b>£65</b> </p> <p>could help IJM train and mentor law enforcement to find and bring children to safety.</p>
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Stand with Malone and Joy. Together, we can end online sexual exploitation.

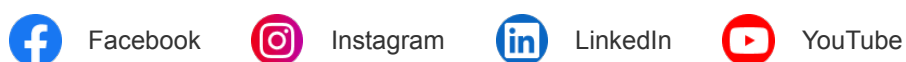
**Biju Mathew**  
Interim CEO, IJM UK

***P.S. New donations given in June and July will be DOUBLED, up to a combined \$5million across the world, thanks to a generous donor.***

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*\* Pseudonym and face obscured to protect Malone. Consent gathered for all images.  
References from [Childlight](#) report.*

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