



About Us

Enough Is Enough (EIE), a non-partisan, 501(c)(3) non-profit organization, emerged in 1994 as the national leader on the front lines to make the Internet safer for children and families. Since then, EIE has pioneered efforts to confront online pornography, child pornography, child stalking, sexual predation, and other forms of online victimization. By leveraging its expertise, growing national partnership network, and positive reputation among the public, media, law enforcement, and Internet industry, EIE continues to advance innovative initiatives and effective communication strategies to protect children online.

Mission Statement

The Enough Is Enough mission is to *Make the Internet Safer for Children and Families*. EIE is dedicated to continuing to raise public awareness about online dangers, specifically the dangers of Internet pornography and sexual predators. EIE advances solutions that promote equality, fairness, and respect for human dignity with shared responsibility between the public, technology, and the law. EIE stands for freedom of speech as defined by the Constitution of the United States; for a culture where all people are respected and valued; for a childhood with a protected age of innocence; for healthy sexuality; and, for a society free from sexual exploitation.

The Problem

Despite its tremendous benefits, the Internet has opened the door for predators to sexually exploit unsuspecting children and allows obscenely graphic and addictive pornography to lurk only a mouse click away from innocent youth.

The Internet has also fostered an environment for new threats including cyberbullying and identity theft. Unfortunately, parents and other adults are uninformed and ill-equipped to deal with evolving issues of Internet safety and need credible outside help.

The Solution

EIE has a three-pronged, preventative approach to create and sustain a safe, entertaining, and informative Internet environment, free from sexual predators, the intrusion of unwanted sexual material, and other harmful and exploitative online threats by:

Education: Raising public awareness of the threat of illegal pornography, sexual predation, and other Internet dangers in order to empower and equip parents and other child caregivers to implement safety measures;

Industry: Encouraging the technology industry to implement viable technological solutions and family-friendly corporate policy to reduce online threats; and,

Enforcement: Promoting legal solutions by calling for aggressive enforcement of existing laws and enactment of new laws to stop the exploitation and victimization of children using the Internet. In September 2005, EIE received support from the Office of Juvenile Justice and Delinquency Prevention, U.S. Department of Justice, and other partners to begin a new program—*Internet Safety 101SM*—to educate, equip and empower parents, educators and other caring adults to implement Internet safety rules and software tools (*Rules 'N Tools[®]*) and provide communities with information and resources to support local action to markedly increase the safety of children online.

