

1 in 8

What is the 1 in 8 campaign?

1 in 8 children experience sexual abuse, often in their own home. That is more than 370 million children.

Most abuse is not committed by a stranger. It happens at home, by someone the child already knows and trusts. 1 in 8 is a year-round awareness and giving campaign, launching in August – the eighth month – built around that single statistic. It is the start of an ongoing effort to put this number in front of as many people as possible, and to turn that awareness into real support for children.

Most people have never heard this statistic, and awareness has to come before action.



Once people know the number is real, we ask three things

Give so the work can continue

Share so more people hear the number

Stay so support does not end when August does

How Kids Alive responds

Safety

Social workers and caregivers, safe homes and schools, consistency and routines.

Trauma therapy

Dedicated child psychologists, evidence-based care, and identity rooted values.

Justice advocacy

Legal representation, training judges and prosecutors, and promoting systemic change.

The intended impact

01 • Immediate

Build awareness, so this number reaches people who have never heard it.

02 • Now

Fund direct care for children through safety, trauma therapy, and justice advocacy.

03 • Long term

Shrink the number itself, until no child is counted in it.

1 in 8 — 1 in 9 — 1 in 10 — zero

Learn more or get involved at kidsalive.org/8