



2016 → ANNUAL REPORT

# PKL.



**I'M A LOVER  
A FIGHTER**

killsLove

FTND.ORG





A Movement For Love	04
.....	.....
What We Are Fighting For	07
.....	.....
Become A Fighter	09
.....	.....
Rep the Movement	11
.....	.....
Social Media Impact	13
.....	.....
#NoPornovember	18
.....	.....
Fighter App	21
.....	.....
Documentary Series—Episode 1: The Brain	23
.....	.....
Brain Heart World	24
.....	.....
Real Fighters. Real Stories.	27
.....	.....
Fortify	35
.....	.....
Revenue & Expenses	36
.....	.....
Looking Forward	39
.....	.....



# A MOVEMENT FOR LOVE

This movement has been and always will be founded on principles of love and positivity. What we're seeking to do is so much greater than fighting against the porn industry. Let's create a powerful social movement for love that changes the way people think about pornography.



2016 was an incredible year for Fight the New Drug, and one that we can't wait to share with you in this annual report. When Beau Lewis, Cam Lee, Ryan Werner and I started Fight the New Drug in 2009, we couldn't have imagined that this movement would grow into what it has today. We are constantly amazed at the passion and dedication of our worldwide army of Fighters making a difference in this important cause. From school presentations to social media followers, merchandise sales to app releases, and everything in between, each category of our organization's efforts continues to grow and evolve in new and exciting ways.



2016 saw a subtle but much needed shift in our messaging as we further dedicated our movement to promoting credible peer-reviewed science and branding ourselves as a love-focused movement fighting against sexual exploitation. We firmly believe society is ready to hear and accept the tidal wave of new information that our movement is built on, but the conversation requires a very nuanced approach. To many, this is a sensitive topic and one that stirs up controversy. With our non-religious, non-political approach and relevant content, we are steadily chipping away at these preconceived notions and replacing them with fact.

Millions are now recognizing pornography for what it is and adding their voice to this important conversation happening in society right now. Celebrity influencers, renowned scholars, politicians, and entire countries have opened their eyes to the clear harms of porn and are finally using their platform to speak out. The time to fulfill our ultimate goal of changing the conversation about pornography in society is now.

In nearly every speaking event I do, I use a favorite quote of mine: "The secret to change is to focus all your energy, not on fighting the old, but on building the new." So, what is the new that we are building together—what are we fighting for? When Fighters join our movement, what exactly are they joining? The answer is found in the positive and love-focused messages that we create daily for our Fighters to use in pushing this movement forward—we are fighting for real love, for those being victimized, and for those currently struggling. Real, genuine, authentic love will always be worth fighting for, and we want the world to know it. The cheap counterfeits of pornography are sure to take a hit when we have a society that is aware of their harms.

It is my pleasure to share with you the successes that we have witnessed over the past year. And as exciting as they may be, what thrills me the most is that they are only a glimpse of where this movement is headed. Change is coming and we couldn't be more excited to be on the forefront of it all.

**CLAY OLSEN**  
CEO & CO-FOUNDER





KEEP IT

REAL  
LOVE

FIGHT FOR

#PORNKILLSLOVE

# WHAT WE ARE FIGHTING FOR

## WE FIGHT FOR REAL LOVE

Since the beginning of Fight the New Drug, we have always considered our movement to be more pro-love than anti-porn. Ultimately, we promote, encourage, and endorse healthy, happy relationships. We don't just want people to talk about real love, we want to see them live it out!

As pornography has infiltrated society more and more, it shouldn't surprise us how confused many people end up being about love itself. Taking our cues from the endless sea of sexualized media around us, it's easy for any of us to start thinking that loving someone is 'pretty much' the same as being physically attracted to or aroused by them.

Of course, real romantic love includes appreciating the beauty of healthy sexual attraction and relationships. Our movement is about representing the very best sense of what it means to be 'sex-positive.'

We believe healthy sexual relationships between two committed individuals in love is sexy, not one person and their computer screen. We fight because we believe love is worth fighting for. We have always had a strong culture of understanding love and relationships at Fight the New Drug because that's how we view our purpose: fighting for love and avoiding its cheap imitations.

## WE FIGHT FOR THOSE BEING VICTIMIZED

The truth is, we are learning more and more about pornography's inseparable link to many forms of sexual exploitation, including prostitution, and human sex trafficking. They are often woven together in ways which most people in society are completely unaware. We've spoken with many women who have been trafficked, pimped into prostitution, and forced to produce pornography. We have personally interviewed several porn stars who have admitted the kind of abuse, drug use, and coercion that goes on behind the scenes of a porn set.

And of course, there is another group of people who experience real hurt from the impact pornography has had on relationships with their loved ones. We've heard their stories and will not forget the real pain these individuals suffer.

For all these reasons and more, we fight for those who are exploited and victimized. Fight the New Drug seeks to shine a light on these issues so that men, women, and children can break free.

## WE FIGHT FOR THE FREEDOM OF THOSE WHO STRUGGLE

For many different reasons, many thoughtful, sensitive, and good-hearted individuals have fallen into a habit of compulsively viewing pornography or other unwanted sexual behaviors. Through our Fortify community, we're equally committed to providing tools, resources, and education to those struggling with pornography for as

long as they need, and as long as it takes. Our mission has always been to educate society as a whole on the harms of porn, but for some that information has come a little too late. We support and stand by anyone who is trying to rid their lives of pornography, regardless of how difficult their struggle may be.



BECOME A  
**FIGHTER**



# BECOME A FIGHTER

## 2016 LIVE PRESENTATIONS

Fight the New Drug's assembly program is one of the most effective and powerful tools for our cause. Having the opportunity to be face-to-face with tens of thousands of teens, all across the country every year, is a huge indicator of how many schools are joining the movement and agreeing that pornography is a pressing issue for this generation. Our 2016 presentation tours brought us in front of more teens and adults than ever before, and the response was amazing. The power of providing our engaging multimedia presentation in schools and communities all across the country was immediately apparent, resulting in more connections, awareness, and education where it's needed most.

169,728

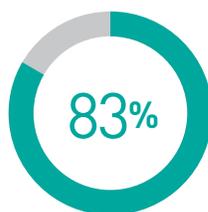
TOTAL PEOPLE REACHED

149,361

YOUTH REACHED

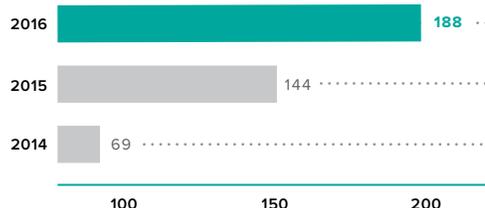
20,367

ADULTS REACHED



MORE TOTAL PEOPLE REACHED THAN IN 2015

### YOUTH PRESENTATIONS



COUNTRIES VISITED



STATES VISITED



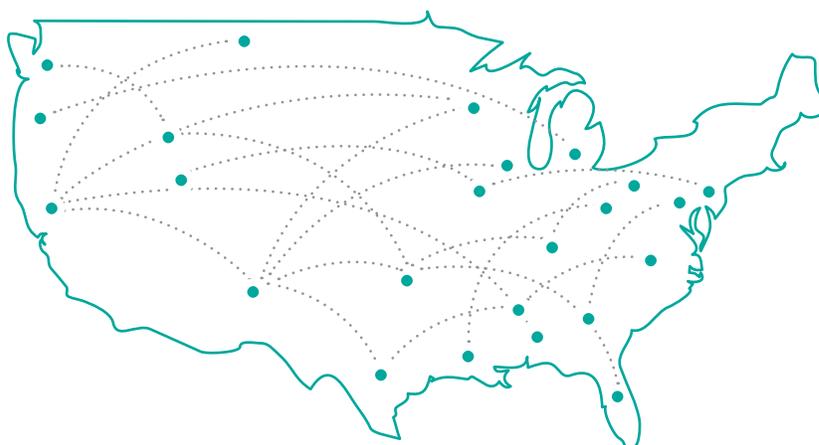
YOUTH PRESENTATIONS



ADULT PRESENTATIONS



TOTAL PRESENTATIONS







## REP THE MOVEMENT

2016 was a banner year for Fight the New Drug's online store. Merchandise continues to be an exciting and relevant way for our millennial audience to become a part of the movement and support our efforts. We launched several new pieces of merchandise this year that engaged our worldwide following while also generating profit. Our 'Hold Fast to Love' T-shirts, new sticker packs, and exclusive 'pk!' sweaters were a hit with our followers, who have used the items to post on social media and proudly represent this cause.

878

STREET TEAM  
KITS SOLD

11,077

PORN KILLS LOVE  
T-SHIRTS SOLD





# #FIGHTFORLOVE #PORKILLSLOVE

## SOCIAL MEDIA IMPACT

As with each year, Fight the New Drug's social media/online efforts show the incredible reach and worldwide engagement of this movement. There were many record-setting accomplishments in the form of viral posts and original releases. After starting off with a slow start in the beginning months of the year, our digital presence absolutely flourished with each passing month. Our website traffic between August and September alone logged over 3.3 million visitors. Much of this was thanks to our exclusive video interview with Elizabeth Smart, who bravely shared her story with us, that made waves and had a powerful impact on social media as it was featured by every mainstream media source. Our blog post titled *Sex Before Kissing: How 15-Year-Old Girls Are Dealing With Porn-Addicted Boys* not only broke our annual goal for article shares, but became our most shared blog article of all time, currently sitting at over 2.1 million shares to Facebook. FTND's ever-growing online presence continues to be one of the most recognized aspects of our organization, and one that raises awareness by educating millions of people each year.

## 1,368,790

FACEBOOK LIKES

## 101,722

INSTAGRAM FOLLOWERS

## 27,575

TWITTER FOLLOWERS

## 23,406

YOUTUBE SUBSCRIBERS

## 17,530,748

WEBSITE PAGEVIEWS

## 71%

NEW WEBSITE VISITORS



MOST SHARED OF ALL TIME!

APRIL 1

### SEX BEFORE KISSING: HOW 15-YEAR-OLD GIRLS ARE DEALING WITH PORN ADDICTED BOYS

2,188,000+

SHARES TO FACEBOOK FROM BLOG



AUGUST 26

### PORN KILLS LOVE Q&A: NEON TREES DRUMMER ELAINE BRADLEY

10.6k

SHARES TO FACEBOOK

10.5k

LIKES ON FACEBOOK



JULY 13

### PORN KILLS LOVE Q&A: FILMMAKER/ACTOR JOSH RADNOR

42.1k

SHARES TO FACEBOOK

4.1k

LIKES ON FACEBOOK



DECEMBER 2

### 400 CHILDREN RESCUED AFTER POLICE TAKE DOWN \$4 MILLION CHILD PORN EMPIRE

887,000+

SHARES TO FACEBOOK FROM BLOG



AUGUST 19

### ELIZABETH SMART SPEAKS FOR THE FIRST TIME ABOUT PORNOGRAPHY'S ROLE IN HER ABDUCTION

1,156,944

VIEWS ON YOUTUBE

493,000+

SHARES TO FACEBOOK FROM BLOG



APRIL 12

### NEW COVER STORY IN TIME MAGAZINE HIGHLIGHTS PORN EPIDEMIC

1,006,908

REACH ON FACEBOOK

60.4k

SHARES ON FACEBOOK

8.9k

LIKES ON INSTAGRAM



OCTOBER 10

### ASHTON KUTCHER: MY ORGANIZATION FOUND 6,000 TRAFFICKING VICTIMS THIS YEAR

1,463,362

REACH ON FACEBOOK

137.2k

SHARES ON FACEBOOK



### ELAINE BRADLEY

Elaine is a musician/songwriter, most notably known as the drummer for award-winning pop/rock band Neon Trees. Elaine is a passionate supporter of Fight the New Drug and frequently uses her social media presence to post about the #PornKillsLove movement.

2.9k  
LIKES ON  
INSTAGRAM

PORN  
LO

KILLS

VIEW



# #NOPORNOVEMBER

2016

With each passing year, we dedicate more time and resources to a monthly campaign that proves to be more engaging and effective each November. Our now popular #NoPornovember campaign allows us to excite our following with exclusive releases and new shareable content. We started 2016's campaign with a bang by announcing the release of the Fighter App and then debuting our highly anticipated limited edition 'Porn Kills Love' t-shirt. This year's black and gold remix colorway of our most popular tee made an immediate splash, selling out 1,500 tees in a little over 24 hours. Due to popular demand, we released one more run of 1,500 tees during our Black Friday sale, which flew off the shelves in similar fashion.

This year's #NoPornovember campaign was the catalyst for a large portion of our online store's annual success. 2016's Black Friday sale broke the record for most store engagement in one day, as thousands of new Fighters joined to cause and started repping the movement!

2,971

LIMITED EDITION  
T-SHIRTS SOLD

50,480

FIGHTER APP MINUTES DONATED  
TO #NOPORNOVEMBER CAMPAIGN

**IT MAKES ME SO  
HAPPY AND ENCOURAGED  
TO FIND OTHERS IN THIS  
WORLD WHO ARE PASSIONATE  
AND WILLING TO CREATE  
AWARENESS ABOUT  
THIS ISSUE**

“

"A few days ago I was at Disney World with my wonderful best friend and boyfriend, Keegan. He and I are both huge supporters of Fight the New Drug and the message that #PornKillsLove. That said, we were walking around Magic Kingdom and Kyle was the first to notice a woman in the crowd wearing a Fighter Club t-shirt that we knew was from FTND. Kyle immediately pointed her out to me, and I made a bee line to go talk to her. She was middle-aged and pushing a stroller with a small child in it. I told her how much I loved her shirt and her boldness in being a Fighter and representing the movement in such a public place. She lit up and gave us the biggest smile imaginable! She said we were the first to know what her shirt represented, and that for her, "the fight is personal." Also, that her goal was to take a picture of her wearing her shirt at the Disney gates that day. I love that FTND talks about the fact that women struggle with this addiction too. It took some serious guts for this woman to come to where she is today. It makes me so happy and encouraged to find

others in this world who are passionate and willing to create awareness about this issue. We chatted for a few more minutes telling her that my boyfriend and I had worn our matching Porn Kills Love shirts on Rep The Movement Day during #NoPornovember, and that she should download the Fighter App. She said she would and that she was so glad to meet more Fighters. Thank you so much to the FTND team for the hard facts and team spirit you give to us Fighters!"

AUMBERLY

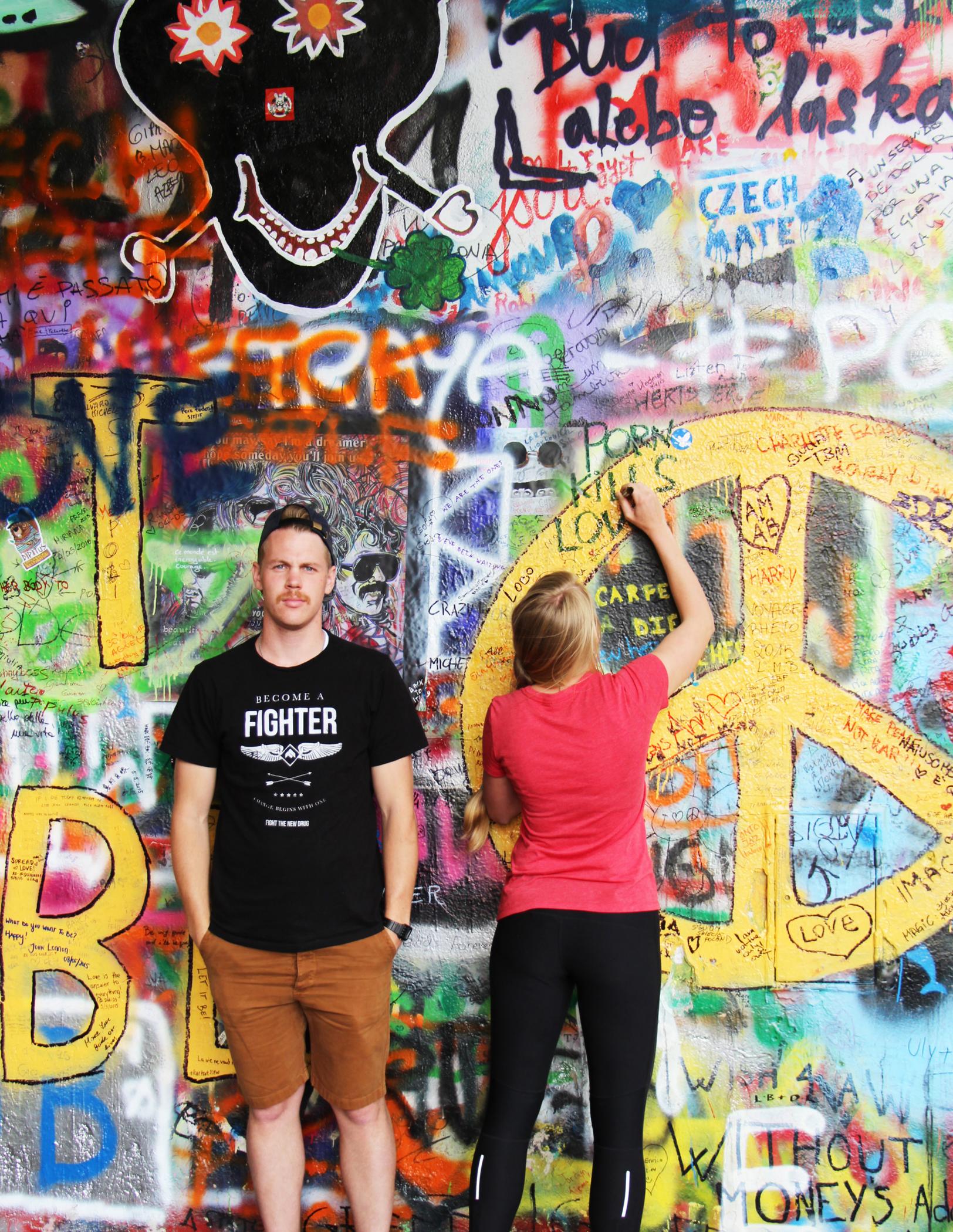
”



M

PORN  
MILLS  
LOVE

BE A LOVER  
FIGHT THE NEW DRUG



BECOME A  
**FIGHTER**  
\*\*\*\*\*  
CHANGE BEGINS WITH ONE  
FIGHT THE NEW DRUG

BUD TO THIS  
alebo láska

CZECH  
MATE

PORN  
KILLS  
LOVE

CARFE  
DIE

LOVE

WITHOUT  
MONEYS Ad



# FIGHTER APP

## GIVE TIME. MAKE CHANGE. WIN GEAR.

The Fighter App was perhaps one of our most ambitious undertakings of the year, which made it even more rewarding upon its release. Countless hours of brainstorming, designing, and developing were spent creating an engaging smartphone app that now allows our Fighters to directly contribute their time and efforts to the movement like never before. With dedicated partners and a creative team, the launch of our app has further mobilized our worldwide group of supporters. Over 91,000 minutes of time has been donated by our Fighters in the app since its release, which has in turn flooded social media with the important facts about porn's harms through shareable content from our site.

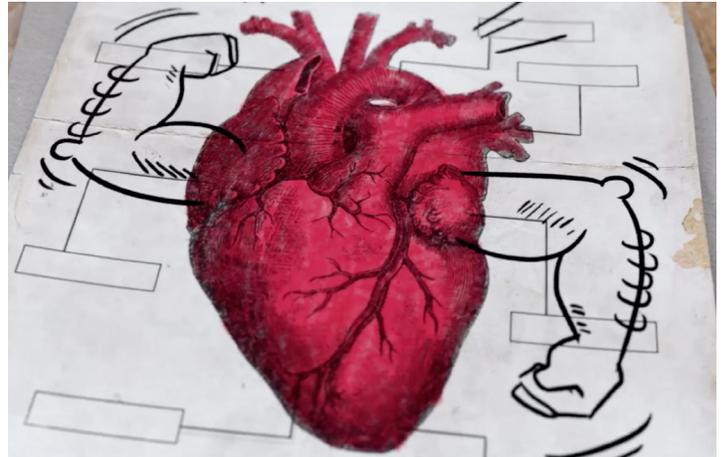
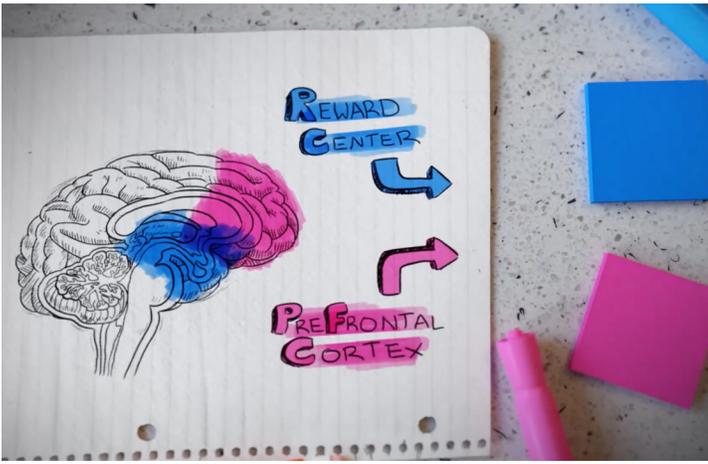
**15,885**  
APP DOWNLOADS

**91,335**  
MINUTES DONATED



## CAMPAIGN ACTIONS

Fighters across the world are now doing exactly what we hoped when we first conceptualized the Fighter App—changing conversations about pornography. The app allows users to engage in relevant campaigns that give them tangible actions to participate in that directly contribute to the movement. Rather than the obvious methods of donating money or bringing us to their school, Fighters can now make a real, measurable difference just by donating their time.





# the BRAIN

## DOCUMENTARY SERIES

### EPISODE 1: THE BRAIN

We did it. We finally completed **Episode 1: The Brain**. After several hiccups throughout the production process that postponed the film we were able to get things in gear and take it over the finish line. This 27 minute film connects with young viewers on how porn affects individuals through a combination of engaging humor, relatable personal stories and the clear presentation of facts. Dr. Don Hilton Jr., Dr. Simone Khün, Dr. Phillip Zimbardo, and Dr. William Struthers do a fantastic job of explaining the research in terms that young people can understand. You might laugh. You might cry. You'll definitely think. Episodes 2 and 3 are in production now and should be completed by the end of 2017.





## **BRAIN HEART WORLD**

Ever since Fight the New Drug was founded we knew that we needed to produce a media rich, video-based, simple website where teens could easily digest the research and be entertained. Well, we finally launched [learn.ftnd.org](http://learn.ftnd.org) that encompasses that early vision. Now, teens aren't expected to read through pages and pages of articles (even if they were written for a younger audience). They can now get educated through a more dynamic and reliable medium.

**[LEARN.FTND.ORG](http://LEARN.FTND.ORG)**





STOP THE DEMAND

FORN FEELS SEX TRAFFICKING



## IMPACT

### REAL FIGHTERS. REAL STORIES.

Each of these stories represents a Fighter who has been impacted by Fight the New Drug or used this movement to affect change. Whether through our awareness campaign or Fortify, people are finding answers. The power of our cause extends far beyond clicks and shares; what we're doing is creating ripple effects all over the world. We've always said since the beginning, change starts with one. By educating and empowering people with the facts on the harms of pornography, a noticeable shift is taking place in society. Fight the New Drug's passionate supporters are the life behind this movement, and the following stories highlight just some of the ways they are making an impact.



"I just wanted to message you guys to thank you for being so public about fighting against porn. I honestly can say for about seven and a half years I had an addiction to it. No one in my family knows. I've come close to telling friends but never have. My religious leader helped me to get professional help, but that failed because my heart wasn't ready to change. I was not ready to change. A few months ago I finally got to a point where I just didn't want to live in that dark hole anymore and stopped. I wanted to be proud of myself and look at men for who they are and not what they could do physically for me. Thank you guys for going out there and fighting this drug. I wish I could do it myself but I feel like I'm not exactly the perfect person to do it. Anyway keep fighting, keep going, and don't stop. Porn does kill love."

—  
**BETH**

"I am someone who has struggled with sexual addiction and porn addiction since I was about 10 years old. A very close friend of mine introduced me to your recovery program, Fortify. I am now 20 days [free] and counting. That is the longest I have probably ever gone without caving into my addiction. I wanted to thank you guys for what you do and the knowledge and hope you bring to people overwhelmed by such a destructive thing. You guys are awesome."

—  
**SARA**



**“PORN IS WEAK WHEN IT IS FACED WITH ACTS OF LOVE AND KINDNESS TOWARDS OTHERS...”**

“Hi guys! My name is Robert. I come from a small town on the east coast of Florida. I have been struggling with my porn habit for six years, I'm 19 now. I am the worship leader for my church, and no one knew about this bad habit/addiction I've been struggling with. Joining the Fortify program in September, I began my still ongoing battle with this addiction.

I have dealt with a lot of guilt being a Christian and struggling with lust and porn, it sucks! So many kids my age, Christian, Jewish, agnostic, anything really... struggle with this, it doesn't matter who you are.

I was asked to preach New Years Day this year, not planning to do this... at the end of my sermon... I told the entire congregation about my struggle with pornography! And our church service was being filmed on Facebook Live! Going from never telling a soul to telling the whole world within a matter of 60 seconds was pretty nerve wracking!

In my sermon I talked about what true love is, and then it led to me opening up my heart to the whole world.

What I have discovered through this journey is that what breaks chains is the most powerful force on earth and that is LOVE. In any form: mercy, forgiveness, giving, or romantic love.

Porn is weak when it is faced with acts of love and kindness towards others, whether it be your neighbor, the homeless, an orphan, even your enemy. I told the whole world that day that the way out of darkness is *love*. And what *love* is, it takes all pain and sorrow away. All guilt, all regret, and all mistakes. And it is for everybody.

To everyone who struggles with porn, you are not evil or diseased or wicked... it is just a mistake we all make, but those mistakes are wiped away by love, unconditional and unselfish love. I want you to know you are loved and an amazing beautiful treasure created to live free from this addiction no matter how long it takes. You are all such gorgeous, extravagant treasures, and I mean it. And I believe that is how God sees you. If you don't believe in God, that's okay! It's how I see you, your brother and friend.”

—  
**ROBERT**



“Thanks so much for all you do, glad I can be involved! Just wanted to reach out and say that I recently joined the Fighter Club with a recurring donation of \$10 a month. I ended my iTunes Music account so I could put \$10 a month towards supporting something that needs to be heard more than my music.”

—  
**JESSE**

**“SOME PEOPLE MAY NOT CHANGE AND UNDERSTAND FULLY HOW HARMFUL PORN IS, BUT YOU GUYS GIVE ME HOPE FOR A BETTER WORLD!”**

—  
**CARRIE**

“Tomorrow will mark 200 days I’ve been porn-free—easily the longest stretch of time in my life since I was about 10 (I’m currently 30). Thank you for your part in raising awareness and encouraging people to break free. Seeing your articles in my newsfeed has been a big part in retraining my brain to see the harms of pornography rather than being allured by the quick fix. Thank you.”

—  
**SETH**

“At the end of today I will have hit 30 days of being porn free. This streak started when I downloaded the Fighter App because literally everything I was doing wasn’t working. This has been the longest I have gone without looking at porn since I was 15 years old (the first time I saw pornography). Five years of fighting and I finally got over the hill. And as we speak I am falling into the deepest love imaginable. Porn pretty much ruined my ability to believe I would ever see a healthy and fruitful relationship, and now it is as if the smoke has cleared and I am head over heels, falling into a real love.

I can’t begin to tell you guys what the Fighter App means to me, and what your work for years has meant to me.”

—  
**ISAIAH**

“I’m officially 12 days clean of pornography thanks to your book, battle tracker diary, and the rest of the Fortify Kit. I’m thinking more clearly, feeling stronger emotions, happier, and healthier. It’s not been easy, but it’s been 12 days! Thank you.”

—  
**COREY**



“Hey, FTND! Just wanted to thank you and share a success story in progress. I am a youth pastor, and I have been addicted to porn since I was 11 years old. I remember walking into the computer room to talk to my Dad, and caught him watching it. He immediately closed it and broke down, and apologized profusely to me. He hasn’t struggled since, but it planted a seed in me.

I dated a girl a few years ago and the relationship became about nothing but sex. It was carnal and meaningless. After we broke up, my porn addiction kept getting worse and worse.

It wasn’t until I met my current fiancé that I decided love was worth it. Real love. I gave it up, and the longest I’ve been without porn has been 57 days this year, and I am back on day 40 as of my writing this. Your articles help by reading them daily. Admitting the struggle and working on an accountability system that works for you and your buddy is crucial. We’re using both positive and negative reinforcement.

For every 30 days we go without, we buy each other a new video game. And for every time we give in to temptation, we give each other \$10 and donate that money to our church at the end of the month.

Victory is possible. But we need as much help as we can get, and you are providing a lot of it. Thank you.”

—  
**BRYAN**

“First of all I want to thank you. Your Fortify program has helped me tremendously. It happens to be that I am going through a bit of a rough patch in terms of setbacks but I want you to know you helped me to be porn free for 124 days straight recently. That is unbelievable! I never would have thought that I could do that. Thanks so much. You guys are amazing. This program is amazing.”

—  
**JOSH**

**“I GUESS I’M ONE OF THE LUCKY ONES TO HAVE SOMEONE WHO’LL HELP ME. THANK YOU FOR WHAT YOU DO.”**

—  
**BEN**



“Hi, I just wanted to say THANK YOU! I was first exposed to pornography at 11 years old and I have been hooked ever since. Five years of addiction is long enough! If it weren’t for you guys I would still be struggling. I have watched porn for about two (and often three-four) hours a day for almost five years. That is approximately 3,650 hours of porn use. What? I didn’t realize how bad it was until I found your YouTube channel. I am currently only five days without porn, but I feel so much better already. THANK YOU!”

— **ANDREW**

“Hey FTND! Thank you for doing what you do! It was after seeing a FTND article on my Facebook feed several months back that I first discovered your cause and became a follower. Porn has been something I’ve struggled with since childhood. I’m 29 now, married to a wonderful woman and the father of three-year-old and one-year-old boys. Prior to discovering FTND I began to notice how selfish I would be from time to time as a slave to my porn binges. I could see that as a porn addicted selfish man I was a poor husband and dad. Since discovering your cause I started the Fortify program to kick porn for good so that I can be the best I can be for my family.”

— **CAMPION**



**“IT RELIEVES ME TO KNOW I AM NOT THE ONLY TEENAGE GIRL WHO HAS FOUGHT WITH SUCH A HORRIBLE ADDICTION.”**

—  
**LUCY**

“Hi, Let me start by saying, thank you so much for all you do! I am a 24 year old guy living in London, UK. I’ve had a long struggle with porn after being exposed to it at a young age and your blog and Fortify have been really helpful in freeing me of this addiction. I don’t have a record of 100% yet, but know that I will one day soon! Over the last year or so, I have had a burning desire to help people who are stuck in pornography. I’ve had more and more talks with people (mainly guys), and so many have struggled with this in their lives. Many of whom want

to be free, but don’t even know where to start. I am going to start a group with some of my close friends—the aim will be to be accountable to each other, celebrate the wins, and fight together when it is tough. We will also work through the Fortify program together.

My long term goal is to raise awareness of the benefits of living a porn free life. Once again, thank you so much for all you do. I imagine there have been huge challenges along the way, but I want to encourage you that you really are making a difference in people’s lives.”

—  
**DAVE**

---

**“I actually got on my tablet before writing this to look at porn, searched it on Google, and instead of porn, I saw your website's article, 'How Porn Affects the Brain Like a Drug' and read it. I clicked the 'Get Help' tab and it took me to Fortify and it said it was free for people under 20. At that moment I knew my prayers had been answered.”**

**JONATHON**

---

# FORTIFY

## A PERFECT TOOL TO HELP CHANGE BEHAVIOR

Fortify continues to grow and impact lives. With tens of thousands of users expanding across 155 countries around the world we couldn't be more excited by its success. The daily emails coming in from around the world that express heartfelt gratitude help us know that Fortify is changing countless lives. In 2016, we were hard at work developing a new and improved Fortify with updated curriculum and an extended feature set, which should go live sometime in early 2017.

**"I'm messaging you after breaking free from a 15 year pornography addiction that only escalated into places I did not want to go."**

**CARSON**

61,406

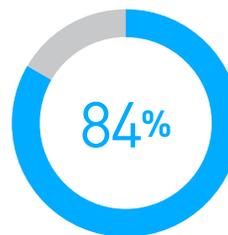
FORTIFY USERS

13,503

IOS APP DOWNLOADS

7,166

ANDROID APP DOWNLOADS



REDUCTION IN DEPRESSIVE SYMPTOMS REPORTED BY FORTIFY USERS

### FORTIFY USERS ACROSS THE WORLD

155

COUNTRIES WITH FORTIFY USERS

34%

INTERNATIONAL TEEN USERS

50/50

U.S. STATES REPRESENTED

22%

INTERNATIONAL ADULT USERS

### FORTIFY USER DEMOGRAPHICS

44,921

TEEN APPLICANTS

16,485

ADULT APPLICANTS

87%

MALE TEENS

95%

MALE ADULTS

13%

FEMALE TEENS

5%

FEMALE ADULTS

8%

TEENS WHO HAVE PAID FOR PORN

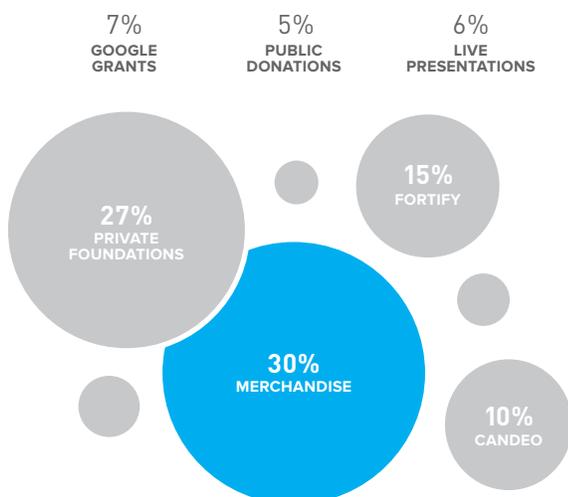
25%

ADULTS WHO HAVE PAID FOR PORN

# REVENUE

## WHERE OUR INCOME CAME FROM

Fight the New Drug is expanding and the movement is constantly growing, all thanks to the generous support we continue to receive. This year's revenue has helped us achieve our goals and carry out the many projects we hoped to fulfill this year.



### RESTRICTED

> Google Grants **\$120,000.00**

### UNRESTRICTED

> Private Foundations **\$482,572.89**

> Public Donations **\$85,345.18**

> Merchandise **\$540,875.16**

> Fortify **\$266,378.18**

> Candeo **\$174,086.50**

> Live Presentations **\$109,690.10**

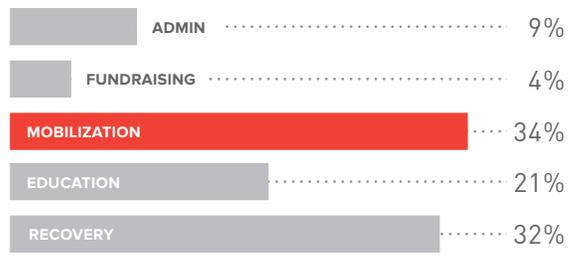




# EXPENSES

## WHAT WE DID WITH YOUR DONATION

We are proud to report that for 2016 we spent 87% of our revenue on program expenses. These programs helped us achieve the greatest year of impact Fight the New Drug has had while allowing us to continue to accomplish our mission.



### ADMIN

> Administrative	<b>\$153,934.98</b>
> Fundraising	<b>\$41,756.35</b>

### PROGRAM

▼ Mobilization	<b>\$716,790.84</b>
Merchandise	\$268,164.83
Marketing	\$134,999.92
▼ Education	<b>\$423,563.45</b>
Documentary	\$149,093.45
Travel	\$61,850.72
▼ Recovery	<b>\$682,507.83</b>
Development	\$295,933.25
Candeo	\$117,947.30



PORN  
KILLS  
LOVE

BE A LOVER  
NOT A LIAR

STOP THE DEMAND  
PORN FUELS SEX TRAFFICKING



## LOOKING FORWARD

### THANK YOU!

Thanks to our dedicated Fighters and generous contributors, Fight the New Drug was able to hit and even exceed many goals for 2016. While analytics and goals help us to track our progress, what's truly special is our understanding that the full extent of our impact is immeasurable. This movement has undoubtedly reached the eyes and ears of millions over the course of the past year and we couldn't be more proud of what we've been able to achieve with your help. As an organization, we are lucky to end each year with fond memories of landmark achievements. But we also know we have so much more to accomplish in order to fulfill our mission statement of helping shift society's views on the topic of pornography. That is why we will continue to press forward, and why we still need you. We need your help to further spread this important message across the globe and make a much-needed change in society.

**#PornKillsLove**  
FIGHTTHENEWDRUG.ORG



**A SPECIAL THANKS TO YOU, OUR DONORS.**

We are seeing firsthand the way your donations are impacting the lives of thousands of teens and adults all across the world. Without you, none of this would be possible.

**FIGHTTHENEWDRUG.ORG**