



2017 → ANNUAL REPORT







This movement has truly become a global movement, both for love and positive change in the world and we couldn't be more proud to be part of it alongside all of our allies and Fighters. We've spent the past year admiring the passion, dedication, and diligence of Fighters from all across the world who are working to bring awareness and education to their communities.

For Fight the New Drug, 2017 was marked by growth and exciting change. We started as an organization with a focus on education and awareness regarding the harmful effects of pornography, and throughout the past 9 years, we've grown in ways we never could have anticipated.

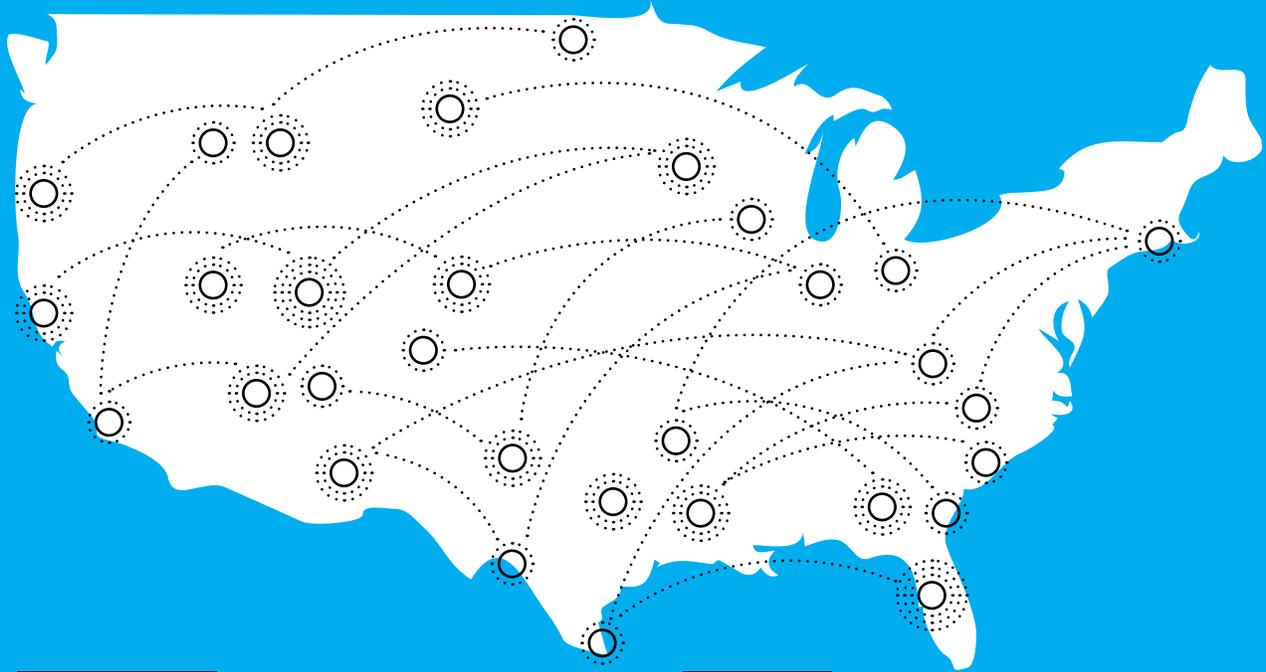
To keep up with this growth and to help position ourselves for greater impact, we made several important changes this year. In an effort to make Fight the New Drug more sustainable, we've restructured our presentation program, fundraising efforts, marketing strategy, team, and so much more!

As the harmful effects of pornography become more evident in our society and as people become more aware of the links between pornography, trafficking, sexual exploitation, sexual assault, gender inequality, and so many other issues, we know our message will continue to be heard across the world and inspire people to turn to real connections and love.

Looking back on 2017, we are excited by what we've achieved, but we're even more excited by where we're headed. •

Clay Olsen
PRESIDENT & CO-FOUNDER

Natale McAneney
EXECUTIVE DIRECTOR



JANUARY–DECEMBER

United States

129,948 **85,527** **44,421**

INDIVIDUALS REACHED

YOUTH REACHED

ADULTS REACHED

STATES VISITED

- ARIZONA
- CALIFORNIA
- COLORADO
- CONNECTICUT
- FLORIDA
- GEORGIA
- IDAHO
- INDIANA
- LOUISIANA
- MINNESOTA
- MISSOURI
- MONTANA
- NEVADA
- NEW YORK
- NORTH CAROLINA
- NORTH DAKOTA
- OHIO
- OKLAHOMA
- OREGON
- TEXAS
- UTAH
- VIRGINIA
- WASHINGTON DC
- WEST VIRGINIA
- WISCONSIN
- WYOMING

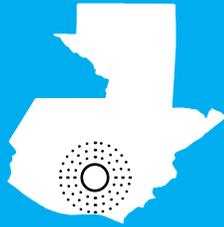
AUGUST 22–24

Guatemala

7,956 **TWELVE**

INDIVIDUALS REACHED

PRESENTATIONS GIVEN



APRIL 3

OCTOBER 26

Mexico

4,641 **SEVEN**

INDIVIDUALS REACHED

PRESENTATIONS GIVEN



MAY 7–8

Spain

2,652 **FOUR**

INDIVIDUALS REACHED

PRESENTATIONS GIVEN



APRIL 6

Canada

2,948 **FOUR**

INDIVIDUALS REACHED

PRESENTATIONS GIVEN



JANUARY	17
FEBRUARY	16
MARCH	36
APRIL	30
MAY	14
JUNE	6

JULY	9
AUGUST	16
SEPTEMBER	19
OCTOBER	45
NOVEMBER	37
DECEMBER	2

Become A Fighter

Fight the New Drug's live presentation program is one of the most powerful vehicles for this movement, bringing this message to communities across the world and empowering Fighters in their areas to get educated and fight for love.

We are continually inspired by meeting youth face-to-face and seeing not only how pornography impacts this generation, but also what these young people are doing to fight back. Our presentation tours took us to 7 different countries and 26 different U.S. states in 2017. As this program gains momentum internationally, we've begun working with passionate Fighters to provide them with the tools and resources necessary to begin training to present for FTND in their own countries. This is a huge step for the movement and shows just how far awareness and education about this issue are reaching, and it's so incredible to be part of this growth and globalization.

Presentation Program Structure

Since we started doing presentations a few years ago, the goal has always been to get this information to youth. Our ultimate aim is to help them, their parents, and other community members understand the harmful effects of pornography, and empower them to be advocates for change. As the Presentation Program continues to grow, we've recognized the need to revamp the structure of the program to make it more sustainable—and this year we accomplished that. Not only do we now have a structure that covers all presentation costs, but it also allows us to continue to certify contracted presenters across the globe to help spread this important message even further. ●

105,417

TOTAL YOUTH REACHED

57,695

TOTAL ADULTS REACHED

163,098

TOTAL INDIVIDUALS REACHED

247

TOTAL PRESENTATIONS

145

YOUTH PRESENTATIONS

102

ADULT PRESENTATIONS

26

STATES VISITED

7

COUNTRIES VISITED

Website

As a main vehicle for this movement's message, we put a lot of resources into making sure that the website is constantly updated, and ready to receive millions of visitors from around the world.

We had a variety of website upgrades this year, including a revision and update of all of our Get the Facts articles, and an update to the design and feel of the FTND website to make it more consistent with our interactive fact site learn.ftnd.org. We worked to improve our search engine optimization by adding accelerated mobile page versions of all articles to help both mobile load times and search ranking. We also transitioned our entire site to an HTTPS connection, which also helps boost our search rankings. Earlier in 2017, we rebuilt the online store—both updating the design and making the entire experience more mobile-friendly to help Fighters find conversation-starting gear as easily as possible.

Blog

Our blog continues to be a strong leg of our mobilization program, with over 1,000 published pieces on our site that detail the various harms of porn and its effects on consumers, their relationships, and the world. In 2017, we made a massive push to create more comprehensive content that not only engages the information, but also dives deeper into empirical data. For example, we started a weekly series called, "What's the Research?" where we link Fighters to research studies that are already published, and connect them with the data. We also developed and expanded our team of contributing writers, having six writers from all over the world contributing pieces monthly at the pique of 2017.

Other updates to the FTND Blog included the addition of filters to make content more easily navigable, and to allow more sensitive readers the ability to exclude potentially triggering content. We also added content modals to blog posts in an effort to increase conversion rates, and these modals invite readers to get involved in the movement. Whether it be through sharing the post they're reading, grabbing a tee to help raise awareness, or signing the Fighter Pledge and becoming more connected—these modals are helping Fighters take active steps to help educate others on the harms of porn. We anticipate this medium to continue to be a valuable tool in communicating our message of awareness, love, and hope to our growing Fighter community. ●





Digital Marketing

In Quarter 3 of 2017 we revamped our marketing strategy to fully optimize our paid and organic channels. This shift allowed us to increase our paid social (Facebook) purchases by 265%, our Facebook Page Likes by 117%, our paid search purchases by 32% (while reducing the cost per conversion by 68%), and our Instagram (organic) purchases by 177% compared to January–August.

Refining our overall strategy, being more strategic with our ad spend, and optimizing our organic platforms allowed us to grow the FTND store while bringing the movement to thousands of new Fighters. We are excited to continue to refine our strategy in 2018 and are working to reach more people than ever before while growing the store to be a consistent source of revenue. ●

Facebook Conversion Ads



Facebook Engagement/Traffic Ads



ROAS: Return on Ad Spend Key

For every \$1 you spend, you make 'x' dollars in return.
A good ROAS is 1:4, meaning you make \$4 for every \$1 you spend.

FEBRUARY 6

Breaking News: Anonymous Hackers Delete 10,000 Child Porn Sites on Dark Web

1,281,011

FACEBOOK
REACH

18,895

FACEBOOK
LIKES

96.8K

FACEBOOK
SHARES

FEBRUARY 10

Why 'Fifty Shades Darker' Is A Bad Movie With A Terrible Message

1,622,584

FACEBOOK
REACH

9,658

FACEBOOK
LIKES

38.2K

FACEBOOK
SHARES

FEBRUARY 15

Ashton Kutcher Gives Powerful, Emotional Speech to U.S. Senate About Sex Trafficking

1,299,067

FACEBOOK
REACH

13,148

FACEBOOK
LIKES

304K

FACEBOOK
SHARES

FEBRUARY 16

Breaking News: Virginia & South Dakota Make History, Declare Porn A Public Health Crisis

1,153,297

FACEBOOK
REACH

18,835

FACEBOOK
LIKES

40K

FACEBOOK
SHARES

JUNE 1

Adam Savage From "Mythbusters" Explains Porn's Harms In A Genius Way

1,474,828

FACEBOOK
REACH

10,259

FACEBOOK
LIKES

40.7K

FACEBOOK
SHARES

Social Media

2017 was another vibrant year for Fight the New Drug's social media platforms and website. Our blog content continues to connect with and inspire Fighters around the world.

We had three blog posts each reach over one million people on Facebook this year. Our top-reaching post for 2017 was Mythbuster's Adam Savage talking to his sons about porn, which reached over 1.48 million people. Our top-performing, non-celebrity Instagram post for the year came during #NoPornovember. We featured a photo of an incredible #NoPornovember mural three Fighters painted on Krog Street in Atlanta, and that post reached over 63,000 people and received almost 10,000 likes! Our highest traffic month for the website was February, which brought in over 3.12 million sessions. We had over 8.26 million sessions from new users alone this year, which is an incredible step forward for us as we try to bring the fight for love to new people around the world. FTND's online presence is a force to be reckoned with, and we are eager to continue to grow our platforms, reach, and online reputation in 2018.

Social Media Fundraisers

In October of this year, Facebook approved FTND's request to become a registered non-profit on the platform. This approval was an incredible breakthrough because it allowed us to add a "donate" button directly to our Facebook page and start running fundraisers across Facebook all year. Fighters can now "donate their birthday" to FTND by creating fundraisers where friends and family donate to the cause to try and reach a personally-set fundraising goal on the Fighter's profile. Just in the last couple months, we've had 28 Fighters create Facebook fundraisers for FTND and they've raised \$2,350! We anticipate many more successful Fighter-initiated Facebook fundraising campaigns in the months to come. ●

1,450,236

FACEBOOK
LIKES

117,026

INSTAGRAM
FOLLOWERS

31,752

TWITTER
FOLLOWERS

29,157

YOUTUBE
SUBSCRIBERS

14,597,860

WEBSITE
PAGEVIEWS

75%

NEW WEBSITE
VISITORS

\$2,350

DONATIONS FROM
SOCIAL MEDIA

28

FUNDRAISERS
CREATED





Rep the Movement

Fighter gear continually gives individuals the opportunity to support and physically represent this movement to promote change.

By repping our movement-inspired gear, Fighters are actively representing what this cause is all about, all while sparking conversations with our head-turning designs. This year, we invested time and energy into making the FTND store as user-friendly as possible with a huge redesign. We also worked to achieve our goal to continually create new products that provide variety for

our diverse Fighters, and we exceeded our goal to release at least one new piece of Fighter gear per quarter. We are so proud of all the new gear we launched in 2017, and are constantly inspired by all of our Fighters who are repping the movement across the globe and making the movement recognizable in their communities!

Quarter One

We released the **"Love Takes Two"** tee in connection with our February Campaign, as well as a special Valentine's Day **"Live For Love"** tee which our Fighters were stoked about!

Quarter Two

Our boldest anti-trafficking **"#StopTheDemand"** tee was launched as part of our huge trafficking-awareness campaign in May, and we created our annual **"Fighter"** tank for our seasonal release.

Quarter Three

We released our first-ever **"Fighter"** hat, complete with the Fighter Pledge on the inside label. Also, for our back-to-school educational campaign, we released a brand new **"Rock The Basics"** kit in August. This specially-designed, exclusive kit is full of wristbands, buttons, bandannas, pass-along cards and more to help Fighters share the facts!

Quarter Four

With our most ambitious merch release at one time yet, we launched 8 new products in the final stretch of 2017.

- The first ever long-sleeve, retro-inspired **Limited Edition "Porn Kills Love"** tee.
- The return of our **Charcoal & Gold "Porn Kills Love"** tee in both men's & women's sizing.
- The brand new **"Fight The Status Quo"** tee which focuses on what it really means to be a Fighter.
- The bold conversation-starting **"Papa Kilo Lima"** tee which uses the International Phonetic Alphabet to spell "P.K.L."
- The pink **"For The Sake Of Love"** tee which uses the word "love" in 88 languages to emphasize the global aspects of this movement and what we're really fighting for.
- The cozy seasonal **"Lover & Fighter"** crew sweatshirt.
- The rad **"Fight For Love"** dad hat which uses the American Sign Language symbol for "I love you" to spread our pro-love message.
- The first ever **"Porn Is Totes Not Cool"** tote, which works to infuse humor to open the door into a topic that requires serious conversations.



Mary, Kathleen and Alison, three Fighters from Georgia, painted this incredible mural on Krog Street in Atlanta in honor of #NoPornovember. Other Fighters drove from out of state to take photos of their masterpiece, and thousands of people drove by it and learned about the movement.



Fighter App Campaigns

The Fighter App continues to be an exciting extension of our mobilization program, bringing the movement to Fighters all over the world with just the touch of a button on their smartphone.

Since its launch in November of 2016, the app has done exactly what we dreamed it would do, bringing together youth from diverse backgrounds and expanding the reach of this movement into Fighters' everyday lives and conversations. The app allows users to engage in relevant campaigns that give them tangible actions to participate in, that directly contribute to the movement. Fighters can now make a real, measurable difference just by donating their time.

In an incredible jump up from 2016, there were **170,670 minutes donated between 5 Fighter App Campaigns in 2017**. Notable accomplishments that gathered thousands of supporters and donated minutes are May's #StopTheDemand campaign, all focused on pornography's link to sex trafficking and sexual exploitation. As a grand prize, we partnered with HELP International for one Fighter to embark on a trip of a lifetime to Nepal to volunteer with sex trafficking survivors. And this #NoPornovember, 'A Global Fight For Love,' took a virtual journey around the world, exploring this issue and what a few inspiring individuals are doing to fight back in their communities across the globe. ●

16,650

MINUTES DONATED TO
LOVE TAKES TWO

31,475

MINUTES DONATED TO
#STOPTHEDEMAND

71,930

MINUTES DONATED TO
BECOME A FIGHTER
& ROCK THE BASICS

50,615

MINUTES DONATED TO
#NOPORNOVEMBER

Love Takes Two

FIGHTER
- APP -
ACTION



There are so many good people who struggle with this without anyone knowing. This article resonates with me, because I know the debilitating effects of the self-hatred that the man talks about in the article. This struggle is one of the hardest to overcome because it requires something that no one wants to deal with: vulnerability. Men and women alike struggle with this, and men and women alike hate feeling vulnerable. But to be vulnerable, it helps to have someone who is willing to be there at every moment, and who won't shame the person struggling. Shaming makes it worse on all fronts.

[#LoveTakesTwo](#) [#FightTheNewDrug](#)

• Patrick

When you enter a relationship, you do so with another human being. Human relationships can add to your life in many ways. Porn relationships will eventually suck you dry. Do you want rich fulfillment or dry emptiness. Decide before you take another real person into it.

[#LoveTakesTwo](#) [#PornKillsLove](#)

[#FightForLove](#)

• Steve

Real love matters more to me than anything porn has to offer because real love fulfills and makes you feel complete. Porn, on the other hand, creates a deeper hole inside of you and can't satisfy.

[#LoveTakesTwo](#) [#FightForLove](#)

• Steve

I used to say, "Shame on you," to my kids when they'd do something they knew was wrong. My husband hated the phrase and I haven't used it much since he told me his feelings about it. Reading this article about shaming and how, "Love is Stronger Than Shame," has really helped change my perspective on shame and applies to so much more in life than the addiction the article refers to. [#LoveTakesTwo](#) [#PornKillsLove](#)

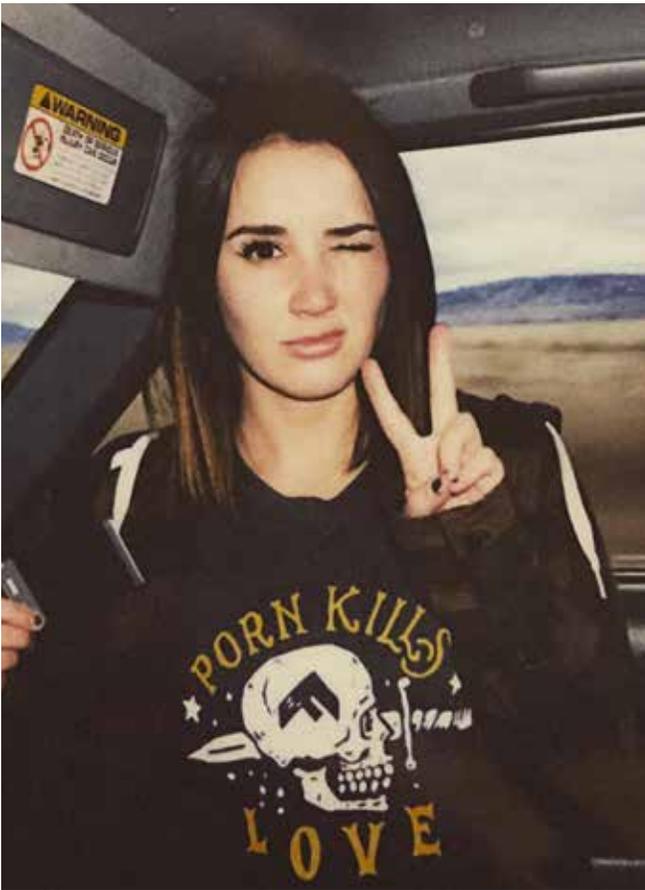
[#FightForLove](#)

• Ashley

...When I decided to refuse to click, it was the hardest decision I've ever had to make. But I'm so glad I did.

[#LoveTakesTwo](#) [#FightForLove](#)

• Jeremy



Having two nieces, a mother, my grandmothers and a few aunts, makes fighting against pornography even easier! Especially Bostyn, my new niece. My future spouse deserves a worthy husband that loves her with all of his heart. My future children deserve a father that loves them and their mother more than himself. That is why I fight! Who's with me?

[#LoveTakesTwo](#) [#PornKillsLove](#)
[#FightForLove](#)

• **Trevon**

We all have our reasons for wanting to join the [#FightForLove](#). My reason is that I'm sick of the status quo and the lie that porn addiction stops when you find a relationship worth staying in. Spouses are not outlets for lust, but sources of love. The perception of pornography needs to change and the ignorance of the facts. Spread the word, change the conversation.

[#LoveTakesTwo](#) [#PornKillsLove](#)

• **Ashley**

Even though I'm single now, I was married to a wonderful woman. Due to my lying, my addiction, holding everything inside, and being someone I wasn't, it all cost me my marriage. All of the information in these articles I'm sharing, I will hold dear to me so I won't hurt someone else ever again, and so I'll be the man I was supposed to be and want to be.

[#LoveTakesTwo](#) [#PornKillsLove](#)
[#FightForLove](#)

• **Aaron**

Loved this message of hope, understanding, and awareness. If you struggle with a pornography addiction, YOU'RE NOT ALONE! Some are too afraid to admit it. Some keep lying about it. It was true for me. The longer you hide it the worse it gets. Don't be ashamed reach out for help! You'll be glad you did. I'm glad I did!

[#LoveTakesTwo](#) [#FightForLove](#)
[#FightTheNewDrug](#)

• **Trevor**

In my life I have seen how much porn has taken away from true love. Porn killed true love and any happiness that should be between companions. Once you dismiss porn you can see a change in yourself and hope to one day have a happy relationship with someone since I've chosen to go further in my life without it.

[#LoveTakesTwo](#) [#FightForLove](#)

• **Eric**

Happy last day of February everyone :) spring will be here sooner than you know! But while February has still got the floor, here's one more reminder that [#LoveTakesTwo](#). I once had someone ask me why I'm so into this movement. There are too many reasons to list them all in a simple Facebook post, so if you're ever curious about why I'm so supportive of [#FightTheNewDrug](#), feel free to ask. Of course, the simple answer will always be [#PornKillsLove](#) and I [#FightForLove](#) [#LoveTakesTwo](#)

• **Lacie**



#STOPTHEDEMAND

I made a sign to help raise awareness online because I have only realized recently how important it is to know this. I never truly realized the extent and the power porn has on the sex trafficking industry. IT'S HUGE. People are being forced into doing things no human should ever have to do. And porn is fueling the demand.

[#StopTheDemand](#) [#PornKillsLove](#)

• **Tiffany**

'Porn is to trafficking as cigarettes are to cancer.' This prompted a great conversation with a coworker. Not a debate, but a real, meaningful conversation.

[#StopTheDemand](#) [#PornKillsLove](#)

• **Steph**

There's a time to speak and a time to hold your breath, and I think now is the time to be a voice for the voiceless.

[#StopTheDemand](#) [#PornKillsLove](#)

• **Sydney**

I enlisted the help of my adorably creative mother in the making of a sign for this campaign. I fight to end sex trafficking because I value family. I value my family. And I understand that those being exploited are part of a family. A family that is just as valued as mine. They might be someone's brother, daughter, mother, son, sister, cousin, or friend. The list goes on and on. These are real people.

[#StopTheDemand](#) [#PornKillsLove](#)

[#FightForLove](#)

• **Madisen**

As many of you know I have been privileged to go to Haiti twice this last year with Operation Shield to help children who have been rescued from trafficking. Porn is a root cause and is connected directly to sex trafficking. Everyone can help.

[#StopTheDemand](#) [#PornKillsLove](#) [#FightForLove](#)

• **Adam**

I had no idea how widespread sex trafficking is until this month. I've learned a lot about it and what I can do to fight against it and help to end it! I also learned how much porn is linked to sex trafficking and it just makes me that much more passionate to fight the new drug!

[#StopTheDemand](#) [#PornKillsLove](#) [#FightForLove](#) [#FightTheNewDrug](#)

• **Dan**



I never knew much about sex trafficking. And I definitely didn't know porn and trafficking were directly tied to each other. I had no idea that many in porn were trafficked; stolen, sold, and sometimes drugged. That these people were someone's sisters, moms, children, brothers. Let's fight against this horrible act and put a stop to sex trafficking.

[#StopTheDemand](#) [#PornKillsLove](#)

• Michelle



You may be saying to yourself, "I know that sex trafficking exists, but what can I do to fight it?" Well, you're in luck, here is an article that shares 5 simple ways you can join the fight against Sex Trafficking. Anything helps! Get out there and starting fighting!

[#StopTheDemand](#)

• Glenn

I live in a developing city. I couldn't think of a better place to hang my sign than on the construction dumpster. There was once a time we thought that cigarettes were harmless, now they have a very clear warning label. Pornography may be viewed as harmless, but it is not. We are finding more studies and personal experiences with this each and every day!

[#StopTheDemand](#) [#FightForLove](#)

• Maddie



So sieht man, auch wenn man sich schwer füllt und von Ketten umfassen, kann man fast unmögliches erreichen und Zeichen setzen. Genauso sieht es auch aus mit alle Süchten, man muss nicht für immer gefangen sein und man kann die Ketten los werden.! Versprochen!

[#FightTheNewDrug](#) [#StopTheDemand](#)

[#PornKillsLove](#)

• Mike

Nell'era degli smartphone e, soprattutto, di una pornografia che circola indisturbata su fb, si può guardare un porno all'età di 7 anni. Con tutto quello che ne consegue.

[#StopTheDemand](#) [#PornKillsLove](#)

[#FightForLove](#)

• Arianna

Rock the BASICS



I choose to stand with [#FightTheNewDrug](#) I have been following this campaign for about three years now. What they have to say matters and it is changing the world. Refer to their website to get more information on how harmful watching porn is to the brain, relationships, and society.

[#RockTheBasics](#) [#FightForLove](#)

• Erin

I know that this is controversial and people don't want to talk about it but all I am asking is you watch the video. You don't have to like the post but just watch it and think on it. Let fight this together, let's fight for love! [#FightTheNewDrug](#)

• Jade

Did you know that for both male and female porn users, their habit is often accompanied by problems with anxiety, body image issues, self image issues, insecurity and many many more! I can personally testify this is true. Help me [#FightForLove](#) [#RockTheBasics](#) [#YouAreNotAlone](#)

• Thomas

[#FightTheNewDrug](#) [#RockTheBasics](#) is a movement raising awareness on the harmful effects of pornography. It is such a deluding enactment of a sacred, beautiful and intimate act between two people. Pornography has a lot to do with sexual violence and misogyny in our society and we need to talk about it. [#PornKillsLove](#)

• Valeria

As someone who has struggled with the use of pornography in the past, I'm thankful for an organization like FTND that provides resources and support to those seeking help. Porn is not okay, and lately I've been reading about how it impacts the modern day slave trade. I pray that you'll take a moment to watch this short video, telling of this group's story to make a difference.

[#FightTheNewDrug](#) [#PornKillsLove](#)

[#RockTheBasics](#)

• Ryan

If you haven't heard of Fight the New Drug, it's something you should definitely check out. Porn is a very real battle for a lot of people. Learn what is classified as porn (it'll surprise you!) and all of the harmful effects that it has.

[#FightTheNewDrug](#) [#RockTheBasics](#)

• Steven

I love my fighter husband who will wear matching [#FightTheNewDrug](#) shirts with me! [#RockTheBasics](#)

• Elisa



BECOME A FIGHTER

Why did I **#BecomeAFighter**? Because I believe in love and good old fashioned romance. Too many marriages and relationships are destroyed by pornography. Too many hearts are hurting from feelings of inadequacy because porn is #fake and you'll never **#MeasureUp**. This has to stop, but in order to stop it we've got to be able to talk about it. Shine light on this silent topic. Because **#PornKillsLove**.

• Sara

We live in a world where sexual exploitation and pornography are accepted as harmless, natural, and even normal. It's a war of lies, and countless people have bought into it, not having any clue of the harms that can happen. It's up to us to fight with facts, combat lies with truth, and remember that real love is worth it. **#PornKillsLove**

#BecomeAFighter

• Alex

As a teen, I have seen the harmful effects of porn in my friend's lives. I fight for them.

#BecomeAFighter #PornKillsLove

• Trevor

Fell in love with this cause and proud to have just **#BecomeAFighter**. Wish I knew about this sooner! **#PornKillsLove**

• Brooke

I've been thoughtfully searching for a cause to join. For 19 years of my life, and 7 years of my marriage, a pornography addiction filled me with shame, and blocked real connection in my relationships. Since 10/27/2010 I have been free of that millstone around my neck, and have been able to help other men have courage to shine a light on the darkest part of their lives.

#NoPornovember #FightTheNewDrug

#FightForLove #BecomeAFighter

• Josh

I am so passionate about true, authentic love and will never stop being a Fighter in the arena of healthy relationships! Check out the PKL movement of **#FightTheNewDrug** and **#BecomeAFighter** with me so you, too can arm yourself with the facts about the harmful effects of porn.

#PornKillsLove

• Breanna

#FightForLove...where to start? This topic affects me because I believe that their are so many minds and relationships destroyed by the images we see on the screen. More and more horror stories are shared as women are expected to perform certain acts and behave certain ways to give pleasure in the bedroom, because of the porn that exists in today's world. Everywhere women are first seen as objects for sexual experiences rather than someone to love. Men are also affected as well, destroying self-confidence when they no longer perform on these sexual levels or measure up as seen in porn and many movies and TV shows. Hopefully by joining this fight I can share some insight on how to help others understand the effects porn can have on relationships and help society get back to natural love between couples. The way it was before we were able to see on a screen what others are doing and have to be compared with these exploited images. Perhaps more marriages and relationships can be saved through this fight!

#PornKillsLove #BecomeAFighter

• Danielle

**Você está conosco?
Junte-se à luta.**

**Êtes-vous avec nous?
Rejoignez la guerre.**

**¿Está con nosotros?
Unase a la lucha.**

**Sind Sie dabei?
Kämpfen Sie mit.**

**Are you with us?
Join the Fight!**

GLOBAL RESOURCES

Now fighting in five languages.

We've been receiving requests for years to produce translated content, and with our theme of "A Global Fight For Love," we thought this was the perfect year to do that. We released translated versions of our website in Spanish, Portuguese, French, and German this year as part of our #NoPornovember campaign, but it's just the beginning of the resources we hope to produce for Fighters in other languages.



DEUTSCH



ENGLISH



ESPAÑOL



FRANÇAIS



PORTUGUESE



#NPN17

#NoPornNovember A Global Fight for Love

We look forward to our #NoPornNovember campaign every year, and every year we are absolutely amazed and inspired by Fighters during this campaign. As this movement for love continues to grow so does our desire to continue reaching people across the world. Luckily, we have Fighters in every corner of the globe helping us spread the facts and raise awareness, and we used our biggest campaign of the year to bring all of our Fighters together.

This year, we chose the theme 'A Global Fight For Love' for our #NoPornNovember campaign, and we took Fighters on a journey around the world so they could really see the impact of their efforts and this movement as a whole. Not only did we focus on what the issues of pornography and sexual exploitation look like in different countries, but we also got to see what Fighters are doing in their areas to help raise awareness and educate their communities—and ultimately make this world a better and safer place for all of us. We were able to collaborate with many amazing Fighters, who shared their experiences with spreading the movement around the globe—including our 2017 Fighter of The Year, Daniel Broderick from Ireland, who went above and beyond this year to help others learn about the harmful effects of pornography. •



Fighter of the Year

NAME DANIEL

LOCATION DUBLIN, IRELAND

The 2017 Fighter of the Year embodies everything that it means to be a Fighter. From Dublin, Ireland, Daniel has been dedicating his time for the past few years to this movement for love by sharing his own personal story as well as spreading the facts whenever he can.

We first met Daniel when we noticed he posted an inspirational video on Facebook sharing why he is passionate about this movement, and we had to share it! But that video was only the beginning of the awareness Daniel would raise on this important issue.

In sharing his own story with others, Daniel says, "My journey against porn has been a long one. I watched porn pretty consistently since my teen years, mostly around exams, stress, or out of boredom. Nevertheless, I usually felt pretty out of touch with reality afterward and thought to myself, surely if I felt horribly lonely after porn, there must be others out there who felt the same."

He then decided he wanted to make a change and he signed up for Fortify, and went 200 days without porn!

"I'm still on my way towards freedom from pornography, something that I believe will not enrich or enhance your life in any way—and I'd encourage anyone else to try it. What do you have to lose?"

"It felt so freeing! I never thought I'd go without it for so long. It was the greatest confidence boost, I felt like I'd put it behind me," Daniel said. "Because porn festers and grows in the shadows, I thought, why not shine a light on it?" That's exactly what he did.

He started by posting videos like the one that initially caught our attention. Then, he wrote articles that highlighted the research on porn's harms, and worked to get them published in his university newspapers. But he didn't stop there, he wanted to do something bigger and bolder.

He decided to walk 500 miles, across France and the north of Spain, on a famous trail called the Camino de Santiago de Compostela, all while supporting this cause. Although the trail is not an easy one with temperatures dropping below freezing in the mountains and the path stretching into a desert in the north of Spain, Daniel persisted. He walked to encourage those who were fighting against porn alongside him, to raise funds for FTND, and also to encourage other porn-consumers to detox porn with him for 25 days, the exact number of days of the journey—and he did it all while sporting a 'Porn Kills Love' tee.

"The journey was, for me, much like my own recovery from porn," Daniel said. "The joy and sweat of reaching 200 days, the sadness of breaking such a long streak and relapsing, the encouragement and support from others, and of course the personal nature of it all. You walk your own pace, everyone arrives at different stages."

Over his journey, Daniel has said that his Porn Kills Love tee was one of the greatest conversation-starters. "I shared with anyone who spoke Spanish or English and the reactions were so positive. It's like everyone I talked to,

from a retired millionaire to a complete hippy agreed that porn was not a force for good, but a very strong force in our society," Daniel said.

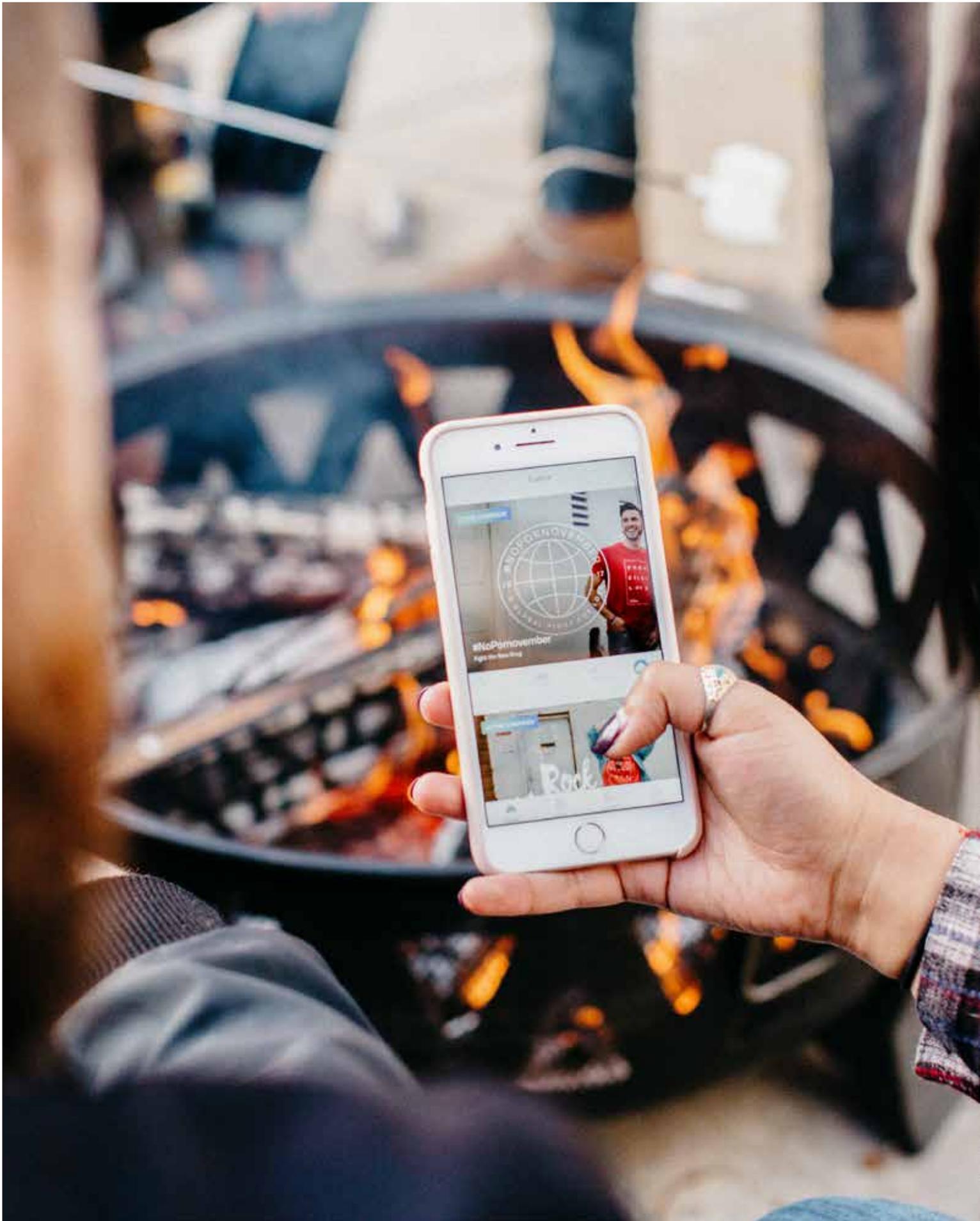
"It may sound incredibly cheesy but it's a great metaphor for anyone fighting against their own porn dependency. There's uphill and downhill, sometimes you'll stumble, there are heaps of blisters and adjustment-discomfort, you will be frustrated, you will get lost or go off the trail. You can also try to go it alone, do it all yourself. However, the journey is made lighter by relying on strength greater than your own, accepting encouragement, doing it with others, being honest, sharing the load. Let me guarantee you, the feeling of reaching Santiago or going 100 days without porn justifies the long process of reaching that point."

Daniel encourages anyone out there who might be struggling with porn to give freedom a try.

"I'm still on my way toward freedom from pornography, something that I believe will not enrich or enhance your life in any way—and I'd encourage anyone else to try it. What do you have to lose?"

We are so inspired by the effort Daniel has put into this cause thus far, and we know this is not the end of the road for his Fight. In fact, he is currently planning to start an organization that can continue to help raise awareness on this issue. We couldn't be more proud of our 2017 Fight of the Year!

"I'm still on my way toward freedom from pornography, something that I believe will not enrich or enhance your life in any way—and I'd encourage anyone else to try it. What do you have to lose?" ●





#NoPornovember Fighter App Campaign

For this campaign, our Fighter App acted as a virtual passport to help guide Fighters across the globe through the content we shared, and allowed them to share it themselves via social media.

We set a goal to have 50,000 minutes donated in the Fighter App by Fighters taking time to read and share content, and we are so proud to say we exceeded our goal and finished the month at a total of 50,615 minutes! Many who participated by donating 300+ minutes won prizes full of Fighter gear so they can continue to rep the movement, and we'll be taking our grand prize winner with us to the Coalition to End Sexual Exploitation Summit in Washington D.C. next year! •

50,615
MINUTES DONATED



#NOPORNOVEMBER

A GLOBAL FIGHT FOR LOVE

Wherever you are, wherever you live, you can join in fighting the influence of sexual exploitation around the world.

[#NoPornovember](#) [#npn17](#) [#FightForLove](#)

• **Ziyadh**

My name is Amy, I live in Northern Ireland and I will be participating in [#NoPornovember](#) Porn addiction is taboo and hidden in the dark midsts of the internet and deep within ourselves. Whether addicted or not, we are all victims of sexualization in 21st Century society and it's totally not okay. Let's change for the better.

[#npn17](#) [#FightForLove](#)

• **Amy**

Nutzt den November doch für was Gutes. Geht doch mal in euch und denkt nach. Was ist schon gut an Pornographie? Ganz ehrlich...! [#NoPornovember](#) [#npn17](#) Und am Wichtigstem: [#FightForLove](#)

• **Mirko**

My name is Kate and I'm from Cedarville, Ohio. It wasn't until I came to college here that I realized how big of a problem porn was and how many of my friends struggled with it. Playing hockey I'm around a lot of men that say really derogatory things to me cuz I'm a girl. It shows that porn is more than a personal problem but it affects how people value each other.

[#NoPornovember](#) [#npn17](#) [#FightForLove](#)

• **Kate**

Love is important to all of us and transcends cultures, borders and languages. It's something we can all fight for, no matter where we're from or where we're going. We're rejecting sexual exploitation and pornography for the sake of love, for the sake of the most important things in our lives.

[#NoPornovember](#) [#npn17](#) [#FightForLove](#)

• **Sahara**

You'd be surprised how closely people watch what you wear. It's been surprising how many people have asked me questions just from wearing the FTND bracelet!

[#NoPornovember](#) [#npn17](#) [#FightForLove](#)

• **Andrew**

Here comes one of those conversations that most think is great to have at some time, but hope that time never comes. Too bad. The time has come and gone and now many are silently fighting for their hearts and their love as they fall prey to pornography. This is something that will not go away until we decide we aren't afraid of it. It is a real enemy and we can't fight it unless we expose it. Join me in supporting [#fightthenewdrug](#) as we defend our hearts and others hearts against the harmful effects of pornography. This month is [#NoPornovember](#), a month that is set aside to speak up and reveal this enemy to true love.

Download the [#FighterApp](#) and you can help support this! [#npn17](#) [#FightForLove](#)

• **Evan**



Fun thing about Fight the New Drug is that they have a lot of cool art and media for you to enjoy with your eyeballs. Check it out! [#NoPornNovember](#) [#nnp17](#)

[#FightForLove](#)

• Lars

Pornografie wird viel zu oft als harmlos und normal angesehen...dabei passieren auch hier grausame Dinge und beeinflussen das Bild der Frau und auch des Mannes... Schaut euch mal die Initiative an: Fight the New Drug.

[#NoPornNovember](#) [#nnp17](#) [#FightForLove](#)

• Miriam

For the sake of love, choose your spouse. Choose the one you chose to marry. Fall in love with them again. Take them on dates. Maybe even go to counseling, but over everything else—choose to love them instead of a screen.

[#FightForLove](#) [#nnp17](#)

• Chloe

My wife, Kelli was just talking to a boy and girl yesterday who are in High School and who are dating, about these T-shirts and what they mean. The teen boy with his eyes looking at floor stated, you mean looking at porn is dangerous? Discussion has to start somewhere, no?

[#NoPornNovember](#) [#nnp17](#)

• John

Though I'm proud to have grown up in the UK, our culture has issues just like any other country, one of which being the widespread acceptance of pornography, even amongst children. It's not okay to think porn is okay, and that's why I

[#FightForLove](#) [#NoPornNovember](#) [#nnp17](#)

• Amy

This summer one of my dear friends and I were spreading flyers throughout Chambersburg, Pennsylvania to volunteer with She's Somebody's Daughter, a group that provides resources for victims of human trafficking and sexual exploitation, and raises awareness about how prevalent it is in our society. It was then that I learned just how common it is, even in things that we might not expect. It was then that I learned just how strong the link between pornography and human trafficking is, and it was then that I knew I wanted to do what I could to make a change. That's why I'm so excited to be a part of NoPornNovember with Fight the New Drug, because without the demand, human trafficking would no longer exist. Because pornography continues to worsen the objectification and sexualization that's already rampant in our society. Because porn twists our perception of what love really is.

[#NoPornNovember](#) [#nnp17](#) [#FightForLove](#)

• Sam

"This is a public health issue, it's a women's equality issue and it is time for Parliament to make this a priority." The way people access porn has evolved over the past several generations to something that is now a global crisis. It is accessible right in your phone. In this technology advanced generation, youth have the ability to erase anything at will from a device. With porn, they might be able to erase the evidence from their phone, but will most likely never be able to erase the content from their mind, and they will struggle to erase the harmful effects that it has in multiple avenues of their life. I KNOW that changes can be made. I believe that as a community, we can change the way porn is accepted.

[#NoPornNovember](#) [#nnp17](#) [#FightForLove](#)

• Hannah

Hey guys, this is a movement I've been following for a while and I think they are doing some amazing things. Porn has so many detrimental effects to the user and those around them. This is a good read if you're interested in learning more. :)

[#NoPornNovember](#) [#nnp17](#)

• Luke





Fighter Club

We truly couldn't do this without the support of our Fighter Club members. These dedicated individuals have continued to help fund important educational projects, provide necessary feedback to the FTND team, and most importantly, all of these members work tirelessly to help us share facts and raise awareness.

In 2017, we recognized the need to revamp our Fighter Club so that we can dedicate more time and energy to including and thanking its members moving forward. We spent the later half of the year working to upgrade the Fighter Club in a number of ways. We transitioned to a new donation platform which significantly reduces processing fees for all donations, allowing them to go

further for this movement. We also implemented the option to gift a Fighter Club membership to a friend or family member. And lastly, we spent months revamping our email communication process with these exclusive members, in order to keep them as in-the-loop as possible. We are excited about these changes and can't wait to see where the Fighter Club takes us in 2018! ●



Development & Fundraising

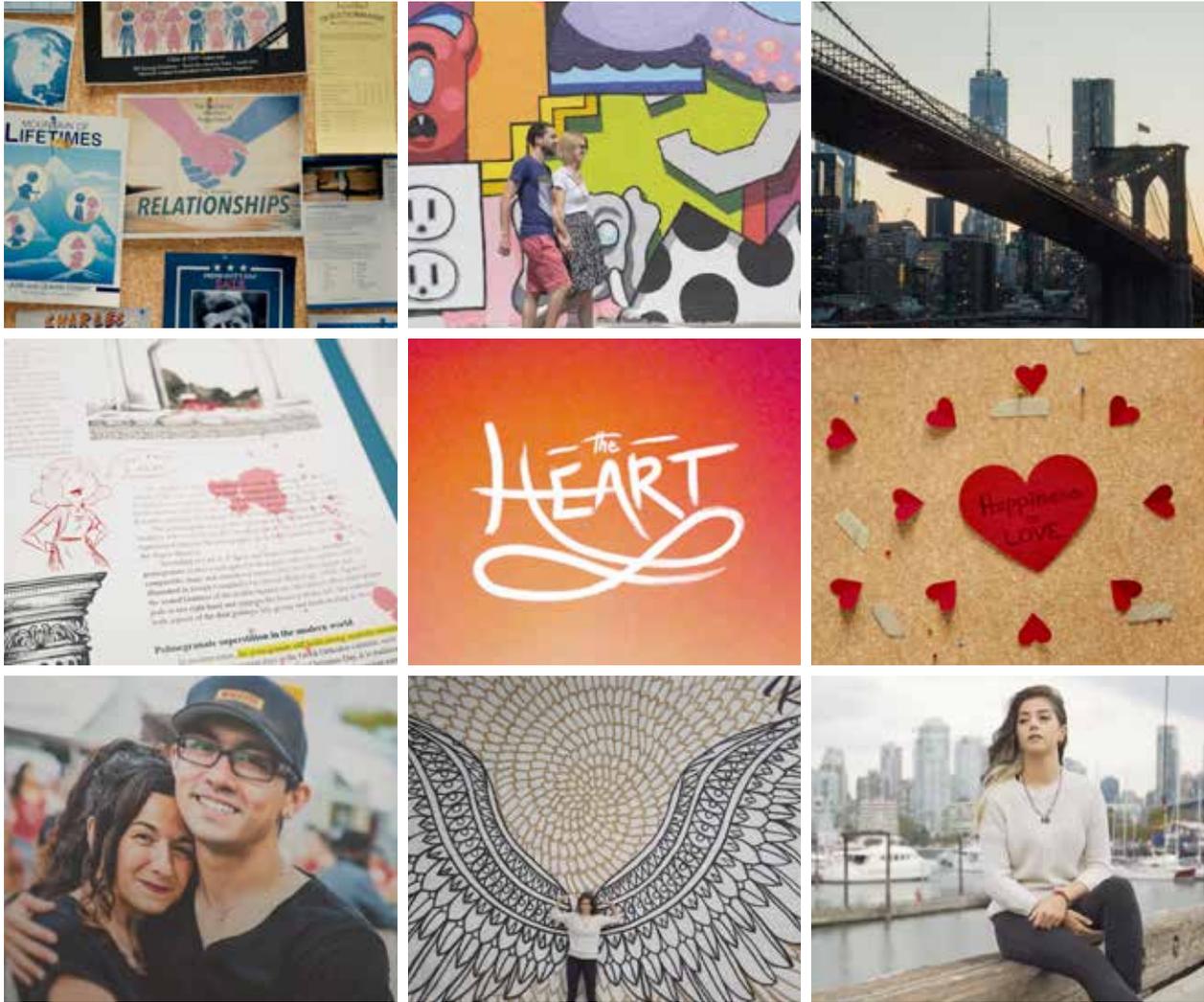
As an organization, we are beyond grateful for the continued financial support of those dedicated to the movement and for those who have donated in previous years and renewed their giving in 2017.

We are also grateful for and welcome those new to supporting Fight the New Drug. The additional support from these new benefactors has resulted in a 57% increase in our donor base.

State specific 501(c)(3) registration requirements have gone very well. Of the 37 states that require nonprofits to register, 32 states have approved Fight the New Drug to conduct development and fundraising activities

within their state. We anticipate the approval of the remaining 5 states to occur during the first quarter of 2018.

Moving forward we are excited and optimistic about our development and fundraising opportunities. In the coming year we look forward to establishing new relationships with individuals and organizations to join us our Fight for Love. ●

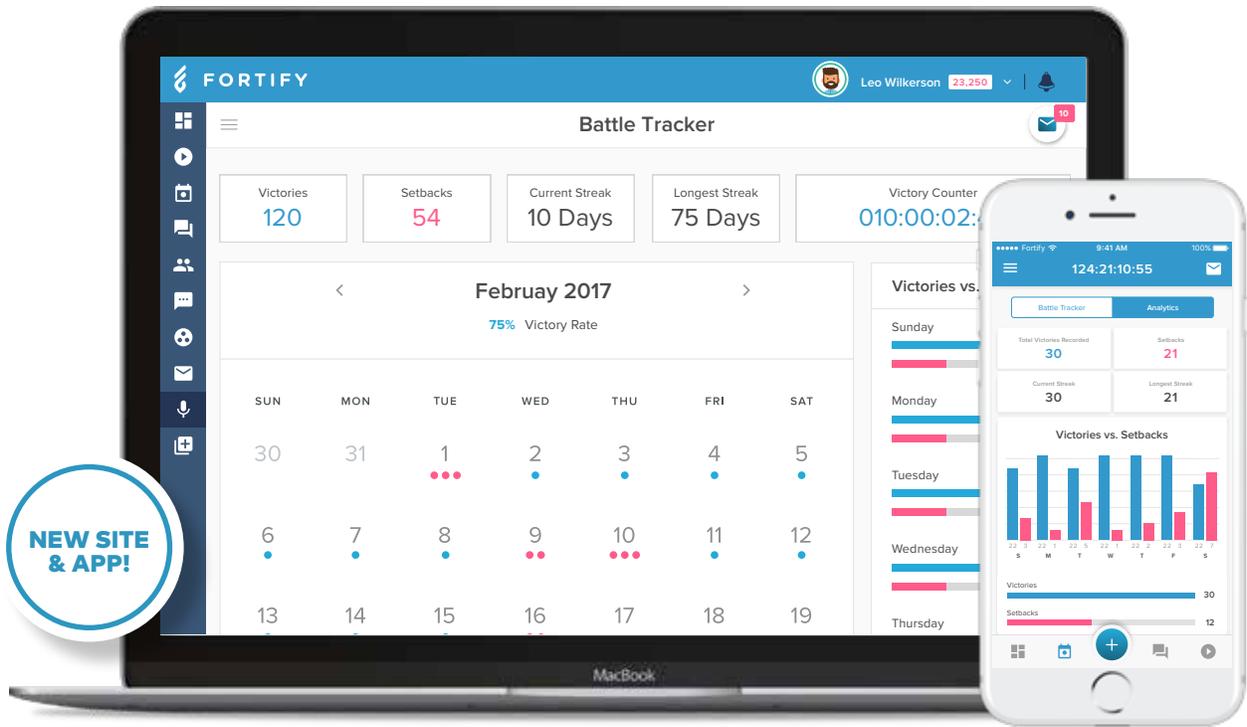


Documentary Episode Two: The Heart

In 2017, we made considerable progress on our 3 part documentary series, "The Brain, The Heart, The World." A rough cut of the first section of episode 2 was finished as part of our 2017 goals, and we are anticipating the rest of the film to follow shortly in the beginning months of 2018.

We've been able to find and capture impactful stories from all over the United States and Canada, and additional expert interviews around the world to further validate our messages. Early in 2018, we have plans to travel to Japan for further expert interviews, and we anticipate even more to be conducted in 2018 as we wrap up episodes 2 and 3.

With increasing demand, we are confident that this informative and thought-provoking series will be a powerful tool to help influence an entire generation's understanding of the harmful effects of porn. ●



NEW SITE & APP!

Fortify

Fortify had one of its most monumental years yet in 2017, with the biggest changes in the program to date.

Not only was the newest version of the platform completed and launched—complete with a new pricing structure and incredible community-building features—but its relationship with Fight the New Drug was also completely restructured. Fortify’s separation has been structured to allow FTND to refocus all of its energy and resources to our original mission of educating on the harmful effects of porn, without the added strain of sustaining a tech company.

We’ve structured this relationship to provide our non-profit with significant ongoing sustainable revenue which will ensure our efforts in the future. In addition, Fortify is now positioned to spread its wings and expand its overall reach and impact. ●



“It’s been 30 days! Been wanting to meet this goal for forever! Thanks to Fortify, I did it. Dang that feels good!”

DYSON

81,202
FORTIFY
USERS

74%
USERS FROM THE
UNITED STATES

26%
INTERNATIONAL
USERS

Revenue

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.



FUNDRAISING



MOBILIZATION



RECOVERY

Restricted

Education **\$250,000.00**

Documentary \$235,000

Mobilization **\$120,000.00**

Google Grants \$120,000

Unrestricted

Administrative **\$23,167.70**

Fundraising **\$881,022.16**

Private Foundations \$457,500.00

Public Donations \$61,573.63

Fighter Club \$111,928.53

Education **\$155,177.74**

Live Presentations \$154,925.81

Mobilization **\$514,546.78**

Merchandise \$392,033.74

Recovery **\$271,661.00**

Fortify \$162,197.45

Candeo \$93,019.38

Total Income **\$1,845,941.03**



Expenses

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.



MOBILIZATION



RECOVERY



EDUCATION



ADMINISTRATIVE



FUNDRAISING

Admin

Administrative

\$155,132.75

Fundraising

\$101,708.80

Program

Education

\$392,680.36

Documentary

\$129,509.25

Presentation Program

\$120,031.80

Mobilization

\$508,700.21

Google Grants

\$120,000.00

Marketing

\$155,848.21

Cost of Goods Sold

\$217,495.99

Recovery

\$422,792.94

Fortify Development

\$347,845.94

Candeo

\$75,127.00

Total Expenses

\$1,581,015.06







Impact

A JOURNAL OF
GRATITUDE & IMPACT FROM
FIGHTERS AROUND THE WORLD

CURATED BY
FIGHT THE NEW DRUG



VOL. 02

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.



"HEY FIGHT THE NEW DRUG, I HAVE BEEN SO ENCOURAGED AND CHALLENGED BY THE INFORMATION FTND HAS MADE ACCESSIBLE. JUST WANTED TO SAY A BIG THANK YOU FOR THAT, AS IT HAS HELPED ME IMMENSELY!"

STEPHEN
📍 QUEENSLAND, AUSTRALIA

"What uppppp! I am seriously on my way to my fiancé's church to get married and I just wanted to thank you for all that you do to fight for love. My fiancé and I both struggled with porn and began fighting together. We were both in very low and hopeless states, but we kept each other accountable and through texts and phone calls and even staying over at each other's apartments JUST to keep away from a screen, we powered through the darkest nights together and the power of fighting as a team got us to where we are today. We can't wait to begin our life together porn-free, and we thank you for your app and for creating a program to help people overcome such a powerful, damaging addiction. Keep repping and thank you all!"

ANNA
📍 ILLINOIS, USA



"No porn for the last six months and I'm alive... Don't know about the brain and dopamine, but I'm saving money, ha! Thanks for all the motivation."

—
ANONYMOUS MAN

"I work in anti-human trafficking. I work in a restoration home where women who have become survivors of trafficking can come to heal and re-learn life.

One of my residents saw my [FTND] shirt one day and immediately started to interrogate me. She almost seemed angry. I explained to her that I had been addicted to pornography for 10 years, but was now 10 years clean of my addiction. I shared with her about how my knowledge of the connections between porn and trafficking had been part of my motivation to quit. She quickly broke down in tears, sobbing in my arms saying, "I thought I was the only woman who struggled with porn!!! There are people out there who understand?!"

Turns out her addiction to porn—the isolation, loneliness, etc.—had been one of the bigger factors in making her vulnerable to being trafficked. She was then forced to make pornography and sell her body on the streets so her pimp could buy dope.

I've since introduced her to FTND and she is ON BOARD!

She's five months clean of pornography, she's passionate about spreading awareness and education about the science of porn addiction, she's seven months clean from drugs and eight months free from her trafficker. She's been validated and liberated by all you do and put out there. It's a part of her story she had never shared with anyone before. Now she's dealing with it in therapy and finding victory.

All because of a T-shirt!"

—
JACKIE
📍 NEVADA, USA



"HEY GUYS, I JUST WANTED TO TELL YOU THAT I THINK WHAT YOU ARE DOING IS GREAT!"

—
CARLOS
📍 ASTURIAS, SPAIN

"My heart is heavy. I just reported my daughter receiving an explicit picture from a boy from school. They are both 13. The counselor whom I told, told the cops and they spoke with my daughter and then with the boy and found out there were six to eight other girls he'd used his phone to send porn to. Sigh. Eighth grade. Many of these kids consider it "normal" to "send nudes." I have be the mom who blows it all open and causes the cops to come. Anyways, I'm just venting to you but I want you to know also how much I appreciate knowing you're there and I'm reading the stuff you post."

—
CATHERINE
📍 WASHINGTON, USA



"Sitting through a presentation right now in Boise, Idaho. Thank you for sending a speaker to raise awareness in this area that has been impacting lives for a very long time. Thank you!"

KELLY
 BOISE, IDAHO

"I'm at a loss here. I know I have issues with pornography and I've been indulging in it since I was 11. I'm 17 now. I've gone through almost my entire puberty indulging in pornography thinking it was perfectly fine, completely unaware of the damage I have been doing to myself. Your organization came to my school about a year ago, and I mocked and ridiculed you. I said your statistics and real life experience were complete crap. How thick the irony is. After doing much research and diving down several rabbit holes, pardon my French, but I have come to the conclusion that I have seriously f----- up my brain. My inner most desires are screwed up beyond recognition and I want so desperately to reclaim the honor and

respect I lost to lust. I have tried to quit cold turkey, but temptation is a powerful thing. So I stand before your organization, humbled and apologetic. I mocked you in my past, and now I seek your help. My friends won't help me, and in fact some mock me the way I did you. Your organization and my faith are the only choices I have left. I am in no way deserving of this scholarship to Fortify, but I am in need of it, and I promise to commit should you accept my plea."

PHILIP



"Thank you for creating this organization. For six years I was addicted to pornography but I have been able to kick it. Every day is an uphill battle against porn for me, but your posts and emails have really made the difference in my drive to keep fighting. I thank all of you for being strong enough to stand for what is right despite its lack popularity."

—
JACKSON
📍 CALIFORNIA, USA

"Thank you guys for these articles on your website, you might have just saved my marriage!"

—
BRYNDIS
📍 VEST-AGDER, NORWAY

"Hi, I just want to thank you guys for the work you are doing. I found about you guys last year and I signed up for the Fortify Program. Since last year I feel that I have changed a lot. I had a dream of becoming a construction engineer, but pornography made everything impossible for me. Then you guys came into my life and changed everything forever. I just want to thank you guys for everything. Today I am a happy student who is trying to get good grades in school. You guys made me think about my life different than before. I hope that I can contribute something in future and I would love to contribute something in future. My English is not very good so I am sorry."

—
SAMA
📍 GOA, INDIA

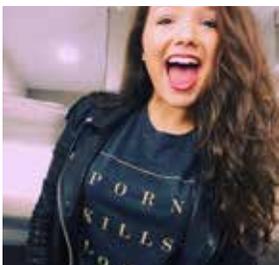
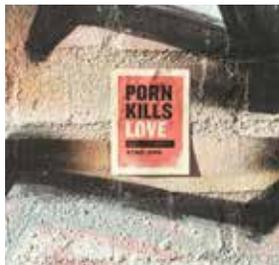


"Hey guys! Thanks for all you do! My wife and I were recently reading your article about porn consumption over the past year and I was able to proudly say to my wife that I could not be counted in any of those numbers. Your organization has allowed for my wife and I to talk openly about this subject in our home and with other people we come in contact with. We both proudly wear our FTND wristbands and t-shirts regularly and they have always been great conversation-starters. My wife even did a presentation about porn in her college speech class and name dropped you guys. Now many people in our college rep your gear and we are hoping to organize an awareness night during one of the volleyball games. Anyway, just wanted to drop you guys a note and thank you for what you do."

NICHOLAS
📍 IOWA, USA

"I LOVE THIS MOVEMENT SO MUCH! I'VE STRUGGLED WITH PORN FOR YEARS AND IT'S JUST AMAZING TO NOT FEEL ALONE OR LIKE THE ONLY FEMALE TO HAVE STRUGGLED WITH THIS! IT'S SO ENCOURAGING!"

SERENA
📍 FLORIDA, USA





Looking Forward

We would be nowhere without our loyal Fighters and generous contributors. Because of our awesome community of global support, 2017 was another banner year for this movement for love. And while the numbers and stats from this year tell us the measured impact of our efforts, we know that the influence the information we share has even more deeply affected youth and caused immeasurable waves of change that will continue to ripple throughout the world. While our reach is in the millions, we know that there have been millions more eyes on our content and conversations in Fighters' communities. And even though we've accomplished so much, we know the future of changing this conversation will be challenging. With your continued help, we have no doubt that the coming years will do even more to move the needle on raising awareness about porn's harms. We are so proud of the supporters we've gained, and are excited to see where the future of this movement goes, with the help of our incredible team. We know that we've come a long way, but we're just getting started. ●



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