

FIGHT THE NEW DRUG







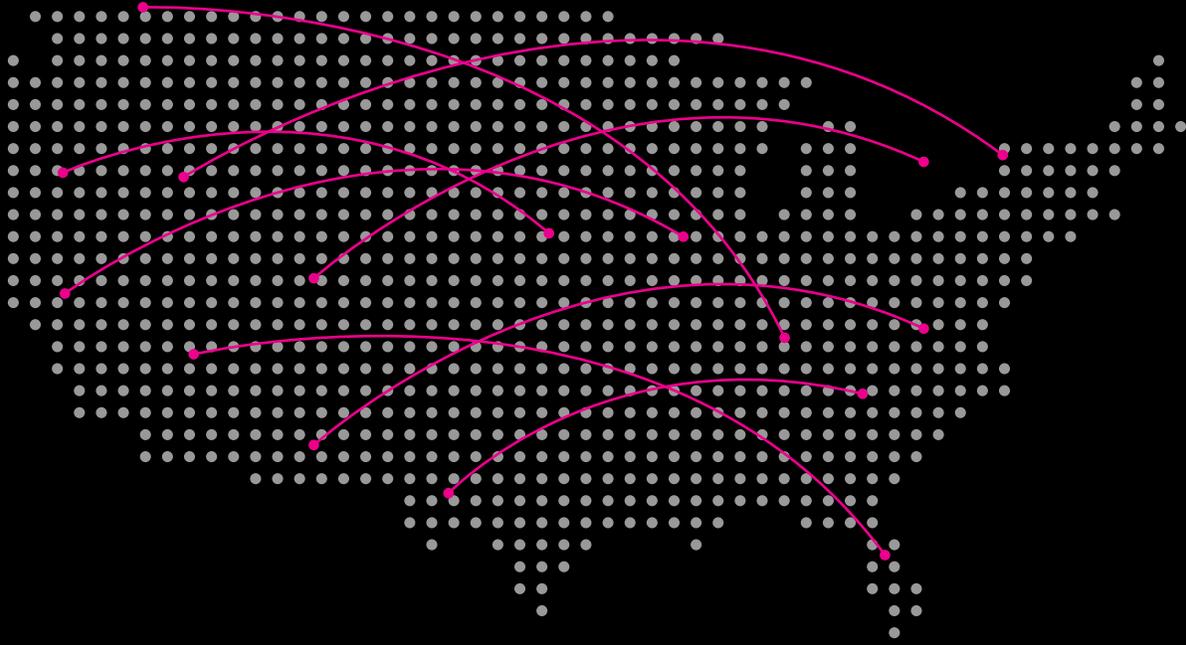
Every year when we reflect on the amazing work Fighters are doing to end exploitation across the globe, we are continually overcome with gratitude that we get to fight alongside so many passionate and dedicated people.

This year was marked by a number of exciting milestones for Fight the New Drug and this movement for love. We released several new resources to help educate on the harms of pornography, including an all-new Street Team kit and campaign, an interactive website to help make conversations about porn easier, our documentary series *Brain, Heart, World*, and many other educational resources. We also presented in several new countries, spreading this movement to new areas across the globe.

With over three million Fighters worldwide, we're proud of the impact we've collectively made in 2018, and look forward to seeing what we can do together for years to come. ●

Clay Olsen
PRESIDENT & CO-FOUNDER

Natale McAneney
EXECUTIVE DIRECTOR



STATES VISITED

ARIZONA	IOWA	MONTANA	TEXAS
CALIFORNIA	KANSAS	NEW YORK	UTAH
FLORIDA	LOUISIANA	N. CAROLINA	WASHINGTON
IDAHO	MINNESOTA	OHIO	WISCONSIN
ILLINOIS	MISSISSIPPI	OREGON	
INDIANA	MISSOURI	TENNESSEE	

COUNTRIES VISITED

CANADA	TRINIDAD & TOBAGO
MEXICO	UNITED STATES
NEPAL	

YOUTH PRESENTATIONS

121

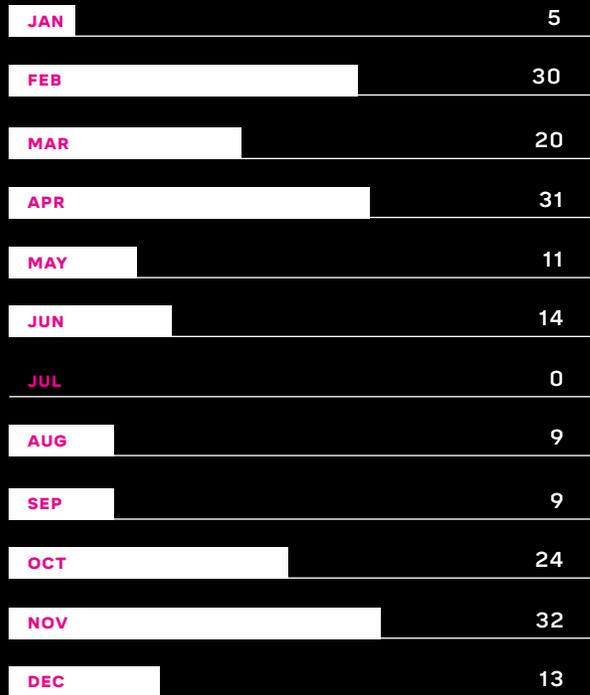
ADULT PRESENTATIONS

48

COMMUNITY PRESENTATIONS

29

PRESENTATIONS PER MONTH



TOTAL PRESENTATIONS

198

BECOME A FIGHTER

This year our presentation program took us all over the country, and even overseas. Through nearly 200 presentations, we were able to reach over 126,000 people from Nepal, Mexico, Trinidad & Tobago and all over the United States.

We've seen a huge change in the way students and adults alike think about pornography in the course of giving these presentations over the years, and this year was no exception. Our team was able to educate the Kansas City Royals in a live presentation series during spring training. We also volunteered to help sex trafficking survivors in Nepal while educating locals about porn's role in fueling trafficking. Additionally, thousands of students signed the Fighter Pledge over the year. Also, our new online presentation training program officially launched in 2018, and already has presenters training from all over the world. We now have presenters getting certified in New Zealand, Guatemala, Spain, and Latvia. Our program and reach are continuing to grow and play an important role in making this movement a household name across the world. ●

TOTAL YOUTH REACHED

86,426

TOTAL ADULTS REACHED

44,522

TOTAL INDIVIDUALS REACHED

130,948

BRAIN HEART WORLD

DISCOVER THE HARMFUL EFFECTS OF PORNOGRAPHY
A THREE-PART DOCUMENTARY SERIES BY: FIGHT THE NEW DRUG
WWW.BRAINHEARTWORLD.ORG

DOCUMENTARY SERIES

As our reach and influence in conversations about porn's harms continue to grow, we've debuted one of the biggest resources we've ever created—our three-part documentary series, *Brain, Heart, World*. For the last few years, our documentary team has traveled around the world and interviewed experts and former porn performers, and captured real stories and experiences from those who have struggled with porn. This informative yet entertaining and visually-compelling resource will be sure to serve as a cost-effective starting point for meaningful conversations about porn in classrooms and communities across the world.

7

Together, the experts and individuals in *Brain, Heart, World*, truly demonstrate porn's impacts on individuals, relationships, and society—or the brain, the heart, and the world.

We were so excited to kickoff our documentary launch with our first ever screening premiere. With hundreds in attendance, we watched all three episodes of *Brain, Heart, World* in a local movie theater. It was an incredible experience that kicked off our global campaign to share this resource.

Now that we've had the opportunity to collect feedback from countless viewers, we're implementing select changes to help make the documentary a more applicable resource across a variety of settings. We're creating a single episode version that covers all three topics, as well as short vignettes that will each individually cover single topics with regard to porn's harms. We'll be launching these in early 2019, and hope individuals can utilize these in a variety of ways to best suit their public screening needs. ●

PORN IS SOMETHING THAT I BELIEVED WAS NORMAL FOR MAJORITY OF MY LIFE. HESITANT AT FIRST TO LEARN MORE, TODAY I SAT DOWN AND FINISHED THE THREE-PART VIDEO SERIES *BRAIN, HEART, WORLD*. LIFE CHANGING! PORN KILLS LOVE! I AM STARTING MY FIGHT TODAY!

MITCH
AGE 24, OHIO

REGISTERED ACCOUNTS ON
BRAINHEARTWORLD.ORG

9,233

ABSOLUTELY
NO
PARKING
PEDESTRIAN
WALKWAY
ONLY
VIOLATORS WILL BE
TOWED OR FINED



I SOCIAL MEDIA

This year brought measurable creativity and growth with our following across all social media platforms, and was a banner year for gaining new Fighters in all parts of the world.

Facebook remains our most successful social media platform in gaining new Fighters with reaching an astounding 3 million “likes” this year! This is one of our greatest accomplishments on social media in 2018, starting the year at just 1.4 million followers and doubling it throughout the last 12 months. We’ve been able to better monitor this following by utilizing Facebook’s suggested messaging and automated responses, helping to optimize the movement’s growth.

Instagram has also seen steady growth in following, starting the year at 117K followers and ending at 131K followers. We attribute this jump in Fighters to our consistency with posting content our Fighters want to see, and reaching new audiences via influencers. With the help of our group of passionate influencers including YouTuber Chaz Smith, yogi and fitness instructor YogosKenz, world-traveling flight attendant RacheyFlies, and more, the message of our organization was distributed to new audiences in exciting and relatable ways. We’ve also started to utilize Instagram Stories and the new feature Instagram TV to offer our Fighters more ways to view and share content.

Fine-tuning and upping the number of posts on Twitter and Pinterest has allowed those platforms to flourish and adopt unique voices that best suit the unique audiences on those sites. Using the best possible practices, we’ve been able to adjust our content to meet audiences wherever they are in a way that allows the messages we share to be relatable and approachable.

UTILIZING VIDEO CONTENT ON SOCIAL PLATFORMS

Video is still the preferred way to consume content on social media, so we’ve tailored our content to fit the demand. In 2018, we shared new and revamped expert interviews from TruthAboutPorn.org—our growing research database site—to Fight the New Drug’s social platforms, including Instagram stories and the new Instagram TV. We’ve also started to incorporate captions in all of our videos on Facebook to allow users to watch videos without audio and to assist those who may be hearing impaired. ●

FACEBOOK LIKES

3,078,242

INSTAGRAM FOLLOWERS

132,142

TWITTER FOLLOWERS

30,141

YOUTUBE SUBSCRIBERS

51,057

BLOG

Fight the New Drug's blog is a consistent hub for sharing the information we aggregate and resources we create for this growing movement.

This year, we focused on creating more new content than ever before, and featuring content from outside resources such as exclusive pieces from expert writers and raw research abstracts from peer-reviewed journals. It was a banner year of growth and innovation for our blog and website, and we're prepping for an even bigger year in 2019!

In our aim to become a go-to resource for anyone who desires to learn about the harmful effects of porn, we created content every week that was both informative, current, and on-trend. In all four quarters, we produced more new content compared to previous years, adding "focus weeks" during non-campaign months to highlight important and relevant topics like partner support and addiction awareness. We added to our contributing writing team in 2018, having 7 writers submitting multiple pieces a month at the peak. We also refreshed our "What's the Research?" series this year, sharing new peer-reviewed research study every week that our research consultant would find, illustrating porn's harms in a more raw format.

As our global presence becomes more information-centered and conversational in approach, we will continue to utilize the blog to facilitate and spark thought-provoking conversations about porn's influence on consumers, relationships, and our world. ●

BLOGS SHARED IN 2018

930

PUBLISHED BLOGS ON FTND.ORG

1,067









CONSIDER BEFORE CONSUMING

Our newest Fight the New Drug Street Team kit launched this year alongside an ambitious campaign with the same theme—Consider Before Consuming. Both the campaign and the kit utilize resources that provide individuals a more gentle introduction to this issue, opening the door for them to learn more about the harmful effects of pornography. This campaign features a new visually-rich and thought-provoking video that encourages individuals to consider the decisions they make daily, and emphasizes why porn should be considered just as carefully as other things that are consumed. This video is hosted on a new website, ConsiderBeforeConsuming.com, where individuals can find additional information about the harms of porn. All of the assets in our new Street Team kit lead individuals to this website where they can learn more about porn's harms and help spread this movement for love. ●

→ FIGHT THE NEW DRUG → STREET TEAM → FIGHT THE NEW DRUG → STREET TEAM →

Decades of studies from major institutions have demonstrated significant impacts of porn consumption for individuals, relationships, and society.



#FIFTYSHADESOFLove

Our first campaign of the year was also one of our biggest campaigns of all time—reaching over four million people in just two weeks.

Our #FiftyShadesOfLove campaign highlighted how the “Fifty Shades of Grey” film and book series normalizes abuse in many of the same ways that porn does, and encouraged Fighters to highlight these harmful themes in this popular franchise and point people back to real, healthy love. This campaign launched at the same time the last movie in the “Fifty Shades of Grey” series was released, gaining media attention and drawing many new Fighters to learn more through our specially-produced FTND resources. •

15

BLOG POST

Finally Freed: Why We’re Not Sorry to See the “Fifty Shades” Trilogy End

38.2k

FACEBOOK SHARES

309,993

FACEBOOK REACH

60,316

POST ENGAGEMENT

SOCIAL IMAGE

Five Things Fifty Shades Teaches

1,225

FACEBOOK SHARES

CAMPAIGN ACTION

#MeToo or Fifty Shades Quiz

35,134

QUIZZES COMPLETED



PEOPLE
≠
PRODUCTS

#STOPTHEDEMAND
PORN FUELS THE DEMAND
FOR SEX TRAFFICKING
FTN.ORG



I #STOPTHEDEMAND

In May of 2018, we partnered with HELP International—an NGO focused on sustainable poverty eradication—in our annual #StopTheDemand awareness campaign. This campaign focused on helping survivors of sex trafficking while simultaneously educating on how porn fuels trafficking, and spreading awareness on this issue across the globe.

17

Our President and Co-Founder, Clay Olsen, visited Nepal with HELP to educate youth on the harms of porn and volunteered at a local sex trafficking survivor shelter. We're so proud of our Fighters who collectively raised over \$10,000 during this campaign to support the women and girls at this shelter in Nepal.

Fighters participated in the #StopTheDemand campaign by spreading info on the harms of porn online and in their communities, and due to her dedication and demonstrated passion for the issue, a Fighter named Lynsey was the winner of the campaign. Her prize was a trip to Nepal with our Executive Director, Natale McAneney, to volunteer at the same shelter Clay had visited a month prior. •

SOCIAL VIDEO POST

#StopTheDemand for Sex Trafficking

222.6K

FACEBOOK REACH

10k

POST ENGAGEMENT

MY LIFE-CHANGING VOLUNTEER TRIP TO NEPAL WITH FIGHT THE NEW DRUG

By Lynsey B., the #StopTheDemand campaign winner from 2018.

Going into my trip to Nepal with HELP International, I was unsure of what to expect.

I had only been out of the country once before, and it wasn't to one of the least developed countries in the world, so I was pretty naïve. I knew the cultural and spiritual atmosphere were vastly different than in the U.S., but still, I had no concrete picture of what the next 14 days of my life would look like. I foresaw that I would be uncomfortable in situations, but I definitely didn't know what those specific situations would look like. I knew it would be a stark contrast from my American life, but I didn't know what "different" would be.

When we arrived at Raksha Nepal, the survivor shelter I think what surprised me most about Nepal was the ages of the girls at the rescue center. I thought that they would be in their late teens or early twenties, maybe some who were a little older. But I was a bit taken aback when I arrived, and a 12-year-old girl greeted me saying, "Welcome sister, what is your name?"

The girls living at Raksha were anywhere from one month to 18 years old. Many of them had been rescued from the sex trafficking industry or from extremely abusive homes where they were sexually assaulted and raped. I was aware of the general backgrounds of the girls before arriving in Nepal, and because of that, I didn't expect such young girls to be the ones connected to the stories I had heard. It was heartbreaking.

I was also surprised to see how open the girls were with us volunteers, both women and men. I thought that they would be a little closed-off and not nearly as energetic and joyful as they were. We were taught to always allow the girls to

approach us an initiate physical contact so as not to overwhelm them, but my experiences were always of them running up to us and wanting hugs, wanting to braid our hair, and wanting to hold hands or cuddle during a movie night. The boys didn't sleep at the shelter, but the girls interacted with them essentially the same as they did with us women. I was amazed at their trust and excitement for life. They reminded me just how resilient children are.

WE WERE SHOWN KINDNESS AND LOVE, EVEN THOUGH WE WERE STRANGERS

The kindness of the people of Nepal was something that lived up to my expectations, if not exceed them. I'm not sure why, but I entered the country believing that people would be much more open and welcoming than the general American. This turned out to be true as we went to different places and people were very honored to host us and serve us. Anyone we passed would put their hands together and say, "Namaste" as we passed, with a smile on their face.

I left having a deeper appreciation for other cultures. When we arrived, the girls put on a show for us with Nepali dances that they had choreographed and practiced. They wore beautiful outfits and sang us Nepali songs. We got to visit temples and see a Buddhist funeral, and even had the opportunity to hike into the foothills of the Himalaya mountains for 13 miles to live with the locals and farm with them for a few days. In our traditional Kurtas and Nepali dresses, we cut the grass and tilled the land with our hand-tools.

MY EYES ARE FOREVER OPENED

I learned a lot about my privileged life through this trip. I'm



very aware of many of the things I am lucky enough to have in life that other people dream of, but this trip opened my eyes to that a bit more. Beyond material things like clothes or housing, I realized the immense access that I have to healthcare and clean food and water.

Unfortunately, I got sick on the trip and was taken to a traveler's hospital. And while it wasn't ideal, some of the girls also got sick but had to go to a much less high-quality facility to be treated. They come from homes where clean water isn't available and where the nearest clinic is a 2 or 3-hour hike away.

Because of my time in Nepal, the issue of pornography perpetuating sex trafficking and sexual exploitation has become much more real to me.

From research, we know that some of the effects of pornography are an increasingly negative attitude toward women, decreased empathy for victims of sexual violence, and an increase in dominating and sexually imposing behavior. In Nepal, women are seen as having considerably less worth than men. They can even be kicked out of their own home for a length of time for something as necessary as getting her menstrual cycle.

HOW CAN WE REACH THESE TRAFFICKING SURVIVORS?

The effect of decreased empathy for victims of sex trafficking can be seen in how the teachers of the girls respond to certain things that the girls say. For instance, if they are told to draw their family, many of the girls will draw a picture with about 60 other girls in it, because Raksha is their home. However, their teachers will not hes-

BECAUSE OF MY TIME IN NEPAL, THE ISSUE OF PORNOGRAPHY PERPETUATING SEX TRAFFICKING AND SEXUAL EXPLOITATION HAS BECOME MUCH MORE REAL TO ME.

itate to point out the factual shortcomings of the drawing, even though reminding the girls of the reality of their lives and family situation will gravely upset them. The teachers simply don't seem to care about what these girls have been through.

The effect of an increase in dominating and sexually imposing behavior was what stood out to me the most. The girls who were brave enough to share their own stories with us, face to face, had a common theme of forced sexual interactions. The girls told us of times when their fathers or grandfathers would finally show them affection, something they rarely ever felt from them, only to have it turned into something they didn't want and couldn't stop.

It was so incredibly evident in Nepal how much pornography affects the world around us and the relational connections we form with other humans.

I am extremely grateful for my time in Nepal with HELP International and Fight the New Drug. My life is forever changed because of these experiences. ●





#NOPORNOVEMBER

Every year, we greatly look forward to our month-long #NoPornNovember campaign, and each year, we are continually amazed and inspired by our loyal and passionate Fighter community as they take this movement to the next level. As this global community for love continues to reach and spread across the world, so does our desire to continue sparking meaningful conversations and changing perceptions about porn in society today. This campaign was the biggest we had all year, and it also sparked a record amount of engagement.

21

For our 2018 #NoPornNovember campaign, we chose the theme “Change the Conversation” and debuted a number of resources dedicated to tangibly shaping and sparking this conversation wherever our Fighters are. Releasing our three-part documentary series was the peak of our resource debuts during the month, but we also released informational resources such as our redesigned TruthAboutPorn.org site, and the all-new Let’s Talk About Porn interactive conversation guide site. Throughout the month, we inspired Fighters to participate in 3 different challenges—the “Get Educated” challenge of learning the facts on porn’s harms, the “Change the Conversation” challenge of sparking dialogue in their communities, and the classic “#NoPornNovember” challenge of giving porn up for 30 days.

We were able to collaborate with many amazing Fighters and influencers who shared their experiences with spreading the movement and getting educated—including announcing our 2018 Fighter of the Year, twin sisters Carmel and Lynae from Wisconsin, who went above and beyond as a pair this year to help others learn about the harmful effects of pornography in their community. ●

NEW FIGHTERS

250,000+

New Fighters joined our movement in November via Facebook Likes

DOCUMENTARY VIEWS

8,000+

Fighters watched our new three-part docu-series, “Brain, Heart, World”

FUNDS RAISED

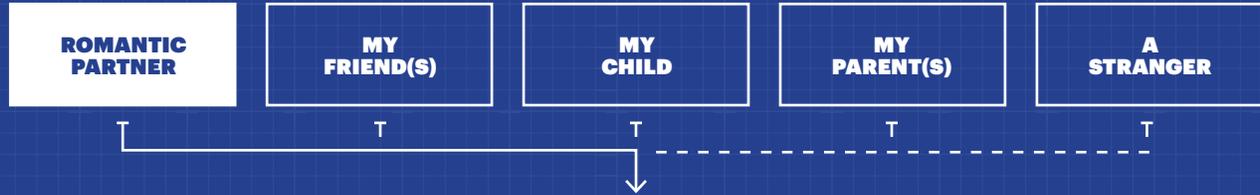
\$7.8k

Raised by Fighters to help fund new resources to reach more Fighters worldwide

LET'S TALK ABOUT PORN

A Conversation Blueprint

WHO DO YOU WANT TO TALK WITH?



OKAY, YOU WANT TO TALK TO YOUR PARTNER

Which statement best fits your situation?



BEFORE YOU BEGIN

Listen, we know this can be awkward, intimidating, and/or scary, but don't worry—we're here to equip you for this. Let's start by reviewing a few tips to help you prepare and build confidence before the conversation even starts.

BREATHE

FIND YOUR WHY

DIALOGUE VS. MONOLOGUE

The goal is to have a conversation, so as you prepare, remember you're not preparing to give a speech. Being prepared to speak and truly listen is key. Keep in mind that even though you'll be prepared, the person you're talking with might be caught completely off guard. If they aren't quite ready to talk yet, know that it's okay to give them a bit of time to think about it as well. Are you willing to have more than one conversation about this, if this one doesn't cover everything and/or gets off track?

WHAT TO DO

SET THE TONE. +

LISTEN. +

EXPRESS LOVE. +

LET YOURSELF REACT. +

MORE

WHAT NOT TO DO

TRY NOT TO FORCE DISCLOSURE. +

DON'T IGNORE YOUR NEEDS. +

DON'T BRUSH IT OFF. +

AVOID SHAMING—IT WON'T HELP. +

MORE

CONVERSATION STARTERS & ICE BREAKERS

"So, when was the last time you had a casual conversation about porn? Never? Me neither. Can we talk about it?"



LET'S TALK ABOUT PORN

Every day, we receive dozens of messages from Fighters across social media platforms who feel lost, confused, or hopeless about navigating their struggle with porn, their partner's struggle, or opening up conversations with their children about porn. In each of these situations, communication is key.

But teaching your kids about the harms of pornography requires a completely different type of communication from something like telling your partner you're struggling with porn. So this year for #NoPornovember, we created an interactive conversation blueprint site to help anyone successfully navigate "the porn talk." This resource allows the reader to choose whomever they want to talk with—parent, child, partner, friend, or stranger—and ultimately creates a personalized step-by-step click through guide for successfully navigating the conversation ahead. From sample icebreakers to recovery resource recommendations, Let's Talk About Porn: A Conversation Blueprint is designed to connect Fighters to all the needed resources that best fit their situation.

Since its launch in November, this resource has already helped thousands learn how to talk with their loved ones about porn, and we are excited for it to reach many more in the months to come. ●

FIGHTER OF THE YEAR: CARMEL & LYNÆ



We are grateful to have the best Fighters in the world, and in 2017, we started a tradition to recognize how amazing our supporters are with an annual “Fighter of the Year” award. As we’ve continued this tradition into 2018, we received dozens of nominations, shining a light on the incredible efforts of Fighters around the world in making this movement famous in their communities and beyond.

24

This year’s Fighter of the Year winners come as a package deal, not only because they’re twins, but also because they’ve been mutually dedicated alongside each other to spreading the facts in their part of the world on porn’s harms and the value of real love.

Meet Carmel and Lynae, two U.S. Fighters from the state of Wisconsin.

Their journey of getting involved with Fight the New Drug began almost 4 years ago, when they saw a Facebook post from a friend repping a red “Porn Kills Love” tee. What started as a mutual interest in our posts on the social network grew into an active following of our blog and other social platforms for both Lynae and Carmel. Then, the conversations started—with their friends, parents, siblings, peers at school, and mentors. Anywhere they could talk about the issue, they did.

During that time, a speaker came to their high school and gave a talk about the harms of porn in a presentation they say marked them from that point on.

“For the first time ever, kids in my school were opening up about experiences and struggles with porn. Some kids didn’t see a problem with it. But I did. Porn was hurting almost all of my friends, and I wasn’t okay with it. I remembered FTND,” Carmel said of her growing involvement with the movement.

And all along, her sister had been growing more invested in the issue also.

“Since I have heard of FTND, my passion for raising awareness has grown,” Lynae said. “I have heard so many testimonies from my peers, I have seen a significant amount of people be brave and vulnerable to share their stories for the first time. My first year out of high school, I attended an FTND presentation, and absolutely loved it.”

They decided they wanted to dive in even deeper, so they both grabbed their own bold, red “Porn Kills Love” tees. And that’s when things really took off.



“In my first year of college,” Lynae said, “I gave a speech in one of my classes about the harmful effects of pornography and the feedback I received was amazing!”

And just recently, they’ve made huge waves in the Wisconsin community of La Crosse after a local university paid thousands of dollars to a porn performer to give a talk to students about sex education and porn, intended to help the campus celebrate their Free Speech Week.

In response, Lynae and Carmel posted on Facebook wearing their “Porn Kills Love” tees with fellow Fighter friends and talked about how porn harms the consumer, relationships, and society in general. The attention the post received and the wider conversations it sparked were unexpected, but amazing.

“It got a lot of publicity over the weekend [after the talk]. Monday morning, we got the news that the university’s chancellor is having FTND come to University of Wisconsin-La Crosse because of all the social media attention,” Carmel said. “We want what’s best for our community and we want everyone to know the truth behind pornography.”

The news also got out that the university’s chancellor was personally reimbursing the school the thousands it paid to the performer.

How cool is that?

Thanks in part to these incredible Fighters, the national attention of a porn performer being paid to speak to university students is being punctuated by our upcoming presentation on campus. Without these Fighters speaking out, who knows how the story would have ended?

We are so grateful to Fighters like Lynae and Carmel because they are not only loyal to the cause, but they’re unafraid to make the movement famous in their community and the world. We’re excited and honored to award these sisters with our 2018 Fighter of the Year award, and look forward to the awareness they’ll continue to raise on behalf of this movement for real love. ●





FUNDRAISING & DEVELOPMENT

Fundraising and development continue to trend upward, and 2018 was no exception. Throughout the year, we focused on nurturing existing relationships with our Fighter Club, partners, and donor families while also developing and investing in new relationships.

27

As a result, the fundraising and development team grew, and development efforts yielded positive results. Over the course of the year, the number of foundation and corporate supporters increased by an amazing 67%, resulting in a 72% increase in donation revenue from the previous year.

The Fundraising Advisory board has been instrumental in organizing events, making connections, and creating new opportunities. We are incredibly grateful for their service and for donating their time, talents, and resources. We are also very grateful for all the donors and partners who also give their time and resources to support our efforts in this global movement for love.

We are optimistic for the future of this cause and look forward to what the next 12 months will bring. We will continue to work hard to ensure this fight for love will continue well into the future and be sustainable for the long-term. ●

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. •

28

RESTRICTED

Education \$155,000.00
 Documentary \$155,000.00

Mobilization \$117,810.00
 Google Grants \$117,810.00

UNRESTRICTED

Administrative \$34,009.86

Fundraising \$870,339.86
 Private Foundations \$686,420.12
 Facebook Donations \$34,416.64
 Fighter Club \$115,640.57

Education \$489,361.93
 Live Presentations \$133,413.82

Mobilization \$426,241.01
 Merchandise \$307,701.04

TOTAL INCOME \$1,822,502.80



EXPENSES

We are proud to report that 85% of our total expenses for 2018 were 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. •

15%

ADMIN

45%

EDUCATION

40%

MOBILIZATION

ADMIN

Administrative	\$84,278.94
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Fundraising	\$140,572.06
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PROGRAM

Education	\$686,882.23
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Documentary	\$198,030.64
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Presentation Program	\$125,118.20
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Mobilization	\$604,735.12
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Google Grants	\$117,810.00
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Marketing	\$75,574.50
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Cost of Goods Sold	\$210,565.01
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TOTAL EXPENSES	\$1,516,468.35
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| SURVEY DATA

In our mission to raise awareness on the harmful effects of porn and create a tangible dent in the issue beyond sharing resources and sparking conversations, we've set out to measure our impact among our follower base and students we've interacted with via live presentations. The following information gathered before and after a number of presentations, and through a survey of nearly 3,000 random Fighters reminds us that our efforts are making a difference on a global scale.

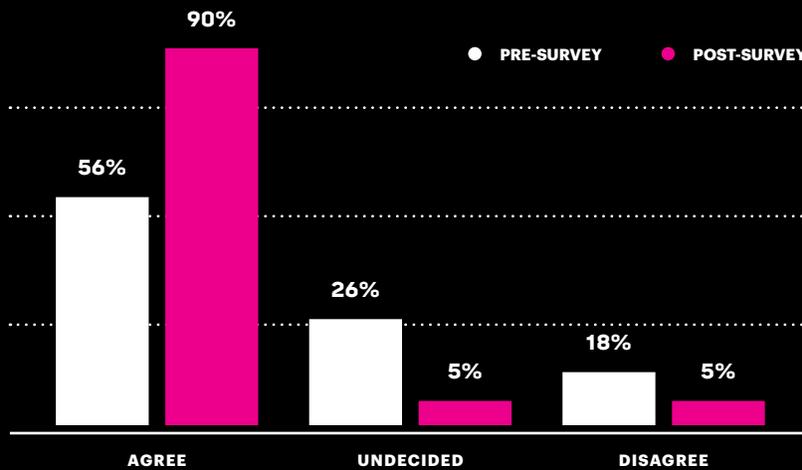
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IMPACTING THE MOVEABLE MIDDLE

Pre and post—assembly surveys allow us to evaluate the efficacy of our live presentations. The data that has been pooled from the hundreds of schools that we've presented to shows that teens today belong in one of three groups when it comes to their attitudes and beliefs about pornography. The first two groups already have strong opinions—either negative or positive feelings—when it comes to the topic of pornography. The teens with negative views already believe pornography is harmful, but additional questions reveal that they don't necessarily know how to defend this view to others with factual information. The teens with positive attitudes about pornography already believe that using pornography is harmless and acceptable. The third demographic, our main target demographic, is what we call the "Undecideds." This group is not sure of their view and/or does not have enough information to form an opinion. After post-assembly surveys are analyzed, we see a massive shift of these "Undecideds" who end up joining the negative group, agreeing that pornography is harmful. ●

QUESTION 1

Overexposure to pornography can decrease your interest in a real relationship.



QUESTION 2

A person can develop a compulsion (or addiction) to pornography.

93%

OF UNDECIDEDS SHIFTED TO AGREE

QUESTION 3

Viewing pornography is harmless.

89%

OF UNDECIDEDS SHIFTED TO AGREE

QUESTION 4

Pornography is unhealthy for our society.

71%

OF UNDECIDEDS SHIFTED TO AGREE

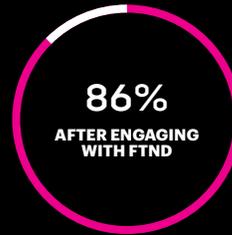
MAKING CHANGE

Education has always been the focus of Fight the New Drug as we help people recognize the negative impacts of pornography on individuals, relationships, and society. It's not always easy to measure the impact of an educational campaign, and sometimes you wonder if your efforts are even making a dent. This is why finding ways to measure the tangible difference we're making is critical. A survey of nearly 3,000 random followers validates the impact of our educational efforts.

We're proud to know we've made a difference, and are motivated to continually improve and spread this message around the world. ●

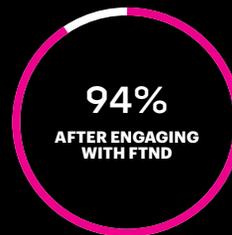
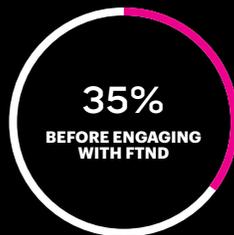
RESPONSE 1

Respondents with high confidence in understanding how pornography can influence the brain.



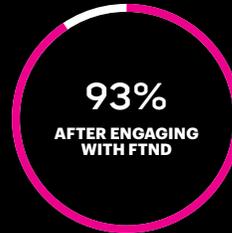
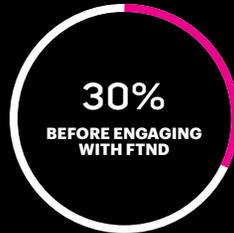
RESPONSE 2

Respondents with high confidence in understanding how pornography can be addictive.



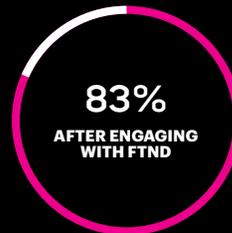
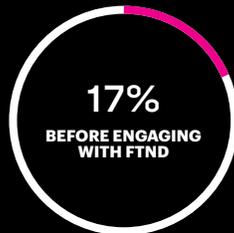
RESPONSE 3

Respondents with high confidence in understanding how pornography can influence relationships.



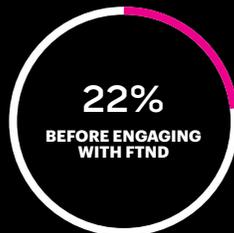
RESPONSE 4

Respondents with high confidence in understanding how pornography can influence mental health.



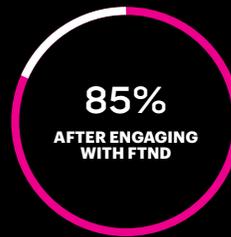
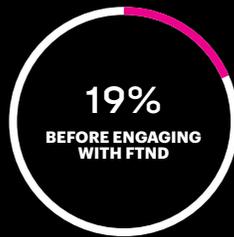
RESPONSE 5

Respondents with high confidence in understanding how pornography can influence sexual behavior.



RESPONSE 6

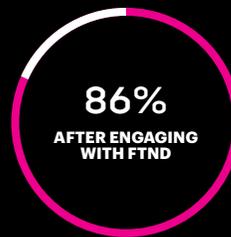
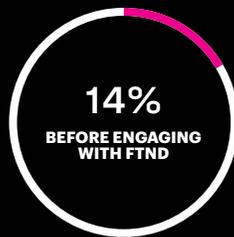
Respondents with high confidence in understanding how pornography can influence society.



34

RESPONSE 7

Respondents with high confidence in understanding how pornography can fuel sex trafficking.





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▶ 92

UNFOLD 6086 FF1



FIGHT FOR LOVE

PORN KILLS LOVE

TUTU



→ Vol. 03

A Journal of Gratitude & Impact
Curated by Fight the New Drug

—Impact Journal

37

For nearly 10 years, Fight the New Drug has shed light on the importance of real love and the toxicity of porn on individuals, relationships, and society. We've seen how this issue has deeply and personally affected countless people of all backgrounds and cultures. In this edition of our Impact Journal, we've featured a selection of stories and messages we've received throughout the year, reminding us why we fight, and why this movement is meaningful to so many.



**LAST MONTH, I
HAPPILY BECAME
A MONTHLY
SPONSOR FOR THIS
ORGANIZATION
BECAUSE I CAN'T HELP
BUT SUPPORT YOU IN
YOUR EFFORTS.**

→ Christen

Hey guys! Four days ago, I reached my 1 year mark in recovery. I can honestly say that abstaining from porn has been the best thing that's ever happened to me. I have my life back! And whilst I can say my life isn't perfect, this recovery period has given me the tools I need to embrace every challenge that comes my way! I no longer need to resort to porn to numb my feelings and escape my problems, I found the strength within me to fight and keep moving forward no matter what, and it's so worth it! I think clearer, I sleep better, my relationships are amazing and I no longer look at women as objects and can actually look them in the eyes without feeling guilty and wondering what they would say. Fighting this is the best thing that has ever happened to me. Proud to be a Fighter!

→ Roberto

I can honestly say that discovering FTND was a massive breath of fresh air! My relationship got off to a rocky start due to discovering that my boyfriend watched porn. It made me feel extremely negative in so many ways and yet was made to feel that it was my issue because apparently, "Porn is not a big deal! It's not cheating!" Thankfully, four years on, we are more or less on the same page with the subject of porn. I fully support FTND and will be spreading the word!

→ Sophie



Dear Fight the New Drug, I wanna thank you for absolutely everything. You guys have helped me understand pornography in a new way that I have never seen before. I thought your information was so important, I did a presentation on it and showed my school how detrimental porn actually is to your brain and heart. The project went extremely well and I was able to show the kids how harmful porn actually is and how it affects others around you. Thank you for everything, you guys are my hero.

→ **Stephen**

Thank you for everything you do to raise awareness about this. As a previous porn addict myself, it grieves me to see how much porn is taking over the minds of our young, and older people in the world today. Even though it's been a few years since I stopped watching porn, I can still feel the damage from it today. Every day. So thank you for fighting against the new drug.

→ **Hunter**

Hey guys! I wanted to reach out to y'all and let you know how grateful I am for your cause and how hard y'all fight. I couldn't thank you enough for introducing me to Fortify, responding to my message, and all the people you help. I've been porn-free since I messaged you first in December, and making this fight a part of my life and my relationships with my family, my friends, and myself have done nothing but improve and give me overwhelming happiness! Thank you so much!

→ **Anonymous**

**WHEN I FOUND FTND
WITHIN THE LAST
COUPLE OF DAYS, I
KNEW I WANTED TO
CONTRIBUTE AND
SUPPORT THE CAUSE
FROM HERE ON OUT.**

→ **Ann**



**I HOPE TO SHARE MY STORY AND EXPERIENCES WITH
YOUNG PEOPLE TODAY AS I BELIEVE PORN SHOULD
BE RIGHT UP THERE WITH TALKS ON SMOKING/
DRINKING AND OTHER DRUG USAGE.**

→ Konrad



Hey friends at Fight the New Drug!

I did a shoot for you not too long ago for some friends, and since then have been featured on your Instagram, ads, and other websites a handful of times! Beyond the fun of being able to model for such an amazing organization, I wanted to share with you how representing you has been an outrageous blessing to me and others!

In the past month, I have had 2 friends feel confident and comfortable enough to tell me about their fight against porn addictions because they knew I had worked with you. They have both sought out help and guidance from mentors and desire to fight this not only for themselves, but for others. They have welcomed me in to this accountability group and have asked me to support them. What a blessing it has been to stand beside this mission and welcome others to do this same.

Thank you for fighting the new drug and for inviting others to do the same! I hope this was an encouragement to you!

→ Ingrid

I BELIEVE IN LOVE. I BELIEVE IN HUMANITY. I BELIEVE WE ARE ALL SIGNIFICANT IN THIS UNIVERSE. YOUR FIGHT FOR LOVE HAS BROUGHT MY FAMILY TOGETHER. AND I HOPE TO BE A TRUE AMBASSADOR FOR THIS TRUTH: LOVE IS LIFE. WE CAN DO THIS! WE CAN FIGHT THIS DRUG!

→ Taryn



42

Thank you. Just, THANK YOU. Two years ago, I came across a man who was biking across the country with big huge chains to raise awareness and conversation on the dangerous effects of porn and sex trafficking, and it caught my attention. I followed his entire journey and contributed where I could. From there, I found your site and spent hours reading through every story and every piece of merchandise. I kept my interest to myself, out of fears of what people might assume of me, then last night my family ended up having a long conversation about this FTND movement and it turns out my brother started following 3 years ago, my sister about 6 months ago, and my mother that very night. I don't know why I felt embarrassed to openly support this cause, but after seeing how all of us came to the same movement over time, and our realization that we all supported the same things, I've come to realize this is the point of standing for something. To help others see they are not alone.

I believe in love. I believe in humanity. I believe we are all significant in this universe. Your fight for love has brought my family together. And I hope to be a true ambassador for this truth: Love is life. We can do this! We can fight this drug!

→ Taryn

Hi. My name is Maria and I'm a senior in high school. I wanted to reach out and let you know that this organization is really an incredible resource, especially for kids my age. I chose to write my most recent research paper on the detriments of pornography. I knew it obviously wasn't a good thing, but I was shocked by the sheer number of ways it can negatively impact a person. This paper quickly became priority number one in school.

I was also taken aback by the number of people who confronted me about it. I generally go about my day talking to very few people, but once my topic got out, everyone seemed to want to hear about it. It was really amazing how many people, especially my friends, seemed almost defensive. I guess since it became so controversial, I felt like I really had to do a good job to prove to myself and everyone else that I wasn't just wasting my time. I poured my heart and soul into researching and writing about the problem with porn.

Fight the New Drug provided a lot of information that really benefited me as both a person and a writer. I check in regularly to see what new information is available and always look forward to reading more. Thank you for providing this information for us.

→ Maria



"Fight for love." You have no idea how this phrase is motivating me today. I've been struggling more than 10 years with this addiction and it has been hard, falling again and again and again. But this FTND movement came in a moment of darkness in my life, when I thought there was no way out.

My relationships were broken, girlfriend, family, friends, all of them getting away because of my dark secret, and I couldn't understand exactly why until I found FTND. Then all made sense, and give me hope for the future.

I'm still struggling but the frequency is less than the past years. I have some dark days but phrases like today's makes me have a goal and remember how important and special I am. Thanks FTND, you have a special job. Love to you.

→ Luis

**ABOUT A MONTH AGO,
I QUIT WATCHING
PORN AND I'VE
BECOME REALLY
INTERESTED IN WHAT
YOU GUYS ARE ALL
ABOUT.**

→ Haley



A SPECIAL THANKS TO OUR DONORS

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

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