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## —Fight the New Drug 2020 Annual Report



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# A GLOBAL MOVEMENT 20 OF 20 FIGHTERS

At Fight the New Drug, we are continually inspired by the passion and dedication we see from Fighters engaging in this movement for love—and the incredible efforts we saw in 2020 were no exception.

This year, alongside the rest of the world, we navigated the unprecedented COVID-19 pandemic. Ultimately, we found that during this time of uncertainty for many, this movement for love is needed more than ever before. Worldwide, people have adapted their lives and have spent more time online and alone than ever before, and many have experienced feelings of isolation. With that, unfortunately, many individuals have also experienced the harmful effects of pornography—both personally, and in their relationships. This is why we've continued to work alongside Fighters from across the globe to educate, raise awareness, and provide resources for those seeking them throughout 2020.

Though 2020 brought many new challenges, we are grateful for the opportunities we had to continue to fulfill our mission and grow this movement. We are endlessly grateful for the continued support of millions of Fighters across the globe, without whom none of this would be possible.

A GLOBAL MOVEMENT OF FIGHTERS  
© FIGHT THE NEW DRUG

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# —Fighter Pledge

**Since our founding in 2009, we have shared educational resources and ways for people to get involved with this global awareness movement in their own communities.**

One of the first resources we ever created was the Fighter Pledge. We made it with the goal of helping our supporters feel connected to this larger movement for love and instilling in them important values of this organization. The Fighter Pledge has undergone small updates over the years, and as our brand and voice have continued to evolve, we decided it was a time to revisit the Fighter Pledge in 2020. Not only did we revitalize the look of the Fighter Pledge on our website to make signing the pledge a more interactive experience, but we carefully edited some of the language describing the attributes listed in the pledge to be more thoughtful and reflective of where this movement is at today. We updated this original resource so that more people can know what it truly means to be a Fighter, and so that Fight the New Drug can continue to strive to be a loving movement that educates on the harmful effects of porn.

## **THE FIGHTER PLEDGE:**

Regardless of age, ethnicity, gender, sexual orientation, religious affiliation, political persuasions, or any other diversifying factor—porn can impact anyone. Because of this, we welcome everyone seeking information on the harmful effects of pornography to become a Fighter.

### **STRONG**

I understand that pornography can be harmful for myself, my relationships, and society and I will stand strong when faced with adversity.

### **OPEN-MINDED**

I commit to listening to others with an open mind.

### **ACCEPTING**

I accept and respect that individuals have the right to develop their own stance on the topic of pornography.

### **LOVING**

I strive for genuine love in all my relationships, and will engage others on this topic lovingly.

### **BOLD**

I use my voice boldly to raise awareness about the effects of pornography.

### **REBELLIOUS**

I will challenge the status quo when porn is normalized, regardless of what is popular.

### **REAL**

I will speak honestly and authentically about the realities of porn's harms.

### **UNDERSTANDING**

I understand that many have been impacted by pornography in a variety of ways, and will show patience, empathy, and compassion.

### **ENCOURAGING**

I will encourage others to find and keep love in their lives, and show support for those who seek it.

→ [FTND.ORG/PLEDGE](https://FTND.ORG/PLEDGE)

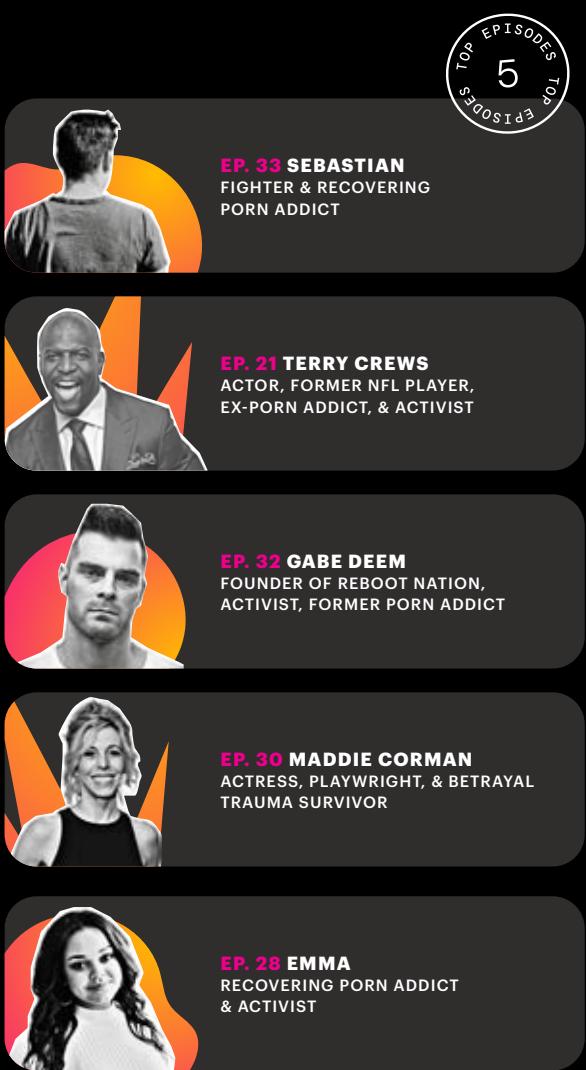
# —Consider Before Consuming Podcast

We believe that everyone should have the opportunity to make an educated decision regarding pornography, which is why we're inspired by the impact the Consider Before Consuming podcast continues to have on listeners.

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Since its launch in July of 2019, we have released 33 episodes of the Consider Before Consuming podcast, which maintains a 5-star rating with over 500 reviews on Apple Podcasts. Perhaps most notably, 288,549 of the 382,569 total listens occurred in 2020, demonstrating the growth this podcast continues to have. While these metrics represent growth and the investment listeners have in learning about the harmful effects of pornography, this podcast truly wouldn't be what it is without our amazing guests. We're grateful to each one of the experts, survivors, activists, influencers, and others who have partnered with us on this podcast to speak to pornography's impacts on individuals, relationships, and society.

In 2020, we had the opportunity to interview Dr. Carolyn West, Terry Crews, Marisol Nichols, Dr. Walter DeKeseredy, Harmony Grillo, Dr. Brook Parker-Bello, Maddie Corman, and so many other incredible people willing to share their experiences, perspectives, and expert analyses with our listeners. By partnering





**TINA FRUNDT**  
FOUNDER & EXECUTIVE DIRECTOR OF COURTNEY'S HOUSE.  
It is the Founder and Executive Director of Courtney's House. It is founded in 2008. Courtney's House has helped over 2,000 transition their mindset and exit sex trafficking situations.

**RE** A PODCAST BY FIGHT THE NEW DRUG  
**CONSIDER BEFORE CONSUMING**  
LISTEN NOW [FTND.ORG/PODCAST](#)

**JAY STRONBERG**  
ACTOR, COMEDIAN, BEACH CHAMPION, ACTIVIST

**YOU HAVE TO IDENTIFY THE UNIQUE REASONS THAT BRING YOU TO PORN AND SUSTAIN YOUR RELATIONSHIP TO PORN IF YOU'RE GOING TO FIND A WAY OUT OF IT.**

**TERRY CREWS**  
ACTOR, FORMER NFL PLAYER, EX-PORN ADDICT, & ACTIVIST  
LISTEN NOW [FTND.ORG/PODCAST](#)

**CONSIDER BEFORE CONSUMING**

**TERRY CREWS**  
ACTOR, FORMER NFL PLAYER, EX-PORN ADDICT, & ACTIVIST  
Terry Crews is perhaps best known for his hilarious bicep-bulging Old Spice videos, but since achieving viral YouTube fame, Terry has gone on to become a force to be reckoned with in Hollywood. He has starred

A hand holding a smartphone displaying the 'Consider Before Consuming' podcast app.

with these guests, we've been able to help humanize these issues, and bring hope and encouragement to our listeners as we work to change the conversation about pornography.

We're grateful to see this podcast continue to gain momentum as an educational resource, and we are excited to see what the future holds as we utilize this platform to elevate the voices of those who can best speak to the impacts of porn.

→ [FTND.ORG/PODCAST](#)

#### EPISODE DOWNLOADS

382,569

#### EPISODES RELEASED

33

#### APPLE PODCAST RATING

★★★★★

I love this page and the content that it shares. I was listening to your podcast one day in my room, and it was the one with Terry Crews. Right then, something in my brain clicked, and from then on I've never watched porn or even had interest in being friends with people on social media that share graphic things. I was so enlightened. And from then on, I've never seen or watched any porn at all anymore. You guys have changed my life and enlightened me, and educated me on how negatively porn affects me.

—  
**LAWRENCE**



I think I literally just beat pornography. I opened up the Pornhub website and actually stopped. I considered before consuming. I thought about what this would do to me, my future spouse, my future kids and my life. I thought about all the people I heard about on your podcasts and how pornography affected them. None of it was worth the 10 minutes of "satisfaction" I would get. Quarantine has been especially challenging but seeing your content has been a huge help. Thank you for all of what you do and for helping many like me overcome this drug.

—  
**MARLEY**





“

Spent virtually all day today playing Minecraft with the “Consider Before Consuming” podcast in the background. It’s really, really, REALLY informative stuff. I was never bored, the general energy between Garrett and his various interviewees was always great and suitable for the topics being discussed. I loved hearing the stories and studies of the victims, activists, and researchers and it’s really strengthened my opinions toward being anti-porn. I

will continue to rep the movement!

—  
**SEBASTIAN**

**I THANK YOU SO MUCH  
FOR WHAT FIGHT THE  
NEW DRUG IS DOING  
RIGHT NOW.**

—  
**TERRY CREWS**

The recent “Consider Before Consuming” podcast episode with Shawn Blymiller had me tearing up only 9 minutes in. Thanks so much for sharing such a raw and moving episode. I had no idea about the comment that Pornhub made on the Disney+ account. That’s absolutely maddening to me!

—  
**REONY**

”



# —Presentations

10

**Due to restrictions on in-person gatherings as a result of the COVID-19 pandemic, the majority of our presentation bookings for 2020 were postponed.**

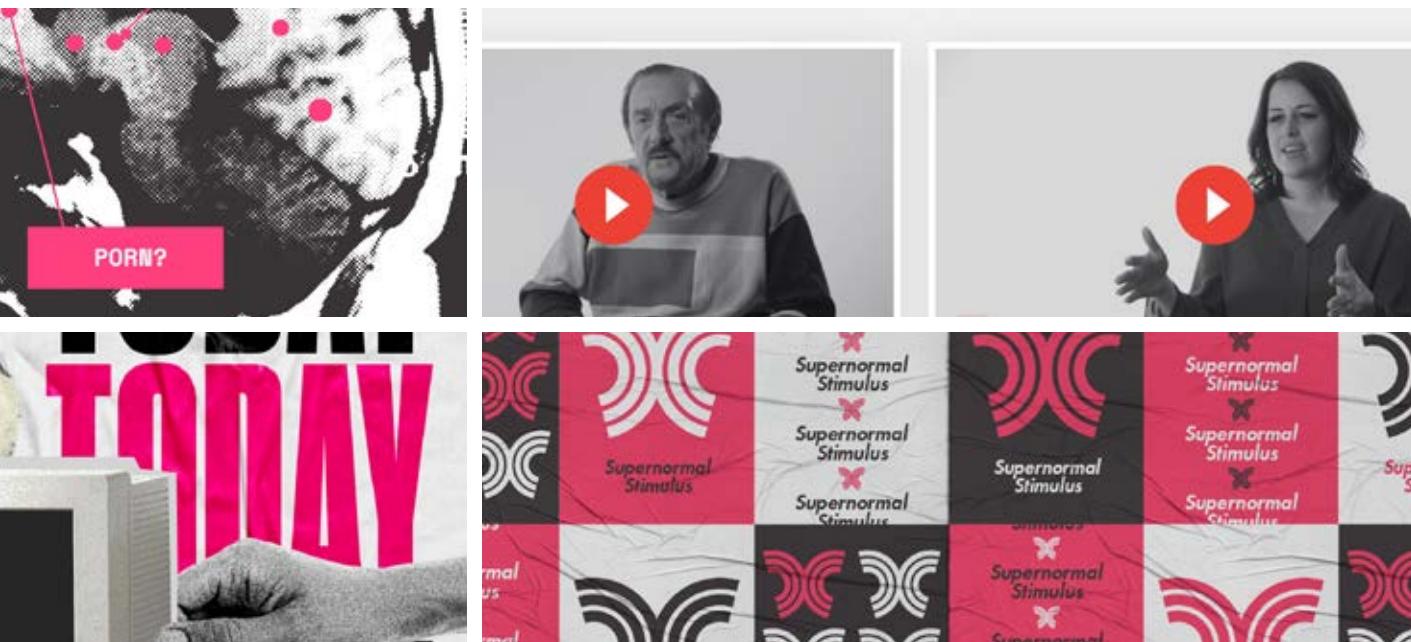
Primarily taking place before March of 2020 when many restrictions were imposed, we delivered 26 presentations in Mexico and the United States including 19 youth presentations, and 7 adult presentations. Though we were unable to present at the rate we usually do, our program wasn't entirely neglected this year as we utilized the time we had to enhance and update our presentation.

## PROGRAM UPDATES

Fight the New Drug began presenting to youth in schools about the harmful effects of pornography in 2011. Since then, we've developed an entire presentation program which includes presentations for middle school

students, high school students, university attendees, parents, community members, and keynote events. The presentation program makes up a large part of the Fight the New Drug Education Program. Although we have made small adaptations to the presentation program over the years, we have never fully updated it. Because there is now an abundance of new research about porn's harms, and technology has continued to quickly evolve, we've overhauled our presentation program to ensure that we're presenting the most current and relevant information in the most updated format. We look forward to releasing our updated presentation program in 2021.

→ [FTND.ORG/LIVE](https://FTND.ORG/LIVE)



# —Resources

## GET THE FACTS

Our Get the Facts articles are central to our mission to educate on the harmful effects of porn using science, facts, and personal accounts. Each article summarizes relevant research to discuss a specific subject surrounding porn's harms. The articles cover topics from how porn can be addictive to how it can fuel sex trafficking, and they serve as an accessible and informative introduction to each subject. Additionally, these articles have been widely shared on social media and have helped countless individuals become more informed on the potential effects of pornography consumption.

This year, we have undertaken a complete overhaul of our Get the Facts articles in order to stay up-to-date with the ever-growing body of research on pornography and its potential harms. Set to be launched at the start of 2021, our team has updated the articles with new information and peer-reviewed research, exam-

ined the quality and accuracy of included research, and restructured the articles in a way that is compelling to all audiences, regardless of age or familiarity with the topic. Not only are the articles meticulously researched, they are also compelling and accessible.

→ [FTND.ORG/GTF](https://ftnd.org/gtf)

## TRUTH ABOUT PORN

Our goal in creating Truth About Porn several years ago was to help individuals gather accurate and up-to-date research surrounding the harmful effects of pornography. Pornography research is still a growing area of scientific study and as a result, new studies are continually being published. In 2020, we continued to update Truth About Porn with research by experts in neuroscience, addiction behaviors, romantic relationships, mental health outcomes, and other areas of impact that demonstrate the harmful effects of pornography.

→ [TRUTHABOUTPORN.ORG](https://truthaboutporn.org)



# BRAINHEARTWORLD

A THREE-PART DOCUMENTARY SERIES BY: FIGHT THE NEW DRUG  
HOW PORNOGRAPHY CAN IMPACT INDIVIDUALS, RELATIONSHIPS, AND SOCIETY  
LEARN MORE AT [WWW.BRAINHEARTWORLD.ORG](http://WWW.BRAINHEARTWORLD.ORG)

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BY: FIGHT THE NEW DRUG  
RELATIONSHIPS, AND SOCIETY  
[WWW.BRAINHEARTWORLD.ORG](http://WWW.BRAINHEARTWORLD.ORG)

# —Documentary Series

Throughout 2020, the *Brain, Heart, World* documentary series continued to be an effective tool in educating about pornography's impacts on individuals, relationships, and society.

Due to restrictions on in-person events as a result of the COVID-19 pandemic, we had less face time with Fighters during 2020 than we usually do. Luckily, thanks to *Brain, Heart, World*, we were still able to reach many new audiences with education about porn's impacts on individuals, relationships, and society. In 2020, 36,306 private viewing accounts were created, bringing the total to 75,617 since the documentary series was released. The private viewing accounts created represent the individuals, couples, and families who are watching this series to help spark healthy and productive conversations about porn's harms in their homes. Additionally, 98 public screening licenses were purchased this year, bringing the total number of licenses purchased to 272. Though public screening licenses are generally utilized to help individuals host events, in 2020 many licenses were utilized to share *Brain, Heart, World* through virtual events.

## COALITION TO END SEXUAL EXPLOITATION SUMMIT (CESE):

This year the National Center on Sexual Exploitation's global CESE Summit was held virtually over 10 days. In addition to our panel presentation, we hosted daily screenings of Episode 1 of *Brain, Heart, World* to help educate attendees and make leaders in the anti-exploitation movement aware of this resource. Our daily screenings were well attended and feedback was overwhelmingly positive.

**TOTAL PUBLIC SCREENING LICENSES SOLD**

367+

**TOTAL PRIVATE VIEWING ACCOUNTS CREATED**

75,617

13

## BRAIN, HEART, WORLD SCREENING DAY

Although we haven't been able to present to large audiences throughout the year or host live screenings of our documentary series, we were able to successfully host our first-ever *Brain, Heart, World* virtual screening day during our annual #NoPornovember campaign. We encouraged our global community of Fighters to take the time to get educated on this important issue, while creating accounts to stream the full three-part series for free from the comfort of their homes. Many Fighters participated in this virtual screening day and shared the documentary series to encourage those in their communities to watch the series as well. This was a great opportunity to promote the documentary series and to mobilize the powerful stories shared in *Brain, Heart, World* that help humanize this issue as they educate about porn's harms.

→ [BRAINHEARTWORLD.ORG](http://BRAINHEARTWORLD.ORG)

“

**THANK YOU FOR BEING A  
BEACON OF HOPE IN A TIME  
WHEN I FELT SO LOW.**

—  
**AMIN**

This is so inspiring. Pornography is something I have struggled with for years, and I'm just so grateful that more and more awareness is being raised on the harmful effects of it. Even people who don't have this problem should watch these videos and become more educated.

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—  
**ADAM**

There is no better way to present this very needed conversation. Thank you for this!

—  
**ELIZABETH**

**EXTREMELY WELL-PRODUCED!  
THANKS SO MUCH! I FEEL  
BETTER NOW KNOWING  
I AM NOT ALONE.**

—  
**KURT**

”





“

**NEEDED THIS SO MUCH. THANK YOU FOR THE MOTIVATION TO START WITH THE FIGHT.**

—  
**SIYABONGA**

Absolutely amazing series. Has opened my eyes. I'm a teacher and thinking about how I can use this series to help many of my students who struggle with porn addictions. Thank you for such uplifting but thoughtful content.

It is making a difference.

—  
**NAVA**

**THE BEST RESOURCE I HAVE FOUND FOR TEACHING YOUTH ABOUT THE IMPACTS OF PORN. THE HUMAN APPROACH VERSUS A RELIGIOUS ONE MAKES THE MESSAGE MORE RELATABLE TO ALL AUDIENCES.**

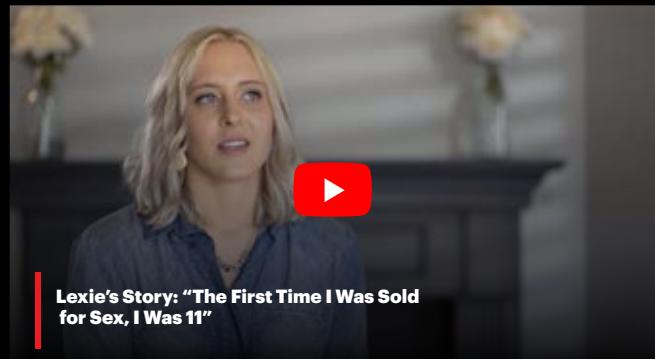
—  
**LISA**

”





**Andrew & Eva's Story: How Porn Impacted Our Marriage**



**Lexie's Story: "The First Time I Was Sold for Sex, I Was 11"**



**Daniel's Story: Why Telling Someone About My Struggle With Porn Helped Me Finally Quit It**



**Emma's Story: Overcoming Her Struggles with Pornography, Shame, and Self-Worth**



**Tatiana's Story: "Pornography Was My Main Education for Sex and Love"**



**Meet Annie, The 2019 Fighter Of The Year**



**Samantha's Story: Author of "Groomed" Draws On Personal Experience Being Groomed For Sexual Abuse**



**Kennedy's Story: How Pornography Influences Our Culture's Idea of Beauty**



**Paul's Story: "I'm Not Discouraged And Ashamed Anymore" By My Porn Struggle**



**Ash's Story: How an Online Porn Habit Nearly Led to a Risky In-person Encounter**

# —Video

Though 2020 has presented some unique challenges with regard to video production, it has also provided new opportunities to share incredible stories and capture video content which helped highlight the important issues surrounding pornography.

We are inspired by the response of those who were impacted by the powerful stories we were able to share from survivors, couples who experienced porn's impacts in their relationships, those who experienced a personal struggle with porn, and more. These videos spoke to a broad audience as they were shared on YouTube, Facebook, Instagram, Twitter, and TikTok—which has been a new platform for Fight the New Drug in 2020 as we work to provide content to reach this generation of youth. We have had success in tailoring our video content to fit TikTok's unique requirements and user base. YouTube has been another forum in which we've experienced tremendous growth and exposure in 2020, reaching the difficult milestone of 100,000 subscribers.

In 2020, our video, podcast, and blog teams have worked closely together to highlight powerful stories through as many mediums as we can. Working closely together has allowed more opportunities to meet a diverse group of people who have been forthcoming and candid about their experiences with pornography, in an effort to help others better understand these issues.

#### YOUTUBE SUBSCRIBERS

104,640



#### YOUTUBE VIEWS

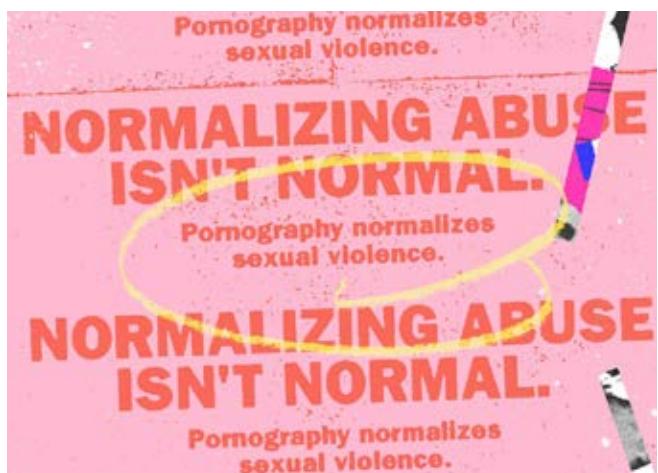
6.5 Million+

17

Moving into 2021, our goal remains largely the same for video production: to capture compelling stories from a diverse group of people to help fulfill our mission. We will continue to partner with survivors, recovering pornography consumers, experts, and engaged Fighters to continue to grow our media reach. We are optimistic for 2021 and remain fully engaged to provide individuals the opportunity to make an informed decision regarding pornography by raising awareness on its harmful effects.

Our team has taken necessary precautions and followed local guidelines to ensure safety during the production process for videos that were filmed and produced during the COVID-19 pandemic.

→ [FTND.ORG/YOUTUBE-STORIES](https://FTND.ORG/YOUTUBE-STORIES)



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# Social Media & Website

As the world adapted to the COVID-19 pandemic, we adapted our existing social media strategy, utilized social media platforms in new ways, and continued to grow our audiences on each platform to further mobilize this movement.

## SOCIAL MEDIA

This year, we increased our utilization of live features on social media to interview influential individuals and provide educational information and encouragement to Fighters. Additionally, we've used our voice in new ways online to help further educate on issues like sex trafficking, image-based abuse, racism in the porn industry, and many other relevant topics to both inform our audience and help reach new individuals who may not have considered how porn negatively impacts individuals, relationships, and society.

## WEBSITES

This year we saw an increase in session duration and number of sessions per user across our websites, which is a good indication that our messages are resonating with people. We also saw a decrease in the number of bounces from our website, meaning we've been able to reach more people who are interested in staying on our websites and learning.

### FACEBOOK LIKES



### INSTAGRAM FOLLOWERS



### TWITTER FOLLOWERS



### YOUTUBE SUBSCRIBERS



### NEW WEBSITE VISITORS

**91%**

### WEBSITES HOSTED

[fightthenewdrug.org](http://fightthenewdrug.org)

[store.fightthenewdrug.org](http://store.fightthenewdrug.org)

[considerbeforeconsumingpodcast.com](http://considerbeforeconsumingpodcast.com)

[brainheartworld.org](http://brainheartworld.org)

[truthaboutporn.org](http://truthaboutporn.org)

● ADDITIONALLY, FIGHT THE NEW DRUG MAINTAINS SEVERAL TRANSLATED WEBSITES.

# —A Purchase With a Purpose

**It's more clear now than ever before that our audience is passionate about making a purchase with a purpose.**

That's exactly what we're seeing as Fighters from across the globe purchase conversation-starting gear and rep the movement as they fight for love, and fight against exploitation.

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In 2020, we saw a 32%+ increase from 2019 in revenue in the Fight the New Drug store. This is especially encouraging considering the hardships many individuals faced during the COVID-19 pandemic. Our online store's conversion rate also increased year-over-year by more than 56%, making the total number of orders placed in 2020 23% higher than that of 2019. It's encouraging to see that even in an unprecedented year, our global community of Fighters is still supporting our mission and educating others while they wear their passion for this movement on their sleeves.

→ [STORE.FIGHTTHENEWDRUG.ORG](http://STORE.FIGHTTHENEWDRUG.ORG)

**COUNTRIES SHIPPED TO**

**46**

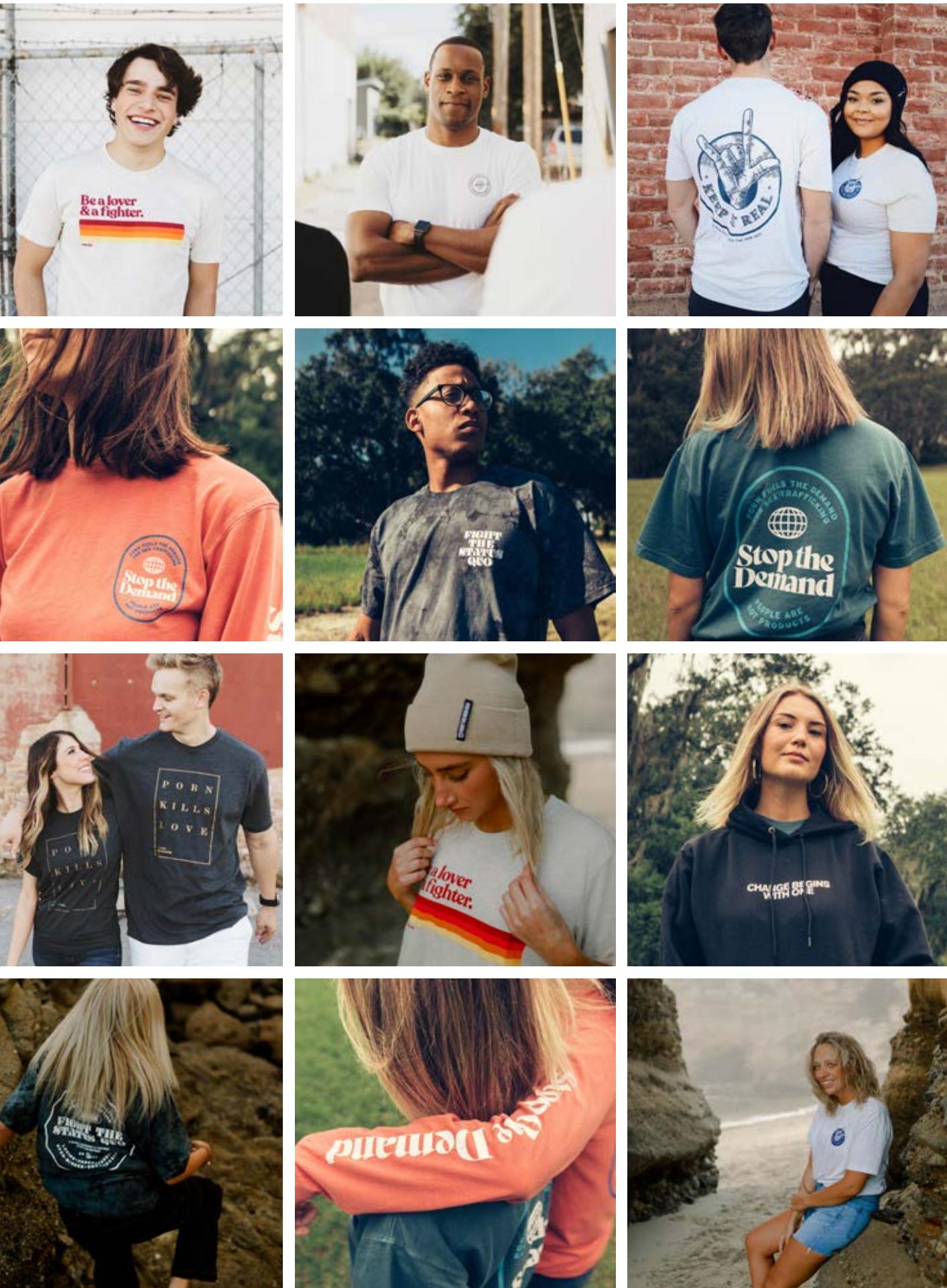
**ORDERS COMPARED TO 2019**

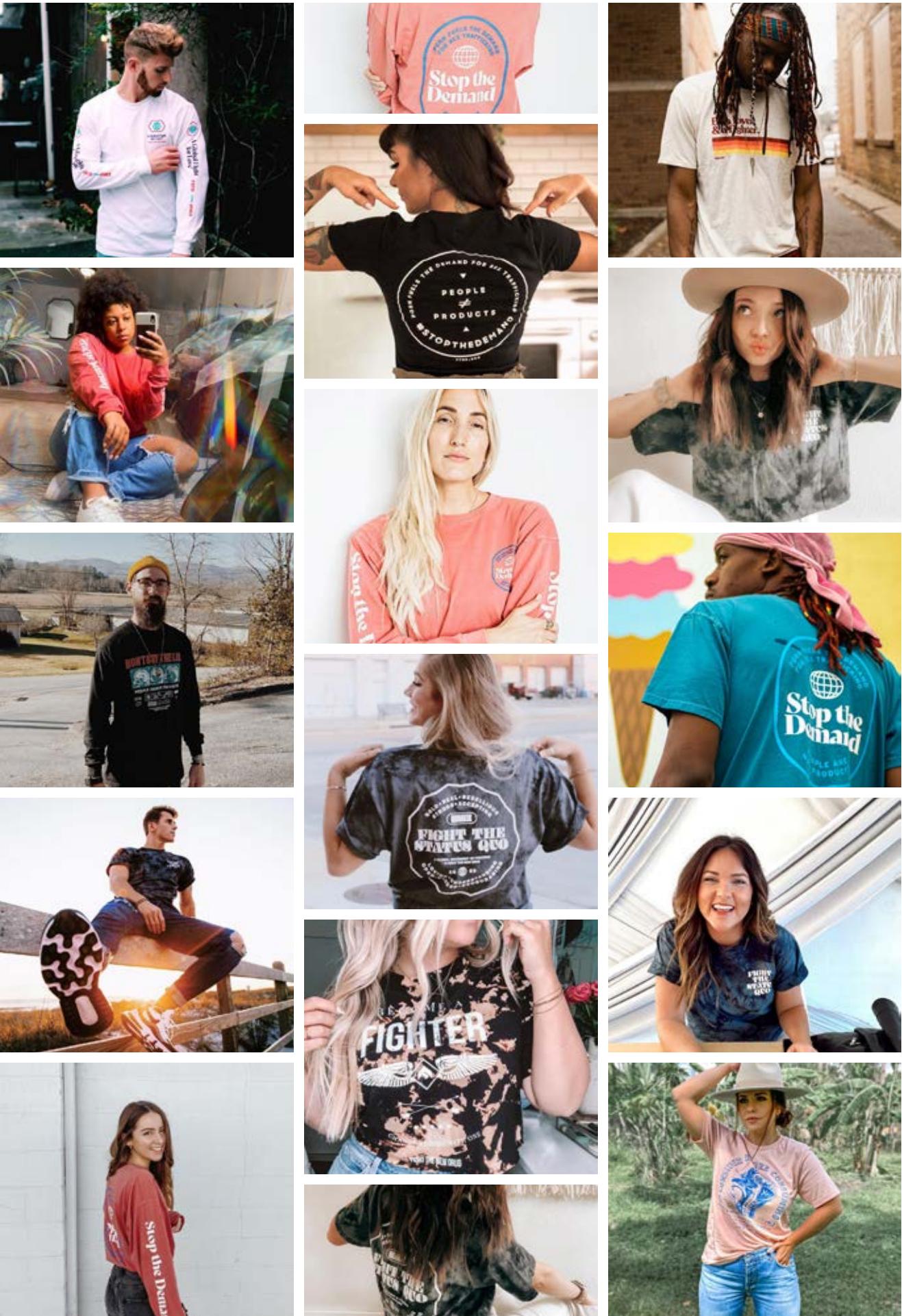
**+23%**

**REVENUE COMPARED TO 2019**

**+32%**







# —Social Influence

In 2020, we continued to have the privilege of partnering with influencers who are passionate about this cause and helped us mobilize this movement for love. We are exceedingly grateful for the relationships we have, and for the opportunities we've had to foster new relationships with so many amazing individuals who willingly utilize their platforms to help us reach new audiences.

In 2020, we had a total of 124 influencer collaborations, with a potential reach of over 20 million. The first social media campaign our influencers supported this year was our #FightForLove campaign in February. This reminded people during the month of love to fight for what matters most. The second opportunity was in March during our *Brain, Heart, World* campaign where a number of influencers across multiple social platforms helped to spread the word about our documentary series. With a year unlike any other, we soon began working with influencers who could help us educate and raise awareness during the early months of social distancing and quarantining for many, and help encourage people to avoid porn during this difficult time. Influencers, including people like Terry Crews, encouraged people to seek out a #PornFreeQuarantine, and worked together alongside our Fighters to focus on love and connection in a time when it was needed most. We continued these efforts throughout 2020, alongside other campaigns where influencers were engaged.

## INFLUENCERS COLLABORATIONS

124

23

## POTENTIAL REACH FROM POSTS

20.7 Million+

One of our largest campaigns of the year was our #StopTheDemand campaign in July, during which we partnered with 25 influencers across many social networking platforms, giving visibility to porn's connection to sex trafficking. During our annual #NoPornovember campaign, our largest campaign of the year, we had 68 influencers partner with us in posting during the month to bring awareness to this movement and this mission. These posts each reached unique audiences across various platforms, which resulted in more awareness of this movement and the issue of porn's harms in general.

→ @FIGHTTHENEWDRUG



# —Blog

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Though many of our programs looked different this year due to the COVID-19 pandemic, we still successfully reached a global audience through our blog's educational articles, and messages of hope and love.

Many of our articles highlighted research and personal accounts that illustrate the harmful effects of porn, while others continued tapping into mainstream, trending conversations as we reported on current events as they related back to our mission. These articles continue to spark engagement and discussion across all of our platforms while furthering messages of awareness and hope, and our movement for love.

In March of 2020, it quickly became clear that many people were experiencing the harmful effects of porn alongside challenges presented by the emerging pandemic. We began producing content addressing how consuming porn—even, and especially, in isolation—could be unhealthy and unhelpful for individuals. We simultaneously shared shame-free messages emphasizing the benefits of quitting porn, and

PUBLISHED BLOGS ON FTND.ORG

1,313

shared resources to help Fighters who were struggling. This content brought in a large number of new followers and supporters into the movement, retaining our relevancy in light of global uncertainty in the face of the emerging pandemic.

In a time where misinformation is not only a talking point in daily news cycles, but a tangible threat to anti-trafficking and anti-exploitation movements, retaining credibility and quality information in our resources has been of

## TOP BLOG POSTS

**APRIL 21, 2020****UPS Trains Over 130,000 Delivery Drivers To Spot Signs Of Human Trafficking**TOP  
POST**186K REACH    170.6K SHARES****JULY 14, 2020****Pornhub Reportedly Refused To Remove Videos Of This Minor's Sexual Assault—Until She Posed As Her Own Lawyer****184.5K REACH    19.2K SHARES****JULY 6, 2020****Belgium Detectives Shut Down Massive Child Porn Ring With Over 9 Million Images****116.4K REACH    16.7K SHARES****APRIL 16, 2020****Why Terry Crews is Inspiring People to Have a #PornFreeQuarantine****168.9K REACH    15.1K SHARES**

paramount importance to our organization. We set out to collaborate with 6 experts on a regular basis this year, and we are excited to report that we exceeded that goal. Featured in articles on our blog throughout 2020 were qualified individuals from a variety of different disciplines and fields of expertise and backgrounds. Creating content with their partnership not only increased our reach and engagement, but strengthened our credibility as an organization and a movement based on science, facts, and personal accounts. In conjunction with these experts, we were able to create resources that educate on relevant topics such as how porn fuels and promotes racism and racist ideas, the difference between facts and myths about sex trafficking, how consuming porn as an outlet for anxiety is both unhealthy and unhelpful, and many others. All of these are topics that

have perpetual importance, but also increased relevance given the events of this year. We will continue to utilize this same strategy into the next year of linking arms with expert voices regarding topics that have relevance in pop culture and current events.

This year, we continued to lean into our developed team of contributing writers to create articles with more depth, quality, and accessibility. We have equipped a couple of our writers to create content in an investigative capacity, bringing innovative reporting and information to the movement. We plan to utilize this fresh initiative throughout the next year, investing in producing a handful of investigative pieces with current events and issues of continued relevance.

→ [FTND.ORG](https://FTND.ORG)



Credit: Rachel Buijalski for The New York Times

# —News on the Blog

In the final stretch of 2020, we covered monumental news events surrounding some of the biggest players in the porn industry. These are events that were years in the making, and we are so excited to see 2020 end on a high note for the anti-porn and anti-exploitation movement.

Pulitzer Prize-winning journalist Nicholas Kristof wrote an investigative column for the *New York Times* on December 4th about Pornhub's questionable and damaging business practices based on the work of survivors, victims, and advocates everywhere over the last few years. The world is paying attention, and Kristof's article made a huge impact, even causing Pornhub to announce changes to the site's security practices.

Porn giant Pornhub announced on December 8th huge changes in security measures to their platform, including suspending downloads of videos from the site, disabling non-verified users from being able to upload content, and increased moderation efforts. While these are changes advocates have called for in the last

few years, they are not enough to completely protect victims of exploitation and undo the immeasurable damage their business practices have inflicted on victims and survivors.

Days after the NYT article, both Visa and Mastercard stopped processing payments on Pornhub on December 10th after confirming the proliferation of unlawful content on the site. Visa said payments are suspended for Mindgeek but their review is still ongoing, and Mastercard said they are continuing to investigate potential illegal content on other websites. On December 14th, Pornhub started purging the entire platform of unverified videos, deleting over 10 million videos from the site. The only videos that remain are those uploaded by official content partners and con-

## FTND.ORG BLOG POSTS REPORTING ON EVENTS:

**DECEMBER 10, 2020**

**Visa and Mastercard Sever Ties with Pornhub Due to Abusive Content on the Site**

118K REACH

**DECEMBER 11, 2020**

**The New York Times Exposé that Helped Spark the Possible Beginning of the End of Pornhub**

**DECEMBER 14, 2020**

**Pornhub Just Removed Over Half of the Site's Content in A Purge of Unverified Videos**

**DECEMBER 16, 2020**

**40 "GirlsDoPorn" Sex Trafficking Survivors Sue Pornhub's Parent Company for Profiting from Their Exploitation**

tent from members of its model affiliate program. This means a very significant portion of the site's content has disappeared and will not be able to be re-uploaded on this platform.

Soon after that, 40 women filed suit against Mindgeek, Pornhub's parent company, for failing to moderate the videos of them being sex trafficked by amateur porn company "GirlsDoPorn" and for actively profiting from and promoting these videos. The lawsuit was filed on December 16th and the plaintiffs are seeking \$1 million each as well as the money Mindgeek earned from hosting and promoting their videos.

→ **FTND.ORG**

● 12.4

**DECEMBER 4, 2020**

Pulitzer Prize-winning journalist Nicholas Kristof publishes investigative column in *New York Times* giving visibility to Pornhub's questionable business practices.

● 12.8

**DECEMBER 8, 2020**

Pornhub announced huge changes in security measures to their platform including only allowing videos uploaded by verified users, disallowing video downloads, and assembling a larger moderation team.

● 12.10

**DECEMBER 10, 2020**

Mastercard, Visa, and Discover announced that they have prohibited the use of their cards on Pornhub just days after the *New York Times* reported that the platform included videos of child abuse and rape.

● 12.14

**DECEMBER 14, 2020**

Pornhub deletes from the site over 10 million uploaded videos from unverified users.

● 12.15

**DECEMBER 10, 2020**

At least 40 women file suit against Mindgeek, Pornhub's parent company, for failing to moderate the videos of them being sex trafficked by amateur porn company "GirlsDoPorn" and for actively profiting from and promoting these videos.



# —Addressing Racism in Pornography

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As cultural conversations around racism were sparked in May after the tragic death of George Floyd, we reminded our followers that pornography often perpetuates racism and racist stereotypes. There is no room for racism in the anti-exploitation movement—there is only room to call out the porn industry for being part of the problem.

That's exactly what we did when we called out Pornhub on Twitter for perpetuating racism on their platform. We later reshared the tweet on Instagram and Facebook, and between the platforms our message from those posts alone reached over 898k people.

In addition to calling out Pornhub, addressing racism within the porn industry was a topic we covered throughout the year. During Black History Month in February, we created

and shared pieces about how pornography capitalizes on racist depictions of people of color, and this content sparked much-needed dialogue across our social platforms. We also connected with Dr. Carolyn West from the University of Washington who is an educator on how pornography capitalizes on racist depictions of Black men and women. She was able to write an exclusive article for us that we shared in March on the annual International Day for the Elimination of Racial

## TWEET AT PORNHUB

 Pornhub ARIA  @Pornhub • May 30, 2020

PORNHUB STANDS IN SOLIDARITY AGAINST RACISM AND SOCIAL INJUSTICE.  
IF YOU ARE ABLE, WE ENCOURAGE YOU TO GIVE TO ORGANIZATIONS LIKE  
[@BAILPROJECT](#) [@BLACKVISIONSMN](#) [@MNFREEDOMFUND](#) [@SPLCENTER](#) [@NAACP](#)

 Fight the New Drug  @FightTheNewDrug • 10:35 AM • June 1, 2020

Replies to [@Pornhub](#) and 5 others

NO YOU DON'T. IF YOU'RE ANTI-RACISM, WHY DO YOU HOST THE FOLLOWING VIDEOS ON YOUR SITE?

 TRIGGER WARNING 

- "BLACK SLAVE PUNISHED BY WHITE MASTER"
- "WHITE COPS F---- BLACK CHICK, FORCES BOYFRIEND TO WATCH"
- "GANG BANGED BY BLACKS"
- "SKANKY N---R GIVES A B----B"
- "BLACK SLAVE GIRL BRUTALIZED"

 PORN PROMOTES SEXUALIZED RACISM 





214,607  
TWITTER IMPRESSIONS

19,768  
TWITTER ENGAGEMENTS

388,111  
FACEBOOK REACH

250,403  
INSTAGRAM REACH

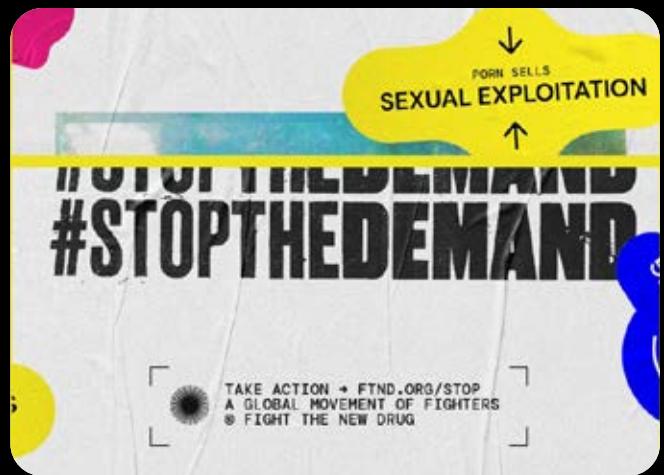
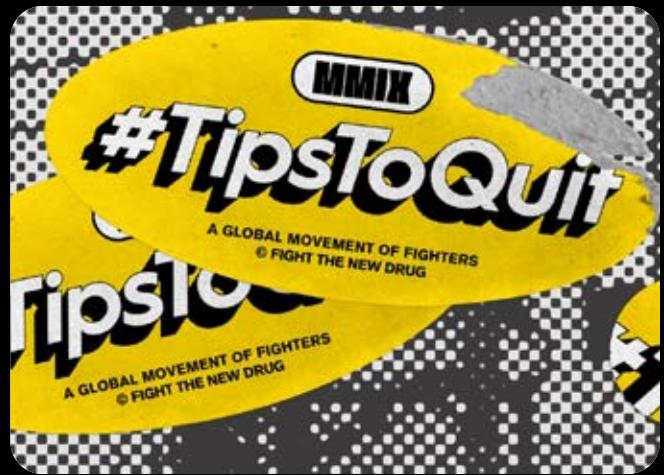
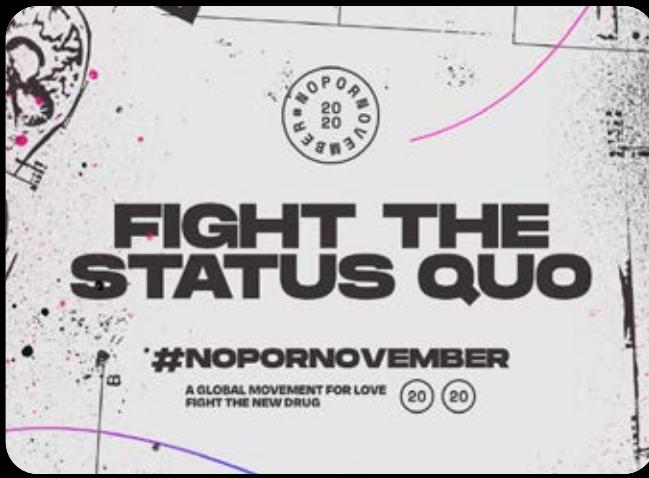
Discrimination on March 21st. We had the privilege of collaborating with Dr. West to create two more in-depth articles building off of the first. The end product was a three-part series, detailing how porn capitalizes on and fuels racist portrayals of Black men and women. These articles were regularly featured throughout the following events of 2020. We also had the privilege of hosting an episode of our Consider Before Consuming podcast with Dr. Carolyn West to discuss these topics.

We also shared perspectives of other experts on this topic. We had the privilege of working with Dr. Walter DeKeseredy from West Virginia University on an article that explains how both pop culture and porn perpetuate racist stereotypes—and we later featured Dr. DeKeseredy on our podcast as well. Additionally, during the height of racial equality protests in the United States, we featured an article collaboration by Dr. Gail Dines and Dr.

Carolyn West that was originally shared elsewhere, detailing the epidemic of graphic racist porn on mainstream sites like Pornhub. In addition to that piece, we shared a peer-reviewed study entitled, "Worse Than Objects: The Depiction of Black Women and Men and Their Sexual Relationship in Pornography" that further illustrates the severity of racist portrayals in pornography.

The unfortunate truth is that degrading and racist portrayals of people of color in porn have not disappeared as a result of the civil unrest of 2020 and platitudes of porn companies, but now there is more awareness than ever of the part that the porn industry plays in exacerbating and further inciting the issue of racial inequality. We will continue to educate on the porn industry's role in perpetuating these issues and hope to make even more individuals aware of all the ways porn fuels racism and racist stereotypes.

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# —Campaigns

Throughout each year, we utilize campaigns to engage Fighters while highlighting different aspects of porn's harms on individuals, relationships, and society.

In 2020, we held campaigns each month starting with Human Trafficking Awareness Month in January, and ending with our Give Love campaign in December. Where applicable, we tied campaigns to the themes of days, weeks, and/or months as they are nationally and internationally recognized, ensuring that we are helping followers connect the dots and realizing the role porn plays in so many issues. Each in their own way, campaigns give us the opportunity to break down this complex and nuanced topic to focus on specific aspects of porn's harms. This makes it easier for Fighters to become thoroughly educated on porn's impacts, and allows us to reach new audiences of individuals who are passionate about different aspects of this fight. As always, our largest campaigns of the year were our month-long #StopTheDemand and #NoPornovember campaigns, followed closely by our efforts during #HumanTraffickingAwarenessMonth and our #PornFreeQuarantine campaigns; all of which you'll read more about on the following pages.

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- 
- **JANUARY**
  - Human Trafficking Awareness Month
- **FEBRUARY**
  - Black History Month
  - Teen Dating Violence Awareness Month
  - Fight for Love Week
- **MARCH**
  - Women's History Month
  - *Brain, Heart, World* Week
- **APRIL**
  - Porn Free Quarantine
  - World Health Month
  - How to Talk About Porn Week
- **MAY**
  - Mental Health Month
  - Tips to Quit
- **JUNE**
  - LGBTQ+ Pride Month
  - Parents Stand Up to Porn
  - Racism in Pornography
- **JULY**
  - #StopTheDemand
- **AUGUST**
  - Facts about Fight the New Drug
  - Recovery from Porn
- **SEPTEMBER**
  - Child Trafficking Facts
  - Hispanic Heritage Month
  - Truth About Porn
- **OCTOBER**
  - Domestic Violence Awareness Month
- **NOVEMBER**
  - #NoPornovember
- **DECEMBER**
  - Give Love



# —Human Trafficking Awareness Month

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Each January, we join other anti-trafficking organizations in educating individuals on the realities of human trafficking in our world today.

Throughout #HumanTraffickingAwareness-Month, we focused on the links between human trafficking and the porn industry, how they fuel one another, and why it is nearly impossible to separate one issue from the other. We also noted how this information related to current events. One example of a relevant event that occurred during the campaign was the case of 22 women winning a lawsuit against porn company "GirlsDoPorn." These women were trafficked by this porn company, and the videos of their abuse and exploitation were uploaded to major porn sites. After a years-long legal battle, a California judge not only ordered GirlsDoPorn to pay

the Jane Doe's \$12.7 million in damages, but took a rare and unprecedeted step when the judge granted them ownership rights to the content that featured their exploitation. This was a big deal not only for survivors, but also because it sets a precedent for porn industry professionals to be held responsible for their role in the exploitation of others.

We were able to share content in this campaign with over 6 million followers across our social media platforms, and it was an impactful way to start off the year and get people involved with the movement.



# —Porn-Free Quarantine



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Technology and the ubiquity of the internet made it possible for many to stay connected throughout the pandemic. Unfortunately, for many, the pandemic resulted in an increase in isolation as well as an increase in internet usage—and the world saw a significant increase in the consumption of pornography.

We began hearing from Fighters across the globe seeking resources and encouragement to quit as they struggled with pornography during the pandemic.

Actor Terry Crews, who is unapologetically anti-porn, took to Instagram TV wearing his "Porn Kills Love" tee in early March, and a few days later talked to his audience about having a "No Porn Quarantine." Our team utilized this opportunity to connect with Terry again to see if he'd be open to discussing the harms of porn, specifically during a global pandemic.

ic. Terry was thrilled to partner with us to discuss having a "Porn-Free Quarantine" with our audience via Instagram Live (later posted to our IGTV), and he also recorded a conversation about the harms of porn for our Consider Before Consuming podcast, which was released on May 6, 2020, along with a video of the interview. Terry's willingness to use his platform to talk about this taboo topic has always amazed us, and we appreciate his efforts to partner with Fight the New Drug and amplify this message.



## —Stop the Demand

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In previous years, our annual #StopTheDemand campaign has solely focused on the ways in which pornography fuels sex trafficking. However, with an abundance of research demonstrating how the porn industry fuels so many other issues, we decided to broaden the meaning of our #StopTheDemand campaign this year.

In July 2020, we launched our #StopTheDemand campaign aimed at raising awareness on how pornography fuels sex trafficking, ignores consent, promotes sexual violence, encourages coercion, advertises objectification, sells exploitation, perpetuates racism, and normalizes abuse. Through the month-long campaign, we educated our audience on these issues through blog articles, insightful Twitter threads, new video stories, and interviews with sex trafficking survivors and advocates on our podcast.

In addition, we were fortunate to have 25 influencers collaborate during this year's

#StopTheDemand campaign, giving visibility to porn's connection to sex trafficking. These influencer posts varied across platforms and audiences and brought more attention to the movement and included posts from Marisol Nichols and Terry Crews. Many influencers chose to point straight to the facts and provide real, tangible evidence and information for their audiences to consider, which resulted in more awareness of this movement and the issue of porn's harm in general.



# —NoPornovember Campaign

Even COVID-19 couldn't keep us from launching our biggest campaign of the year! With many ways to engage in this campaign online, #NoPornovember was a success once again in 2020.



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With the newly rebranded Fighter Pledge, we asked individuals to consider what it truly means to be a Fighter and sign the pledge for themselves. Also, as a way to keep our Fighters engaged in #NoPornovember throughout the month, we made our first ever #NoPornovember calendar equipped with tips on how to get involved as it guided our Fighters through ways they could help push this movement forward to their communities.

Although we haven't been able to present to large audiences throughout the year or host a screening of our documentary series *Brain, Heart, World*, we were able to successfully

market our first-ever *Brain, Heart, World* virtual screening day. We encouraged our global community of Fighters to take the time to get educated on this important issue, while creating accounts to stream the full three-part series for free from the comfort of their homes. Of course, what's #NoPornovember without our annual #RepTheMovement Day? On Friday, November 20th we had countless Fighters take to social media as they reped the movement in their conversation-starting gear, aimed at spreading awareness about the harms of pornography and show their support for this global cause.

# —Revenue

Fight the New Drug has continually grown since our founding in 2009, all thanks to the generous support we continue to receive. This year's revenue has helped us achieve our goals, and continue educating and raising awareness about the harmful effects of pornography. Please note that this year's Education Program revenue was impacted by restrictions on in-person as a result of the COVID-19 pandemic.

<b>RESTRICTED</b>	<b>\$490,000</b>
<b>Education</b>	\$320,000
<b>Mobilization</b>	\$170,000
Google Grants	\$120,000
<b>UNRESTRICTED</b>	<b>\$1,192,581</b>
<b>Administrative</b>	\$5,612
<b>Fundraising</b>	\$792,796
Private Foundations	\$460,000
Facebook Donations	\$28,747
Online One-Time Donations	\$149,413
Fighter Club Donations	\$154,636
<b>Education</b>	\$44,093
Live Presentations	\$19,620
Documentary Screening Licenses	\$15,197
<b>Mobilization</b>	\$350,080
Merchandise	\$350,080
<b>TOTAL INCOME</b>	<b>\$1,682,581</b>



# —Expenses

We are proud to report that 89% of our total expenses for 2020 were program expenses. Through our Education and Mobilization programs, we reached millions of individuals across the globe. Using research, facts, and personal accounts, our programs continue to bring awareness to the harms of pornography, and its inextricable connection to the global sexual exploitation and sex trafficking industries. Please note that this year's Education Program expenses were impacted by restrictions on in-person as a result of the COVID-19 pandemic.



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<b>ADMIN</b>	<b>\$175,178</b>
Administrative	\$46,443
Fundraising	\$128,735
<b>PROGRAM</b>	<b>\$1,431,275</b>
Education	\$626,875
Documentary	\$44,064
Presentation Program	\$33,940
<b>Mobilization</b>	<b>\$804,400</b>
Google Grants	\$120,000
Advertising	\$62,462
Cost of Goods Sold	\$111,164
Postage & Shipping	\$93,097
<b>TOTAL EXPENSES</b>	<b>\$1,606,453</b>







# Movement For Love

To those who have continued to support our organization through these unprecedented times—we can't thank you enough. In a time where so many people are more isolated and alone than ever before, we're extremely inspired by how you've helped us continue to spread this movement for love. Thank you for continuing to educate yourself and start conversations about porn's impacts on individuals, relationships, and society. Thank you for continuing to share our documentary series, podcast episodes, articles, and other resources. Thank you for your generous contributions to sustain our ability to create and share new resources. Thank you for being a Fighter.

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