



FIGHT THE NEW DRUG





Volume 06 Issue 04

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IF NOT US, WHO? IF NOT NOW, WHEN?

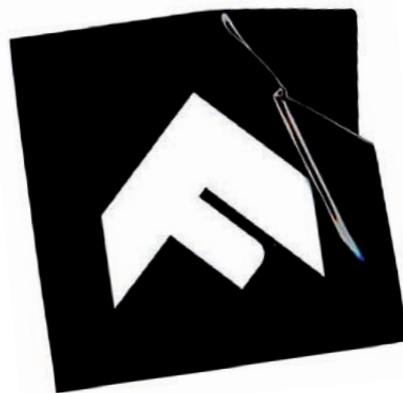
If we don't do anything—if we sit idly by and let things continue to get worse—we will see not only a deterioration but a full-on collapse of our collective ability to intimately connect with others in healthy ways which will lead to unquantifiable social costs. For ourselves; for those we love; for future generations, we must take a stand and change the conversation about pornography using science, facts, and personal accounts.



WE ARE ON A MISSION TO RAISE AWARENESS ON THE HARMFUL EFFECTS OF PORNOGRAPHY

2015 was a banner year for Fight the New Drug. We grew in ways that we couldn't have predicted at the beginning of the year. We are so grateful to all of our inspired Fighters and supporters around the world that have helped spread the word and change the conversation. The reality is that today's rising generation is dealing with the issue of pornography like no other generation before them. Porn's widespread acceptance and accessibility has evolved much faster than our public awareness. For most of our history this topic has been pushed aside as a moral or religious conversation and therefore can't hold any weight in public health or policy discussions. Not anymore. Thanks to new research surrounding pornography's harmful affects on the brain, relationships, and society we are seeing a wave of passionate individuals trying to change this cultural norm—inspiring

others to pursue real love and avoid its hollow counterfeit. Our generation is ready for a new kind of love—a love that is untainted by warped perceptions of intimacy and selfish desires—a love that is unburdened by deflated interest and unhealthy compulsions. Millions are now recognizing pornography for what it is and rejecting its teachings and influence on their lives. It's going to take a lot of work but that's ok. We can do it. It has taken years for pornography to become widely accepted as a harmless pastime and a way of life and it will take years and an enormous amount of effort to reverse that public perspective. Are you up for it? It is time we change the way we think and talk about pornography and reclaim our right and ability to love.





**Porn? lol.
No thanks.**
FIGHTTHENEWDRUG.ORG

Become a Fighter

2015 Live Presentations

Fight the New Drug’s assembly program is one of the most effective and powerful tools for our cause. Having the opportunity to be face to face with tens of thousands of teens all across the country every year is a huge indicator of how many schools are joining the movement, agreeing that this is a pressing issue for this generation. Our 2015 presentation

tours brought us in front of more teens and adults than ever before, and the response was amazing. The power of providing our engaging multimedia presentation in schools and communities all across the country was immediately apparent, resulting in more connections, awareness, and education where it’s needed most.

92,630

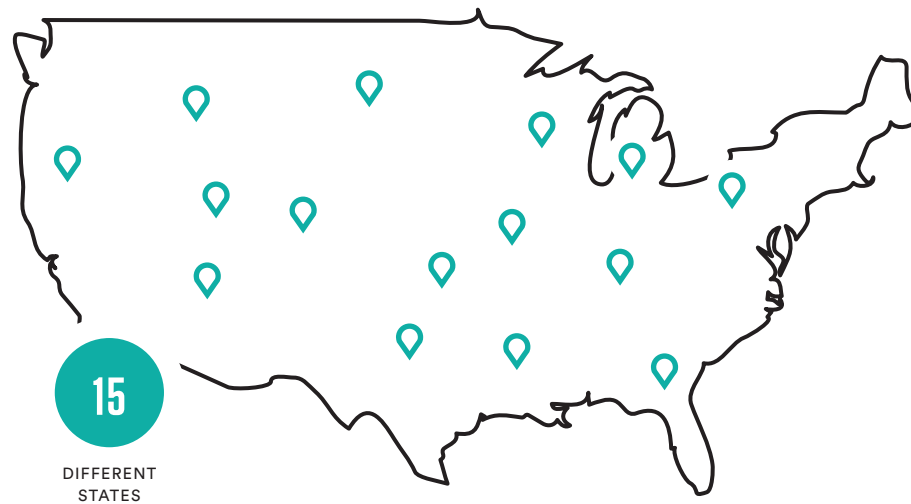
TOTAL PEOPLE REACHED

78,790

YOUTH REACHED

13,840

ADULTS REACHED



141
YOUTH PRESENTATIONS

75
ADULT PRESENTATIONS

22
KEYNOTE PRESENTATIONS

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

Viewing pornography is harmless.

89%

OF UNDECIDEDS SHIFTED TO DISAGREE

Question

A person can become addicted to pornography.

93%

OF UNDECIDEDS SHIFTED TO AGREE

Question

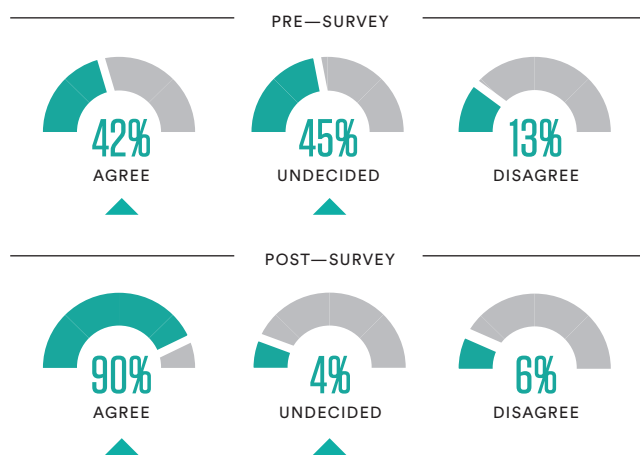
Pornography is bad for our society.

71%

OF UNDECIDEDS SHIFTED TO AGREE

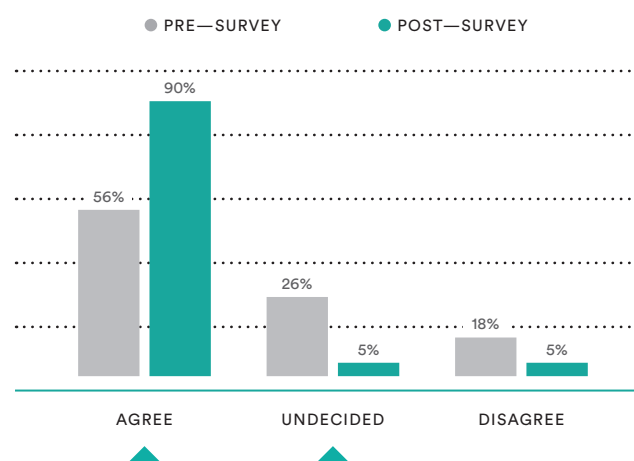
Question

Pornography releases the same chemicals in your brain as other hard drugs.



Question

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



3X

After the presentation, three times as many teens felt more confident in addressing the harmful effects of pornography with their peers.

I'm a senior in high school and as I was watching and listening to the presenter, it hit me that porn is very serious. Before the presentation, I wasn't exactly sure what to think of the program and I didn't think pornography had that big of an effect on my life. I felt like I could control myself. My first porn experience was when I was 12-years-old in sixth grade and it was a pop-up ad. It showed a nude woman and I wasn't exactly sure what to think. But sadly, after that day, I went back to view it again, and again, and again. To this day, I've probably viewed some sort of pornography at least once a week for the past six years. Now, I feel like I'm ready to stop. Today's presentation really hit home for me and I'm glad you guys came.

JARED / AGE 18



Changing the Conversation

With the Power of Social Media

Fight the New Drug’s online presence has become one of the most notable characteristics of the organization and was once again a highlight of its successes in the year of 2015. One of the biggest achievements this past year was our Facebook page surpassing the 1 million followers mark, putting us into rarefied air amongst not only anti-pornography organizations, but all nonprofits in general.

The informative and relevant blog articles posted to our Facebook page resulted in nearly 1 million visitors a month visiting fightthenewdrug.org to learn more about the scientific harms of pornography. FTND’s Instagram far surpassed its goal of 50,000 followers by ending the year with over 70k who follow us on the popular millennial photo sharing platform. 2015 showed steep

upward climbs in reach, followers, and engagement on all major social platforms. By providing our global following with thought-provoking graphics, captivating videos, and informative blog articles, 2015 truly lived up to our organization’s mission to change the conversation about pornography in society.

1,125,256

FACEBOOK
LIKES

71,991

INSTAGRAM
FOLLOWERS

21,964

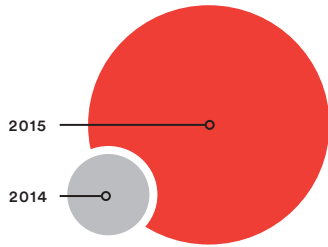
TWITTER
FOLLOWERS

15,776

YOUTUBE
SUBSCRIBERS

Facebook Growth

+719,278
NEW LIKES



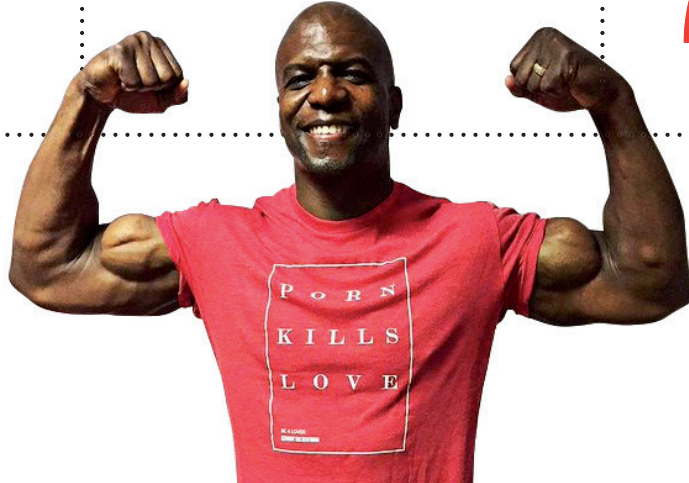
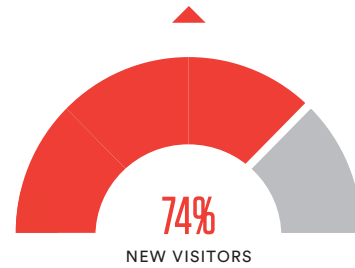
Facebook Reach

261,072,675
TOTAL IMPRESSIONS

10,972,173
TOTAL POST ENGAGEMENT

Website Traffic

16,138,100
PAGE VIEWS



Terry Crews

CURRENT SOCIAL REACH

6,652,572
FACEBOOK LIKES

482,523

TWITTER FOLLOWERS

677,752

INSTAGRAM FOLLOWERS



YouTube Video

FEBRUARY 23, 2015

Russell Brand Talks Sex, Softcore & Hardcore Porn

2,364,299

VIEWS ON YOUTUBE



Blog Post

JUNE 12, 2015

Growing Up Fast: Why 12-Year-Old Girls Are Having Sex Rougher, Earlier

* 1,175,236+

SHARES ON FACEBOOK



Facebook Post

SEPTEMBER 1, 2015

Porn Can't Love You Social Infographic

2,148,898+

REACH ON FACEBOOK



Twitter Post

JUNE 28, 2015

“Porn transforms sex into a cheap rehearsed act, rather than an intimate expression of love. Not cool.”

19,903

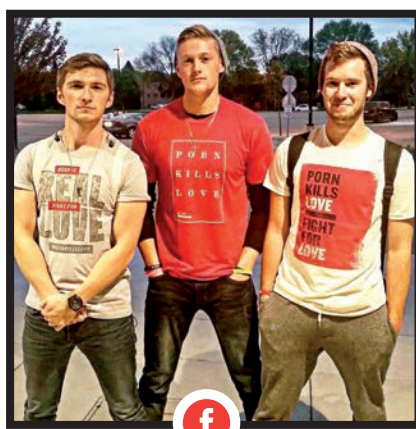
IMPRESSIONS

191

LIKES

80

RETWEETS



Facebook Post

OCTOBER 8, 2015

Real Men Don't Look at Porn

7,381,474+

REACH ON FACEBOOK



Twitter Post

DECEMBER 3, 2015

“People say not to watch porn because that girl is ‘someone’s daughter.’ That’s cool, but how about just because that girl is a human being.”

17,113

IMPRESSIONS

225

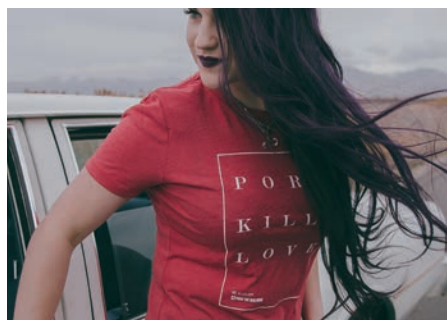
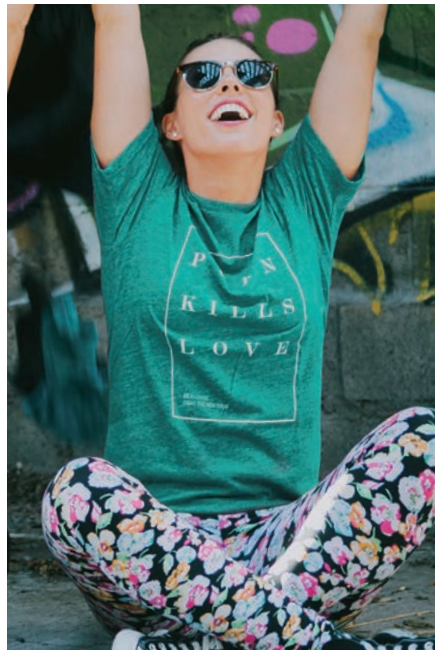
LIKES

110

RETWEETS



*NEW!



Rep the Movement

Fight the New Drug’s online store is as much a brand builder as it is a means of funding our campaign. Our T-shirts, with bold statements like ‘Porn Kills Love’ and ‘Love Can’t Be Clicked,’ have become wildly popular amongst stylish, creative, and passionate teens all across the world. By utilizing relevant design with powerful messaging, we are connecting with a millennial generation that isn’t afraid to wear the word ‘porn’ across their chest, thus starting a meaningful conversation in their schools and communities. In 2015, FTND’s online store brought in a record-breaking half a million dollars. However, more important than the dollars is what they represent: dedicated Fighters all across the globe who are repping the movement for all to see.

This exact message changed my whole life. One day, I was with my friend at a random coffee shop I’d never been to. One of the workers there was repping your classic red ‘Porn Kills Love’ shirt. It piqued my interest. I went home, and searched those words on the internet, and found your website. I read article after article, and found out just how harmful pornography can be, and I figured out that I wasn’t so alone with how I felt about pornography (betrayed by my partner, alone, depressed, etc.). This just shows that one person can make a difference. One person can change the lives of many. And I’m making it a goal of mine to spread the word any way I can.



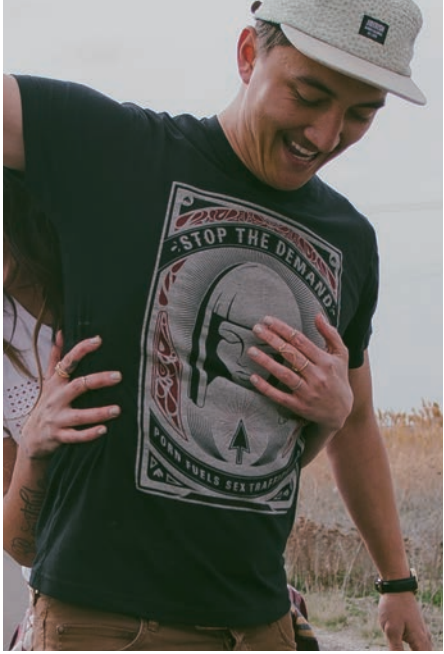
KRISTEN / AGE 16

\$530,617
WORTH OF
MERCH SOLD

10,151
‘PORN KILLS LOVE’
T-SHIRTS SOLD

91
COUNTRIES THAT
PLACED ORDERS

29,456
TOTAL UNITS
ORDERED



NOTED DELIVERY * LIMITED *





The FTND Street Team embodies everything that this movement has been about from day one—changing the conversation about pornography. Our Street Team is made up of Fighters all across the world that go beyond being passive supporters to actively spreading the word in their schools and communities. Using their exclusive Street Team ‘Action Kit,’ these Fighters are given the tools to drive social change and spark this important conversation with those around them. 2015 featured a complete overhaul and redesign of our popular Street Team Kit, resulting in a wave of new interest. The redesign included transitioning the Street Team from a merchandise focus to an informational focus. Each new Street Team Kit is designed specifically to help Fighters spread the information in powerful yet easy-to-understand ways. The Action Kit includes an exclusive T-shirt, ‘Porn Kills Love’ posters, handout fact cards, stickers, wristbands, and a how-to guide to spreading the word on the harms of pornography. Armed with a unified message that porn kills love, our Street Team Fighters are the true foot soldiers of our movement.







GO



* SUPPORT
THE MOVEMENT





FIGHTER CLUB

An increase in recurring monthly donors to the cause was a focus for Fight the New Drug in 2015. The result of these efforts was the creation of our exclusive Fighter Club. Members of this club are required to pledge a certain dollar amount every month to the cause, and in return receive benefits that are not available to any other Fighters. Fighter Club members receive an exclusive Fighter Club T-shirt, printed with the club's signature gold metallic insignia. With each membership, insiders are kept up-to-date on the latest behind-the-scenes information about the movement and often receive a sneak-peek at developing projects, as well as stories and personal accounts from those who have benefited from their generous contributions. The Fighter Club has resulted in an increase of monthly recurring donors, allowing us to continue to spread this movement across the globe and back again.



FIGHT THE NEW DRUG PRESENTS
MARK & HALLA'S STORY



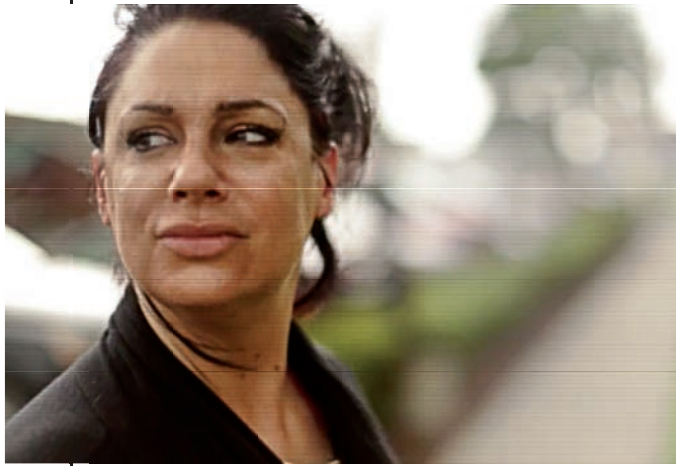
Real Fighters. Real Stories.

Mark & Halla

With a goal to focus on producing original videos in 2015, we set out to capture powerful personal accounts from our diverse Fighters who have experienced firsthand the harmful effects of pornography. Both Mark and Halla's videos were filmed over the course of one week and the finished products are something that we're very proud of. After posting these heartfelt stories on our social media channels, we received a wave of support from Fighters across the world, wanting to share their own stories with us. With over 16,000 subscribers on FTND's YouTube



channel, we were able to promote these videos to a wide audience. Mark's video dealing with his childhood addiction to pornography caught on well, with almost 17k views to date. Halla's story offered a perspective of pornography's ties to her sexual abuse, representing a story that is unfortunately not uncommon. By continuing to meet Fighters from all over the world and capturing their intimate stories, we have created an effective video archive for followers and first-timers alike to dive into on our site.



GREG & JESSICA'S STORY

Greg & Jessica

Our two most popular original videos of 2015 came from fascinating and impactful videos featuring Greg and Jessica, both former porn stars who worked in the adult industry for a combined 33 years between the two of them. Greg tells his story of how desperate circumstances led him to getting into the porn industry, where he went on to become one of the porn industry's most successful male actors of all time. He was a 4-time winner of the Adult Video News Best Actor Award and in 2002 was inducted into the AVN Hall of Fame. However, it was only after Greg left the porn industry in 2011 that he was able to share the reality of why he started doing porn and how deeply 23 years of doing it negatively impacted his life. Greg's video took off due to our video being the world premiere of his story, logging over 225,000 views.

Jessica's story was our most successful original story of 2015, gaining steam through social media and being reposted on several major online news sources. Jessica's heartbreaking, yet compelling story of rape, drug abuse, and sexual exploitation in the porn industry logged over 350,000 views on FTND's YouTube channel.

225,486

GREG'S STORY
YOUTUBE VIEWS

356,351

JESSICA'S STORY
YOUTUBE VIEWS



I would just like to say thank you for bringing light to a subject most people dismiss or ignore completely. The video of Greg stopped me dead in my tracks, mainly because I was ashamed that I recognized him from being addicted to porn. I am a musician and I am very much in love with a beautiful young woman who makes me want to be a better person. However, I struggle with porn addiction like countless others. The video hit my heart, and I can now say that for the first time since I was teen I haven't viewed porn in over 24 hours. That may not sound like much, but for me this is huge. Thank you for calling out for people to be better. I don't want to hurt inside anymore, and I won't with your help and with this beautiful lady I have by my side. These women in porn are people—mothers, daughters, niece—someone loves them. We have to love them enough not to feed this addiction.

RYAN / AGE 32





Documentary Film

Brain. Heart. World.

The Brain, Heart, World documentary series continues to be FTND's biggest project to date. Each year presents a flurry of new successes for this film project that is sure to be ground breaking. With the first episode nearing completion, the documentary is moving along very well. In 2015 we were able to sit down with several of the worlds leading researchers and experts on the topic of pornography and its effects. A trip to Berlin, Germany put us in front of Dr. Simone Kühn, a renowned neuroscientist who has authored incredible studies on porn's effects on the brain. Dr. Donald

Hilton Jr., MD continued to be a valuable asset (and loyal friend) to our organization, providing us with insight from his vast collection of research. Dr. Philip Zimbardo of Stanford University, perhaps one of the most well-known psychologists in the country, got on camera with us in San Francisco to shed some light on porn's affects on the mental state of its viewers. With these professionals and many more supporting our message on the harms of pornography, it's becoming clear that this documentary series is shaping up to make a serious impact.



CAROLYN WEST, Ph.D.



MELISSA FARLEY, Ph.D.



JILL MANNING, Ph.D.



DONNA HUGHES, Ph.D.



CORDELIA ANDERSON, MA



ANNA MALIKA



DR. SIMONE KÜHN



DR. DONALD HILTON, MD



DR. PHILIP ZIMBARDO



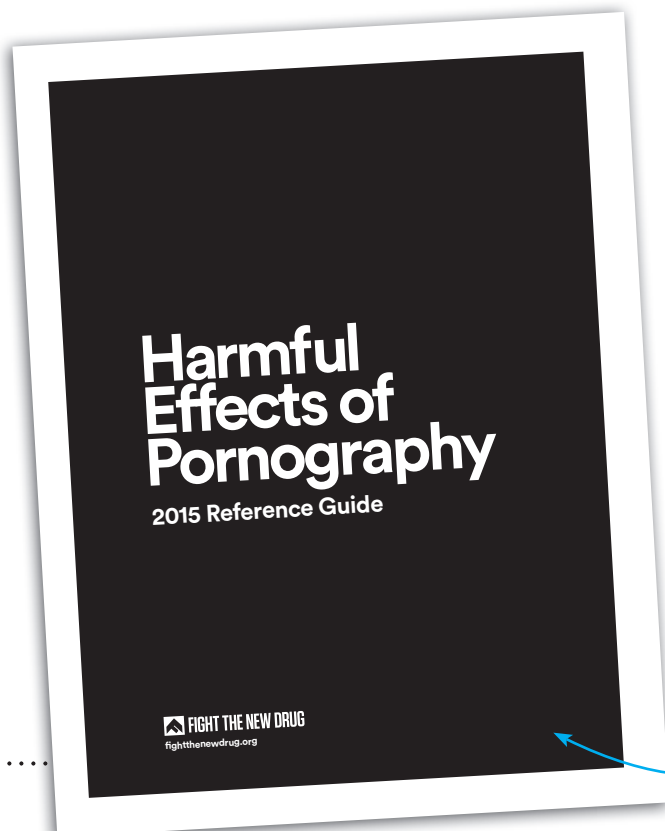
ED SMART



ERNIE ALLEN

Reference Guide

on the Harmful Effects of Pornography



Fight the New Drug's main focus for 2015 was highlighting and solidifying our position as a fact-based organization. By providing individuals with a clear and concise way to research the harmful effects of pornography, we reinforced this stance among all who came in contact with us. FTND's Reference Guide contained the most validated, peer-reviewed studies from academic journals and empirical research on the harmful effects of pornography. Since providing the Reference Guide as a free download on our website, many have downloaded the resource to use for essays, articles, presentations, websites, blogs, and personal use. The success of our Reference Guide helped to further establish FTND as an authority on the science behind the harms of pornography.

1,511

FREE PDF
DOWNLOADS

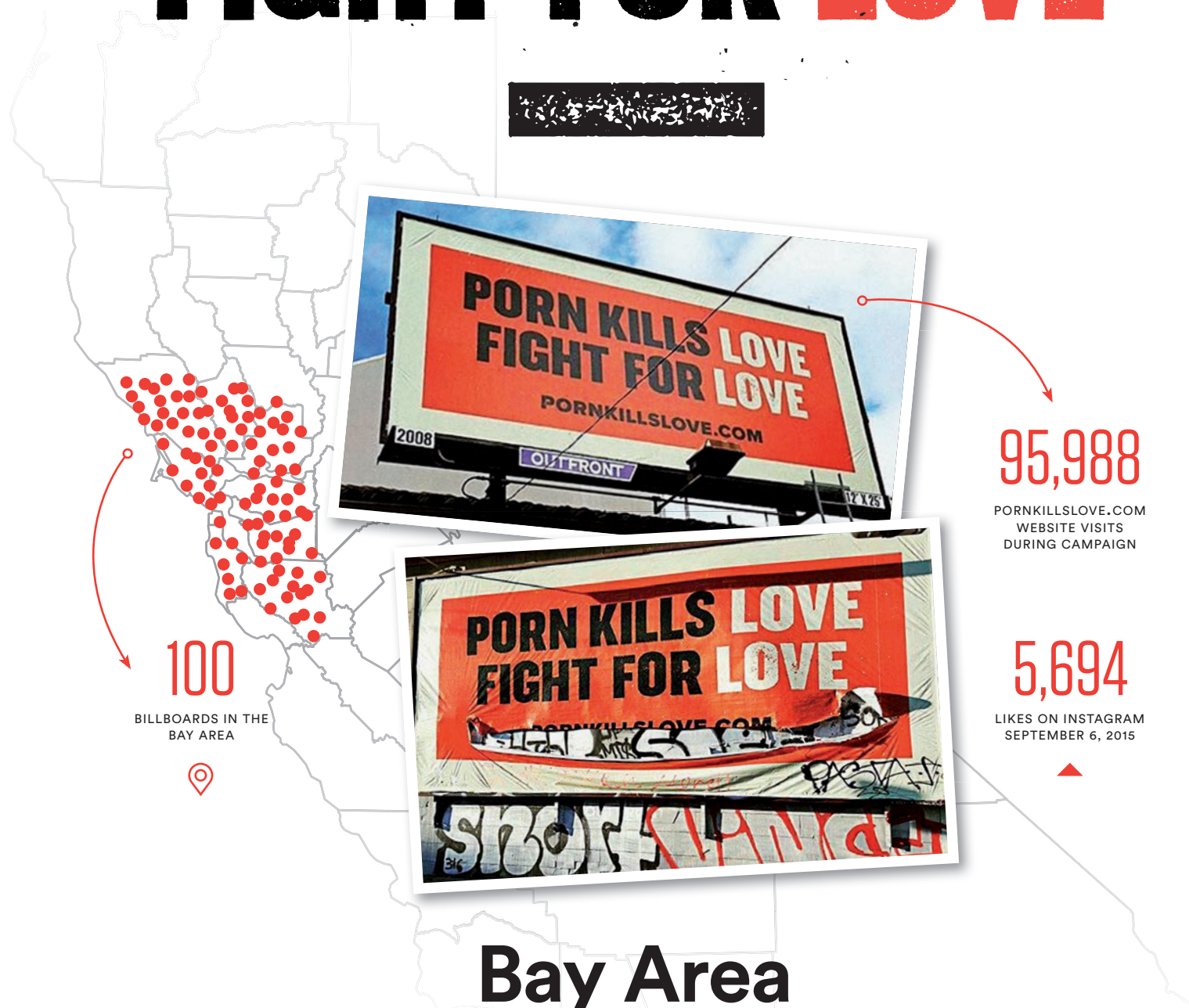
275

PHYSICAL COPIES
DISTRIBUTED

750+

REFERENCE
POINTS

PORN KILLS LOVE FIGHT FOR LOVE



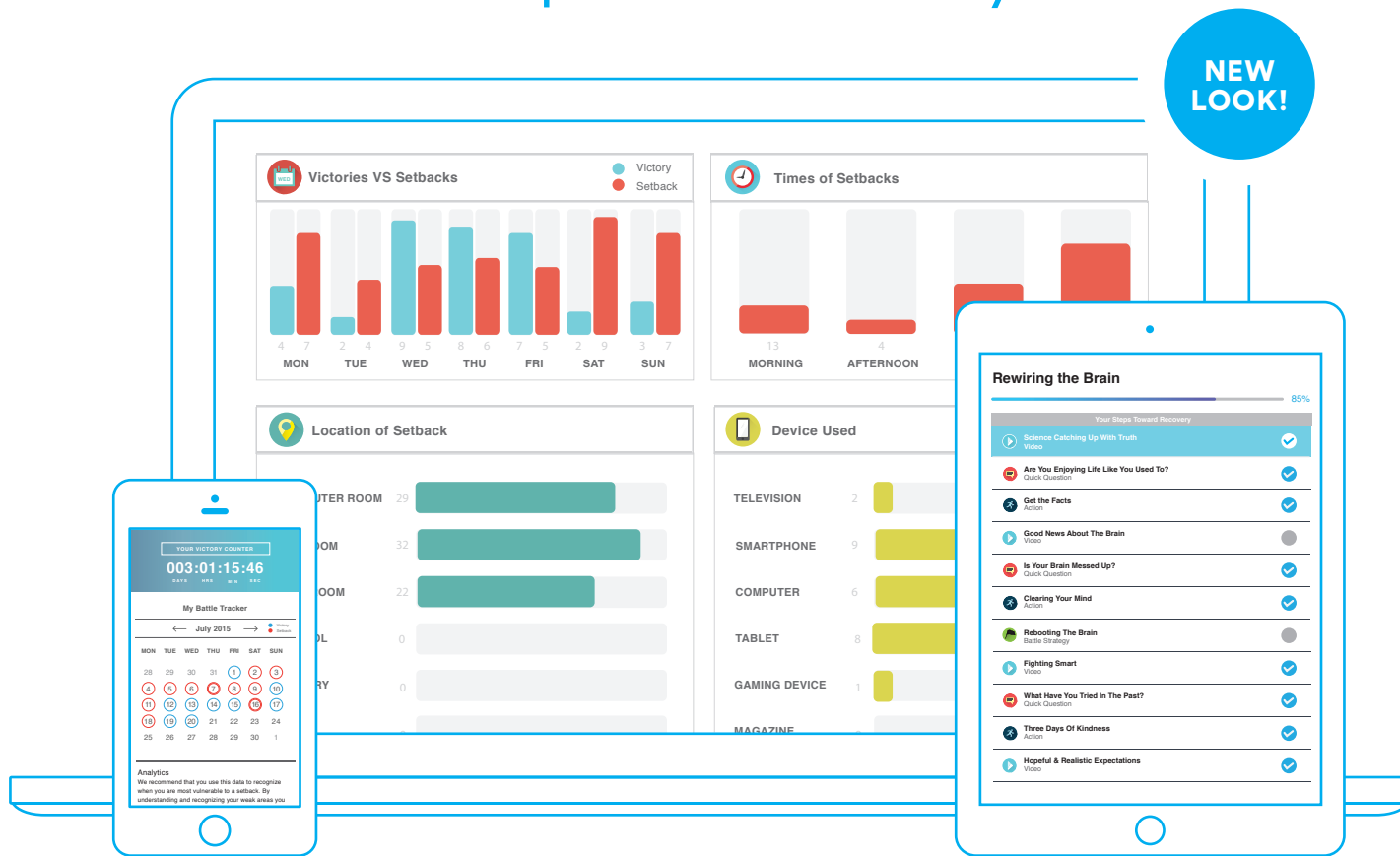
Bay Area Billboard Campaign

Fighting the War on Love

Perhaps the most unique notable achievement of 2015 was the launch of FTND's first billboard campaign. Beginning in September and continuing throughout November, 100 'Porn Kills Love/Fight For Love' billboards popped up across the San Francisco Bay Area to raise awareness on our cause. The billboards were placed in this area of thought-leaders and thriving industry to help us ignite and change the conversation around the topic of pornography. Both favorable and opposed views added their voices to the discussion, all to the benefit of putting this movement into the spotlight. We saw a massive increase of social media engagement and a strong buzz around Fight the New Drug in the media for many months.

Fortify

A Step Toward Recovery



NEW LOOK!

The recovery aspect of our mission has allowed us to see the tangible impact that this organization is having in the lives of people all around the world.

Fortify received a major facelift in 2015. Based on user feedback we've been able to make some important updates and changes to the program that have already yielded positive results. These upgrades included a new Victory Counter, a complete redesign of our Battle Tracker with much improved analytics, a restructuring

of the program curriculum, the development of a new iOS and Android mobile app, and more. We were also able to write and release a new version of our Fortify book. With Fortify users stretching across 155 countries, we are truly changing lives across the world!



I love your organization and what you stand for, and I want to help! After recently going through the Fortify Program, I remember coming across an action assignment that encouraged me to do something to educate others about the effects of pornography. So I decided to do just that. As a student at Washington State University, I write for our online publication. That provided me the platform and opportunity to help get the message out, so I wrote an article that talked all about how porn kills love and that it fuels domestic violence and rape. Thank you so much for all that you do. After going through Fortify, the education and knowledge that my Battle Strategies have given me has been indescribably helpful and effective. Thank you!

SPENCER / AGE 19



27,830

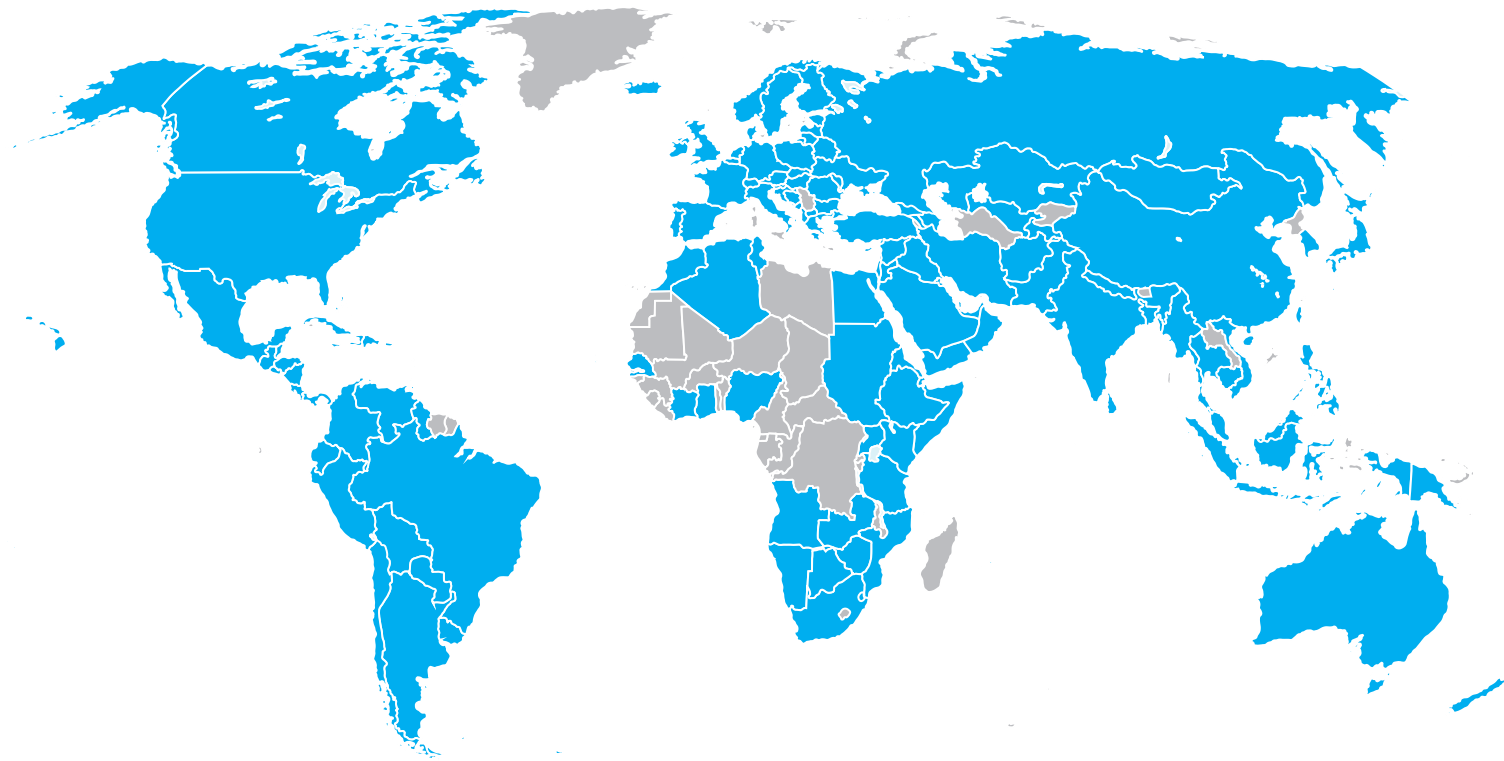
FORTIFY USERS

21,133

TEEN FORTIFY USERS

6,697

ADULT FORTIFY USERS



155
COUNTRIES WITH
FORTIFY USERS

50/50
AMERICAN STATES
REPRESENTED

32%
INTERNATIONAL
TEEN USERS

22%
INTERNATIONAL
ADULT USERS

87%
MALE
FORTIFY USERS

13%
FEMALE
FORTIFY USERS

Question

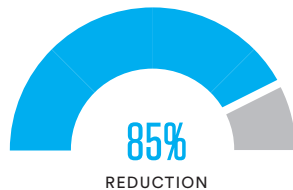
Do you feel that the Fortify Program is moving you towards complete freedom from pornography?

95%

ANSWERED YES

Depression Levels

There is an 85% reduction in depressive symptoms by the end of the Fortify Program.



Average Age

75% of Fortify Program users viewed pornography for the first time between the ages of 10 and 14 years old.

75%

10-14 YEARS OLD

Question

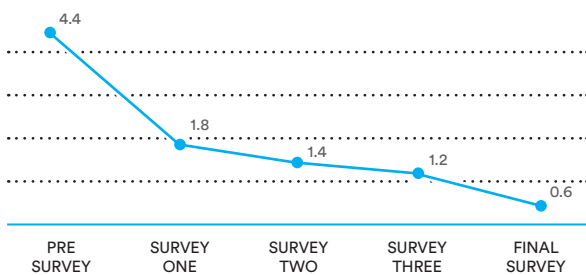
What is the average number of times pornography was viewed in a week?

88%

REDUCTION IN PORN VIEWED BY FINAL SURVEY

76%

REPORT ZERO PORN VIEWED BY FINAL SURVEY



Question

What is the average number of hours spent each week viewing pornography in the previous month?

PRE-PROGRAM SURVEY

10%

0 HOURS

63%

1-3 HOURS

27%

4+ HOURS

FINAL SURVEY

65%

0 HOURS

31%

1-3 HOURS

4%

4+ HOURS

93%

93% of graduates feel like the Fortify Program has, and continues to play a role in the long term changes in their life.

80%

Nearly 80% of program graduates feel that they are doing much better than they were prior to using the Fortify Program.

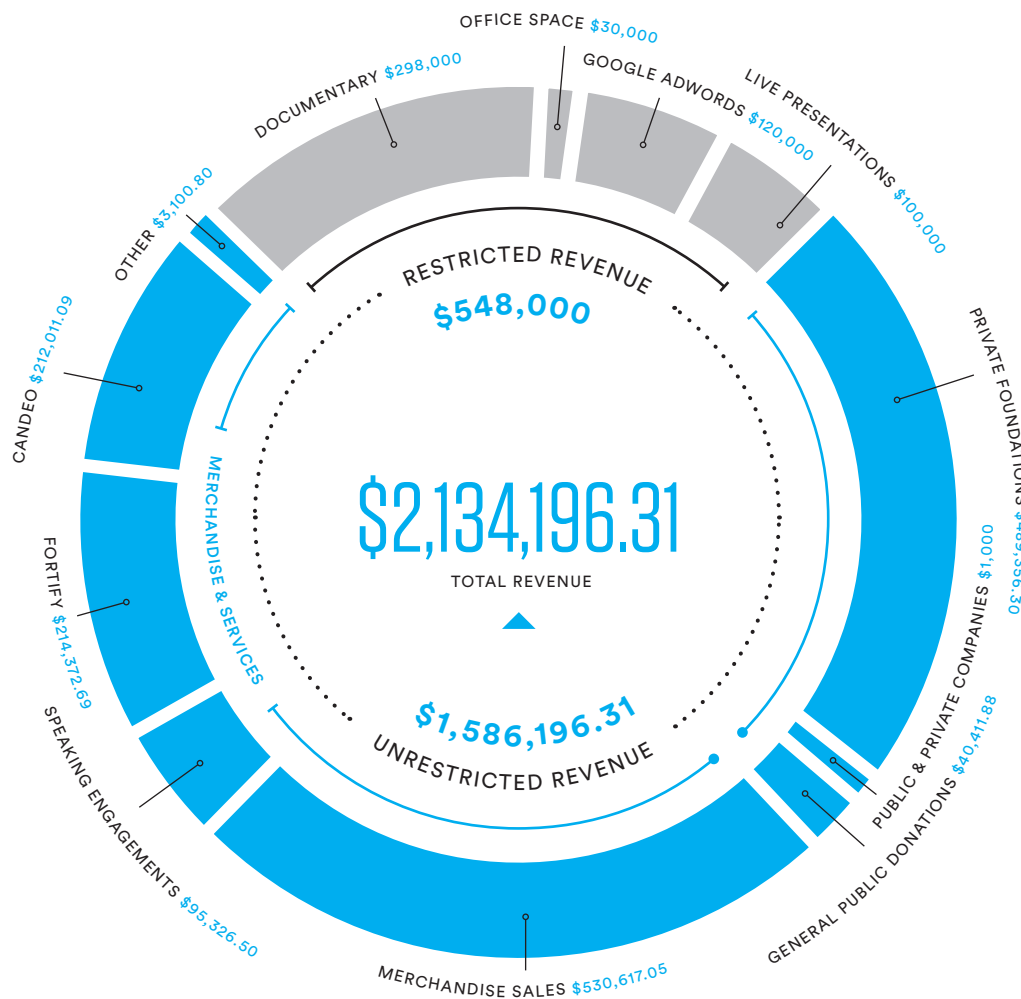
95%

95% of graduates indicated that a year after graduating from the program, they would recommend the Fortify Program to others struggling with porn.

Revenue

Where Our Income Came From

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

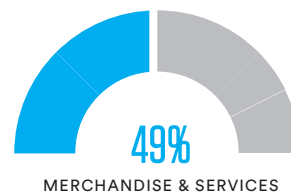
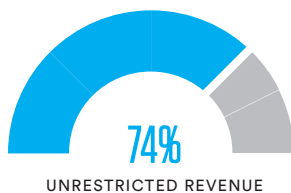
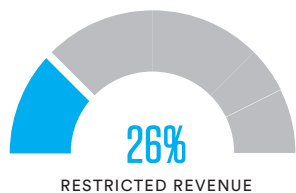


RESTRICTED

Documentary	\$ 298,000.00
Office Space	\$ 30,000.00
Google AdWords	\$ 120,000.00
Live Presentations	\$ 100,000.00

UNRESTRICTED

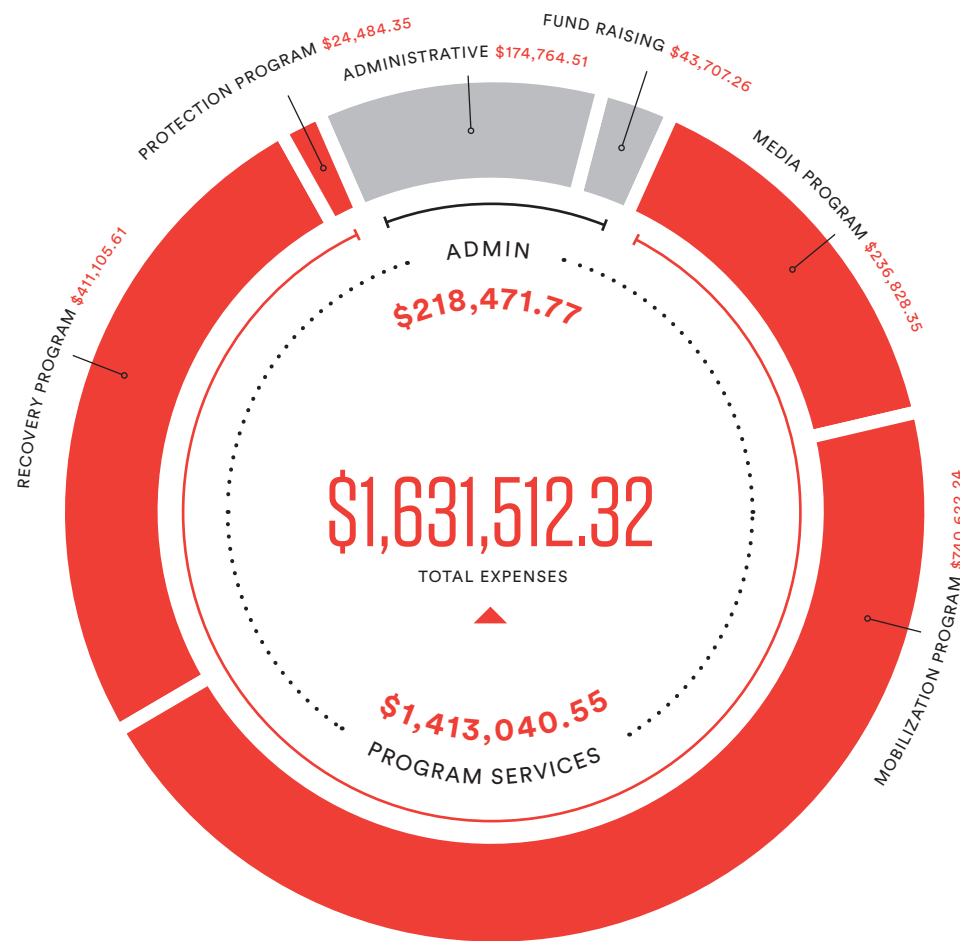
Private Foundations	\$ 489,356.30
Public/Private Companies	\$ 1,000.00
General Public Donations	\$ 40,411.88
Merchandise & Services	\$ 1,055,428.13



Expenses

What We Did With Your Donation

We are proud to report that for 2015 we spent 87% of our revenue on program expenses. These programs helped us achieve the greatest year of impact Fight the New Drug has had while allowing us to continue to accomplish our mission.



ADMIN		PROGRAM	
Administrative	\$ 174,764.51	Media Program	\$ 236,828.35
Fund Raising	\$ 43,707.26	Mobilization Program	\$ 740,622.24
		Recovery Program	\$ 411,105.61
		Protection Program	\$ 24,484.35

25%
RECOVERY PROGRAM



45%
MOBILIZATION PROGRAM





It's no question, 2015 was an explosive year for Fight the New Drug. Thanks to our incredible Fighters and behind-the-scenes supporters we were able to do and accomplish so much more than we thought possible. Together we have changed 10's of thousands of lives and had an immeasurable impact. We couldn't be more proud of what we've been able to achieve with your help! Notwithstanding our growth and success, we know we have so much more to accomplish in order to achieve our ultimate goal of shifting societal perception across the board. That is why we still need you. We need your help to continue to spread this incredibly important message to all who will listen, ultimately changing the world for good. Are you with us? Well, get ready for 2016. It's going to be another banner year for FTND!

#PORNKILLSLOVE

 FIGHTTHENEWDRUG.ORG

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

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

 **FIGHT THE NEW DRUG**