

# 2019

Annual Report



A GLOBAL MOVEMENT OF FIGHTERS  
© FIGHT THE NEW DRUG

# —10 Years



**Fight the New Drug officially turned 10 years old in 2019, and we took every opportunity during the year to celebrate how far we've come as an organization and how we've grown into a global movement.**

What started a decade ago as a group of college friends with a shared passion to positively impact the world has expanded into so much more. We are so proud to say that millions of people are now recognizing pornography for what it is and rejecting its influence in their lives. We are the organization we are today because of those who have fought for this cause over the years and supported our mission to raise awareness on the harmful effects of porn using only science, facts, and personal accounts.

We're continually growing, and it is because of our Fighters that our resources have been able to educate and raise awareness on this issue across the globe. To mark how much we've grown, we want to take a snapshot of our milestones from 2009 to 2019, all thanks to our growing support network.

As you can see, we've come an incredibly long way since our humble yet passionate beginnings, and yet these numbers don't even capture what this movement has truly grown to mean to so many. With over 5 million Fighters worldwide and growing, we're proud of the impact we've collectively made in the last decade. We also thank our incredible

Fighter Club members who partner with this organization on a monthly basis to make our resources happen, and our generous donors. Also, we're so grateful for our presentation team that travels to schools and communities around the world to give live presentations on porn's harms.

Ultimately, we couldn't achieve any of these milestones without you—our supporters.

So as we celebrate this decade and look forward to what's in the next 10 years, we dedicate our fight to our Fighters. None of these numbers and milestones would happen without them. We're thankful they have stayed with us and chosen real love alongside us.

Thank you for fighting for love, and thank you for sharing our resources so this community can grow, and continue to change our world.

To say we look forward to seeing what we can do together for years to come is an understatement—we know we're just getting started. We can't wait to see where this movement will go in the next 10 years, and what our collective impact will be.



# 5 Million+

FIGHTERS WORLDWIDE

# 835,000+

INDIVIDUALS REACHED IN PRESENTATIONS WORLDWIDE

# 35,000+

PORN KILLS LOVE TEES BEING REPPED BY FIGHTERS IN 145 COUNTRIES

# 1,300+

PUBLISHED ARTICLES ON FTND.ORG

# 18.75 Million

VIDEO VIEWS ON YOUTUBE & VIMEO

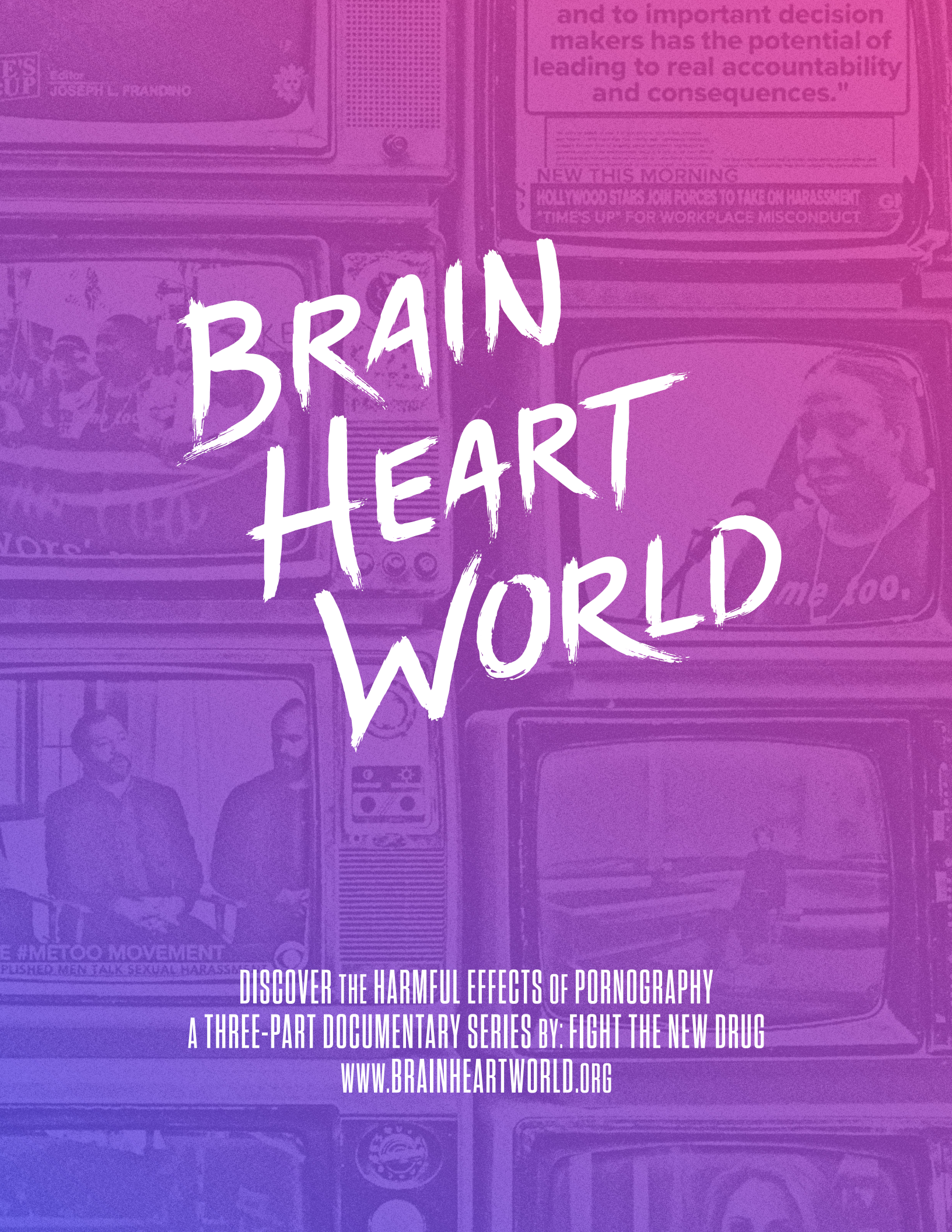
# 49

NUMBER OF COUNTRIES REPRESENTED BY OUR FIGHTER CLUB MEMBERS

# 192 of 193

NUMBER OF COUNTRIES REPRESENTED BY PEOPLE WHO HAVE VISITED FTND.ORG





# BRAIN HEART WORLD

DISCOVER THE HARMFUL EFFECTS OF PORNOGRAPHY  
A THREE-PART DOCUMENTARY SERIES BY: FIGHT THE NEW DRUG  
[WWW.BRAINHEARTWORLD.ORG](http://WWW.BRAINHEARTWORLD.ORG)



# Documentary Series

**Our influence in conversations about porn’s harms has continued to grow more than ever, especially since we launched one of the biggest resources we’ve ever created—our three-part documentary series, “Brain, Heart, World.”**

This informative and entertaining resource has served as a cost-effective starting point for meaningful conversations about porn in classrooms and communities across the world. The documentary is continually met with high praise from our supporters, and has been called one of the most effective ways to reach people on this issue.

## Documentary Tour

This fall, we kicked off our Public Screening Tour of the documentary series. This tour visited fifteen unique locations across the country, including ten different states. At each location, we enjoyed collaborating with local hosts who applied for the chance to host a screening, gather an audience, and book a local venue. A member of FTND’s team was able to introduce the documentary at every screening and host a Q & A at the end, giving each audience the opportunity to engage with this topic in a refreshing and educational way. We’ve been grateful to receive so much positive feedback from each tour location, and we’re planning to continue more tours in the future.

**PUBLIC SCREENING LICENSES SOLD**

**200+**

**BRAINHEARTWORLD.ORG WEBSITE VISITS**

**1.1 Million**

## Spanish Translations

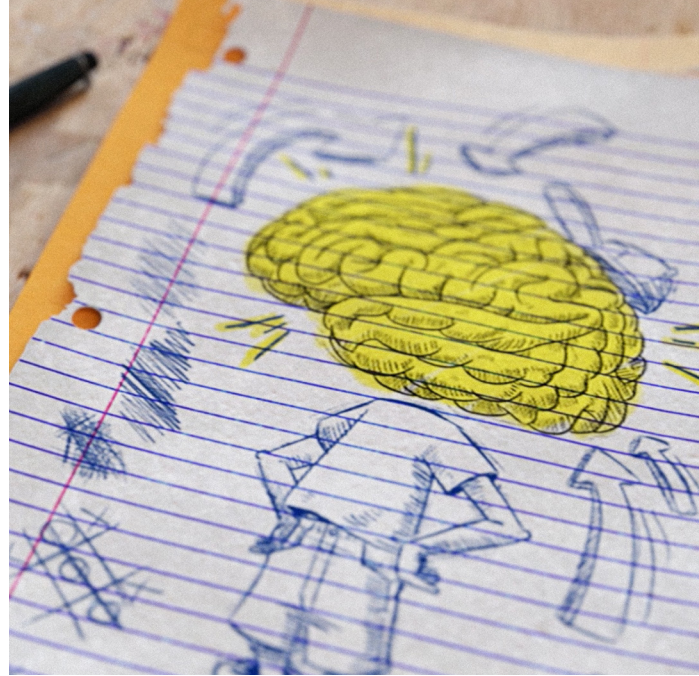
Since our documentary launched in 2018, we’ve wanted to provide this resource to our international followers in their native languages. With over 5 million supporters all over the world, many of our Fighters speak English as a second language. We’re happy to announce that we officially achieved our goal this year of providing a Spanish-subtitled version of “Brain, Heart, World.” We debuted this resource while our team visited Guatemala this past summer, and it was a huge hit. We hope to translate “Brain, Heart, World” into additional commonly-requested languages in the very near future, and look forward to this resource reaching even more people around the globe.





**Extremely well-produced! Thanks so much! I feel better now knowing I am not alone.**

**• KURT**



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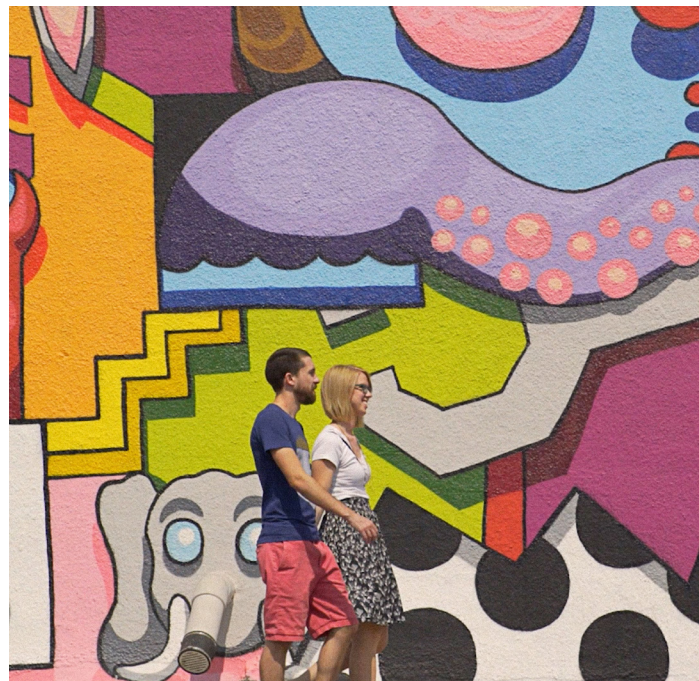
“I really liked the comparisons used in this video to help youth and laypersons understand the science behind brain activity. The episode was short and sweet. I will watch again and hopefully be able to share with my partner who watches porn currently. I am a nursing student and am fascinated by this movement, as it is fundamentally promoting awareness on individual and public health. Every little bit helps! Keep producing and spreading awareness across the world!! I will keep donating from now on! I’m so happy to have found a cause I can really get behind because it is unique and something I hold very close to my heart.”

**• TINA**



“Excellent! It makes me understand porn more deeply and more seriously. I remember when I first watched pornography, I always thought that porn stars were enjoying themselves in the scenes and they were just unbelievably good at sex. But all these things are not realistic in a real relationship. Viewing porn may be a pleasure for some people, but for the performers, it’s totally humiliating and nightmarish. This changed my opinion about pornography.”

**• WENHAO**







"I almost cried. It was really emotional, and I can definitely relate. I'm 26 years of age, and I have been porn-free for 5 days now. I'm super happy and my energy is less drained. Porn creates erectile dysfunction and objectifies women and I don't want to be a part of it."

• ZEN

"Well done! I enjoyed the humor added to a heavy topic. Honestly your docuseries brought tears to my eyes because it is such an important message to be shared with everyone."

• CHRISTINA

“

**I just realized that I have a real problem with pornography, but these videos are actually giving me hope.**

• SIMON

"I think the documentary was honest, objective, and it gave a foundation upon which a person struggling with porn addiction can build on. Thank you."

• DENILSON

"By understanding the physiological effects of pornography, kids are far more likely to understand the harm that it can do. This is the best place to start with young people who hate to be told what they should or shouldn't do."

• LISA



# —Become A Fighter

Through nearly 150 presentations in 2019, we were able to reach thousands of youth, parents, and community leaders from multiple states in the US and countries around the world. This year, we brought the movement for love to Chile, Guatemala, Mexico, Trinidad & Tobago and all over the United States.

One of our goals in creating a documentary series was to provide an educational resource that could act as a cost-effective alternative to a Fight the New Drug presentation. We've been happy to see that with over 200 Public Screening Licenses for "Brain, Heart, World" being purchased in 2019, we have succeeded in this goal of giving schools and community groups another option for large-scale education. Moving forward, our hope is that schools and community groups can alternate between booking FTND presentations and hosting their own public screenings so that they can continue to educate and raise awareness, while still working within the confines of their budgets.

That being said, we have exciting plans for the future of our presentation program as well. This year was marked by considerable progress in updating our presentations so that we can offer a brand new presentation experience in 2020 with the most current

research, stats, and stories available. We're excited about the momentum our presentation program enjoyed this year, and we can't wait to watch our program continue to develop and grow next year.

In 2019, we had a number of noteworthy keynote presentations including one at Gonzaga University in Washington, and one in California as part of the Roads to Respect conference hosted by the Rape Treatment Center of UCLA-Santa Monica Medical Center. We also attended and presented at the annual Utah Coalition Against Pornography conference where youth, parents, and community leaders attended our presentation to learn about the harms of pornography. In 2019, we were invited to visit both Sinaloa and Chihuahua in Mexico to present to youth and community members. Additionally, our team attended and presented at the Coalition to End Sexual Exploitation Summit in Washington D.C., hosted by the National Center on Sexual Exploitation.



# 95,760

TOTAL INDIVIDUALS REACHED

# 47,215

TOTAL YOUTH REACHED

# 71

YOUTH PRESENTATIONS

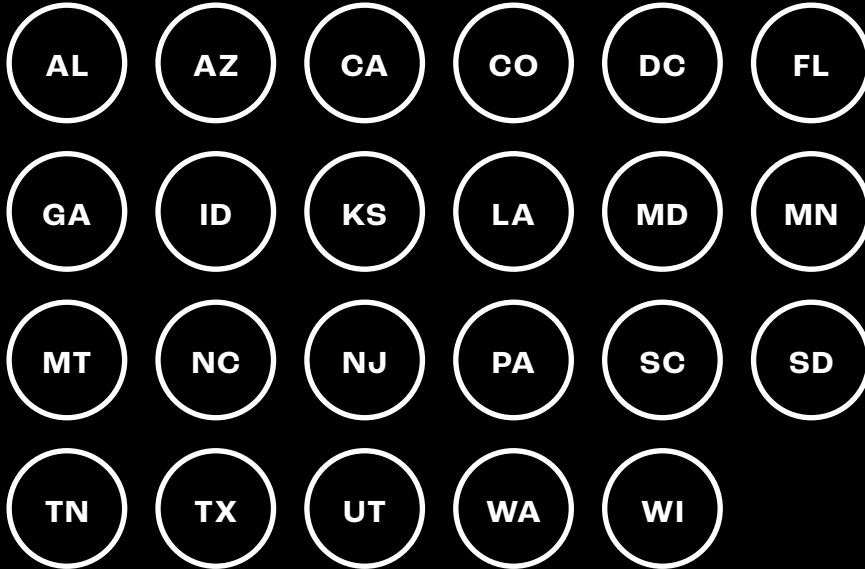
# 17

ADULT PRESENTATIONS

# 56

COMMUNITY & KEYNOTE PRESENTATIONS

### STATES VISITED



### COUNTRIES VISITED





CONSIDER BEFORE CONSUMING



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CONSIDER BEFORE CONSUMING



CONSIDER BEFORE CONSUMING

CONSIDER BEFORE CONSUMING

CONSIDER BEFORE CONSUMING

# Social Media & Marketing

Across our social media channels this year, we reached new audiences and fine-tuned our tone to match that of each unique platform.

This year, we surpassed 5 million followers on Facebook, an increase in nearly 2 million followers since 2018. We're thrilled about this accomplishment, considering that the Facebook algorithm is favoring content created by pages less and less. While Facebook continues to dominate our collective following, we also saw growth on Instagram, growing to 164K followers, a 32K increase from the previous year. We attribute this growth in followers to our increased focus on social media influencers and holding regular, successful giveaways for our followers.

We also greatly increased our focus on Twitter, approaching the platform in a way we hadn't done previously by tailoring our tone on the platform that is so different from Facebook and Instagram. Focusing more on Twitter reaped some tangible rewards, earning us an increase in Twitter followers by nearly 9K in 2019. We started 2019 with 30.2K followers and ended with 39.1K followers, exceeding our goal by 5K followers and growing by about 30%! Overall, we've been able to engage with our Fighters more directly, and reach more diverse audiences with our message.

## FACEBOOK LIKES

# 5,038,750



## INSTAGRAM FOLLOWERS

# 164,214



## TWITTER FOLLOWERS

# 39,111



## YOUTUBE SUBSCRIBERS

# 68,305



Posting more video content regularly on YouTube, and promoting our channel across other platforms, allowed us to increase our subscribers by over 17K. With the addition of our in-house videographer, we look forward to posting more quality video content and growing our subscribers exponentially in 2020.





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# —Social Influence

We've increased our efforts to reach and utilize new and existing influencers in 2019. In our social media saturated world, influencers help us to spread our message and grow our supporter base on social platforms.

Our goal for the year was to release 20 influencer collaborations (influencers with 20K+ followers on Instagram) and 30 micro-influencer collaborations (influencers with 10K+ followers on Instagram). We ended up exceeding our yearly goals for influencer collaborations with 48 collaborations in both the micro and macro influencer category.

Influencers have helped us to grow our reach and bring our organization's mission to more people than ever before. We've had influencers help promote releases of new resources and new conversation-starting merchandise. This year, with the addition of a new team member to help build relationships and create collaborations with influencers, we've grown our influencer program to more than 60 active influencers across a number of social media platforms. In 2019, we were also able to start reaching out and networking with a number of celebrities and their teams. One of these unique opportunities led to our collaboration with Lamar Odom in 2019.

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# 96

**INFLUENCER  
COLLABORATIONS**

# 2 Million+

**#REPTHEMOVEMENT  
DAY REACH**



# Websites

Our sessions soared in 2019, accomplishing a 123% increase in sessions from 2018, with traffic from 192 of 193 countries worldwide.

If you're looking to see how we reached new individuals, checking our website analytics will show you the impact that was made. Our websites in 2019 greatly outperformed 2018 and exceeded our goals! We saw over 10.9 million sessions on our website, a 123% increase from the previous year. We also saw a 185% increase in website users from organic search and a 146% increase in website sessions from organic search, meaning that individuals have come across our website after searching for something on their search engine. With more resources and websites to push than ever before, we anticipate continued growth in 2020.

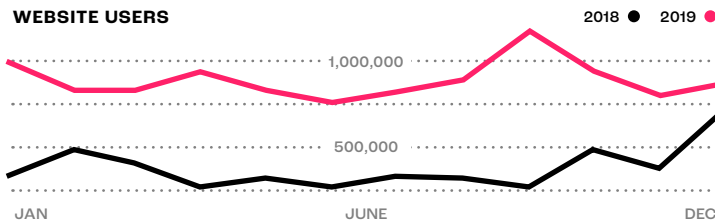
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## WEBSITE SESSIONS

# 10,905,491



## WEBSITE USERS



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

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

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

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

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

\*Additionally, Fight the New Drug maintains several translated websites.









**Be a lover  
& a fighter.**



**FTND.ORG**



# Blog

**Fight the New Drug's blog has continued to be one of our most-shared and engaged-with resources on a day-to-day basis. It's an information hub that aggregates new trends in pop culture, current research, and eye-opening personal stories that all exemplify the tangible harmful effects of porn.**

In 2019, we increased the blog's focus on embedding the science and research that illustrate the harmful effects of porn into current event stories from around the world. Doing so not only sparked engagement across all of our social platforms, but helped to maintain our status as a cause that is both impactful and relevant in people's lives and relationships. We exceeded our goal to publish over 50 current event-related blog posts, generating more engagement, amassing further reach, and driving more new and returning visitors to our website. It was an exceedingly successful year for our blog and website, and we look forward to continuing this momentum into 2020.

It has been a longtime aim to build and maintain a consistent contributing writer team, and this year, we were able to utilize the skills and voices of five solid writers with various fields of expertise who have been with us for over a year, as well as additional expert voices, guest writers, and article features from other sources. Throughout 2019, we also accomplished streamlining our means of promoting conversation-starting Fighter gear

in the blog by creating advertisements that break up article content without intruding on the reader's experience on our website.

As our global reach grows, and as this campaign becomes more recognizable, we will continue to produce research-based and information-centered articles that are both conversational and educational. We will continue to produce this thought-provoking resource that aids individuals in making an educated decision on porn, all the while sparking conversations about porn's impact on individuals, relationships, and society.

#### TOP SHARED BLOG POST OF 2019

**Everything You Need To Know About R. Kelly's Sexual Abuse Charges**

#### TOP BLOG POST SHARES

**65.9K**

#### PUBLISHED BLOGS ON FTND.ORG

**1,348**

# —Red Table Talk

We're always excited to see conversations about porn's harms happen in the mainstream spotlight, and this year offered many opportunities to be a voice in these public conversations. In May of 2019, Jada Pinkett Smith's online show, Red Table Talk, invited a Fight the New Drug team member and his spouse to sit down and talk about porn's impact on relationships.

The episode that debuted on Facebook Watch featured Jada Pinkett Smith, her daughter Willow, and Jada's mother Gammy. With our team member and his wife, they all shared a raw, vulnerable look at how porn can impact relationships and negatively affect the consumer's understanding of sexuality and sexual expectations, and heard our team member's personal experience. During the conversation, not one of them shied away from sharing how it negatively impacted each of them, and explaining how porn is too normalized in our world today.

On the Red Table Talk's Facebook page, this episode received over 4.2 million views, and we reached over 187k more people by sharing it on our Facebook page.

This is why we were so excited Red Table Talk decided to tackle this issue and open up a productive dialogue — everyone deserves to know the facts about porn. Meaningful conversations about the real impacts porn has on individuals and relationships are happening in the national spotlight, and we're excited to get to be a part of them.

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# 8K

FACEBOOK SHARES

# 4.2 Million

VIDEO VIEWS ON FACEBOOK



# —Campaigns

The three largest campaigns we launched in 2019 were Human Trafficking Awareness Month, #ForTheLoveOf, and #NoPornovember. Each campaign was able to uniquely reach our Fighters and spotlight research that illustrates porn's harmful effects.

## Human Trafficking Awareness

January was national Human Trafficking Awareness Month, where anti-trafficking organizations joined in raising awareness on the realities of trafficking in our world today. Human Trafficking Awareness Month provides an opportunity for us to introduce the cause to new followers worldwide, and remind our current 5 million+ Fighters how porn perpetuates the demand for sex trafficking. Because trafficking is already an issue in pop culture, sharing information that shows the connection between sex trafficking and the porn industry helps us to reach people on a larger scale and in a more relatable way. Our content reached an estimated average of 240,000 people on Facebook every day during the month, and we gained 395,000+ page likes.

## #ForTheLoveOf

February is often thought of as the month of romance. As a worldwide movement for real love, we highlighted love in all its different forms in our two-week long #ForTheLoveOf Campaign. Our team put together resources that showcased and educated about how porn affects multiple aspects of love and relationships. The #ForTheLoveOf campaign demonstrated how we're fighting for the love of self, humanity, friends, hobbies, equality, family, empathy, independence, consent, reality, compassion, and partners. Our aim was to raise awareness on how this fight applies to all aspects of life and health, and not just romantic love, and with over 87,000 impressions on Facebook that month alone, we accomplished that!

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## TOP PERFORMING CAMPAIGN BLOG POST

**72 School Buses In Atlanta Became A Mile-Long Mobile Child Trafficking Awareness Campaign**

# 236K

REACH

# 11.9K

SHARES

FIGHT THE NEW DRUG

X → 09 → 19

>>

FIGHT THE NEW DRUG

X → 09 → 19

>>

FIGHT THE NEW DRUG

CHANGE  
BEGINS  
WITH  
ONE



**MMIX**





# #NoPornovember

**Our #NoPornovember campaign is a staple that our Fighters look forward to every year, and this year was no exception!**

Every year, our supporters never cease to amaze and inspire us with how they choose to represent this movement in their communities. Just like other years, this was our biggest campaign all year and it also sparked a record amount of engagement, continuing to put Fight the New Drug on the map as a resource for learning about the harmful effects of porn.

For our 2019 #NoPornovember campaign, we focused on highlighting our 10-year anniversary. We celebrated and reflected on how this movement has impacted over 5 million Fighters worldwide. In order to show how one person's passion can make a difference, we chose the theme "Change Begins With One," a statement to spotlight that any one person can make a difference in their communities, no matter how big or small. We released a wide range of video content that showcased how our Fighters have made a tangible difference for this movement in their personal lives, their close-knit communities, and on a global scale. Throughout the month, we encouraged Fighters to participate in several challenges, including a challenge to quit porn for the month of November, start a conversation by repping the movement on #RepTheMovement Day, or by supporting our mission by sharing our resources and making a donation.

We had about 35 influencers post on #RepTheMovement Day on November 22nd, creating a huge stir on social media and helping to expose many new people to our organization as well as helping to educate individuals on porn's harms. We even had one influencer post on the newer social media app TikTok, helping to start the conversation about porn's harms with a new audience and new age demographic. One of our favorite collaborations during #NoPornovember was getting to work with YouTuber and internet personality Chaz Smith. Chaz agreed to do an Instagram takeover for us on November 21st, right before #RepTheMovement Day. He took over our Instagram story and posted about 15 videos in all, helping Fighters to understand everything from why he's part of the movement to what he likes to do to help support the movement and educate others. We received a massive amount of positive feedback about Chaz's time on our page and a large number of Fighters posting for #RepTheMovement Day.

Having 35 influencers participate in and post to their audiences on #RepTheMovement Day resulted in a collective potential reach of over 2 million. This breaks all of our records for influencer participation, and we are so excited about the new people we are able to reach because of their efforts.





# Consider Before Consuming

In July of 2019, we launched our new podcast, “Consider Before Consuming.” We are always looking for new mediums by which we can educate and raise awareness on the harmful effects of pornography, which is why we are so excited about accomplishing this milestone.

Every other week, podcast host Garrett Jonsson sits down with an expert or advocate to discuss how pornography negatively affects the consumer, relationships, and our society.

Given the available information about porn’s harmful effects, we believe everyone should be given the opportunity to make an informed decision regarding porn for themselves, similarly to anything else someone might consider consuming. The least we can do is thoughtfully contribute to an important conversation that is relevant to youth growing up in today’s digital age. Our ultimate hope is that this resource will add to and help shape meaningful conversations in our listeners’ communities. We’re grateful to see that our podcast has reached people in new ways and invited them into this topic in an impactful way.

Since its launch, we’ve released 11 episodes of the podcast, including episodes with FTND

#### EPISODES RELEASED

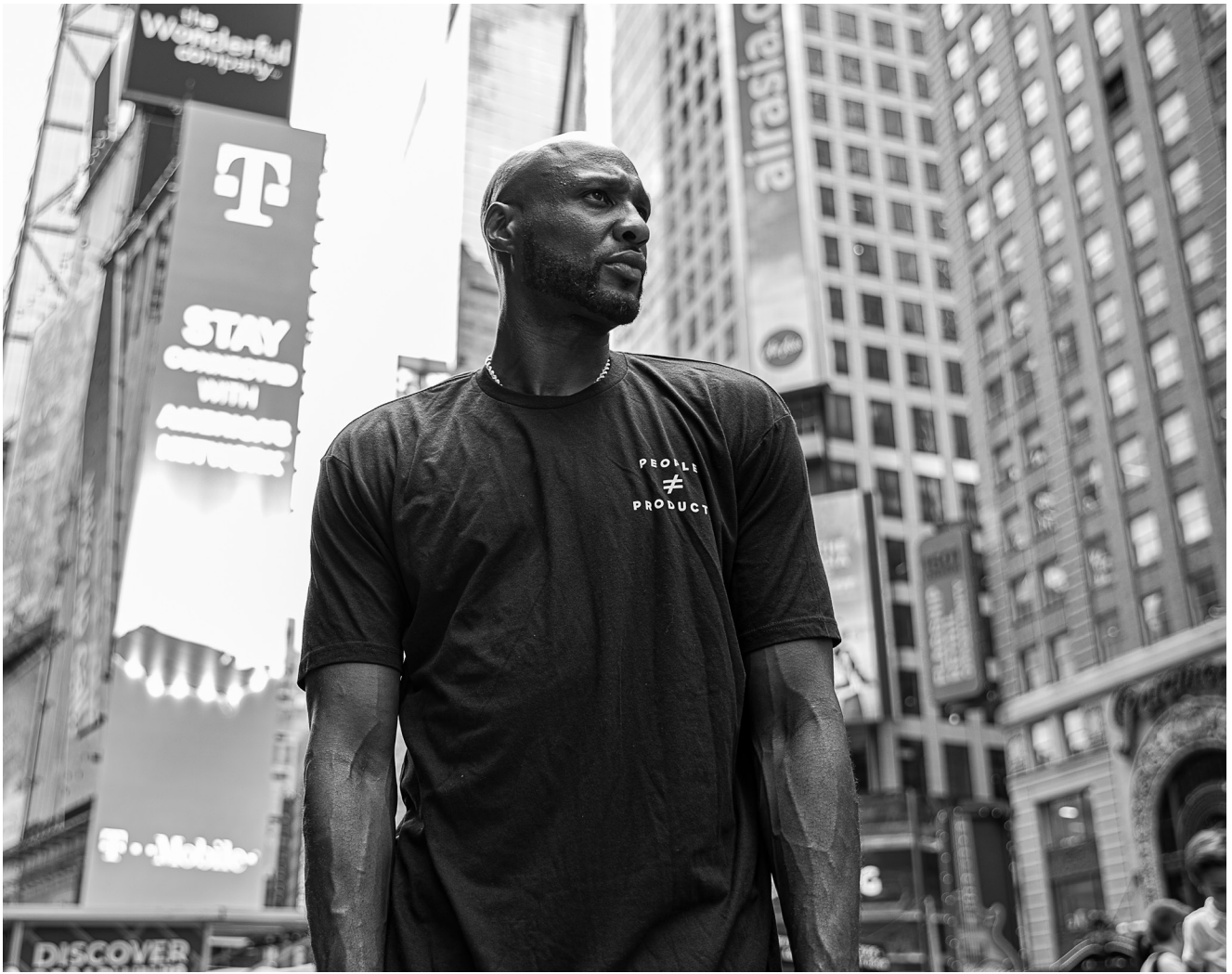
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#### PODCAST LISTENS

80,818

Co-founder Clay Olsen as well as researchers and authors, former performers, trafficking survivors, and other expert voices. In the months immediately following the podcast’s launch, we held a 4.9 star rating on the Apple Podcast app.

With over 80,000 listens so far, we’re excited to continue releasing new episodes every other Wednesday, and for our listeners to continue considering the harms of pornography along side us.



**Soon after the initial launch of our Consider Before Consuming podcast, Fight the New Drug had the opportunity to fly to New York and sit down with professional athlete and basketball star Lamar Odom.**

Just days after he publicly announced that he was quitting porn as part of building a healthier lifestyle for himself and his future basketball goals, we interviewed him for a podcast episode that took this important conversation to new heights.

Any time a celebrity speaks up about porn's harmful effects, countless others have the opportunity to see what the research is saying. It happened when other public figures—like actor and activist Terry Crews, actor and writer Josh Radnor, YouTuber Chaz

Smith, comedian Chris Rock, actor Russell Brand, musician Elaine Bradley, and others—spoke out about the detriments of porn and the benefits of giving it up, and it happened with Lamar's announcement as well. We were grateful for the chance to collaborate with Lamar and his team on conversation-starting projects that highlighted the value of speaking out on porn's harms and its connections to exploitation. We look forward to more valuable partnerships with additional influencers in the future.



"I'm fairly choosy with my time, and there are countless podcasts out there. I've been following FTND for a while now, first on Instagram and then through the website. When I found out you had a podcast, I had to check it out. If you're looking for information, it's here. If you want powerful testimonies, it's here. If you just need a little bit of encouragement to get through the day, it's here. 'Consider before Consuming' is a podcast true to its vision—to fight for love, and equip others with the tools they need to do just that. Don't put this off. Give it a listen right now."

• HOLLY

"So happy that this podcast is out. Spreading awareness is the key to this incredible movement. Love what you guys are doing—keep up the amazing work."

• JEN

"I always look forward to the next podcast of 'Consider Before Consuming'—this is truly a great initiative. The information, the stories, and the lessons learned here are so helpful. Thank you guys for all that you do!"

• RICH

"This podcast has given me so much strength, it's amazing! Thank you for confirming that my feelings are normal and healthy. I highly recommend this podcast. Love you guys!"

• LEILA

"I love the variety of content in these podcasts. I definitely think it provides valuable information to help people make an informed decision regarding pornography. Excellent quality and engaging interviews!"

• MELISSA



**Listening to a level-headed bunch of people discuss an issue that is affecting many, many people—very inspiring. If you are trying to help someone stop, show them this.**

• TIM

"As a former porn addict, I am very grateful that this kind of information is getting out there. It helps strengthen my resolve not to regress back into those old habits. This addiction can feed human trafficking along with perpetuating the objectification of my own gender. Can't thank you enough for your work on this front. Only wish you'd have been around when I was a teen."

• SUZANNE

"Fight the New Drug is a great organization and this podcast is just as great. It's so awesome that they're making a podcast to talk about this hugely important issue affecting people everywhere. It can be an uncomfortable conversation, but it is a critical one to have. On top of that, the arguments presented here are not based on religious or political views, and they're not trying to impose a certain viewpoint or ideology on listeners. All they want is to share what the facts say about pornography because they truly care about people and want the best for them. All things considered, this podcast gets a 5-star review from me!"

• MARK

# —Spanish Resources

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As a movement for love with a global impact, we're always looking for new ways to reach our diverse Fighter base. In 2017, we launched translated versions of our website in 4 different languages—French, German, Portuguese, and Spanish—and this year, we continued expanding key resources for our supporters who speak English as a second language.

Our team worked to create a resource called “Let’s Talk About Porn” in 2018. It helps Fighters walk step-by-step through a guide to talking about porn with their partner, parents, children, friends, or even strangers. This year, we were able to translate this conversation blueprint website. “Hablemos sobre la pornografía” is now available in Spanish, and helps people navigate conversations about porn. We are looking forward to translating other resources to reach our growing international supporter base.

Since our documentary launched in 2018, we've wanted to provide this resource to our international followers in their native languages. We're happy to announce that we officially achieved our goal this year of providing a Spanish-subtitled version of “Brain, Heart, World.” We debuted this resource while our team visited Guatemala this past summer, and it was a huge hit. We hope to translate “Brain, Heart, World” into additional commonly-requested languages in the very near future, and look forward to this resource reaching even more people around the globe.





## Guatemala & Spanish Resources

This year, FTND made it a goal to focus on our Spanish resources. Although we already had several existing resources in Spanish, we wanted to do more to help mobilize those resources and make them easily accessible for Spanish-speaking Fighters around the world. This is why we decided to take a trip to Guatemala and bring Fighters with us to spread this movement for love.

In July, we had the privilege of spending one week with some of the most amazing Fighters on a trip we took together to Guatemala. At the end of a week of getting to know the local culture, we held a presentation in Guatemala

City—and it was an amazing crowd. At this event, we were able to launch the “Brain, Heart, World” documentary series in Spanish—see it at [es.BrainHeartWorld.org](http://es.BrainHeartWorld.org)—helping to make this free resources available on a broader scale. Additionally, we were able to certify Jose, a local presenter who can give FTND presentations in Guatemala.

We’ve had some amazing partners in Guatemala who helped make all of this possible, and we made many new partners after this event. We’re looking forward to visiting again, and continuing to spread this education, awareness, and movement for love.

# —2019 Fighter of the Year

Since the beginning of Fight the New Drug in 2009, we have been grateful to have the best supporters in the world. 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 2019, 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.

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This year's winner has one of the coolest and most impactful backstories that we've encountered to date of someone getting involved with our organization. She's a changemaker and conversation-starter in her local community, and her dedication to this movement for love has more than earned her the title of 2019 Fighter of the Year.

Meet Annie, a U.S. Fighter from the state of Ohio. She's a junior at a university south of Cleveland, and her boldness for the cause is just one of the many reasons she's a unique, stand-out supporter of FTND. In a video titled “Annie (Documentary)” made by a fellow student at her university, Annie explained her background and why repping meaningful causes like Fight the New Drug is so important to her.

“Diastrophic Dysplasia is what I was diagnosed with when I was born,” she explained in the

video. It's a form of Dwarfism, a disorder that affects cartilage and bone development resulting in shorter stature, arms, and legs.

“It is a diagnosis that mainly affects the bones. And so the more you grow, the more crooked you become. And so you have to have surgeries in order to be able to walk. So it's kind of a relief when you stop growing, because that means your bones can't get any more crooked,” Annie said.

From the time she was 12, Annie's mentality has been, “People are already going to look at me, so why don't I give them something to look at?” This has inspired her to wear bold tee shirts that represent causes she wants to raise awareness about.

“I have this opportunity that people are going to look at me, and I can wear these tee shirts that have these messages that I'm super





passionate about. And I think that's really cool. In this weird cheesy way, I have a way of promoting something that they're going to have to look at whether they want to or not."

Among her collection of social justice tee shirts, Annie has a number of Fighter tees, including a classic red "Porn Kills Love" tee, an original Street Team tee, and one of our "People ≠ Products" tees.

Annie says that's her "thing"—if people are going to look at her, she wants to give them something to look at, and something to think about.

But Annie is also bold in other ways that spark conversations in her community and inspire us. She's rallied the friends around her to care about important causes, too, and even made it a point to include as many people as possible in big conversations about issues that face our world—including how porn

harms individuals, relationships, and society. In a post on her Facebook last year, she's pictured with a friend holding fact sheets they personally made, detailing a few harmful effects of porn listed out on Fight the New Drug's website. In deciding to share the fliers all over campus, in the post she said, "We've decided our motto is 'make campus uncomfortable 2019.' We want to challenge the lack of real conversation surrounding porn. There are too many men and women who struggle with pornography addictions to pretend that it doesn't exist or isn't worthy of being talked about...shame OFF you—you are loved and your love still works."

When Annie learned she was chosen as our 2019 Fighter of the Year, this is what she said:

**"Since I was a senior in high school, I've been passionate about Fight the New Drug and their fight for real love through their passion to speak out about porn... To find out today that I've been given the title of their 2019 Fighter of the Year is honestly leaving me speechless and I could not be more excited or honored!"**

As an organization, we couldn't be more excited and honored that we have Fighters like Annie who step up and speak out about the real negative effects of porn and sexual exploitation. We know her community is forever changed because of her boldness in spreading this fight for real love, and we are grateful for her shame-free voice. We're so happy to award Annie with this award, and we can't wait to see how she continues to raise awareness on behalf of this global movement.



MRS: FIGHT THE NEW DRUG  
DM: STREET TEAM  
TYPE: FIGHTER

FIGHT FOR  
LOVE  
FIGHT FOR  
LOVE  
LOVE  
FIGHT FOR

CONSIDER  
BEFORE  
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# Partners

**Because Fight the New Drug is a nonprofit, we have amazing opportunities to partner with companies who are making a difference and contributing to our global campaign.**

## Fortify

Since we started as an educational and awareness-raising nonprofit 10 years ago, we've received messages from people all over the world who were desperate to get the help they needed to quit porn. Our friends at Fortify provide a comprehensive recovery resource for those struggling with porn, and connects site users all over the world with counselors, coaches, and a supportive community. Anyone looking for recovery resources to quit porn today for good can check them out. They offer free resources for both teens and adults. Additionally, Fortify supports FTND with affiliate revenue from those who sign up through our platform.

## Bark Technologies

Bark is an easy-to-use, smart tool to help parents protect their children online. Bark's affordable, award-winning service proactively monitors children's devices for potential safety concerns. With a mutual goal to prioritize kids' safety online, we announced our partnership with Bark Technologies to our Fighters in early 2019. Users who sign up for Bark through Fight the New Drug's affiliate link are supporting their family with this technology solution, while also supporting the movement as 25% of the first

year's revenue from their membership is donated to FTND to help support our mission!

## Elios

Elios is an incredible company making high-quality, cutting-edge power and tracking technology and carriers for on-the-go people, just like our Fighters. They manufacture the best bags for keeping valuables safe, like laptops, and they create the most potent power banks for portable device charging, too. During our 2019 #NoPornovember campaign, Elios gave a free laptop bag to each person who made a donation to FTND as a "thank you" for supporting our cause!

## All Peoples Shackles Exchanged (APSE)

APSE is more than just a really cool jewelry company, they're a brand with a cause. Our friends at APSE Adorn are using their beautiful jewelry to support organizations like ours that fight human trafficking. When a Fighter purchases something from their ethically-sourced, handmade collection and selects FTND at checkout, we receive 10% of the revenue from their purchase. We're thankful for the chance to partner with such a forward-thinking and beautiful brand!

# —Fundraising & Development

As a nonprofit organization, we depend on the generous contributions of our supporters to fulfill our mission and make our awareness efforts possible. Every day, we see how the donations we receive are tangibly impacting the lives of thousands of teens and adults around the world. Truly, this movement comprised of over 5 million Fighters would not be possible without our donors. Thank you to our donors who support us in so many ways.

## Round-Up

Our friends at Harness have created a safe, secure way to support the movement with a feature called Round-Up. Now, Fighters can round-up their everyday transactions and donate the spare change to support our efforts in changing the conversation about pornography. It's as easy as a quick set up, shop, and support! We released Round-Up in early 2019, and we're excited to see how this program will grow as another way for individuals to support this movement for love.

[FTND.ORG/ROUNDUP](https://ftnd.org/roundup)

## One-Time Donations

Those wanting to support our efforts to educate about how porn can impact individuals, relationships, and society can make one-time donations through our website, PayPal, and even through social media. In 2019 we prioritized bringing visibility to the projects that were made possible by the generous contributions we received, especially those supported by one-time donations. Those

projects include producing a podcast, making our documentary series available online for free, maintaining an active and educational presence on social media, and so much more.

[FTND.ORG/DONATE](https://ftnd.org/donate)

## Fighter Club

Every day, we are amazed by the incredible amount of support we get from Fighters all over the world who take this movement for love and make it their own in inspiring and creative ways. As this movement grows, we are continually inspired by those looking to support our organization in whatever capacity they can. We have hundreds of loyal Fighters from all over the world who have chosen to support FTND by donating once a month, with amounts that range from a few bucks to \$100 a month. In this cause, every donation—no matter the amount—makes a lasting impact. We're so grateful for our Fighter Club members who go above and beyond to support this global movement for love!

[FTND.ORG/FIGHTERCLUB](https://ftnd.org/fighterclub)





# Revenue

Fight the New Drug has continually grown over the last 10 years, 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.

## Restricted **\$310,750.00**

**Education** **\$170,750.00**  
Documentary \$150,750.00

**Mobilization** **\$140,000.00**  
Google Grants \$120,000.00

## Unrestricted **\$1,334,667.32**

**Administrative** **\$87,893.63**

**Fundraising** **\$791,993.66**  
Private Foundations \$564,500.00  
Facebook Donations \$24,146.00  
Online One-Time Donations \$70,268.47  
Fighter Club Donations \$133,079.19

**Education** **\$163,607.28**  
Live Presentations \$95,752.96  
Documentary Screening Licenses \$17,097.47

**Mobilization** **\$291,172.75**  
Merchandise \$261,172.75

**TOTAL INCOME** **\$1,645,417.32**





# Expenses

We are proud to report that 89% of our total expenses for 2019 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.



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**Admin** **\$176,778.70**

**Administrative** \$48,411.26

**Fundraising** \$128,367.26

**Program** **\$1,465,061.80**

**Education** \$693,364.55

Documentary \$173,184.37

Presentation Program \$76,758.93

**Mobilization** **\$771,697.25**

Google Grants \$120,000.00

Marketing \$209,887.88

Cost of Goods Sold \$69,437.00

Postage & Shipping \$66,365.00

**TOTAL EXPENSES** **\$1,641,840.50**









# To You, Our Fighters

**Strong. Open-minded. Accepting.  
True lover. Bold. Rebel. Real.  
Understanding. Encouraging.**

These attributes are outlined in our Fighter Pledge, and these are the exemplary traits that over 5 million Fighters across the globe embody. Whether you are new to this movement, or have been around since our founding in 2009, Fighters like you are the reason this global movement is still growing and changing lives.

Maybe you've experienced the impacts of porn in your life, you've seen the impacts in the lives of those close to you, or you're passionate about ending human trafficking—or maybe all three! Whatever your reason for joining this movement for love, we're glad you're here and we need your voice. Each person who speaks out truly makes a difference in changing the conversation around pornography. Your willingness to speak up, share articles on social media, wear a conversation-starting tee, donate to the cause, or support in any other way you can is what is ultimately making a dent in porn culture and changing the world in positive ways.

We are grateful for you, we are inspired by you, and we will continue to fight alongside you in this movement.

**Clay Olsen**  
PRESIDENT & CO-FOUNDER



**Natale McAneney**  
EXECUTIVE DIRECTOR








REMEMBER BEFORE CONSUMING

DO WHAT YOU CAN TO AFFECT THE REST OF YOUR LIFE!

...that will last the people you love in your ability to deal with the consequences resulting from your choices. Remember, the people you love will miss you when you're gone. Remember, the people you love will miss you when you're gone. Remember, the people you love will miss you when you're gone.

FIGHT THE DRUG TRAFFIC

REMEMBER BEFORE CONSUMING

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FIGHT THE DRUG TRAFFIC





→ Vol. 04

# Impact Journal

**A JOURNAL OF GRATITUDE & IMPACT  
CURATED BY FIGHT THE NEW DRUG**

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Since 2009, Fight the New Drug has given visibility to the research that shows how porn negatively impacts individuals, relationships, and society. Over the last decade, this global movement has brought freedom to the lives of millions around the world, encouraging people to seek out real love and reject all counterfeits. In this edition of the Impact Journal, we've highlighted a selection of reviews and messages we've received, detailing how our documentary, podcast, and resources have helped so many across the globe. These stories remind us why this movement brings hope to so many lives, and inspires us to keep fighting for real love.



"So, just want to share how in the last couple months I haven't viewed or honestly even wanted to look at porn. Long story short, I remembered who I truly am, a dude with a good heart who made poor decisions and got sucked into an addictive cycle that escalated to what I would have thought to be impossible for me. I was so lost and miserable. Very sexually active, as well as viewing porn probably a couple times a day at least. Then, through an amazing woman and some vulnerable conversations, I realized how this whole time I've been trying to fulfill what this girl is giving me. True intimacy. Not just sexual. Just heart connection. For the last couple of months I realized what's possible. What I actually want. The thought of porn or a random hookup is just sad to me now. For two reasons: I'd be settling for something that I don't even truly desire, and feel worse after. And two, I'm not allowing my heart to actually feel

and be alive. Therefore, I'm robbing someone else from experiencing real connection. This girl and I have had some INSANELY difficult and painful conversations. But it showed me I'm still lovable. It broke the power shame had on me. I've now openly shared with my family and friends about my struggle. I realized how much shame has wrought destruction and pain in my relationships. Porn and the way it views women is so sad to me now. I've seen first hand how the mindsets created by the lies porn sells try to sabotage real love. The insecurities, the false and unrealistic expectations or what both fear is expected from them. It's so messed up. Now I see it so clearly. I'll spend the rest of my life fighting for real love and true and deep connection! Nothing less. Thanks for doing what you do."

**ANONYMOUS**





"This movement has been crucial to my 10+ years recovering from porn. Since being introduced as an 8-year-old child, I have found the light at the other side of the tunnel, but recovery is not easy. Thank you for the openness and honesty about what porn does to our brains and lives. I was gifted a 'Street Team' kit for Christmas and I took it to Romania and handed FTND's resources to high school students who had never before taken the time to consider the dangers of porn over its momentary pleasure. I wish you could have seen the light bulb going off in their eyes! It's only right that I can support you guys, so I do."

**Samantha**

**I CAN'T BELIEVE HOW MUCH I'VE ALREADY LEARNED BY LISTENING TO THIS PODCAST— IT GIVES ME MORE INFO TO SHARE WITH THE PEOPLE I SERVE IN MY COMMUNITY! THANK YOU, AND KEEP GOING!**

**Emily**  
[PODCAST REVIEW]

**I DON'T HAVE ANY WORDS, AND I'M NOT EXAGGERATING. SPREADING GOOD IS TOUGHER THAN SPREADING BAD. THANK YOU FOR DOING THAT TOUGH JOB. LOVE YOU.**

**Saravanan**

[DOCUMENTARY REVIEW]

This podcast has given me so much strength, it's amazing! Thank you for confirming that my feelings are normal and healthy. I highly recommend this podcast. Love you guys!

**Leila**

[PODCAST REVIEW]

"Powerful! Very well done. Excellent script, cinematography, and production, all of which combine to deliver a message that we—the target audience—can embrace without feeling judged or threatened."

**Rondo**

[DOCUMENTARY REVIEW]

"I've waited a long time for something like this to be on the market. I love seeing something so important be broken out and talked about over social media and other mediums. So excited for all future episodes! Very raw with the perfect balance of teaching! Thank you!"

**ANONYMOUS**

[PODCAST REVIEW]

This docuseries made me realize that I need to get my head out of the sand and take a stand. Thank you for that.

**Taran**

[DOCUMENTARY REVIEW]

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

**Elizabeth**

[DOCUMENTARY REVIEW]

"Wow! Hugely relatable for young people like myself and insightful as to the science and facts that coincide with the effects of pornography. I also greatly enjoyed the animations. I can't recommend this highly enough!"

**Luke**

[DOCUMENTARY REVIEW]

"I am really happy that there is a podcast available on this topic! I myself am a struggling consumer, but also an activist fighting the new drug, and I've seen and felt the negative effects it has had on my life. Every day, it is becoming more normal for young adults, teens, and in some cases children to view pornography. Podcasts like this help educate myself and others about this new drug. Very grateful for this, and very excited for the knowledge and wisdom and journey of this podcast!"

**Kaden**

[PODCAST REVIEW]

Since I've been listening to these podcasts and supporting Fight the New Drug, I have the confidence to speak out.

**Kaitlyn**

[PODCAST REVIEW]

"Hearing how it's an every day battle when you're on the road to recovery and freedom from porn is scary, but knowing that you're not in this alone is helpful. And really just the dreams and aspirations mentioned in the documentary put it all into perspective, that you don't want this addiction to flood into those areas in your life. Let the battle begin."

**Trevor**

[DOCUMENTARY REVIEW]

This message is clear and powerful. I start my fight today.

**Mohamed**

[DOCUMENTARY REVIEW]





“Thank you so very much for your podcast and the way you and your guests talk so frankly about their journeys with pornography. My husband has been living porn-free for the past year, but struggled to get free for eight months before that. I spoke about our journey at a community event recently and used much of the information that I learned from FTND and from listening to your podcast. I know that pornography is hurting so many families. I really appreciate what you all are doing to help people know the truth. It is helping me to heal from the betrayal trauma. I know it is helping many who have been hurt in a variety of ways.”

**Ralphie**

[PODCAST REVIEW]

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

**Siyabonga**

[DOCUMENTARY REVIEW]



Fight the New Drug is a non-religious and non-legislative organization that exists to provide individuals the opportunity to make an informed decision regarding pornography by raising awareness on its harmful effects using only science, facts, and personal accounts.

**FIGHTTHENEWDRUG.ORG**