



Fight the New Drug

— Annual Report
2021



Our Mission

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.



**FIGHT THE
NEW DRUG™**

A GLOBAL MOVEMENT
OF FIGHTERS



A Movement for Love

—We are endlessly grateful to all who helped fulfill Fight the New Drug's mission in 2021, while inspiring hope in millions of individuals, families, and communities across the globe.

This Annual Report illustrates the growth and traction the movement has received in 2021, and highlights the new educational content and resources created to further spread awareness on the harmful effects of pornography so individuals across the globe can make an informed decision regarding pornography. We are immensely proud of the positive impact Fight the New Drug was able to make in 2021 thanks to the generous support of Fighters and donors, and we look forward to seeing what we can accomplish together in 2022.

—
Natale McAneney
EXECUTIVE DIRECTOR



Year in Review

— By the Numbers

6 Million+

SOCIAL MEDIA FOLLOWERS WORLDWIDE

17,000+

PEOPLE REACHED VIA PRESENTATIONS IN 2021

24,000+

PRIVATE DOCUMENTARY SCREENINGS IN 2021

5.7 Million+

VIEWS ON YOUTUBE IN 2021

750,300+

TOTAL PODCAST LISTENS

800,000+

REACH OF TOP PERFORMING ARTICLE IN 2021





Consider Before Consuming

— A Podcast by Fight the New Drug

Everyone deserves to make an informed decision regarding porn for themselves, and we're pleased to see the Consider Before Consuming podcast continue to serve as an educational resource for our listeners.

Since its launch in 2019, we have released over 60 episodes of Consider Before Consuming, which has over 600 reviews on Apple Podcasts and has maintained a 4.9 overall rating. 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 storytellers that have partnered with us on this podcast to speak to pornography's negative impacts on individuals, relationships, and society.

In 2021, we had the opportunity to interview journalist Nikolas Kristof, therapist Matthias J. Barker, former performers Joshua Broome and Alia, physician Dr. Kim Farrington, former pro athlete Adam LaRoche, and so many other incredible people willing to share their experiences, perspectives, and expert analyses with our listeners. By partnering with these guests, we've been able to humanize these issues and bring hope and encouragement to our listeners as we change the conversation about pornography.

We're grateful to see this podcast continue to gain momentum as an educational tool, and we are excited to see what the future holds as we continue to utilize this platform to amplify the voices of those who are effectively speaking about porn's negative impacts in healthy ways.

● FTND.ORG/PODCAST

60

TOTAL EPISODES

750,300+

+370K

TOTAL DOWNLOADS/LISTENS



RATING ON APPLE PODCASTS



Podcast Reviews

— *Consider Before Consuming*

★★★★★

Clear, concise, and what the world needs to know!

I love this podcast—the message, the guests, the host. With each new episode, I learn more and am increasingly grateful for the work you put into this. Thank you!

Thank you to those who have suffered from this addiction. You are not alone. If you need help, reach out. There are so many willing to help and so many struggling with this. Please don't feel alone.

• **littleredjen**

★★★★★

Helpful and informative

Good way to broaden your mind to others' experiences and research regarding porn's harms.

• **suness**

★★★★★

LITERALLY changing my life

I am speechless most times with most of the topics that are addressed in these podcasts; I think that I am a better human being or at least becoming one because I am hearing these messages on Consider Before Consuming.

• **JaneDoe-yEyes**

★★★★★

What's up... people!? 😂

Seriously, this podcast has helped me and I'm sure so many others in so many ways while I'm attempting recovery. I'm so grateful for Garrett and every single person strong enough to join him on this podcast. Amazing.

• **Mon73r**





Presentations

Since 2011, we've been delivering a unique, enlightening, and memorable presentation in middle schools, high schools, universities, and at community events to provide individuals the opportunity to make an informed decision about pornography.

While hesitation around large gatherings due to COVID-19 continued throughout 2021, we found ways to be creative in how we presented information on the harms of pornography and took time to grow and adapt the presentation program.

In June, we were able to record a conversation and hear from a panel of former porn performers. "Real Experiences in the Porn Industry" was shared live during this year's CESE Summit, and many were able to hear how these former performers witnessed and experienced exploitation in the commercial sex industry.

We were also able to devote a great deal of time to finalizing the new presentation with brand new scripts, slide assets, and presentation materials to bring into schools. We were also able to focus resources on vetting and hiring new presenters, and completing a brand new certification program.

As we wrapped up our final presentation of 2021 in November, our presenters were able to immediately start memorizing the new presentation scripts to be ready for 2022 presentations starting in January.

While our presentation program has been an extremely successful educational tool for Fight the New Drug to bring awareness about the harms of pornography to students, parents, and community members for over 10 years, we hope that it can be even more effective with this overhaul. By incorporating the most up-to-date research on the effects of pornography and modernizing the look of the presentation, we look forward to being able to engage even more audiences as we grow the presentation program in the coming year.

● [FTND.ORG/LIVE](https://ftnd.org/live)

19
YOUTH

5
PARENT

3
COLLEGE



Social Media & Marketing

Social media is more than just a platform to reach new and existing supporters—it’s a way to dissipate information, educate on important issues, and further this movement.

During this year, we experimented with new features and engaged with trending types of content. With the addition of a Social Media Manager to our team, we were able to focus on growing our social media channels and improve and refine our presence on social media across the board.

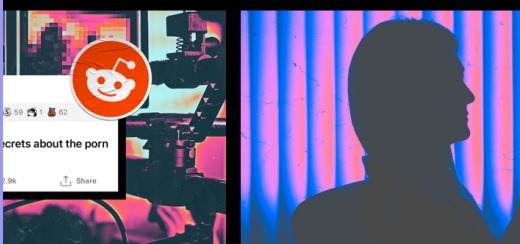
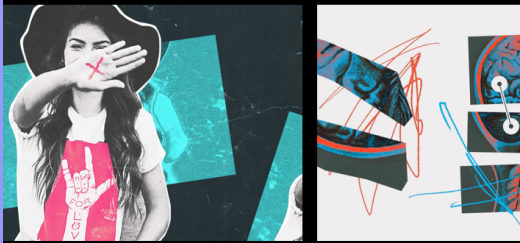
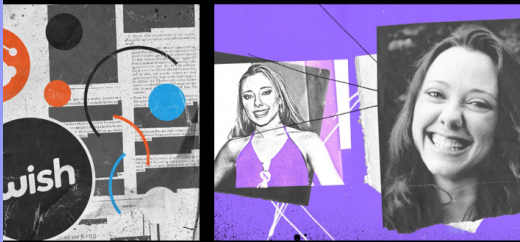
Since people consume information on social media more and more these days, we’ve increased the amount of educational carousel posts we create to help inform our followers and draw in new individuals who are aligned with our mission. Not only do these post types help educate individuals, but they’re easy to share which has helped us increasingly reach individuals who may not have otherwise engaged with our content. We also began sharing blog articles on our Instagram grid. This has allowed us to diversify the educational content our followers regularly see and make them aware of a valuable resource they may not otherwise have known about and, again, share it with others.

Another way we’ve been able to educate individuals uniquely on social media throughout 2021 is through TikTok. By repurposing our content to perform well on TikTok, often utilizing trending TikTok techniques, we’ve been able to reach and educate a new, younger audience on this issue that is increasingly affecting them.

And finally, with Instagram’s new fundraising feature, we’ve been able to fundraise consistently on our Instagram account and encourage our followers and ambassadors to do the same. With fundraising campaigns happening more often on Instagram, we were able to raise 6%+ more in donations from social media in 2021 than in 2020.

● [FTND.ORG](https://ftnd.org) | [@FIGHTTHENEWDRUG](https://www.instagram.com/fightthenewdrug)





Articles & Reporting

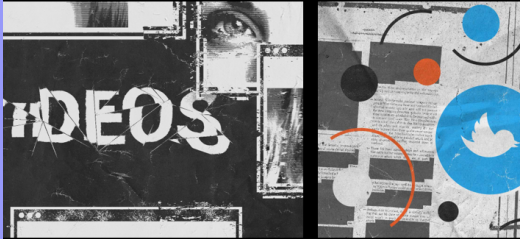
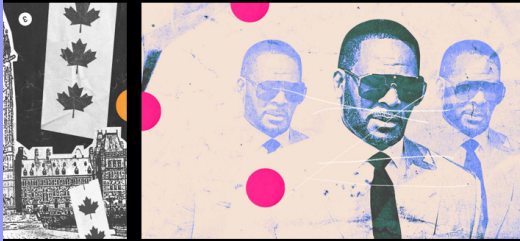
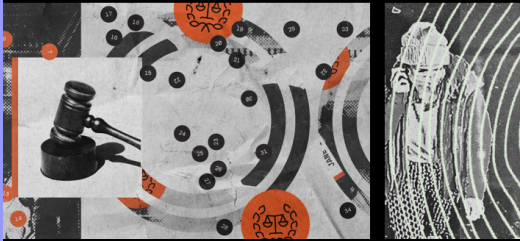
Throughout 2021, we were able to effectively and continually reach our global audience through the articles we produced that educate on porn's impacts on individuals, relationships, and society.

Our article content continued to draw from research studies as well as personal accounts to not only inform readers about the empirical evidence of porn's harms, but also humanize this often uncomfortable topic. While much of 2021's content was heavily drawn from research, we also featured content that spoke to many current events and trending topics, reminding our readers that this topic is as relevant as it is prevalent. The content we shared throughout the year continued to spark engagement and discussion across all of our platforms while furthering our mission, message, and movement.

This year, we focused heavily on condensing valuable information on porn's harms into "mini articles" that take from the fact-packed carousel swipe-through posts we produce in-house and share to Instagram. Converting these short posts that are usually fewer than 600 words into easy-to-read articles has made our resources more approachable, digestible, and sharable.

In 2021, our completely rewritten and updated "Get The Facts" articles—the 15 core aggregate research articles that summarize the latest and most quality research on the topic of porn's harms—were finally shared on our site after months of preparation and revision. When they were finalized and made available in May, this provided an opportunity to bring the rest of our content up to speed with the latest information available that's featured in those articles. Throughout the remainder of 2021, FTND's editorial team embarked on the Herculean task of beginning to comb through the 1,300+ articles published on our site and update as many as possible to match the quality information and research featured in our Get The Facts articles. Our team will invest more time and resources in continuing this updating process in the coming year and ensure our content not only has good SEO, but has accurate and updated information for any reader who comes across our varied content.





As our educational resources continue to reach millions of people around the world, and our movement can provide encouragement and information to Fighters everywhere, we are committed to creating relevant, research-based and information-centered articles that are both engaging 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.

1,300+
PUBLISHED ARTICLES
ON FTND.ORG

TOP ARTICLE

A particularly impactful article we created and shared in 2021 featured pop star and Gen. Z cultural icon Billie Eilish's personal thoughts on porn.

In an interview with Howard Stern just before her 20th birthday, Eilish shared how her early porn consumption starting at 11 years old negatively impacted her life and understanding of sex, women's bodies, and consent. Our article reached over 488,000 people on Facebook and our Instagram post of our article reached over 312,000 people on that platform. The article was shared over 17,400 times from our site, liked over 35,000 times on Instagram, and had over 67,000 engagements on Facebook.



DECEMBER 14, 2021

"Billie Eilish Began Watching Porn At 11, These Are The Devastating Impacts She Says It Had On Her"

800K+
REACH

17.5K+
SHARES

● [FTND.ORG](https://ftnd.org)



Campaigns

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

This year saw many campaigns, large and small, that helped to educate individuals on pornography's neurological, psychological, and sociological impacts. Where applicable, we tied campaigns to the themes of days, weeks, and/or months as they are nationally and internationally recognized, ensuring that we helped followers connect the dots and realize the role porn plays in so many issues. Each in their own way, campaigns give us the opportunity to break down the complex and nuanced topic of porn's harms and focus on specific aspects of the issue. 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 in July and November, respectively.

26

TOTAL CAMPAIGNS

January

- Human Trafficking Awareness Month

February

- Fight For Love
- Black History Month
- Teen Dating Violence Awareness Month

March

- Fight the New Drug's Anniversary
- Women's History Month
- Let's Talk About Porn Week
- Tips To Quit Week

April

- Sexual Assault Awareness Month
- Health Week

May

- Mental Health Awareness Month
- Inside The Industry Week
- Sex Trafficking Awareness Week

June

- LGBTQ+ Pride Month
- Parents Week
- Consider Before Consuming Podcast Week



TOP CAMPAIGNS

#StopTheDemand

During this campaign, we encourage Fighters to join us as we raise awareness to stop the demand for pornography and sexual exploitation through education and awareness, rather than restriction. During this month, we encourage individuals to educate themselves and others on how the porn industry fuels the demand for sex trafficking, objectification, and sexual violence, to name a few.

#NoPornovember



#NoPornovember is Fight the New Drug's biggest campaign of the year. During this month, we encourage people to join millions of Fighters worldwide by encouraging others to learn about the harms of pornography and to quit porn for 30 days to see the benefits of a life free of porn.

Decades of studies from respected institutions have demonstrated significant impacts of porn consumption on individuals, relationships, and society. Porn fuels sex trafficking, ignores consent, promotes sexual violence, advertises objectification, perpetuates racism, and normalizes abuse. #NoPornovember is all about giving visibility to these facts and inspiring our world to be porn-free.

17,332,714+

#NOPORNOVEMBER CAMPAIGN REACH

● FTND.ORG | @FIGHTTHENEWDRUG



July

- #StopTheDemand

August

- Anti-Shame Week
- Brain, Heart, World Week

September

- Tips To Quit Week
- Hispanic Heritage Month

October

- Domestic Violence Awareness Month
- LGBT History Month

November

- #NoPornovember

December

- Get The Facts Focus
- Anti-Shame Week



Social Influence

We are thrilled to report that 2021 was a great year for our Influencer/ Ambassador Program. We collaborated with influencers almost 250 times, and they helped to spread the message of porn's harms all over the world.



We're very proud that, in 2021, we greatly expanded our resources' reach by collaborating with influencers in new ways and in new parts of the world. Our potential reach through influencers in 2021 was over 20 million people. We collaborated with a number of Spanish-speaking influencers in 2021, appeared on a number of influencer podcasts, and worked with more influencers on TikTok than ever before, to name a few initiatives that added to our reach this year. These and other new strategies have helped grow our base and spread the message of porn's harms to more people than ever before. During our largest campaigns of the year, #StopTheDemand in July and #NoPornovember in November, we had 64 and 108 influencers participate, respectively. We also held more campaigns in 2021 than in any other year. We look forward to seeing how we can foster these relationships in the future and cultivate new ones.



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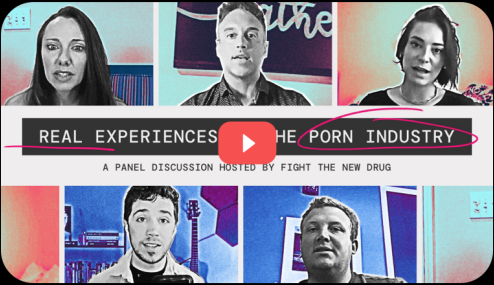
TOTAL INFLUENCER COLLABORATIONS

20,676,438

POTENTIAL REACH FROM POSTS

• @FIGHTTHENEWDRUG





Video

As COVID-19 continued to affect how people interact with each other around the world in 2021, the open determination of those sharing their stories about porn's harms remained impactful, relevant, and inspiring.

This year has afforded Fight the New Drug valuable and unique opportunities to partner with experts, former performers, and people who have had their lives impacted by pornography.

One particular story which stands out from this year's storytelling opportunities is Barbi's. She bravely shared with us her experience of being abused by her uncle at a very young age. Her story had elements which spoke to different audiences as she candidly shared painful details on how pornography was used as a grooming tool which led to years of abuse. She was able to seek out guidance, and with the loving support from her parents, Barbi was able to receive the help she needed and go on to live a full and healthy life. Her YouTube video has received over half a million views and she has shared with us that over 300 women have come to her personally to open up for the first time about their own abusive pasts.

As we go into 2022, the video team has already scheduled time with individuals who have had their lives impacted by porn and arranged for experts to share valuable information with Fight to be shared on a variety of platforms. With the expertise that our new Social Media Manager has brought to Fight, we have been able to modify new and existing content to continue to be impactful in an ever-changing social media landscape.

The video team remains engaged and flexible to accommodate a challenging environment that COVID has created with a determination to capture emotional and valuable stories to share with the world.

● [FTND.ORG/VIDEOSTORIES](https://ftnd.org/videostories)

5.7M+

2021 YOUTUBE VIEWS

131K+

TOTAL YOUTUBE SUBSCRIBERS

+26K



Documentary Series

— *Brain, Heart, World*

Thanks to the generosity of our supporters, we were able to continue to provide our three-part docuseries, *Brain, Heart, World*, for free to individuals as an educational resource to understand porn's impacts on individuals, relationships, and society.

Although limitations surrounding in-person events due to the COVID-19 pandemic impacted our ability to connect in person with Fighters, our docuseries, *Brain, Heart, World*, continued to spread awareness on the harms of pornography in homes and communities across the world. With the release of a new 60-minute version of the series and short, topic-specific cuts, viewers could easily access and share compelling educational videos on porn's impacts across multiple channels. In 2021, *Brain, Heart, World* had over 24,000 private viewing accounts created, bringing the total of private accounts created since the documentary was released to over 103,000. Additionally, various organizations and community groups purchased over 95 public screening licenses to bring *Brain, Heart, World* to their communities via in-person or virtual events. The total number of public licenses purchased since the docuseries was released now exceeds 500.

We're constantly reminded of the impact *Brain, Heart, World* has on individuals, families, and communities across the world as they discover how pornography impacts so many tangible issues. We look forward to continuing to provide this resource so more individuals can make an informed decision regarding pornography.

● BRAINHEARTWORLD.ORG

24,300+

PRIVATE VIEWING ACCOUNTS
CREATED IN 2021

95+

PUBLIC SCREENING LICENSES
PURCHASED IN 2021

295,000+

BRAIN, HEART, WORLD
WEBSITE SESSIONS IN 2021

THREE-PART DOCUMENTARY SERIES BY: FIGHT THE NEW DRUG
NOGRAPHY CAN IMPACT INDIVIDUALS, RELATIONSHIPS, AND
LEARN MORE AT WWW.BRAINHEARTWORLD.ORG



THREE-PART DOCUMENTARY SERIES BY: FIGHT THE NEW DRUG
NOGRAPHY CAN IMPACT INDIVIDUALS, RELATIONSHIPS, AND
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Documentary Reviews

— *Brain, Heart, World*

“Well done. Recently, I’ve learned how someone close to me has been watching porn, and this helped just ease the pain with humor and the comfort of knowing we are not alone in the struggle. There is comfort in the science—it is validating. There is hope in knowing change is possible, and can be pretty radical if we are open to the journey. Thank you, all!”

• **ELISE**

“I think these are some of the most important and impactful videos ever made, especially for a teenage and/or family audience. Sobering, realistic, and vital for our society. Thank you so much for making them!”

• **CHRISTIAN**

“Incredible—great information, tone, editing, and creativity. I am going to show this to my students. Thank you!”

• **CAREN**

“Absolutely blown away! I have been struggling with porn since I was 12, and in the past year, I have been fighting it. This video gave me hope and some ideas of what to do next. I can’t wait to share this with my friends who also struggle! Thank you!”

• **MICAH**

“Well done video that I can watch with my children and open up the conversation.”

• **HEATHER**





Thank You

— This movement wouldn't be possible without the continued, dedicated, and generous support of our Fighters.

To those who have provided their relentless support of our organization through these unparalleled times, thank you. Thank you for your efforts in spreading this movement for love and supporting FTND as we educate on the harmful effects of pornography in a time where education surrounding this topic is needed more than ever. We sincerely appreciate your efforts to spread awareness on the harmful effects of pornography through sharing social posts, podcasts, and article content, repping the movement by wearing our conversation-starting apparel, or simply having a conversation with someone in your community. It's thanks to your efforts and generous contributions that provide opportunities for us to create and share new resources. Thank you for all you do, and thank you for being a Fighter.

• FTND.ORG

Financial Update

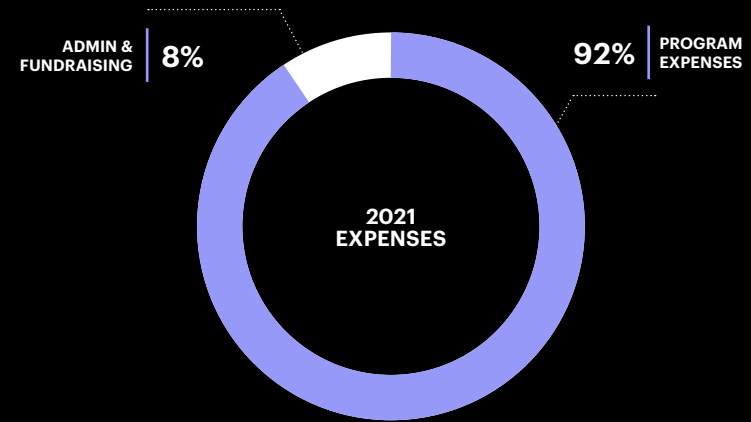
— Thanks to the generous support Fight the New Drug received in 2021, we created a significant impact by maximizing resources to fulfill our mission.

Primarily through donations, conversation-starting merchandise sales, presentation bookings, and documentary screening licenses, Fight the New Drug generated **\$1,518,548** in total income during 2021. We are pleased to report that of annual expenses, which totaled **\$1,573,323**, 92% directly sustained Fight the New Drug's Education and Mobilization programs. By utilizing a variety of creative mediums, these programs continued to platform the research, facts, and personal accounts that demonstrate the harmful effects of pornography.

Fight the New Drug is committed to providing easily accessible, affordable, and high-quality resources to millions of people across the globe so they can make an informed decision about pornography.

To learn more about how you can support our ongoing efforts, please visit:

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



Admin Expenses	\$130,166	8%
Administrative	\$52,779	
Fundraising	\$77,387	
Program Expenses	\$1,443,157	92%
Education	\$636,743	49%
Mobilization	\$806,414	51%

TOTAL EXPENSES: **\$1,573,323**

TOTAL REVENUE: **\$1,518,548**

A
Movement
For Love

FTND.ORG

A Global Movement of Fighters
©Fight the New Drug