



Fight the New Drug

— Annual Impact Report
2022



09 ⚡

Our Mission & Vision

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.

OUR VISION

Fight the New Drug seeks to decrease the demand for sexual exploitation through education while helping individuals live empowered lives free from the harmful effects of pornography.



FIGHT THE
NEW DRUG™

A GLOBAL MOVEMENT
OF FIGHTERS



Table of Contents

Letter From Our Executive Director	04
The Issue	05
The Porn Impacts Awareness Report	08
Live Presentations	10
Scholarship Fund	11
“Brain, Heart, World” Documentary Series	14
Educational Online Resources	15
Fast Facts	15
Spanish Website	15
Video & Podcast	16
Global Social Advocacy Campaigns	18
The Future of the Movement	20



A Letter From Our Executive Director

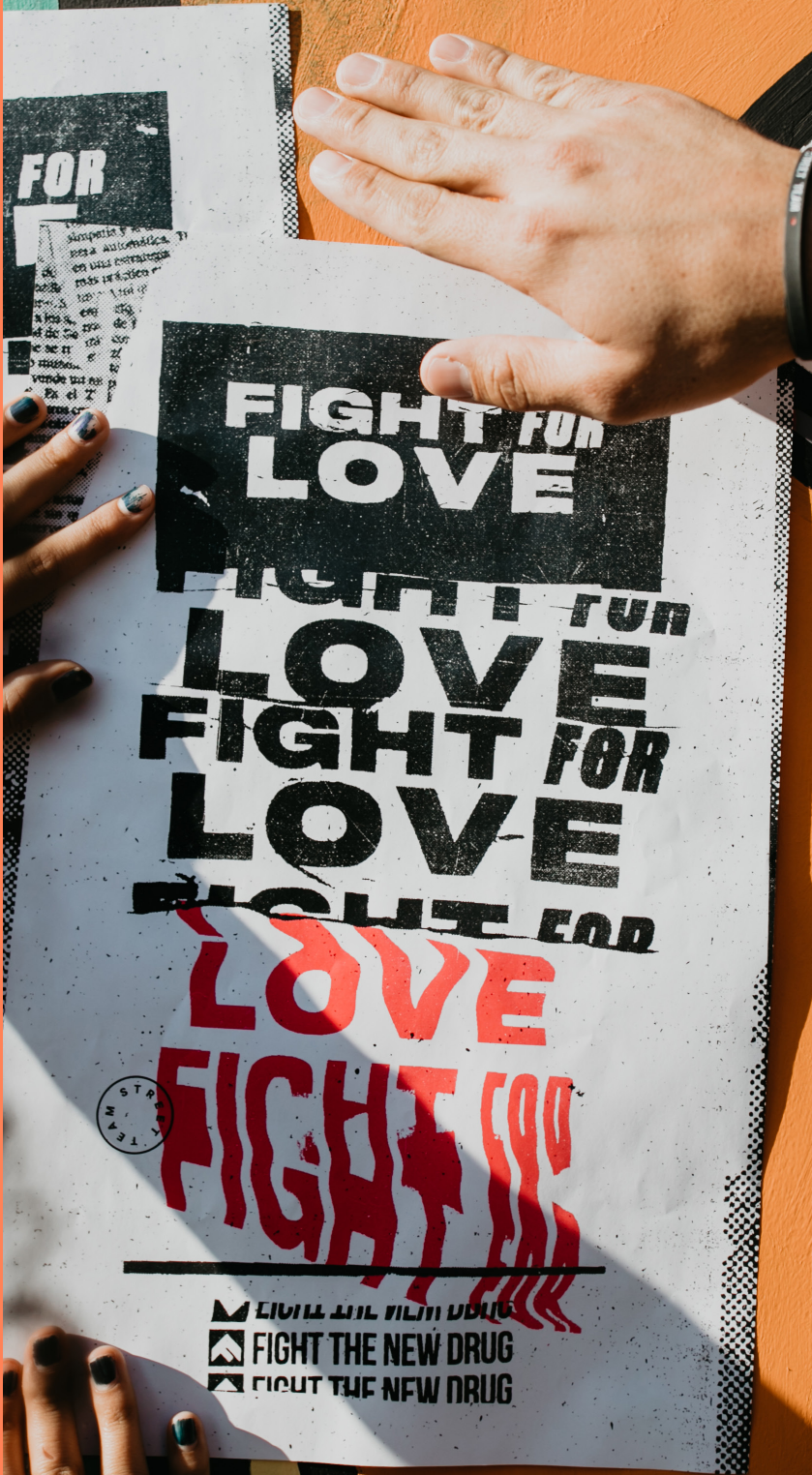
As we reflect on 2022, we continue to see how combating porn's harms grows increasingly urgent in today's tech-saturated world. While we know there is still work to do, we can't help but remain inspired by the positive impacts millions of Fighters worldwide have helped us make through this movement for love.

Fight the New Drug started the year strong with the monumental release of our fully updated Live Presentation Program and the new Educational Live Event Scholarship Fund, which will continually gain momentum and educate new audiences as these programs scale. Additionally, we were able to develop and release many new educational resources online, including our interactive Fast Facts tool, dozens of advocacy campaigns, a fully updated Spanish website, and hundreds of compelling videos, podcast episodes, and new articles.

Last year, Fight the New Drug also released the Porn Impacts Awareness Report. While this report powerfully illustrated the effectiveness of Fight the New Drug's educational efforts since our founding in 2009, it also highlighted the general public's significant lack of awareness and understanding regarding pornography's harms.

Knowing there are still many lives to impact, we are deeply grateful for your continued support as we look forward to 2023 with determination.

Natale McAneney
EXECUTIVE DIRECTOR



Why combating pornography and sexual exploitation is more necessary than ever before.

Youth are spending more time online than ever before. According to a survey by Common Sense, on average, 8-12 year olds spend five hours and 33 minutes online a day, and 13-18 year olds spend eight hours and 39 minutes a day. That's more than half of their waking hours. Unfortunately, many of those minutes are spent viewing porn.

According to SimilarWeb's July 2022 traffic report, the three top-ranking porn sites generate more traffic annually than Amazon, Netflix, and TikTok combined. Time spent online continually increases while the age of online visitors gets progressively younger, and those same trends are just as apparent with porn. In fact, a nationally representative survey of U.S. teens shows 84% of males and 57% of females ages 14-18 have viewed or consumed pornography (Solano, Eaton, & O'Leary, 2020), and most teens are exposed to porn by the age of 13, with many of them exposed as young as 8 or 9 years old (Wright, Paul, & Herbenick, 2021).



84%

MALES AGE 14-18 WHO HAVE CONSUMED PORN

91.5%

MEN WHO REPORT HAVING CONSUMED PORN IN THE PAST MONTH



57%

FEMALES AGE 14-18 WHO HAVE CONSUMED PORN

60.2%

WOMEN WHO REPORT HAVING CONSUMED PORN IN THE PAST MONTH



This is especially concerning considering decades of research from respected academic institutions demonstrate significant impacts of porn consumption for individuals, relationships, and society (Truth About Porn, 2023) and that the mainstream porn industry exploits and profits from sexual exploitation, perpetuating harmful gender stereotypes, promoting sexualized racism, normalizing sexual violence and abuse, and a host of other issues (FTND, Stop, 2023). Individuals, parents, families, communities, and society at large are experiencing the detrimental effects of pornography unlike ever before.

Research and personal accounts show how pornography impacts individuals mental health, self esteem and body image, warps sexual appetites and functionality, normalizes sexual violence, fuels sexual exploitation and trafficking and more (Truth About Porn, 2023). A teen re-enacts violent sexual acts learned from porn with their peers, a middle school student willingly sends their own pornography to an online predator, a child is sold online to meet the ever growing demand for younger and younger looking porn.

The normalization of pornography in this digital age is an epidemic. Education on its well-documented harms is more important than ever.



Through this report you will see the impact of Fight the New Drug's efforts during 2022 to help inform individuals from all over the world on the harmful effects of pornography.

We're proud to be part of an incredible network of organizations collectively working to combat sexual exploitation.

● [FTND.ORG/GETTHEFACTS](https://ftnd.org/getthefacts)

The Impacts of Porn, True Accounts...

“I grew up in an upper middle class family with two loving parents... **I started watching porn when I was 10 years old. It was a daily thing that I couldn't stop and that later inspired me to start talking to older men online when I turned eleven. I remember they'd ask me to join their FaceTime calls and I usually did.** I made a plan that if I were to ever be sexually assaulted, because at this point I believed it was all my own doing, that I would kill myself. I made a plan and everything. I remember wanting to go into the porn industry cause I felt that was the only place I could be worth something... I'm writing this now because of a school assignment I have where we have to take action on a cause we care about, so I'm sharing my story. I may not feel it sometimes, but I know now I'm worth more than porn.”

K Karen
FIGHTER

“One of our children, Dee, discovered porn on the computer at the **age of 8 or 9**. I didn't know it until many years later, after so much damage had been done. This quickly led to addiction at that young age, and that addiction grew to more violent porn. Dee **got involved with prostitution and violent sex, and would arrange rape fantasies because that was what it took. It was so normalized in porn that it is now normal in D's mind.**”

P Paige
PARENT

“I found porn in an effort to understand what was being done to me. **As a 10 year old boy** who was being molested and raped regularly by my 16 year old male cousin. **I found out later that he was addicted to porn, and that was part of what made him try to act it out on me.**”

A Andrew
FIGHTER

“**At the age of 8**, I first stumbled upon porn while browsing the internet. It came from an honest curiosity about the body, but what I saw was far from educational... Fast forward to my teenage years, and I came across it again... At the time, sex positivity, and what I would also call “porn positivity”, was in vogue. **Everyone I knew used it and thought it was totally normal. It was a topic of conversation over lunch in middle school.**”

B Ben
FIGHTER

“I grew up in a healthy family, two supportive parents and two brothers. I was a really happy kid. I was exposed to pornography at 8 years old, I didn't even know what sex was. I knew porn was bad, so I kept this all to myself. **At 8 years old** how was I supposed to comprehend what I had seen?

Because of the shame I felt at such a young age, and because of the secret life of pornography I was hiding, I began to experience severe depression. I began self harming when I was 11.

I was hospitalized for suicidal thoughts, anxiety and depression at **age 12**.

The rough, defeating, degrading porn I had been watching taught me that I had no value as a woman. That if I cried, was hit, was slapped, was treated like an animal sexually I was supposed to like it. That it was normal. **I was sexually assaulted at age 16, and I knew what had happened to me. But because of what I had seen in porn I questioned whether or not I should have liked it.**”

R Rachel
FIGHTER

“I will never forget the girl who told me about her first kiss with her boyfriend, **aged 12**, who strangled her. He had seen it in pornography and thought it was normal.”

D Dame
SCHOOL LEADER



The Porn Impacts Awareness Report

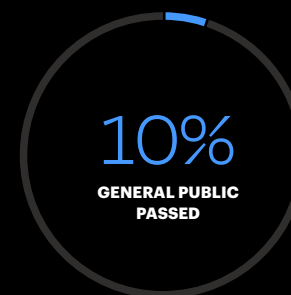
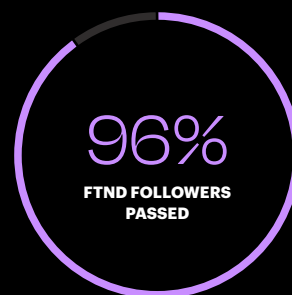
Through countless messages and the ever-growing community of Fighters, we've seen the powerful impact our resources have in spreading awareness and education on the harmful effects of pornography. To better gauge both the general public's understanding of porn's harms and to measure the efficacy of our educational resources, we developed the Porn Impacts Awareness Survey.

The survey included an assessment based on the current state of academic literature on the topic of pornography and measured respondents' understanding of the effects of pornography. In 2022, we compiled the most significant findings from this survey and released a comprehensive report.

Survey data confirmed that the general public is largely uninformed or misinformed about the harms of pornography, with respondents only answering an average of 45% of questions correctly. Only 10% of the general public received a passing score of 70% or higher. These low levels of correct responses raise significant concerns about the current levels of porn risk awareness, and serve as a reminder that many teens and young adults are making personal decisions about pornography without fully understanding how it may impact them and their relationships, now and in the future.

Porn Impacts Awareness Test

Percent with a passing grade (at least 70% or more)





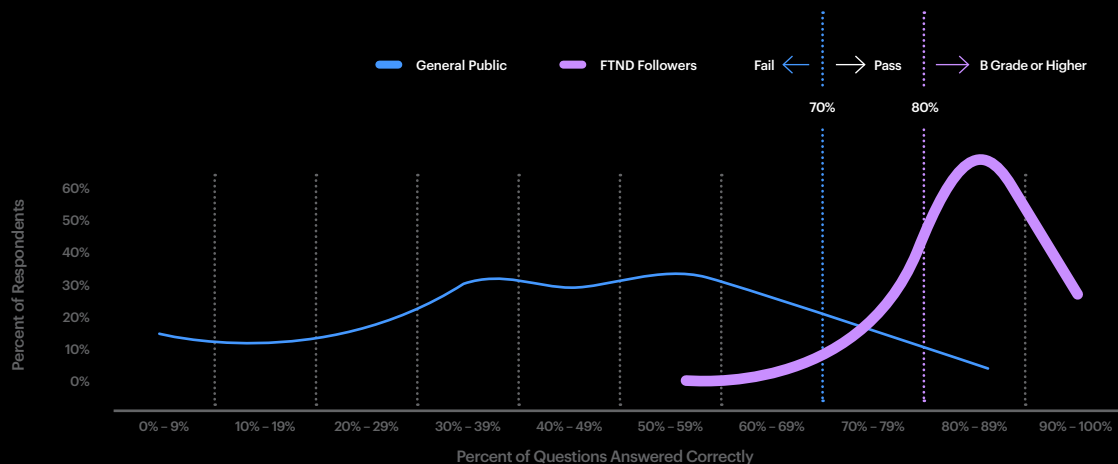
However, there is hope! Survey results also confirmed that individuals exposed to content from Fight the New Drug effectively gained and understanding of pornography's harms correctly answering an average of 86% of questions from the Porn Impacts Awareness Survey correctly—which is nearly double the average score from the public sample of those who did not engage with FTND.

86% AVERAGE SCORE OF FTND FOLLOWERS

45% AVERAGE SCORE OF THE GENERAL PUBLIC

Additionally, nearly 1 in 4 individuals who interacted with Fight the New Drug answered more than 90% of the questions on the harms of porn correctly, and none of them scored below 50%. These results show that scores were not based on respondents' opinions on porn.

These findings demonstrate the power Fight the New Drug's educational content and resources have to educate on the harms of pornography effectively.





A Brand New Live Presentation Program

In January 2022, we were thrilled to release a fully updated Live Presentation Program and to deliver new presentations in middle schools, high schools, colleges, and communities across the country.

We overhauled our entire Live Presentation Program to include the most up-to-date research on porn's harms while crafting engaging new slides and videos to captivate today's youth audiences. The new scripts required extensive research, review, and collaboration, and translation into Spanish. We also created all new accompanying visual assets, with new videos and over 100 new slides for each presentation.

The feedback we've received has helped us craft presentations that youth, parents, educators, and community members not only enjoy but gain a greater understanding of the harms of pornography. In fact, post-event survey data shows that over 90% of audience members agreed that porn could be harmful or unhealthy after seeing an FTND event.

To expand our reach and make presentations more accessible, we created and launched the first portion of an all-new, online presenter certification program. This new asset will help scale FTND's Live Presentation by certifying remote presenters across the U.S. and internationally.

Additionally, we brought all booking and billing processes in-house to allow us to directly connect with schools, organizations, and community groups to ensure the success of each educational event. We also created new promotional assets and campaigns, and will continue to spread awareness of our unique presentations and their power to help individuals consider before consuming pornography. Fight the New Drug saw incredible success through presentations delivered this year, and look forward to the events of 2023.

2

CERTIFIED
PRESENTERS

7

CERTIFYING
PRESENTERS





Live Presentation Program Impact

Since 2011, our Live Presentation Program has reached millions of individuals from all over the world, providing opportunities for individuals, families, and communities to make an educated decision regarding pornography. In 2022, and with the release of our brand new Live Presentation Program, we were able to reach over 21,000 individuals, especially youth, from Hawaii to New Jersey. We received incredible feedback from youth, parents, school administrators, and community members who attended one of our youth or community events. Our presenters also shared impactful research and personal accounts as they addressed audiences from universities across the country including Notre Dame, Georgetown University, and Minnesota State University.

Additionally, thanks to generous local support, we kicked off a scholarship-funded presentation tour to allow schools and community groups in Montana the opportunity to attend Fight the New Drug presentations. The tour will conclude in Q1 of 2023 and reach thousands of individuals through over fifteen events.

Educational Live Event Scholarship Fund

We believe education about pornography's harms should be accessible and affordable to every school, organization, and community seeking to raise awareness. Though we continually prioritize cost-reduction and affordability for live event bookings, many do not have funding to allocate toward addressing these topics, especially during these difficult economic times. To help schools, organizations, and communities start the conversation on the impacts of pornography this year we created the Educational Live Event Scholarship fund.

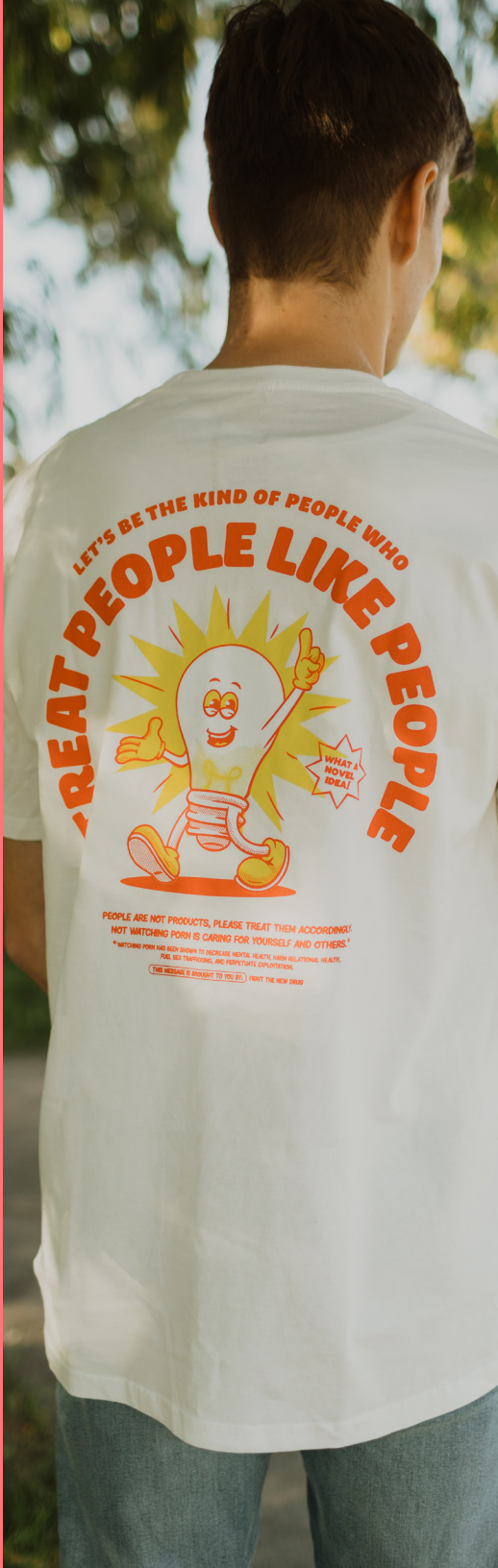
This unique scholarship subsidizes or fully covers costs for applicants, including schools and organizations, in need of financial support. We created a unique application form, processes, and promotion to ensure every group looking to bring education on the harms of porn can. Scholarship recipients can either book a live presentation or access a public screening of our docu-series "Brain, Heart, World," as funds are available to cover presentation booking and travel fees, and documentary public screening licenses. We hope to continue to grow this scholarship fund to provide even more financial assistance to those in need, allowing us to shine a light on porn's harms while spreading hope and resources to those in need in new communities everywhere.



Support the Scholarship Fund

Help make education on the harms of porn more accessible.

Please email: fundraising@ftnd.org





2022 Live Presentation Program Impact

21,000+ 2022 INDIVIDUALS REACHED VIA PRESENTATIONS

63 2022 PRESENTATIONS DELIVERED



PRESENTATIONS DELIVERED ACROSS THE COUNTRY IN 2022

Over 10 Years of Live Presentations

1,045,420+ TOTAL NUMBER OF PEOPLE REACHED

1,615
TOTAL PRESENTATIONS

1,021
TOTAL YOUTH PRESENTATIONS

40
TOTAL NUMBER OF STATES PRESENTED IN

36
TOTAL KEYNOTE PRESENTATIONS

565
TOTAL PARENT & COMMUNITY PRESENTATIONS

10
TOTAL NUMBER OF COUNTRIES PRESENTED IN

Australia, Canada, Chile, Guatemala, Mexico, Nepal, Spain, Trinidad & Tobago, Tanzania, United States

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



Live Presentations Reviews...

“The parent meeting was very informative. The Presenter was very good at calming the nerves of some anxious and skeptical parents. The event for the middle school students was very engaging, interesting, and fun for the students... It was enlightening and eye opening for many people.”

K Kari
PARENT

“We received very positive reception from both students and parents. The presentation was relatable, and audience-focused presentation. The speaker was fantastic.”

T Tonia
SCHOOL NURSE

“The presentation was engaging, a good length of time, and the presenter was very approachable and personable. It helped to educate our parent community.”

B Bianca
ASSISTANT HEAD OF SCHOOL

“The presentation was an excellent example of how to present information on porn without judging and allowing the youth to process the information. The research and non-shaming was very approachable to the youth in the session. The research is excellent.”

C Cindy
SEXUAL HEALTH COORDINATOR

“I still remember the day you guys came to my school, and really, what was said, and the info given, has had a continual impact on my life to this day. I am still working through my own addiction, but either way it is always nice to know that I am not alone. No one is. I really love what you stand for, and what you stand against.”

A Anonymous
FIGHTER

2011

YEAR THE PRESENTATION PROGRAM STARTED

38

NUMBER OF STATES FTND PRESENTED IN

10

NUMBER OF COUNTRIES FTND PRESENTED IN

89%

VIEWING PORN IS HARMLESS

89% OF STUDENTS SHIFTED THEIR RESPONSE TO “DISAGREE” AFTER A PRESENTATION

93%

PORN CAN BE HABIT-FORMING

93% OF STUDENTS SHIFTED THEIR RESPONSE TO “AGREE” AFTER A PRESENTATION

71%

PORN NEGATIVELY IMPACTS SOCIETY

71% OF STUDENTS SHIFTED THEIR RESPONSE TO “AGREE” AFTER A PRESENTATION

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



Brain, Heart, World Documentary Series

In addition to these new videos, we released our documentary Brain, Heart, World (BHW) on YouTube, and in just two months, it's received over three thousand views on YouTube alone.

Alongside live presentations, the youthful "Brain, Heart, World" documentary series proves to be an invaluable resource educating youth and families on the realities of porn's harms. To date, over 120,000 individuals have created private viewing accounts, and over 560 public screening licenses were purchased.

120,000+

TOTAL PRIVATE VIEWING ACCOUNTS CREATED

560+

TOTAL PUBLIC SCREENING LICENSES PURCHASED

“ I love this. So easy to watch. Informative, entertaining, and authentic. I love feeling that help is available everywhere, and that pornography does not need to be normalized nor accepted. There is a possibility to live without an addiction to sex. There is a possibility to be myself, but free and clean. A possibility to love who I am and separate myself from my problems. Thank you, Fight the New Drug.



Jon
DOCUMENTARY SERIES REVIEW

• BRAINHEARTWORLD.ORG



Educational Online Resources

NEW FAST FACTS RESOURCE

To better equip individuals from all over the world to become informed on the harms of porn, we created a Fast Facts resource page packed with over 100 informational stats. Each fact is strategically categorized by relevant categories, including, sex trafficking, exploitation, mental health, young people, and more. This library of facts includes the most up-to-date research on porn’s impact on individuals, relationships, and society. Fighters can easily find and share relevant facts with their own community and further spread awareness on the harmful effects of pornography.

Fast Facts

ABOUT PORNOGRAPHY.

According to an analysis of over 130,000 porn titles, **“teen” is the most common word used in porn titles.**

(Vera-Gray, McGlynn, Kureshi, & Butterby, 2021)

Fast Facts

ABOUT PORNOGRAPHY.

Research shows that mainstream **porn featuring people of color often promotes racism** by focusing on degrading stereotypes.

(Fritz, Malic, Paul, & Zhou, 2021; Zhou & Paul, 2016)

● [FTND.ORG/FASTFACTS](https://ftnd.org/fastfacts)

SPANISH WEBSITE UPDATES

Our Spanish resources play a vital role in spreading awareness on the harmful effects of pornography globally. To better serve our Spanish speakers, we updated all of our Get the Facts articles and executed a full overhaul of the Spanish website to make it more accessible. We migrated our Spanish materials to a new URL so more individuals could find and access these invaluable resources. We’re thrilled to be able to offer these invaluable resources in Spanish and to continue adding multi-language resources to globalize the movement.

● [ES.FTND.ORG](https://es.ftnd.org)





New Educational Videos & Podcast Episodes

As video becomes an increasingly effective educational tool, we added 120 new videos to our library in 2022, including compelling footage of experts, survivors, advocates, and true stories, which made a powerful impact gaining a combined 34 million+ views!

Our short-form videos released on social media platforms Instagram and TikTok provide easily digestible and engaging content for Fighters to share with their following. This year we released 89 Instagram Reels, including the empowering video of fellow Fighter Smith which reached 1.6 million views as he shared how porn impacted his mental health and how he's dealt with guilt and shame. We also created 70 new TikTok videos, with the most-viewed video being a compilation of ex-performers sharing what really happens in the porn industry, which received over 4.8 million views.

Growing by over 300% in 2022, the audio and video Consider Before Consuming podcast also received incredible attention and episode videos further boosted the podcast's audience. We released 40 new podcast episodes including 25 interviews with incredible guests, and 15 new bonus Get The Facts episodes. Our video-recorded podcast interview with Jane Doe, a sex trafficking survivor exploited by Girls Do Porn, has gained over 2 million views and counting, and we've received countless messages from viewers all over the world relaying how their perspectives on porn changed after seeing this powerful video.

Aside from Jane Doe's story, former porn performers Aaron, Laura, and Theodosia's stories each reach significant audiences while demonstrating the harms of the porn industry and deconstructing the manipulated fantasy believed by so many porn consumers.

• [FTND.ORG/YOUTUBE](https://ftnd.org/youtube) | [FTND.ORG/PODCAST](https://ftnd.org/podcast)

EP. 78
I was sex trafficked by GirlsDoPorn
PART 1 FULL INTERVIEW
JANE DOE

EP. 78
Jane Doe
TRAFFICKING SURVIVOR

2.2 Million+
VIEWS ON YOUTUBE

164K+

TOTAL YOUTUBE
SUBSCRIBERS

34 Million+

VIDEO VIEWS ACROSS ALL
PLATFORMS IN 2022

17.2 Million+

VIEWS ON TIKTOK IN 2022

13.1 Million+

VIEWS ON INSTAGRAM
REELS IN 2022



Consider Before Consuming Podcast Reviews...

“I just wanna say thank you for helping so many people deal with today’s most dangerous drug. You know what I mean. I’ve been addicted in my teenage years as well and your podcast really helped me to break out of this habit.”

A Anonymous
APPLE PODCAST REVIEW

“I’ve been addicted to porn for years now. Always wanted to find a reason to quit but could never find one. Until now and regret not having been exposed to these kinds of stories sooner. I hope you continue to heal Jane Doe, and thank you for ruining porn for me.”

X Xavier
VIDEO COMMENT VIA YOUTUBE

... Every word she spoke has made me a better person for having listened to it. I’ve consumed pornography since I was a kid, and I’ve been disgusted with it for a very long time but still relapse. Her testimony is maybe the single most motivating thing I’ve encountered in overcoming my ‘need’ for porn.”...

T ThePhoneBookRipper
VIDEO COMMENT VIA YOUTUBE

“It’s been many years since a story has disturbed me as much as this one has. I watched it over two weeks ago and I find myself tearing up at least once a day when I think about it. I wish I could fix it for her and all those affected. There’s no doubt that hearing this story will change the way I think and live in significant ways. THANK YOU so much for sharing.”

C Charlie
VIDEO COMMENT VIA YOUTUBE

“I’ve been dealing with a porn addiction for a while now and just recently started getting real help to try and recover. I came across the Consider before Consuming podcast and have been going through episodes over the past several weeks. It’s really helped continue to open my eyes to the problem and made me feel not as alone. The episode with Alex Diaz especially touched me as I felt like he was telling a version of my story. Please keep up the awesome work.

A Anonymous
APPLE PODCAST REVIEW

2,211,004

ALL-TIME PODCAST
DOWNLOADS

1,508,265

NEW PODCAST
LISTENS IN 2022

+321%
INCREASE
↑



EP. 69

Smith Alley

TEEN MENTAL HEALTH ADVOCATE, PUBLIC SPEAKER,
& RECOVERING COMPULSIVE PORN CONSUMER



EP. 70

Candice Diaz

BETRAYAL TRAUMA COACH, WIFE, & MOM



EP. 81

Megan Lundstrom

EXPLOITATION & TRAFFICKING SURVIVOR,
SOCIOLOGIST, & CO-FOUNDER OF THE AVERY CENTER



EP. 82

Jason Portnoy

FORMER SILICON VALLEY EXECUTIVE AND
AUTHOR OF SILICON VALLEY PORN STAR

● FTND.ORG/PODCAST



Global Social Advocacy Campaigns

Social media provides a way for people all over the world to connect, engage, discover and become educated on important issues, including combating the harms of porn and sexual exploitation. Social campaigns are often the spark of a new conversation and the fire that fuels a movement, which was proven this year as we gained a combined total of over 165 million social impressions.

We held many successful campaigns this year including those aligned with Human Trafficking Awareness Month, Child Abuse Prevention Month, Mental Health Awareness Month, and more. Our annual full-scale Stop the Demand Campaign proved to make a significant impact encouraging people to stop engaging with pornography to decrease the demand for sex trafficking, objectification, sexualized racism, non-consensual content, sexual violence, and child sexual abuse material. Our largest annual campaign, No Porn November, featured content encouraging porn consumers to consider trying a porn-free month.

A plethora of new content also highlighted celebrities' perspectives on the harms of porn including, actor Orlando Bloom, musician Billie Eilish, actor and former NFL player Terry Crews, actress Marisol Nichols, and more. We showcased the 2022 Porn Impacts Awareness Report and released a now viral video of Smith Alley sharing his journey with consuming porn.

5.9M+

LIKES ON FACEBOOK

315K+

INSTAGRAM FOLLOWERS

+28K

57.1K+

TWITTER FOLLOWERS

155K+

YOUTUBE SUBSCRIBERS

+24K

1.5M+

TIKTOK LIKES

162K+

NEW FOLLOWERS ACROSS ALL PLATFORMS





FTND Fighters around the world sported conversation-starting merch on #RepTheMovement Day and participated in a virtual Brain, Heart, World documentary streaming day. Every year, our No Porn November campaign provides opportunities for Fighters to take a stand against porn's harms by becoming more educated on these topics, sharing awareness-raising content with others, and challenging the status quo to live a porn-free life.

This year, Fight the New Drug saw incredible growth and engagement on all social media channels. We prioritized creating educational experiences directly on social platforms, and shared educational carousels, images with statistics, and factual tweets so that compelling awareness-raising content could live and breathe on these channels alongside all other social content. Additionally, we collaborated with incredible influencers who shared content about these issues with their respective audiences, reaching a collective additional 45 million+ individuals.

The continuous growth and engagement by individuals worldwide, combined with the data from the Porn Impacts Awareness Report, shows that millions of individuals are becoming educated on the harmful effects of pornography through Fight the New Drug Resources. Though the average score on the Porn Impacts Awareness Survey was less than 45% for the general public, Fight the New Drug followers average score of 86% provides compelling hope for about ability to create real and lasting change through this movement. As we increase our educational efforts, more young people and adults will gain an understanding of the realities of pornography in their own lives and escape the consequential damage of consuming pornography.

34 Million+
TOTAL VIDEO VIEWS

7 Viral Videos
OVER 1 MILLION+ VIEWS EACH

168 Million+
SOCIAL MEDIA IMPRESSIONS

4.7 Million+
WEBSITE SESSIONS

• FTND.ORG | @FIGHTTHENEWDRUG

CAMPAIGN

No Porn November

17.5 Million+
#NPN CAMPAIGN IMPRESSIONS

3.6 Million+
#NPN CAMPAIGN VIDEO VIEWS

1.6 Million+
#NPN VIRAL VIDEO VIEWS

17,400+
NEW FOLLOWERS DURING #NPN

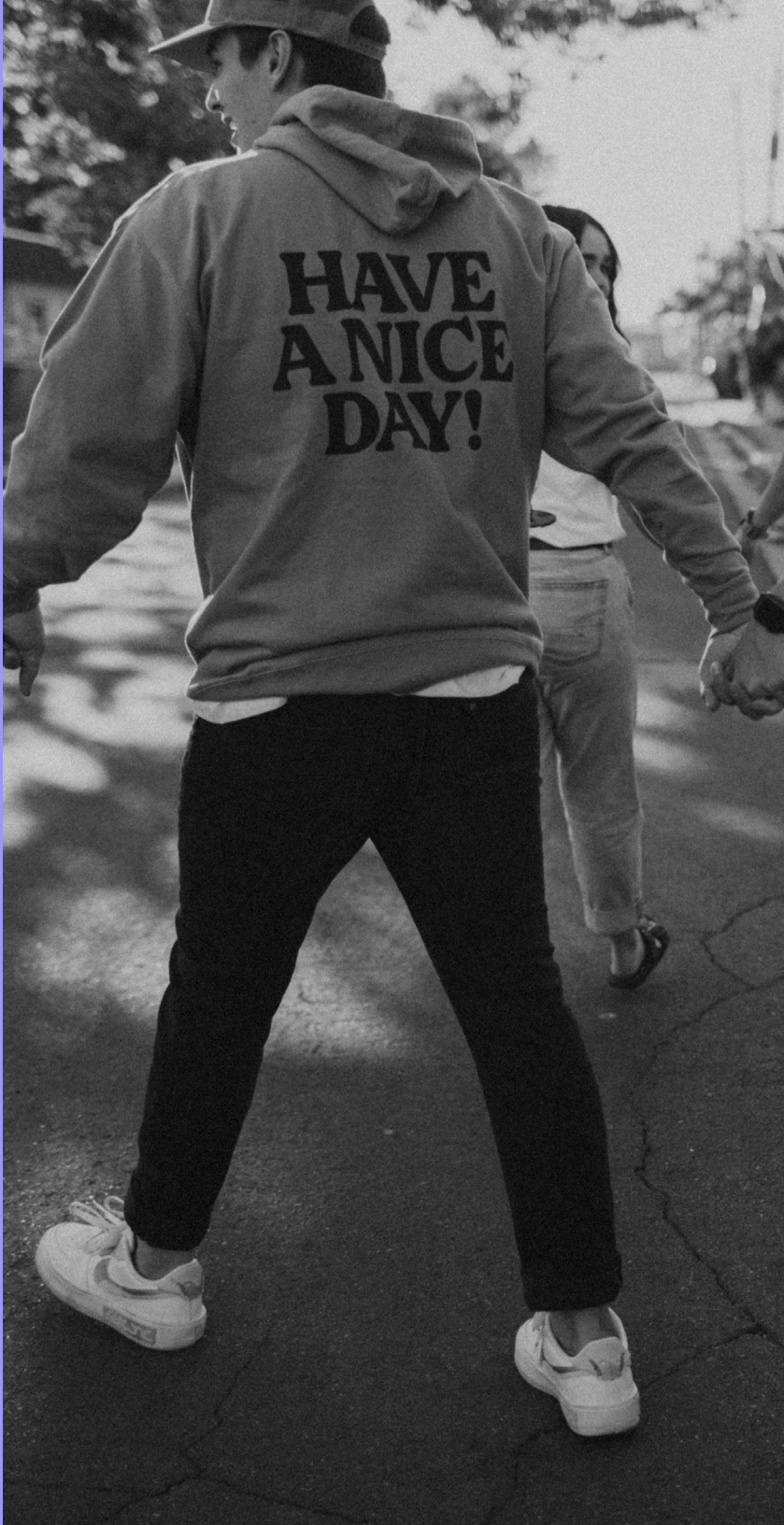


The Future of the Movement

As you've seen through this report, Fight the New Drug is having a measurable impact helping individuals make an educated decision about pornography, and the ripple effect of that decision is immeasurable. It's thanks to generous contributions by Fighters everywhere that we reach millions of individuals each year—but there is so much more work to be done.

In 2022, **92.7%** of expenses were directly allocated to fund Education and Mobilization programs, creating invaluable resources while spreading awareness of the negative impacts of porn. With your support, together we can create a world free of the harmful effects of pornography and sexual exploitation.

	2023 Budget	2024 Budget	2025 Budget
Education & Mobilization Program Initiatives			
Live Presentation Program & Scholarship Fund	\$650,000	\$702,000	\$775,000
Documentary & Video Resource Library	\$150,000	\$162,000	\$178,000
"Consider Before Consuming" Podcast	\$50,000	\$54,000	\$60,000
Social Media Advocacy, Advertising, & Partnerships	\$340,000	\$367,000	\$403,000
Website & Online Resource Library	\$110,000	\$119,000	\$130,000
Conversation-Starting Apparel	\$60,000	\$65,000	\$71,000
Supporting Programs			
Administration & Fundraising	\$140,000	\$151,000	\$166,000
TOTAL	\$1,500,000	\$1,620,000	\$1,783,000



Your Support Matters

By supporting these Fight the New Drug projects and educational efforts your contribution will make a difference in the lives of children, teens, parents, families, couples, teachers, community leaders, and society at large by:

Providing individuals with the opportunity to make an informed decision regarding pornography by raising awareness on its harmful effects using only science, facts, and personal accounts.

Thus

- Combatting sexual exploitation, sexual violence, and sexual abuse
- Stopping the demand for child sexual abuse material (“child pornography”)
- Strengthening relationships and families
- Improving individual mental health
- Changing the narrative and normalization of pornography



We Need Your Support

Help make education on the harms of porn more accessible.

Mail or Contact Us

fundraising@ftnd.org

(385) 404-8811

Fight the New Drug
PO Box 522378
SLC, UT 84152

Donate Online

ftnd.org/donate



Thank you for your support, and for working alongside us to decrease the demand for sexual exploitation and for helping individuals live empowered lives free from the harmful effects of pornography.

A
Movement
For Love

FTND.ORG

A Global Movement of Fighters
©Fight the New Drug