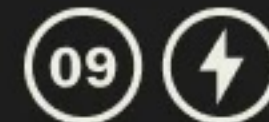




20
23

ANNUAL REPORT



FIGHT THE
NEW DRUG™

A GLOBAL MOVEMENT
OF FIGHTERS



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MISSION + VISION

WHO WE ARE

MISSION

Fight the New Drug is a non-religious and non-legislative nonprofit 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.

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.



A MOVEMENT FOR LOVE

As we embark on a new year, we reflect on the success we've made together in the fight against sexual exploitation through spreading education on the harmful effects of pornography. Over the last year there have been triumphs and growth for Fight the New Drug, and we are deeply grateful for the unwavering support and dedication of our Fighters.

Throughout the past year, Fight the New Drug's educational programs and resources have reached new heights, equipping individuals of all ages with the knowledge and tools they need to make informed decisions about pornography consumption. Our message has resonated with millions, sparking important conversations and driving positive change for individuals, relationships, and society. Our social media campaigns, especially No Porn November, played a pivotal role in amplifying our message and educating audiences around the world.

Through powerful storytelling, efforts to highlight important research, and strategic outreach we've been able to connect with individuals from diverse backgrounds and communities empowering people to take action and create positive change.

We're grateful to all who contributed to our efforts as we discovered new ways to connect with supporters, improve our programs, and expand the movement. Together, we made a difference in the fight against sexual exploitation, but there is still work to be done so we have no intention of slowing down. Thank you for your continued support and dedication to Fight the New Drug. Together, we are making a monumental difference.

NATALE McANENEY
Executive Director

COLLECTIVE IMPACT

BY THE NUMBERS

1,700+

Live Presentations

1 Million+

Individuals Reached via Live Presentations

630+

Public Documentary Screenings

130,000+

Private Documentary Viewing Accounts

41

Number of States Presented In

204,000+

YouTube Subscribers

1.2 Million+

Podcast Downloads

6 MILLION+

Social Media Followers

9.3 MILLION+

YouTube Views

78.3 MILLION+

Website Sessions



THE ISSUE

As the prominence of pornography in society escalates alongside technological advancements, sexual exploitation is more rampant than ever. A 2023 research study found that the top three performing pornography sites get more total visits than Amazon, TikTok, Netflix, and Reddit combine.¹ Most kids will be exposed to porn by 13, with some as young as 7, and most will be exposed unintentionally.² Pornography is becoming increasingly normalized and more accessible than ever before; its effects on individuals, relationships, and society are more apparent than ever.

With the rise of AI, image-based sexual abuse, and Child Sexual Abuse Material circulating on the internet, individuals, including minors, are more easily exploited than ever before. According to a 2023 report by a US cybersecurity group, deepfake videos (digitally altered images made to look like authentic images) have risen by 550% since 2019, and 98% of deepfake videos are pornographic.³ Another study in 2019 by an Italian cybersecurity company reported that 96% of all deepfakes were both pornographic and nonconsensual. Innocent victims are sexually harassed, bullied, and exploited via deepfake pornography every day.

Pornography continues to bleed into the sexual education of youth, fostering unhealthy views of sexuality and even encouraging dangerous activities. In 2020, the Internet Watch Foundation reported that 44% of all CSAM (Child Sexual Abuse Material, formally referred to as child pornography) included self-generated material. Children are not only seeing pornography; they are re-creating it themselves.⁴

As much as 88% of all online pornography includes violence, and it's shaping cultural expectations among youth.⁵ A study of 14-19-year-olds found that females who watched porn were a "significantly greater likelihood of being victims of sexual harassment or sexual assault." Youth who consume violent porn are five times more likely to be sexually aggressive.⁶

88%

As Much As 88% of All Online Pornography Includes Violence

“How come all boys want to choke you?”

-FEMALE COLLEGE STUDENT

In a recent study at a major midwestern university conducted by Dr. Herbenick, two-thirds of interviewed students said they had been choked in sexual encounters, and 40% of those students said it happened for the first time between the ages of 12-17.⁷ Repeat exposure to mainstream violent pornography is teaching children to expect violence and is morphing sexual appetites.

Studies and firsthand accounts reveal the far-reaching effects of pornography on individuals’ mental health, relationships, and cultures. It distorts sexual desires and functionality, normalizes sexual violence, and drives sexual exploitation and trafficking, among other serious consequences.⁸ The evolution of pornography in this day is unlike anything youth have experienced before. By helping individuals understand these realities, we can help decrease sexual exploitation.

The following report highlights the critical work and impact of Fight the New Drug’s 2023 initiatives aimed at educating individuals worldwide about the detrimental consequences of pornography.

THE ISSUE

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TRUE ACCOUNTS

THE IMPACTS OF PORN

“I was about 7 when I first saw porn. My adoptive parents watched it frequently on the VCR in our living room... I know this was a big part of their sexual abuse to me.”

-GERALDINE

“At the tender age of six, I was unwittingly introduced to the world of pornography. As the years rolled on, what began as an innocent encounter morphed into a regular habit by the time I turned 13... Eventually, I found myself immersed in explicit videos. By the age of 15-16, the impact on my well-being became apparent—I felt insecure, shamed, and trapped in a cycle of compulsive viewing.”

-EVELYN

“I found that my anxiety was the main reason for my porn addiction. I really didn't want to do it; it was mainly just something to do for the anxiety. After all, it really didn't solve my problems, it just made them much worse.”

-ANONYMOUS

“When I started watching porn in 2015, I was around 17, and I didn't know that I would become so addicted to porn. Now I am 25 and it almost ruined my life.”

-AKASH

“I've been over-consuming porn now for about 18 years and things have gotten really bad. Porn has stolen from me not just my teens, but also my 20s, and I know I have a lot of work to do to get out of this mess I'm in.”

-DANIEL

“I was introduced to pornography at the age of 10 by a cousin. It affected my psychological, mental, physical, and emotional state, my studies, my personal life, my ability to relate well with people, and my ability to keep a steady love life as porn has made me not understand how love works. For years I have watched porn from that age through adulthood and have struggled to free myself from it.”

-HENRY



LIVE PRESENTATIONS



In 2023, we elevated our Live Presentation Program while reaching middle schools, high schools, colleges, and communities nationwide.

Our commitment to providing quality live educational experiences led us to refine the Live Presentation Program, integrating the latest research on the harms of pornography, new assets, new shareable resources, and new true stories. We revamped key slides and videos to fully engage audiences, a process that involved extensive testing and collaborative efforts. We're especially proud to be presenting additional topics on college campuses, including consent, image-based sexual abuse, ethical porn, OnlyFans, and more.

The invaluable feedback we received from event organizers played a pivotal role in tailoring presentations that resonate with youth, parents, educators, and community members. We're proud to report that event organizers shared glowing reviews of our presentation program and expressed their likelihood to rebook in the future.

To expand our impact and enhance accessibility, we successfully completed and launched the remaining components of the online Presenter Certification Program. These innovative additions facilitated the certification of new contracted presenters in 2023.

Looking ahead, we aspire to continue making a lasting impact by fostering a greater understanding of the harms of pornography in more communities across the globe. Our mission is empowering individuals and communities to make informed decisions about pornography and cultivating a hopeful future where awareness leads to positive change. Together, we strive for a world where informed choices pave the way for healthier relationships and a more connected society.

2023

LIVE PRESENTATION PROGRAM IMPACT

19,000+

Individuals Reached via Presentation in 2023

92

Presentations Delivered in 2023

Since its inception in 2011, our Live Presentation Program has impacted the lives of over a million young people, as well as adults, worldwide. It offers an opportunity for individuals, families, and communities to make informed decisions about pornography.

We began 2023 by executing the second half of our Montana Presentation Tour, in which we were able to reach over 2,200 individuals across middle and high schools, community groups, and the largest group of students to gather since before the start of the pandemic for a presentation at Montana State University.

In total, we presented to nearly 20,000 individuals all across the country, primarily youth. Many of these youths participated in our pre- and post-presentation surveys, and 93% of students shifted their response to “agree” that porn can be harmful, after seeing the presentation.

In 2024, we look forward to being able to reach even more individuals by both presenting internationally and through free local and reduced-cost presentations made possible by generous donations to our Live Event Scholarship Fund.



LIVE

LIVE EVENT SCHOLARSHIP FUND

Education regarding the detrimental effects of pornography should be accessible and affordable to all schools, organizations, and communities.

To alleviate the financial burden our Educational Live Event Scholarship Fund assists schools, organizations, and communities in initiating conversations about the impacts of pornography, free from financial constraints. Recipients of the scholarship have the option to either host a live presentation or arrange a public screening of our docu-series "Brain, Heart, World".

Our goal is to expand this scholarship fund further, providing increased financial aid to those in need. This will enable us to shine a light on the harms of pornography while offering hope and resources to communities in need across the globe. If you wish to support our Scholarship Fund and contribute to making education on the harmful effects of pornography more accessible, please contact us at fundraising@ftnd.org. Together, we can make a difference.

- CA
- ID
- KS
- LA
- MN
- MT
- MD
- NM
- NY
- OR
- TX
- UT
- WA

Presentations Delivered Across the United States in 2023

“I think a lot of students felt more free to talk about this topic with their peers after the event. I appreciated the explanation of shame versus guilt.”

-BETHANY / UNIVERSITY COORDINATOR

“The presentation was super professional and well done. It was delivered confidently and kept everyone interested. The slides and videos were really cool and made it so engaging. And a big thank you for making two different presentations – one for adults and another for middle school kids. That was thoughtful and made it even more awesome! Everyone had really good things to say! Even though we are a faith organization, I heard from people that they appreciated hearing this from a secular point of view. I lead a group for men dealing with porn, and thanks to your talk, at least one guy is joining that group. Plus, I heard at least a couple of families are now talking about this topic with their kids.”

-JEFF / COMMUNITY LEADER



PRESENTATION PROGRAM IMPACT

“The presentation made a topic that can be uncomfortable very straightforward and approachable. I liked hearing about neuroplasticity and how there is still hope for people who have consumed pornography.”

-BETHANY / UNIVERSITY COORDINATOR

90%

Agreed the Fight the New Drug Presentation Was Helpful and Informative

93%

Agreed Porn Can Negatively Impact Mental Health

98%

Agreed Pornography Can Negatively Impact Relationships

98%

Agreed Porn Is Exaggerated and It's Not a Healthy Way To Learn About Relationships

93%

Agreed Porn Can Be Harmful

LIVE PRESENTATIONS

BY THE NUMBERS

“I liked the honesty of the reality of pornography. I enjoyed that the goal is to inform, not to shame. I also enjoyed that there are practical steps for students to seek help. This was a good step for us in being willing to step into hard topics with our students.”

-NATE / SCHOOL ADMIN

1,723

Total Presentations

1,093

Total Youth Presentations

593

Total Parent, Community, and College Presentations

37

Keynote Presentations

1,074,980

Number of People Reached

41

Number of States Presented In

11

Number of Countries Presented In

“I thought it was very chill, well put together, and accessible! I think it had a really positive effect! The kids took it well!”

-ETHAN / TEACHER

“It was very informative and engaging for the students, and I heard a lot of positive comments from the principals.”

-JAMIE / SCHOOL ADMIN

“Let me first say thank you for what you’re doing! Education is so important, you are helping so many people. I can’t tell you how much I appreciate you. When my son was in eighth grade, I used your brain heart world videos to teach him about porn, it opened the door to so many really important conversations we probably wouldn’t have had otherwise.”

-SHELBY / ORGANIZATION LEADER



“These three videos are eye-opening. I never realized that pornography has such devastating effects on viewers, their relationships, and the world at large.”

-DIANNE



DOCUMENTARY SERIES

BRAIN, HEART, WORLD

Our three-part documentary series proved to be an invaluable resource for individuals and families throughout the world in 2023.

The series highlights compelling research and personal accounts to show how porn impacts individuals, relationships, and society. The series is free for individuals to stream in private settings and is structured to allow groups, organizations and schools to publicly show the series alongside educational discussion-focused materials. To date, over 130,000 individuals have created private viewing accounts, and over 630 screening licenses have been purchased.



REVIEWS

BRAIN, HEART, WORLD

130,000+

Individuals That Have Created Private Viewing Accounts

630+

Screening Licenses Purchased

“This documentary was awesome for the whole family to watch.”

-JESSICA

“It gave the information about the brain effectively without it sounding complicated. Promoting how important it is to be more mindful about treating your own self in more healthy habits early on when you’re young is something I wish the youth heard more. I think, as kids, it’s easier to not acknowledge it since we don’t see or feel the effects since we don’t have anything to compare it to. The personal stories help with that a lot.”

-DANIEL



“Let me first say thank you for what you’re doing! Education is so important, you are helping so many people. I can’t tell you how much I appreciate you. When my son was in eighth grade, I used your brain heart world videos to teach him about porn, it opened the door to so many really important conversations we probably wouldn’t have had otherwise.”

-SHIRLEE

“Excellent production, content, and fun to watch.”

-HYGGE

“Awesome Series! From all my heart and my entire being, thank you for this. It is truly changing my life and giving me freedom I’ve never before experienced.”

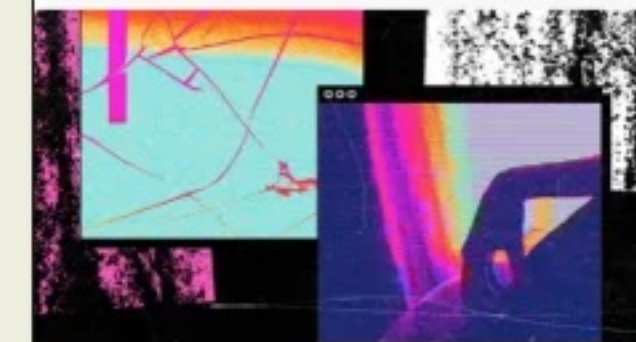
-BRIAN




DIGITAL DOWNLOADS

EDUCATIONAL RESOURCES

To further our boots-on-the-ground movement of spreading awareness on the harms of porn in local communities, we created a brand new Digital Download resource.



Fighters can download, post, share, pin, tape, and plaster eye-catching messaging online and in their local libraries, coffee shops, and community centers. Our Digital Downloads page offers a variety of resources to raise awareness about the harms of pornography and includes downloadable posters, flyers, handouts, and PDFs with statistics and facts from the most relevant research. Fighters can find content tailored to different formats and purposes, such as educational materials to promote live events or informational resources to share within their communities. These resources help Fighters educate individuals, contribute to a movement, and further Fight the New Drugs mission to help individuals make a more educated decision when it comes to pornography.



VIDEO & PODCAST

YOUTUBE

INSTAGRAM

TIKTOK

CONSIDER BEFORE CONSUMING



In 2023, we continued to utilize the very effective educational tool of video to share information and stories about the harms of porn with our audience.

Across all platforms, including Youtube, Instagram, and TikTok, we released over 300 videos. On YouTube alone, we amassed 9.3 million views, an increase of over 350% on that platform since 2022. Jane Doe’s video, released in 2022, gained an additional 3.8 million+ views last year, continuing to help our followers understand the connection between pornography and sex trafficking.

We were able to release video for every one of the Consider Before Consuming Podcast interviews we published this year, which allowed for increased views and engagement. Among our amazing guests were Rachel and Madi, who helped our audience understand that women can struggle with porn too; experts Valiant Richey and Taina Biene-Aimé, who shared how we can help end sex trafficking; and Teresa Helm, whose interview on how she was trafficked drew 300 thousand+ views, as well as so many other wonderful guests.

On TikTok, we began sharing video stories in multi-parts, including Julie’s, Brittini’s, and Madi’s. We were also able to share valuable information for dozens of experts, in the hopes of continuing to help our young target demographic understand how harmful porn can be.

20 Million+

Video Views Across All Platforms in 2023

VIDEO & PODCAST

BY THE NUMBERS

315,045

2023 Podcast Downloads

1,210,833

All-Time Podcast Downloads

↑ 354%

5.4 Million+

2023 Podcast YouTube Views

7.5 Million+

All-Time Podcast YouTube Views

7.2 MILLION

Instagram Reel Views

3.7 MILLION

TikTok Views

9.3 MILLION

YouTube Views



204K+

YouTube Subscribers

“I appreciate the vulnerability your guest showed on this podcast. Porn has a tight grip on people’s lives. And the amount of porn on the internet just keeps increasing. Making it easier and easier to find, and harder and harder to get away from. Thanks for sharing! It was inspiring.”

-YOUTUBE COMMENT



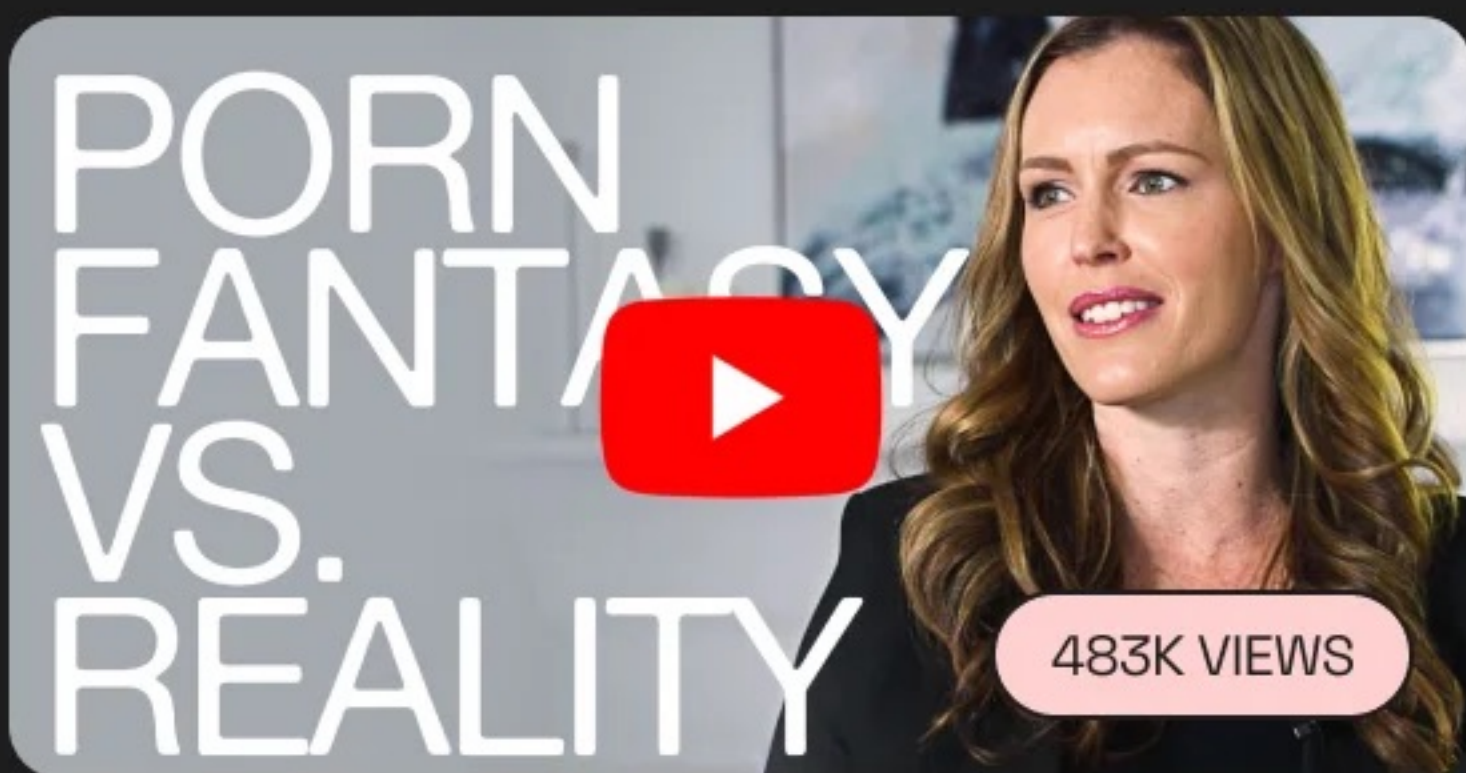
Episode 085

Teresa J. Helm
Jeffrey Epstein Trafficking Survivor + Advocate



Episode 100

Madi
Former Compulsive Porn Consumer + Anti-Porn Advocate



“Great video. Thank you. And speaking from a male perspective and someone who has watched porn, I think it totally warped my view of women and of myself. The whole thing is dehumanizing both to the performers and the viewers. I’m working on making real connections in my life. That’s what matters to me.”

-PODCAST YOUTUBE COMMENT

“It takes a lot of courage to open up to someone, and even more so on a platform like YouTube. Listening to you helped me realize I’m not starting all over. Being Porn free is a way of life and will come with consistent small efforts every day. Much love for what you people do.”

-PODCAST YOUTUBE COMMENT

“I’ve struggled with pornography addiction for almost 10 years now. been trying to quit for the last 2 years but unsuccessful... but after listening to her story, I don't want to ever go back to that life again.”

-YOUTUBE COMMENT

“So brave for telling your story. The stigma around viewing porn is really oppressive so it heartens me to see stories like these. People just being willing to step out into the light of day and say yes, I struggled with this, and that doesn’t make me bad or disgusting. Grateful for your courage!”

-PODCAST YOUTUBE COMMENT

VIDEO & PODCAST

COMMENTS + REVIEWS

GLOBAL SOCIAL ADVOCACY CAMPAIGNS



Across the globe, social media serves as a powerful avenue for individuals to unite, interact, explore, and become educated on critical issues, including the fight against the harmful effects of pornography and sexual exploitation. Social campaigns frequently serve as the catalyst for conversation and can be the driving force behind transformative movements. This year, we've seen Fighters around the world come together to raise awareness on the harms of pornography in through millions of social media interactions.

Fight the New Drug's most influential campaigns encourage Fighters to raise their voices and provide opportunities for individuals to better understand the realities of pornography. By collaborating with experts, survivors, and partner advocates, we helped shine a light on some of the most critical issues society is facing today surrounding sexual exploitation, including content part of Human Trafficking Awareness Month, Child Abuse Prevention Month, Mental Health Awareness Month, Teen Dating Violence Awareness Month, Sexual Assault Awareness Month and more. During #StopTheDemand, we shared insights into the connections between sex trafficking and pornography. By encouraging people to think about the impact of consuming pornography, we aim to reduce the demand for it.

GLOBAL REACH


Our largest campaign of the year, No Porn November highlighted engaging content encouraging followers to experience life without porn for one month. This topic can often feel dark and heavy, so we focused on sharing resources to provide hope and healing. We created easily digestible and shareable statistics and facts coupled with moving personal accounts to incite change. Fighters around the world joined us in wearing awareness-raising merch on #Repthemovement day and raised their voices against sexual exploitation and change the narrative surrounding pornography. We shared resources for those struggling with pornography and content to help facilitate healthy conversations.


Overall, Fight the New Drug experienced significant growth and engagement across all social media platforms by providing educational content through educational carousels, statistic-rich images, and informational tweets to ensure that our awareness-raising content stood out amid the typical social media noise. Furthermore, we teamed up with notable influencers who shared insights about these issues with their audiences, extending our reach to over 20 million additional people.


 204K+ YouTube Subscribers

 320K+ Instagram Followers

 58K+ X (Twitter) Followers

 5.7M+ Facebook Followers

 92K+ TikTok Followers

 3.8M+ Website Sessions

“Thank you so much for everything that you do. Four months ago, my husband confessed to a pornography addiction after I caught him secretly watching porn. I’ve used so many of your resources to educate both of us (especially myself) to help us navigate this very difficult situation. It’s definitely not easy, but this community & others sharing their stories have helped me more than I can put into words.”

-LINDSAY

THE FUTURE OF THE MOVEMENT

93%

Expenditures Dedicated To Financing Education and Mobilization Programs

Thanks to the generosity of Fighters worldwide, Fight the New Drug has helped millions of individuals around the world make an educated decision about pornography while simultaneously avoiding its negative effects. Together, by spreading education on the harms of pornography we've made a meaningful dent in the fight against sexual exploitation, but there is still much to be done.

In 2023, 93% of our expenditures were dedicated to financing our Education and Mobilization programs, helping us generate invaluable educational resources and worldwide awareness campaigns to further our mission. With your continued backing, we can strive towards a world liberated from the detrimental consequences of pornography and sexual exploitation.

Programs + Projects	2024	2025	2026
New Programs & Initiatives	\$210,000	\$250,000	\$290,000
Porn's Harms Awareness Program	\$510,000	\$531,000	\$553,000
Live Presentation Program	\$380,000	\$395,000	\$410,000
"Consider Before Consuming" Podcast	\$88,000	\$93,000	\$97,000
Brain, Heart, World Documentary	\$18,000	\$19,000	\$20,000
TOTAL	\$1,206,000	\$1,288,000	\$1,370,000

YOUR DONATION MAKES A DIFFERENCE

“I’m a long-time consumer of porn and I know firsthand how destructive its effects are in one’s personal life. I’m deeply changed since abstaining and I would like to do my part to bring awareness to those who are addicted and prevention to young children/adults before they are exposed to it. Thank you for the work that you do!”

-MICHAEL

As the normalization of pornography in our culture escalates and children are exposed at increasingly younger ages, the urgency for comprehensive education on its dangers has never been more critical. Your support for Fight the New Drug’s educational initiatives will directly influence children, adolescents, parents, families, couples, educators, community influencers, and society at large.

By raising awareness and spreading educational resources on pornography’s harmful effects using only science, facts, and personal accounts together we can help:

- Combat sexual exploitation, sexual violence, and sexual abuse
- Stop the demand for child sexual abuse material (“child porn”)
- Strengthen relationships and families
- Improve individual mental health
- Change the narrative and normalization of porn
- Safeguard children



Donate Today!

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 porn.

| Please reach out to fundraising@ftnd.org to donate today.

A Movement For Love

We continually see how generous contributions from individuals like you positively impact the lives of millions of teens and adults worldwide.

Thank you for fueling this movement for another year.

FTND.ORG

A Global Movement of Fighters
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