

Trafficking hub
**PORNHUB
PROFITS
FROM
CHILD
TRAFFICKING**
#TRAFFICKINGHUB

Trafficking hub
**UNDERAGE
GIRLS
ARE BEING
RAPED
ON PORNHUB**
TRAFFICKINGHUB

2020 ANNUAL REPORT

**PORNHUB
IS
Rape hub**
#ABUSEHUB
#TRAFFICKINGHUB

SHUT
DOWN
PORNHUB
#Just

**EXODUS
CRY IS
COMMITTED TO
ABOLISHING SEX
TRAFFICKING AND
BREAKING THE CYCLE OF
COMMERCIAL SEXUAL
EXPLOITATION WHILE ASSISTING
AND EMPOWERING
ITS VICTIMS.**

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DEAR FELLOW ABOLITIONISTS,

History was made this year.

2020 was a year unlike we have ever experienced and we believe it has forever shifted the landscape of the commercial sex industry. Thanks to the collective effort of our team, our allies, and—perhaps most importantly—compassionate activists like you, together we brought the world's biggest porn site to its knees for its complicity in criminal sexual exploitation.

It started when our Director of Abolition penned a 657-word op-ed titled “Time to Shut Pornhub Down,” which was published in the *Washington Examiner*. It detailed how Pornhub was distributing and profiting from videos and images of actual rape, child abuse, sex trafficking, and other criminal image-based sexual abuse. The piece immediately struck a social nerve.

People were demanding we create a petition to shut the site down. After launching the petition it went viral, capturing 2.2 million signatures from 192 countries. We also released a 2-minute animated video exposing Pornhub and that also went viral, racking up 34 million views. The campaign gained the attention of Pulitzer Prize-winning journalist Nicholas Kristof, who published a scathing in-depth exposé of Pornhub in the *New York Times*.

This article created an atomic PR situation for Pornhub, with hundreds of articles worldwide now discussing Pornhub's criminal complicity, and soon after its release Visa, Mastercard, and Discover all announced they were cutting ties with the site. Pornhub quickly deleted 80% of its content, about 10 million videos overnight! Canada, where the site is based, opened an investigation, and lawmakers in Canada and the US introduced legislation to counter the harms perpetuated by sites like Pornhub.

One by one, multiple lawsuits were filed against Pornhub by many of the victims featured in videos the platform profited from. They've now changed their entire business model, and essentially are no longer operating like a porn “tube” site. As the lawsuits progress and the investigations continue, the once-celebrated brand of Pornhub has been irreparably tarnished. Its profitability has likely been crippled, and executives may soon face criminal charges.

We also had the honor of directly serving many survivors of exploitation on Pornhub, providing them with specialized trauma therapy so that they can begin a journey of transformative healing and build beautiful new lives.

As an organization, we experienced exponential growth this year in global reach, influence, and political and cultural impact. But most significantly, a proverbial wrench has been thrown into exploitative porn's system of injustice, and it's creating a ripple effect across the entire industry. The Traffickinghub campaign has set a powerful precedent and is shouting this warning to predatory porn companies: “You are not above the law. You will be held accountable for profiting from sexual exploitation.”

All of this is a testament to the power of our collective voice. We are beyond grateful for every individual and organization who joined this movement to expose one of the world's largest trafficking enterprises. Together, we're watching the world change as the giants fall.

For freedom everywhere,



BENJAMIN NOLOT
Founder/Chief Executive Officer



**“WITH PORNHUB, WE HAVE
JEFFREY EPSTEIN TIMES 1,000.”**

-NICHOLAS KRISTOF, NEW YORK TIMES

Trafficking **hub**

On February 9, our op-ed in the [Washington Examiner](#), blew the whistle on the infestation of criminal content on Pornhub, including actual rape, trafficking, and child sexual abuse material. The article opened with the story of a 15-year-old girl who “had been missing for a year and was finally found after her mother was tipped off that her daughter was being featured in videos on the site — 58 such videos of her rape and sexual abuse were [discovered](#) on Pornhub.” Sadly, it’s just one story among many.

Pornhub isn’t merely another porn site. They’ve been known as the “world’s biggest porn site” and are a brand who had become the household name of porn. They’re owned by MindGeek, a multimillion dollar corporation that essentially holds a monopoly on porn worldwide, and Pornhub is their flagship product.

After publishing the op-ed “Time to Shut Pornhub Down,” here are the porn industry-shifting milestones and victories that followed...

Major Milestones & Victories

1

Petition to Shut Down Pornhub Gathers **2.2 Million Signatures** from 192 Countries

We were amazed at how quickly the petition to hold Pornhub accountable gained traction. With signers from nearly every country, the petition and campaign have also been endorsed by over 300 anti-trafficking, women's rights, and child protection organizations around the world.

2

Viral Traffickinghub Video Receives **33+ Million Views**

The 2-minute animated video "[Pornhub Exposed as #Traffickinghub](#)" became Exodus Cry's most viral piece of content ever, being shared by celebrities, influencers, and justice advocates around the world, with over 33 million trackable views across multiple social platforms.

3

U.S. Senators Introduce Bills to Help **Protect Victims** of Porn Sites

Shortly after the Traffickinghub campaign launched, four US Senators introduced two separate bills that would help to bring a much higher level of accountability to the porn industry: [The Survivors of Human Trafficking Fight Back Act](#) to help victims more easily sue sites like Pornhub and the [Stop Internet Sexual Exploitation Act](#) requiring age and consent verification of those featured in videos. The latter is a requirement we have been calling for since day one of the campaign.

U.S. Senator Ben Sasse issued a letter calling on the Department of Justice to investigate, writing, "...I therefore request that the Department open an investigation into Pornhub and its parent entity MindGeek Holding SARL for their involvement in this disturbing pipeline of exploiting children and other victims and survivors of sex trafficking."



14 YEAR OLD GIRL



4

Thailand **Completely Shuts Down Pornhub**

Thailand shut down Pornhub for violating its Computer Crimes Act and one of its major news outlets broadcast our animated video “Pornhub Exposed as #Traffickinghub.” In explaining this monumental decision for the country, the Digital Minister, Puttipong Punnakanta, pointed to other countries that have banned the website and to organized groups (e.g. Traffickinghub) asking for it to be shut down because the site supports human trafficking and demeans women.

This major breakthrough in Thailand was significant because Thailand is a lucrative and important market for Pornhub, with Bangkok being Pornhub’s 10th largest customer base. According to Pornhub, Thai users spent more time at the site than any other place in the world.

5

20 Canadian Legislators Send Letter Demanding **Investigation into Pornhub**

In a strongly worded letter to Canada’s Minister of Justice and to Prime Minister Justin Trudeau, twenty Members of Parliament and Senators called out Pornhub for hosting criminal content, and called on the Canadian government to act quickly. The letter states “In addition to publishing videos of child abuse, sexual assault and sex trafficking, Pornhub also publishes videos that portray: misogynistic and gendered-based violence, explicit racism and hate speech, minors, incest...” adding, “We, the undersigned Senators and Members of Parliament, are appalled at the lack of enforcement by Canada’s justice system....”



6

“The Children of Pornhub” Article in *New York Times* Creates a Global Media Shockwave

In a catalytic tipping point for the campaign, Pulitzer Prize-winning journalist Nicholas Kristof, known as the “conscience of international journalism,” published a scathing in-depth exposé on Pornhub detailing its massive problem of child exploitation. The explosive article was featured on the [front page of the *New York Times*](#) website, called for action from corporations and financial institutions, and also highlighted and linked to our #Traffickinghub campaign and petition.

The article inspired at least 4000 follow-up articles across the globe and even elicited an immediate response from high-level government officials, including Canada’s Prime Minister, Justin Trudeau.

[READ THE ARTICLE](#)

7

Exodus Cry's Director of Abolition Exposes Pornhub on Fox News

On national TV, Exodus Cry's Director of Abolition, Laila Mickelwait, was interviewed by Fox News' [Laura Ingraham](#) regarding Pornhub's complicity in sexual crimes against children, with Ingraham acknowledging her support for the campaign, stating in the interview "We're going to help you... I don't even have words for this."

8

Visa, Mastercard, and Discover Cut Ties with Pornhub

In an unprecedented disruption to Pornhub's business, and a major statement to the industry at large, Visa, Mastercard, and Discover cut off their business relationship with the mega porn platform. This move sent a message to porn sites everywhere that exploitation, coercion, and a lack of age and consent verification will not be tolerated by payment processors.

9

Pornhub Removes Download Button and Deletes 80% of its Content

This represents one of the single most historic moments in the fight against commercial sexual exploitation. Just days after the *New York Times* article was published, Pornhub removed their notorious download button (previously all videos could be downloaded) and, overnight, deleted a mindblowing 10+ million unverified videos from their catalog, representing about 80% of their content.

10

Pornhub Completely Changes its Business Model

Pornhub conceded to four demands that Kristof made in his article, in line with our own Traffickinghub demands, and now only allow videos to be uploaded by verified users, essentially changing the entire business model of the site.

11

March for Justice Outside Pornhub/MindGeek Offices


We partnered with Knock Out Abuse West for International Day of Non-Violence (Oct 2) with a protest outside the MindGeek offices in Los Angeles, and activists in Montreal and London also staged protests outside MindGeek offices in Canada and the UK. Protestors came together to publicly expose Pornhub's crimes and, during the Los Angeles protest, two trafficking survivors bravely shared their stories, one of whom was trafficked on Pornhub.

12

Artists Around the World Participate in Art Contest and Exhibition in Hollywood

We invited artists around the world to create custom art pieces, for an art contest, conveying the injustices happening on Pornhub, fueling visibility for the campaign. The endeavor, known as #ArtXFreedom, was championed by several highly esteemed artists who created their own custom pieces to inspire others to participate.

Olivia Steele, an internationally acclaimed contemporary light artist, created a public installation in Mexico City called "Silencio Es Complicidad" (silence is complicity), which received media attention through *Elle* in Mexico. Indian street artist Snehka Chakraborty painted an entire wall mural in Pune, India, to raise awareness and UK muralist and graphic designer Kay Kaes created a sobering digital illustration. With over 100 pieces submitted, we assembled a powerful 20-piece collection that was showcased in a special art exhibition at the Radiance International Gallery in Hollywood, as well as for many thousands of online viewers.



A YOUNG TRAFFICKING SURVIVOR WHOSE EXPLOITATION WAS FEATURED ON PORNHUB SHARES HER STORY AT OUR PROTEST IN FRONT OF MINDGEEK/ PORNHUB HEADQUARTERS IN LOS ANGELES.

Additional Trafficking **hub** Visibility Highlights

4000+
ARTICLES WORLDWIDE

36 MILLION+
VIDEO VIEWS

800% INCREASE
IN INSTAGRAM FOLLOWERS

300
ANTI-TRAFFICKING, WOMEN'S
RIGHTS, AND CHILD PROTECTION
ORGANIZATIONS

2 MILLION+
SITE VISITORS

5 MILLION+
PAGE VIEWS

The movement to hold Pornhub accountable has been endorsed by, shared by, or featured in:



"Defund Pornhub."

TERRY CREWS



"Pornhub profits off of the rape and torture of women and children. Take a stand against these monsters at MindGeek... SHUT IT DOWN."

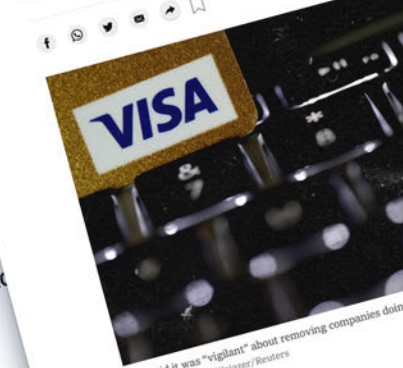
JENNA JAMESON, FORMER ADULT FILM STAR NAMED THE "QUEEN OF PORN"

Terry Crews Calls for Shut Down of Pornhub Amid Rape, Sex Trafficking Allegations



PETITION ACCUSING PORNHUB OF PROFITING FROM RAPE AND ABUSE VIDEOS REACHES 380,000 SIGNATURES

Visa and Mastercard to Investigate Financial Ties to Pornhub



Ex-adult star Jenna Jameson accuses Pornhub of 'profiting off rape and torture'

Pornhub has been caught hosting rape and child pornography. Don't fall for its coronavirus public stunt

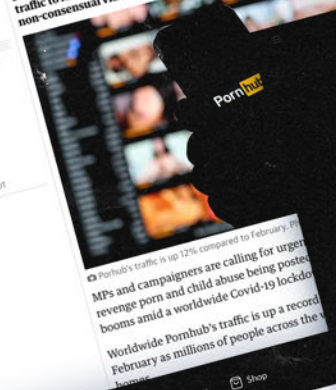
Mastercard, Visa and Discover cut ties with Pornhub following allegations of child abuse

Urgent action needed as rise in porn site traffic raises abuse fears, say MPs

The Children of Pornhub

Pornhub Under Fire After Videos Of Rape, Sex Trafficking Victims Posted To Site

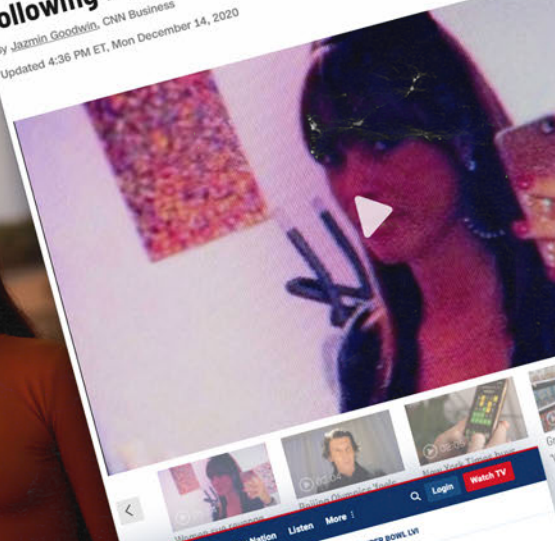
Anti-Pornhub petition gains steam, accuses adult video giant of facilitating sex trafficking



Don't be fooled by Pornhub's latest publicity stunt. The company's vice president announced in a thinly veiled PR pitch this week that Pornhub would donate 50,000 surgical masks to health professionals and first responders in New York, and — get this! — make its premium content free for all users amid the coronavirus pandemic.

Pornhub's traffic is up 12% compared to February. MPs and campaigners are calling for urgent action to reduce revenge porn and child abuse being posted on the site amid a worldwide Covid-19 lockdown boom as a record number of people across the globe use the site.

Internet porn empire Pornhub has come under fire in recent days for featuring videos of rape and sex trafficking victims on its platform. In an explosive report in the Washington Examiner on Sunday, Laila Mickelwait noted "several shocking cases of sex trafficking and child rape films that were hosted on Pornhub" over the past few months, including one involving a 15-year-old girl who was missing for up to a year until her mother discovered 58 videos of her being sexually abused on the site. Another report from the owner of GirlsDoPorn, who coerced 22 women into sex acts and holding



FINDING AND MEETING WITH WOMEN

WHO ARE SOLD FOR SEX is one of the most personal kinds of work our team has the honor of doing. When connecting with these women on the streets, in strip clubs, online, or in jail, we strongly prioritize a relational, loving approach. These women receive gifts, a hotline number, and are offered prayer and support in exiting the sex industry.

With COVID upon us, street outreach looked a little different—but we weren't deterred in our resolve to provide care and support for women exploited in the sex industry.



Highlights

MIAMI SUPER BOWL OUTREACH INITIATIVE

Exodus Cry partnered with 611 Network in Miami and a number of other anti-trafficking organizations from across the nation for the Ground Secure initiative during the 2020 Miami Super Bowl. The six-day initiative consisted of a daily prayer room, training, and outreach to exploited and at-risk people on the streets, at hotels, in strip clubs, and online. During the week, 128 outreaches took place, 1435 gifts were lovingly given to those in the sex industry, and nine victims, including minors, were assisted out of trafficking situations.

COVID CARE PACKAGES GIFT DRIVE AND DROP OFF

COVID increased the vulnerability of those exploited in the sex industry. During the early weeks of the lockdown in March, our outreach teams contacted women in the sex industry and did door-to-door drop offs of COVID Care packages including grocery store gift cards. The feedback was incredibly positive and the women were so grateful for these unexpected gifts.

“Thank you for always being sweet angels to me and my family. I love you!”

RUBY, A COVID CARE PACKAGE RECIPIENT

SUPPORT GROUP LAUNCHED FOR WOMEN IN THE SEX INDUSTRY

We launched a weekly seasonal support group (with daycare provided) for women in the sex industry needing support, led by a woman who was herself a survivor of exploitation in strip clubs. The group provided life-skills classes, workshops, opportunity for community, and connection to any additional outside services that they needed. We assisted one woman in buying a car and one in moving to a new home.

From the regular attendees of this support group, three women chose to leave the sex industry and start new jobs!



**“FOR THE FIRST TIME, I AM LISTENED TO... I AM SEEN,
I AM HEARD. I FEEL IMPORTANT AND WORTHY.”**

KEIRA, THERAPY RECIPIENT, SURVIVOR OF TRAFFICKING AND EXPLOITATION ON PORNHUB

**MORE THAN 200 PEOPLE TRAINED ACROSS
13 NATIONS THROUGH OUR INTERVENTION
TRAINING MANUAL**

Our *Intervention Manual*, a guide to reaching those exploited in the sex industry, has been used by organizations, teams, and churches around the world in over 20 countries. In 2020 we updated it and released a second edition in print.

This year, we trained organizations, teams, and churches via Zoom, including 242 people in 13 nations. These groups are now effectively equipped to reach those caught in the sex industry and help them find a path to exit a life of exploitation.

**PROVIDING SURVIVORS OF EXPLOITATION
ON PORNHUB WITH SPECIALIZED THERAPY**

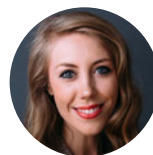
We partnered with one of the nation’s top trauma therapy centers to offer specialized therapy sessions for survivors of sex trafficking and image-based abuse, many of whom were trafficked and exploited on Pornhub. The testimonies of these women and how therapy has been helping them grow and heal has been truly inspiring.

“This is the best therapy I’ve ever had. I feel truly understood and in control of my recovery, and like I’m being treated as a whole person, not just a traumatic event.”

BROOK, CHILD SEX TRAFFICKING
SURVIVOR EXPLOITED ON PORNHUB

**GOFUNDME ORGANIZED FOR SURVIVORS OF
PORNHUB**

Exodus Cry partnered with the Rebecca Bender Initiative to organize a GoFundMe fundraiser for Serena Fleites and other victims of abuse on Pornhub, following Nicholas Kristof’s *New York Times* piece “The Children of Pornhub.” Incredibly, approximately \$100k was raised and a mobile home was purchased for Serena, who was previously living in her car.



Helen Taylor
DIRECTOR OF OUTREACH
& INTERVENTION

DANI'S STORY

New Shoes, New Dignity

We met Dani four years ago at one of the strip clubs our outreach team frequents. After giving her a beauty bag, we exchanged phone numbers with her and followed up. We took her out for coffee to get to know her better, build a relationship, and seek out ways in which we could support her. She told us she had aged out of foster care and, as a single mom, she began dancing in the club.

Over time, Dani shared her desire to get out of the adult industry. A few months later, she quit the club and went through a program to help her get on her feet. She began attending church as well as our weekly support group for women in the sex industry. In this group, Dani learned practical life skills and received the support she needed to continue on her new path. She then found a job with a reputable company and has been working there for the last several months.

As part of an art therapy experience called “In Her Shoes,” we offer to buy a girl a new pair of shoes in exchange for her giving us a pair of her old shoes—often these are shoes she wore during her exploitation. The new shoes are a powerful picture of freedom and the new identity she is choosing to walk in. This is yet another way we can celebrate women as they experience the empowerment of true choice.

Our city team leader describes taking Dani shopping for a new pair of shoes as a part of this program:

“At the mall Dani timidly picked out a pair of stylish sneakers. When she flipped the price tag, she glanced at me and asked, ‘Are you sure this is OK?’ ‘It is my absolute JOY’, I responded!

*“As we stood in line to buy them, she asked me what the date was, so she could remember this significant and symbolic day. When I told her the day’s date, she exclaimed, ‘Oh my gosh! I remember I applied at [the strip club] on yesterday’s date and I started the next day **which means my first day ever dancing was literally on this exact day... ten years ago!**’ We stood there with our masked mouths agape at each other. It was such a powerful, redemptive moment. ‘These new shoes represent your new decade’ I said. **‘This is God’s way of giving you something to help you “walk out” the next ten years of your life!’***

As we left the store, she turned to me and said the best thing I’ve ever heard her say: ‘I feel like I’ve been given my dignity back.’”

This is why we do what we do. Stories like Dani’s highlight the hope we can bring to the women being dehumanized, exploited, and sold for sex. For these incredible women, it represents their first steps into a beautiful new life they didn’t know they were worthy of.

“I FEEL LIKE I’VE BEEN GIVEN MY DIGNITY BACK.”

DANI



FILM

WE KICKED OFF THIS YEAR WITH THE YOUTUBE release of our most prolific film, *Nefarious: Merchant of Souls*, on National Human Trafficking Awareness Day (January 11th), making this groundbreaking documentary available, for free, to a whole new audience. We've been astounded and encouraged by the fresh engagement we've received from this film, which reached millions around the world after its initial release and screening tour in 2011.

In May, we released the short film *Seattle's Bikini Baristas* on YouTube. This exposé of Seattle's booming bikini barista industry features interviews with young baristas who describe how overt sexual harassment by "customers" has become a regular part of their work environment. Benjamin Nolot, our founder and the film's director, was nominated for Best Director at the Oregon Documentary Film Festival.

In keeping with quarantine guidelines, our film team spent much of 2020 working remotely, in our home edit suites, forging ahead on several important upcoming projects.





HERE'S A SNEAK PEEK AT WHAT'S AHEAD

Raised on Porn is a film that tackles the disturbing reality of childhood exposure to pornography and is currently scheduled for release in 2021.

Liberated: After Spring Break is a sequel, of sorts, to our 2018 Netflix documentary *Liberated: The New Sexual Revolution*. We're planning to premiere this follow-up in early 2022.

Beyond Fantasy is a two-part film uncovering the exploitation embedded in the professional porn industry. We anticipate releasing this film in 2022.

In the fall, we made the big step of moving our film department from Sacramento to Southern California, and we wasted no time taking advantage of our close proximity to the Los Angeles film community. In October, we spent two weeks shooting footage for a number of projects that we are in the process of finishing.

**“ONE OF THE BEST, MOST PAINFUL,
MOST INSPIRING, MOST MOTIVATING
FILMS I’VE EVER SEEN.”**

NEFARIOUS VIEWER ON YOUTUBE



Trafficking **hub**



GLOBAL EPICENTER
hub
FOR PORN

OUR VIDEOS HAVE A
COMBINED TOTAL OF OVER

30

MILLION VIEWS

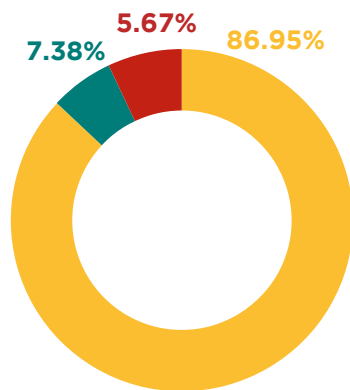


We're grateful for another incredible year in which the generous financial contributions of many fueled our local and global anti-trafficking work.

Here's our financial breakdown for **JANUARY** through **DECEMBER 2020**:

\$1,600,477.65	REVENUE
\$1,299,023.85	EXPENSES
\$301,453.80	NET SURPLUS/(DEFICIT)

BREAKDOWN OF EXPENSES



\$1,129,501.24
PROGRAM SERVICES

Prevention, Intervention/Restoration, Messaging, Film

\$73,654.65
MANAGEMENT & GENERAL

Operations, IT, Business Support

\$95,867.96
FUNDRAISING

Events, Mailers, Software Systems

JOIN THE MOVEMENT. FUND FREEDOM TODAY.

Every person should be free



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