



2022

ANNUAL REPORT

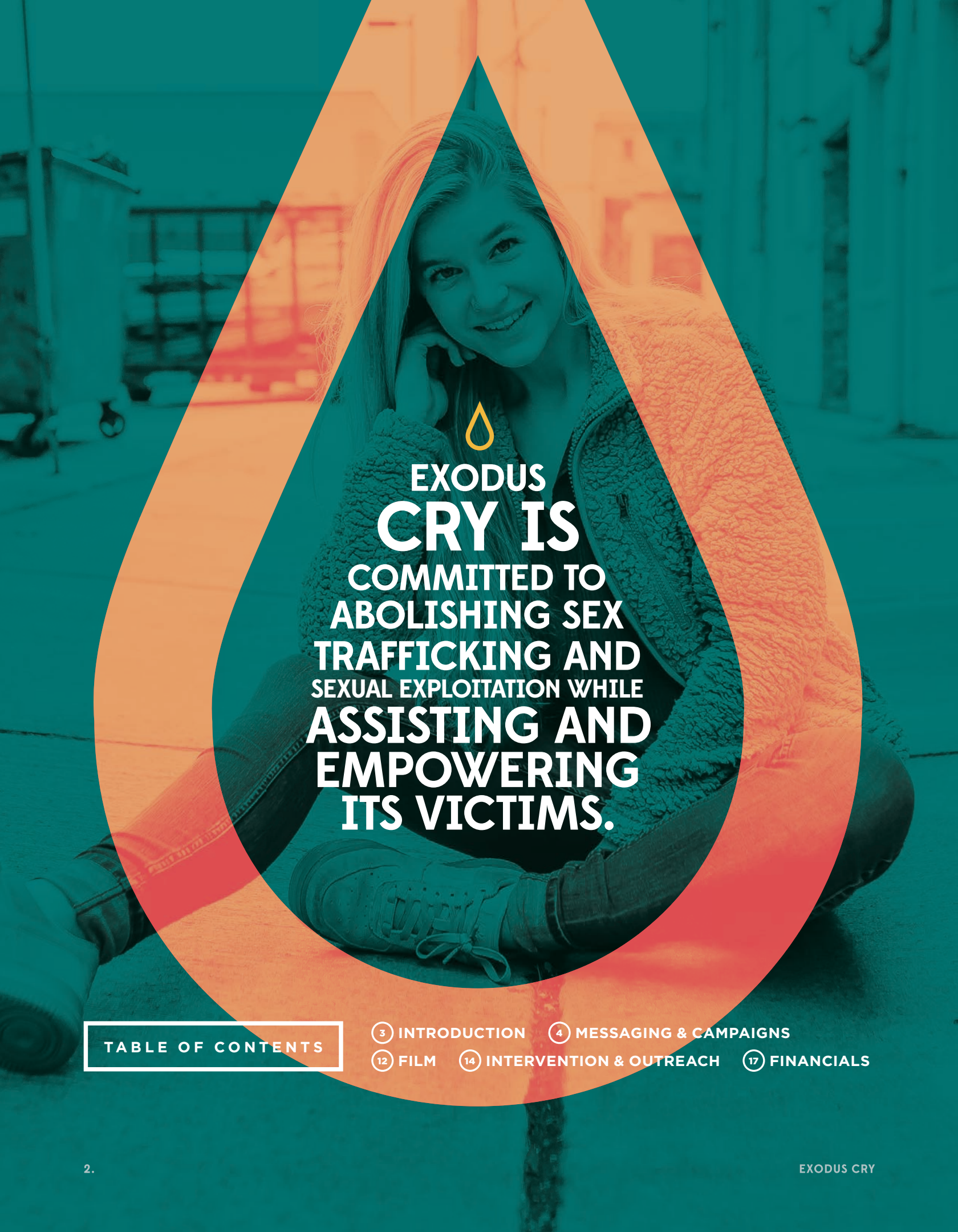
EXODUS  CRY

#ENDTEENPORN
**I WAS
EXPLOITED
IN TEEN
PORN**
ENDTEENPORN.COM

#ENDTEENPORN
Teen porn

#ENDTEENPORN
**END
TEEN
PORN**

#ENDTEENPORN
**RAIS
THE G**



EXODUS
CRY IS
COMMITTED TO
ABOLISHING SEX
TRAFFICKING AND
SEXUAL EXPLOITATION WHILE
**ASSISTING AND
EMPOWERING
ITS VICTIMS.**

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DEAR FELLOW ABOLITIONISTS,

As an anti-trafficking organization, some may wonder why we target porn. Simply put, porn is at the epicenter of sexual exploitation.

Its consumption fuels trafficking, because most sex buyers began as children hooked on pornography. Child sexual abuse material (“child porn”) has exploded in recent years, and porn is used to groom children into performing sex acts. Even mainstream porn companies and websites often use force, fraud, or coercion—i.e. trafficking—to produce and distribute the content they profit from in the BILLIONS.

Our modern society wants to believe porn and trafficking live in separate worlds, but they’ve been woven together. That’s why, with your help, we pushed forward three different campaigns this year, each of which tackles a specific area of porn’s threat to our world.

You helped us forge ahead on the Protect Children Not Porn campaign to get porn sites to block content from any viewer without an 18+ ID. Our team delivered a petition, with 91,000 signatures, to the Speaker of the House and hosted a symposium in Washington, D.C. for members of Congress, educating them on the urgent need to protect children online. We also screened our film *Raised on Porn* at the event, which hit 3.7 MILLION views this year!

Through Traffickinghub, the campaign to hold Pornhub accountable for profiting off videos of sexual abuse, your support brought substantial breakthroughs. The CEO and COO stepped down, Pornhub was kicked off Instagram, YouTube, and TikTok, and a judge ruled that Visa could be held liable for helping Pornhub profit from child abuse content.

You also helped launch the #ENDTEENPORN campaign. It calls for the porn industry to raise the age of entry into porn from 18 to 21, to protect teens from being exploited, and to end the child abuse porn genre. We helped 21 ex-performers pen an open letter, held a protest on the iconic Hollywood Walk of Fame, and ran billboards in the heart of Los Angeles. The message was resounding, but this was only the first wave.

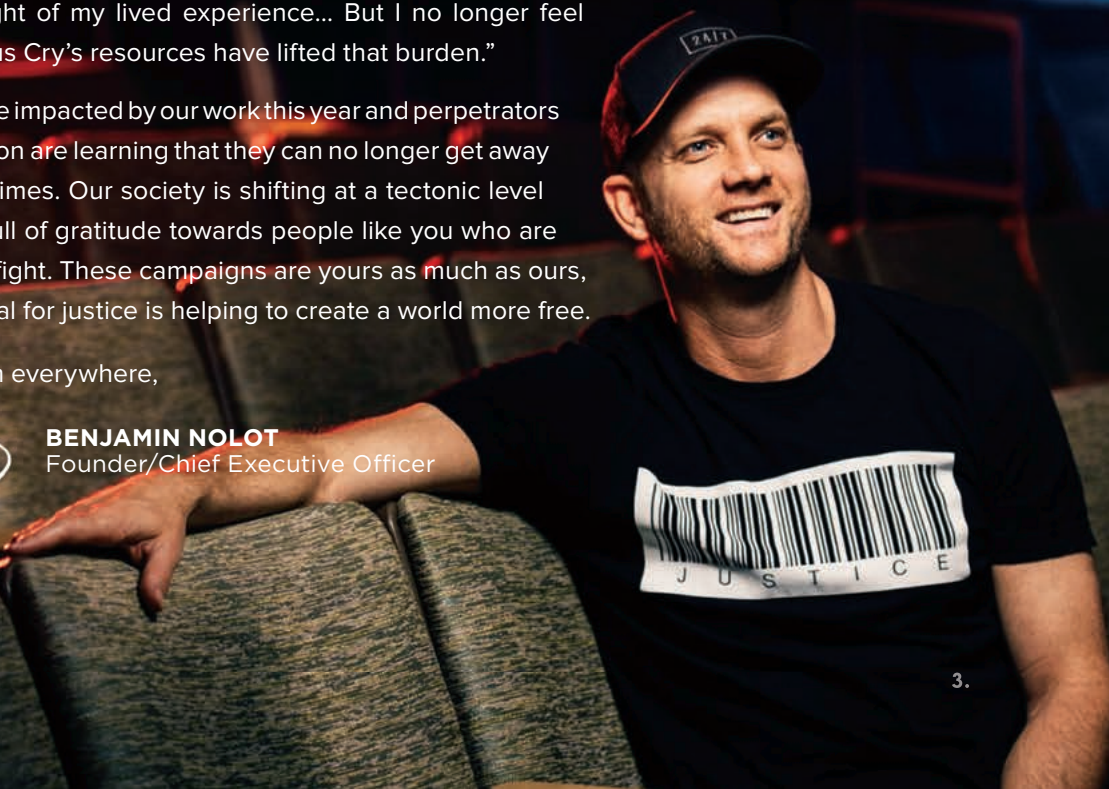
We were also honored to continue serving victims of trafficking, helping them to find freedom and to get the healing they need to build beautiful new lives. We covered 225 sessions of life-changing trauma therapy for these brave women, one of whom told us “I used to feel paralyzed by the weight of my lived experience... But I no longer feel that... Exodus Cry’s resources have lifted that burden.”

Millions were impacted by our work this year and perpetrators of exploitation are learning that they can no longer get away with their crimes. Our society is shifting at a tectonic level and we’re full of gratitude towards people like you who are fueling this fight. These campaigns are yours as much as ours, and your zeal for justice is helping to create a world more free.

For freedom everywhere,



BENJAMIN NOLOT
Founder/Chief Executive Officer





CAMPAIGNS



Children today are two clicks away from the most graphic and degrading sex acts imaginable, and it's altering the course of millions of children's lives. Big Porn and Big Tech are responsible. That's why we launched the Protect Children Not Porn campaign in 2021, calling for every single porn site to require that users be age verified, with ID, before they can access content.

When children are exposed to porn it undermines their development, rewires their brain, and shapes their sexual templates in ways that could derail their lives. Kids addicted to porn are more likely to become perpetrators of sexual violence, sex buyers, or victims of sexual assault. This is why child protection experts view early exposure to porn as a form of child abuse.



91,000 Signatures

We delivered these signatures in person to the office of the Speaker of the House.

OUR PETITION CALLS FOR REQUIRED AGE VERIFICATION, WITH ID, FOR VISITORS ON EVERY SINGLE PORN SITE, TO PROTECT CHILDREN FROM EXPOSURE. WE DELIVERED THESE SIGNATURES IN PERSON TO THE SPEAKER OF THE HOUSE ON CAPITOL HILL.





We Educated DC Lawmakers in Our Symposium to Protect Children Online

On June 13, Exodus Cry hosted the symposium “Toxic Online Criminality” in Washington, D.C. during which we publicly presented the Protect Children Not Porn petition.

The symposium was attended by over 100 people in person, including staffers for

members of Congress and over 500 people online, and was designed to activate our nation’s lawmakers toward introducing legislation that will protect children from the wide range of sexual exploitation and abuse they experience online.

Helen Taylor, Exodus Cry’s VP of Impact and Benjamin Nolot, Exodus Cry’s CEO, presented alongside other experts and survivors, and we screened our film, *Raised on Porn*, to educate attendees on the urgent need to protect children.



Just days after the symposium, we saw a huge age verification victory. On June 22, Louisiana became the first state to pass a law requiring porn sites to verify the age of its users!



Directly influenced by our symposium and meetings with senators on Capitol Hill, Senator Mike Lee introduced a groundbreaking porn site age verification bill in the US Senate to protect kids from porn exposure.



RAISED ON PORN

REACHES MILLIONS

Our documentary ***Raised on Porn*** exposes the ways pornography has become the new sex education for children, unpacks the dangerous lifelong implications of this global phenomenon, and elicits a call for change.

This film is actively shaping the paradigms of millions of viewers, with 94% of those polled saying it inspired them to be more proactive in protecting their children from porn. The comments section of *Raised on Porn* is flooded with thousands of people who are affirming the importance of its timely message.

MAGIC LANTERN PICTURES AND EXODUS CRY PRESENTS "RAISED ON PORN"
DIRECTOR BENJAMIN NOLOT PRODUCER MORGAN PERRY CINEMATOGRAPHY BEN EDWARDS AND MATT RYAN
EDITOR KENNY MIRACLE COMPOSER JOHN SAMUEL HANSON ANIMATION SCOPE AND SEQUENCE

RaisedOnPorn.com



EXODUS CRY

@MagicLanternPictures

“I am 14 and have been struggling with porn since I was 8... lately I have had a huge addiction that always leaves me looking at myself in the mirror asking myself if it was even worth it... This [film] really changed how I saw porn and got me to delete everything that I had. I will deeply reflect and try to get help.”

RAISED ON PORN VIEWER

3.7
MILLION
VIEWS

“I just watched your film Raised on Porn and I really have no words for my emotions. So thankful for it and wanted to thank you for your work and engagement. I sent links to your movies to a lot of friends of mine who are still in the porn industry or who are working as sex workers and it started a big emotional and honest conversation about everything. And some of them are planning to change their lives.”

DANI, TRAFFICKING SURVIVOR EXPLOITED IN PORN

Trafficking **hub**

In 2020, Pornhub was known as the “world’s biggest porn site,” with more traffic than Netflix and Amazon. After discovering how the site had profited from countless videos featuring image-based sexual abuse, rape, trafficking, and child sexual abuse, we exposed Pornhub’s crimes on a global stage through the Traffickinghub campaign.

This campaign went viral and, as a result, Pornhub was compelled to delete 10 million videos (most of its content), and its business ties were severed with credit cards, Comcast, and Roku. It now faces lawsuits filed by victims appearing in videos distributed on the site, which could incur billions of dollars in damages.

Major wins against Pornhub in 2022



The New Yorker published “The Fight to Hold Pornhub Accountable,” which highlighted Exodus Cry’s work and exposed Pornhub for hosting nonconsensual content.



Pornhub’s CEO and COO stepped down after leading the company for the past decade.



Pornhub instituted mass layoffs “in an attempt to cut costs after suffering revenue declines... following a series of revelations that MindGeek had allowed child sexual abuse material and other nonconsensual videos to be posted on Pornhub,” according to the *Globe and Mail*.



Pornhub was kicked off of Instagram, YouTube, and TikTok.



A judge denied Visa’s motion to dismiss a major case against Pornhub, finding that Visa ‘intended to help’ Pornhub monetize child porn.

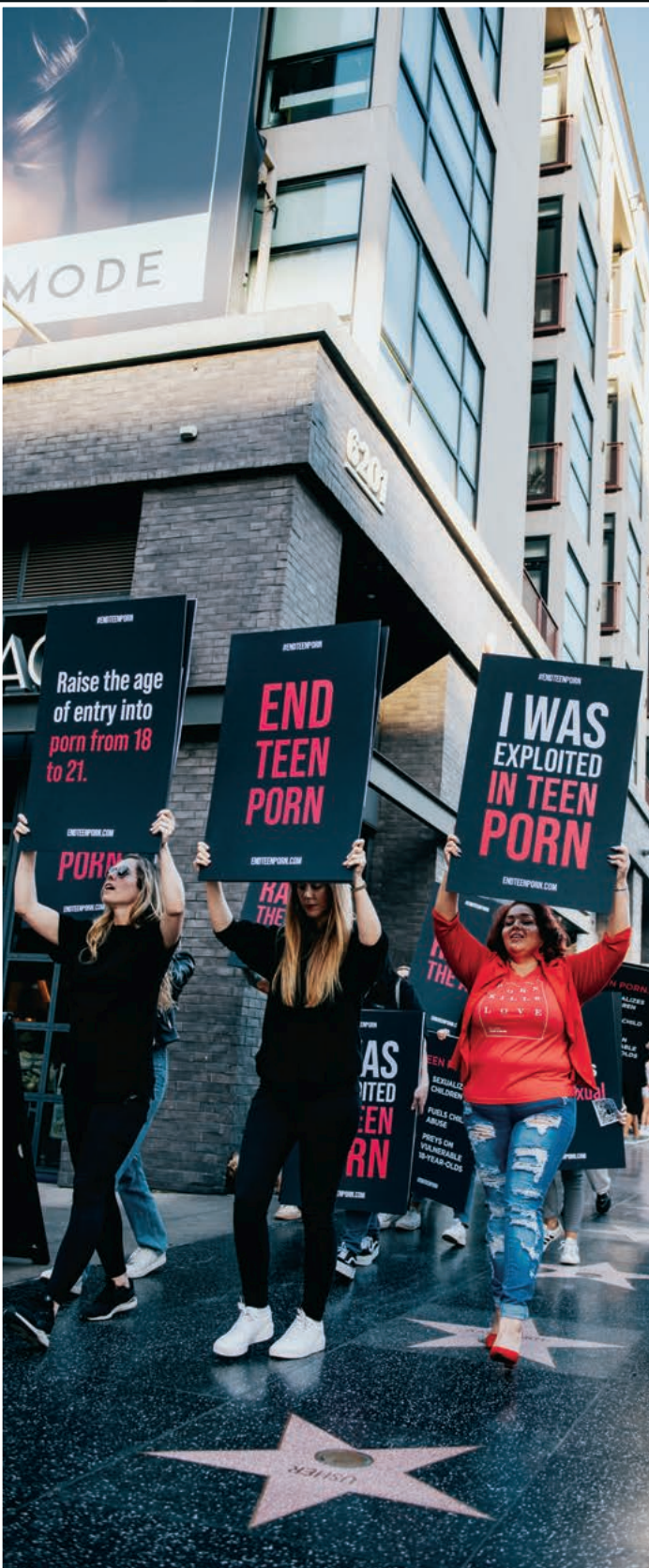


#ENDTEENPORN Billboard displayed in the heart of Hollywood.

#END TEEN PORN

The porn industry has been using and abusing teens in porn for decades and it's destroying vulnerable young lives. Eighteen and 19-year-olds are frequently cast in roles depicting young girls, and teen porn blatantly sells the fantasy of sexually abusing a child or minor.

The #ENDTEENPORN campaign was created to raise the age of entry into porn from 18 to 21 to protect teens and stifle the creation of porn that promotes child abuse.



21 EX-PERFORMERS SIGNED A LETTER ASKING THE PORN INDUSTRY TO RAISE THE AGE

Exodus Cry worked with a group of ex-porn performers to craft an open letter to the porn industry, imploring them to raise the age of entry from 18 to 21. It details how exploitative it is to use teens in porn and details the trauma teen performers experience.

10,000 SIGNED OUR PETITION TO #ENDTEENPORN

Paired with the open letter, we created a petition for people to sign on in support for the push to raise the age, and it has already gathered over 10,000 signatures.

WE LED A PROTEST WITH PORN SURVIVORS IN HOLLYWOOD

In a bold procession along Hollywood's Walk of Fame, we joined survivors of the porn industry in a public protest demanding the a porn industry stop using teens in porn, and raise the age of entry from 18 to 21. The protest took part beneath a large billboard advertising our new documentary, *Barely Legal*.

WE RELEASED THE DOCUMENTARY BARELY LEGAL

We spent years documenting the injustices of the porn industry so we could expose them for millions of viewers. *Barely Legal* is the first film in our *Beyond Fantasy* series, and it reveals how producers cast aside ethical boundaries to create content which promotes the fantasy of sex with children.

See more on *Barely Legal* in the "Films" section.

The campaign to #ENDTEENPORN has begun, but we're just getting started!

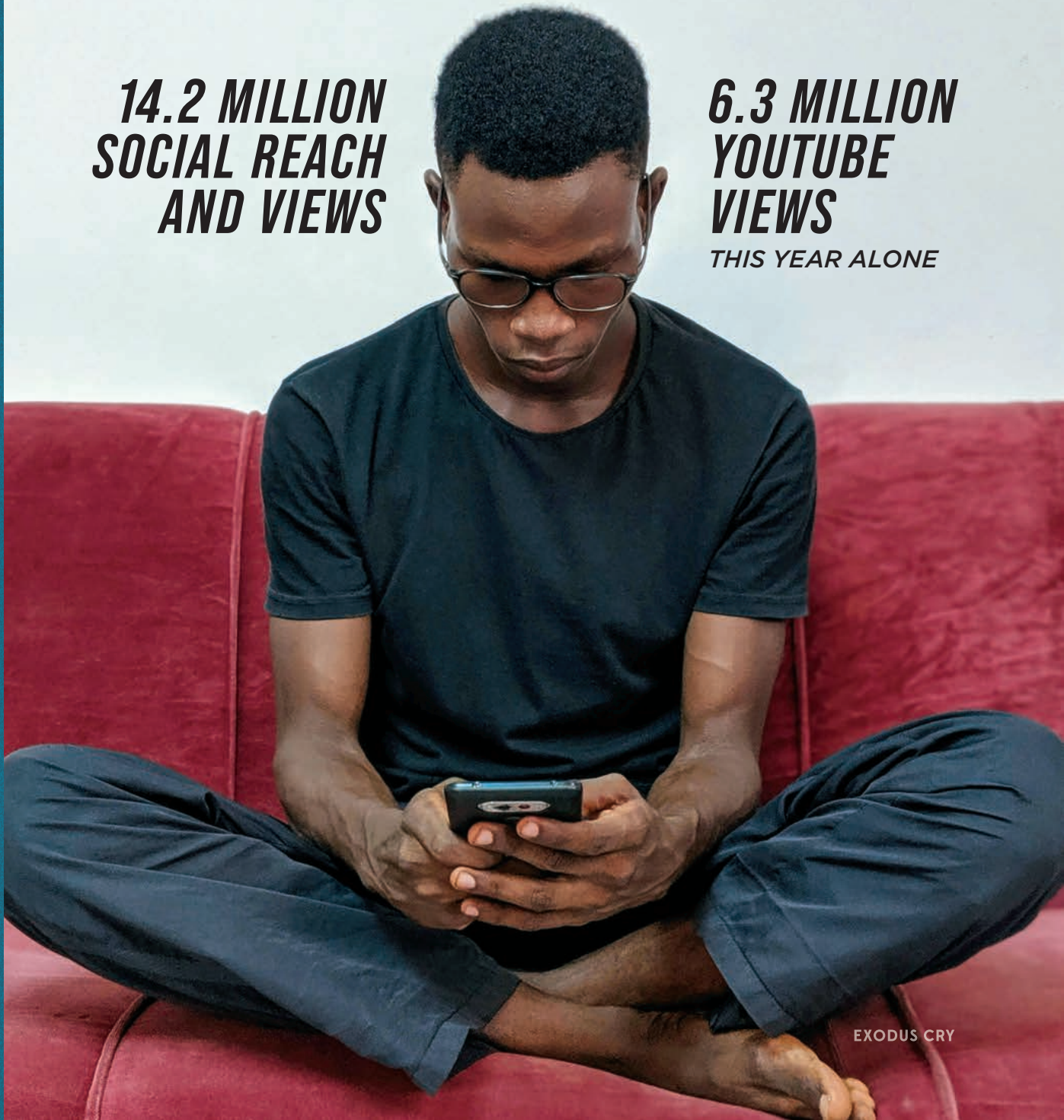


STRONG SOCIALS

Exodus Cry's Instagram account is one of the most influential nonprofit accounts on the platform!

**14.2 MILLION
SOCIAL REACH
AND VIEWS**

**6.3 MILLION
YOUTUBE
VIEWS**
THIS YEAR ALONE





Dr. Phil contacted us after our TikTok video went viral . . .

We recently launched a new TikTok account and posted some compelling clips from our D.C. symposium to protect children. One clip of a survivor went viral, after which the Dr. Phil show reached out to us so they could feature her in an episode on nonconsensual porn.

The episode ended up featuring two of our symposium speakers for Dr. Phil's **2.4 million viewers**. They shared how intimate videos of them had been distributed online without their consent and they promoted the Protect Act, a bill we're supporting, which would require all online pornography platforms to verify the age and consent of those depicted.



MEDIA & SPEAKING HIGHLIGHTS

This year, our work was featured here . . .



***50+ PODCAST/RADIO INTERVIEWS
& SPEAKING ENGAGEMENTS***



OUR FILM *BARELY LEGAL* IS A GUT-PUNCH TO THE PORN INDUSTRY

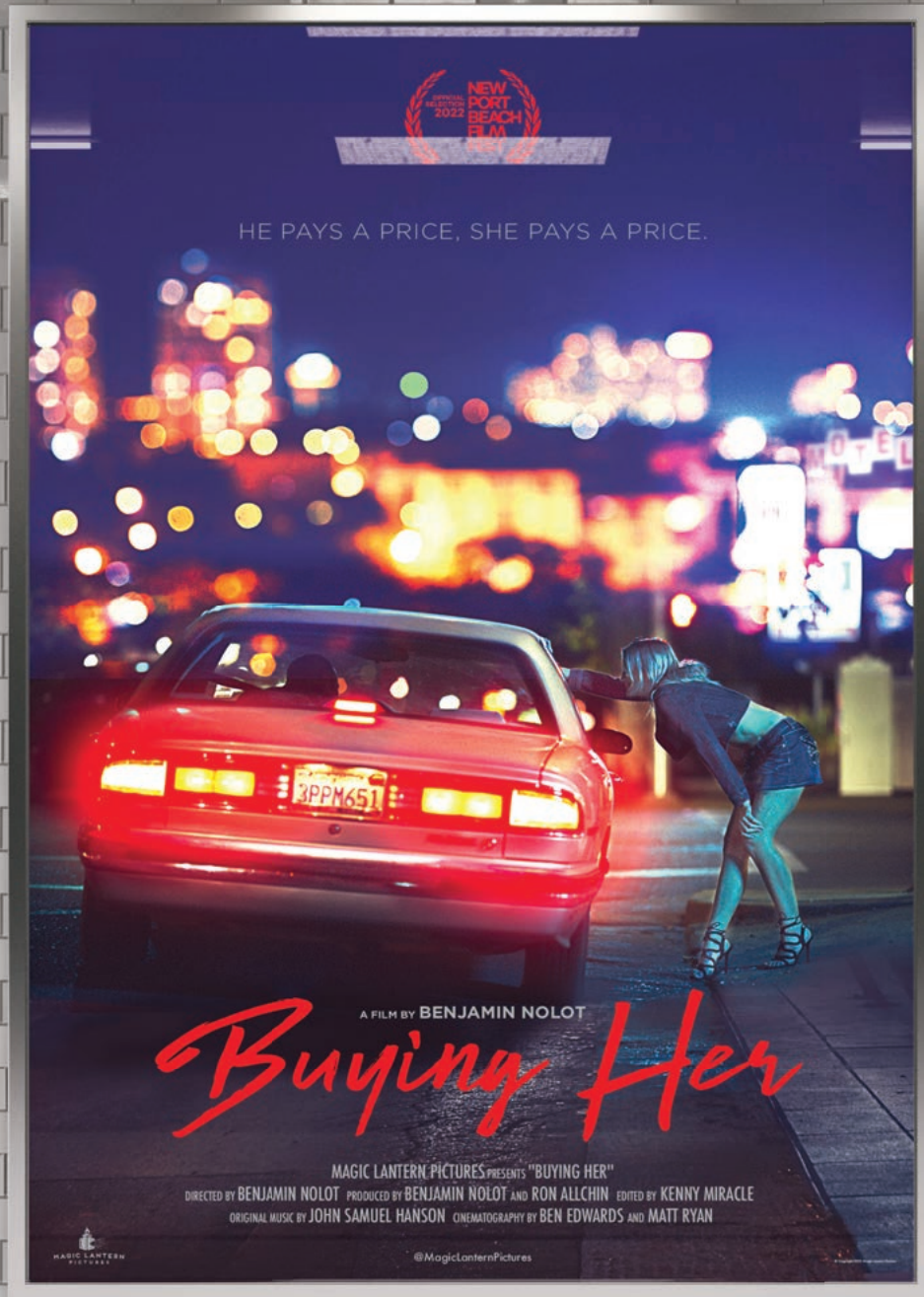
Barely Legal unearths the teen porn genre in which 18 and 19-year-old performers are cast as little girls—with pigtails and teddy bears—and preyed on by grown men. In brazen fashion, this film confronts porn industry creators with the critical question, “How can you justify creating films that promote the fantasy of abusing a child?” Their answers provide an unprecedented window into the dark soul of the porn industry.

In just a few months, this film is already piercing the hearts of viewers worldwide.

900,000 VIEWS

“As someone who had a cousin who acted on his porn fantasy and assaulted me, I’m so glad that this has been brought to life. Disturbing, triggering, and heartbreaking. Thank you for bringing this out.” -Rick

“I honestly have had an eye-opening experience. Being the target consumer for most of this (young male), it kind of makes me look at it through a different lens. Growing up, guys put such a status on sex and porn that it gets ingrained into your brain, especially at a young age.... this is extremely informative and I think you all are doing great work exposing the industry.” -Joshua



OUR FILM *BUYING HER* PREMIERED AT THE NEWPORT BEACH FILM FESTIVAL

Men who purchase sex are the root of sex trafficking. *Buying Her* tackles this critical injustice as the first documentary ever to explore in depth the lives of sex buyers and what drives them. Through raw firsthand accounts from both sex buyers and trafficking survivors, the film lays bare the men's journeys from childhood exposure to pornography, to becoming hardened predators, to what ultimately turned their lives around.

Their heart-wrenching stories provide a beacon of hope for the restoration of broken and hurting men, the accountability of perpetrators, and the ending of sex trafficking.

We premiered *Buying Her* toward the end of the year and are gearing up for a world tour in 2023 so we can leverage the film to advocate for laws that target sex buyers and uproot trafficking.

"...the most impactful film that I have ever seen on sex trafficking." -Doug Bennett, Founder of Magdalene Hope

Whether on the streets, in strip clubs, or online, our outreach team has connected with over 5000 trafficked and sexually exploited women and girls in 12 countries.

We offer them resources to escape a life of exploitation, including a hotline number, and have walked with many of them on their journey to freedom. We continue this outreach on a regular basis and there is nothing more beautiful than seeing a woman break free and begin a new life.



WE REACHED
350
EXPLOITED
WOMEN
IN 2022



This year, we joined local anti-trafficking organizations to help reach **hundreds** of prostituted women and girls in Los Angeles during the week of **Super Bowl LVI**.

SHE CALLED US AFTER HER PIMP BEAT HER . . .

A woman we met while doing street outreach in Los Angeles was brutally beaten and left naked in the street by her pimp the next day. That's when she called the hotline number we'd left with her.

One of our teams met with and ministered to her. They talked about her options and encouraged her to return to family, but she was too afraid to make a decision that night. Unwilling to go to a shelter, we paid for her hotel for the weekend so she could catch her breath. The next step to freedom was hers to take, if she chose it.

She later found out that her pimp was arrested and this gave her the courage to return to her family. Helen Taylor, Exodus Cry's VP of Impact, took her to lunch and connected her with counseling services and job training. **She's now on the road to rebuilding her life!**

LIVES TRANSFORMED THROUGH TRAUMA THERAPY

THIS YEAR, WE HAD THE HONOR OF PROVIDING 225 HOURS of life-changing trauma therapy for survivors of trafficking, sexual exploitation, and child sexual abuse, many of whom had images that were nonconsensually distributed on Pornhub.

It's hard to overstate how incredibly traumatic this kind of abuse is. Trauma therapy, administered by specialized professionals, is like a life raft for survivors who are drowning in the overwhelm of painful thoughts and emotions. For many of the women we serve, it represents new life.

After the first 3 months of therapy, clients saw an average of:



37%

decrease in anxiety



37%

decrease in self-harm



51%

decrease in depression



39%

decrease in suicidal thoughts



28%

decrease in substance-based coping

TAYLOR WAS TRAFFICKED INTO PORN, BUT THERAPY CHANGED HER LIFE



Through fraud and coercion, Taylor was trafficked into porn as a vulnerable teen. The videos were uploaded to porn sites and shared on social platforms by her own peers.

For the past two years, we've been able to pay for Taylor to get some of the most specialized trauma therapy in the nation. It impacted her life so significantly, she had the name of the therapy center tattooed on her arm!

Taylor shared:

"I used to feel paralyzed by the weight of my lived experience and the

heaviness of my past. But I no longer feel that. Throughout my healing journey, I've rediscovered my sense of self, and gained the courage to speak out and share my story for the first time. I've started to feel empowered by no longer living in silence.

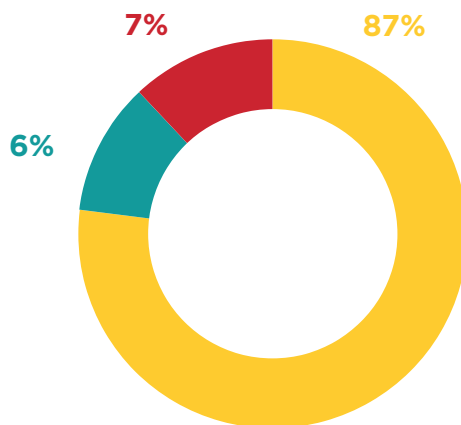
Oftentimes survivors of trafficking have to pick up the pieces of our shattered lives and figure out how to rebuild our life on our own. Exodus Cry's resources have lifted that burden and created a pathway to healing, and I'm forever grateful for that."

We are grateful for another incredible year in which the generous financial contributions of people like you helped change laws, open eyes, and bring freedom to lives around the world.

Here's our financial breakdown for **JANUARY** through **DECEMBER 2022**:

\$2,970,697 REVENUE
\$2,573,947 EXPENSES
\$396,750 NET INCOME

BREAKDOWN OF EXPENSES



\$2,236,030
PROGRAM EXPENSES

Prevention, Intervention/
Outreach, Trauma Therapy,
Messaging, Campaigns, Film

\$146,151
MANAGEMENT & GENERAL

Operations, IT, Business Support

\$191,766
FUNDRAISING

Events, Software Systems,
Partner Communications

JOIN THE MOVEMENT. FUND FREEDOM TODAY.

Every person should be free



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