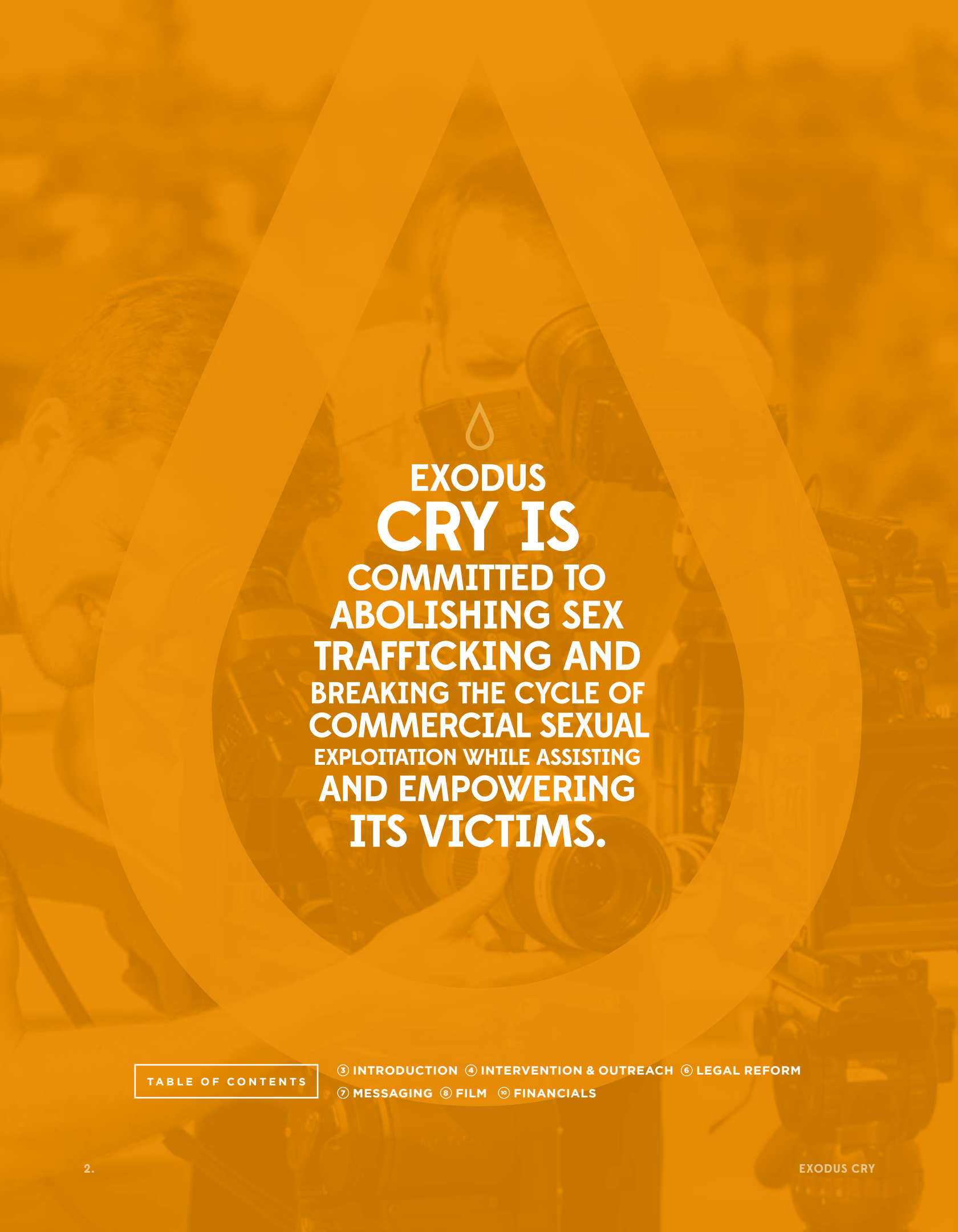


2019

ANNUAL REPORT

EXODUS  CRY



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,**

Thank you for helping to make 2019 another year of immeasurable impact in the fight against commercial sexual exploitation. Thanks to your prayers and support, we had the honor of serving this movement for freedom—and survivors of exploitation everywhere—through both high-visibility projects as well as more hidden, behind the scenes work that will pave the way for global impact in the days ahead.

We started the year with the release of our most significant animated video thus far, “*The Key to Ending Sex Trafficking*.” The video, designed for social shareability, presents how supply and demand drive sex trafficking, and lays out how targeting demand is the most proven effective solution for eradicating this global injustice. It quickly reached hundreds of thousands of views across our social platforms and we’ll continue to use this paradigm-shifting content to inspire empathy for millions of exploited victims, and fuel legislative reform in countries around the world.

In line with this legislative push, our Director of Abolition, Laila Mickelwait, also penned an illuminating piece for the New York Post titled “Don’t pass this ‘pimp protection act,’” as a response to some New York legislators’ efforts to fully decriminalize pimping, brothel-keeping, and sex buying in the state. We’re happy to report that, to date, this bill has not moved forward.

This year we also had the honor of distributing gifts, with a hotline, to over 1000 victims of commercial sexual exploitation. Some of these were given as part of SafeZone, a multi-organizational effort to reach victims in Atlanta during Super Bowl week. Through this initiative, we were able to train about 50 people in effective outreach, drawing from the Intervention Manual, an in-depth guide we crafted based on years of outreach experience. During the week, we received over 100 calls to the hotline and eight victims were assisted out of trafficking situations. In an FBI follow up report, they thanked SafeZone for our collective work.

We made a ton of headway this year on several documentary films uncovering exploitation in the sex industry, most notable among them being *Beyond Fantasy*. This three-part series will take viewers into the heart of the porn industry and reveal the hidden, often criminal ways some of this content is made, and call attention to how porn promotes sexual deviancy. This series has the potential to be a massive wake-up call to a society that is steeped in porn consumption.

And in the same vein, one of the greatest areas of progress we made this year was through further insight we gained into the exploitative forces at work in the porn industry. We spent a significant amount of time investigating the ways that various big players in this industry are complicit in outright criminal activity, and we plan to shine a bold spotlight on this injustice in the very near future.

As you read through the pages of this report, we hope you see yourself in the story. That you find encouragement in how, through this global movement, we are together confronting—and winning significant victories against—one of the most massive injustices the world has ever seen.

And we’ve only just begun!

For freedom everywhere,



**BENJAMIN NOLOT**  
Founder/Chief  
Executive Officer





**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 them 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. Our team in Kansas City hits the streets every other week, in addition to larger outreach initiatives we conduct in exploitation hubs across the globe.

## Highlights

### ATLANTA SUPER BOWL

Exodus Cry linked arms with Frontline Response in Atlanta and a number of other anti-trafficking organizations from across the nation to form the SafeZone initiative during the Super Bowl. Volunteers were trained in outreach with the Exodus Cry Intervention Manual, an in-depth guide we created drawing upon years of outreach experience. This six-day initiative consisted of a daily prayer room, trainings, and outreach to exploited and at-risk people on the streets, hotels, strip clubs, bus stops, and online. During the week, 48 outreaches took place, 101 calls to the hotline were received, and eight victims were assisted out of trafficking situations. The SafeZone initiative received a special “thank you” for our collective services in the FBI follow up report.

As part of this outreach we also visited a drop in center that serves at risk and sexually exploited populations, and gave roses to those awaiting their test results at the HIV clinic there. The manager there was especially moved by this gesture and asked us to come back.

### OUTREACH TO LAS VEGAS PORN CONVENTION

We partnered with survivor-led organization Stand 4 Justice for an outreach to women in the porn industry over two days, speaking to women and giving them a beauty gift bag and a hotline number. Many of the girls we spoke with were barely 18.

Several girls requested extra hotline cards to give out to their friends. Many began weeping when we gave them the gift, saying “I don’t even know why I’m crying,” choosing to talk to us instead of the men lining up in the meet-and-greet line. Powerful connections were made. In a live interview with a porn producer which was streamed online to thousands worldwide, a survivor on the team even had the opportunity to share her testimony of leaving the sex industry.

### LOCAL BROTHELS SHUT DOWN

Members of our outreach team assisted law enforcement in the shutting down of six brothels and were able to assist victims safely returning home to their families.

### TESTIFYING AGAINST FULL DECRIMINALIZATION IN WASHINGTON D.C.

Our Director of Outreach and Intervention, Helen Taylor, gave a bold and heartfelt testimony before council members in Washington D.C. alongside approximately 170 others—including many survivors and advocates—against a harmful bill which sought to fully decriminalize sex buyers, pimps, and brothel owners. Her unforgettable testimony drew from the countless hours Helen has spent working with women who are bound in prostitution, assisting them in exiting a life of exploitation. The bill died a few days afterwards.

# International Intervention Work

## NEW OUTREACH TEAM LAUNCHED IN BRAZIL

Two members of our outreach team trained and launched a new team in Curitiba, Brazil which is now reaching exploited women in the red-light districts there.

## VICTIM FROM NIGERIAN TRAFFICKING RAID IN RUSSIA PLACED IN A SAFE HOME

Destiny is one of the teenagers who was trafficked from Nigeria to Moscow whom we encountered at the brothel there. After we helped to initiate a raid of this brothel during the 2018 World Cup, she returned safely to Nigeria. However, she was still vulnerable to exploitation there. We were able to place her in an aftercare home run by a reputable organization, where she received therapy, education, and specialized training in various life skills. Destiny successfully graduated from their program and is now studying at university. Her traffickers were charged and removed from Russia for running a sex trafficking ring in Moscow for several years.

## ANTI-TRAFFICKING MOVEMENT IN MYANMAR LAUNCHED

We took part in the first faith-based anti-trafficking training conference in Myanmar. Helen and others trained leaders from across the nation in prevention, intervention and restoration.

## SCOUTING TRIP TO TOKYO, JAPAN

We embarked on a scouting trip to Tokyo, Japan, in preparation for a planned 2020 outreach initiative during the Olympics. We connected with local organizations, service providers, and churches to plan mobilization for this large-scale effort.

**“Helen... kept on encouraging me and giving me courage, praying for me, telling me that I can do it, that this is my second chance and I should not give up. She gave me the program’s email address... Now they accommodate me, they help me with classes, they pay my bills, they are doing everything for me. Thank you for the privilege, for the opportunity, and the helping hand that they give to me. I am so happy I will go to university.”**

-DESTINY, NIGERIAN TRAFFICKING RING VICTIM



CARE PACKAGES GIVEN TO EXPLOITED PERSONS WITH A HOTLINE, GIFTS AND RESOURCES/SERVICES

**1,032**



MEDICAL STAFF & JAIL STAFF TRAINED IN TRAFFICKING IDENTIFICATION & INTERVENTION

**86**




PEOPLE TRAINED IN OUTREACH

**182**



**Helen Taylor**  
DIRECTOR OF OUTREACH & INTERVENTION

# Legal Reform



“Wherever it’s fully legalized or decriminalized, prostitution proves to be a disaster for prostituted women, most of whom are pulled into the sex trade by traffickers and pimps eager to seize the massive profits legal prostitution offers.”

LAILA MICKELWAIT IN NEW YORK POST ARTICLE

SEN. CORTLAND SMITH (R-NY) INTRODUCES SEN. BILL 23-0318, THE “COMMUNITY SAFETY AND HEALTH AMENDMENT ACT OF 2019”

## THE EXODUS CRY LEGAL REFORM

team continued efforts to support the advancement of the Sex Trafficking Demand Reduction Act in U.S. Congress. The legislation focuses on promoting the Abolition Model, also known as partial decriminalization or the Equality Model. This model decriminalizes those who sell sex or who are sold for sex and instead provides them with social services, and it criminalizes only those who would seek to exploit them—pimps, traffickers, and sex buyers.

To that end, we released “*The Key to Ending Sex Trafficking*” this year, an animated video that succinctly lays out the overwhelming problem of trafficking and exploitation in prostitution, and offers the clear solution: pass legislation that criminalizes sex buyers. The video has already educated hundreds of thousands and will continue to be an invaluable tool for mobilizing public support for the Abolition Model.

This year, several New York state lawmakers crafted a bill to fully decriminalize pimping, brothel-keeping, and sex buying in the state. Our Director of Abolition, Laila Mickelwait, had the honor of

exposing this bill through her op-ed in the New York Post titled, “*Don’t Pass This ‘Pimp Protection Act.’*” Our team was able to add our voice to the many reputable anti-trafficking and women’s rights organizations calling out the dangers of this proposed legislation. We’re grateful that, to date, the bill has not advanced.

Additionally, Exodus Cry continued efforts to develop the Wilberforce Initiative, an online advocacy group dedicated to advancing the Abolition Model via raising awareness and taking action to promote this legislation in countries around the world.

The team also spent a significant amount of time researching the issue of criminally exploitative content that’s created and distributed through the Big Porn industry. Through investigation it became clear that sex trafficking, rape, and other forms of non-consensually recorded and distributed content were proliferating on the world’s largest pornography websites. Armed with this insight, our team plans to use it to call for accountability in the porn industry and draw attention to needed legislative measures that will prevent widespread exploitation in this industry.



**“This video gives me so much HOPE it brought me to tears!!! I’m sharing sharing sharing! Thank you for posting!”**

-ONLINE VIEWER OF “THE KEY TO ENDING SEX TRAFFICKING”

# Messaging

**AS ALWAYS, MESSAGING IS ABSOLUTELY** central to our work, because when people get educated, they get passionate and become activated in the push for justice. The power of social momentum is one of the greatest forces for change.

We kicked off 2019 with the release of our most important animated video to date: “*The Key to Ending Sex Trafficking*.” This video distills the global injustice of sex trafficking and its most proven effective solution into a short, shareable piece of content. The fourth video in our series exposing the truth about prostitution and trafficking, it outlines how sexual exploitation is, in essence, an issue of supply and demand. If we want to end it we must pass legislation that targets demand—that is, sex buyers.

The video quickly reached hundreds of thousands of views across our social platforms. With the animated series now complete, we will continue to use this paradigm-shifting content to push global awareness of the clear solution, inspire empathy for millions of exploited victims, and fuel legislative reform in countries around the world.

This was also a big year for Strike Out Slavery, the organization that selected Exodus Cry to be among a handful of anti-trafficking non-profits which they promote at MLB games and

in the media. We were able to host our own interactive awareness booth at major league games in New York City, Kansas City, and Anaheim, California. Our CEO and founder Benjamin Nolot also had the special privilege of sharing an important message about the scope and nature of trafficking as part of a press conference alongside renowned players like Albert Pujols of the Angels.

This year, our team has begun to expand its focus and spotlight a critical exploitation center that we’ve been researching for years: the porn industry. We released various blogs revealing the way that large porn sites are hosting criminal content and how textbook trafficking tactics are sometimes used by porn producers to coerce sex on camera.

2019 has also been a year for crafting major content pieces behind the scenes. We look forward to releasing several films and a book on the topic of exploitation in porn, uncovering the alarming ways in which certain realms of the adult industry are either promoting or actively taking part in blatant acts of crime.

## Social Media

 **68.4K+**  
FACEBOOK

 **20.7K+**  
INSTAGRAM

 **13K+**  
TWITTER

## Videos

 **500K+**  
VIDEO VIEWS

## exoduscry.com

 **291K+**  
SITE VISITORS

 **491K+**  
PAGE VIEWS

**“Art is not a mirror held up to reality, but a hammer with which to shape it.”**

—BERTHOLD BRECHT

**EVERY FILM WE CREATE IS DESIGNED TO SHIFT CULTURE** and uproot exploitation. Blending survivor stories with hard facts and stunning imagery, these films aren't merely entertainment. As we've seen through our past projects, they have the power to ignite global social movements, inspire legislative reform, and bring justice for victims of commercial sexual exploitation. But it all starts with telling the story.

The Exodus Cry film team had quite a busy and productive year in 2019, making great strides on several long-term projects. After finishing *Liberated: The New Sexual Revolution* and taking it on the road in 2018, it was time to get back into the editing room for several other key projects that have been in production for the past few years.

## **Beyond Fantasy**

The first project is part of Exodus Cry's effort to highlight the dangers of pornography on our culture and to expose the injustices within the porn industry itself. Our film team nearly finished *Beyond Fantasy*, a three-part docuseries that sounds the alarm on rampant sexual coercion and abuse inside the mainstream porn industry.

Rather than critiquing the porn industry from an outside perspective, *Beyond Fantasy* features interviews with highly recognizable producers and performers within the industry. It offers a rare glimpse into the predatory realities of the industry from those with firsthand experience. With stories exposing huge STD cover-ups, rampant violence against women, and the overt fetishization of children, the content we captured is indeed disturbing—but it will be a wake-up call for a culture that, overwhelmingly, consumes porn without questioning how it was made.

Our editors spent the year combing through disturbing interviews with pornography producers and real-life testimonies of performers who were manipulated into abusive situations. Sometimes the editing process required our editors to find examples of harmful pornography and censor it for the viewers. This long and arduous process became intensely challenging,





both psychologically and spiritually, and we celebrated with a huge sigh of relief when *Beyond Fantasy* completed post-production in early fall. We are currently in the process of pitching the film to distributors and strategizing a plan for its future release.

### **Buying Her**

In an unprecedented look inside the minds of sex buyers, *Buying Her* connects the dots between pornography and prostitution. This documentary chronicles the lives and mindsets of men who grew up as porn addicts and became sex buyers later in life. After making a significant amount of progress on the film this year, we'll continue post-production work in 2020.

### **High Class**

*High Class* will uncover the system of trafficking behind the veil of the Las Vegas escort scene. Through firsthand accounts of several women who spent years as “escorts” trapped by their pimps, this documentary reveals the face of prostitution in America, busts myths of prostitution being a choice, and reveals the well-established system of exploitation in Las Vegas. We shot new interviews with several trafficking survivors in the summer and will continue crafting this film next year.

### **Shorter Content**

In addition to making progress on feature-length films and television series, we also completed several short form documentaries in 2019. Our short film *Seattle's Bikini Baristas* premiered at the Oregon Documentary Film Festival in early spring. This doc about the exploitation of women who serve coffee in bikinis in the Pacific Northwest received high praise and earned Benjamin Nolot a nomination for Best Director.

Finally, we dug deeper into our spring break footage for several shorts adjacent to our film *Liberated: The New Sexual Revolution*. The short doc *Spring Break Emcees* reveals the coercion and manipulation behind drinking and dancing contests at spring break. We also started work on *Liberated: After Spring Break* which highlights the college campus speaking panels from our *Liberated* World Tour and follows up with the stars of *Liberated* years after their experience. We plan to release most of these shorts next year.



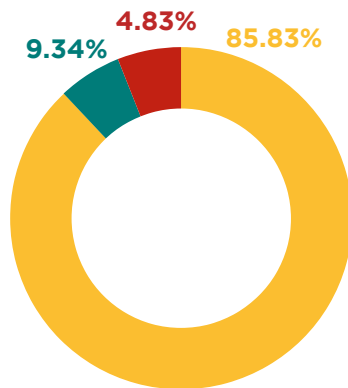
# Financials

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 2019**:

**\$805,727.00 REVENUE**  
**\$862,341.00 EXPENSES**  
**\$(56,614.00) NET SURPLUS/(DEFICIT)**

## BREAKDOWN OF EXPENSES



### **PROGRAM SERVICES: \$740,137**

Prevention, Intervention/Restoration, Messaging, Film

### **MANAGEMENT & GENERAL: \$80,580**

Operations, IT, Business Support

### **FUNDRAISING: \$41,624**

Events, Mailers, Software Systems

A group of people are shown from the chest up, with their hands stacked in a circle in the center. They are all smiling and looking towards the center. The image has a warm, golden-yellow color cast. The text "Thank You!" is overlaid in the center in a bold, white, sans-serif font.

**Thank  
You!**





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