

The Doobie Brothers  
LIBERTÉ  
OUT NOW

Nasdaq

PORN  
EXPOSURE  
HARMS  
CHILDREN

TOBACCO = 18+  
ALCOHOL = 21+  
PORN = KIDS WELCOME

Porn Hurt  
ME

END  
CHILD  
EXXPOSURE

PROTECT  
CHILDREN  
NOT PORN

TOBACCO  
ALCOHOL  
GRAPHIC PORN = KIDS WELCOME

RAISED ON PORN

WE DEMAND  
AGE

10-15 year olds  
consume pornography  
5X MORE LIKELY  
SEXUALLY AGGRESSIVE

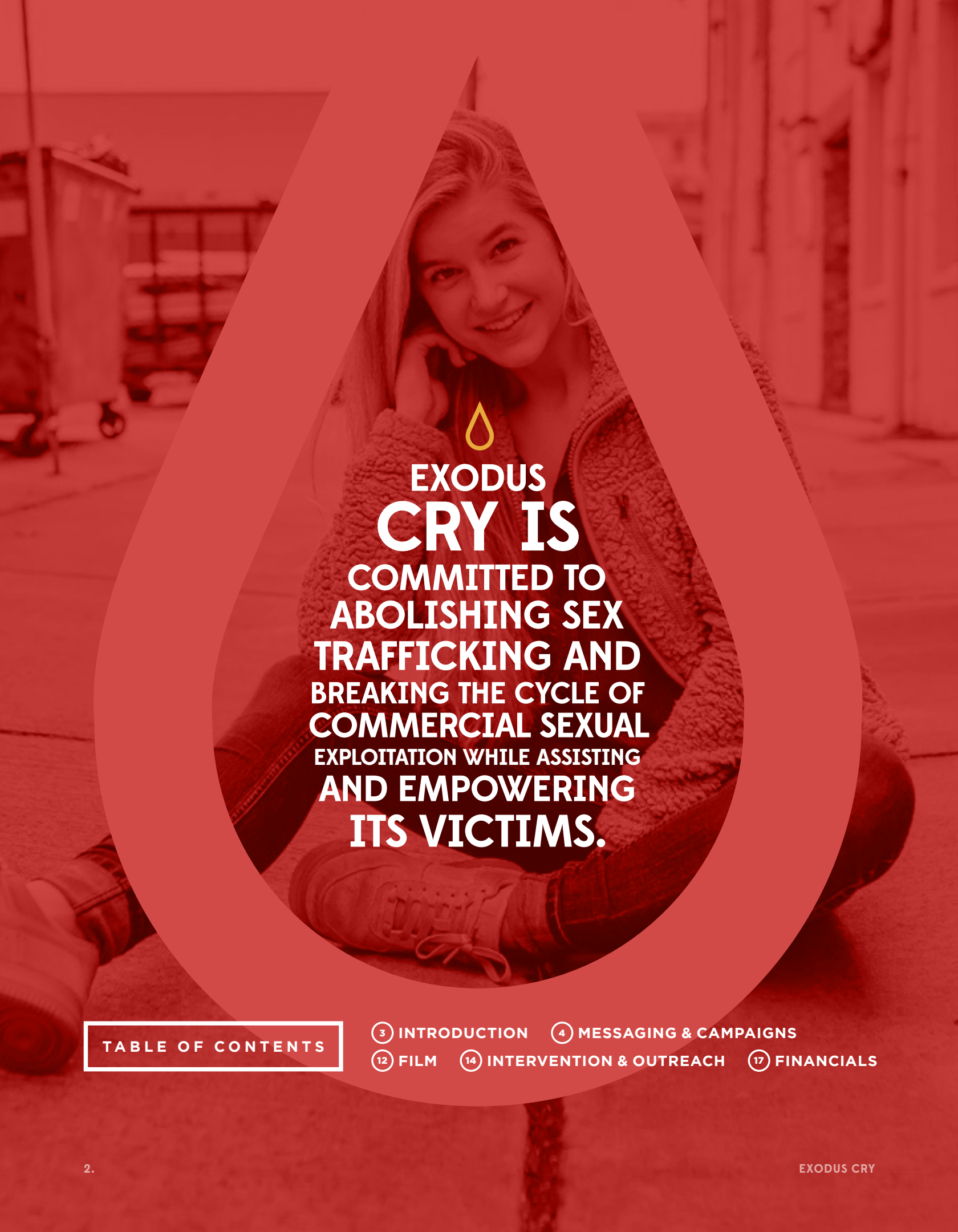
You  
don't  
own  
me.

YOUTH  
AGE VERI  
ON PORN

2021

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.**

**TABLE OF CONTENTS**

**3** INTRODUCTION    **4** MESSAGING & CAMPAIGNS  
**12** FILM    **14** INTERVENTION & OUTREACH    **17** FINANCIALS

**DEAR FELLOW ABOLITIONISTS,**

If you were tracking with Exodus Cry in 2020, you know how it was a year of viral exposure and exponential growth, thanks to the global Traffickinghub campaign. We took on the “world’s biggest porn site” for hosting videos of rape, trafficking, and child sexual abuse—and their empire began to crumble. We’re thrilled to report that the tidal wave of momentum we gained in 2020 has crashed onto 2021, continuing to bring predatory porn giants to their knees.

One of the world’s biggest payment processors, Mastercard, significantly raised the bar of accountability for porn sites, instituting new rules requiring robust age and consent verification of all individuals depicted in porn globally, and a process for illegal content to be removed quickly.

Pornhub’s largest competitor, xHamster, removed their download button, deleted huge numbers of unverified content from the website, and disallowed anonymous uploading. Just like Pornhub, xHamster is now being investigated for hosting real rape, trafficking, revenge porn, and child sexual abuse content, and is also being sued by the victims of these crimes.

But the Traffickinghub wins don’t stop there. In March 2021, we rallied the support of our Instagram followers to flood Roku’s social media pages and demand the platform remove the Pornhub channel from their streaming sites. They got the message. In the beginning of November, Roku announced they would ban Pornhub and all other porn channels from their platform.

These decisions are the direct result of your actions! We are so incredibly thankful for the way you, our dedicated supporters, have rallied together to bring substantial change.

We also released our third feature film, *Raised on Porn* in September, which exposes the ways pornography has become the new sex education for children and unpacks the dangerous lifelong implications of this global phenomenon. Released exclusively on YouTube, the film quickly surpassed one million views and received 9/10 stars on IMDb.

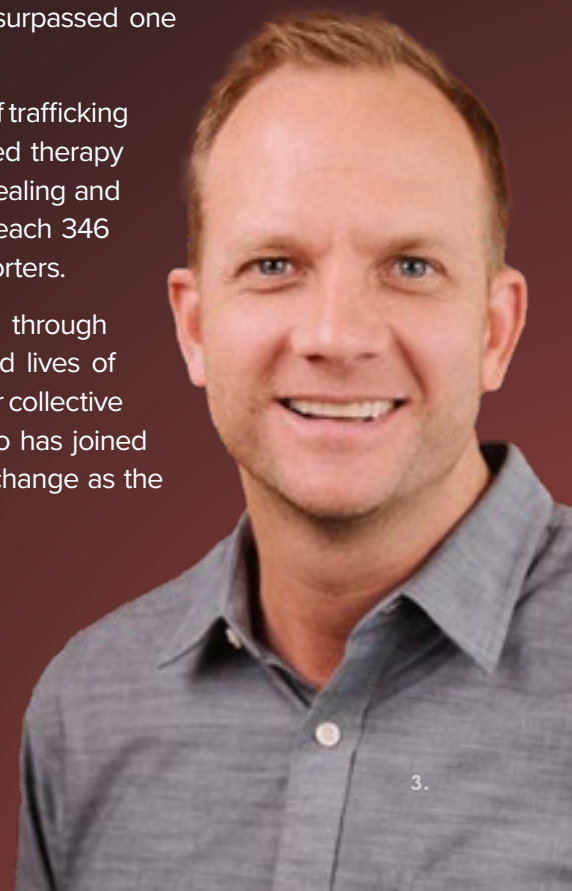
We had the honor of directly reaching out to victims of trafficking and serving many survivors through trauma-informed therapy so that they can begin a journey of transformative healing and build beautiful new lives. In total, we were able to reach 346 women in 2021 thanks to the generosity of our supporters.

Whether it’s the history-shaping wins happening through our global campaigns or the beautifully transformed lives of individuals, all of this is a testament to the power of our collective voice. We are beyond grateful for every person who has joined us in this fight. Together, we’re watching the world change as the giants fall.

For freedom everywhere,



**BENJAMIN NOLOT**  
Founder/Chief Executive Officer



## Trafficking **hub**

After the mindblowing success of the 2020 Traffickinghub campaign, 2021 brought several massive wins for the movement, building on the momentum of the previous year. These wins came as a result of our collective push to boldly and publicly expose how Pornhub was profiting off of content featuring actual cases of rape, trafficking, and child sexual abuse.

### **Mastercard's unprecedented new policies disrupt exploitative porn**

In December of 2020, Mastercard ceased all payment processing on Pornhub. In April 2021, the credit card company took it a step further, announcing new measures to prevent illegal adult content on porn sites everywhere.

Mastercard now requires robust age verification and documented consent of all individuals depicted in porn on sites globally, as well as an in-depth process for illegal content to be removed quickly. This compels banks to ensure the legitimate consent practices of their merchants before processing any payments.

With Mastercard holding a 30% global share of all payment processing outside of China, this is no small change. We are already seeing these changes disrupt the industry as thousands of videos are being deleted that do not comply with Mastercard's regulations.

Mastercard's policies are setting a desperately-needed new standard, which will likely uproot and prevent mass amounts of porn that features victims of rape, trafficking, and child sexual abuse.

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

-NICHOLAS KRISTOF, NEW YORK TIMES

## **Major Pornhub competitor, xHamster, starts deleting content**

In addition to the major breakthroughs we've gained in holding Mind-Geek and Pornhub accountable, we've seen broader industry changes begin to take place as a powerful ripple effect. A major competitor to Pornhub, xHamster, has implemented significant changes to their website, shifting their entire business model in the same ways Pornhub did after their criminal activity was exposed. The changes include:

- 1 Removing the "download" button**
- 2 Deleting large amounts** of unverified content from the website
- 3 Disallowing anonymous uploaders** to upload content to the site

Like Pornhub, xHamster is being investigated for hosting videos of rape, trafficking, revenge porn, and child sexual abuse, and is also being sued by the victims of these crimes.

## **Roku bans Pornhub and ALL PORN after pressure from Traffickinghub and our allies**

In March, Exodus Cry publicly called out the US' number one TV streaming platform, Roku, for hosting a private channel for Pornhub. Thousands of our followers sprung into action, flooding their social media pages and demanding the platform remove the Pornhub channel.

Just months later, in the beginning of November, Roku announced they would ban Pornhub and all other porn channels from their platform, effective March 2022.

Movieguidewrote an article about Roku's decision, sharing Exodus Cry's celebratory Instagram post, saying the change came about "due to added pressure from advocacy groups such as Exodus Cry."





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, **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 social, emotional, and cognitive development. Repeat exposure can both rewire the brain and shape their sexual templates in ways that could derail their lives. This is why child protection experts view early exposure to porn as a form of child abuse.



WATCH OUR ANIMATED FILM



# Millions of Children are Watching Porn



# Protect Children Not Porn Impacts Millions

The Protect Children Not Porn campaign has made a significant global impact. Its success can be measured in two distinct ways.

- 1 Achieving mass awareness of how serious and widespread child exposure to porn really is, provoking both personal and societal responses. This directly supports point #2.
- 2 Seeing laws and business policies change so that age verification, with ID, will be required on every single porn site.


While changing laws and business policies will likely require many months of focused effort, we're already seeing huge wins in achieving mass awareness. Millions have already been reached by this campaign, which is opening their eyes to an injustice that's not just close to home, it's in the home.

## High Impact Metrics

  
**462,000+**  
SOCIAL ENGAGEMENTS SINCE  
CAMPAIGN LAUNCH (LIKES,  
COMMENTS, SAVES, SHARES)

  
**22**  
BLOG POSTS WRITTEN

  
**275,000+**  
VIEWS OF THE ANIMATED VIDEO

  
**5.7 Million**  
COMBINED SOCIAL REACH  
(IMPRESSIONS FOR SOCIAL  
MEDIA AUDIENCES)

  
**60,000+**  
PETITION SIGNATURES

  
**100**  
ANTI-TRAFFICKING, WOMEN'S  
RIGHTS, AND CHILD PROTECTION  
ORGANIZATIONS, AND A  
COALITION REPRESENTING  
OVER 2000 ORGANIZATIONS  
SUPPORT THE CAMPAIGN

# General Media & Public Visibility Highlights



New York Post published our op-ed “**Kids getting exposed to hardcore porn is a catastrophe we CAN fix**” (published online and in print)



Prominent commentator **Allie Beth Stuckey interviewed our CEO, Benjamin Nolet.** (released on YouTube, iTunes, and Spotify)



Exodus Cry’s VP of Impact, Helen Taylor, was **interviewed on Canadian TV show Faytene. TV** (aired across eight TV stations), by KWAVE 107.9 radio, and on The Whosoevers radio show (syndicated on 500+ radio stations nationwide). She spoke at major universities like Notre Dame, UCLA, and Cornell, and also presented at a strategic meeting for a US Senator.



Exodus Cry Founder, Benjamin Nolot, was **interviewed on the podcast of Candice Horbacz**, a popular adult performer with 2.6 million followers.



Exodus Cry mobilized a protest in New York City's Times Square, which was attended by activists and survivors of exploitation who traveled in from across the nation to participate.



The Christian Post did a dedicated **article covering our campaign**



# RAISED ON PORN

THE NEW SEX-ED


***Raised on Porn*** exposes the ways pornography has become the new sex education for children and unpacks the dangerous lifelong implications of this global phenomenon. Through riveting firsthand accounts, cinematic re-enactments, 3D animation, and interviews with the world’s leading neurologists, sociologists, psychologists, and therapists, *Raised on Porn* is filled to the brim with raw, compelling insight on how pornography is poisoning us and our relationships.

This film shatters cultural myths about the “harmless” nature of pornography and provides a sobering framework to understand how this graphic genre of media has shaped our world, eliciting a desperately-needed call for change.

**1 Million+ Views on YouTube**

★★★★☆ 9/10 stars on IMDb

 **99% of raters on YouTube give a thumbs up**

 **94% of viewers polled said the film inspired them to be more proactive in protecting their children from porn.**

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

# **RAISED ON PORN HAS RECEIVED OVERWHELMING SUPPORT FROM THOUSANDS OF VIEWERS. HERE ARE A FEW HIGHLIGHTS.**

**"I HAD THE HONOR OF PRE-SCREENING THIS FILM... IT HAS A POWERFUL MESSAGE IDENTIFYING THE PORN PANDEMIC FACING OUR YOUTH."**



JEREMY ROLOFF, NEW YORK TIMES BESTSELLING AUTHOR & PODCASTER

**"I'M A REGISTERED NURSE IN A DESIGNATED CHILD/ADOLESCENT PSYCHIATRIC EMERGENCY ROOM. I SEE FIRSHAND THE EFFECTS OF PORN ON THE DEVELOPING MIND. THE MOVIE WAS SO SPOT ON. IT SHOULD BE SHOWN IN MANY FORUMS TO GET THIS INCREDIBLY IMPORTANT INFORMATION OUT THERE. THANK YOU FOR YOUR DEDICATION TO THE MENTAL HEALTH OF OUR CHILDREN."**



@DAWNEASPARRO

**"EVERYONE IN OUR OVER-CONNECTED WORLD NEEDS THIS SOBERING REALITY CHECK, AND TO BE SHOWN THAT, DESPITE WHERE SEXUALITY HAS TAKEN MANY OF US, THERE IS HOPE FOR HEALING."**



CLINT GRESHAM, AUTHOR, SPEAKER, SUPER BOWL CHAMPION

**"RAISED ON PORN SOUNDS AN ALARM THE WORLD NEEDS TO HEAR RIGHT NOW! THROUGH RELATABLE, AUTHENTIC INTERVIEWS AND CAPTIVATING VISUALS, VIEWERS ARE GUARANTEED TO WALK AWAY WITH A NEW PERSPECTIVE."**



MILEENA, SOCIAL MEDIA INFLUENCER

## WE REACHED 346 EXPLOITED WOMEN IN 2021



### EXODUS CRY CONTINUES TO CONDUCT WEEKLY

outreaches in Kansas City, offering Hope bags and practical resources to women being trafficked and exploited on the streets, in strip clubs, and online. The end goal is always to help them fully exit a life of exploitation in the sex industry so they can rebuild beautiful, healthy new lives.

*“I can’t say this about many people but I mean it when I say you saved my life. When I graduate from the program I’d love to help women in the same way you are.”*

MILLIE, TRAFFICKING SURVIVOR

Our outreach team recently connected with a trafficked woman named Millie and was able to successfully assist her escape from her pimp and place her into a safe home, out of state, where she can heal and rebuild her life.

As we’ve done in Kansas City, we are beginning to build an outreach team here in Southern California and plan to conduct monthly outreach to women and girls who are exploited in prostitution.

In addition, Exodus Cry will be part of a larger coordinated outreach to exploited women and girls in trafficking hotspots across Los Angeles, during the 2022 NFL Super Bowl. Exodus Cry has conducted outreach around major sporting events worldwide for the past decade and some of our most significant breakthroughs have come about through these outreaches.



**Helen Taylor**  
DIRECTOR OF OUTREACH  
& INTERVENTION

# LIVES TRANSFORMED THROUGH TRAUMA THERAPY

**THIS YEAR WE PROVIDED 300+ HOURS OF** professional, specialized trauma therapy to 22 child and adult sex trafficking and exploitation survivors, many of whom were victims of image-based abuse which was widely distributed on Pornhub. Some of the survivors being supported via therapy are currently suing Pornhub/ MindGeek for profiting off of their exploitation.

## 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

**“IT’S SUCH A HUGE DIFFERENCE WHERE I’M AT NOW COMPARED TO BEFORE THE ARTICLE CAME OUT... I HAVE SPOKEN TO A LOT OF THERAPISTS/COUNSELORS AND NEVER FELT LIKE ANY OF THEM REALLY CARED ABOUT WHAT I WAS SAYING—UNTIL I STARTED TALKING TO MY NEW THERAPIST. SHE IS FREAKING AMAZING... SHE HAS BY FAR HELPED ME THE MOST. SPEAKING TO HER EACH WEEK AND KNOWING THERE IS SOMEONE OUT THERE WITH COMPASSION, BASED ON AN EDUCATED UNDERSTANDING, REALLY HELPS ME GET THROUGH MY DAYS...”**



**SERENA, CHILD SEX TRAFFICKING SURVIVOR EXPLOITED ON PORNHUB**

**“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.”**



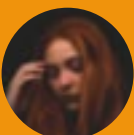
**BROOK, CHILD SEX TRAFFICKING SURVIVOR EXPLOITED ON PORNHUB**

**“THE SESSIONS HAVE BEEN LIFE-CHANGING FOR ME. THE THERAPIST HAS BEEN SO PATIENT AND UNDERSTANDING. I USED TO STRUGGLE WITH ANXIETY, PANIC ATTACKS, SHAME, RUMINATING AND SELF-LOATHING. THE THERAPIST HAS HELPED ME TO UNDERSTAND WHY I DID CERTAIN ACTIONS IN THE PAST, AND THIS HAS HELPED ME TO FORGIVE MYSELF AND MOVE FORWARD.”**



**ALICE, SURVIVOR OF SEX TRAFFICKING**

**“THANK YOU SO MUCH FOR PROVIDING THESE SESSIONS. IT REALLY IS MAKING AN INCREDIBLE IMPACT ON MY LIFE AND I FINALLY FEEL HEARD AND UNDERSTOOD. THE THERAPY HAS BEEN EXTREMELY HELPFUL AND I AM SO GRATEFUL FOR ALL OF THE HELP YOU, EXODUS CRY, AND THE THERAPIST HAS PROVIDED FOR ME. I NEVER THOUGHT I WOULD HAVE THE OPPORTUNITY TO SHARE MY STORY AND ACTUALLY START THE PROCESS OF HEALING FROM EVERYTHING I’VE BEEN THROUGH. IT REALLY MEANS A LOT HAVING A TEAM OF PEOPLE MAKING SURE I GET THE CARE THAT IS NEEDED FOR ME TO STOP LIVING IN SURVIVAL MODE AND START THRIVING.”**



**RITA, SURVIVOR OF EXPLOITATION ON PORNHUB**

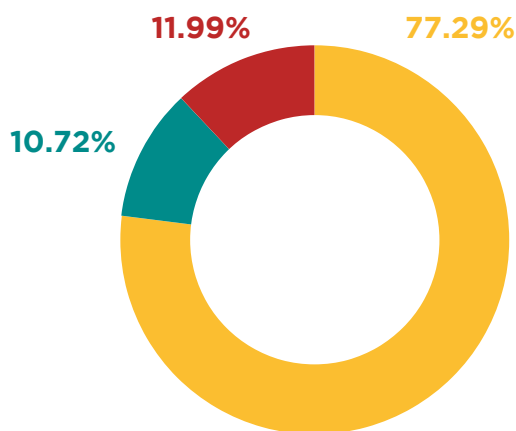


We're grateful for another incredible year in which the generous financial contributions of many fueled our local and global anti-trafficking work.

Here's our financial breakdown for **JANUARY** through **DECEMBER 2021**:

**\$2,602,979** REVENUE  
**\$2,005,607** EXPENSES  
**\$587,066** NET INCOME

### BREAKDOWN OF EXPENSES



**\$1,550,090**  
**PROGRAM EXPENSES**  
Prevention, Intervention/  
Restoration, Messaging, Film

**\$215,022**  
**MANAGEMENT & GENERAL**  
Operations, IT, Business Support

**\$240,495**  
**FUNDRAISING**  
Events, Mailers, Software Systems

# JOIN THE MOVEMENT. FUND FREEDOM TODAY.

*Every person should be free*



**VISIT [EXODUSCRY.COM/DONATE](https://EXODUSCRY.COM/DONATE)**

**[DONATE@EXODUSCRY.COM](mailto:DONATE@EXODUSCRY.COM) | 816-293-2923**

**EXODUS CRY, 638 CAMINO DE LOS MARES, SUITE H130-650, SAN CLEMENTE, CA 92673**

Exodus Cry, Inc. is a 501(c)(3) tax exempt organization. EIN 26-2317116.

Your donation is tax-deductible within the guidelines of U.S. law.





EXODUSCRY.COM