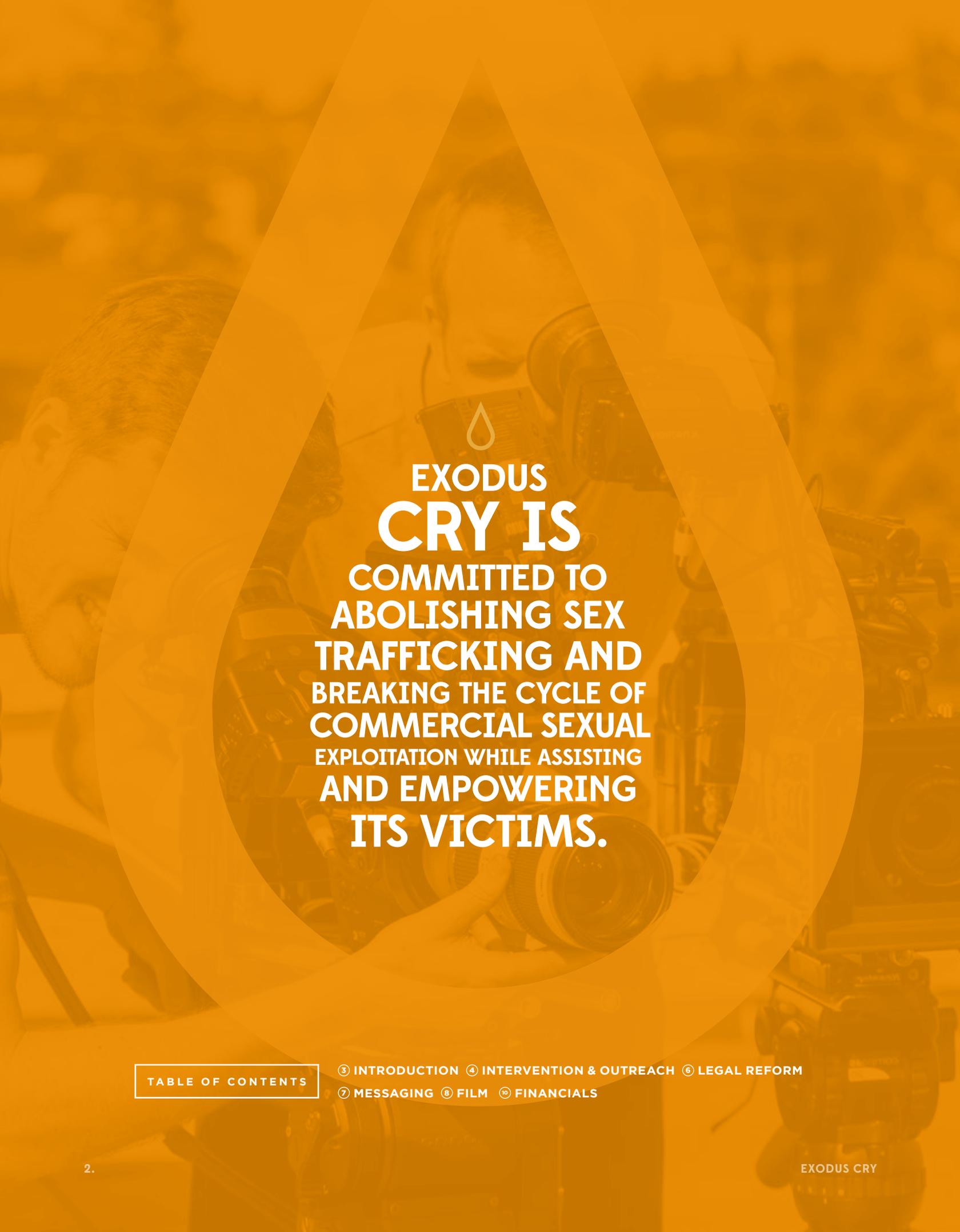




2018

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 INTERVENTION & OUTREACH ⑥ LEGAL REFORM
⑦ MESSAGING ⑧ FILM ⑩ FINANCIALS

DEAR FELLOW ABOLITIONISTS,

Thank you for fighting commercial sexual exploitation alongside us in 2018! Your partnership is the lifeblood of this freedom movement. Together with your support, we were able to execute several tremendously impactful global campaigns and projects, the ripple effects of which will continue for years to come.

In February, our feature-length documentary *Liberated: The New Sexual Revolution* was released on Netflix worldwide. This film examines young adult hookup culture and sounds the alarm on the normalization of sexual violation.

Securing distribution for this film through Netflix was a huge win and has helped it reach audiences well beyond Exodus Cry's follower base. After being featured favorably in many media outlets, promoted by celebrities, and embraced by young adults, it's clear that the film is reaching its intended audience and so many are experiencing healthy paradigm shifts after viewing the film. This is the kind of response we had worked toward and prayed for.

Our Liberated World Tour took us to college campuses across the U.S. and U.K., where we held screenings, followed by Q&A sessions with myself and other subjects from the film. It was inspiring to see many students, firsthand, engage passionately and connect powerfully to the film.

Behind the scenes, we continued post-production work on *The XXX Factor*, a documentary series that exposes the human rights violations happening within the U.S. porn industry. While the global exposure to pornography is immeasurably vast, very few have an understanding of how this content is actually made, and at what cost to real individuals.

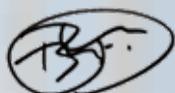
In the realm of legal reform, we continued to support the U.S. Sex Trafficking Demand Reduction Act, a congressional bill to help reduce the demand for trafficked individuals. And we joined allies in Nevada to fight against legalized brothel-keeping—some of our own friends have, in fact, been trafficked in these very legal brothels.

For the first time ever, we harnessed the power of animated videos to share the truth about prostitution. These videos shatter common illusions around prostitution and help people to understand the ways in which women and children are being exploited in this global industry. Over the course of this year, we released three short videos and reached 1.4 million views worldwide!

In one of the largest outreach initiatives we've ever undertaken, we launched a month-long campaign in Moscow during the World Cup. Through this campaign, in cooperation with local NGOs and police, we uncovered and busted an international trafficking ring, and assisted trafficking victims in finding freedom.

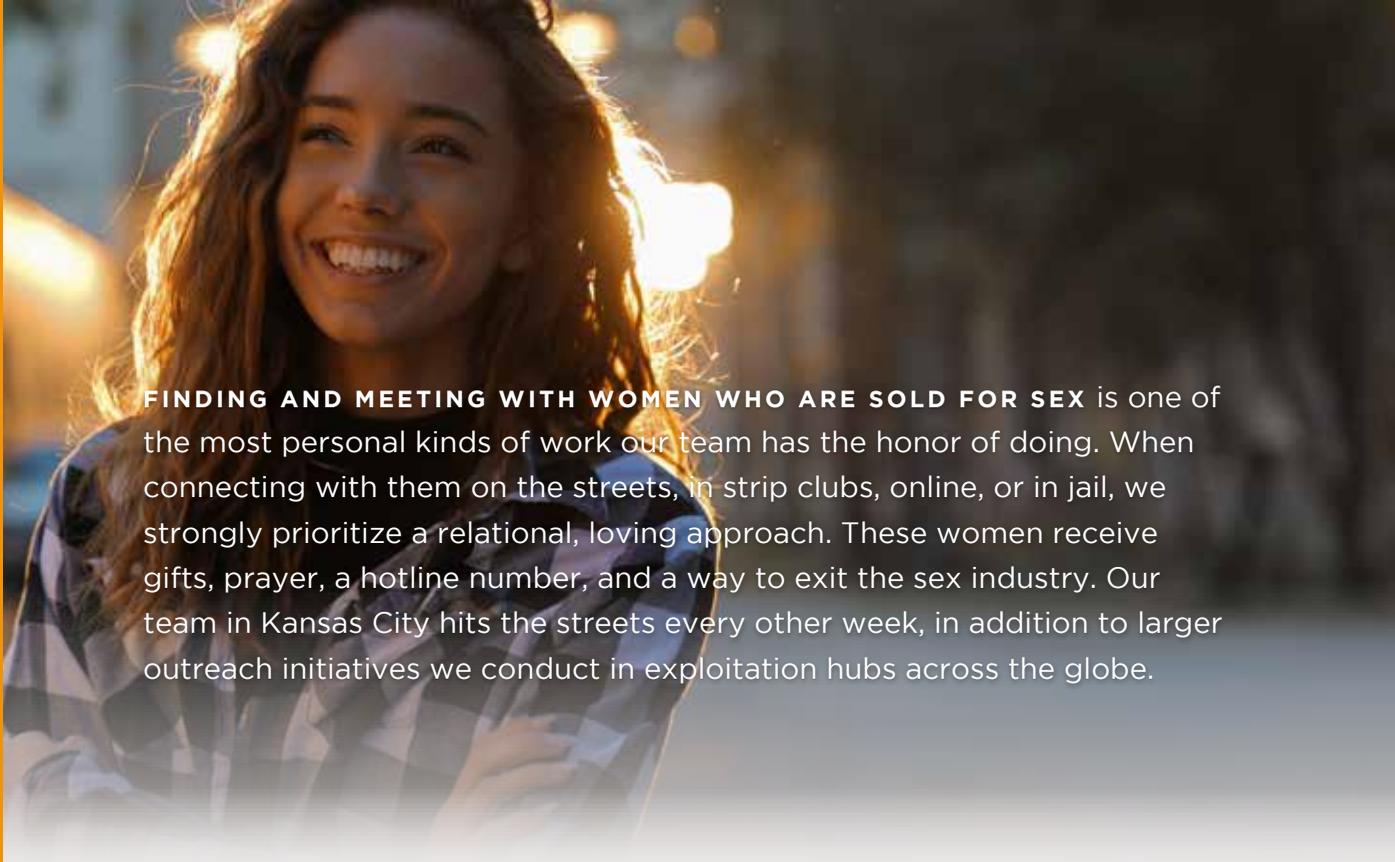
This year feels like one for the record books! But in the words of Nelson Mandela, it truly is a "long road to freedom," and each step moves us closer. Thank you for linking arms with us to create a world where every person will be free from sexual exploitation!

For Abolition,



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, prayer, a hotline number, and a way to exit 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

LUBLUE RUSSIA INITIATIVE



During the summer we took a team of 30+ individuals to Moscow during the World Cup. We hosted a 31-day 24/7 prayer room and did nightly outreaches to exploited and trafficked women in the sex industry, including those in strip clubs, hotels, and forests. We trained locals in outreach from our manual translated into Russian and mobilized churches to engage with outreach and prayer. We also conducted outreach operations to sex buyers and orchestrated the raid of a Nigerian trafficking ring, which led to several crucial arrests. Read some of the incredible stories from this initiative, below.

We trained locals in outreach from our manual translated into Russian and mobilized churches to engage with outreach and prayer. We also conducted outreach operations to sex buyers and orchestrated the raid of a Nigerian trafficking ring, which led to several crucial arrests. Read some of the incredible stories from this initiative, below.

SUPER BOWL OUTREACH

We partnered with a local anti-trafficking organization in Minneapolis and joined together with many other groups and organizations to host a conference called Justice Awakening. We trained all volunteers from our Intervention Manual and reached women sold for sex online and in strip clubs, during the Super Bowl, offering them gifts and a hotline.

MASSAGE PARLOR OUTREACH BEGAN

Our outreach team began massage parlor outreach to sexually orientated businesses, taking gifts and resources to predominantly Chinese women in local massage parlors, offering them loving and culturally sensitive support and assistance. We also trained two Chinese American women who would go on to lead this branch of outreach.

MEDICAL STAFF IN HOSPITALS TRAINED

In a certified training on sex trafficking, we trained emergency responders and medical staff at local hospitals, teaching them how to identify victims and safely intervene with assistance.

PREVENTION WORKSHOP AT A JUVY

We hosted a special prevention education workshop to teenage boys in a juvenile detention center, several of whom were charged with sex crimes. Myself and two of our male team members spoke about healthy vs. toxic masculinity, sexual violence, and respecting women.

True stories

ORCHESTRATING THE RAID OF A NIGERIAN TRAFFICKING RING IN MOSCOW

During our outreach in Moscow for the World Cup, our team reached out to women advertised for sex online and set up undercover dates with them. We would give each woman/girl a gift and hotline, some time to rest, and listened to see if there might be a way we could assist her.

In one hotel meet up, our team met two girls from Nigeria. They revealed that their pimps had taken their passports and told them after they arrived they had to work in prostitution until they paid off their false \$50,000 debt bondage—for their “flight and sponsorship.” They were in a brothel apartment with several other girls trafficked from Nigeria for the World Cup. This trafficking ring had been operating under the radar for several years.

Our team partnered with another organization, Alternativa, and planned a raid on the apartment, with police and media present. I was able to discover the location and a journalist set up secret cameras to confirm we had the correct apartment.

Everyone was brought to the police station for questioning. Although it took longer than we hoped, eventually, under pressure from the embassy, the pimps were deported from Russia and imprisoned in Nigeria. One girl told me this pimp was “The most wicked person alive.”



Helen Taylor
DIRECTOR OF OUTREACH
& INTERVENTION

The publicity of the raid, including a viral video on Facebook, caused a national stir in Russia. This inspired other leads, resulting in at least five more trafficking raids, bringing justice for the pimps and safe assistance for the women and girls. The Russian police awarded our partners at Alternativa with a medal for their services in these trafficking raids and the service provided to victims.

Since the World Cup there has been a notable shift toward more effective trafficking raids in Russia and we are grateful to have played a part in this.

“I want to thank God for the second chance, for the opportunity to live again. God used you to transform my life. Thank you Helen. Thank you Exodus Cry.”

-DESTINY, NIGERIAN TRAFFICKING RING VICTIM


1,890 GIFTS + RESOURCES
GIVEN TO EXPLOITED
PERSONS


66 JAIL OFFICERS TRAINED
IN IDENTIFYING
TRAFFICKING VICTIMS


350 MEDICAL STAFF TRAINED
IN IDENTIFYING, ASSISTING
TRAFFICKING VICTIMS


149 TRAINED IN
OUTREACH TO
EXPLOITED WOMEN

Legal Reform



“I thought legalized prostitution would give more power and rights to the women, but I soon realized the opposite is true.”

PROSTITUTED WOMAN

THE ONE LEGAL MODEL THAT’S PROVEN to effectively reduce human trafficking is known as the Abolition Model (also known as the Equality Model or Nordic Model). This means passing laws that

1. Criminalize the acts of sex buying, brothel-keeping, and pimping.
2. Do not criminalize those who are being sold for sex.
3. Provide resources and services for prostituted individuals to find freedom from sexual exploitation.

In 2018, we continued to advocate for this kind of legislation through the US Sex Trafficking Demand Reduction Act, a congressional bill that would put pressure on many countries to make sex buying

illegal. Through countless written and verbal conversations with members of Congress, we were able to gain momentum on this important bill. Often, getting bills like this passed are marathon, not a sprint, and we will continue to boldly advocate for it until it becomes law.

This year we also joined allies in Nevada to fight against legalized brothel-keeping—some of our own friends have, in fact, been trafficked in these very legal brothels. We were able to launch our new animated video “Should Prostitution Be Legal?” as part of this campaign. It educated many Nevadans on the inherent dangers of legalization, and the fact that legal sex buying always leads to higher rates of sex trafficking. You can view the video at exoduscry.com/legalization.

“The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking.”

-ALBERT EINSTEIN

MESSAGING—EDUCATING THE

masses with the truth—is the first critical step to ending systems of exploitation. And what a year this was for global exposure in messaging!

Netflix became the official distributor for our feature documentary, *Liberated: The New Sexual Revolution*, and it went live on their platform on February 1. Landing distribution through Netflix was a major goal with this film because we knew it would bring the message to countless viewers well beyond Exodus Cry’s pre-existing follower base.

We followed this release with a large scale screening tour of *Liberated* in college campuses across the US and UK, together with a focused PR campaign. Through this PR campaign, we secured favorable placement in forty different media outlets across the US and UK. London Live News broadcast a video interview with our CEO, Benjamin Nolot (director of the film), along with Shay Douglas, one the film’s main subjects.

A high-visibility BuzzFeed show also did an episode discussing *Liberated* and its message, sharing it was “Hugely impactful, goosebump-inducing. I’ve never felt something so much.” The film has been praised and promoted by celebrities, like Zachary

Levi, film festivals, many media outlets, and—most importantly—young adult viewers.

In an entirely new media strategy for us, our short animated video “*Is Prostitution a Choice?*” was released in January and through an astounding grassroots response, quickly reached over half a million views! Toward the end of 2018 “*Is Prostitution a Job?*” and “*Should Prostitution Be Legal?*” also gained massive visibility worldwide.

Together, these videos have accrued over 1.4 million views globally, and are revealing the true story of how the sex industry preys on our society’s most vulnerable members. Videos like these are designed to shift public understanding on a mass scale and mobilize empathy for exploited women and girls, so that we can work toward practical solutions for their freedom and wellbeing. We’ve been deeply encouraged to see these videos be embraced and shared by people around the world.

Videos



1.4M
ANIMATED
VIDEO VIEWS



360K
LIBERATED
TRAILER VIEWS

Social Media



65K+
FACEBOOK



16K+
INSTAGRAM



11.5K+
TWITTER



173K+
SITE VISITORS



338K+
PAGE VIEWS

exoduscry.com

Film



NETFLIX RELEASE

“[The film] had half of us guys in tears at the end of it... convicted of the things we’ve done...”

On February 1st, our feature-length documentary *Liberated: The New Sexual Revolution* was released worldwide on Netflix! This film examines spring break hookup culture and sounds the alarm on the normalization of sexual violation. We were thrilled it could be released just weeks before spring break began.

Since its release, we’ve received powerful stories about *Liberated’s* impact. One college student explained, “[The film] had half of us guys in tears at the end of it... convicted of the things we’ve done and this sickening culture we have encouraged.”

Another student shared, “As a woman who has experienced sexual assault, I can tell you just how crucial this documentary is. Keep telling our truth.” We’ve been deeply encouraged to hear how this film is resonating with young adults and hope that it continues to inspire healthy paradigm shifts among them.

LIBERATED WORLD TOUR

We began our college campus screening tour across the U.S. and the U.K. shortly after the film's Netflix release. We were able to take this film to eleven campuses in the U.S. and six universities throughout the U.K. The film also premiered at Leicester Square in London, a venue known for hosting Hollywood premieres.

Each screening was followed by a Q&A panel discussion with the filmmakers, campus representatives, and two of the subjects from the documentary. These discussions were rich with thought-provoking questions and dialogue. Students shared that *Liberated* was profoundly relevant to their college experience and that it inspired them to foster healthier ways of engaging with one another. We were encouraged to see that students were willing to face the toxic sexual climate they live in and disavow the cultural narrative which embraces objectification and violation.

DOCUMENTARY SERIES AND SHORT FILM

Throughout the year, our editing department continued post-production for *The XXX Factor*, a compelling documentary series that exposes the rampant sexual abuse and human rights violations happening within the U.S. porn industry. We're hoping to finish this series by the end of next year and will be working towards distribution options upon completion.

We also wrapped production on *Seattle's Bikini Baristas*, a short film that highlights the working experience of female "bikini baristas" in Seattle and the disturbing criminal behavior of their male clientele. We've submitted this film to several film festivals across the U.S. and abroad.



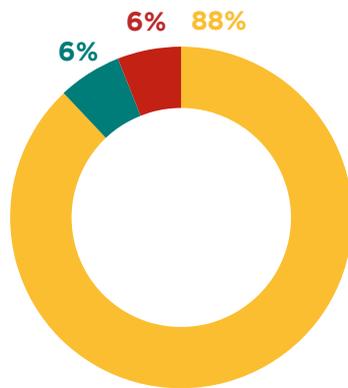
Financials

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 2018**:

\$1,486,303 **REVENUE**
\$1,448,560 **EXPENSES**
\$37,743 **NET**

BREAKDOWN OF EXPENSES



PROGRAMS: \$1,279,658

Prevention, Intervention/Restoration, Messaging, Film

MANAGEMENT & GENERAL: \$82,833

Operations, IT, Business Support

FUNDRAISING: \$86,069

Events, Mailers, Software Systems

A group of people are shown from the chest up, with their hands stacked together in a circle. The scene is bathed in a warm, golden-yellow light, creating a sense of unity and gratitude. The people are wearing casual clothing, and their expressions are joyful. The text "Thank You!" is overlaid in the center in a bold, white font.

**Thank
You!**



EXODUSCRY.COM