

**2023**

**ANNUAL REPORT**

EXODUS  CRY





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

TABLE OF CONTENTS

- 3 INTRODUCTION
- 4 CAMPAIGNS
- 14 LEGAL IMPACT
- 16 MEDIA IMPACT
- 20 FILMS
- 26 SURVIVOR SUPPORT
- 30 FINANCIALS

DEAR FELLOW ABOLITIONISTS,

This year was, without a doubt, one for the history books. We spent many months advocating for laws to protect children from porn. During that time, we were told that the US would be the last place to pass such laws. And yet, the floodgates have burst open. Over the past 11 months we saw eight states pass age verification laws. Another 16 states introduced bills with this legislation. What has happened this year in the fight to protect children from porn is more than has happened since the Internet was invented! Our ability to engage in this battle was made possible because of your generous partnership with us.

It was also a year of productive film work: we completed two important documentaries unveiling the forces behind sex trafficking. We were able to screen three of our films for some of the world's most influential governing bodies, including the UK's House of Lords and the United Nations (twice). We met face to face with legislators, both in the US and abroad. We reached audiences in 22 cities across eight countries with our screening tour. We even sat down with former porn directors and producers who had been convicted by our message and in turn left the industry. We always swing for the fences, but even we were amazed by this!

In short, we reached millions of people this year at all levels of society and mobilized them in the fight against sex trafficking and sexual exploitation. Our team has run quite a race in 2023 and it's only possible because people like you are running right alongside us. You are spurring this movement on to greater victory and breakthrough than the world has ever seen.

Thank you for helping to make history this year! It's an honor to celebrate these wins together with you.

For freedom everywhere,



BENJAMIN NOLOT  
Founder/Chief Executive Officer







Since 2021, our **Protect Children Not Porn** campaign has **pushed for required, robust age verification on porn sites**. This is urgently needed to shield children from this life-altering content and prevent them from being pulled into a life of destructive sexual behavior, including sex trafficking and sexual exploitation.

#### **A QUICK RECAP...**

From 2021-2022, we released our documentary *Raised on Porn*—which just hit **four million views**—launched a petition demanding age verification that gathered 96,000 signatures, hosted a symposium on Capitol Hill in Washington, D.C. for members of Congress and their staff, and delivered our petition to the Speaker of the House's office, in person.



# Then the breakthrough began...



On January 1, 2023, Louisiana became the first state to pass required age verification on porn sites.



In the months that followed, Utah, Montana, Texas, Arkansas, Mississippi, North Carolina, and Virginia all passed age verification laws.



Alaska, Oregon, California, Arizona, South Dakota, Kansas, Oklahoma, Minnesota, Iowa, Missouri, Michigan, Illinois, Kentucky, Ohio, Tennessee, Alabama, Florida, South Carolina, West Virginia, Pennsylvania, Delaware and New Jersey all introduced bills with age verification legislation.



In an act of protest, Pornhub began completely removing access to its site in certain states that passed age verification legislation and admitted that after the legislation passed, its site traffic dropped by 80% in Louisiana.



The porn industry's lobbying arm began filing lawsuits against states that passed age verification legislation, and judges in Utah and Louisiana dismissed these lawsuits.



**FOR THE FIRST TIME  
IN HISTORY, US LAWS  
ARE BEING PASSED TO  
PROTECT CHILDREN  
FROM ONLINE PORN.**





## At a UN event, our CEO highlighted the connection between porn and sex trafficking

**O**ur CEO, Benjamin Nolot, was invited this year to an exclusive United Nations summit in Lake Placid for an intimate gathering of world leaders, to discuss solutions for sex trafficking. As part of this event, Benjamin highlighted porn's link to the injustice of sex trafficking. We screened our documentary *Raised on Porn* for all attendees, including multiple ambassadors and delegates.



## We helped make history in the UK's House of Lords

We were invited to screen our film, *Barely Legal*, at the United Kingdom's House of Lords—the UK's upper house of Parliament—to reveal the disturbing content featured in today's porn and to support the Online Safety Bill. Several weeks after the screening, the UK passed this bill. It requires age verification on porn sites to protect children from pornography. This made history in the UK!



# Trafficking **hub**

## MAJOR WINS AGAINST PORNHUB, THE “WORLD’S BIGGEST PORN SITE”

### A QUICK RECAP...

In 2020, we launched the #Traffickinghub campaign to expose Pornhub, the “world’s biggest porn site” (they had more web traffic than Amazon and Netflix) for knowingly distributing videos that featured sex trafficking, rape, and child sexual abuse.

### BREAKTHROUGHS THIS YEAR



An independent news organization, inspired by our #Traffickinghub campaign, began shooting hidden camera undercover investigations of Pornhub employees. These videos revealed the company’s complicity in allowing traffickers to earn a profit through their platform. As a result, 26 Attorneys General issued a letter to Pornhub, calling on them to fix the problem.



Pornhub was officially kicked off YouTube.



A California judge certified a class action lawsuit against Pornhub, which claims it “participated in sex trafficking... involving tens of thousands of children by receiving, distributing, and profiting from droves of child sexual abuse material” (also know as “child porn”).





# #ENDTEENPORN

## ENDING THE FANTASY OF CHILD SEXUAL ABUSE

Our #ENDTEENPORN campaign calls for raising the minimum age of porn performers from 18 to 21, effectively gutting the teen porn and “barely legal” genres.

We collaborated with legal experts to draft the official bill language so it can be passed into law. The next step is to work with lawmakers, porn industry whistleblowers and the public to mobilize support for this bill in 2024.

## PORN PRODUCER QUILTS INDUSTRY AFTER HEARING OUR MESSAGE

IN A SURPRISING TURN OF EVENTS, THIS YEAR PORN PRODUCER TOMMIE MCDONALD DISCOVERED THE TRUTH ABOUT TRAFFICKING IN THE PORN INDUSTRY AFTER HEARING US SOUND THE ALARM ON THIS REALITY. HE LEFT THE INDUSTRY AND IS NOW USING HIS PLATFORM TO EXPOSE TRAFFICKERS AND EXPLOITERS IN PORN.



LustCast @GetLustCast · Apr 24  
Only 4 months ago, I was blind to the harrowing reality of #SexTrafficking in porn—believing it was just a myth by @exoduscry. My heart breaks now, knowing the truth. As an industry, we must face our demons, grow, and evolve. We can't ignore the pain. 🤔💔 #BeTheChange @nad8348





SB14

## CALIFORNIA PASSED A LAW TO MAKE CHILD SEX TRAFFICKING A SERIOUS FELONY

California legislators introduced bill SB14 to make child sex trafficking a serious felony. Somehow, it failed to pass. We joined the public outcry, calling on California residents to contact their lawmakers in order to pass this important legislation. It finally passed in September!

## ADDITIONAL LEGAL OBJECTIVES WE'RE SUPPORTING

This year, we went to Washington, D.C. and met with congressional offices in person to ask them to co-sponsor these bills.

### EARN IT Act

Under current internet laws, internet service providers have blanket immunity when allowing the distribution of child sexual abuse material (CSAM or "child porn"). This federal bill would ensure ISPs can be held accountable and would give victims of CSAM a path to justice.

### KOSA (Kids Online Safety Act)

This bill would require social media companies to provide safeguards and tools for minors and parents, and require them to enable the strongest safety settings by default.

### Project Safe Childhood Act

This bill would update the Department of Justice's Safe Childhood Program to address child sexual exploitation and require U.S. Attorneys to create targeting plans for federal law enforcement to identify perpetrators abusing children.

### REPORT Act

This bill would require online platforms to report child sex trafficking and enticement, two underreported crimes not currently mandatory to report, and increase penalties for platforms who fail to report exploitative content.



# STRONG SOCIALS

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

THIS YEAR ALONE

17.2 MILLION  
SOCIAL REACH  
AND VIEWS



1.9 MILLION  
YOUTUBE VIEWS

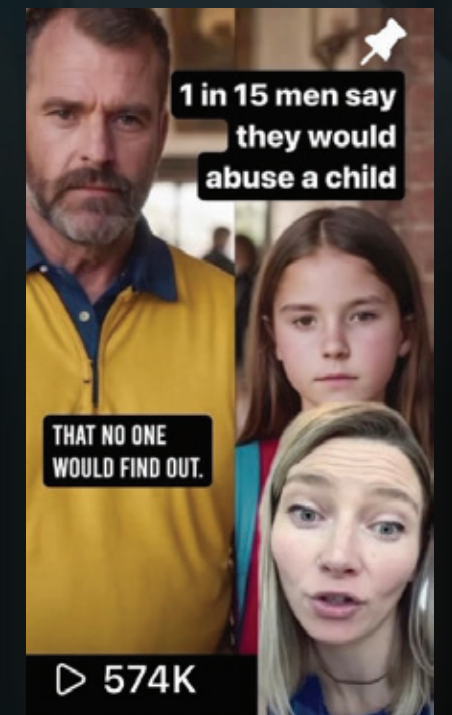
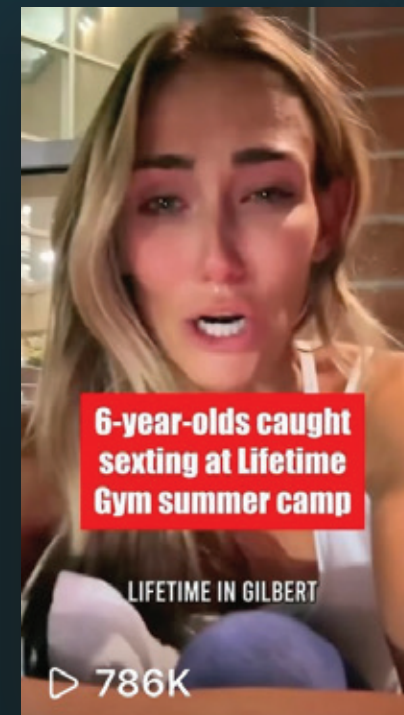


108,000 HOURS OF OUR CONTENT  
WATCHED ON YOUTUBE

1 MILLION WEBSITE PAGE VIEWS

9.9 MILLION SOCIAL REACH & VIEWS  
OF CONTENT PUSHING FOR  
PROTECTION OF CHILDREN

## OUR MOST VIRAL POSTS OF 2023





# MEDIA & SPEAKING HIGHLIGHTS

This year, our work was featured here . . .







## HIGH CLASS FILM EXPOSES VEGAS' HIDDEN SEX TRAFFICKING SCHEME

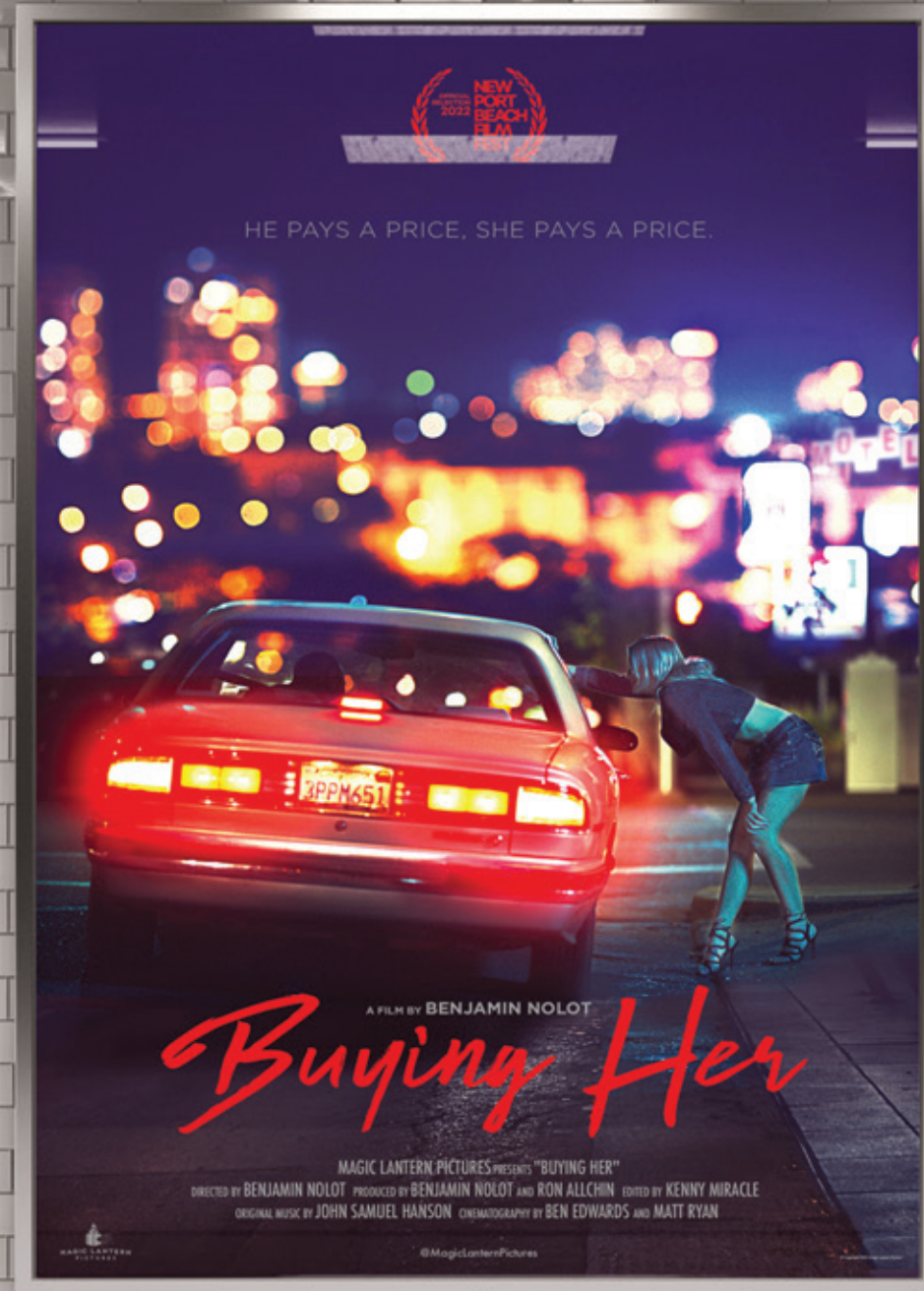
In October, our newest documentary *High Class* premiered to a sold out audience at the Newport Beach Film Festival. The festival staff were so moved by the film that they added a second screening. It tells the story of several women who were trafficked in Las Vegas casinos and as high class “escorts.” It cuts through the growing cultural narrative that says women (and girls) in prostitution are there by choice.

The truth is that most prostituted women are under the control of a trafficker. Many of these women enter a life of prostitution when they’re still children. This was the case with Leah, who is one of the main interview subjects of the film. *High Class* rips the mask off the sex trade and reveals how it actively facilitates sex trafficking.

*High Class* is a critical film in our arsenal to push for stronger laws against sex buying. Raising the purchase of sex to a felony-level offense is the single most important legislative breakthrough needed to uproot the sex trafficking of women and children.







## BEFORE ITS OFFICIAL RELEASE *BUYING HER* IS ALREADY CHANGING LAWS

**O**ur documentary *Buying Her* is the first ever to explore in depth the lives of sex buyers. It connects the dots from viewing pornography as a child, to sex buying, and ultimately to sex trafficking. Like *High Class*, we will also leverage this film to push for critical legislation that uproots the sex trafficking of women and children, by targeting buyers. In October 2022, we premiered the film at the Newport Beach Film Festival.

*This year we launched the 22-city Buying Her World Tour, which was a massive success.*



# MAJOR MILESTONES FROM THE *BUYING HER* TOUR



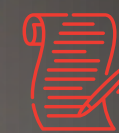
The screenings were well attended, including by legislators, politicians, and other national activists/changemakers.



Simon Haggstrom, a Swedish police detective who has been a major figure in upholding the world's most effective anti-trafficking laws, spoke on a panel at one of our screenings.



After the screenings, Haggstrom met with politicians in Amsterdam and Berlin to encourage them to push for the Nordic/Abolitionist model of law, the most effective legislation for uprooting sex trafficking.



Legislators in Amsterdam who attended the screening were inspired by the film. Within days they introduced a motion that would require age verification on porn sites in order to protect children.



Legislative activists in Spain and Hungary were likewise inspired and have begun pushing for porn site age verification laws in their respective countries.



We screened *Buying Her* at a United Nations event created to reduce and eliminate sex trafficking. Our VP of Impact, Helen Taylor gave a speech calling for laws that target sex buyers.



After attending a screening, former Member of Parliament David Burrowes started making plans to partner with us to present research on the Abolitionist model of law to the United Kingdom's Parliament and also to advocate for criminalizing sex buyers.



# LIVES TRANSFORMED THROUGH TRAUMA THERAPY

330 HOURS OF THERAPY

36 SURVIVORS SERVED



After 6 months of therapy, survivors experience:

51% decrease in anxiety

87% decrease in self-harm

61% decrease in depression

63% decrease in suicidal thoughts

53% decrease in substance-based coping

The above results indicate a marked improvement over therapy results in previous years!

“THE THERAPY SESSIONS HAVE BEEN LIFE-CHANGING. THEY ARE NOT ONLY THERAPEUTIC BUT ALSO EMPOWERING, ENABLING ME TO NAVIGATE CHALLENGES I NEVER IMAGINED I COULD SURVIVE, LET ALONE CONQUER.”

ISABELLA, SURVIVOR OF SEX TRAFFICKING

In 2023, we also started a Survivors Mentorship Program and launched a special website to help women escape the sex trade. It allows women to sign up for a free care package, get information about support groups, and be connected with a life coach.







# LAURA WAS JUST 15 YEARS OLD.

She and another high school friend went to a social gathering where she was likely drugged. At least three D1 college football players sexually assaulted her that night until she cried out for help.

These football players recorded videos of the assault, which were shared online and posted on porn sites. They went viral to the extent that Laura's high school peers saw them.

This devastating incident made her incredibly vulnerable to exploitation and, when she didn't feel like she had anyone to turn to, she later confided in a man who showed her kindness. He lured her to another state and the moment she arrived he took her birth certificate, ID, and trafficked her.

She was trapped in exploitation for two years. Laura has since escaped her trafficker



and begun a healing journey. Thanks to your support, we've been able to provide her with life-changing trauma therapy.

She told us recently, ***"The help I received gave me the confidence to go back to school with the hopes of becoming a survivor and victim advocate, so I can work with women who have been trafficked for sex. With this newfound confidence, I want to help other women any way I possibly can."***

We're deeply inspired by Laura's bravery, resilience and selfless pursuit to bring healing to others.

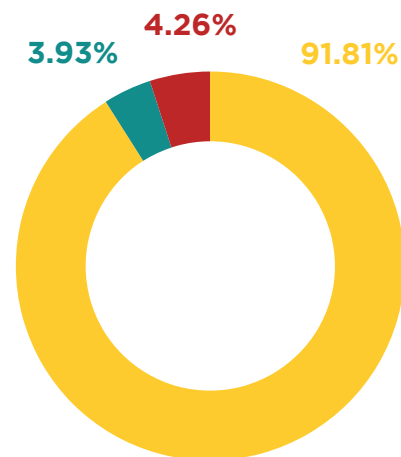


We are grateful for another incredible year in which the generous financial contributions of people like you helped change laws, open eyes, and bring freedom to lives around the world.

Here's our financial breakdown for **JANUARY** through **DECEMBER 2023**:

**\$3,390,219.55** REVENUE  
**\$4,202,096.22** EXPENSES  
**(\$812,076.50)** NET INCOME

**BREAKDOWN OF EXPENSES**



**PROGRAM EXPENSES**

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

**MANAGEMENT & GENERAL**

Operations, IT, Business Support

**FUNDRAISING**

Events, Software Systems, Partner Communications

**JOIN THE MOVEMENT.  
 FUND FREEDOM TODAY.**

*every person should be free*



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