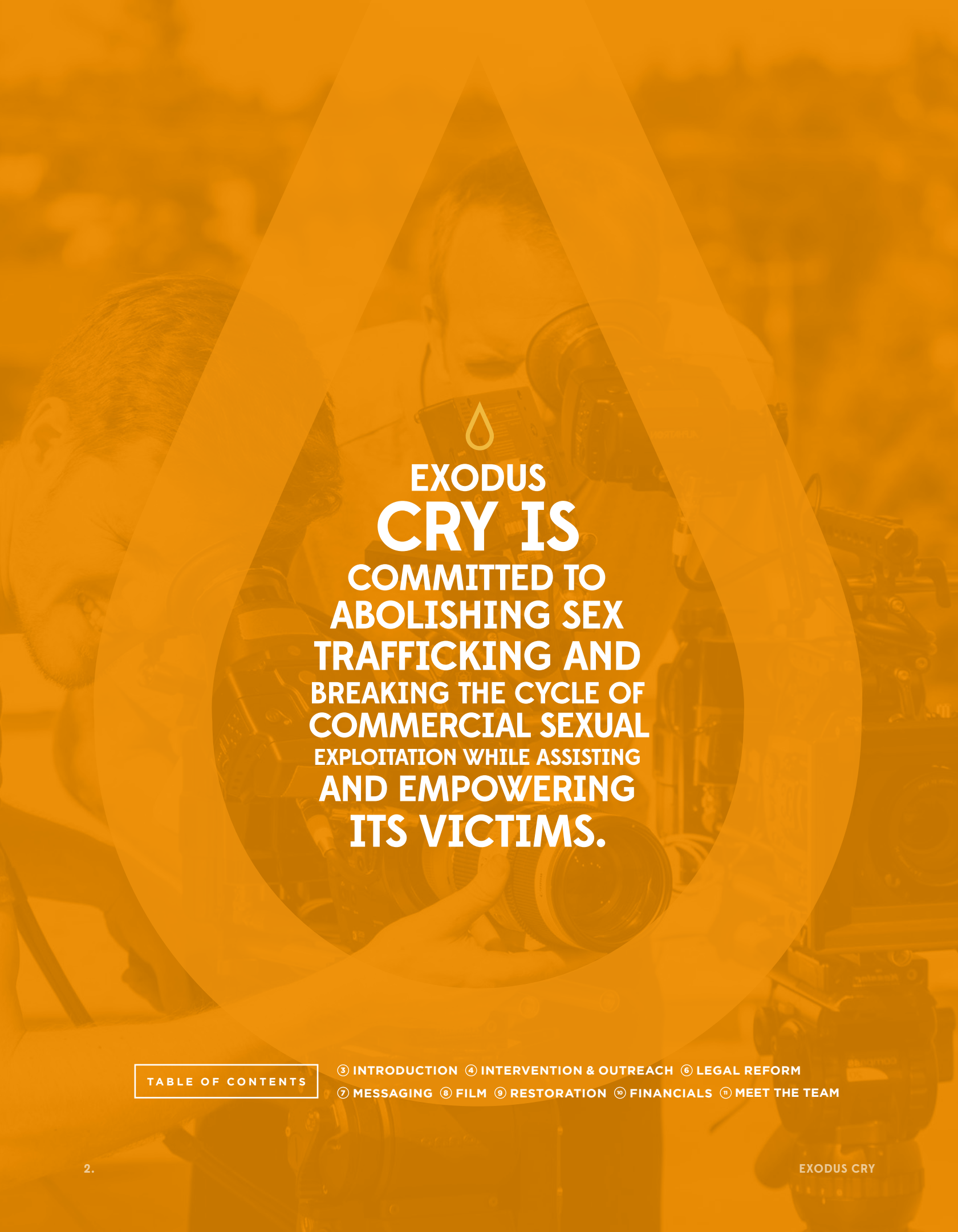




EXODUS  CRY

2017

ANNUAL REPORT



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,

I want to take this opportunity to thank you for partnering with us in 2017 as we relentlessly advocated for a world where every person is free from the bonds of the commercial sex industry. This year we were able to take more ground in the fight thanks to your support and friendship.

In the realm of legal reform, we continued to advocate for the passing of the “Sex Trafficking Demand Reduction Act” through the creation of a strong support letter for the bill. This letter was signed by over 200 abolitionist organizations around the globe, 30 survivors, and over 1200 individual anti-trafficking advocates.

We also continued to raise awareness, shift mindsets, and pave the way for the passing of legislation through the launch of the Exodus Cry podcast and by regularly publishing articles with an abolitionist perspective in outlets like *The Christian Post*, *The New Jurist*, *Charisma Magazine*, and others.

Another notable milestone in 2017 toward the goal of shifting mindsets was the world premiere of our feature length documentary *Liberated: The New Sexual Revolution*, which exposes the harms of hookup culture. The feedback we received was both inspiring and encouraging. Many said watching the film was a life-changing, paradigm-shifting experience that helped them adopt an entirely new perspective about the porn culture in which we now live.

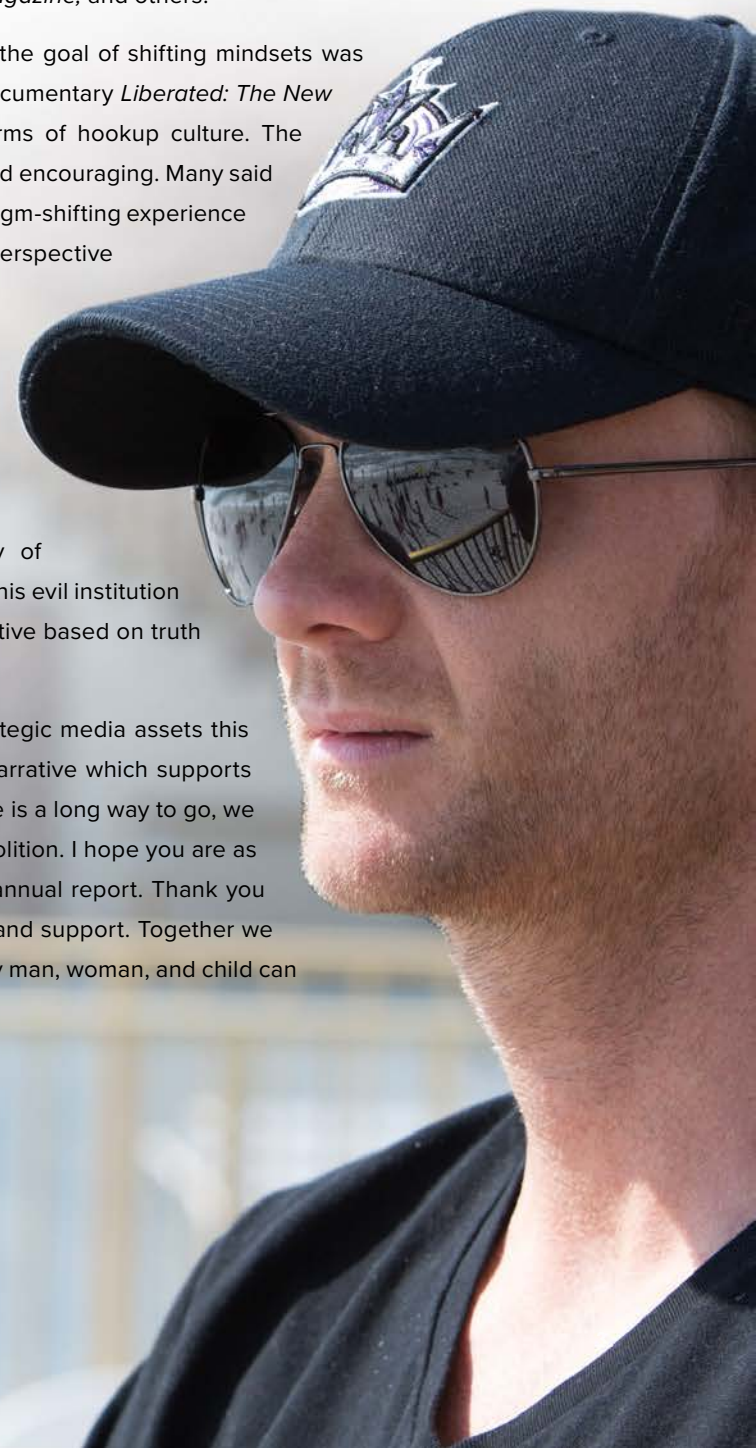
William Wilberforce continues to be our inspiration as someone who used the power of media and the written word to change the very mindsets that enabled historical slavery to flourish. It was through his tireless efforts to expose the reality of slavery that the cover narrative supporting this evil institution was eventually dismantled and a new narrative based on truth was able to prevail.

In the spirit of Wilberforce, we created strategic media assets this year to combat the prevalent toxic cover narrative which supports the commercial sex industry. Although there is a long way to go, we know ground was taken in the battle for abolition. I hope you are as encouraged as I am in reading this year’s annual report. Thank you for your continued partnership, friendship, and support. Together we will continue to fight for a world where every man, woman, and child can be truly free.

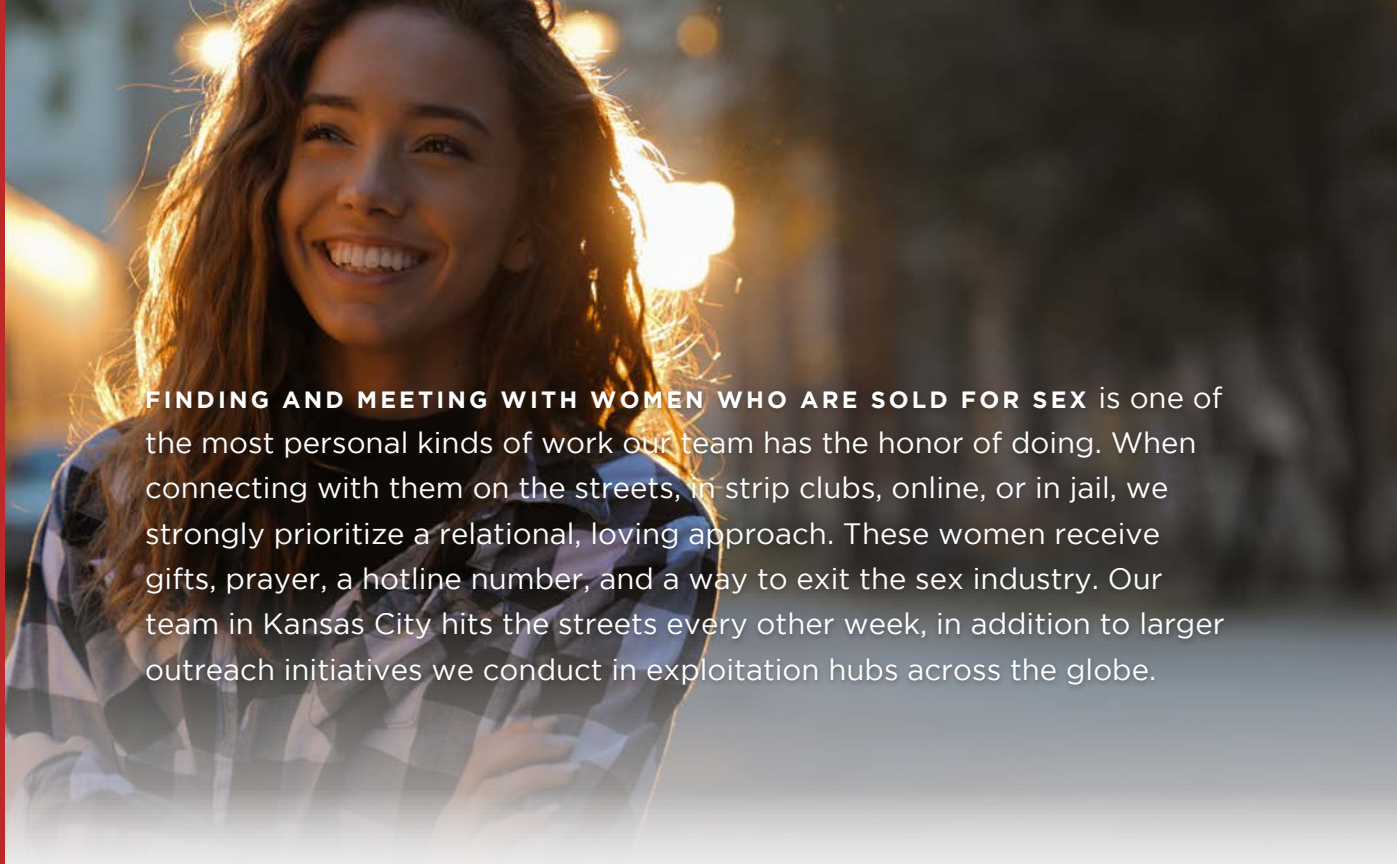
For Abolition,



Benjamin Nolot
Founder/Chief Executive Officer



Intervention & Outreach



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

INTRODUCING *THE INTERVENTION MANUAL*



After years of crafting, our *Intervention Manual* is now available! This in-depth guide trains teams how to do loving, effective outreach to those caught in the sex industry.

HOUSTON SUPER BOWL OUTREACH

We partnered with Houston-based anti-trafficking organization Elijah Rising for the Justice Rally, a conference centered around training, prayer, and outreach. Around 300 were trained using our new *Intervention Manual*, and went out to reach exploited women in brothels, the streets, strip clubs, and online venues.

RUSSIA INITIATIVE

We had an initial intervention trip to Moscow to “scout out the land” and build relationships with local churches and organizations, in preparation for a massive outreach during the 2018 World Cup. We made incredible connections and are seeing the pieces fall into place for an impactful upcoming outreach in Russia!

LAUNCHED OUTREACH TO SEX BUYERS

Utilizing ground breaking training from our friends at the EPIK Project, we partnered with several churches to launch a local cyber patrol program through which men were trained to intercept calls from sex buyers and educate them on the exploitative nature of prostitution. They are currently conducting 2-3 patrols per month!

OUR DIRECTOR KEYNOTES ALASKA'S LARGEST ANTI-TRAFFICKING EVENT

Our Director of Intervention and Outreach, Helen Taylor, was invited to be the keynote speaker at one of Alaska's largest anti-trafficking events, which was even attended by the governor of Alaska.

True stories

Light from Heaven on the Streets

One night we saw a woman bending down through a car window, negotiating the price for the sale of her body. The buyer must've changed his mind or decided she wasn't worth it because he drove off as she awkwardly retreated to the curbside.

My heart felt heavy for her as I saw the emotional turmoil of having to negotiate the price of her own body again and again, only to be mockingly rejected. In that moment our small team approached her.

As we spoke to this woman and gave her a Hope bag, her eyes—glazed over with shame—slowly started lighting up as she realized we weren't there to judge her. She'd just heard, "You're worth nothing." Now she was hearing, "You're worth everything."

She began smiling and engaging with us. Suddenly she squinted while looking at me. "I see so much light coming out of your eyes. It's this... light, it's just coming out of you. It's so bright I can see it." She seemed embarrassed to have been so forthright but we explained it was the Holy Spirit who lives in us and shines out of us. She began to tear up. As our team prayed for her, she closed her eyes and wept while praying.

We offered her a packet with local resources and our hotline number. Although we didn't hear back from her, we haven't seen her on the streets since. We can only hope and pray that that night was a moment of illumination for her, a life-transforming revelation of her worth and beauty to God.



Helen Taylor
**DIRECTOR OF OUTREACH
& INTERVENTION**

Reaching Men at Strip Clubs

While our female team members are ministering to women inside the strip clubs, our male team members stand outside. They serve as our security and our intercessors, but they also talk to the bouncers and male club patrons.

Recently two young men stood outside smoking and one began chatting with our guys. He was astonished when he heard why we were there. "Man, I feel pretty bad right now for being here after hearing what you guys are doing." The conviction and realization that he was there to exploit women, while our guys were there to serve women, struck him. He kept asking questions and when offered prayer, received it readily.

I walked out of the club to find our guys praying for this young man, his head bowed. Their prayers pronounced the love of the Father over him and spoke encouragement into his life.

"You guys were the physical picture of Jesus to me... I saw then how much He really cares about me because of how you guys cared about me."

-EXPLOITED WOMAN WE WORKED WITH


910

EXPLOITED WOMEN REACHED THROUGH GIFTS AND HOTLINE (STREETS, STRIP CLUBS, ONLINE)


291

ABOLITIONISTS TRAINED IN OUTREACH WITH *THE INTERVENTION MANUAL*


432

INTERVENTION MANUALS SOLD


500+

EXPLOITED/AT RISK WOMEN IN JAIL REACHED

Legal Reform

CANNON
HOUSE OFFICE BUILDING

WE ARE COMMITTED TO FIGHT

the scourge of trafficking and sexual exploitation by advocating for effective laws, both nationally and internationally, which criminalize the purchase of sex while offering assistance to victims of sexual exploitation. This effort is led by our Director of Abolition, Laila Mickelwait, who draws from experience gained working at the United Nations in Geneva.



MOBILIZING SUPPORT FOR US CONGRESS BILL AND ISRAEL'S LAW

In 2017 our legal reform team continued efforts to help pass HR 466, The Sex Trafficking Demand Reduction Act. This is a bill inspired by our documentary *Nefarious: Merchant of Souls* and we've been working with legislators over the last few years to continue its forward momentum.

We travelled to Washington, D.C. twice to engage in strategic meetings with various members of Congress and their staff in order to advocate for the bill and educate on the need for it. To strengthen this advocacy effort, we spearheaded a support letter for HR 466 that was signed by over 200 organizations, 30 survivors and 1200 individual anti-trafficking advocates.

We also gathered signatures for a letter supporting the establishment of the Abolition Model in Israel and sent it to the Israeli Knesset. This model is the same one we advocate for in our film *Nefarious*, and it is crucial that every nation adopt this legislation to effectively combat trafficking and commercial sexual exploitation.

LAUNCHING THE WILBERFORCE INITIATIVE ADVOCACY GROUP

2017 also saw the launch of The Wilberforce Initiative which is a coordinated private group of over 400 dedicated anti-trafficking advocates who are committed to be a "street team" for various important legislative action points that come up throughout the year. When called on, the members share significant articles, sign petitions, call legislators, and much more.

PUBLISHING THE TRUTH ABOUT PROSTITUTION

In addition to regularly publishing paradigm-shifting content through the Exodus Cry Blog, we had an article published in the world's only international law magazine, *The New Jurist*. It revealed how, legally speaking, one cannot consent to their own torture or assault—yet both of these are common in pornography. The article explains how all torture and assault in porn, therefore, should be treated as a crime.

We also had articles featured in *The Christian Post*, *Charisma News*, and other outlets, and these pieces offered perspectives on current events in order to help shift social understanding and pave the way for legislation to abolish the sex industry.



Laila Mickelwait, MPD
DIRECTOR OF ABOLITION

“The fight will not be easy,
but it will be worth it.” -BENJAMIN NOLOT

PREMIERING OUR NEW FILM LIBERATED: THE NEW SEXUAL REVOLUTION

After being accepted into the Newport Beach Film Festival, our team travelled to Southern California for the long awaited world premiere of *Liberated: The New Sexual Revolution*. We were delighted that *OC Weekly*, Orange County’s leading source of news, ran a favorable review of the film the week of its premiere. The screening was followed by a panel discussion with Benjamin Nolot and some of the film’s subjects. After 5 long years of crafting this documentary, it was an exhilarating moment to release our second feature-length film.

OUR FOUNDER ADDRESSES THE UNITED NATIONS

This year, Benjamin also received the incredible opportunity to speak at a United

Nations event addressing the roots of sex trafficking, and to host a screening of our documentary *Nefarious*. It was a momentous occasion in which our founder was able to present a compelling statement, to the President of the General Assembly and members from delegations across the globe, on why trafficking exists and what we can do to combat it.

LAUNCHING THE EXODUS CRY PODCAST

We launched *The Exodus Cry Podcast* late in 2016 and hit a great stride in awareness this year! We released 34 episodes and received over 28,000 listens. These episodes include interviews with some of the leading experts in the movement to end commercial sexual exploitation, including PhD level researchers, trafficking and prostitution survivors, former sex buyers, and prominent authors. We aim to continue this momentum in 2018.

EXODUS CRY CHOSEN FOR STRIKE OUT SLAVERY

We were honored to be one of eight anti-trafficking organizations chosen to be part of Strike Out Slavery, created by Deidre and Albert Pujols of the Los Angeles Angels. This unique event series will offer us a greater platform to reach countless baseball fans with the message of abolition.

FULLY REBUILDING EXODUSCRY.COM

Our team spent many months this year working on rebuilding a new Exodus Cry website. Over the past few years, the crux of the injustice of commercial sexual exploitation has come into clearer focus, so we wanted to provide an up-to-date online experience that tells the nuances of this story well and mobilizes countless more into becoming modern abolitionists. We’re thrilled to launch the brand new site in early 2018.

Highlights

ORIGINAL CONTENT PUBLISHED/BROADCAST ON:

- » GODTV
- » THE CHRISTIAN POST
- » THE NEW JURIST
- » CHARISMA

FEATURED ON:

- » ABC 9 NEWS
- » CBS EYEWITNESS NEWS
- » ATLANTA BLACK STAR
- » OC WEEKLY



87K+
FOLLOWERS



15.9K+
TWITTER FOLLOWERS



11.8K+
INSTAGRAM FOLLOWERS



28K+
PODCAST LISTENS



158K+
SITE VISITORS



294K+
PAGE VIEWS



The Premiere of *Liberated: The New Sexual Revolution*

2017 WAS A MILESTONE YEAR FOR EXODUS CRY. After five years in production, we finally finished our feature-length documentary *Liberated: The New Sexual Revolution*. Believing that we must shift the pornographic culture in order to uproot sex trafficking, we are so proud of this feature-length documentary that explores how pop-culture has shaped our conceptions of what it means to be a man, a woman, and a sexual being.

In April we premiered the film at the Newport Beach Film Festival where it was called, “a necessary film to hold a mirror to our culture.” We received high praise throughout the festival with many others saying it was, “life-changing, culturally timely and relevant” and one viewer told us, “this could change everything for our generation!”

DEALS SIGNED WITH NETFLIX AND SUBMARINE ENTERTAINMENT

Through this festival, we received a breakthrough opportunity to sign with prominent documentary sales company, Submarine Entertainment. Well-known in the industry for distributing excellent documentary content, Submarine’s films have won five Oscars for Best Documentary and received numerous other nominations.

This partnership led to a distribution deal, and we are thrilled to announce that *Liberated: The New Sexual Revolution* will be available exclusively on Netflix early next year! Since the film targets mainstream culture, it is significant that it will be available on such a popular, widespread platform. We hope this level of accessibility will have a broad impact, bringing freedom and restoring dignity to many.

LIBERATED WORLD TOUR

In the meantime, we are preparing to take the film on a tour of college campuses across the US and in the UK next year. Screenings of the film and panel discussions will raise international awareness for our target audience of young adults.

DOCUMENTARY SERIES EXPOSING THE PORN INDUSTRY

Our next film project is already underway. Picking up where *Liberated* left off, our new documentary series digs deeper into the culture of commercial sexual exploitation. We have begun post-production on *Beyond Fantasy*, a documentary series exposing the dark side of the U.S. porn industry. Though painful and unsettling, this series cuts to the core of the rampant human rights abuses inside this industry and has the potential to awaken our culture to the alarming dangers of pornography.

Restoration

WHAT A TREMENDOUS HONOR

it has been these last few years to serve incredible women recovering from trafficking and commercial sexual exploitation. Through Exodus Cry's Restoration program we were able to provide aftercare services that offered critical support to women who had exited the sex industry and were on their healing journeys. This included trauma therapy, social services, medical/dental care, housing assistance, legal services, and education services for women in the program.

As indicated in last year's report, it became clear that in 2017 we would be re-envisioning our role in restoration work. After prayerful consideration of all that lay before us as an organization, we made the difficult but healthy decision to phase out the Restoration program. Through years working in this field we have gained a more robust picture of the highly specialized needs of women overcoming extreme trauma. We indeed saw incredible healing take place in the lives of women entrusted to our care, but ultimately came to understand that they would receive the best care in an organization whose primary focus is aftercare. We officially closed the program early in 2017 and now make referrals to amazing, highly qualified aftercare organizations that we've built relationships with over the years.

Exodus Cry continues to actively love, serve, and extend freedom to sexually exploited women, face to face, through our Intervention Team. You can learn more about this work on the Outreach page.

“I went to much therapy over the years. It wasn't a good experience for me until I started meeting with three amazing women from Exodus Cry... I felt safe there, and that I could truly trust them. I could laugh with them. These were heartfelt relationships with personable, compassionate women.... That's when I began healing from all of this.”

-STEPHANI, CHILD TRAFFICKING SURVIVOR
AND RESTORATION CLIENT



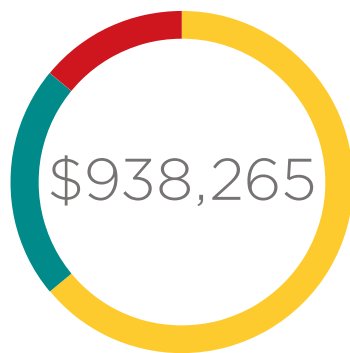
Financials

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

Here's our financial breakdown for **JANUARY** through **DECEMBER 2017**:

\$1,118,584 **INCOME**
\$938,265 **EXPENSES**
\$180,319 **NET**

BREAKDOWN OF EXPENSES



PROGRAMS: \$707,378

Prevention, Intervention/Restoration, Messaging, Film

MANAGEMENT & GENERAL: \$165,687

Operations, IT, Business Support

FUNDRAISING: \$65,200

Events, Mailers, Software Systems

Meet the team

HERE'S A GLIMPSE AT JUST A FEW OF OUR TEAM MEMBERS WORKING TO BRING FREEDOM TO SEXUALLY EXPLOITED WOMEN ACROSS THE GLOBE.



BENJAMIN NOLET

CEO AND FOUNDER

As the CEO and Founder of Exodus Cry, Benjamin gives leadership to every area of the organization, including the work of shifting culture, changing laws, and reaching out to sexually

exploited women. He also serves as the director of all film projects, each of which is designed to change the mindsets of the masses concerning commercial sexual exploitation, expose the truth of this toxic system, and rally abolitionists to this fight so that those bound in exploitation can be truly free. Benjamin is also invited to events around the world where he shares insight into the pornographic culture, the sex industry, and how it can be uprooted.



LAILA MICKELWAIT, MPD

DIRECTOR OF ABOLITION

Laila oversees the organization's efforts to shift culture and change laws through social and legal reform. In the realm of legislation, this work entails engaging in direct advocacy with

lawmakers, both here in the US and abroad, and helping to mobilize support for various bills which are designed to reduce and eliminate commercial sexual exploitation across the globe. In the realm of shifting culture, Laila helps create books, articles, blog posts, and videos to dispel myths surrounding the commercial sex industry. These resources are crafted to bring mass awareness, to the public as well as to policymakers, on the truth of pornography and prostitution so that countless women can find freedom from these predatory industries.



HELEN TALYOR

DIRECTOR OF INTERVENTION & OUTREACH

Helen gives leadership to all of Exodus Cry's intervention and outreach initiatives, both locally and internationally. She builds, trains, and leads outreach teams in seeking out

exploited women, lovingly offering them a way out, and connecting them to exit services. This work is carried out wherever women are being sold, including on the streets, in strip clubs, Asian massage parlors, online venues, jails, and pornography conventions. She also strategizes and executes large-scale outreach and mobilization efforts around major world sporting events in the US and abroad. As the author of our *Intervention Manual*, Helen educates churches, organizations, jail staff, hospital staff, caseworkers, and university students on sex trafficking and trains them in conducting effective outreach to women who are bound in the sex industry.



DANIEL GARCIA

DIRECTOR OF MESSAGING

Daniel serves the mission of bringing freedom through the creation of clear, compelling messaging that's designed to change mindsets and shift culture. He leads the creation of

content that tells the story of sexually exploited women, how they're finding freedom, and how each of us can play our role in seeing that redemptive story reach countless more who are still bound. Daniel and his team ensure that paradigm-shifting written, image-based, and audio-visual content is consistently offered on Exodus Cry's communication channels including our websites, email, Facebook, Instagram, Twitter, YouTube, as well as through printed materials and live event experiences.

A group of people are shown from the chest up, with their hands stacked in a circle in the center. The image has a warm, yellowish-gold color cast. The text "Thank You!" is overlaid in the center in a bold, white, sans-serif font. The background is slightly blurred, showing what appears to be an indoor setting with some equipment or furniture.

**Thank
You!**



EXODUSCRY.COM