

PHASE
ALLIANCE™

Impact Report

2024

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FINANCIALS

PHASE Alliance
Fight The New Drug
Elizabeth Smart Foundation
Malouf Foundation



LETTER FROM PRESIDENT

2024 was a big year for both the nonprofit world and the fight against sexual exploitation. Last April, Fight the New Drug, the Elizabeth Smart Foundation, and the Malouf Foundation teamed up to create the PHASE Alliance. What brings us together? A shared mission and a deep commitment to combat sexual exploitation from several angles.

We start by tackling some of the root causes. That's where Fight the New Drug comes in. I co-founded Fight the New Drug in 2009, driven by a vision to educate people about the harmful effects of pornography—and that mission is going strong today. Fight the New Drug works to raise awareness of pornography's impact on the brain, relationships, and society, including its connection to sexual exploitation.

By addressing these root causes of sexual exploitation, we're better able to educate and equip communities to take action and support survivors. The Elizabeth Smart Foundation, led by advocate Elizabeth Smart, is changing the conversation around sexual violence and exploitation. Through their programs, The Elizabeth Smart Foundation is inspiring people to take a stand, advocate for themselves, and help survivors find their voices.

Healing is essential in this fight. When survivors have access to comprehensive, trauma-informed resources, the risk of re-exploitation goes down significantly. The Malouf Foundation, founded by Sam and Kacie Malouf, focuses on this specific area. They provide healing opportunities for survivors so they can heal and thrive.

Together, we're committed to finding impactful solutions to combat sexual exploitation, and we need your help to amplify our message. As we move forward into 2025, we invite you to join us in our mission: fighting for a future where survivors thrive, a future where individuals are educated, and a future free from abuse.

Thank you for your support and helping us further this critical work.

Clay Olsen
President, PHASE Alliance





ABOUT US

Over the last several decades, sexual exploitation has reached unprecedented levels. Despite its widespread impact, efforts to combat sexual exploitation often lack scope and remain siloed. There's a critical need for comprehensive programs that address the root causes of sexual exploitation, as well as the underserved needs of survivors.

WHO WE ARE

We represent three nationally recognized organizations—Fight the New Drug, the Elizabeth Smart Foundation, and the Malouf Foundation—working together to make a greater impact in the fight against sexual exploitation.

OUR MISSION

Our mission is in our name: Prevention and Healing Against Sexual Exploitation (PHASE). Together, our three founding organizations address the continuum of sexual exploitation through a robust network of prevention and healing programs.

OUR VISION

We envision a world where our collective strengths radically reduce victimization and transform society—where every individual is well-informed, and survivors are thriving and championed on their healing journeys.



Learn more about
PHASE Alliance at
PHASEALLIANCE.ORG.

We exist to radically
reduce victimization *from*
sexual exploitation.

OUR PLEDGE

Together, We Fight.

We fight for the vulnerable, the exploited, and the unseen. We fight against the darkness of sexual exploitation. Our purpose is clear, and our resolve is unshakable: to radically reduce victimization and forge a future free from exploitation.

We Are United.

United in purpose, united in passion, and united in action. PHASE is not just a name; it is a rallying cry for collaboration, innovation, and hope. With every program we create, every partnership we forge, and every life we impact, we are part of a growing movement to dismantle the systems that perpetuate harm.

We Stand For Something Greater.

We stand for the dignity and worth of every individual. We stand against apathy, complacency, and the forces that normalize exploitation. We stand with the survivors, the advocates, and the dreamers who envision a world where every person is safe, valued, and free.

We Are Relentless.

Relentless in our pursuit of solutions. Relentless in challenging the narratives that enable harm. Relentless in proving that together, we can overcome even the most entrenched injustices. Our expertise strengthens us. Our innovation empowers us. Our shared purpose sustains us.

We Are PHASE Alliance.

We are not waiting for change—we are making it happen. With every step forward, we seek to empower others, amplify voices, and light the path toward a more just and compassionate world. For the exploited, for the vulnerable, for future generations—we draw the line here and now.

Together, we will make a *difference*.



OUR PROGRAMS

Our founding organizations form a progressive channel of prevention and healing programs that educate communities, reduce victimization, and empower survivors. We work with lived experience experts, clinical professionals, and industry leaders for a holistic, trauma-informed approach.



OUR IMPACT

95% of participants felt confident applying the new knowledge they learned in their course.

“Taking this course has changed my life ... I’ve learned to advocate not just for myself, but for my loved ones.”

ONWATCH

96% of participants passed the knowledge-based assessment on the harms of pornography compared to 10% of the general public.

“[This] is amazing and inspiring and will help a lot of people. You’ve really changed my outlook and opened my eyes.”

HARMS OF PORN AWARENESS PROGRAM

After receiving a healing service, **95% of survivors** reported a decrease in trauma symptoms.

“We are eternally grateful for what you have done for our family, and especially our daughter.”

SMART DEFENSE

Our Big Reveal: Introducing the PHASE Alliance

In April, we held a public event to celebrate the launch of PHASE Alliance. We shared our vision for a more sustainable and impactful approach to combating sexual exploitation—emphasizing the importance of collaboration, education, and proactive intervention. Attendees were able to engage with our team and learn about the ways we plan to drive meaningful change together.



“One of the most important aspects of this alliance is sharing ideas and learning from each other’s strengths. As a strategic united front, I believe we can reduce victimization from sexual exploitation.”

—ELIZABETH SMART



Golf for Freedom: Driving Change on the Green

In September, we hosted our Golf for Freedom tournament at the prestigious Promontory Golf Course in Park City. Over a dozen teams joined us along with our incredibly generous sponsors. The day was filled with excitement, friendly competition, and a sense of unity. Every donation played a key role in furthering our mission to create lasting change in the fight against sexual exploitation.

\$41,000+ raised to support our 11 prevention and healing programs.





“The world changes
because we change it.”

—FRANCES HAUGEN

EVENTS

CESE Global Summit: Igniting a Renaissance for Human Dignity

We hit the ground running. Shortly after launching our new organization, we co-hosted the CESE (Coalition to End Sexual Exploitation) Global Summit with the National Center on Sexual Exploitation (NCOSE). This event brought together leaders across the globe—survivors, advocates, law enforcement, and academics—committed to ending sexual abuse and exploitation.

Over four days, attendees tackled the complex realities of sexual exploitation and its intersection with technology, while brainstorming actionable solutions to create a world free from exploitation. Over 600 people attended the CESE Summit, with over 70 different influential speakers.

The CESE Summit was a powerful reminder of the importance of collaboration and staying focused in this fight. For everyone involved, it was an opportunity to be part of something much bigger than themselves, working with others who are just as passionate about making a difference.



“The people closest to
the problem are the
closest to the solution.”

—KRISTIN VAUGHN



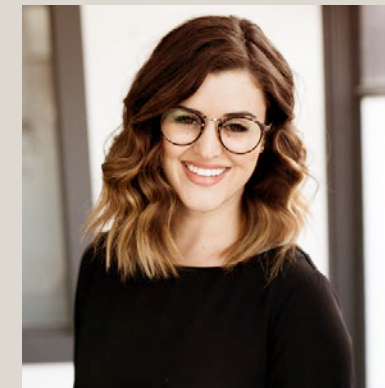
“Don’t give up. Your
life has meaning.”

—TANYA GOULD





 **FIGHT THE NEW DRUG**



LETTER FROM EXECUTIVE DIRECTOR

Dear Fight the New Drug Community,

As we reflect on 2024, we are humbled and energized by the progress we have made in advancing our mission to raise awareness about the harms of pornography. Our collective efforts to educate and advocate have created a tangible impact, reaching millions while building momentum in the fight against sexual exploitation on a global scale.

We have seen remarkable growth in both reach and impact in 2024, with more individuals, families, and organizations utilizing our resources. Through an array of online and in-person resources found in our Live Presentation Program, the Consider Before Consuming podcast, and the Harms of Porn Awareness Program, we have empowered individuals worldwide to confront the pervasive issues surrounding pornography.

We are truly grateful for the dedication and collaboration of our partners—including advocates, survivors, mental health professionals, academics, community leaders, and more—who have been pivotal in amplifying this crucial message and expanding the scope of our educational campaigns.

The success of initiatives like No Porn November exemplified our ability to mobilize a wide network of supporters and thought leaders, fostering meaningful dialogue around the harmful effects of pornography and ultimately fueling positive change. Beyond the measurable outcomes, the true measure of our success lies in the stories we hear from those who our work has impacted. From individuals seeking help for pornography addiction, to the parents and educators inspired by our *Brain, Heart, World* documentary, to the youth and young adults taking a stand against porn after a live presentation, and everyone else in between, these personal accounts speak to the profound impact this movement is making in the lives of those we serve.

Looking ahead to 2025, we are committed to refining and enhancing our programs while introducing new innovative tools to further advance our mission and best meet the needs of those we serve.

On behalf of the entire Fight the New Drug team, I extend my deepest gratitude to each of you—our supporters, partners, and advocates. Together, we are creating a future where individuals are empowered to make informed decisions, free from the harmful effects of pornography.

With sincere appreciation,

Natale McAneney

Executive Director, Fight the New Drug



ABOUT US

Fight the New Drug is a non-religious, non-legislative nonprofit that educates and raises awareness on the harmful effects of pornography using science, facts, and personal accounts.

OUR STORY

In 2009, four college students started a grassroots campaign to change the conversation surrounding pornography, which quickly grew into a worldwide movement. Decades of studies from respected institutions have demonstrated significant impacts of porn consumption on individuals, relationships, and society, yet porn has become increasingly normalized. Fight the New Drug provides educational opportunities to decrease the demand for sexual exploitation by sharing research and personal accounts to help individuals worldwide consider the devastating impacts of pornography on mental health, relationships, and society as a whole.

Today, Fight the New Drug continues to reach millions around the world each year while challenging the mainstream narrative about pornography. Through compelling digital content, powerful storytelling, educational presentations, and a wealth of unique and easily accessible resources, we continue to fuel an influential global movement that inspires individuals to escape the harmful realities of pornography and combat sexual exploitation.



Learn more about
Fight the New Drug at
[FIGHTTHENEWDRUG.ORG](https://fightthenewdrug.org).

PROGRAMS

Live Presentation Program



Harms of Porn Awareness Program



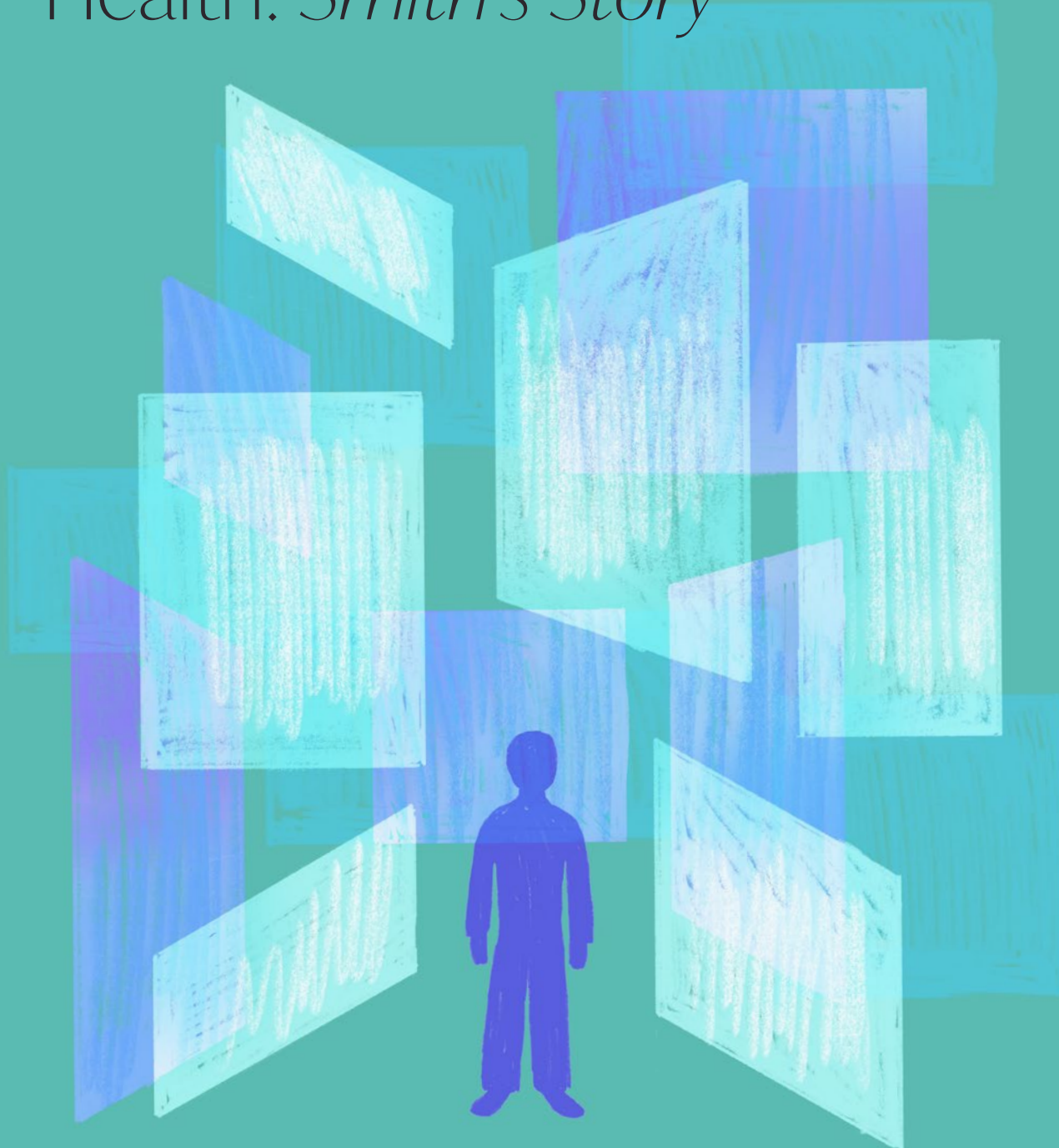
CONSIDER BEFORE CONSUMING



PODCAST



Porn Tanked My Mental Health: *Smith's Story*



“I found Fight the New Drug, and I remember being this little kid and reading this research ... and I realized, I’m not a bad person, for the first time, I realized I’m a good kid who is enslaved by this content that is a drug.”

—SMITH

Smith was just nine years old when he was first exposed to pornography. Porn quickly became a coping mechanism for him to deal with his early struggles with stuttering and his negative self-image. By the time he was 11, he was consuming porn 5-7 times a day.

“It was a drug for me, it was a way I dealt with all those things that I was feeling, and it led to the most vicious loathing self-hatred cycle I’ve ever been in,” Smith said.

Smith continued to use pornography as a way to cope. Instead of helping him with his mental health, it just made it worse. His compulsion to view porn became so overwhelming, and the shame spiral he felt was so intense, it all pushed him to make plans to end his life.

“It ripped me apart. It just exposed all of my insecurities everything that was inside got worse because of porn, it took a kid who didn’t think he deserved love to a kid who didn’t think there was love ... Eventually, the pain got to the point where pornography was a need in my life, it was something I had to have to live, when I got to that point it was like what’s the point of living.”

After getting in trouble with the law, all of his insecurities and compulsions came to light. He sought the support of his family and friends and started to seek the help he needed. When he discovered Fight the New Drug, things started to change.

He began to utilize Fight’s resources and connected with others facing similar struggles.

Driven by his determination, Smith began to find hope and experience life free from pornography. Today, he encourages open conversations about pornography in his community and runs a business called Protecht that teaches parents how to monitor their children’s technology.

Smith says, “I felt so good after recovery, after bettering my mental health, and I didn’t want to keep that to myself ... I want people to know they can turn their life around, that you can become the person you want to be.”

Sadly, Smith’s experience with pornography is not unique. Fight the New Drug receives countless messages from individuals all over the world with similar experiences. That’s why we develop resources to raise awareness on the impacts of pornography so that others can live a life free from pornography.





PROGRAM IMPACT

Live Presentation Program

PREVENTION

Fight the New Drug’s Live Presentation Program provides age-appropriate, interactive presentations equipped with relevant research, humor, and engaging multimedia elements to captivate and educate audiences on the harmful effects of pornography. Separate presentations address middle school, high school, and college students, as well as parents, educators, and community leaders, providing transformative educational opportunities that empower audiences to make informed choices.

Since 2011, Fight the New Drug has reached over one million individuals through live presentations within 42 U.S. states and in 10 additional countries. We are proud to share that post-event survey data shows that after attending a live presentation over 94% of students agree that pornography can be harmful, 93% agree pornography can negatively impact mental health, and 97% agree pornography can harm relationships.

94% of students agree that pornography can be harmful

93% agree pornography can negatively impact mental health

“The information shared at Kimray made a statement to everyone in the organization, even if they didn’t attend, because of our announcements, invitations, and event follow-up. I received very positive feedback from community members who attended. They felt better equipped to talk about the impacts of pornography with their families, students, and local ministries.”

—KIMRAY INC.

“I still remember the day you guys came to my school, and really, what was said, and the info given, has had a continual impact on my life to this day. I am still working through my own addiction, but either way it is always nice to know that I am not alone. No one is. I really love what you stand for, and what you stand against.”

—STUDENT

“I thought it was going to be just another lecture, but it was so much more than that. It was inspiring and empowering. I left feeling motivated to make a difference.”

—STUDENT

97% agree pornography can harm relationships

*Post-live event student survey data.

2024 IMPACT SUMMARY

In 2024, Fight the New Drug’s recently updated presentations impacted over 21,000 individuals across the U.S. from Washington to Florida, and in Canada, while also welcoming a newly certified in-house presenter. Thanks to the Oklahoma City-based company Kimray Inc., local employees, secondary school and college students, and community members received essential education on porn’s harms in a standout booking filled with a series of events for the whole community.

We are also grateful for the unique opportunity to deliver powerful messages to audiences at the Kitsap Naval Base and through a dynamic Canadian tour through Ontario.

2024 IMPACT

77 live events

21,700+ people reached

OVERALL IMPACT

1,800+ live events total

1,097,090 individuals reached total



PROGRAM IMPACT

Harms of Porn Awareness

PREVENTION

Each year, the Harms of Porn Awareness program informs millions of individuals online about the proven harmful effects of pornography on individuals, relationships, and society—including its inseparable link to all forms of sexual exploitation. Through a comprehensive suite of online educational resources, Fight the New Drug offers a dynamic and engaging approach to addressing the topic of pornography, featuring an ever-growing library of videos, articles, and other shareable awareness-raising content and a robust online hub for education, advocacy, and healing.

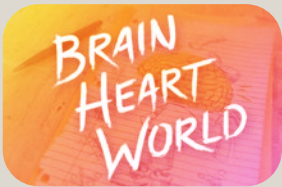
At the core of the program are carefully crafted digital campaigns that leverage the grassroots power of social media platforms to share reputable research, factual insights, and powerful personal accounts demonstrating the impacts of pornography. Key resources include: “Brain, Heart, World,” a three-part documentary series available for private streaming or public screening events; “Let’s Talk About Porn,” an interactive Conversation Blueprint; An extensive article and video library including translated content available in Spanish, French, Portuguese, and German; An influential partnership program with ambassadors; conversation-starting apparel; and more. Through these resources and a multi-faceted marketing and communications strategy, Fight the New Drug delivers hundreds of educational posts each year, reaching millions worldwide and sparking vital conversations about the realities of pornography’s effects on individuals, relationships, and society.



NO PORN NOVEMBER

The largest scale annual campaign by FTND, No Porn November exists to change the conversation surrounding pornography and challenges individuals to go 30 days without consuming porn.

In 2024, we reached a record 12 million+ individuals and partnered on 116 influencer collaborations.



BRAIN, HEART, WORLD

FTND’s three-part documentary series explores the scientific research behind pornograph’s harm on the brain, relationships, and its connection to the global issue of sexual exploitation.

In 2024, over 10,000 private viewing accounts were created, and 59 public screenings were hosted.

“I just want to express my gratitude towards this account. I am recovering from porn trauma in past relationships. My relationship now is anti-porn and we do proactive things about it e.g. discussing your account. My healing journey has been easier since following you. Thank you for your work.”

—HANA

“Thank you for opening my eyes to this world and providing tools and resources to get educated and change my life.”

—ANONYMOUS

“In all this digital world of useless information, your content is truly constructive I appreciate every single post you share. People should raise awareness and talk openly about this problem that has a profound impact in the life of individuals and the foundation of societies.”

—JAIRO

2024 IMPACT SUMMARY

In 2024, Fight the New Drug released hundreds of educational posts and online educational resources, reaching millions worldwide. We introduced Reporting on Reporting—a dynamic video series delivering concise, engaging content that breaks down the latest research and trends on pornography and sexual exploitation in a way that resonates with global audiences.

Our two largest campaigns, No Porn November and Stop the Demand, achieved record-breaking reach, demonstrating the movement’s growing momentum. Through over 400 collaborations—including partnerships with actress Marisol Nichols, Spanish actor Álvaro Rico, and social advocates Paryss and Lewis—we extended our impact to an additional 37 million individuals, further amplifying awareness and driving change.

2024 IMPACT

- 59 million+ people reached via social media and influencer collaborations
- 1.4 million+ website visits
- 21 million+ video views
- 25,000+ new social media followers across all platforms
- 404 influencer partnerships created
- 236 countries and territories reached

OVERALL IMPACT

- 79.5 million+ website sessions
- 48 million+ YouTube views
- 6.3 million+ social media followers
- 140K "Brain, Heart, World" private viewing accounts created
- 192 of 193 countries reached



PROGRAM IMPACT

Consider Before Consuming

PREVENTION

Fight the New Drug's Consider Before Consuming podcast engages listeners and viewers worldwide to take part in open, honest conversations about pornography featuring acclaimed researchers, academics, clinical professionals, survivors, advocates, and leaders in the fight against exploitation. These regularly released episodes shed light on how pornography impacts the brain, relationships, and society and encourage listeners to consider pornography's harmful effects and its link to sexual exploitation. Since the first episode was released in June 2019, Fight the New Drug's Consider Before Consuming podcast has reached millions of listeners, encouraging them to consider pornography's harmful effects.



"One of the things that we owe this podcast and the whole organization Fight the New Drug a lot of credit for is just raising awareness of the harmful effects of pornography...And the really cool thing is, we know that pornography causes all this damage, but similarly, if you can really have a roots-based approach and actually systemically change things, you can also experience healing and growth in all of these areas."

—SATHIYA, PODCAST GUEST

"This video impacted me more than you can imagine ... "Thank you FTND. You inspire me daily to use my voice and I'm getting closer to being ready to do that."

—RACHEL, PODCAST LISTENER

"I have been porn free for more than three years after struggling to quit for many more. Videos like yours remind me why I quit and why I stay away."

—PODCAST LISTENER

2024 EPISODE HIGHLIGHTS



Episode 106

My Journey to Recovery From Porn Addiction Through Healthy Habits



Episode 110

Supporting Youth in the Age of Internet Pornography



Episode 111

How the Normalization of Pornography Impacted My Life

"What I've realized is that pornography, at the heart of it, teaches us ... to objectify people. So instead of seeing people as human beings and people whom we should respect and who have dreams and aspirations of their own ... we start to see everyone as a potential object that we can act upon just on a daily basis."

—PAUL

"We would hope that people would have satisfying lives, but pornography use among adolescents actually diminishes their life satisfaction."

—DR. JOHN FOUBERT

"I became the victim of his addiction ... and then that, in turn, gave me not only the same addiction, but then really warped and perverted my sense of not just sex and love, but also my self-worth."

—BAILEY

2024 IMPACT SUMMARY

We kicked off the year with impactful guests including Bailey and Shelby, whose experiences highlight how pornography normalizes violence and abuse in relationships and is incredibly impactful to youth.

We also hosted a courageous panel of men discussing their recovery journeys and spoke with former OnlyFans recruiter Victoria, who revealed the coercive and damaging realities faced by performers. Additionally, we interviewed activist Laila Mickelwait, whose relentless efforts have pushed for accountability from Pornhub for the exploitation of children on its platform. Through these conversations and more, the Consider Before Consuming podcast continues to challenge perspectives and encourage individuals worldwide to think critically about pornography's impact.

2024 IMPACT

2.5 million+ new listens

26 new episodes

OVERALL IMPACT

10.2 million+ total listens

154 total episodes




Elizabeth Smart
FOUNDATION



LETTER FROM EXECUTIVE DIRECTOR

Dear Friends and Supporters,

This year, we have made remarkable strides in prevention education, survivor support, and advocacy. Through our Smart Defense program, we have expanded to an additional state, Nevada, and Smart Defense is now a certified course at public universities and colleges in Utah! Through our podcast, Smart Talks, we have educated thousands of individuals on trauma and the importance of safety, resilience, and empowerment. Our podcast is reaching people all over the world—with listeners from every continent apart from Antarctica!

None of this would be possible without you. Every dollar donated and every voice raised in support of our cause brings us one step closer to a world free from sexual violence. We are inspired daily by the strength of survivors, the dedication of our supporters, and the belief that together, we can make a difference.

As we look ahead, we remain steadfast in our commitment to expanding our programs, reaching more communities, and ensuring that every survivor has access to the support and resources they need. In 2025, we will launch a new project to help more survivors share their stories, amplifying their voices and fostering a culture of healing, awareness, and empowerment and expand our Survivor Support Fund. With your support, we will continue to create meaningful change and build a future where survivors are heard, believed, and supported.

We invite you to continue this journey with us—because change happens when we stand together. From the bottom of my heart, thank you for being a part of this movement. Your generosity and belief in our mission fuel everything we do, and we are honored to have you by our side.

With gratitude and hope,

Heather Stockdale

Executive Director, Elizabeth Smart Foundation



ABOUT US

The Elizabeth Smart Foundation is a nonprofit organization that seeks to bring hope, empower survivors, and drive change in the fight against sexual violence.

OUR STORY

The Elizabeth Smart Foundation was founded in 2011 by survivor Elizabeth Smart, whose abduction and assault in 2002 garnered national attention. Elizabeth's story represents a critical issue in today's society. Sexual violence impacts nearly one in three women and one in six men. In addition to the stigma and shame survivors often face, there is a significant gap in prevention and education programs, which further escalates the problem.

The Elizabeth Smart Foundation is committed to tackling these challenges. Our trauma-informed programs encourage important conversations on sexual violence prevention, offer education on the impacts of trauma, and provide safe spaces for survivors to share their experiences.

The Elizabeth Smart Foundation continues to reach and empower thousands of people and survivors around the world. Through our efforts, we strive to create a more compassionate society where survivors are heard, individuals are empowered, and sexual violence is eliminated.



Learn more about the
Elizabeth Smart Foundation at
ELIZABETHSMARTFOUNDATION.ORG

PROGRAMS AND INITIATIVES



FEATURED STORY

Smart Defense Gave Me Strength and Peace: *Beth's Story*

Beth is a survivor of sexual violence. For years, she struggled to regain her confidence after a traumatic event. During the day, she could push her anxiety aside, but by night, it would resurface. Beth's anxiety affected both her personal life and her career as a traveling executive.

"It was too much to control and suppress. I was suffering from night terrors," Beth shared. "No matter what I tried, I couldn't find inner peace, especially at night."

That's when she was introduced to Smart Defense. From the very first day, Beth felt a noticeable shift. The anxiety and panic she'd carried in her body began to lift. The program allowed her to process her trauma and experiences, leading to a truly transformative experience.

"Because of my previous trauma, I felt stripped of my sense of safety and control, leaving me in a constant state of vulnerability and fear," Beth explained. "[Smart Defense] became a powerful tool to reclaim my confidence and restore my peace."

Beth's journey through Smart Defense was not just about learning to protect herself physically; it was also about healing emotionally. The course, along with the support of the staff, offered a supportive environment where she could process her pain and transform it into strength.

"This has been the cornerstone of my healing," Beth said. "Each class reminded me that I could take back my agency and navigate my reality with renewed strength. It empowered me to trust myself again, to feel grounded, and to live my life from a place of confidence rather than fear."

Beth is deeply grateful for the Smart Defense program, and for the support and knowledge she received. She continues to find hope and healing as she moves forward in her personal journey.

"To Miyo, and everyone who made this class possible, thank you. Your guidance and encouragement have been life-changing. My night terrors have stopped, and I can feel at peace with my life."

—BETH





PROGRAM IMPACT

Smart Defense

PREVENTION

Smart Defense is a holistic self-defense training program designed to educate and empower individuals to use their strength and voices. We emphasize the education surrounding sexual violence prevention—in addition to the martial arts techniques used for defense and escape. Participants learn important concepts, such as consent, boundaries, red flags, online safety, situational and bystander awareness, as well as how to properly create space to get away from an attack. Women and girls come away from our program with confidence and ability to set healthy boundaries and physically defend themselves. Men come away from our program having a deep understanding of healthy masculinity and how to avoid being a bystander to sexual violence.



By working closely with highly trained mixed martial arts experts and law enforcement professionals, we customized the Smart Defense curriculum by hand-picking self-defense techniques and skills from several martial arts styles, including Krav Maga, Brazilian Jiu Jitsu, and Muay Thai. Each technique was selected with the objective of giving the best chance or advantage to either stop a potential threat or escape an attacker. While we recognize fighting back does not guarantee an unharmed assault, it has been proven that those who resist and fight back are far more likely to either prevent or escape an attack. After completing the class, participants are educated, empowered, and equipped with the skills to feel in control of their bodies and boundaries.

“Taking this course has changed my life ...Everyone needs to take this course. I’ve learned to advocate not just for myself, but for my loved ones.”

—SMART DEFENSE PARTICIPANT

“Smart Defense has led to me feeling stronger and safer in my body as a survivor. It has been the hardest but most rewarding thing I’ve ever done for myself.”

—SMART DEFENSE PARTICIPANT

“All aspects that are taught, from the physical and awareness skills to the psychological and recovery skills, this program readies participants for anything that may come their way. The Smart Defense staff are highly qualified with their martial arts background, but more importantly their passion to help and protect others. Employees that participated, increased in confidence, and developed lasting relationships with each other.”

—USANA HEALTH SERVICES

2024 IMPACT SUMMARY

We had another successful year with our Smart Defense program. We expanded our class offerings to Nevada, grew our coaching team, and partnered with several businesses and organizations—such as USANA Health Services and the Las Vegas Water District—to provide Smart Defense to their employees. In addition, we continued to develop and expand our men’s program, which focuses on bystander awareness and intervention.

Last year, we also achieved a major victory with the Utah legislation, which granted us annual funding to support the implementation of Smart Defense at colleges and universities across the state. Thanks to this success, students at institutions like Utah State University, Utah Valley University, Weber State University, Southern Utah University, Snow College, Utah Tech University, and the University of Utah now have, or will soon have, access to our Smart Defense program.

2024 IMPACT

Smart Defense offered in 7 Utah colleges and universities.

97% of participants state they are satisfied with the Smart Defense course.

Feelings of safety from participants increased by 100% from beginning to end of the course.

97% of participants state they feel safer and able to defend themselves.

94% of participants state they have a clear understanding of what constitutes sexual violence after attending the course.



PROGRAM IMPACT

SMART
Talks

Smart Talks Podcast

PREVENTION

The Smart Talks podcast is a powerful platform dedicated to educating, empowering, and inspiring conversations around safety, resilience, and healing. Co-hosted by Elizabeth Smart and our executive director, Heather Stockdale, the podcast features survivors, experts, and advocates who share their experiences and insights on preventing sexual violence, supporting survivors, and fostering advocacy. Smart Talks raises awareness, provides crucial resources, and promotes trauma-informed responses to sexual violence.

By engaging communities in these critical discussions, the podcast contributes to a broader cultural shift—one where respect, consent, and accountability are the norm. Through greater awareness, reduced tolerance for harassment and assault, increased reporting, and more supportive environments for survivors, Smart Talks plays a vital role in advancing our mission to prevent victimization and create a safer, more compassionate world for all.

2024 EPISODE HIGHLIGHTS



Season 4, Episode 7
A Critical
Conversation on
Domestic Violence

“I have a platform now to be able to help someone that might need help...but it’s still one of the hardest things to talk about...knowing it helps other people is why I’ll continue to share.”

—JANA KRAMER



Season 4 Episode 9
Dangers of Online
Dating and Spreading
Awareness

“First, I wish that the victims knew that there’s resources. That they have resources available, that there is a huge community that believes you.”

—TARYN EVANS



Season 4, Episode 2
A Dive Into How Trauma
Affects the Brain and All
Things Mental Health

“You always want to work on keeping your brain healthy. The first question to ask yourself is, ‘What I’m doing today, is it good or bad for my brain?’ ... You’re not stuck with the brain you have. You can make it better.”

—DR. DANIEL AMEN

“A fantastic resource! Not only for survivors, but anyone who loves and wants to support a survivor. Thank you so much!”

—SMART TALKS LISTENER

“It’s so important to talk about this. I think a lot of people don’t have the words for what happened to them. This will help them learn how to put it into words.”

—SMART TALKS LISTENER

“I am a mental health clinician and work with trauma, anxiety and depression in children and adults. I am beyond grateful to Elizabeth and Dr. Amen for sharing this education and information. Beautiful brains, beautiful souls. Thank you both.”

—SMART TALKS LISTENER

2024 IMPACT SUMMARY

In 2024, we launched season 4 of the Smart Talks Podcast with 11 brand-new episodes. Our executive director, Heather Stockdale, joined Elizabeth as a co-host, and together they interviewed a wide range of guests—including survivors, advocates, and clinical experts.

The season kicked off with a powerful conversation with renowned neurologist Dr. Daniel Amen, discussing trauma and its effects on the brain and body. Season 4 continued with valuable conversations on sexual violence prevention and the different challenges we face in today’s society. With over 16,000 listens, season 4 of Smart Talks has become our most successful one to date, reaching new people across the globe.

2024 IMPACT

11 new episodes
16.3K+ downloads

OVERALL IMPACT

4 seasons
222.6K total
downloads
People reached in
50 U.S. states and 25
countries



PROGRAM IMPACT

We Believe You

HEALING

We Believe You is a movement recognizing the positive impact of believing and supporting survivors and victims of sexual violence. Studies show that a primary concern for those disclosing abuse is the fear of not being believed or receiving a negative reaction. As a result, many victims don't report their abuse or receive the help they need. By supporting the We Believe You movement, you are actively contributing to the fight against sexual violence and helping create supportive, healing spaces for the survivors in your life and those you have never met.

"It is difficult to find the strength and courage to tell someone what happened to you, and if they don't believe you, it can be very damaging. It's my hope that we can be a safe space for victims and survivors."

—JULIE

"It took years of law enforcement and others telling me it wasn't my fault ... If I can share my story, and someone else has the courage to share ... I believe that could save their life. I want to let others see and know that it's ok and it's safe to come forward and share your experiences."

—JOSE

"We Believe You shows survivors inside of your life, and outside of your life, that you're someone who can be trusted. The more people who hear this message, the more people can begin to heal."

—KARA

700,000+ people engaged on social media

PROGRAM IMPACT

Survivor Support Fund

HEALING

A survivor's recovery is a personal journey that requires strength, hope, and perseverance, in addition to comprehensive treatment and restorative care. When a survivor embarks down their own unique healing path, our goal is to help support and encourage them. Last year, we continued to support survivors by providing grants through the Survivor Support Fund.

The Survivor Support Fund seeks to empower survivors to pursue their healing journey by meeting their needs. The fund provides charitable grants to survivors to meet their current greatest need in the categories of rent/utilities, legal, educational, and health.



"Smart Defense's course was one of the best decisions I made in 2024! ... I enrolled my 15 yo daughter, also a survivor and thought the cost covered both of us, but upon receiving the clarification that it didn't cover both, I decided it was more important that my teen attend as I wouldn't be able to afford both. The teacher, Miyo, was super understanding and gracious and talked about this scholarship and I felt extremely lucky to be on the receiving end of it! I am determined to take the course again! Thank you so much for the scholarship!!"

—KIKI



LETTER FROM EXECUTIVE DIRECTOR

Dear Supporters,

I am inspired by the incredible impact we've made at the Malouf Foundation to prevent exploitation and offer hope and healing to our program recipients. Your support has empowered us to further our mission as an organization. We're doing more today than ever before.

Our Rooms Restored program strengthened its processes, resulting in more referrals and achieving high satisfaction from recipients who found safety and comfort through our trauma-informed room makeovers. We also launched an internship program to create even more effective designs that foster healing and hope.

Last year, Juniper laid the foundation to open its doors. We secured our licenses, designed a secure trauma-informed office, and developed extensive operating manuals. We also hired and trained our therapeutic staff in new modalities, implemented a HIPAA-compliant EHR system, and built key partnerships with Homeland Security, the Utah Attorney General's Office, the Internet Crimes Against Children Task Force Program (ICAC), and the Salt Lake City Children's Justice Center. Most importantly, we collaborated with survivors to ensure our programs reflect real lived experiences.

Through OnWatch, we have now trained individuals in all 50 U.S. states and beyond to recognize and report the signs of sex trafficking—empowering communities to take action.

None of this would be possible without you. Thank you for your continued support as we work toward a world where every child is safe.

With much gratitude,

Jake Neeley

Executive Director, Malouf Foundation



ABOUT US

The Malouf Foundation exists to confront sexual exploitation by providing free education on the signs of sexual exploitation and supporting survivors in their healing journeys.

OUR STORY

The Malouf Foundation was formalized in 2016 by entrepreneurs Sam and Kacie Malouf, who began their charitable efforts by donating mattresses and bedding to those in need through their for-profit company. Over time, their efforts evolved to focus on the fight against sexual exploitation as they recognized the need for increased awareness and better support for survivors.

Our OnWatch training educates people on how to spot, report, and prevent trafficking, while our healing programs, Juniper and Rooms Restored, provide trauma-informed resources to help survivors heal and thrive in a safe environment. By offering these services, we empower survivors and reduce the potential for revictimization.

The Malouf Foundation remains committed to this fight. We are dedicated to developing programs that encourage community involvement and address the individual needs of survivors—helping them on their path to healing and empowerment.



Learn more about the
Malouf Foundation at
MALOUFFFOUNDATION.ORG

PROGRAMS AND INITIATIVES



Room Makeover Transforms Space Into Safe Haven: *Joe's Story*



"He loves his new room. We are so grateful for all Malouf and Rooms Restored have done for our family!"

—JOE'S MOM

Ten-year-old Joe endured sexual abuse in his home and bedroom at the hands of an older sibling he looked up to. This was especially difficult for the family, as the older sibling had recently taken their own life. The combination of this loss and the trauma from the abuse had a profound effect on both Joe and his family.

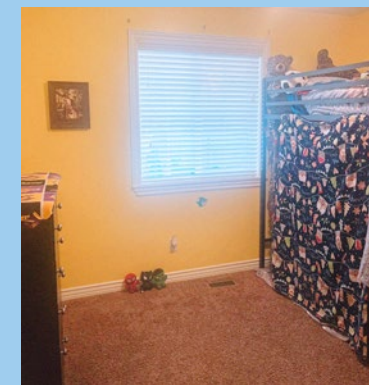
In search of a way to help Joe heal, the family was referred to Rooms Restored to make over his bedroom.

"What first stood out to me about the Rooms Restored program was really just the fact that something like this exists," said Joe's mom. "...The devastation I felt and continue to feel years later often feels like there will never be any justice. Rooms Restored made my son feel that he was heard and believed by someone other than his family."

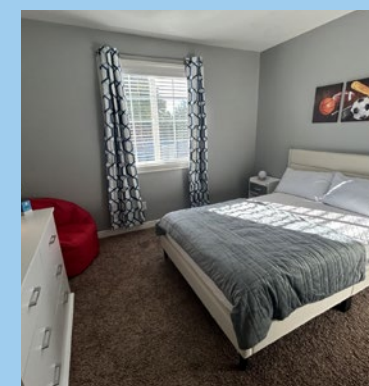
Our Rooms Restored team worked closely with Joe and his parents to design his bedroom, updating it with a new dresser, blinds, bedding, mattress, and fresh paint. They also added accessories including a calming corner with a beanbag, mindfulness cards, and a drawing board to help Joe process his emotions. The final touch was adding a Hope Lamp.

Joe and his parents were thrilled with the transformation, as the room became a safe, supportive space for Joe's healing journey. They shared that Joe was experiencing fewer trauma symptoms and felt an increased sense of safety in his new space. The most notable changes were the new bed and the calming paint colors on the walls.

"The team was great and was very careful about keeping things confidential and making sure the room looked just the way my son wanted," Joe's mom said. "The bedroom makeover changed the whole atmosphere of the home. My son seemed like a new kid, and it made him feel so special."



Joe's Room Before



Joe's Room After



PROGRAM IMPACT

OnWatch
PREVENTION

OnWatch is a free, digital, survivor-led training that educates users how to spot, report, and prevent sex trafficking in the United States. Through true survivor experiences, industry experts explain the key indicators of trafficking and how communities can support a survivor’s path to freedom. OnWatch is dedicated to raising survivor identification and protecting future generations from victimization.



“Before taking the OnWatch training, I felt fairly informed about sex trafficking ... However, I had not realized how prevalent and widespread sex trafficking has become. The OnWatch training was so eye-opening and sobering ... What I realized is that we ALL need to take an interest and become familiar with the signs of trafficking. It is likely happening in my neighborhood and yours. They need our help, and are waiting for someone to care enough to say something.”

—ONWATCH PARTICIPANT

“While taking the OnWatch training, I personally thought of several instances of homes where things seemed off but I couldn’t put my finger on it—and many of our employees have experienced similar situations. With the nature of our business, we have a profound opportunity to assist on the front lines in the fight against child sex trafficking and exploitation.”

—DAVID, RADIX

2024 IMPACT SUMMARY

In 2024, we expanded OnWatch to new states and formed partnerships with multiple organizations to bring the training to a wider audience. Through these collective efforts, we trained thousands of individuals—equipping them with the knowledge to spot, report, and prevent sex trafficking across the United States. Our partnership with Chiro Heroes even led to a doctor successfully identifying a case of trafficking because of the information she learned from the OnWatch training.

2024 IMPACT

67% of people trained agree with the statement, “I know the indicators and common signs of child sex trafficking.”

73% of people agree with the statement, “I know whom to contact when reporting a potential trafficking victim.”

5,000 people trained through IAmOnWatch.org.

OVERALL IMPACT

Nearly 45K people trained through IAmOnWatch.org. Tens of thousands trained in person.

Individuals trained in all 50 U.S. states.



PROGRAM IMPACT

Rooms Restored
HEALING

Rooms Restored is dedicated to creating restorative spaces for children who’ve endured sexual abuse through individual room restorations and advocacy program renovations.

Individual room restorations provide children an opportunity to makeover their bedrooms through a safe, trauma-informed process through a referral-based program. Advocacy program renovations provide communities and organizations with a new space that supports the healing process. From interview rooms to waiting areas, we renovate these advocacy spaces to be warm and inviting, so children can feel safe as they take their first steps on their healing journeys.

“[Our daughter] slept in her room last night for the first time since everything happened, and she loved it. She said she felt comfortable and safe again being in there.”

—PARENT OF A ROOMS RESTORED RECIPIENT

“Thank you so much for this opportunity. I am so grateful for your organization and all you guys do! The kids loved looking at these beautiful boards!! Again, thank you so much from the bottom of my heart! This means the world to us!”

—PARENT OF A ROOMS RESTORED RECIPIENT

“She says ‘its perfect!’ Thank you for all you do for these kids! ...I am so grateful for all your attention to detail and thinking of all the things from the light being calming to weighted blankets to plush calming and comforting items!”

—PARENT OF A ROOMS RESTORED RECIPIENT

PRODUCT DONATIONS

We had the opportunity to work with Malouf Companies to donate mattresses and bedding to other organizations making a difference in this space—supporting their efforts to offer comfort to survivors and those they serve.

Trafficking and Abuse Aftercare Services: **\$113,551**

Child and Family Support Services: **\$47,074**

Child Therapy and Wellness Offices: **\$31,458**

Community Outreach: **\$10,992**

Total amount donated in products: **\$203,075**



2024 IMPACT SUMMARY

Rooms Restored continues to make a lasting and meaningful impact for children and their families. In 2024, we completed multiple room restorations, offering not just physical spaces, but emotional healing. A key highlight was our collaboration with the Utah Children’s Justice Center, where we worked to fully redesign their interior facility to better serve children and families.

We also worked with several companies to make these room restorations possible. For example, we partnered with Ciana Lighting, a Utah lighting company, to create The Hope Lamp. The design was inspired by a survivor of sex trafficking who was seeking a calming and hopeful presence. The lamp is now included with every bedroom makeover through Rooms Restored, serving as a reminder of the resilience and strength of survivors.

Lastly, we launched a new internship program with Bridgerland Technical College’s interior design department. Interns work directly with Rooms Restored to create spaces that promote healing using trauma-informed principles. By applying these values, we ensure these spaces are aesthetically pleasing and emotionally supportive for the children we serve.

2024 IMPACT

100% of participants reported feeling safe and comfortable sleeping in their bedrooms again.

Parents have stated their child sleeps through the night again in their room.

Parents and recipients have reported that the program has been the biggest contributor to healing.



PROGRAM IMPACT

Juniper
HEALING

Our new Juniper program serves youth, ages 13-18, who have been impacted by sexual abuse and exploitation. At Juniper, we offer trauma-informed therapy for individuals and families, case management, and life skills mentoring. We collaborate with multidisciplinary teams like law enforcement, victim advocates, and medical professionals to help youth and their families heal and thrive and to prevent future abuse. Our services are available at our Salt Lake City office and through telehealth options to ensure we reach more survivors.

“Having a place like Juniper that focuses on the intricate impacts of sexual abuse and assault is an incredible way to bridge the [current] gap and prevent the potential long-term trauma these teens might otherwise face.”

—ERIKA, VICTIM COORDINATOR

“I don’t know much about Juniper ... but I love your mission and we need people who are willing to do this work.”

—ANONYMOUS

“I’m elated. INSPIRED. Grateful. Just hearing that there is a plan for these kids is so reassuring.”

—ANONYMOUS

JUNIPER SCHOLARSHIP

The Juniper Scholarship, in collaboration with colleges, universities, and anonymous donors, covers 100% of a survivor’s tuition at one of our partner colleges or universities—Southern Utah University and Bridgerland Technical College. This initiative reflects our deep commitment to empowering survivors and helping them access the education and resources they need to heal and thrive.

In 2024, we awarded two Juniper scholarships. One survivor graduated from their program, while the other is currently enrolled and attending school.



2024 IMPACT SUMMARY

Last year, we dedicated ourselves to laying the foundation for Juniper—focusing on strengthening the program to enhance its effectiveness and reach more survivors. In 2024, we hired two clinical experts and we successfully obtained the necessary licensure to operate, ensuring we are fully equipped to support those we serve.

Our efforts also included creating crucial partnerships with referral agencies such as Homeland Security and programs under the Utah Attorney General’s office including the Children’s Justice Center (CJC) and the Internet Crimes Against Children Task Force (ICAC).

We also secured a new office space and transformed it into a trauma-informed healing environment in collaboration with our Rooms Restored program. With these developments in place, we can move forward with a solid foundation and are excited for the opportunity to serve survivors and their families in 2025.

2024 IMPACT

2 clinical experts hired

Acquired a trauma-informed office space

Partnerships secured with Homeland Security, the Internet Crimes Against Children Task Force Program (ICAC), the Utah Attorney General’s Office, and the Salt Lake City Children’s Justice Center (CJC)

FINANCIALS

In 2024, we laid the groundwork for success and secured funding from a wide range of sources, including the federal government, the state of Utah, corporate partners, fundraising events, and private donations. Thanks to the generosity

of supporters, our programs are creating positive change across the globe. However, there is still more work to do. Help us continue our vital work and join our mission by making a donation to PHASE Alliance today.

Program Expenses	2025	2026	2027
Harms of Porn	\$656,157	\$682,403	\$736,996
Juniper	\$525,858	\$546,892	\$590,643
Smart Defense	\$457,482	\$475,781	\$513,843
Live Presentations	\$403,150	\$419,276	\$452,818
Consider Before Consuming	\$261,836	\$272,309	\$294,094
Rooms Restored	\$197,027	\$204,908	\$221,301
Smart Talks	\$156,616	\$162,881	\$175,911
We Believe You	\$55,727	\$57,956	\$62,593
Hope & Healing Summit	\$44,714	\$46,502	\$50,223
Survivor Support	\$30,497	\$31,717	\$34,254
Raise	\$30,050	\$31,252	\$31,853
OnWatch	\$26,874	\$27,949	\$30,185
Regional Roundtable	\$24,714	\$25,702	\$27,759
Training Academy	\$80,382	\$20,997	\$23,277
Total Program Expenses	\$2,951,084	\$3,006,525	\$3,245,750
Administrative Expenses	\$630,798	\$656,030	\$708,512
Fundraising Expenses	\$469,006	\$487,766	\$526,788
GRAND TOTAL EXPENSES	\$3,394,731	\$4,150,321	\$4,481,050



