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ANNUAL REPORT 2023

NePornu, z. s.

NE
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01

Opening message

Dear friends and supporters,

First of all, thank you for your support over the past year. The whole NePorn project is continually developing and growing dynamically, thanks not only to a handful of employees but to all of you who contribute to the project in other ways. Therefore, I want to take this year's cover letter in a slightly different direction and thank all of you who have contributed to the project in this way.

In 2023, we raised almost 1.9 million CZK (80,000 USD)!!!

I want to acknowledge all our donors who donated their funds. I know this is not a given, especially with rising prices and inflation over the last few years. Thanks to you, the project has grown, and we have expanded our services!

Thanks to your support, we've significantly enhanced our primary prevention work in schools, which will continue to grow in the coming years. In addition, new support groups have been established in other locations across the Czech Republic, and our volunteer base has expanded. Put simply, the project is growing mainly thanks to you, and I would be very grateful if you would continue to support us this year, and hopefully in the years to come.

We already have over 50 volunteers!!!

Another crucial group is our volunteers. The help we offer our clients at NePornu is primarily through the dedicated work of volunteers who devote their time and energy to communicating with clients and accompanying them on their journey. This is certainly not a given, so we do our best to look after our volunteers and provide them with the necessary guidance, training, and supervision.

Our volunteers engage with clients via email coaching, support groups, or on Discord and online forums.



Photo from Training of Volunteers 2023

A great team of people is behind NePornu!

Last but not least, I must also acknowledge all the NePornu staff, members of the Council, and the Ethics Committee. Everyone contributes in their own way to the development of NePornu. The members of the Council are now contributing even more to the development of the whole project. The Ethics Committee helps to steer things so that the project grows in a healthy way. I am very proud of all my collaborators, as I can fully rely on them; they come up with great suggestions and contribute to the development of the whole project.

Of course, thanks also to you who support us in other ways. Thank you to everyone who follows us and shares our posts. Thank you to all of you who recommend us to others in their area. To all of you who are praying for this project. I give all my thanks to all of you who have the confidence in us to invite us to lectures and prevention programs, which encourages us that our work is meaningful. Simply thanks to all of you who are involved in any way in what is happening in NePornu!

Pete Lupton
Director of NePornu

Project in numbers

(to 31.12.2023)

02

Number of clients: **587**

- of which 487 (e-coaching)
- of which 100 (support groups)
- 277 users of the online forum
 - of which 88 are new
- 235 Discord users

Number of volunteers: **53**

- 43 e-coaches
- 7 support group leaders
- 3 moderators on Discord / online forum

Number of support groups: 8 active

Number of seminars: **70**

Number of prevention programmes: **64**

- over 1100 pupils reached

Online courses: **1392 students**

- 565 enrolments in the entry course

Social networks:

- Facebook: **1,377 followers**
- YouTube: **683 subscribers**
- Instagram: **1,430 followers**
- Spotify: **526 followers**

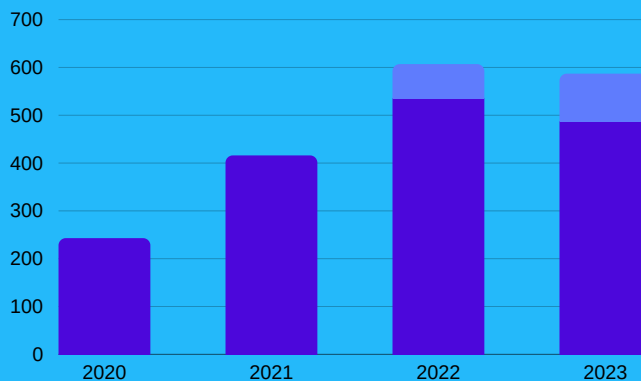
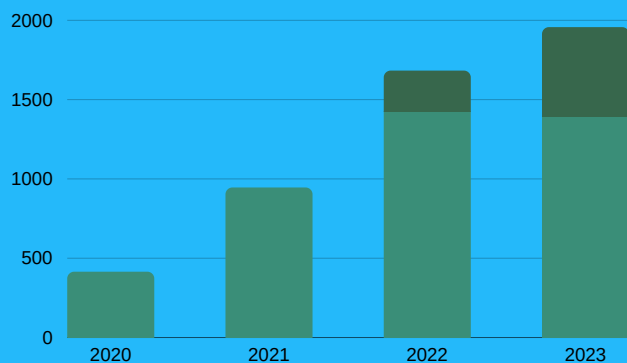
Web NePorno.cz: **77,000 users**

Number of clients

Our most important indicator is the number of clients who contact us in a given period

The bottom part of the graph (right) shows the number of clients who have requested e-coaching, and the top part shows the number of clients who have signed up for one of our support groups.

In addition to these ways of helping, we also run an online forum and a community Discord server where users can encourage each other.



The graph on the left shows the number of users enrolled in our online courses. The top part shows the number of students enrolled in the introductory course.

We currently offer seven online courses for addicts, partners of addicts, parents, friends, and church leaders. We aim to expand this offer each year

You can view our entire offer on the website "Druhý krok": <https://druhykrok.cz/nepornucz>

03

Financial report

NePornu, z. s. is a non-governmental organization (NGO) that is primarily funded through individual, church or corporate donations. Donors do not influence the project's operations, and their support does not commit the project in any new or particular way.

Some support for specific activities (e.g. prevention programs) also comes from foundations or European grants. These funds are always used for the specific purposes for which they were granted. In 2023, savings accounts were set up so that the available funds could also earn interest.

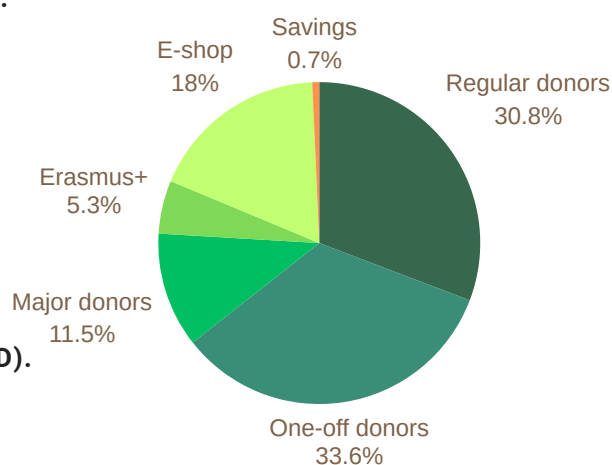
The budget for 2023 was set at 1,900,000 CZK (81,000 USD).

NePornu also runs a side business through its e-shop. This activity also includes seminars and prevention programs in schools.

Přehled hospodaření za rok 2023

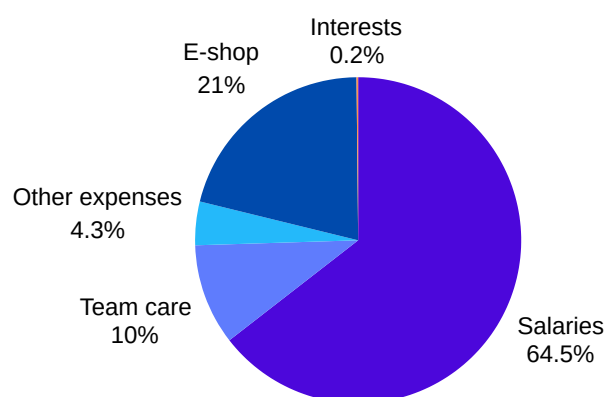
Total income for 2023 was 2,338,790.42 CZK (100,000 USD).

- Donations totalled 1,901,056.15 CZK
 - Regular donors: 719,993.22 CZK
 - One-off donors: 775,707.31 CZK
 - Major donors: 270,000.00 CZK
 - Erasmus+ grant: 125,026.31 CZK
 - Donations for lecturing: 10,329.31 CZK
- Income from the e-shop amounted to 421,410.38 CZK
- Income from savings accounts: 16,323.89 CZK



Total expenses for 2023 were 1,970,833.67 CZK (84,000 USD).

- Project expenditure amounted to 1,553,617.49 CZK
 - Salaries: 1,271,021 CZK
 - Team care: 197,431.13 CZK (školení, supervize, materiály, cestovní náklady)
 - Other expenses: 85,165.36 CZK (reklama, letáčky, kancelář, účetnictví)
- The e-shop expenses amounted to 414,014.69 CZK
- Charges on savings accounts: 3,201.49 CZK



The final account balance as of 31.12.2023 was 841,440.44 CZK (36,000 USD).

- Main account balance: 43,201.68 CZK
- E-shop account balance: 40,016.36 CZK
- Savings account balance: 758,222.40 CZK

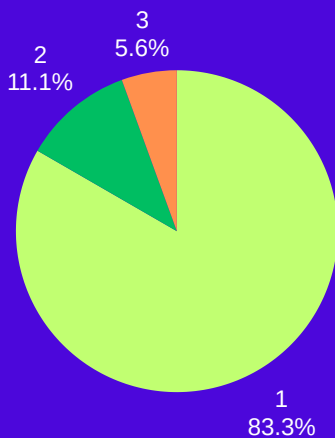
Evaluation of help of NePornu



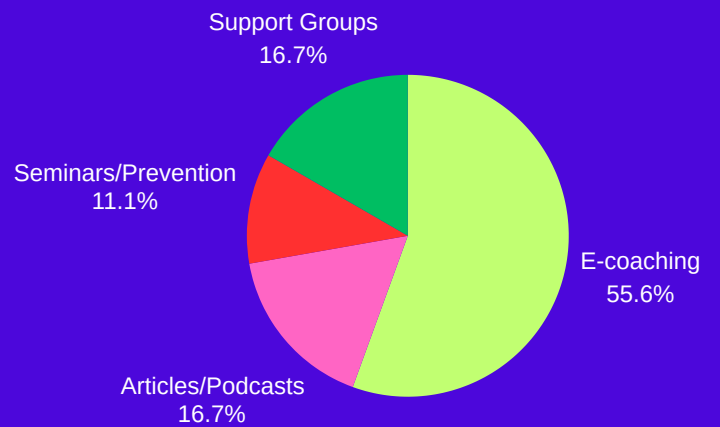
At NePornu, we strive to continuously improve the services we provide to our clients. In addition to ongoing evaluation within our team, we strive to listen to our clients and their feedback. At this point, we would like to present the feedback we have received from our clients.

How do you rate your experience with NePornu?

(1 = the best; 5 = the worst)



What NePornu service was most useful for you?



Messages from our clients (a selection of responses)

"Thank you for your help and I wish you every success in the future. You are doing a great job, keep up the good work, it's worth it and we stand by you!"

"It was originally a coaching session, but it turned into an online group. You catch new motivation there and they kind of keep and revive in your head the idea that this is bad and I want to fight it."

"It directed me further (made me realize what my problem was), I decided to seek a psychotherapist."

"It's great that there is an organization dedicated to this socially accepted yet taboo topic."

"You learn to talk about intimate things with people you don't know, and then it's less of a problem to talk about it with friends."

"It's hard to say which of your services is the most useful - for me it's a combination of support group, e-coaching, podcast and life stories. So probably all of them. It helped me a lot with my porn addiction at one point."

Room for improvement

Feedback has shown that clients are generally satisfied with our services. However, while we try to communicate all the things we offer at NePornu, some were surprised in the feedback that we have, for example, Discord or support groups. In this respect, we also see room for improvement in the way we communicate news, or remind clients of other areas.



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Evaluation of other areas of NePornu

In addition to working with clients one-on-one, we raise awareness through **seminars, prevention programs, and online courses**.

We generally receive very positive feedback from the **seminars**. We have not yet given feedback forms to participants, so this evaluation is based primarily on verbal feedback from participants themselves or the seminar organizers. What people value most about our seminars is the detaboosation of the topic and practical advice on how to proceed.

As part of our **prevention programs**, we obtain feedback from pupils in the form of questionnaires. In the vast majority of cases, we receive a very positive assessment of the program. What the pupils appreciate most is the openness of having the topic discussed with them in such a straightforward and sensitive way. School teachers are often amazed at what their students already know, but they also greatly appreciate our approach. Teachers, methodologists, and students unanimously appreciate that this is not a lecture but that the whole program consists of interactive activities.

Hundreds of people take **online courses** every year and many leave us positive feedback. Students rate our courses using stars and verbal ratings.

Online course reviews (a selection of reviews)

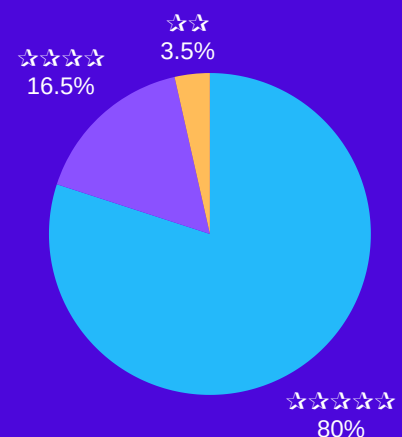
"The questions you asked me were like tailor-made questions. So you obviously know how and what to ask. And that gives me confidence that you will know how to help me. Thanks for that."
(General Course on Pornography)

"I think this course will offer a very good foundation for every young woman's life, I highly recommend it and thank you :)" (30 days without porn - women's version)

"An excellent course that will make you think about your problem, rethink your settings and justify everything so that it becomes firmly rooted in your mind and you no longer have a problem with porn addiction." (30 days without porn - men's version)

"Right. I've been worrying unnecessarily and putting this off. It gave me the strength to talk to my child about pornography. Thanks."
(Course for parents)

"A well put together, very high quality course. Conveys information, offers support, practical tips. Exceeded expectations. Thanks for what you do."
(When a partner is addicted...)



Overview of activities for 2024

NePornu is currently at the crossroads between a small and a medium-sized non-profit organization. As interest in NePornu's services grows, so does the need to hire more staff, describe internal processes, and increase the budget—all to grow the organization in a healthy way so that NePornu can continue to expand its services and offer assistance. We are simply facing organizational growth.

One of the most significant changes coming this year is the creation of a team of prevention program trainers. Currently, we already have programs for grades 4 through 9. So this year, we will train new trainers and start actively offering these programs to schools. We therefore expect the greatest development in this area from September, with the start of the next school year.

In addition, we continue to develop prevention programs for high schools. Our long-term goal is to have 3 prevention programs for each age group so that we can work with each class on an ongoing basis. Classes of 4.-5. grades will be a priority in this regard.

Another critical area of development is the expansion of regional work. This year, we will begin a gradual recruitment of regional staff to better cover the entire Czech Republic and, prospectively, Slovakia. Thanks to their work, we will be able to offer many more seminars in the regions within NePornu, but we will also move forward with the establishment of new support groups.

Of course, we continue to expand our team of volunteers and care for them. The offer to help people is mainly based on our volunteers, who are an integral part of NePorn. Therefore we are looking for additional capable individuals to become involved in helping people, whether in the form of e-coaching, running a support group, or moderating a Discord or online forum.

Goals for 2024

- Help at least 800 clients
- Have a stable of at least 50 e-coaches
- Have at least 14 support groups
- Create and train a team of trainers
- Implement 150-250 prevention programs
- Obtain accreditation as an educational institution
- Recruit 1-3 regional workers
- Conduct approximately 100 seminars
- At least 1200 students in online courses
- 1x monthly new article
- 1x monthly new life story
- 2x monthly new podcast
- Create 1 new online course
- New NePornu website with e-shop (from 1.2.2024)
- New Pornholics Anonymous website
- Create internal guidelines for different areas of NePornu's work (organizational growth)
- Start expanding abroad

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Financial plan for 2024

The cost of running the project increases every year, and we try to plan our expenses very carefully. The vast majority of all expenses go to the salaries of people without whom the project could not grow so fast. We also invest a large part in the care of staff and volunteers, including regular supervision and training. Finally, there are the necessary running and facilities costs, but these make up a smaller part of the overall budget.

The budger for 2024 is approximately 3,764,000 CZK (162,000 USD):

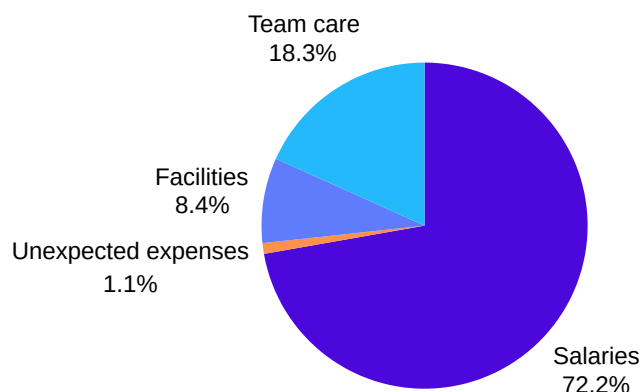
- o Salaries: 2,720,000 CZK
 - 5 full-time jobs in total
- o Team care: 688 000 CZK
- o Operations: 316 000 CZK
- o Unexpected expenses: 40 000 CZK

In terms of financial support to cover this year's budget, we currently have approximately **1,700,000 CZK (72,000 USD) left to raise** (counting pledges till the end of the year).

We would also like to expand our regular donor base by at least 33,000 CZK (1,400 USD) per month by the end of the year. As a result, we will have pledged CZK 1.2 million in regular donations for 2025. After all, regular donors give NePorn the most stability.

The expected budget for 2025 will be 7.5-8 million (320,000-350,000 USD), with the final budget to be approved by the Council in October 2024. This rapid increase is mainly due to the development of the organization, which is expected to stabilize in the coming years.

You can support us once or regularly directly to the account 2601745437 / 2010. You can also support us via [portal Darujme.cz](https://portal.darujme.cz). And newly you can also support us [cryptocurrency through Donat.Network](https://donat.network).



JARON (US residents)



Darujme (EU residents)



Donate Crypto

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