

20
third quarter
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NEWSLETTER #3

NePornu, z. s.

NE
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01

Opening message

Dear friends,

the summer has gone by and a new school year has begun. Although there were some restrictions in place during the summer, which led to cancelation of most camps, life began getting back to normal. People spent more time with friends or on vacations, and so the summer was calm for our e-coaches as well. We know from experience, that clients do not contact us that often during summer months, so we used this time for other preparations.

We spent some time creating a new online course focused on Christian leaders in churches. And we hope it could be available during the fall.

At the same time, I was personally working on the preparation of a primary prevention program for schools. We work together on this with KAM (part of Joshua Venture), but the program should be available to all teachers and their organizations. The only unknown ahead of us is the development of the Covid-19 situation. But ideally, we want to try it out at schools this fall as well.

In September, I started teaching awareness seminars again, for which I am grateful. At this moment, my calendar is full till the end of this year, teaching between 1 to 3 seminars a week. However, the restrictions might come back, so again - we shall see.

I also want to thank all of you for supporting the project. Right now, we are facing a challenge of securing enough funding for next year. But so far, everything is going well, and I believe we can make it - together! (See more in *Financial report on page 3*).

I am grateful that the project keeps on growing and moving forward. Thank you for being a part of this!

Pete Lupton, director of NePornu, z. s.



Project in numbers (July - September)



Number of clients: **74 clients**
(264 since January)

- 67 clients (July-September 2019)
- +11% compared to last year

Number of e-coaches: **25**
◦ 10 more in training

Online courses: **99 registrations**
◦ completion rate: 40 %

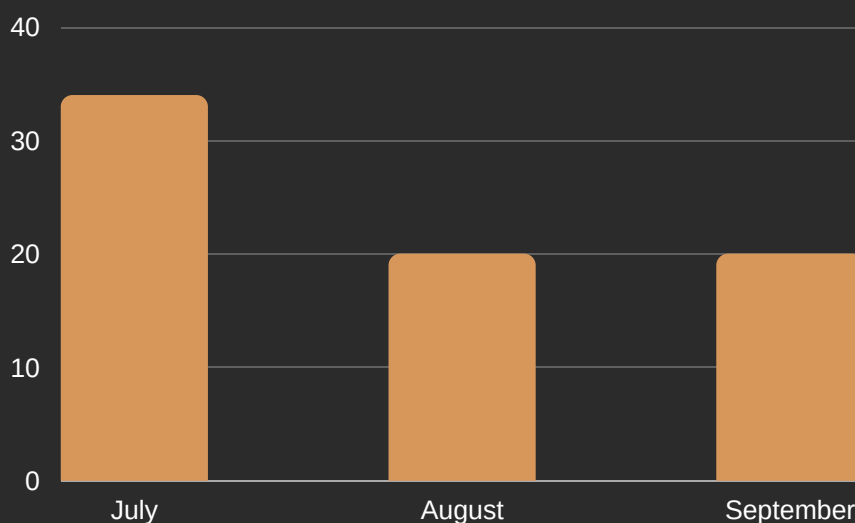
Social Networks:

- Facebook: **871 followers**
- YouTube: **342 subscribers**
- Instagram: **186 followers**

Web NePornu.cz:

- **4,900 users**
- **6,700 visits**

Number of contacts (July - September)



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Financial report

Since January 2020, we have been operating as the non-profit organization NePornu, z. s. We do not receive state funding, and instead are supported by small donors. The budget for 2020 is **565,000 CZK (23,000 USD)**.

At this moment, we have all the necessary funding for this year, and we have started raising money for next year. The NePornu Board should approve the budget for 2021 by the end of October. Right after that, we will start a new fundraising campaign through Darujme.cz and JARON (in the USA). Ideally, we would like to raise about 300,000 CZK (13,000 USD) till the end of this year, and expand the base of our regular donors to a minimum of 300,000 CZK per year - at the moment, we need about 3,500 CZK (150 USD) a month to reach this goal.

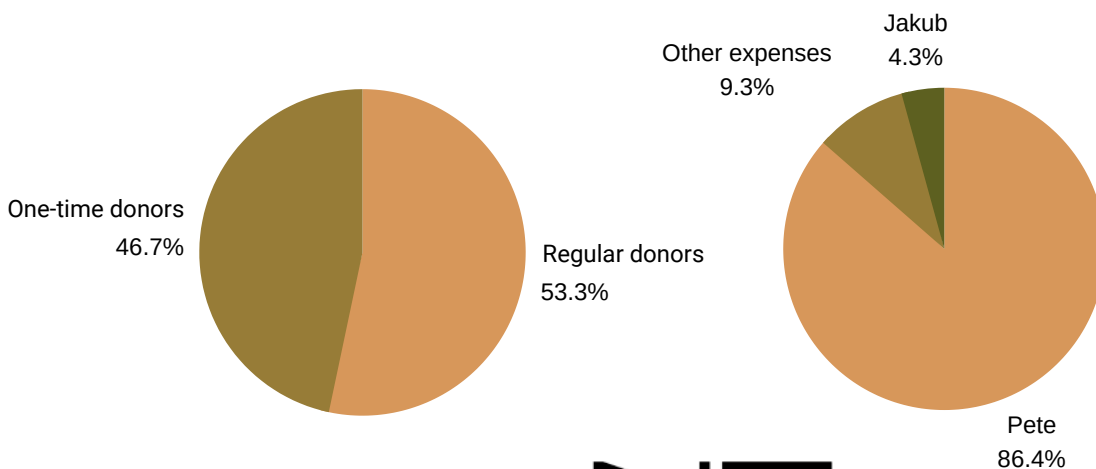
Total income for 3Q 2020 was 103,543 CZK (4,500 USD).

- Regular donors: 55,200 CZK
- One-time donors: 48,343 CZK

Total expenses for 3Q 2020 were 108,279 CZK (4,700 USD).

- Full-time (Pete): 93,600 CZK
- Part-time (Jakub): 4,640 CZK
- Other expenses: 10 039 CZK*

*Other expenses include travel expenses, promotional materials, office rent, website, accounting, etc.



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What is coming in 4Q of 2020?



At this moment, we are not sure what are the restrictions going to look like. But if everything goes according to the plan, there will be at least one **seminar** a week till the end of this year. Otherwise, we will work on some new online tools.

In November, there was supposed to be a **training for e-coaches**, which we had to cancel. Instead, we want to create a high-quality online course for our current and future e-coaches. Taking care of them and educating them are our priorities, so that we can also offer high-quality care for our clients, although on a lay level. Moreover, the more highly trained e-coaches we have, the more clients we can help.

Also, we want to finish a new **online course** for leaders in churches. And if possible, we want to test our new **primary prevention program** at schools, before we offer it openly to other organizations.

As for the **financial support**, we want to thank our current regular donors. But we would like to also encourage all other to consider supporting us regularly. At this moment, we would like to *expand the base of our regular donors at least by 3,500 CZK (150 USD) a month*, whereas every penny counts! You can support us directly to our Czech account 2601745437 / 2010, through the portal Darujme.cz (EU residents), or through [JARON](#) (US residents).



donate through
JARON
(US residents)

donate directly to
our Czech account



QR Platba



donate through
Darujme.cz
(EU residents)

General needs

- New e-coaches
- New regular donors
- New life stories (published anonymously on NePornu.cz)
- New leaders of the support groups "Pornoholics Anonymous"

Current needs

- Expand the base of regular donors by 3,500 CZK (150 USD) a month
- Especially male e-coaches
- Woman/women to lead an online support group (Pornoholics Anonymous)

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NePornu, z. s.

Polská 346/29, 779 00 Olomouc

IČ: 08772207

č.ú.: 2601745437 / 2010

<https://NePornu.cz>

info@nepornu.cz

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