

20
fourth quarter
20

NEWSLETTER #4

NePornu, z. s.

NE
PORNU



01

Opening message

Dear friends,

the end of 2020 was probably difficult for everyone. Within our project, we had to deal with government restrictions, due to which we had to cancel all seminars and presentations. This situation also complicated the process of finding new e-coaches and donors, but hopefully we will be able to make up for it in 2021.

However, in spite of all restrictions, we had quite a successful period. It all started in October, when the [interview in DVTV](#) went live. After that, we were hit by an avalanche of new clients. Therefore, in October, we had more new clients than in the first three quarters combined. Then, there was [an interview in the Slovak Dennik.sk](#). All in all, our e-coaches were really busy. But they made it, and I really appreciate their work.

Further, we finished a new [online course for leaders in the church](#) and the new [website NePorno.cz](#), which we launched on January 1, 2021.

At the same time, we worked on other online tools, which we would like to launch in the first quarter of 2021. Specifically, we talk about an online forum and website for Pornoholics Anonymous. We will inform you of their launch via social networks.

I also want to thank all of you for supporting the project. Even though we have a good base of regular donors, the project keeps on growing, and we still need to raise some money for this year's budget. 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 NePorno, z. s.*

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Project in numbers (October - December)



Number of current clients: **162**
(**426 since January**)

- 61 new clients (Oct - Dec 2019)
- +163% compared to last year

Number of e-coaches: **28**
◦ 4 more in training

Online courses: **156 registrations**
◦ completion rate: 40%

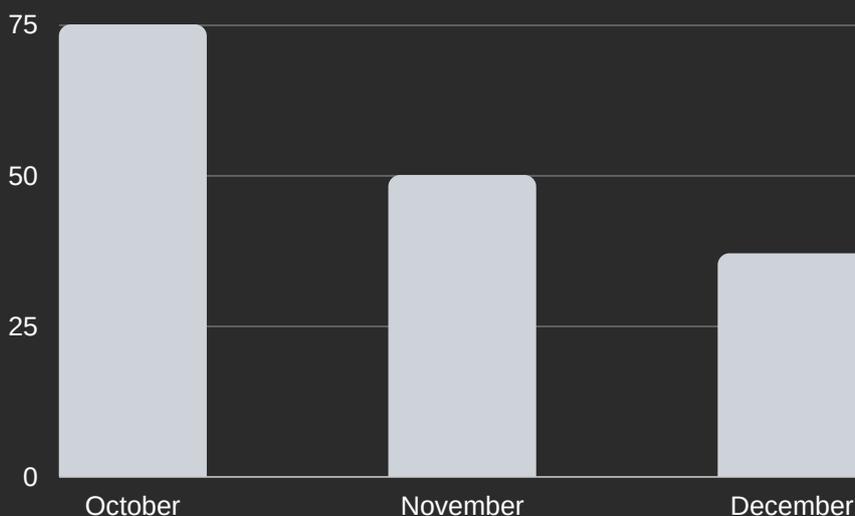
Social Networks:

- Facebook: **930 followers**
- YouTube: **372 subscribers**
- Instagram: **278 followers**

Web NePornu.cz:

- **7 700 users**
- **10 000 visits**

Number of clients (Oct - Dec)



03

Financial report

Since January 2020, we have been operating as the non-profit organization NePorno, z. s. We do not receive state funding, and instead are supported by small donors. **The budget for 2020 was 565,000 CZK (26,700 USD).**

By the end of 2020, we were already raising money for next year. After we added up the remaining budget balance from 2020 with finances raised for 2021, we finished last year with an account balance of 201,317 CZK (9,500 USD). **The budget for 2021 is about 850,000 CZK (40,000 USD)**, and we should raise about 300,000 CZK (14,000 USD) on regular donations. That means that we still need to raise about 350,000 CZK (16,500 USD) to cover this year's budget.

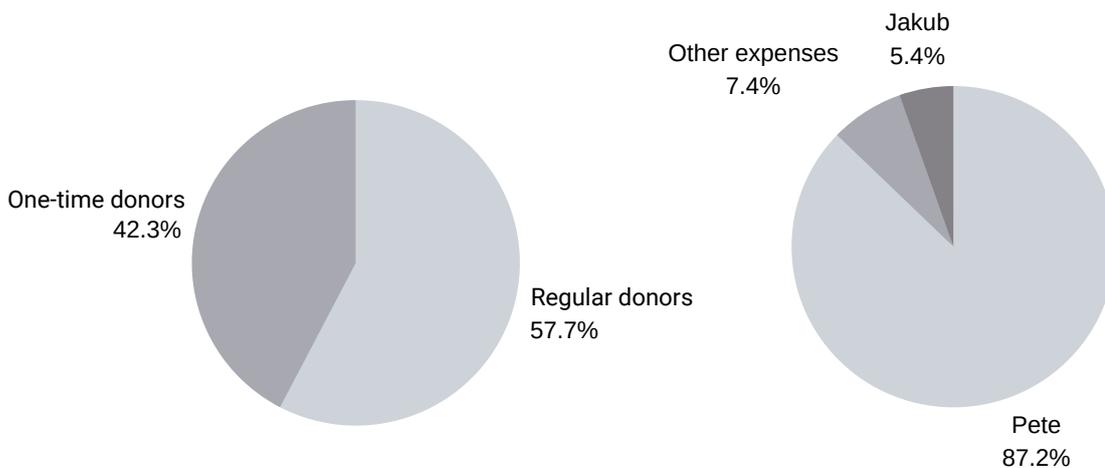
Total income for 4Q 2020 was 127,526 CZK (6,000 USD).

- Regular donors: 73,520 CZK
- One-time donors: 54,006 CZK

Total expenses for 3Q 2020 were 109,780 CZK (5,200 USD).

- Full-time (Pete): 95,760 CZK
- Part-time (Jakub): 5,920 CZK
- Other expenses: 8,100 CZK*

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



What is coming in 2021?

04

Because of the current COVID restrictions, we are not sure when we will be able to resume teaching **seminars**. At the moment, we cannot even test our new **primary prevention program** at schools, or any other activities that require in-person contact. However, as soon as we are able to resume these activities, they will be our priority.

The **training of e-coaches** from the fall should take place in January or February, but at the same time, we have to start preparing for the spring training that should take place in May. And because we have a new staff member since January 2021, she will take over the coordination of e-coaches. As a result, we should be able to improve their training process and help them improve their skills.

As for the **online courses**, we want to create at least two new courses, which would function as a "challenge". It would be designed (for example) as a 30-day challenge, which would guide clients through the process of a brain reboot.

In January 2021, we launched the **new website NePornu.cz**, and we plan to *launch an online forum* as well, so that people can create their own abstinence diaries. Later on, we will also launch a *website for Pornoholics Anonymous*. We would like to launch both of these in the first quarter of 2021.

As for the **financial support**, we need to *raise about 350,000 CZK (16,500 USD)* to cover this year's budget. We want to cover part of it by *expanding the base of our regular donors at least by 8,500 CZK (400 USD) a month*. Every penny counts! You can support us directly via our Czech account 2601745437 / 2010, through the portal Darujme.cz (EU residents), or through JARON (US residents).



donate through
JARON
(US residents)

General needs



QR Platba



donate through
Darujme.cz
(EU residents)

Current needs

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

- Expand the base of regular donors by 8,500 CZK (400 USD) a month
- Especially male e-coaches
- Paid position: Coordinator of Pornoholics Anonymous (part-time)

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