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ANNUAL REPORT 2020

NePornu, z. s.

NE
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01

Opening message

Dear friends,

the year 2020 was very interesting. It was the first year that the NePornu project operated as a non-profit organization, so there were a lot of new challenges for us, in addition to challenges caused by the Covid 19 pandemic. In any case, the project kept moving forward and everyone involved was very busy.

Pornography in general makes life difficult for many people. And sadly, the current pandemic has not been helpful in this regard. Research shows that people were watching porn more often because they were simply locked at home, and so they were more tempted to sooth themselves with porn.

In comparison to 2019, there was a 75% increase in clients asking us for help. Luckily, the number of e-coaches rose as well, and by the end of the year, we had 28 e-coaches. In general, we hear a lot of thanks from our clients, which is always very encouraging, because we see that our work is meaningful.

Now, the year 2021 is ahead of us. And besides our desire to help even more people, there are two basic challenges waiting for us: Find even more e-coaches to take care of our clients, and find new donors.

Finding new e-coaches is absolutely fundamental. It costs a lot of time and effort to train them, but we have to focus primarily on this, because we can help more clients only when we have more e-coaches. Our ability to help is limited by the capacity of our e-coaches, who are volunteers. And right now many of our current e-coaches are at the edge of their capacity, since they sometimes stay in touch with clients for months to truly help them. So we desperately need new volunteers.

Although we are facing many challenges, I believe that we can overcome them together with your help.

Pete Lupton, director of NePornu, z. s.

Project in numbers



Number of clients in 2020: **426**

- In 2019, we had 243 clients

Number of active e-coaches in 2020: **28**

- In 2019, we had 12 e-coaches

Online courses: **415 sign-ups**

- completion rate: 37 %
- new courses:
 - When the partner is addicted
 - Course for sponsors
 - Course for leaders in churches

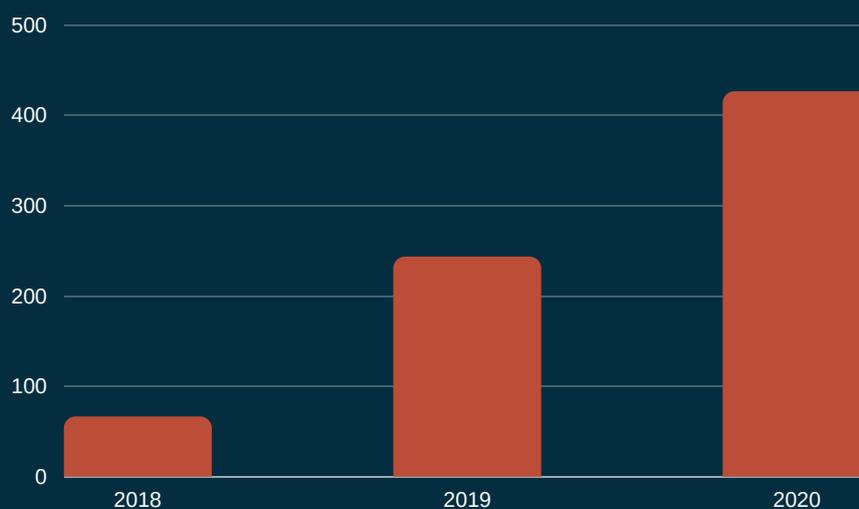
Social networks:

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

Web NePornu.cz:

- **23 000 users**
- **32 000 visits**

Number of clients (2018-2020)



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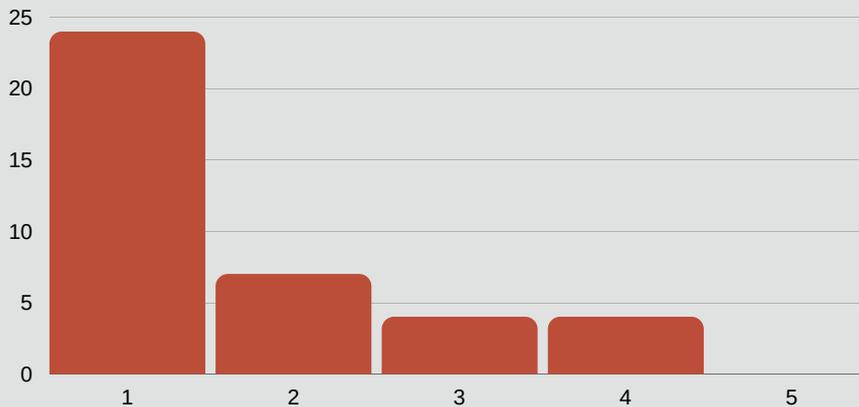
Project evaluation

At the beginning of this year, we sent out a questionnaire to all of our clients from 2020 to find out whether they are satisfied with our services and what we could do better.

Altogether, we got feedback from 39 clients telling us the following:

- Most of them (79%) were **satisfied** with the project (grade 1 or 2)
- Most of them (90%) find our website **useful** (grade 1 or 2)

How would you evaluate your satisfaction with our project? (Grades as at school)



Messages from our clients (selection of answers)

The most common message: "Thank you very much for your work."

"Thank you very much for your work. I have also sent financial support. When you find yourselves in situations when your work seems meaningless, I want to encourage you: it is meaningful! Personally, I think that your help (since I figured out that I cannot stop on my own) has been the decisive factor that helped me be set free of porn. Thank you!"

"I am glad that there is someone who understands what it is like to be addicted and tries to help others."

"I want to tell you that I really appreciate what you do and that you educate Czech people about this topic. It is very useful for those who don't speak English, and those who do, they can see that it is a problem in the Czech Republic as well."

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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 (26,000 USD).**

Total income in 2020 was 598,983 CZK (27,500 USD).

- o Regular donors: 217,181 CZK
- o One-time donations: 381,802 CZK

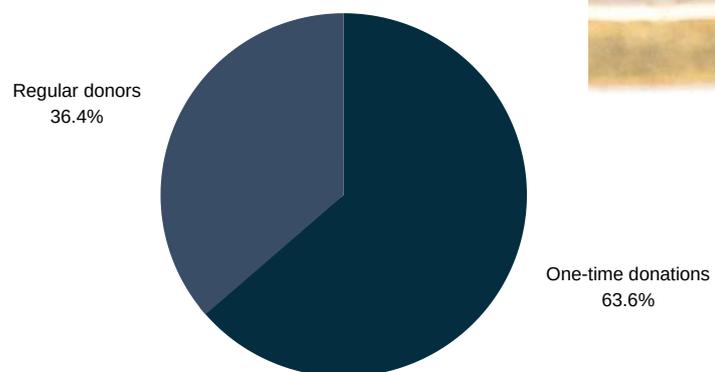
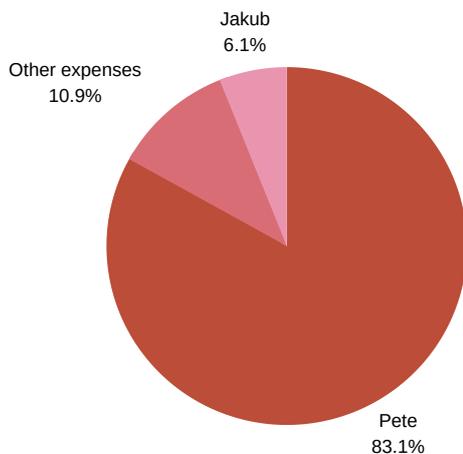
Total expenses in 2020 were 397,566 CZK (18,500 USD).

- o Full-time (Pete): 328,320 CZK*
- o Part-time (Jakub): 24,000 CZK
- o Other expenses**: 45,246 CZK

*In the 1Q of 2020, Pete worked only part-time (50%).

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

Since Pete worked only part-time in the 1Q of 2020 and since we didn't use some items in the budget fully, we saved **113,802 CZK (5,000 USD)** compared to the budget. We also collected **88,515 CZK (4,000 USD)** for 2021. **And so at the end of 2020, the balance on the account was 201,417 CZK (9,000 USD).**



What is coming in 2021?



On January 1, 2021, we launched a **new website NePornu.cz** and also a **new online course for leaders in churches**. In the middle of January, we launched an **online forum**, and we would like to create a website for Pornoholics Anonymous during 2021.

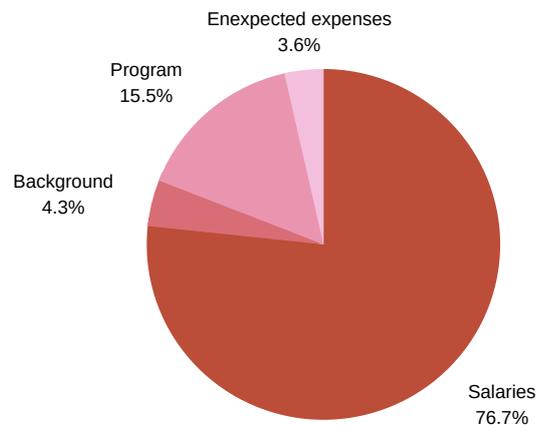
In January, we hired an e-coach coordinator, Táňa (part-time), and so we believe that we will be able to improve both the training process for new e-coaches and our ability to care for our current coaches. However, we are still looking for a **coordinator for Pornoholics Anonymous**.

In 2021, we would like to achieve these goals:

- o Help at least **600 clients**
- o Have at least **45 active e-coaches**
- o Create at least **2 new online courses**
- o Publish a new article once a month
- o Publish a life story once a month

The budget for 2021 is 854,360 CZK (39,000 USD)*:

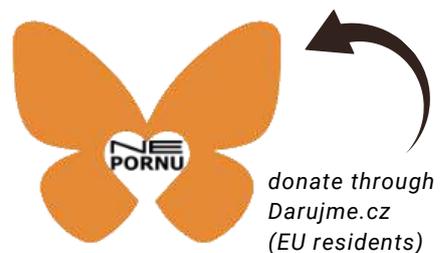
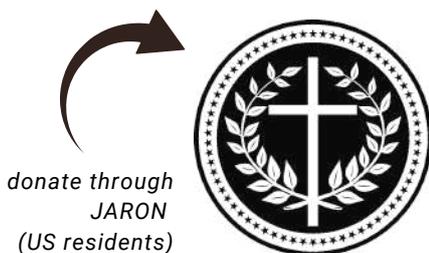
- o Salaries: 647,360 CZK**
- o Program: 131,000 CZK
- o Background: 36,000 CZK
- o Unexpected expenses: 30,000 CZK



**For more details, please contact Pete at pete@nepornu.cz
**Here is also the salary for the coordinator of PA.*

As for **financial support**, we still have to raise about 350,000 CZK (16,000 USD) to cover the budget for 2021.* We would like to cover part of it *by expanding the base of our regular donors by at least 8,500 CZK (400 USD) a month*. You can support the project with one-time donation or regularly directly to our back account (2601745437 / 2010), through Darujme.cz (for EU citizens), or through JARON Ministries International (for US citizens).

**The balance at the end of 2020 was 201,317 CZK (9,000 USD), and we expect to receive at least 300,000 CZK (14,000 USD) from regular donors..*



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