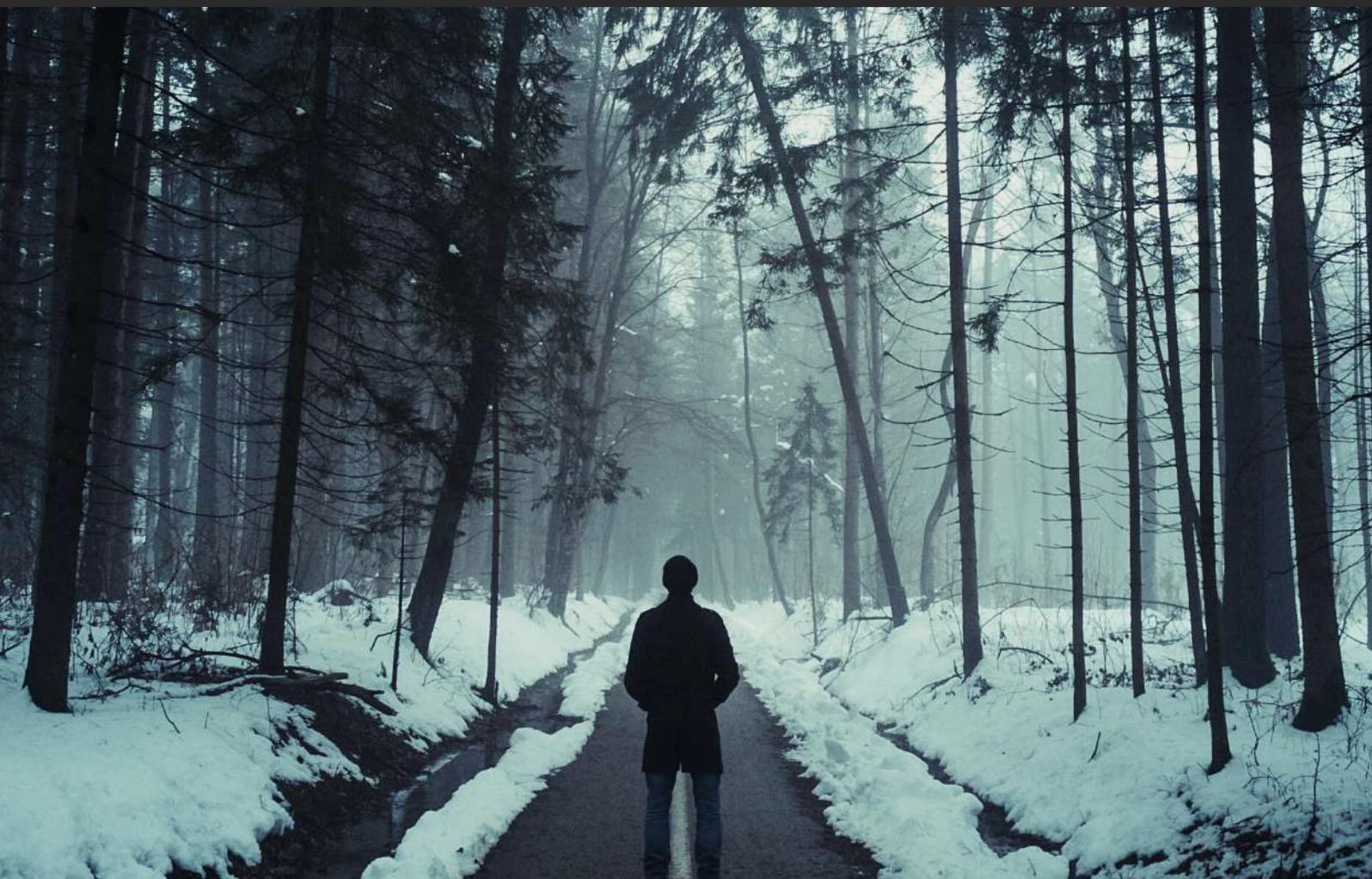


20
first quarter
21

NEWSLETTER #1

NePornu, z. s.

NE
PORNU



01

Opening message

Dear friends,

I want to thank you for your lasting interest in the NePornu project, even though these are difficult times and we all have to deal with the pandemic.

As you probably know, the situation around Covid 19 interferes with the project. Personally, I'm probably most sorry that we cannot organize live seminars and that we could not test our primary prevention program for schools yet.

On the other hand, the project keeps on growing successfully. In the past few month, various medias started noticing our project. Just in the first quarter, I had six media and podcast interviews. Because of this, the awareness grew a lot, and therefore the number of clients grew as well.

However, more clients also means that we need more e-coaches who are difficult to find these days. But so far, we have been able to take care of all our clients.

At the beginning of this year, we launched a new website, a new online course, and an online forum, which was highly requested by our clients. At this moment, we also work on a new online course called *30 days without porn*, which will be our largest course so far and should help both our client and our e-coaches.

In any case, I want to thank you one more time for taking interest in the NePornu project. I really appreciate that you are part of it!

Pete Lupton, director of NePornu



Project in numbers



Number of clients: **184 (80 last year)**

- +130% compared to last year

Number of e-coaches: **34**

- 12 more in training

Online courses: **134 sign-ups**

- completion rate: 45%
- **New:** Course for church leaders

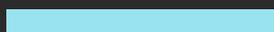
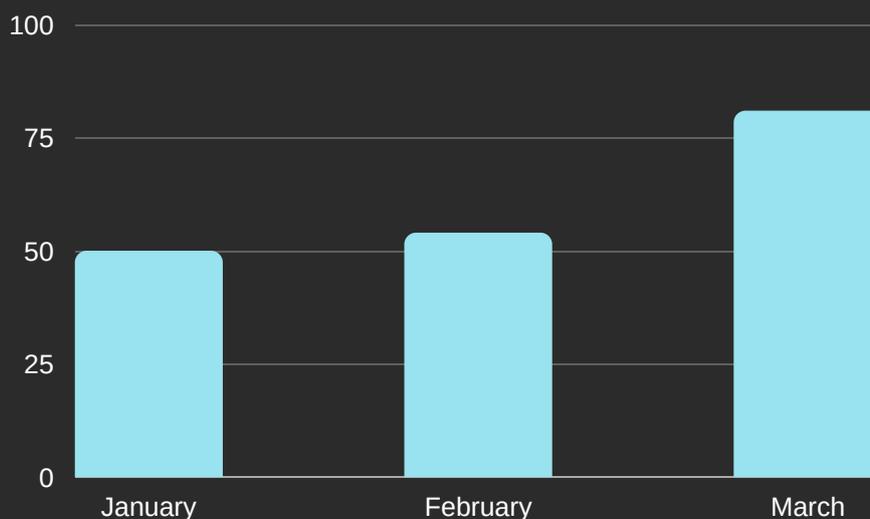
Social networks:

- Facebook: **979 followers**
- YouTube: **409 subscribers**
- Instagram: **389 followers**

Web NePornu.cz:

- **9,800 user**
- **14,000 visits**

Number of clients (January - March)



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 2021 is 850,000 CZK (39,000 USD).**

Currently (after adding up all current donations and regular donors), we still have to raise about **120,000 CZK (5,500 USD)** to cover the whole budget.

Total income in 1Q 2021 was 220,099 CZK (10,000 USD).

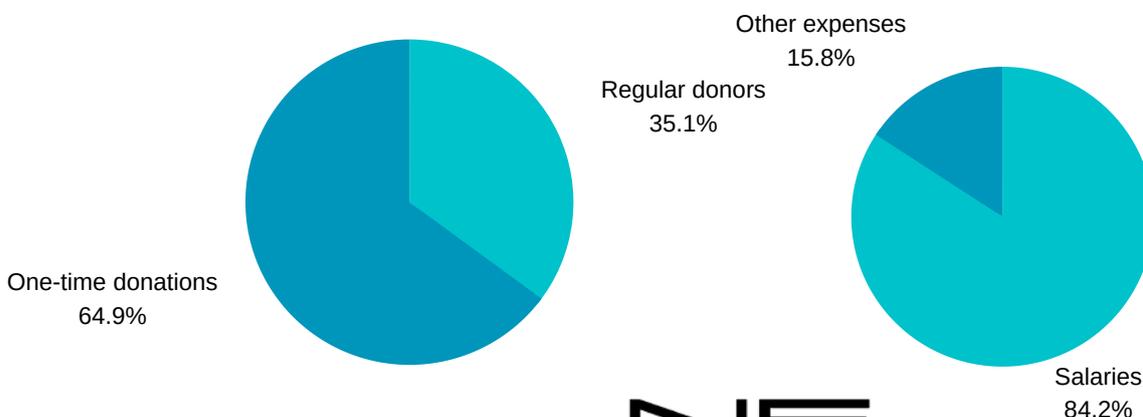
- Regular donors: 77,250 CZK
- One-time donors: 142,849 CZK

Total expenses in 1Q 2021 were 144,484 CZK (6,500 USD).

- Salaries: 121,664 CZK
- Other expenses: 22,820 CZK*

*These include travel expenses, offices, website, accounting, etc.

Furthermore, we would like to **expand the base of our regular donors**. At this moment, we raise about 340,000 CZK per year on regular donations. The goal is to expand this base by at least **5,000 CZK (225 USD) a month**, which will get us to 400,000 CZK (18,000 USD) per year.



What is coming in the 2Q 2021?

04

Because it doesn't seem that the Covid-19 restrictions will be canceled in the second quarter of 2021, we won't be able to plan any live seminars. Nevertheless, the media are interested in our project, so we have already planned more **interviews and podcasts**.

Mire podcast news. I'm pleased to announce that on Friday, April 2, we launched our **own podcast NePornu**. In this podcast, we will introduce more of what our project is about and answer some frequently asked questions from our clients. In the future, we also plan to record interviews with experts and life stories.

Now, we also work on a **new online course** called *30 days without porn*. This course will include 30 reflections and guide people through the process of brain reboot.

Furthermore, we want to **expand the support of our e-coaches**. Besides regular training and monthly internal supervisions, we plan to implement regular external supervisions. In connection with this, we also want to implement greater and more transparent professional patronage.

Since we still don't have enough funding to cover this year's budget, we would like to raise about **120,000 CZK (5,500 USD)** on one-time donations. If you want to support the project, you can do so directly via our Czech account 2601745437 / 2010, through the portal [Darujme.cz](https://darujme.cz) (EU residents), or [through JARON](#) (US 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 5,000 CZK (225 USD) a month
- Especially male e-coaches
- Paid position: Coordinator of Pornoholics Anonymous (part-time)

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NEWSLETTER #1

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