

20
21

ANNUAL REPORT 2021

NePornu, z. s.

NE
PORNU



01

Opening message

Dear friends,

We have another busy year behind us. Especially, we are slowly getting into public awareness, which brings along some challenges, but generally, this helps us to move forward and not get stuck in one place.

Of course, our clients are our most important indicator. In comparison to the previous year, there was a **45% increase in clients** in 2021.

Unfortunately, **the number of e-coaches grew only a bit**. Although many new e-coaches joined in, a number of them quit as well. We solved the increase of clients by hiring one e-coach part-time, and this year in January, we hired another one. In any case, we are encouraged by the gratitude of our clients for the help we offer.

Another great accomplishment was the creation of an **online course called 30 days without porn**, which was very popular. Just within six months, almost 500 students signed up!

We also founded an **ethics committee** and wrote a NePornu **Code of Ethics**. This year, we are working on an update of our methodology, which will make the work of our e-coaches easier.

What are our main challenges for 2022?

Briefly put: (1) find and train new e-coaches, (2) reach new donors, (3) update our methodology. However, we would also love to come up with new options for expanding the project abroad, which might now depend on the development of the situation in Ukraine.

New year, new challenges. Personally, I am grateful to God for how the project develops, and I believe that we will overcome all these challenges with His help and yours.

*Pete Lupton
Director of NePornu*



Project in numbers



Number of clients: **615 clients**

- In 2020, we had 426 clients

Number of e-coaches: **30 e-coaches**

- In 2020, we had 28 e-coaches

Online courses: **945 sign-ups**

- New courses:
 - Course for church leaders
 - 30 days without porn

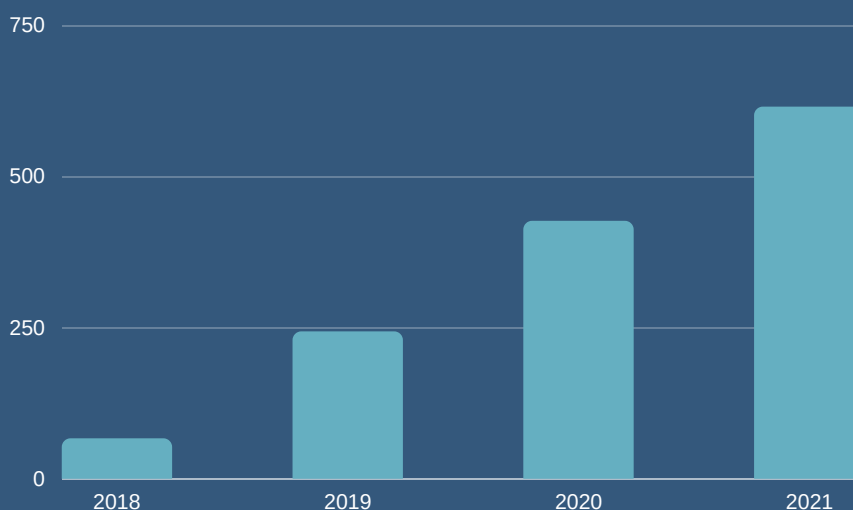
Social networks:

- Facebook: **1,099 followers**
 - +18% compared to 2020
- YouTube: **519 subscribers**
 - +40% compared to 2020
- Instagram: **770 followers**
 - +177% compared to 2020

Web NePornu.cz:

- **45,000 users** (+96%)
- **63,000 visits** (+97%)

Number of clients (2018-2021)



03

Financial report

Since January 2020, we operate as an NGO NePornu. We do not receive state funding and instead are supported by small donors. **The budget for 2021 was 882,464 CZK (39,000 USD).**

Total income in 2021 was 1,194,471.64 CZK (53,000 USD).

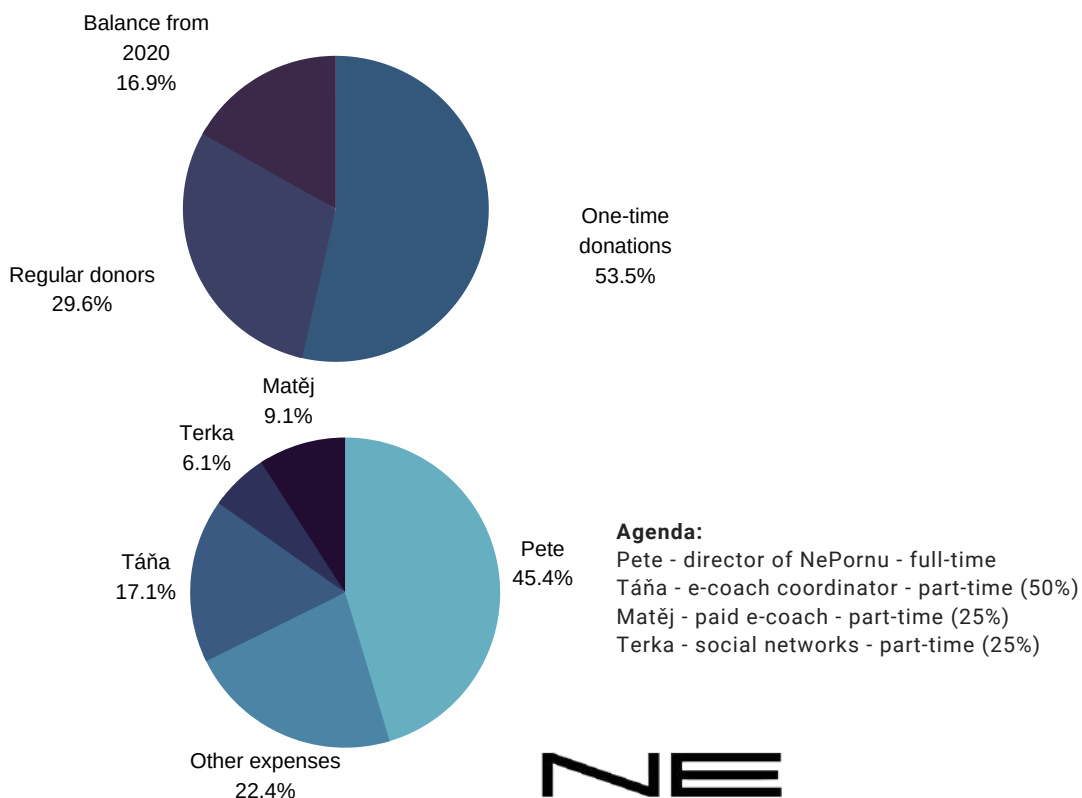
- Balance from 2020: 201,317.04 CZK
- Regular donors: 353,760 CZK
- One-time donations: 639,394.60 CZK

Total expenses in 2021 were 798,077.41 CZK (35,000 USD).

- Salaries: 606,277 CZK
- Other expenses*: 191,800.41 CZK

*Other expenses include travel expenses, promotion materials, office rent, IT expenses, accounting, etc.

Compared to the original budget, we saved about 85,000 CZK, and at the end of 2021, we were raising money for 2022. **Thanks to this, we closed 2021 with an account balance of 396,395.23 CZK (17,500 USD).**



Feedback from clients

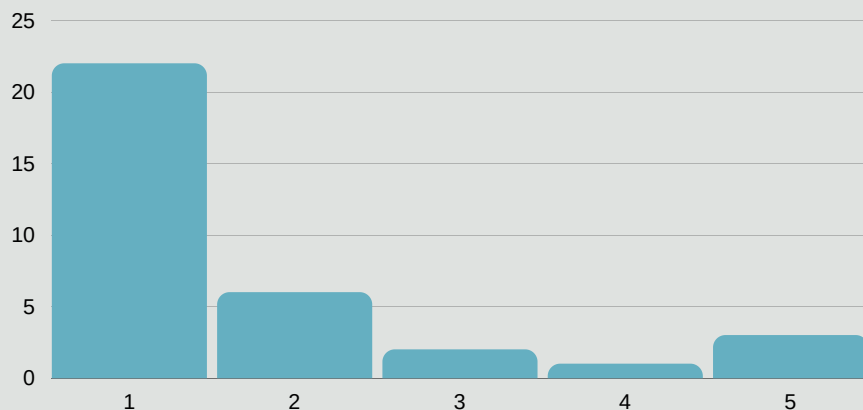
04

At the beginning of this year, we sent out a survey to our clients to find out whether they are satisfied with our project and whether they see some space for improvement.

We received 34 feedbacks, which show that most (82 %) clients are **satisfied** with our services (grade 1 or 2). They found most useful these things: Free e-coaching (58,8 %) and articles, life stories, and podcasts (17,6 %).

How satisfied are you with the NePornu project?

(1 means absolutely satisfied; 5 means not satisfied at all)



Messages from our clients (selection of responses)

The most common message: "Thank you for your great work!"

"My e-coach exchanged a few emails with me regarding my husband who had problems with porn, encouraged me, gave me some useful tips, and made me think about a lot of things. My husband is now free from his addiction. I understand that this journey is long, but his e-coach helped him a lot. Now, he is exploring ways to help others, which is great."

"The service is great. These are new and interesting things I can learn at this website. It is also free, which is really cool. Not everyone can afford a paid help to overcome their addiction. NePornu helps me to become a better man, a healthy and happy man, who starts to love himself. I also like that I can communicate with somebody who has gone through the same things. It's meaningful."

"My experience with NePornu was short, but very positive. I am on a very long journey out of my addiction and I was always alone in this. With the help of my e-coach and after several days in the online course "30 days without porn", I regained hope that I can be set free from my porn addiction."

"It is great that you exist. I don't know about anyone who would do something like you. The website is well arranged, and I learned new information there."

"You are a group of people that helps us porn addicts for free. I have never seen so much helpfulness, understanding, and patience."

05

Activities planned for 2022

This year, we are going to try to **increase the capacity of our e-coaches**. Although we are still trying to find volunteers, we had to employ a second e-coach part-time, to be able to satisfy the demand from our clients.

We have also finally hired a ***Pornoholics Anonymous coordinator***, who will train new leaders and expand the support groups into other cities in the Czech Republic.

As I have already mentioned, the main goal of the Ethics Committee for 2022 is to create a more detailed **methodology** for our e-coaches. Thanks to this, our services will be more effective, but also more trustworthy. At the same time, the purpose of the Ethics Committee is to protect not only our e-coaches, but especially our clients.

We will also continue to create new **articles**, gather **life stories**, and record **podcasts**, which we started in May 2021. We also want to create **at least one new online course**, wherein we would create a new version of *30 days without porn*, which would be focused on women.

The translation of *Treating Pornography Addiction* has been postponed since the author is working on the second edition. However, we've decided to translate and publish **books for kids** called *Good Pictures, Bad Pictures*. The first version is focused on kids ages 3 to 6, and the second one on kids ages 7 to 11. It is a great preventive tool for parents, that makes it easier to open this sensitive topic with their kids. ([Donate through this link.](#))

At the same time, we have launched a **NePornu e-shop**, where we will sell not only books but also merchandise - t-shirts, badges, stickers, etc. The goal is that this e-shop would partly support NePornu financially.

In 2022, we would like to reach these goals:

- Help at least **700 clients**
- Train **15 new e-coaches**
- Create **1 new online course**
- **2-4 new places** for PA meetings
- *Good Pictures, Bad Pictures* in Czech
- Once a month a new article
- Once a month a life story
- Twice a month a new podcast
- E-shop NePornu
- Methodology for e-coaches

Financial plan for 2022

06

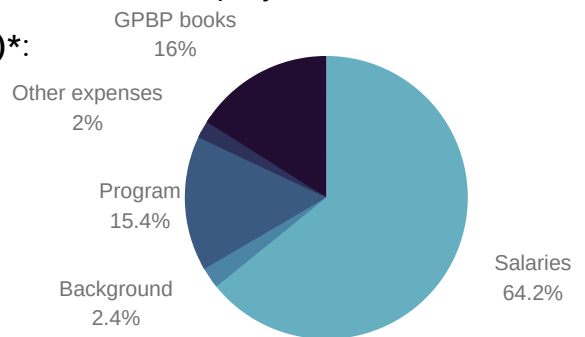
The expenses rise every year. On one hand, we need more employees, so that the project would operate without issues, but at the same time, we have an increase in expenses to take good care of our e-coaches. In 2021, we introduced compulsory supervision and invested in their education.

Another important item in the 2022 budget is the Czech version of *Good Pictures, Bad Pictures (GPBP)*, and the foundation of an e-shop NePorno. We believe that this will help us raise awareness, but the people will also have new tools they can use when struggling with their porn addiction or when they try to protect their kids. But at the same time, this should create an additional income that will eventually help to finance the project.

The budget for 2022 is 1,488,600 CZK (66,000 USD)*:

- o Salaries: 961,600 CZK
- o Program: 231,000 CZK
- o Background: 36,000 CZK
- o Other expenses: 30,000 CZK
- o GPBP books: 240,000 CZK

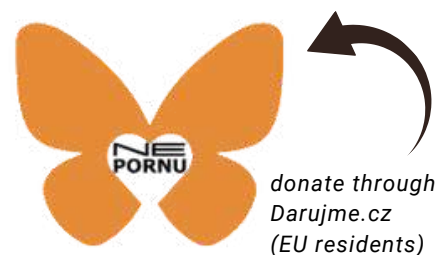
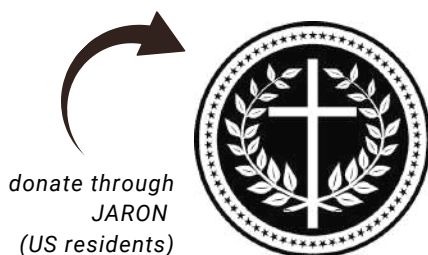
*For detailed budget email Pete at pete@nepornu.cz



As for our **financial needs**, to cover the budget for 2022, **we still need to raise about 450,000 CZK (20,000 USD).*** We want to raise about 250,000 CZK on one-time donations, *expand the base of regular donors by 5,000 CZK (220 USD) a month*, and the rest through a fundraising campaign for *Good Pictures, Bad Pictures*.

*Counting with regular donors till the end of the year (about 400,000 CZK - 1,800 USD).

You can support us through one-time or regular donations, either directly to our Czech bank account 2601745437 / 2010, through JARON (for US citizens), or through Darujme.cz (EU citizens). Odkaz na sbírku na knihy najdete zde: "[Přispět na knihy](#)".



**NE
PORNŮ**

20
21

ANNUAL REPORT 2021

NePorno, z. s.

Polská 346/29, 779 00 Olomouc

IČ: 08772207

č.ú.: 2601745437 / 2010

<https://NePorno.cz>

info@nepornu.cz

**NE
PORNU**

