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ANNUAL REPORT 2022
NePornu, z. s.



01

Opening message

Dear friends,

Last year was very busy for us, as usual. We mainly worked on improving our services but also started some new ones. However, all our activities focused on our key goals: Raising awareness and helping people addicted to pornography.

The first significant change was the method of assigning e-coaches to our clients. Some of our clients needed to understand how e-coaching works before they could fully use our services. That's why we set up an online entry course that guides our clients through all our services and explains how they work.

Because of this, the total number of our clients did not increase compared to 2021, but those who applied for an e-coach were more persistent in their communication. At the same time, some people chose a different form of help. Some signed up for a local support group, some started their online diary, and some joined our Discord server. Thanks to all these forms of help, we can reach and serve a broader spectrum of people who need help.

After Covid, we were finally able to start new support groups. During 2022, we created three new local and two new online support groups. And so, we have an online group for men, women, and partners.

Last year, we also started developing prevention programs for schools. By the end of 2022, we finished testing a version for 8th and 9th graders. These programs were very popular not only among pupils but also among teachers.

This year, we plan to keep growing the project by creating new prevention programs, starting new support groups, and planning to expand abroad.

New year, new challenges. I am grateful to God for the NePornu project and its development, and I believe that with His and your help, we can do even greater things. Together.

Pete Lupton
Director of NePornu



Project in numbers

02

Number of clients: **607**

- In 2021 we had 615 clients
- We also had 220 users of online forum
- And 180 users of Discord

Number of e-coaches: **35 active ones**

- In 2021 we had 30 e-coaches

Online courses: **1422 sign-ups**

- +50% compared to 2021
- new online course:
30 days without porn - verion for women

Social networks:

- Facebook: **1 254 followers**
 - +14% compared to 2021
- YouTube: **612 subscribers**
 - +18% compared to 2021
- Instagram: **1 122 followers**
 - +47% compared to 2021

Web NePorno.cz:

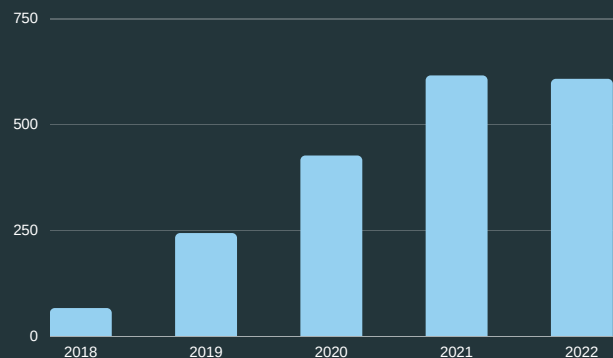
- **102 000 users** (+130%)
Increase caused mainly due to Seznam Grant for online promotion (10,000 CZK a month)

Number of clients (2018-2022)

Our most important indicator is the number of clients who contact us in a given period.

In 2022, we wanted to offer help to at least 700 clients. By the end of the year, the number was a bit lower, but this number shows only clients who signed-up for e-coaching or a support group.

Besides this, our online forum grew to 220 signed up users. And we also had 180 more users on Discord server.

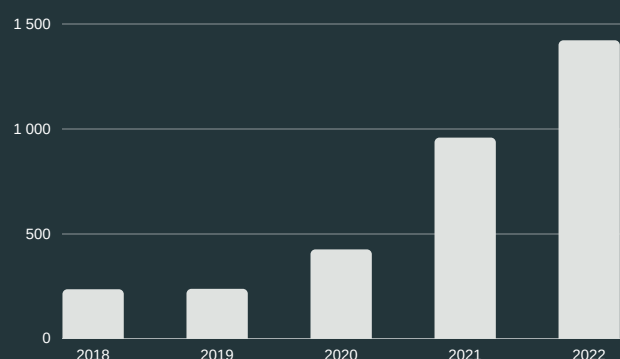


Number of students v online courses(2018-2022)

At the same time, we saw a rapid increase in our online courses. Each year, we try to add new courses to our offer so that not only people addicted to porn can find help, but also their partners, parents, and church leaders.

Our most successful course is "30 days without porn", so we also created a version for women.

The advantage of our online courses is that clients can go through them alone, but they can also discuss them with their friends or our e-coaches.



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Financial report

NePornu, z. s. is a non-profit organization (NGO) since 2020. Its finances come mainly from individual, church, or company donations. Donors have no influence on the course of the project and their support does not bind the project to anything.

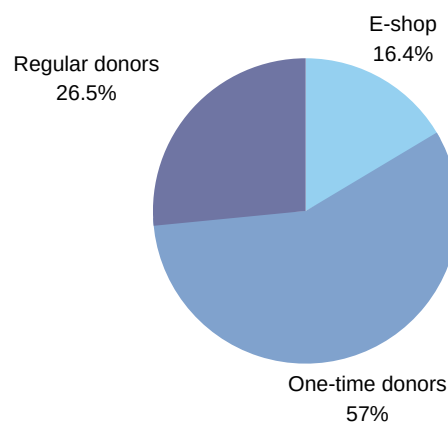
Part of our support for specific activities (e.g. prevention programs) comes from foundations or European funds. These funds are always used for the specific purposes for which they were provided

The budget set for 2022 was 1,500,000 CZK (about 68,000 USD).

Overview of the use of funds in 2022

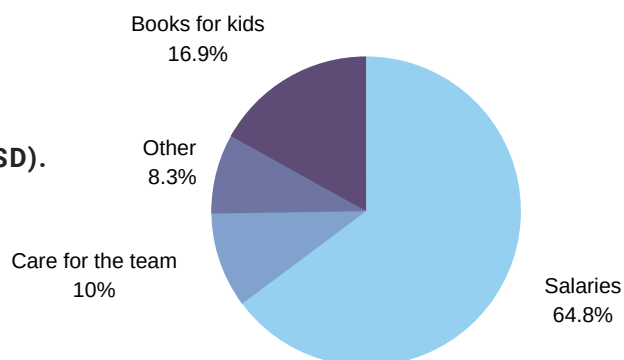
Total income in 2022 was 1,780,395.37 CZK (81,500 USD).

- Donations total: 1,488,085.49 CZK
 - Of these, regular donors: 472,680 CZK
 - Of these, one-time donors: 1,015,405.49 CZK
- Income from e-shop: 292,309.88 CZK



Total expenses in 2022 were 1,700,227.91 CZK (78,000 USD).

- Project expenses: 1,430,209.20 CZK
 - Of these, salaries: 926,648 CZK
 - Of these, care for the team: 142,461.70 CZK (training, supervision, materials, travel expenses)
 - Of these, other expenses: 119,099.50 CZK (promotion, flyers, office, accounting)
 - Of these, books for kids: 242,000 CZK
- E-shop expenses: 270,018.71 CZK



Account balance (31/12/2022): 476,661.69 CZK (22,000 USD).

- Project account balance: 454,370.52 CZK
 - Of this, balance from 2021: 396,494.23 CZK
- E-shop account balance: 22,291.17 CZK

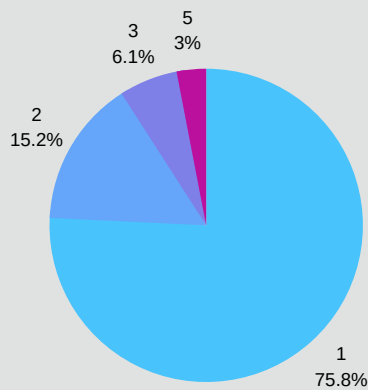
Project feedback

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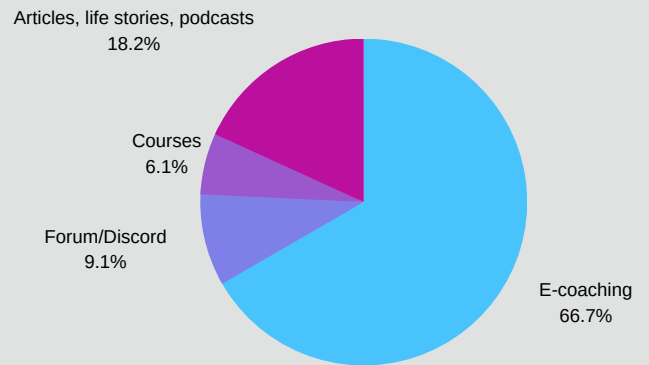
At the beginning of this year, we sent out a feedback questionnaire to our clients to find out how they are satisfied with the project and what we might do better.

Their responses show that most are satisfied with the project (91%) (grade 1 or 2). Free e-coaching was most beneficial for them (60.6%), and then articles, life stories, and podcasts (18.2%).

What is your experience with the project?
(grades as in school)



Which service was most beneficial to you?



Messages from our clients (selection of responses)

Most common message: "Thank you for the amazing work you do!"

"I like everything – e-coaching, 30 days without porn, and articles. High quality of everything."

"This project helped me a lot. It showed me how to deal with my problem – pornography. I finally understand how addiction works and what I need to do. I have gone through three online courses, and your "30 days without porn" program was the best. Also, working with my e-coach is great and helps me a lot."

"Contact with my e-coach helped me go all in. At the same time, I realized, thanks to my e-coach, that many people go through similar things, and it is difficult for them to stop for years. I have quite good self-control and self-reflection, which motivated me even more."

"This project helped with my problem. I learned a lot about the problem with pornography, how it influences my brain and my life."

"It is definitely a great project that I also support financially."

05

Activities planned for 2023

During 2023, we want to keep expanding our services. To do so, we must expand the number of e-coaches and develop local support groups.

During the school year 2022/23, we have started working on prevention programs for schools. We have already tested a program for 8th and 9th graders, and we plan to finish and test programs for 6th and 7th graders, and also for 4th and 5th graders.

Our Ethics Committee has been working on a professional methodology for our e-coaches since 2022. The goal is to increase the credibility of our services and the protection of our clients and workers. This work takes a bit more time than expected, but we believe the end product will be worth the wait and even increase our services' effectiveness.

As for content creation, we will continue posting new articles, life stories, and podcasts, which we started in 2021. We also want to create a new online course which will focus on couples. It should help them to open this sensitive subject together.

Last year, we published "Good Pictures, Bad Pictures" in Czech. And this year we plan to translate the "Guidebook for Professionals" that accompanies the main book.

We also started planning the expansion abroad. Potential partners in Slovakia and Slovenia contacted us. We will prepare everything this year, and hopefully begin specific work in these countries next year.

Also, we are looking at the possibility of hiring regional coordinators who would help raise awareness, lead local support groups, raise funds, and participate in other activities. We simply have to expand our capacity through paid workers, and therefore we would like to plan this carefully and raise funds for this area before the end of this year.

Goals for 2023

- Offer help to at least **700 clients**
- Train **15 new e-coaches**
- Create **1 new online course**
- **2-4 new places** for support groups
- Guidebook for Professionals
- Prevention program for 6th-7th graders
- Prevention program for 4th-5th graders
- Course for teachers
- Once a month a new article
- Once a month a new life story
- Twice a month a new podcast
- Optimize website and e-shop
- Make better use of CRM tools
- Finish work on professional methodology
- Concept of regional coordinators
- Concept for expansion to abroad

Financial plan for 2023

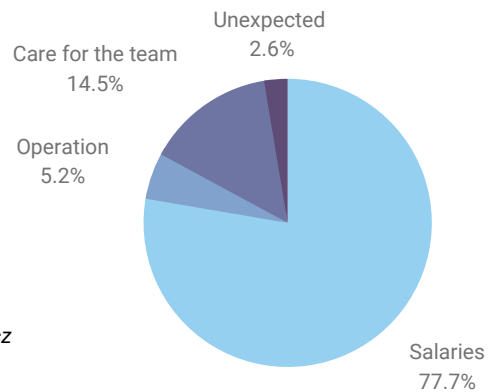


The expenses for conducting the NePorno projects increase yearly, and we try to plan for this carefully. The largest portion is used for salaries because, without paid workers, the project wouldn't grow so quickly. Next, we invest in better caring for our workers and volunteers, which encompasses regular supervision and training. And then there are some necessary expenses for the operation.

Budget for 2023 is 1,900,000 CZK (87,000 USD)*:

- o Salaries: 1,476,000 CZK
 - Of these, Ethics Committee: 111,000 CZK
 - Of these, prevention teams: 50,000 CZK
 - Of these, graphic designs: 48,000 CZK
- o Care for the team: 275,000 CZK
- o Operations: 99,000 CZK
- o Unexpected expenses: 50,000 CZK

**For more details, please contact Pete at pete@nepornu.cz*

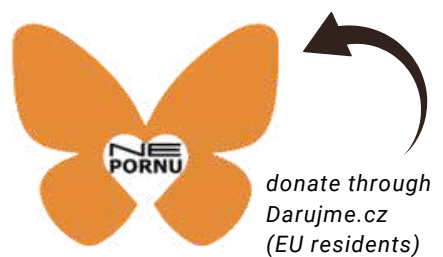
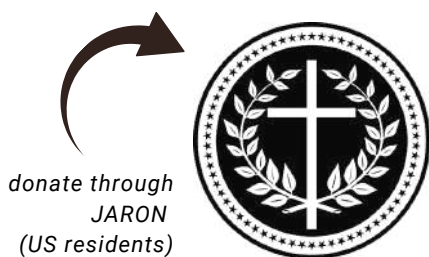


As for financial support, we need to raise about 100,000 CZK (4,500 USD) on one-time donations to cover this year's budget. (Taking regular donors into account.)

Next, we want to expand the basis of regular donors by at least 30,000 CZK (1,400 USD) a month. As a result, we would be able to raise one million CZK (46,000 USD) in 2024, which will help with the stability of the project.

The expected budget in 2024 will be about 3-4 milions CZK (140-190,000 USD), whereas the final budget will be approved by the Board in October 2023. The increase in the budget is mainly due to the need for increased staff so that the project may prosper into free and healthy individuals and families. You can support the expansion of regional coordinators in 2024 through Donace.cz/projekty/nepornu.

You can support us with one-time or regular donations, either directly to our bank account 2601745437 / 2010, through Darujme.cz (EU residents), or through [JARON](https://JARON.org) (US residents)



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