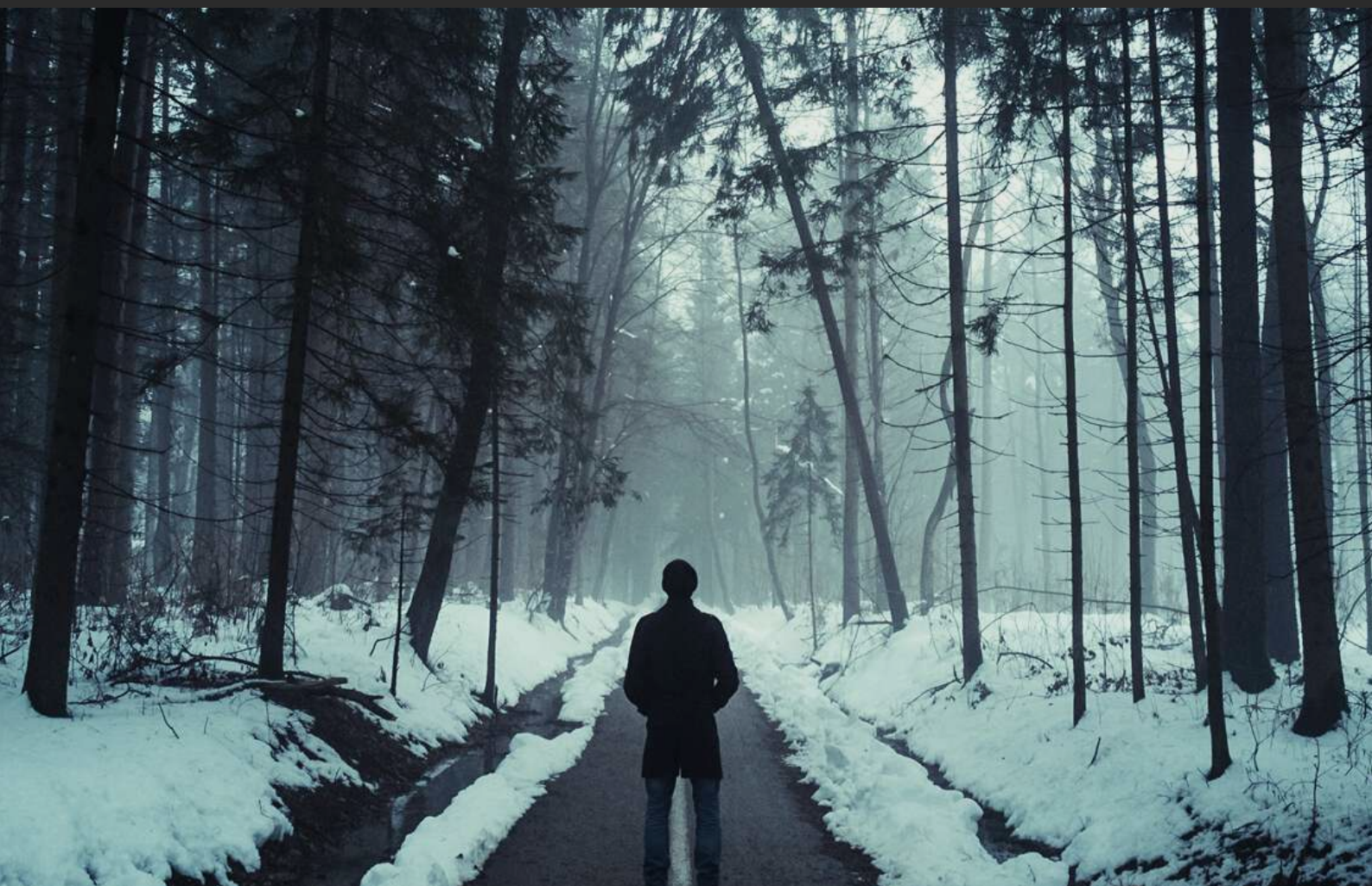


20
first quarter
20

NEWSLETTER #1

NePornu, z. s.

NE
PORNU



01

Opening message

Dear friends,

I want to thank you all for your interest in the project NePorno. Many things have happened since we started this non-profit organization at the beginning of this year.

During the first quarter, there were many seminars, an increase in requests for help, an increase in the number of active e-coaches, and we also created a new online course. The first quarter was also successful financially, though there is still a long road ahead of us to reach our full fundraising goals.

In March, the situation got a bit complicated because of the safety measures connected with the coronavirus. Seminars were cancelled, fundraising opportunities were limited, and statistics say that people started watching even more porn. All of this poses new challenges for us to deal with.

Therefore, we have moved more things online. For example, the regular spring training of e-coaches will be done online. At the end of March, I taught my first online seminar. Our meetings of Pornoholics Anonymous in Olomouc has been moved online as well. And we have increased our online activity in general.

At the same time, we have more time to focus on some of our online strategies. For example, we have just recently finished developing one online course, and now we are already working on another one. Moreover, we have started working on complete web redesign.

As you can see, we are not idle, even during the quarantine. Thank you for being a part of this!

Pete Lupton, director of NePorno, z. s.

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Project in numbers



Number of contacts: **80 clients**

- This time last year: 61
- +31% compared to last year

Number of active e-coaches: **16 (+4)**

- 14 more in training

Online courses: **72 registrations**

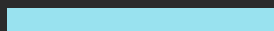
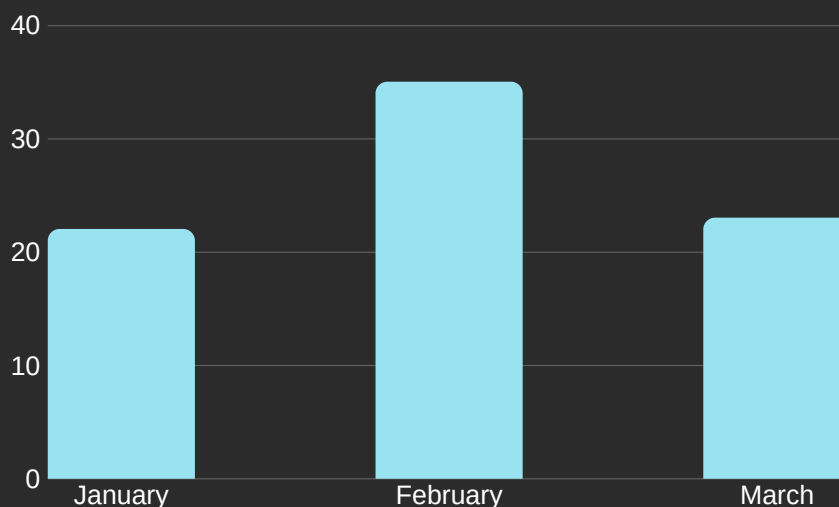
- completion rate: 40%
- **new course:** Kurz pro patrony.
(course for those who want to help their addicted friends)

Social networks:

- Facebook: **819 followers**
- YouTube: **254 subscribers**
- Instagram: **150 followers**

Web NePorno.cz: **100 daily visits**

Number of contacts (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. We tried to apply for a grant from one Christian foundation, but our proposal was denied.

At this moment, we are operating within the low-cost budget of **565,000 CZK (22,500 USD) for 2020** (compared to the original ideal budget of 750,000 CZK). When calculating both recurring and one-time donations, we will have 470 000 Kč raised by the end of 2020, leaving a deficit of at least 95,000 CZK (3,800 USD) left to raise.

Total income for 1Q 2020 was 184,667 CZK (7,325 USD).*

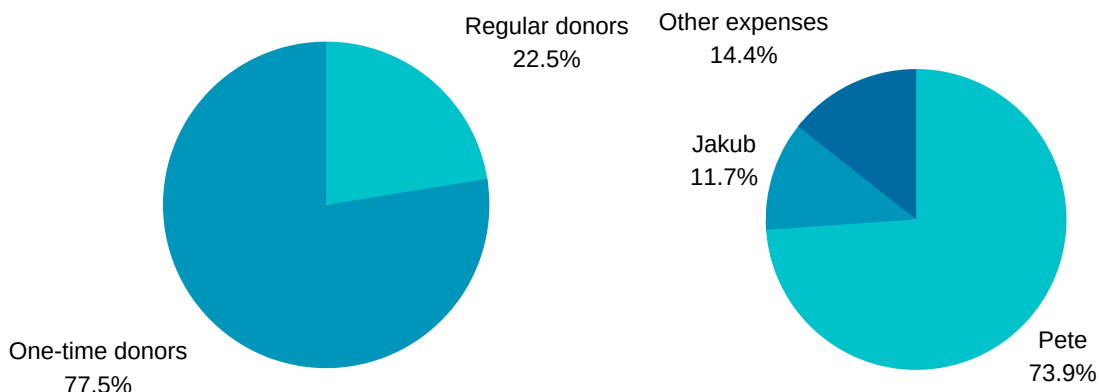
- Regular donors: 41,461 CZK
- One-time donors: 143,206 CZK

Total expenses for 1Q 2020 were 58,340 CZK (2,315 USD).

- Part-time (Pete - 50%): 45,360 CZK*
- Part-time (Jakub): 7,200 CZK
- Other expenses: 8,820 CZK**

*The organization HledamBoha.cz paid the other 50% of Pete's salary, and thereby supported the project with 46 800 CZK.

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



What is coming in 2Q 2020?

04

Because of the safety measures that have been in place since March, many seminars have been cancelled, which could negatively affect our ability to find new e-coaches and raise support. However, we are trying to move more activities online so that, if people are interested, I can teach some seminars online via Zoom.

The spring training for e-coaches will take place online. In April, we will sort out the specifics, but we definitely don't want to cancel it, since it is very important for us. At the same time, I have started to meet with the e-coaches online, and I want to do this regularly to offer them support.

Currently, we are working on a **new online course**, intended for women whose partner is addicted to porn. Our female e-coaches are helping to develop this course, and we will try to get feedback from women who have been in this situation before the official launch.

In addition, **we have prolonged the fundraising campaign on Darujme.cz** till the end of June. Our new goal is to raise **250 000 CZK**, to raise the necessary funds for this year. At this moment, we still lack about 95 000 CZK. If you want to support the project NePornu, you can do it through Darujme.cz ([link here](#)), or send money directly to our bank account: 2601745437 / 2010. For US citizens, you can also donate through JARON Ministries International ([link here](#)).

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

- We lack about 95 000 CZK in budget for this year. Donate through:
 - [Darujme.cz](#)
 - or to 2601745437 / 2010
 - or through [JARON](#)
- At the moment, we especially need more male e-coaches

05

Appendix: Project evaluation

At the beginning of this year, we sent out a survey to our clients, asking them to evaluate the project and their satisfaction, some areas for improvement, and what helped them the most.

We received **20 responses altogether:**

- *Project evaluation*: **95% positive** and one negative response
- *Web transparency*: **95% positive** and one average response
- *Communication with e-coaches*: **100% satisfaction**

Which part of the web was the most beneficial?

- Help offer (50%)
- Life stories (40%)

Which part of the web was the least beneficial:

- Statistics (70%)

Do you want to tell us something more?
(selection of responses)

"Thank you for being here."

"I am glad I came across this website. You are really helping me with this problem, and I am really grateful for you."

"Thank you for your help with inspiration and motivation. I have been clean for three months now, so complete satisfaction. Thank you and God."

"Thank you for this project. I will gladly help with something."

"What you are doing is amazing! You are helping people a lot. It's meaningful. I am grateful to God for you."



NEWSLETTER #1

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