

20
first quarter
22

NEWSLETTER #1

NePornu, z. s.



01

Opening message

Dear friends,

another quarter has gone by, and it was a stormy one. The beginning of the year was marked by rising numbers of people infected with Covid 19. And when we thought things were beginning to get back to normal, the war in Ukraine broke out. Whether we like it or not, these events influence not only us personally, but also the project as a whole.

Stress plays a big part in all of this: it is a significant trigger for many of our clients, which influences their withdrawal process. While we also have new clients asking us for help, we can see that the situation is so difficult for many of our current clients that they have a hard time finding the motivation to continue the process of dealing with their addiction.

At the same time, people are experiencing uncertainty and exhaustion. In the first quarter, there was a drop in interest in organizing seminars and interviews. At the beginning of this year, it was mainly due to Covid 19, but now it is due to the war. The war has also monopolized the time of many organizations and individuals that help people in need. Even some of our e-coaches have paused their involvement within the project, since they are busy helping refugees.

Personally, I am grateful that all these people and organizations are helping the people in need, even though this presents some challenges for our project. We are still there for those who need help with their addiction, and new people keep contacting us for help so we are trying to expand our services.

Specifically, I would like to mention that we've started working on a translation of a book for parents with kids. The *Good Pictures, Bad Pictures* book should be finished in June at the latest, and available in our new e-shop that we launched in March of this year:

eshop.nepornu.cz

Even in the coming quarter, we have a number of things ahead of us, so I want to thank you once again for being part of this!

Pete Lupton
director of NePornu

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Project in numbers (January - March)



Number of clients: **134**

- 185 clients (Jan - Mar 2021)
- -28% compared to last year

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

- 6 more in training

Online courses: **305 sign-ups**

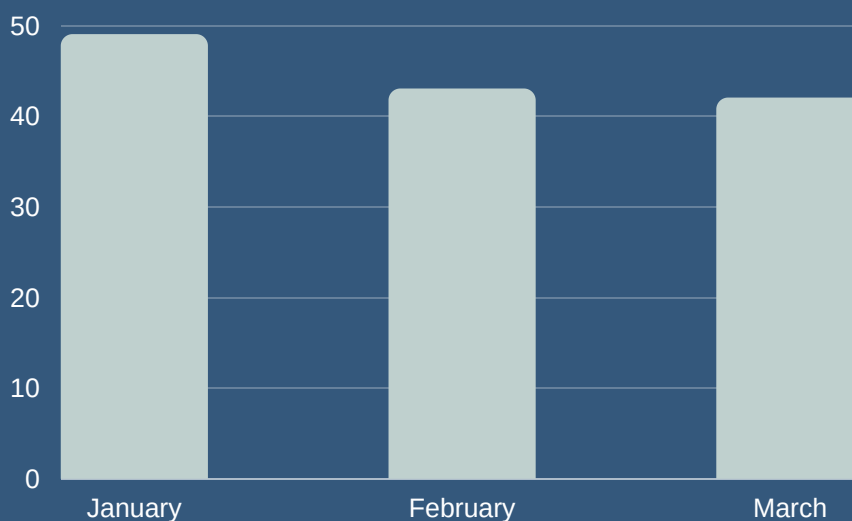
Social Networks:

- Facebook: **1100 followers**
- YouTube: **529 subscribers**
- Instagram: **776 followers**

Web NePornu.cz:

- **14,000 users**
- **20,000 visits**

Number of clients (January - March)



03

Financial report

Since January 2020, we have been operating as the non-profit organization NePornu, z. s. We do not receive state funding and instead are supported by small donors. **The budget for 2022 is about 1,500,000 CZK (67,000 USD).**

Compared to our original plan, we had to increase the budget by 240,000 CZK (11,000 USD) to include the translation of *Good Pictures, Bad Pictures*. Currently, we still need to raise about 83,000 CZK (3,700 USD), but we hope that 80,000 CZK could come through a grant.

When we add up the end-year balance from 2021 and regular donations for 2022, we still need to raise about 200,000 CZK (9,000 USD) to cover the whole budget. We also need to grow the basis of our regular donors by 4,000 CZK (180 USD) a month.

Total income for 1Q 2022 was 420,089 CZK (18,800 USD).

- Regular donors: 95,740 CZK
- One-time donors: 324,349 CZK*

*About 157,000 CZK was raised for the GPBP books.

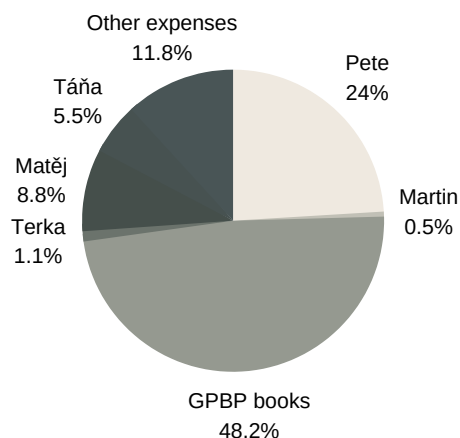
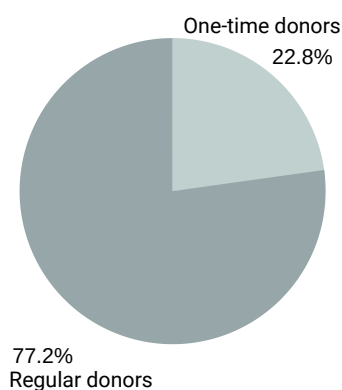
Total expenses for 1Q 2022 were 497,614 CZK (22,300 USD).

- Salaries: 198,929 CZK*
- Other expenses: 298,685 CZK**

*Pete (director), Táňa (e-coach coordinator), Matěj (AP coordinator), Martin (e-coach), Terka (soc. networks)

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

This time, they also include expenses for the GPBP books and e-shop.



What is coming in 2Q 2022?

04

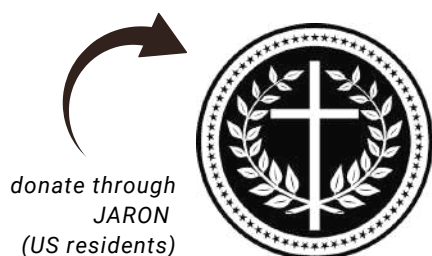
In the 2Qm we will focus on **online promotion** to let more people know about our services. We received a grant for online promotion from the *Seznam* company, and beginning in May 2022, we will receive 10,000 CZK (450 USD) a month for online promotion, which we want to use to raise awareness.

Because the situation in Ukraine isn't stable yet, there might not be many **seminars** in this next quarter. However, some are already arranged, and Matěj (an AP Coordinator) also helps out with these. The project should also appear in a few podcasts, so it should be busier than during 1Q.

As for ***Pornoholics Anonymous***, we are now preparing to launch several groups, but that will probably happen during 3Q. Right now, we are training new leaders and preparing everything for the launch of these groups. There should be at least 2 local groups and 1 online group for women. We will keep you updated about the details.

In June, the translation of ***Good Pictures, Bad Pictures*** should be published, which will be a great resource for parents. One book is for kids ages 3-6, and the second one for ages 7-11. Total expenses are 240,000 CZK (11,000 USD), whereas we still need to raise about 83,000 CZK (3,700 USD), though we might get a grant of 80,000 CZK, but this is not yet guaranteed ([you can donate here](#)). Books will then be available through our new e-shop: eshop.nepornu.cz.

As for **financial support**, we still need to raise about 200,000 CZK (9,000 USD) to cover this year's budget. We also want to *grow the basis of our regular donors by 4,000 CZK (180 USD) a month*. You can support us directly to our bank account 2601745437 / 2010, [through JARON](#) (for US residents), or through Darujme.cz (EU citizens).



donate through
JARON
(US residents)

General needs

- New e-coaches (especially men)
- New regular donors
- New life stories (published anonymously on our web)
- New leaders of *Pornoholics Anonymous*



QR Platba



donate through
Darujme.cz
(EU residents)

Current needs

- Expand the base of regular donors by 4,000 CZK (180 USD) a month (2601745437 / 2010)
- Raise 200,000 CZK (9,000 USD) in one-time donations
- Raise 83,000 CZK (3,700 USD) to translate the books

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