

20
first quarter
23

NEWSLETTER #1

NePornu, z. s.

NE
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01

Opening message

Dear friends,

The beginning of this year was quite wild. In addition to seminars and work with clients, we focused on the further development of our organization and began exploring some possibilities of expanding abroad.

Prevention programs at schools

In January, we had 30 prevention programs, which gave us helpful feedback. In general, we received very positive feedback not only from the 8th and 9th graders but also from the teachers. This is why we look forward to the next school year to serve in even more schools.

In March, our team traveled to Slovakia to cooperate with a lecturing organization there, Tlakový Hrnec. Together, we started working on prevention program for 6th and 7th graders.



Seminars and online courses

We also taught many seminars for young people, parents, church leaders, and couples. Altogether, we taught 27 seminars at 14 different places in the Czech Republic and Slovakia.

As for the online courses, over 360 students have signed up. And we also created a new online course, [30 Days without porn - version for Women](#), gratefully guided through it by Táňa.

Expanding abroad

Initially, this was a distant future plan, but in the first quarter, several potential partners asked us to bring the project to their country. This is all in the beginning phase, but we already have discussions about expanding to Slovakia and Slovenia.

Personally, I hope to expand to Eastern Europe in the coming years. The need for raising awareness of the dangers of pornography is great, as well as the need for help.



Some plans are long-term. But you'll find more information about some short-term plans at the end of this newsletter. In any case, I thank you again for being part of this!

Pete Lupton
director of NePornu, z. s.

Project in numbers (January–March)

02

Number of contacts: **172 klients**

- out of it 148 (e-coaching)
- out of it 24 (POrnoholics Anonymous)

Number of e-coaches: **38 active ones**

- 11 more in training

Online courses: **384 sign-ups**

Number of support groups: **7 active ones**

Social networks:

- Facebook: **1277 followers**
- YouTube: **630 subscribers**
- Instagram: **1185 followers**
- Spotify: **396 followers**

Web NePornu.cz:

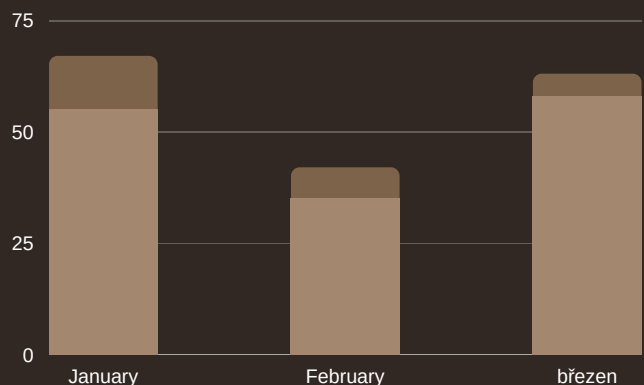
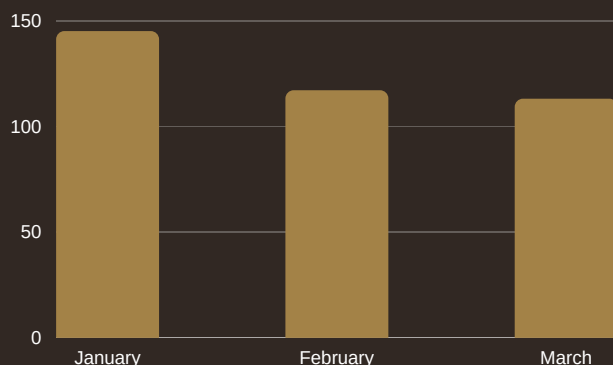
- **39,000 users**
- In the coming months, we could see an increase here again thanks to the Google grant

Number of clients (January – March)

Our most important marker is the number of clients that ask us for help. Our goal for this year is to help at least 700 clients.

The lower part of the graph (on the right) shows the number of clients, who applied for e-coaching, and the upper part shows the number of clients who signed up for our support group.

Besides these types of help, we also run online forums and Discord servers, where users can encourage one another.



The graph on the left shows the number of users who signed up for our online courses. Currently, we offer seven online courses for porn addicts, partners of addicts, parents, friends, or church leaders. And we try to expand these courses every year.

Our newest course is called "30 Days without porn – version for Women". Since the beginning of this year, when we launched it, 31 users have signed up for it.

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 2023 is about 1,900,000 CZK (89,000 USD).**

Currently, when we put together our regular donors, we still need to raise **about 400,000 CZK (19,000 USD) to cover this year's budget.**

And since the project keeps growing every year, we need to **expand the base of our regular donors.** Till the end of this year, we would like to **expand it by 35,000 CZK (1,700 USD) a month.** Thanks to this, we could raise 1,000,000 CZK (47,000 USD) in 2024 on regular donations.

Total income for 1Q 2023 was 534,497.98 CZK (25,000 USD).

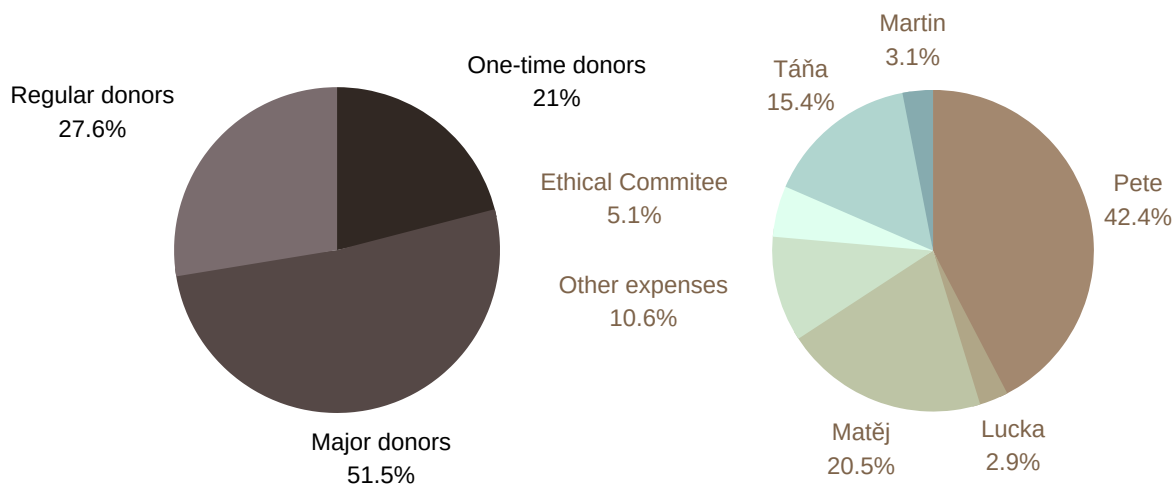
- Regular donors: 147,431.77 CZK
- One-time donors: 112,039.90 CZK
- Major donors: 275,026.31 CZK

Total expenses for 1Q 2023 were 331,621.10 CZK (15,500 USD).

- Salaries: 296,432 CZK*
- Other expenses: 35,189.10 CZK**

*Pete (director), Táňa (e-coach coordinator), Martin (e-coach), Matěj (Pornoholics Anonymous coordinator), Lucka (social networks)

**Other expenses include travel expenses, supervision meetings, rent, website, accounting, etc.



What is coming in 2Q of 2023?

04

In the 2Q, we will start using the **Google Grant for online promotion**, which will be managed *pro bono* by the Publicis Groupe company. We will aim mainly at raising awareness, but through this we expect a possible increase in clients.

As for the **prevention programs at schools**, our goal is to finish and test the prevention program for 6th and 7th graders. We already work on this in cooperation with Tlakový Hrnec in Slovakia. And we would also like to organize **training for lecturers** so that we can be well prepared for the next school year.

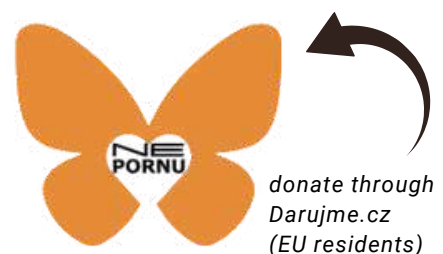
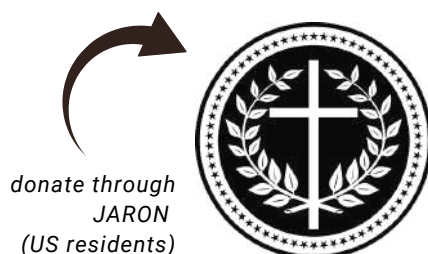
In this regard, we also have the opportunity to work with an organization in Slovenia and potentially bring the whole project there as well. This is more of a long-term vision, but not too far from becoming a reality.

We also work on our **Discord server**, where we are in the process of revising the rules and creating a team of moderators so that this platform can keep offering a safe space where people may find help.

I also have to mention our need to **raise sufficient funds**. At this moment, we still need to raise about 400,000 CZK (19,000 USD) to cover this year's budget, whereas we would love to raise this amount by the beginning of summer.

Also, we need to expand the base of our regular donors by 35,000 CZK (1,700 USD) a month. You can support us directly to our bank account 2601745437 / 2010, through Darujme.cz (EU residents), or through JARON Ministries (US residents).

You can also become a sponsor for the prevention programs. One program costs 2,000 CZK (100 USD), and you can support it by donating to our specific sub-account: 2502122584 / 2010 - leave a message saying: "Donation towards prevention programs". Or, you can also donate through Darujme.cz.



General needs

- New e-coaches and leaders of Pornoholics Anonymous
- New regular donors
- New life stories (anonymously published on our website)

Current needs

- Expand the base of regular donors by 35,000 CZK (1,700 USD) a month (2601745437 / 2010)
- Raise 400,000 CZK (19,000 USD) on one-time donations

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Polská 346/29, 779 00 Olomouc

IČ: 08772207

č.ú.: 2601745437 / 2010

IBAN: CZ2720100000002601745437

BIC: FIOBCZPPXXX

<https://NePornu.cz>

info@nepornu.cz

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