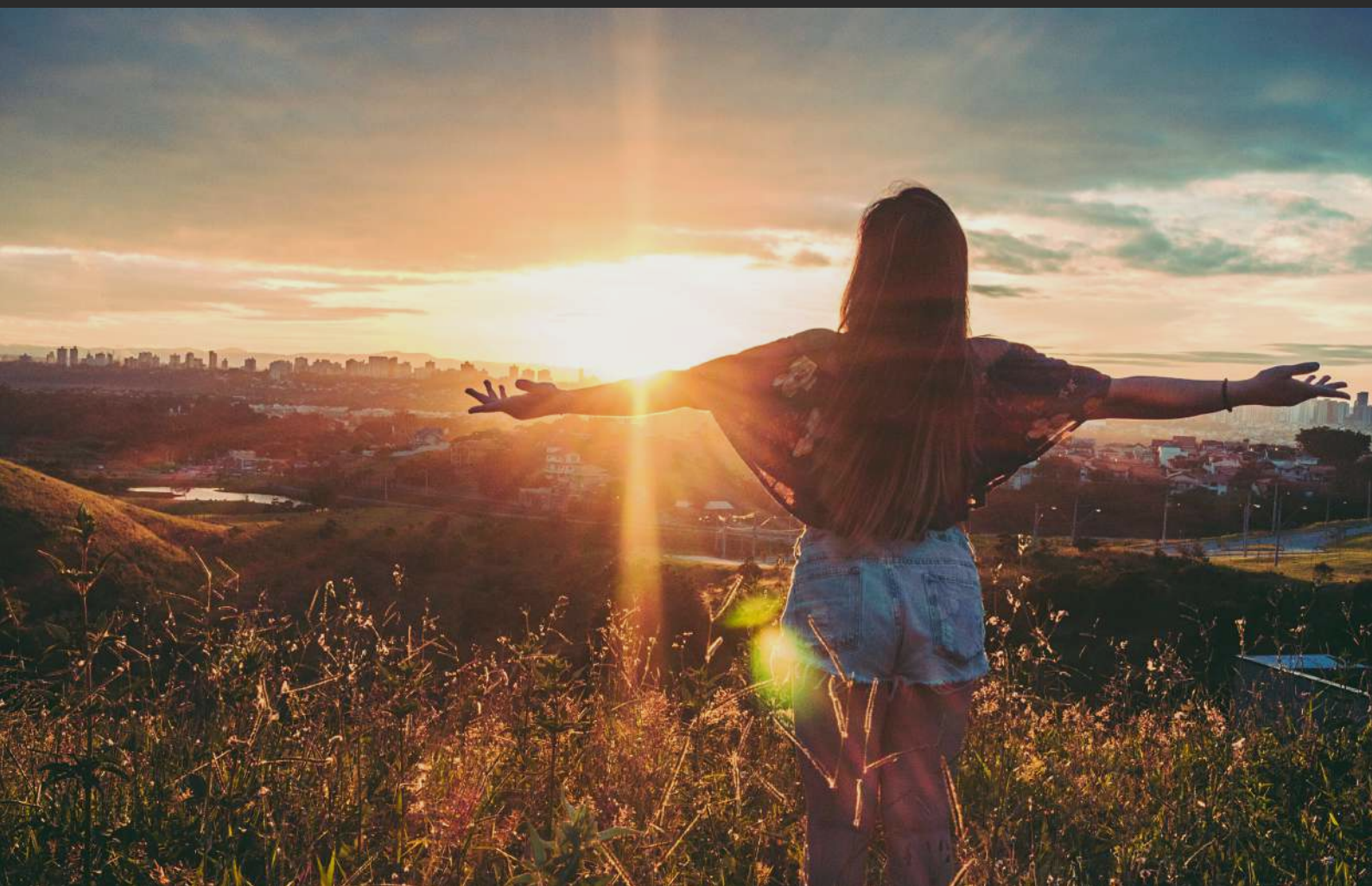


20
second quarter
21

NEWSLETTER #2

NePornu, z. s.

NE
PORNU



01

Opening message

Dear friends,

I really appreciate your support and interest in the NePornu project. Although this year has been quite difficult, things are starting to return back to normal. I'm very grateful that the project has kept on growing, and that we could work on a number of things in the past quarter.

Personally, I spent a lot of time working on **a new online course**, "[30 Days without Porn.](#)" It will include 30 short videos, one for each day, that will guide people through the "reboot" process. It is the most extensive and complex course we have made so far, and I believe that it will not only help our clients, but also the e-coaches assisting them.

At the same time, we launched a **podcast** that helps us raise awareness. If you haven't listened to it yet, it is available in Czech [here](#).

The media was also interested in the project a lot. If you want to keep up with all the interviews, simply check out [our website here](#).

Even though, due to Covid rules, I couldn't travel much to present the project personally, the number of new e-coaches kept on growing. As for **fundraising**, we still need to raise about 35,000 CZK (1,700 USD) on one-time donations to cover the budget for this year. However, I believe we will be able to raise this amount over the summer, so that we can start preparing for next year.

In any case, I want to thank you once more for your interest in the NePornu project. And thank you for being a part of this!

Pete Lupton, ředitel NePornu, z. s.



Project in numbers

(April - June)

02

Number of clients: **149 clients**
(**333 since January**)

- 108 clients (April-June 2020)
- +48% compared to last year

Number of e-coaches: **40**
◦ 8 more in training

Online courses: **180 registrations**
◦ **new course: 30 dní bez porna** (30 days without porn)

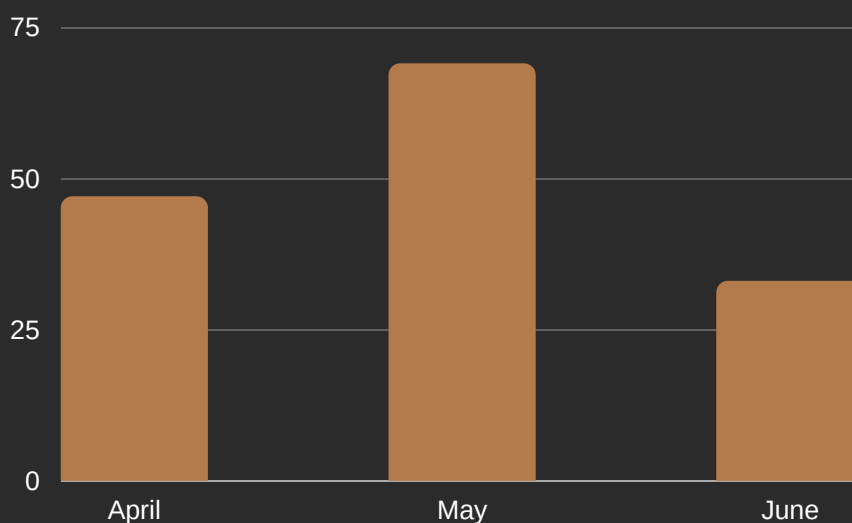
Social networks:

- Facebook: **1012 followers**
- YouTube: **443 subscribers**
- Instagram: **485 followers**
- Podcast: **883 plays**

Web NePornu.cz:

- **17 000 users**
- **22 000 visits**

Number of contacts (April - June)



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. **The budget for 2021 is 850,000 CZK (40,000 USD).**

Currently, we still need to raise about 35,000 CZK (1,700 USD) on one-time donations to cover the budget for this year (see our fundraising campaign on [Darujme.cz](https://darujme.cz)).

Additionally, we want to raise 68,000 CZK (3,200 USD) to translate a new book (see more information on [Darujme.cz](https://darujme.cz)).

Total income for 2Q 2021 was 182,465 CZK (8,500 USD).

- Regular donors: 80,090 CZK
- One-time donors: 102,375 CZK

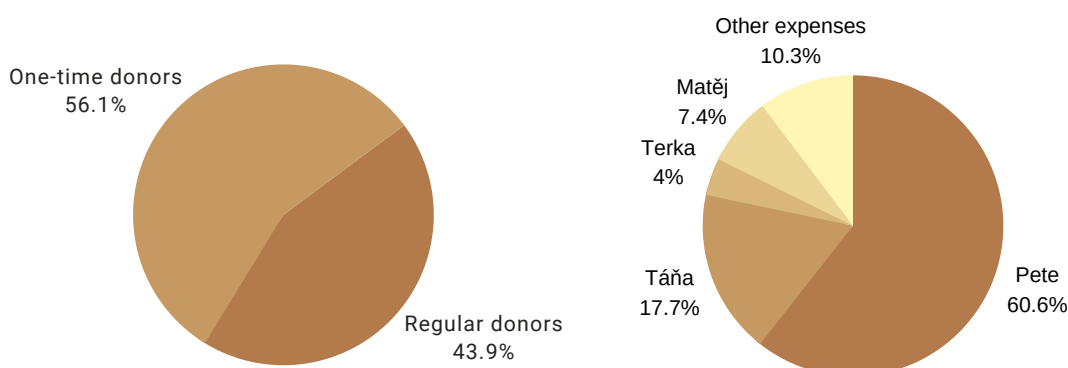
Total expenses for 2Q 2021 were 213,632 CZK (9,900 USD).

- Salaries: 142,396 CZK*
- Other expenses: 71,236 CZK**

*Pete (director), Táňa (e-coach coordinator), Matěj (e-coach), Terka (soc. net.)

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

Furthermore, we would like to expand the base of our regular donors. At this moment, we raise about 350,000 CZK per year on regular donations. The goal is to expand this base by at least 4,000 CZK (200 USD) a month, which will get us to 400,000 CZK (18,500 USD) per year.



What is coming in 3Q 2021?

04

The summer is usually quite calm. The seminars will restart in September, providing that Covid restrictions do not return. In July, I already had seminars at the Christian conference KMS and at KristFest.

In July, we will also launch our **new online course** *30 days without porn*. This version focuses mainly on men, but we also plan to create a course focused on women. However, this might get published next year at the soonest.

As for the **fundraising**, we have two plans for this summer.

First, we want to raise about **35,000 CZK (1,700 USD)** on **one-time donations** to cover the budget for this year. You can support us through [Darujme.cz](https://darujme.cz) (EU residents), [through JARON](https://jaron.org) (US residents), or directly deposit to our bank account: 2601745437 / 2010.

Second, we have the opportunity to translate the book *Treating Pornography Addiction*. To publish it, we need to raise about 80,000 CZK. At this moment, we still have to raise about **68,000 CZK (3,200 USD)**. You can support us through [Darujme.cz](https://darujme.cz).



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

- Raise about 35,000 CZK on one-time donations
- Raise about 68,000 CZK to publish a new book
- Expand the base of regular donors by 4,000 CZK (200 USD) a month
- Especially male e-coaches

**NE
PORNU**



NEWSLETTER #2

NePornu, z. s.

Polská 346/29, 779 00 Olomouc

IČ: 08772207

č.ú.: 2601745437 / 2010

<https://NePornu.cz>

info@nepornu.cz

**NE
PORNÜ**

