

20
second quarter
22

NEWSLETTER #2

NePornu, z. s.

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01

Opening message

Dear friends,

another quarter is behind us, where a number of things happened. At the beginning of this newsletter, I will share two areas, which especially bring me joy.

Local Support Groups

I spoke about this area many times in the past, but Covid made the progress very difficult. That's why I am so happy that we employed Matěj at the beginning of this year to coordinate *Pornoholics Anonymous*. And it already bears fruit!

In the past quarter, we started **3 new support groups!** So you can find them now in Prague and Brno, and one is online for women whose partner is addicted.

At some places, people are interested so much that we might need to soon start another one. It is a challenge that we gladly accept.



www.anonymnipornoholici.cz

Books for Kids

In the past 6 months, we intensively worked on translating books for kids called *Good Pictures, Bad Pictures*. One version is for kids ages 7-11, whereas the other one is for kids ages 3-6.

Since pornography is easily accessible, we believe that prevention is the best way to protect our kids. These books are great tools for parents to warn their kids.

These books are now available in Czech through our new e-shop NePorno. I will be grateful if you share this information with your friends.



Buy books at
eshop.nepornu.cz

You can read about our plans for the third quarter at the end of this newsletter. In any case, I am glad that you are part of this project!

Pete Lupton
Director of NePorno

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Project in numbers (April - June)



Number of clients: **161 clients**

- 295 since the beginning of the year

Number of e-coaches: **32 active ones**

- 17 more in training

Online courses: **321 sign-ups**

Number of local support groups: **3 new**

- Altogether 5 groups

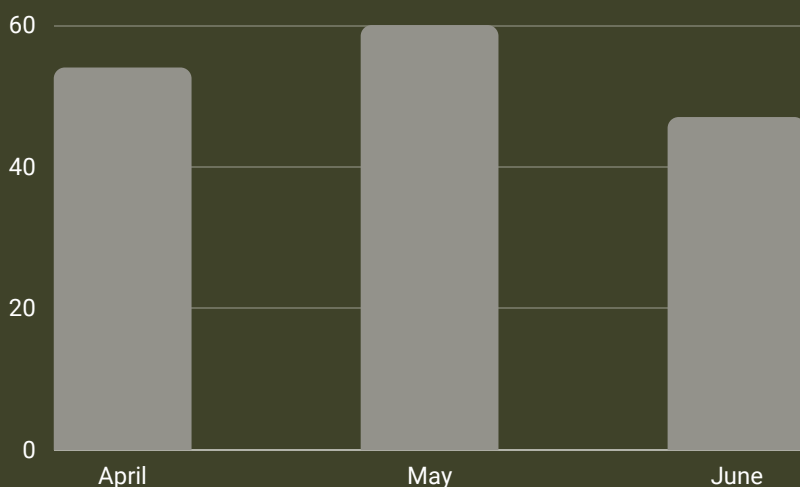
Social networks:

- Facebook: **1144 followers**
- YouTube: **550 subscribers**
- Instagram: **820 followers**

Web NePorno.cz:

- **23,000 users**
- The number of users has doubled thanks to the *Seznam Grant* used for online advertisement

Number of clients (April - July)



Our most important marker is the number of clients that ask us for help. The number of clients usually varies according to the number of presentations. But in general, each year the number of clients is increasing.

Our goal for this year is to be able to help at least 700 clients.

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 2022 is about 1,500,000 CZK (67,000 USD).**

When we add up the end-year balance from 2021 and regular donations for 2022, we still need to raise about 153,000 CZK (6,500 USD) to cover the whole budget. We also need to grow the basis of our regular donors by 12,000 CZK (500 USD) a month.

We also started a new collection to create prevention programs for schools. Total expenses for the next school year should be about 250,000 CZK (10,500 USD).

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

Total income for 2Q 2022 was 297,294 CZK (12,300 USD).

- Regular donors: 94,440 CZK
- One-time donors: 202,854 CZK*

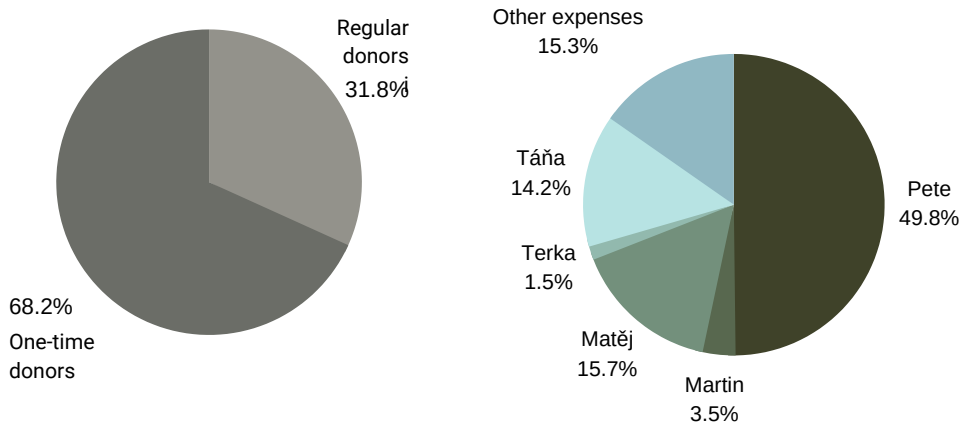
*About 80,000 CZK was raised for the books for kids.

Total expenses for 2Q 2022 were 254,190 Kč (11,000 USD).

- Salaries: 215,769 CZK*
- Other expenses: 38,421 CZK**

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

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



What's coming in 3Q 2022?

04

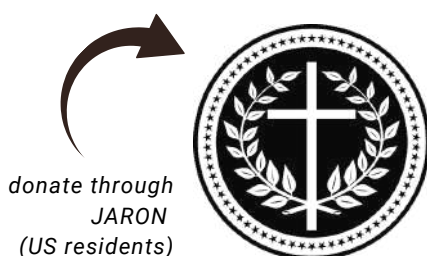
During the summer, the number of clients usually declines a bit. People are on vacations and manage to fill their lives with good things. But we have a number of **seminars** ahead of us, especially at festivals for young people. You can follow us on social networks for more information.

We also work on **new support groups**, which should start as soon as the school year begins. There will be one online group for women who are addicted and some local ones.

Besides this, we would like to **raise about 250,000 CZK (10,500 USD) for prevention programs for school** till the end of summer, so that we can start working on them in September. One program for kids ages 14-15 is almost finished and it needs only some final corrections, but we would like to create more for younger kids. Already now, schools are reaching out to us for these programs. You can support this area through Darujme ([link here](#)) or directly to our bank account with the variable symbol 600.

Part of the prevention programs will be the translation of **Guidebook for Professionals** for the *Good Pictures, Bad Pictures* book, which you can buy at eshop.nepornu.cz.

As for **the financial support**, we still need to raise about 153,000 CZK (6,500 USD) on one-time donations. We also want to *enhance the base of regular donors by 12,000 CZK (500 USD) a month*, whereas every penny counts! 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)



QR Platba



donate through
Darujme.cz
(EU residents)

General needs

- New e-coaches
- New regular donors
- New life stories
- New leaders of *Pornolics Anonymous*

Current needs

- Enhance the base of regular donors by 12,000 CZK (500 USD) a month (2601745437 / 2010)
- Raise 153,000 CZK (6,500 USD) on one-time donations
- Raise 250,000 CZK (10,500 USD) for prevention programs

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NePorno, z. s.

Polská 346/29, 779 00 Olomouc

IČ: 08772207

IBAN: CZ27 2010 0000 0026 0174 5437

BIC: FIOBCZPPXXX

<https://NePorno.cz>

info@nepornu.cz

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