

20
third quarter
21

NEWSLETTER #3

NePornu, z. s.

NE
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01

Opening Message

Dear friends,

the summer is now behind us and a new school year has begun. Unlike previous years, the summer was quite busy. One of the reasons for this was the fact that we launched a new online course, which is quite popular, and as a result many people asked us for help.

Based on the feedback from our clients, we also made a partnership with a guy who launched a Czech NoFap on Discord, which got renamed to NePornu. And so people can communicate with each other on this platform and help each other in real time.

During the summer, I had the opportunity to teach a few seminars, and in September I was able to restart regular seminars and presentations. These will be even more intensive during the Fall season. And personally, I am looking forward to that.

We also work on putting together an ethics committee, code of ethics, and methodology for our e-coaches. Since the project keeps on growing rapidly, we believe that these are necessary things we need to keep moving forward. They will also help us be more transparent and our e-coaches will have better tools to help our clients.

At this time, we face two challenges in the coming year. First, we need more e-coaches, especially men, to meet the high demand from our clients. And since the project keeps on growing, the expenses are growing as well. So second, it will be a challenge to raise all the necessary funds for next year.

In this regard, I would love to thank all of you who are already part of our project and support it with your time or money. I appreciate it a lot and I am really grateful that we can work on this project together.

It's great to see the project advancing. So thank you for being part of it!

Pete Lupton, director of NePornu

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Project in numbers (July - September)



Number of clients: **142 (475 since January)**

- 74 clients (Jul-Sep 2020)
- +92% compared to last year

Number of e-coaches: **36 active**

- 9 more in training

Online courses: **384 sign-ups**

- New course: *30 days without porn*

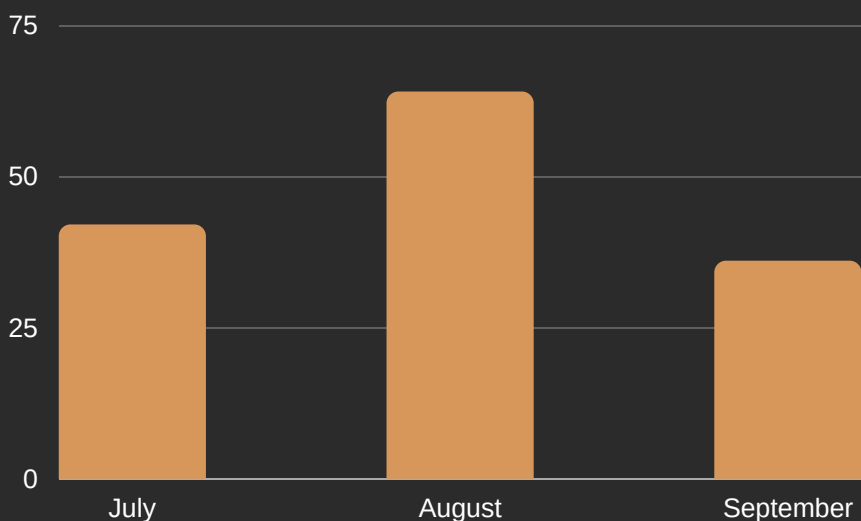
Social Networks:

- Facebook: **1 048 followers**
- YouTube: **465 subscribers**
- Instagram: **559 followers**

Web NePornu.cz:

- **11 000 users**
- **15 000 visits**

Number of clients (July - September)



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 880,000 CZK (40,000 USD).**

At this moment (counting with regular donors till the end of this year), we have all the funds necessary for this year. All new donations go towards next year's budget, which will be finalized at the end of October by the NePorno Board. After that, we will launch a fundraising campaign for 2022.

However, we also run a fundraising campaign to translate and publish a new book called "Treating Pornography Addiction". We need to raise 80,000 CZK (3,700 USD) altogether. At this moment, we still need 44,000 CZK.

Next, we would love to *expand the base of regular donors*. At this time, we raise about 350,000 CZK (16,000 USD) per year on regular donations. We would like to expand it by 9,000 CZK a month (450 USD) to get to 450,000 CZK (20,500 USD) per year.

Total income in 3Q 2021 was 195,440 CZK (9,000 USD).

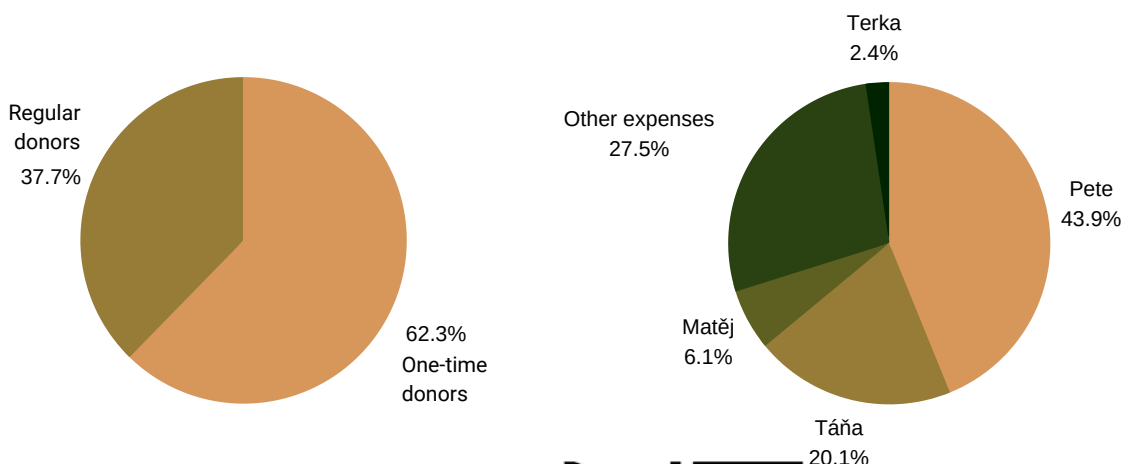
- Regular donors: 73,650 CZK
- One-time donors: 121,790 CZK

Total expenses in 3Q 2021 were 222,759 CZK (10,000 USD).

- Salaries: 161,505 CZK*
- Other expenses: 61,254 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..



What is coming in the 4Q of 2021?

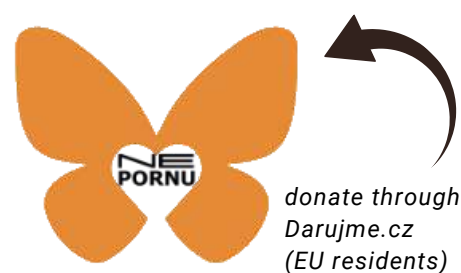
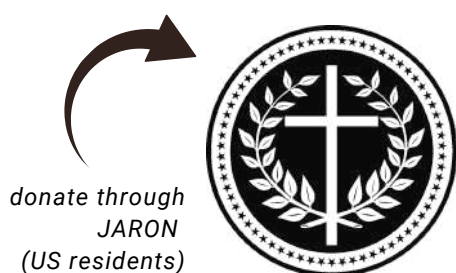
04

As things are getting back to normal - and hoping that the situation won't get worse again - there will be a lot of **seminars and presentations of the project** in the last quarter. Right now, I have 13 planned seminars and presentations.

In November, we're organizing **training for e-coaches** (Nov 27) that will take place in Olomouc. And in the evening, after the training, there will be **Thanksgiving with NePornu** (from 17:00 to 19:00). This will be open to everyone interested in the project. If you want to come or invite someone, please fill in this form ([link here](#)).

As for the **financial support**, we want to thank all our regular donors. And we would like to ask all others, if you could consider supporting us regularly as well. Right now, we need to **expand the base of regular donors by 9,000 CZK (450 USD) a month**, whereas every penny counts! You can support us through [Darujme.cz](#) (EU residents), [through JARON](#) (US residents), or directly deposit to our bank account: 2601745437 / 2010.

At the same time, we are raising funds to **translate and publish a book called "Treating Pornography Addiction"**. You can chip in only through [Darujme.cz](#) ([link here](#)). We still need to raise 44,000 CZK (2,000 USD).



General needs

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

Current needs

- Raise 44,000 CZK to translate a book
- Expand the base of regular donors by 9,000 CZK (450 USD) per month
- New e-coaches - especially men
- New webmaster

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Polská 346/29, 779 00 Olomouc

IČ: 08772207

č.ú.: 2601745437 / 2010

<https://NePornu.cz>

info@nepornu.cz

NE
PORNU

