

20
third quarter
22

NEWSLETTER #3

NePornu, z. s.

NE
PORNU



01

Opening message

Dear friends,

A busy summer brings thankful smiles, and the beginning of a new school year is with us. Many interesting events have already taken place, and there are more exciting things coming!

Busy Summer

This summer was filled with seminars, especially for young people. Over 1,000 youth participated in one of our seminars, hundreds of others visited our stalls at the festivals, and one seminar was even broadcasted on TV Noe. More than 10,000 people watched it during the broadcast.

At the end of September, there was a conference for men organized by a Slovakian organization Mužom.sk. More than 200 men attended this conference and heard our seminar. The response was tremendous.



New Merch

We are also trying to come up with new merch to raise awareness. During the summer, we came up with new t-shirts, bags, and stickers with a bold but clear and clever message: F**k porn!

You can check out our merchandise in the e-shop. With your purchase, you will not only support NePornu, but also help in raising awareness!



[Go to e-shop](#)

Prevention Programs for Schools

I will also quickly mention that we have started preparing prevention programs for schools. In the Fall, we will test our a program for 8th and 9th grade classes, and other classes will come in the Spring.

If you want to support this, check out this link: [Darujme.cz](https://darujme.cz).



You can also read about the plans for 4Q of 2022 at the end of this newsletter. Thank you for being part of this project!

Pete Lupton
Director of NePornu

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Project in numbers (July - September)



Number of clients: **147**

- 442 since January 2022

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

- 24 in training
- A lot of new volunteers have signed up during the summer thanks to the festivals

Online courses: **477 registrací**

- 50% increase in comparison with 2Q

Support groups

- 5 active
- More coming in 4Q of 2022

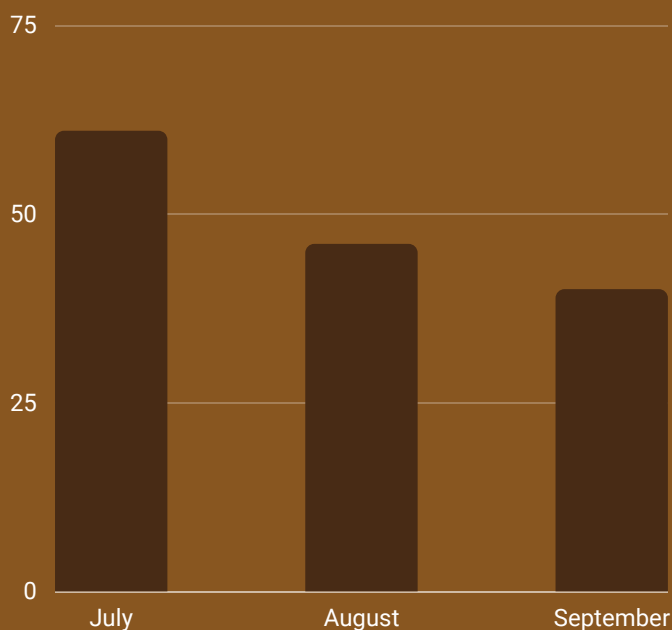
Social Networks:

- Facebook: **1,175 followers**
- YouTube: **571 subscribers**
- Instagram: **938 followers**

Web NePorno.cz:

- **34,000 users**
- Rapid growth thanks to Seznam Grant for online promotion - *50% increase*

Number of clients (Jul - Sep)



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

During the summer, we decided to change the way we accept new clients. We created an entry course that every new applicant has to go through. The course is short and informs the clients about all NePorno forms of help and basic principles of e-coaching. The entry course helps us to save our capacity, which might have been partially spent unnecessarily on clients misunderstanding the nature of assistance we offer. This will also help in raising the quality of our services.

The result is a decrease in the number of clients that we accepted. This is a positive effect, because in the past we received requests by clients who never replied back or communicated only shortly.

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 (60,000 USD).**

When we add up the end-year balance from 2021 and regular donations for 2022, we still need to raise about 50,000 CZK (2,000 USD) to cover the whole budget. We also need to grow the basis of our regular donors by 3,000 CZK (120 USD) a month.

We also try to raise money for the prevention programs. Total expenses for this school year should be about 250,000 CZK (10,000 USD).

Total income for 3Q 2022 was 223,000 CZK (8,800 USD).

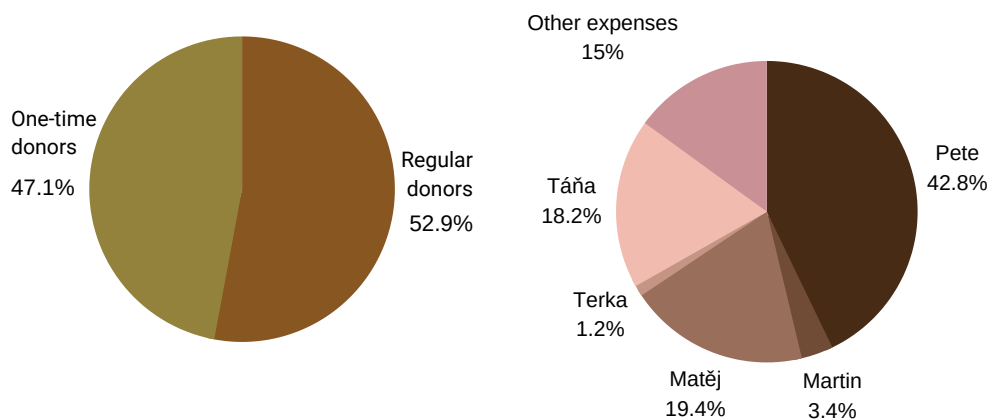
- Regular donors: 118,000 CZK
- One-time donors: 105,000 CZK

Total expenses for 3Q 2022 were 285,000 CZK (11,250 USD).

- NePorno Staff: 242,500 CZK*
- Other Expenses: 42,500 CZK**

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

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



What is coming in 4Q of 2022?



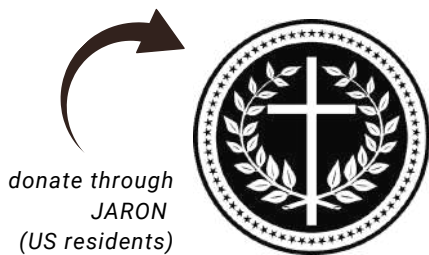
This school year, we plan to **create and test the prevention programs in schools**. Several schools have asked us to come and test these, so in the last quarter, we plan to test prevention programs for classes 8 and 9. At the same time, we will work on creating programs for classes 6 and 7, and 4 and 5. After that, we should test them during Spring.

However, we still need to raise money for these programs. **At this moment, we still need to raise 222,000 CZK (9,000 USD)**. You can find more information on how to support us [here](#).

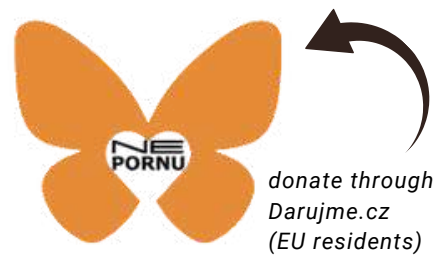
We are also working on launching new support groups. In October, we should launch a group for women whose partner is addicted to porn. But we are also in the process of training new leaders in other cities. We will update you on these as soon as we are ready to launch them.

In November, we will organize training for e-coaches. This year, we intensively worked on creating a new manual for e-coaches. Although we still have a lot of work ahead of us, I am glad that we will soon have a professional tool that will make the work easier for our e-coaches. In contrast, the quality of our services will also improve.

As for the financial support, we still need to raise about 50,000 CZK (2,000 USD) on one-time donations. And we also need to expand the basis of regular donors by 3,000 CZK (120 USD) a month. Every penny counts! European residents can support us directly to our bank account (2601745437 / 2010) or through [Darujme.cz](#). US residents can support us through [JARON](#).



donate through
JARON
(US residents)



donate through
Darujme.cz
(EU residents)

General needs

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

Current needs

- Expand the base of regular donors by 3,000 CZK (120 USD) a month (2601745437 / 2010)
- Raise 50,000 CZK (2,000 USD) on one-time donations
- Raise 222,000 CZK (9,000 USD) for prevention programs



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