

**20**  
fourth quarter  
**21**

**NEWSLETTER #4**

NePornu, z. s.

**NE**  
**PORNU**



## 01

# Opening message

Dear friends,

The end of 2021 was quite busy. Throughout the fall, I was traveling all around the Czech Republic, teaching seminars, presenting the project, and making new partnerships. In comparison with the previous year, this was a welcomed change, and the project benefited from that.

In November, we organized a **training for our e-coaches** that was followed up with a **Thanksgiving event**. Above all, I am grateful that besides looking back at 2021 and forward to 2022, we could introduce a bit more the work of Táňa, our e-coach coordinator, and Matěj, who is our new coordinator of *Pornoholics Anonymous*.

But I am also very grateful for all our e-coaches who managed this great influx of clients bravely. Our goal in 2021 was to be able to offer help to at least 600 clients, whereas at the end of the year, we had **615 clients**.

Next, I am grateful to all who supported the project financially. Your generosity was great, especially in December when you supported the project with **almost 300,000 CZK (14,000 USD)**. Thanks to this generosity, we could enter into 2022 with sufficient financial reserve. We still need to raise more to cover the whole budget for 2022, but I believe we can make it together.

As always, I am very grateful for how the project keeps on growing. And thank you all for being part of it as well!

*Pete Lupton*  
*Director of NePornu*

# Project in numbers (October - December)

02

Number of clients: **140 (615 since January)**

- 162 clients (Oct - Dec 2020)
- -14% in comparison to last year

Number of e-coaches: **30 active ones**

- 11 more in training

Online courses: **305 sign-ups**

- +95% in comparison to last year

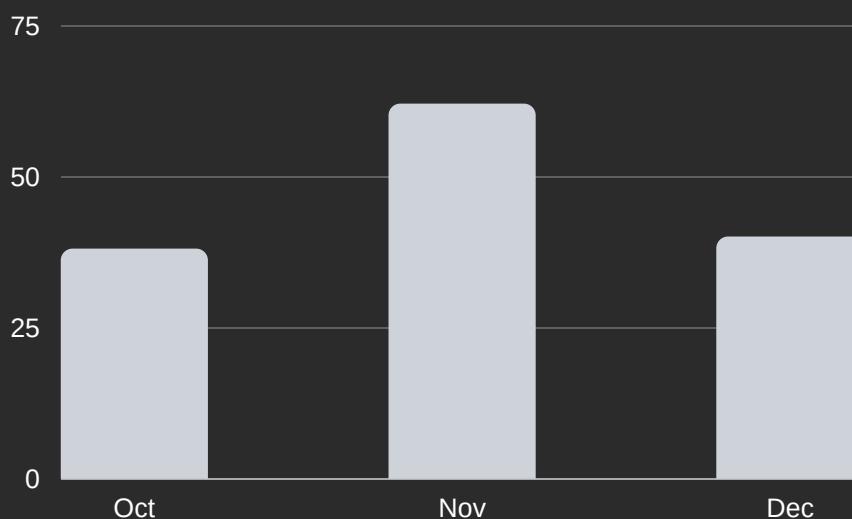
Social Networks:

- Facebook: **1,084 followers**
- YouTube: **500 subscribers**
- Instagram: **685 followers**

Web NePornu.cz:

- **12,000 users**
- **18,000 visits**

Number of clients (Oct - Dec)



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

At the end of 2021, we were already raising money for next year. So we started the year 2022 with an account balance of 396,394 CZK (18,000 USD).

**The budget for 2022 is 1,200,000 CZK (55,000 USD).** When we add up the current balance and regular donations promised for 2022, we still need to raise about 450,000 CZK (20,500 USD) to cover the whole budget. We want to raise a big portion of that on one-time donations, but also grow the base of our regular donors by 10,000 CZK (450 USD) a month.

**Total income in Oct-Dec 2021 was 395,149 CZK (18,000 USD).**

- Regular donors: 102,770 CZK
- One-time donors: 292,379 CZK\*

\*We raised about 212,000 CZK just in December.

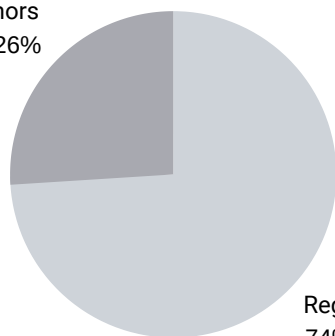
**Total expenses in Oct-Dec 2021 were 217,201 CZK (10,000 USD).**

- Salaries: 177,312 CZK\*
- Other expenses: 39,889 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.

One-time donors  
26%



Regular donors  
74%

Táňa  
21.5%

Matěj  
12%

Terka  
1.8%

Other expenses  
18.4%

Pete  
46.3%

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# What is coming in 2022?

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**Our main goal for 2022 is to stabilize the project as much as possible.**

The first area is the **background for our e-coaches**. At the end of 2021, we created an Ethics Committee. They created the Code of Ethics for our organization, and in 2022 they will for on creating a more detailed manual for our coaches. This should make their work a bit easier.

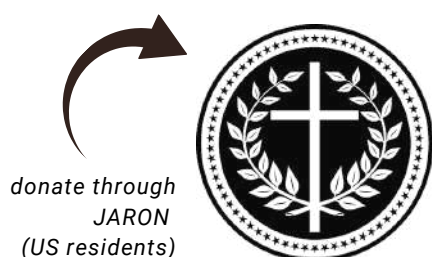
Already in 2021, we started regular supervisions for our e-coaches, and thereby taking care of them. At the same time, our online course *30 days without porn*, helped not only our clients but also our coaches. And in 2022, we would love to create a version for women.

The second area is to **grow the base of our e-coaches**. Simply put, we need more e-coaches to be able to meet the demand from our clients. We are going to compensate for that partially by employing a few e-coaches part-time, but we want to stick to the plan that most of our e-coaches will still be volunteers.

Part of this area is also the expansion of local support groups of *Pornoholics Anonymous*. Our new coordinator Matěj will start expanding these groups to other cities, which will also mean finding and training new leaders.

And the third area is to **secure sufficient finances**. To cover the whole budget for 2022, we still need to raise about 450,000 CZK (20,500 USD). A part of it should be covered by expanding the base of our regular donors by 10,000 CZK (450 USD) a month. You can support us through a one-time or regular donation: 1) Directly to our Czech bank account: 2601745437 / 2010; 2) through [Darujme.cz](https://darujme.cz) (for EU citizens); 3) or through [JARON Ministries International](https://jaronministriesinternational.org) (for US citizens).

At the same time, we would love to translate books called *Good Pictures*, *Bad Pictures*, which would help especially parents, so that they can open this issue with their kids. One book is for kids ages 3-6 and the other one for kids ages 7-11. To publish both, we need to raise 160,000 CZK (7,500 USD). You can support this through [Darujme.cz](https://darujme.cz) ([link here](#)).



## General needs

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



## Aktuální potřeby projektu

- Expand the base of regular donors by 10,000 CZK (450 USD) a month (2601745437 / 2010)
- Raise 300,000 CZK (14,000 USD) on one-time donations
- Raise 160,000 CZK (7,500 USD) to translate the books

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## NEWSLETTER #4

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