

20  
fourth quarter  
22

NEWSLETTER #4

NePornu, z. s.

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## 01

# Opening message

Dear friends,

Towards the end of 2022, we were trying to finish some crucial projects that will be also very important in 2023.

## Training of e-coaches and leaders of support groups

At the end of November, we had our annual training for volunteers, since we always strive to improve our work with clients. This time we had 30 volunteers, and with some of them, we spent the whole weekend together.

In any case, I am very grateful for their work, since it was mainly thanks to their efforts that we helped 607 clients during 2022!



## Thank you for your support

Beside our volunteers, a huge "thank you" belongs also to all donors that supported us financially. Thanks to your generosity, we were able to raise over half a million Czech crowns (23,000 USD) in the last quarter!

Thanks to you, we were able to start 2023 with about 450,000 CZK (20,000 USD), and from our regular and one-time donors, we should be able to raise at least 800,000 CZK more this year. This is a huge help!

Thank you all for your financial support, because it is only thanks to you that we can offer our help for free. Not to mention that our clients are also grateful for your support!



[How to support NePornu?](#)

## Prevention programs for schools

Throughout the fall, we tested out prevention programs for 8th and 9th graders, and these had great success! We've started working on programs for a younger audience, which we should test out during the spring.

Because people are very interested in this area, we might send you updates more often :)



You'll find out more about our plans at the end of this newsletter. Thank you for being a part of this project! Together, we can make great things!

Pete Lupton  
director of NePornu

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# Project in numbers (October - December)

02

Number of clients: **155 clients**

- 607 in 2022

Number of e-coaches: **35 active ones**

- 17 more in training

Online courses: **406 sign-ups**

- 1422 sign-ups in 2022

Number of support groups: **2 new ones**

- Together 7 groups

Social Networks:

- Facebook: **1254 followers**
- YouTube: **612 subscribers**
- Instagram: **1122 followers**

Web NePornu.cz:

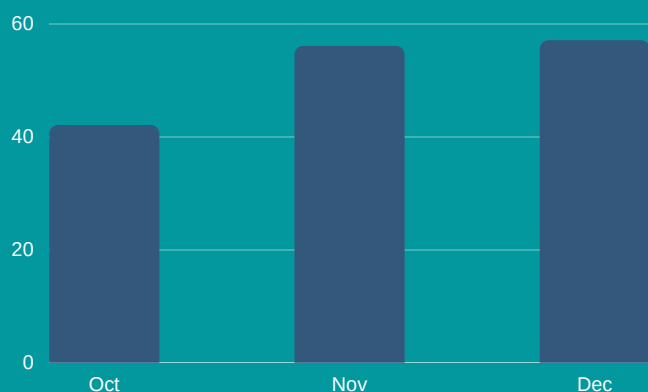
- **42,000 users**
- Rapid growth especially thanks to *Seznam Grant* for online promotion - *more than 50% growth*

## Number of clients (Oct - Dec)

*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 of NePornu's options for help and the 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 have accepted. This is a positive effect, because in the past we received requests by clients who never replied back or communicated only briefly.*



In 2022, we had 607 clients. This is a bit below expectation, but we perceive this positively, not to mention that not all our clients use our "traditional" e-coaching, but might prefer local support groups, online forums, or Discord. All in all, we are working on expanding ways that people can find help through us, to be able to help even more people.

## 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 was about 1,528,000 CZK (60,000 USD).**

At the end of 2022, we were raising money for 2023. We closed 2022 with a balance of 454,270.52 CZK (about 20,000 USD).

**The budget for 2023 is about 1,900,000 Kč (86,000 USD).** With the current balance and regular donors, we still need to raise about 650,000 CZK (about 30,000 USD), to cover the whole budget for 2023. We also want to increase the base of our regular donors by 17,000 CZK (800 USD) a month.

**Total income in 4Q 2022 was 546,860,97 CZK (25,000 USD).**

- Regular donors: 163,110 CZK
- One-time donors: 383,750.97 CZK

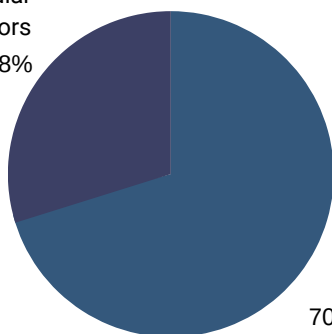
**Total expenses in 4Q 2022 were 392,439,50 CZK (17,900 USD).**

- Salaries: 262,388 CZK\*
- Other expenses: 130,051.50 CZK\*\*

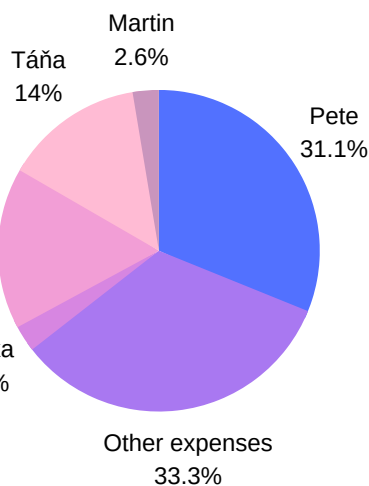
\*Pete (director), Táňa (e-coach coordinator), Martin (e-coach), Matěj (Pornoholics Anonymous coordinator), Lucka (social networks)

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

Regular donors  
29.8%



70.2%  
One-time donors



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# What is coming in 2023?

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In 2023, we would like to keep expanding the areas that began in 2022.

Firstly, we would like to **expand our capacity to help people**. Besides e-coaching, we now offer local support groups, an online forum, and a Discord server. Everyone needs a different approach, and we are trying to cover a wide range of options. Therefore, we want to start more local support groups, and establish a network of moderators, so that people could always feel safe on our online platforms.

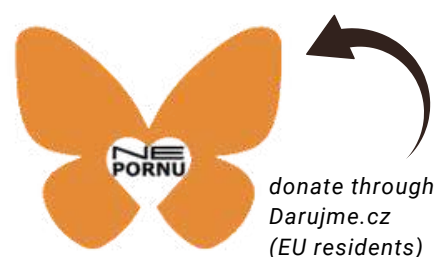
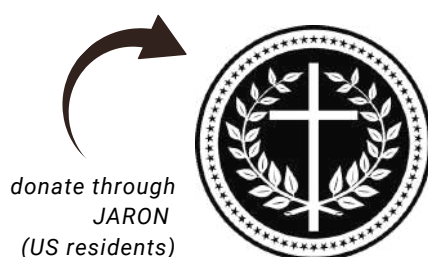
Secondly, **prevention programs at schools** are another important area for us. With one program down, we still plan to create at least two more for a younger audience, but possibly another for high schools as well. Timely prevention is very important, and we are glad we can be a part of this.

Thirdly, this also means that we have to **train new lecturers**. Many organizations are interested in our training and helping us raise awareness in this area. But we also want to offer training to become lecturers to those who have already been working with us for a while now (usually as e-coaches).

Last but not least, we need to **raise enough funds**. This year, we would like to diversify our sources a bit more, and have three pillars for our fundraising: 1) Regular donors, who give stability to our project, 2) one-time donors, and 3) major donors, who would send us at least 50,000 CZK (2,500 USD) a year. At this moment, these three pillars should give us at least 1,250,000 CZK in 2023. *So to cover the whole budget, we still need to raise about 650,000 CZK (30,000 USD).*

Also, we want to keep expanding the base of regular donors. This year, our goal is to expand it by 17,000 CZK (800 USD) a month. You can support us directly to our bank account, through [Darujme.cz](https://darujme.cz) (EU residents), or through [JARON Ministries](https://jaronministries.org) (US residents).

You can also support our prevention programs. One costs 2,000 CZK (about 100 USD), so you can help us this way as well. you can send your support to NePornu (e-shop): 2502122584 / 2010 - with a message "Donation towards prevention programs".



## General needs

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

## Current needs

- Expand the base of regular donors by 17,000 CZK (800 USD) a month (2601745437 / 2010)
- Raise 650,000 CZK (30,000 USD) on one-time donations

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NePornu, z. s.

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