

**20**  
last quarter  
**23**

**NEWSLETTER #4**

NePornu, z. s.

**NE**  
**PORNU**



## 01

# Opening message

Dear friends,

another year has gone by, and as an organization, we keep moving forward. In this newsletter, I will summarize the most important things that happened in the last quarter of 2023.

## Training of Volunteers

At the beginning of December, we had our annual training for our volunteers. It's not only e-coaches now, but also leaders of support groups or Discord helpers.

Altogether, we have over 50 volunteers helping our clients! NePornu couldn't function without our great volunteers, and therefore, I want to stress how much I appreciate their work!



Picture from the training

## Expanding Lecturing Work

In 2023, our prevention programs have advanced the most. Táňa had the opportunity to present them at a conference focusing on primary prevention of risky behavior. We now have programs for 6-9 graders that have been tested properly, and in the 4Q of 2023, we did a first round of testing prevention programs for 4-5 graders.

We've also started recruiting new lecturers. Matěj is responsible for this area, and he is doing an amazing job! We will train new lecturers in Olomouc at the end of March.

## Expanding the Team

At the end of 2023, I had a many interviews with potential new team members. Right now, we have filled the position of Content coordinator and Regional worker for the South Bohemian region.

We are still looking for an Online tools coordinator (Discord and online forum) and for a Fundraiser. Possible candidates can contact me personally.

A lot is going on, so I encourage you to follow us on social media. If you have any questions, feedback, or tips for improvement, please let me know. In any case, thank you for being part of what we do here in NePornu!

Pete Lupton  
director of NePornu



# Project in numbers (October–December)

02

Number of clients: **123**

- out of that, 98 (e-coaching)
- out of that, 25 (support groups)
- *583 clients in 2023*

Number of volunteers: **53**

- 43 e-coaches (+ 16 in training)
- 7 leaders of support groups
- 3 moderators on Discord

Number of support groups: **8 active ones**

Online courses: **318 sign-ups**

- *1392 sign-ups in 2023*

Social networks:

- Facebook: **1377 followers**
- YouTube: **683 subscribers**
- Instagram: **1430 followers**
- Spotify: **526 followers**

Web NePornu.cz:

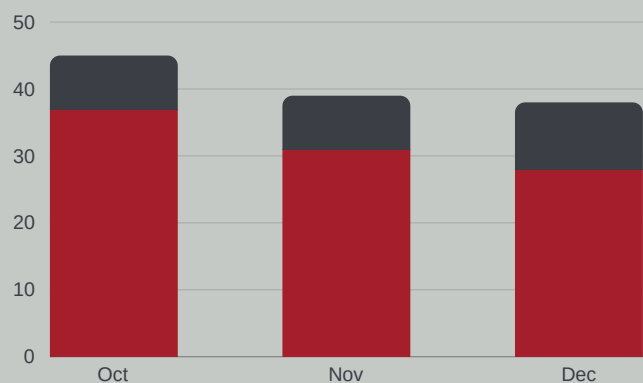
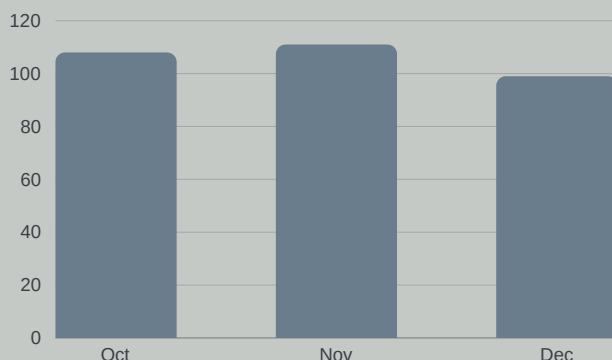
- **12,000 users**

## 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 help at least 700 clients.*

The lower part of the graph (on the right) shows the number of clients who applied for e-coaching, and the upper part shows the number of clients who signed up for a support group.

Besides this type of help, we also run online forums and Discord servers where participants can encourage one another.



The graph on the left shows the number of users who have signed up for our online courses. Currently, we offer seven online courses for porn addicts, partners of addicts, parents, friends, or church leaders. We try to expand these courses every year.

You can find our online course Codex at:  
<https://kurzycodex.cz/nepornucz>

## 03

# Financial report

Since January 2020, we've operated as the non-profit organization NePorno, z. s. We do not receive state funding, and are instead supported by small donors. **The budget for 2023 was 1,900,000 CZK (85,000 USD).**

Last year, we raised about 1.88 million CZK on donations, and our expenses were about 1.55 million CZK. So, we've kicked off 2024 with 800,000 CZK (36,000 USD).

**Budget for 2024 is 3,500,000 CZK (160,000 USD).** We are constantly looking for new donors, and we need to **expand the base of regular donors by 43,000 CZK (2,000 USD) a month.**

**Total income in 4Q 2023 was 450,576.08 CZK (20,000 USD).**

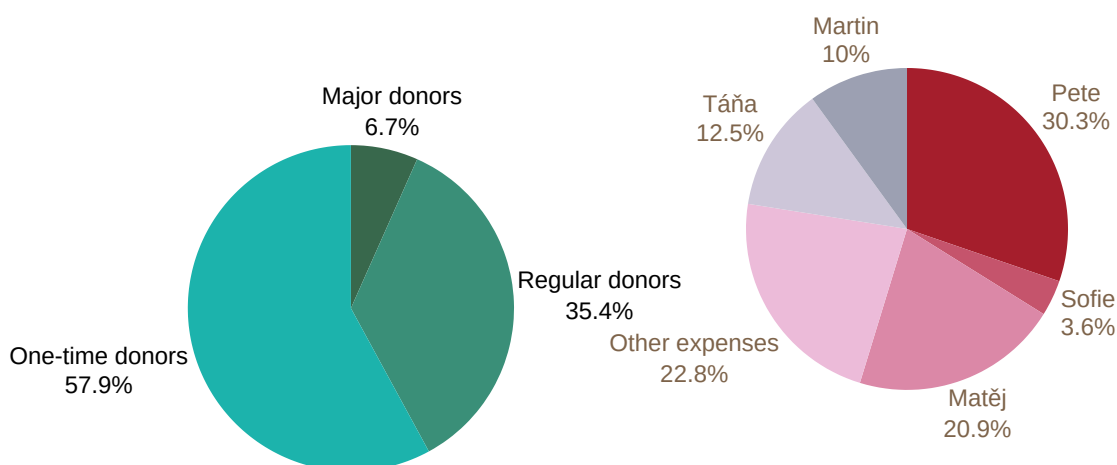
- Regular donors: 159,536.44 CZK
- One-time donors: 261,039.64 CZK
- Major donors: 30,000 CZK

**Total expenses in 4Q 2023 were 437,806.24 Kč (19,500 USD).**

- Salaries: 339,625 CZK\*
- Other expenses: 98,181.24 CZK\*\*

\*Pete (director), Táňa (e-coach coordinator), Matěj (AP coordinator), Martin (administration worker), Sofie (soc. networks)

\*\*In other expenses, you can find travel expenses, e-coach supervisions, material, offices, website, accounting, etc.



# What is coming in 2024?

04

In 2024, we want to focus on the overall growth of the organization and expansion of our services. This will bring a number of challenges. We must find and train new suitable team members, train new volunteers, and secure finances to cover all our costs.

In the first quarter, we will train new lecturers, whom we plan to send to schools with our prevention programs. They will start being active already this school year and we anticipate they will be fully active from September 2024. Until then, we should finish testing our prevention program for 4-5 graders and for high schoolers. So there will be enough time to train them also for these new programs.

A lot of the changes will be going on in the background. As we grow as an organization, we intensively work on process automation, updating organizational structure, and setting up internal processes. This is not so visible on the outside, but it is necessary to maintain the health of our organization.

Part of this process is hiring new team members. We are currently looking for a fundraiser and an online tools coordinator. Potential candidates can send their CV to [info@nepornu.cz](mailto:info@nepornu.cz), or you can also send me some recommendation.

Hiring new team members also means that our expenses will grow, and we need to secure finances for 2024. The budget for this year is 3,500,000 CZK (160,000 USD). If we put together our balance from 2023 and regular donors for 2024, we still need to raise about 2,000,000 CZK (89,000 USD). You can support us directly to our bank account 2601745437 / 2010, through [Darujme.cz](https://darujme.cz) (EU residents), or through [JARON](#) (US residents).

At the same time, we need to expand the basis of our regular donors by 43,000 CZK (2,000 USD) a month.



## General needs

- New e-coaches and local support group leaders
- New regular (and one-time) donors
- New life stories (published anonymously on our website)

## Current needs

- Expand monthly donations by 43,000 CZK (2,000 USD)
- Raise 1,500,000 CZK (67,000 USD) till October
- Hire a Fundraiser and Online tools coordinator



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## **NEWSLETTER #4**

NePorno, z. s.

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