

20
Third Quarter
24

NEWSLETTER #4

NePornu, z. s.

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01

Opening message

Dear friends,

As 2024 draws to a close, we would like to share several important moments with you.

Growing Our Team

We are delighted to announce that in December 2024, our team welcomed new members. Nicola has joined as our Content Coordinator, taking over from Anet. Vítek has strengthened our administrative team, allowing Martin to transition to the role of Support Groups Coordinator.

These changes enable us to further develop our services and help more people on their journey to recovery.



Team meetup photo from Olomouc

Training session group photo



Volunteer Training and Community Gathering

In November, we organized a weekend training for volunteers in Olomouc, bringing together 51 participants – 40 volunteers, 8 NePonu staff members, and 3 members of the Ethics Committee.

The core of the program was a Saturday workshop on emotional work, led by a trainer from the Velký vůz Sever organization. Friday and Saturday evenings were dedicated to sharing experiences and coaching inspiration. The informal part of the program concluded with a Sunday group walk around Olomouc.

Positive Feedback from Prevention Program at Šaratice Elementary School

We are excited to share the enthusiastic response to our prevention program at Šaratice Elementary School, delivered by Matěj, Anet and Dominik.

"We hosted the NePonu at our school for the first time, and reality exceeded our expectations in the best possible way. The two-hour program, offered at a reasonable price, wasn't structured as a lecture but rather as an interactive discussion. Students worked with real stories of people affected by pornography addiction, considered the impacts of addiction, and developed solutions. Group work was supplemented with facts backed by survey research. The students thoroughly enjoyed the program, learning a wealth of information through experience. It captured the interest of both students and attending teachers. I believe this is how prevention should be implemented – through experience, gently, with open discussion and in a pleasant atmosphere."

Mgr. Stanislava Kořenková, Prevention Methodology Specialist, Šaratice Elementary School



Matěj, Anet and Dominik

We regularly share updates about all our activities on social media. We welcome your feedback and suggestions for improvement – your insights are valuable to us. Thank you for being part of this journey and helping us transform lives for the better!

Pete Lupton
Director of NePonu, z. s.

Project in numbers

(October – December)



Number of new clients: **132**

- o 117 (e-coaching)
- o 15 (Pornoholics Anonymous)

Current number of volunteers: **67**

- o 51 e-coaches (+ 32 in training)
- o 12 support group leaders
- o 4 Discord moderators

Number of support groups: **8 active**
(+ 3 in preparation)

Number of lecturers: **12 active** (+ 27 in training)

Online courses: **252 registrations**

Social media:

- o Facebook: **1,400 followers**
- o YouTube: **799 subscribers**
- o Instagram: **1,681 followers**
- o Spotify: **677 followers**

NePornu.cz website:

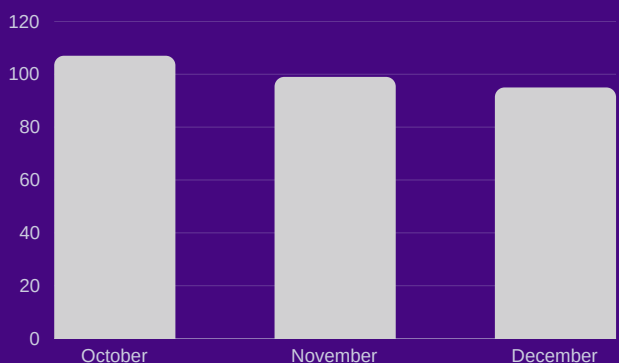
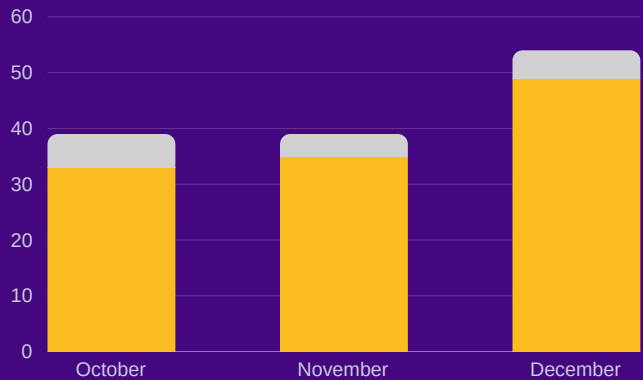
- o **approx. 9,800 users**

Number of clients (Oct – Dec)

The key indicator of our work is the number of people we can help. In 2024, our goal is to support at least 800 clients.

The graph on the right shows statistics for our two main individual support services. The yellow section represents the number of clients who requested collaboration with an e-coach. The grey section shows how many people joined our support groups.

In addition to these services, we also operate an online forum and a community Discord server, where members of our community can support each other on their recovery journey.



The graph on the left displays the number of participants in our online courses. Currently, we offer seven specialized programs targeting different groups - from people struggling with addiction to their partners and parents, as well as friends and church leaders. We continuously expand our course offerings.

For a complete overview of our services, please visit www.druhykrok.cz/nepornucz.



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Financial report

Since January 2020, we have been operating as NePornu, z. s. non-profit organization. We are not supported by government funds but by individual donors. **Our budget for 2025 is approximately 4,300,000 CZK (175,200 USD).**

As the year ends and Christmas approaches, we launched our Christmas fundraising campaign and participated in **#GivingTuesday**. **During Giving Tuesday alone, we managed to raise approximately 55,000 CZK (2,200 USD)!** The current amount raised is about 260,000 CZK (10,500 USD). **We sincerely thank everyone who has contributed** – whether through donations or by sharing our campaign with others.

Thanks to generous donors who are matching each donation, we have extended our Christmas campaign until the end of January. If this resonates with you, we would greatly appreciate your consideration of support today. **You can contribute through [Darujme.cz](https://darujme.cz).**

To meet this year's budget, we still need to raise **approximately 1,100,000 CZK (44,800 USD)**. Additionally, we aim to **increase our monthly support from regular donors by 34,000 CZK (1,300 USD)** by the end of 2025.

Total income for 4Q of 2024 was 733,934 CZK (29,900 USD).

- o Regular donors: 180,317 CZK
- o One-time donors: 274,373 CZK
- o Major donors: 30,000 CZK
- o E-shop: 249,244 CZK

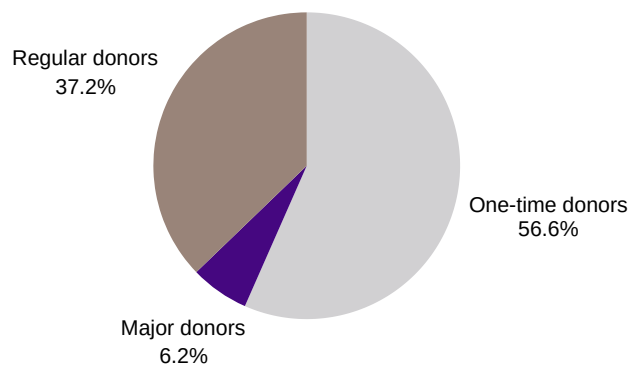
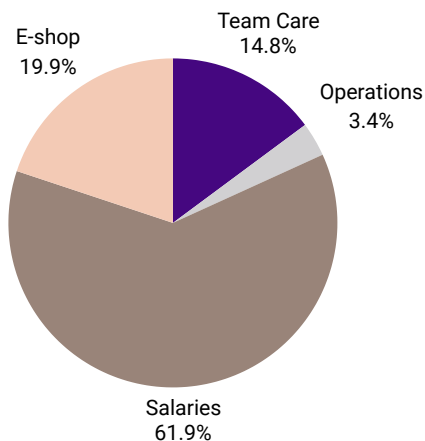
*Team care includes costs for staff and volunteer training, supervision, travel expenses, training sessions, regional meetings, etc.

The total expenses for 4Q of 2024 were 1,234,665 CZK.

- o Salaries: 764,346 CZK
- o Team care: 183,301 CZK *
- o Operations: 41,375 CZK **
- o E-shop: 245,643 CZK ***

**Operations covers office expenses, website operation, technical facilities, software, legal services, accounting, etc.

***E-shop includes income from prevention programs, seminars, and merchandise sales.



What is coming in 1Q 2025?



Two major events await us in the next quarter. The first is **training for prevention program instructors**. This will enable us to offer our programs to an even greater number of schools. We would be happy to **deliver a prevention program at your school** – if interested, please contact [Matěj](#), who will arrange everything.

The second event and an excellent opportunity will be the **Round Table at the Chamber of Deputies of the Parliament of the Czech Republic in March**. Preparations are in full swing. We are grateful for this opportunity to further raise awareness that pornography addiction is a real problem that requires attention.

Our budget for 2025 has grown to 4,300,000 CZK (175,200 USD), and **we still need to raise 1,100,000 CZK (44,800 USD) this year**. You can contribute to the NePornu account 2601745437 / 2010, through the [Darujme.cz portal](#), or donate crypto via [Donat Network](#).

For sustainable development of our services, **we need to increase our monthly support from regular donors by 34,000 CZK (1,300 USD)**. If you would like to support us regularly, the best way is to send donations directly to our account 2601745437 / 2010.

Thank you for your support! We couldn't do this without you.



JARON (US residents)



Darujme (EU residents)



Donate Crypto

General needs of the project

- New volunteers (e-coaches, PA leaders, moderators)
- New regular (and one-time) donors
- New life stories (published anonymously on our website)

Current project needs

- Increase regular donations by 34,000 CZK (1,300 USD) monthly
- Raise 300,000 CZK (12,200 USD) by the end of January (see [Darujme.cz](#))
- Additional trainers for spring training sessions





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