

**NE  
PORNU**

# Annual Report



**2024**





**Dear Friends and Supporters,**

**"Don't Face It Alone!"** is the motto that has accompanied NePornu since its founding. I personally feel that it aptly captures the meaning of our entire organization's existence: **Creating a safe environment where we can support our clients on their journey toward change and growth.**

**"Don't Face It Alone!"** also represents an invitation that **over 900 people** responded to in 2024, utilizing one of our support services. I am very grateful for the trust of everyone who reaches out to us and who recognizes that here at NePornu there truly is a safe environment for sharing and addressing their situation.

**"Don't Face It Alone!"** also determines the direction we worked intensively on last year. **To professionally cover all areas of our work**, we also had to expand our team with additional staff and volunteers. The goal was to continue ensuring not only a safe environment for our growing number of clients, but also to improve the support we offer them.

**"Don't Face It Alone!"** also expresses what I hear from you, our supporters. Although expenses in 2024 practically doubled, **your support and the number of supporters who care about our work also grew.** And for that I would like to thank you wholeheartedly for being in this with us!

**"Don't Face It Alone!"** is also a challenge for the coming years. There are still people who seek a safe environment for addressing their addiction and turn to us. Therefore, **we want to continue strengthening our capacities and improving our services so we can offer them our support.** And I will be very grateful when you continue to be with us and when you tell others about us and invite them to get involved. You can donate not only finances, but also time through volunteering or your voice through raising awareness.

**Thank you for being in this with us!**

**Pete Lupton**

Founder and Executive Director of NePornu



# NePornu Project in Numbers



## CLIENTS

- **E-coaching:** 339 new clients
- **Support groups:** 81 new clients
- **Discord:** 217 new clients
- **Online forum:** 82 new clients
- **Inquiries (via web forms):** 223 inquiries
- **Total:** 942 clients



## AWARENESS RAISING

- **Number of seminars:** 61
- **Number of prevention programs:** 63
- **Students in online courses:** 1,258
- **Number of active users on website:** 31,000
- **Social media followers:**
  - Facebook: 1,460
  - Instagram: 1,820
  - YouTube: 930
  - Spotify: 750
  - LinkedIn: 103



## PEOPLE AT NEPORNU

- **Number of staff (+ FTE conversion):** 10 [5.33 FTE]
- **Number of lecturers:** 12 [including 3 NePornu staff]
- **Number of volunteers:**
  - E-coaches: 42 [2 of whom are paid]
  - Moderators [forum]: 3
  - Moderators [Discord]: 3
  - Support group leaders: 8 [+ 4 NePornu staff]



## ONLINE FORUM

- **82 new users** registered throughout the year
- Over 1,300 posts were created
- Over 20% of registered users were active each month
- Nearly 40 new topics were created
- **Every second new user became a contributor**



## DISCORD SERVER

- 217 new users joined
- Over 22,000 messages were sent
- **One-fifth of new users engaged each month**

## SUMMARY DATA FOR DISCORD AND FORUM

- **Number of unique users:** 299
- **Number of interactions (posts and messages):** over 23,300

# Financial Report

2024 was a year of stabilization and fundraising development. You can find details about how this evolved in the Donor Care chapter on page 12; here we present technical information about how we performed in the past year.

The budget for 2024 was approximately 3,800,000 CZK [176,908.75 USD]. You can find specific income and expenses on the following page. To achieve sufficient income, we tried to systematize fundraising.

Starting in summer, we began working on thematic campaigns on Darujme.cz. One of them was a call focused on supporting prevention programs: **"Support Prevention Programs in Schools,"** in which we managed to raise 157,000 CZK [7,309.12 USD].

We concluded 2024 with a Christmas fundraiser **"Give Hope for a New Beginning,"** which was launched at the end of November and where, thanks to the generosity of our donors, we raised 655,545 CZK [30,518.85 USD]. The campaign was also supported by Ageus Reha, s.r.o. Thanks to this, every donation in the campaign was automatically doubled, which brought not only higher proceeds but also great interest from donors.



In December, we also participated in **#GivingTuesday - World Day of Generosity and Good Deeds**. The idea of this day is to connect millions of people around the world who inspire others through their generosity and good deeds to do good. During this day alone, we managed to raise nearly 60,000 CZK [2,793.30 USD].

We also thank all donors who decided to support us regularly or with one-time donations. As a non-profit organization, we don't have state support and are very grateful that thanks to our donors we can not only function stably but also advance our work and help where needed.

Finally, I'll note - every donation, regardless of amount, is extremely important to us. It provides us not only with resources that allow us to continue functioning, but is also proof that our work makes sense not only to us but to you who support us.

Thank you!

**Tereza Dušánková**  
Donor Care Coordinator



## THANK YOU!

Special thanks go to our major donor, the aforementioned company Ageus Reha, s.r.o., which supported us with a significant amount of 1,150,000 CZK [53,538.18 USD]. This amount was absolutely crucial financial support for us, which allowed us to stabilize and create space for expanding our services.



# How We Handle Finances

## INCOME

### DONATIONS

- Regular: 782,034.77 CZK
- One-time: 614,296.26 CZK
- Major donors: 1,444,154 CZK
- Grants: 100,000 CZK

### E-SHOP INCOME

- Merchandise and books: 38,004.49 CZK
- Prevention programs: 227,894.54 CZK
- Seminars: 145,340 CZK

### OTHER INCOME

- Income from savings accounts:  
37,393.94 CZK

**TOTAL INCOME: 3,389,118 CZK**  
(157,780.17 USD)



## EXPENSES

### PROJECT EXPENSES

- Salaries: 2,251,424 CZK
- Team care: 410,309.8 CZK
- Facilities: 293,870.28 CZK
- Unexpected expenses: 5,525 CZK

### E-SHOP EXPENSES

- Merchandise, books: 98,014.32 CZK
- Shipping: 6,103.26 CZK
- Lecturer costs: 120,603 CZK
- Seminar costs: 77,600.11 CZK
- Other costs [everything else]: 118,189.51 CZK

### OTHER EXPENSES

- Fees on savings accounts: 7,787.38 CZK

**TOTAL EXPENSES: 3,389,426.66 CZK**  
(157,794.54 USD)

## ACCOUNT BALANCES (as of December 31, 2024)

### MAIN ACCOUNT

7,855.4 CZK  
365.71 USD

### E-SHOP

81,339.24 CZK  
3,786.74 USD

### SAVING ACCOUNT

753,377.19 CZK  
35,073.43 USD

# Organizational Report



2024 was a real ride for NePornu - a year of great expansion, development, changes, and building greater stability. Thanks to the determination of the entire team, all volunteers, and donor support, we accomplished an enormous amount of work that we can, from my perspective, be truly proud of.

Throughout the year, the team gradually expanded: from four members, we gradually grew to eight. Marcipán joined us as coordinator of online tools, Anežka as the new e-coach coordinator, Terka took over donor care, and at the end of the year, Nicola took over content coordination.

I personally left the position of e-coach coordinator after three years and moved to the role of operations director so I could focus more on organizational development. I entrusted e-coach coordination to Anežka, who quickly proved herself in the role.

These changes also brought significant financial growth - our expenses nearly doubled (which added a few wrinkles but was worth it).

A major internal milestone was formulating our "why" - the deeper meaning of our work - and NePornu's values. This wasn't something new, but naming what has long existed at NePornu. Our "why" is creating a safe environment where we can support our clients on their journey toward change and growth - this is why we do what we do.

Together we also named four key values that we live at NePornu: professionalism, transparency, personal approach, and accessibility. These values help us stay on course both in working with clients and in long-term vision and direction of our organization. In how we appear publicly, communicate as a team, or interact with donors. At the same time, the two main pillars of our activity remain unchanged - raising awareness and offering help.

2024 was a year of expansion that was demanding but important for NePornu's long-term sustainability. It significantly strengthened our stability, resilience, and especially our ability to provide coverage in key areas.

We enter 2025 with determination to put down deeper roots - to focus on stabilization, strengthening, and improving our services so NePornu can be an even more reliable place of support for everyone who needs it.

2024 taught us that growth is great but demanding. And that even though we see much work ahead of us, we're on the right path. If you follow us, support us, or cheer from afar - thank you very much! We'll be very happy when you walk another part of the journey with us in 2025.

**Táňa Reháková**  
Operations Director





# E-Coaching Report

E-coaching is NePornu's longest-running service. Although it has been operating for several years, we constantly develop and look for new ways to provide the greatest support to clients.

Each year, more people access e-coaching services - whether through our prevention programs, media appearances, or personal recommendations. This makes us very happy. However, what's important to us isn't quantity but the real impact on people's lives. The service's goal is to be there where people really need us and focus on the quality of support we offer.

## VOLUNTEER TRAINING

One of the major moments of 2024 was the autumn volunteer training, which took place in November in Olomouc.

For me personally, this was the first training I participated in within NePornu - and immediately in the role of one of the organizational team members. I was largely responsible for its implementation, so I needed to orient myself and acclimatize quite quickly - but despite initial uncertainty, it was a great experience for me. I was looking forward to finally seeing real faces instead of icons on screen - and it was worth it.

"It was great to correspond with someone who could give advice..."

The training topic was "Introduction to Working with Emotions." Our goal was to encourage coaches not to be afraid to work with emotions - both clients' and their own - and gain at least basic orientation. It was great to see how the topic opened important questions and naturally led to lively and honest discussions that continued beyond the program.

For me personally, the most valuable part was observing the dynamics and discussions that unfolded after the program itself. Important questions opened up and made us look at emotional work from various angles - and realize that there often aren't simple or black-and-white answers. Space emerged for sharing, reflection, and new perspectives, which had real value for me.

## CARING FOR CLIENTS THROUGH OUR E-COACHES

A large part of care for our clients is carried by our e-coaches - most of them help voluntarily, while some work as paid coaches who originally started as volunteers. Their work and willingness to help is very valuable for NePornu's functioning.

"E-coaching helped me orient myself better and was support in moments when I needed it most."

At the same time, we know that email communication may not suit everyone, which sometimes came up in feedback. Therefore, we constantly look for new ways to expand our support and offer additional support options. We want to be as close as possible to the needs of those who turn to us.

## APPRECIATION

I would like to heartily thank especially our coaches - for their time, dedication, and willingness to support those who need it. Working with you constantly teaches me new things, and thanks to you I'm constantly reminded why the project makes sense to me. It's a great joy to be part of it.

**Anežka Pospíchalová**  
E-Coach Coordinator



# Support Groups Report



"AP", or Anonymous Pornoholics, represent another long-term, systematic help that we offer our clients at NePornu. However, in 2024 we decided to simplify the name, so we now simply call this form of help NePornu Support Groups.

We feel this new name better reflects the essence of these support groups. Unlike classic self-help groups like AA, NePornu support groups have trained leaders who moderate, lead, and stimulate discussion. We believe this formal change will lead to better understanding of the offered service for new, potential clients.

## APPRECIATION... NOT ONLY TO MATĚJ

I write all these lines with great humility. As the new support groups coordinator, I'm building on work already begun by people before me. All innovations and group development deserve great thanks primarily to Matěj, who was responsible for support groups coordination until December 2024.

I couldn't write the following lines without our volunteers, the support group leaders, thanks to whom groups function at NePornu. Our volunteers do excellent work that helps our clients.

„This group provided me support; I could share everything without fear."

## CONSOLIDATING THE SUPPORT GROUPS CONCEPT

Based on feedback from support group leaders and clients, we became convinced that the support groups concept needs better description and anchoring. An inspiring example is feedback from one of our clients:

„It's great to meet friends who have the same problem. Sharing really helps. Various topics open up that perhaps don't seem related to porn at first glance, but some connections show up there."

This became the main task. How far can we go in meeting with clients within lay help? How can we maintain an open, trusting, and safe environment?

We try to answer these and other questions in a manual being created in cooperation with NePornu's Ethics Committee. We try to better define the overall support groups concept, describe procedures for leading them, and define basic meeting rules.

For our volunteers, this is a tool for more effective group leadership and ensuring a safe and trusting environment for change and growth of our clients.

## PLANS FOR THE FUTURE

In 2025, we plan to complete the support groups work manual to further improve support for our clients while making work easier for our volunteers.

As part of the mentioned name change, we also plan to unify the support groups website with NePornu's main website, thereby improving group promotion. Naturally, we also plan to expand our volunteer ranks and thus cover additional locations within the Czech Republic.

**Martin Vajdák**  
Support Groups Coordinator



# Online Tools Report

In 2024, I started in the position of online tools coordinator and from the beginning focused on improving our online communities on Discord and forum platforms. The goal was not only to ensure a safe and friendly environment for all users but also to increase activity of those who were already part of our communities.

## SIMPLIFYING RULES

One of the primary goals was making our services accessible to a wider circle of people by simplifying the registration and sign-up process. Worth mentioning here is that we simplified rules for both platforms so users could orient themselves better. Throughout all this, we maintained security for our clients and their personal data.

This step led to overall growth of our communities, so I decided to focus mainly on moderator coordination. I introduced regular moderator meetings, improved automatic moderation, and increased the number of moderators. These key steps helped us simplify and streamline moderator work.

I believe the result of these measures is also a more welcoming and safer environment for all users.

## COMMUNITY GROWTH

I'm grateful that our communities are growing, and great thanks go to our volunteer moderators. Although their work may often seem selfless, it bears great fruit.

In 2024, we expanded their ranks on both platforms, and thanks to their care, users have a safe space for sharing and discussions. New users gladly join because they know they'll find not only support but also a friendly atmosphere that supports them in their activities.

Although coordinating online tools was initially a great challenge for me personally and I was afraid of how both communities (Discord and online forum) would accept me, I'm very encouraged that not only clients but also moderators place great trust in me, and I'm very grateful for that.

**Jakub Marcinka**

Online Tools Coordinator

## SATISFACTION SURVEY

Clients are very satisfied with our services, as confirmed by satisfaction surveys we conducted in 2024. Most users appreciate the friendliness and activity of the community:

"Thanks for not being alone with my problem!"

"It's excellent to share with others. They can advise and encourage. I also try to occasionally encourage and share my experiences. There's a friendly environment here."

"Super! Super active and helpful people!"

# Prevention Programs Report

Even in 2024, we could continue what gives us deep meaning - spreading awareness about pornography among children and young people. We thus built on our first main goal: raising awareness about pornography issues, and we joyfully developed our prevention programs in schools.

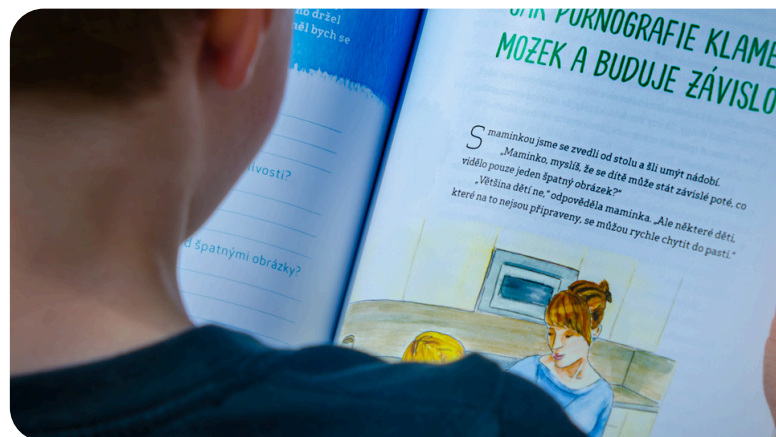
After 2023, which was full of piloting and first steps into the school environment, we moved a step further this year. Our greatest joy comes from being able to train the first group of lecturers, some of whom have already set out into schools with great dedication and begun working with children. We see this shift as an important milestone on our journey.

Moreover, this year we reached new regions and younger children - we managed to create and test programs for 4th and 5th grade elementary students. This meant another step in prevention for us - protecting children even before they encounter online environment risks. At the same time, we worked on our website so schools always have quality and clear information about what we do.

## NEW ENERGY IN THE TEAM

On the weekend of March 23-24, 2024, we held our historically first training for a new lecturer group. Sixteen people gathered who want to change things for the better. It was amazing to see the enthusiasm and openness with which they approached it.

During the year, some of them completed the practical part of training and went into the field. Eight of them have already fully joined school programs. Every step they took means more to us than words can express. We're very grateful for your work!



## REGIONAL PROGRAMS

Beginnings are never easy, and this year wasn't simple in reaching out to schools either. We value even more those that decided to open the topic of problematic pornography use. Toward the end, we noticed growing interest. Ultimately, we realized 63 programs in 2024 - and we're grateful for each one.

## PROGRAM FOR 4TH AND 5TH GRADES

A major advancement is also that we could prepare a program for younger children - 4th and 5th grade. Based on the book "Good Pictures Bad Pictures" by Kristen A. Jenson, we created a program that sensitively helps children understand what to do when they encounter inappropriate content. We successfully tested the program and are happy to see it gives children what they need.

We believe prevention makes sense - especially when it concerns children and young people. We want to give them space to talk about what they experience while offering them information that will help them make good decisions.

**We're grateful that we can do all this together - with schools, lecturers, and the children themselves.**

Thank you for every open conversation, every school invitation, and the trust you give us.

**Matěj Písařík**  
Prevention Programs Coordinator

# Content Report

Throughout 2024, we at NePorno continued our mission to bring quality educational content about pornography addiction issues. We focused on twelve key topics that reflect essential questions in prevention and addiction treatment.

Our listeners' and readers' greatest interest was drawn to topics related to pornography's impact on relationships. Among the most watched were contents devoted to addiction in relationships, accountability and responsibility in the recovery process, and pornography's influence on partnerships.

This year we remained faithful to proven formats that our audience loves. We released 25 episodes of the NePorno Podcast, brought 14 educational articles, and published 13 authentic stories of people who struggled with addiction.

## COLLABORATION WITH EXPERTS

Content creation involved many experts. In our podcast, we welcomed guests like coach Jiří Jedlička, primary prevention specialist Klára Hekrllová, psychotherapist Vítěk Čadra, Mobilesoft company founder Šimon Macháň, therapist Jakub Vopeláka, and school psychologist Michaela Syslová.

In educational articles, we collaborated with, for example, the head of preprimary and primary pedagogy department Mgr. Ondřej Šimik, PhD., psychotherapist Michal Přívara Ph.D., psychotherapist and coach Mgr. Vítězslav Čadra, and psychologist Mgr. Lucie Rudolfová.

2024 was very successful for our team in terms of content creation. We managed to maintain regular production in various formats and cover a wide spectrum of topics. Thanks to collaboration with experts, we ensured high quality and relevance of information we provide.

## SOCIAL MEDIA

We continued active communication through social media, with Instagram remaining the main platform where most of our posts, stories, and reels are directed.

A significant step was expanding to the professional network LinkedIn, where we gained the opportunity to reach professional audiences and establish cooperation with professionals from relevant fields.

"I really appreciate the objectivity and experience with more people. I myself have no experience with porn addiction, either personally or with a partner, so this is new information for me."

--- regarding the episode Monika Aron: What Do Czechs Deal With in Sexuality?

## POTENTIAL FOR FURTHER DEVELOPMENT

I joined the NePorno team at the end of 2024, when I took over the already ongoing content creation agenda - from social media management through web article preparation to podcast production. In the short time of my involvement, I could see that the potential for further development of all our content platforms is enormous.

I believe that in the coming year we can even more effectively use the entire spectrum of our communication channels for spreading education and supporting everyone seeking help and information about pornography addiction issues.

**Nicola Welnerová**  
Content Coordinator



# Donor Care

2024 was a year of growth, new beginnings, and greater emphasis on systematization in fundraising. We began regular planning and implementation of thematic fundraising campaigns that help us not only reach new donors but primarily bring closer the concrete impact of our work and support raising awareness about pornography addiction.

One of the goals we set was expanding the base of regular donors, which provides us with certain stability and thanks to which we can develop our services further. We try to achieve this goal long-term, whether through greater fundraising systematization or through promotion.



Starting in July, thematic fundraising campaigns on Darujme.cz were also new for us, which I created with support from fundraising mentor Redina Kolaneci, who provided me with new ideas, inspiration, and feedback at regular mentoring meetings. Mentoring was and is an important part of my work - thanks to it I was able to orient myself more quickly in fundraising and keep pace with NePornu's needs.

More information about the campaigns can be found in the Financial Overview chapter on page 4.



Besides creating campaigns, we also intensively focused on caring for our donors, which is one of the priorities in fundraising. We recognize the importance of maintaining relationships and donor care, so we send regular emails with news, try to be transparent and available for any questions. We're very grateful that many new donors supported us in 2024, and we value each of them immensely. Without donors, it simply wouldn't work, and we couldn't advance in what we do.

It's important to mention that fundraising at NePornu isn't just about money. It's about relationships, trust, and shared vision - creating together a safe space where we can support clients on their journey toward change and growth and simply offer help where it's needed.

If what we do makes sense to you, I'd like to encourage you to be part of NePornu - if it's within your possibilities, we'll be happy for financial support; however, as already mentioned, money isn't everything. Sharing our project among your close ones and surroundings has great value for us too. Our main vision is to be where our help is needed - and thanks to you we can reach someone who needs us.

I value your support and am grateful that you're in this with us!

**Tereza Dušánková**  
Donor Care Coordinator

# 2025 Activities and Goals

2025 will be a year of **stabilization, strengthening, and improving current services** for NePornu organization. After a period of very dynamic growth in recent years, when our activities and team significantly expanded - compared to 2023, expenses doubled in 2024 - we consider it key to dedicate the coming year to systematically capturing all our activities. Our main goal is ensuring their long-term sustainability, efficiency, and primarily high quality of provided services.

Within this stabilization effort, we've set specific goals for individual areas of our activity:



## SUPPORT SERVICES

The goal for 2025 is primarily to complete work on internal guidelines for key areas where we offer long-term and systematic help, namely e-coaching and support groups. In these two areas, we would like to provide help to approximately 500 clients.

Within informal support on Discord and online forum, we'll focus on expanding the moderator team and introducing a training system for new moderators. We expect at least 200 new users to sign up for these services, for whom we want to continue being able to ensure a safe and supportive environment.

Overall, however, we also want to work on improving monitoring of our help's quality and impact by introducing new evaluation tools so we can further improve individual services.



## AWARENESS RAISING

Although pornography addiction is being discussed more and more, this issue isn't rooted in society's general awareness. Therefore, this year we'll not only continue creating articles and podcasts on this topic but also want to establish cooperation with additional experts.

Following the successful round table in the Chamber of Deputies [March 2025] and initiated education for the Czech Police Prevention Department [April 2025], we'll develop activities that emerged from this cooperation this year. We'll primarily focus on more intensive parent education, finding ways to contribute to building a safer internet for children, and cooperating with experts in areas related to our activities.

With a new graphic designer, we also face creating a graphic manual and overall redesign of our materials and social media.



## SCHOOL PREVENTION

In prevention, we've come a long way in recent years and started building a network of lecturers. Therefore, this year we want to focus on expanding this network, incorporating feedback for further prevention program improvement, and beginning creation of a new website for schools, parents, and children [NebudNaToSam.cz](http://NebudNaToSam.cz).

We plan to implement at least 160 prevention programs and expand our portfolio with a prevention program for high schools.



# 2025 Activities and Goals



## ORGANIZATIONAL STABILIZATION

As already mentioned, NePornu organization has developed very dynamically in recent years. Now it's time to describe our internal processes to facilitate involving new people and better distribute responsibility for individual areas of our work.

We've been working on several internal processes for several years in cooperation with our Ethics Committee, and we now also use support from external consultants and mentors.

We want to be a healthy organization that will continue offering quality and professional services and where all employees and volunteers are well cared for. At the same time, it's our desire that NePornu organization can help people long-term, so in 2025 we want to work primarily on sustainability.

**These goals reflect our effort to deepen the impact of our work rather than further quantitative expansion at any cost.**

During 2025, we also want to introduce a new system for measuring impact and evaluating our work on platforms like Discord and online forum. Although we expect a certain number of newly registered users, these numbers don't always reflect the quality of interactions or the services themselves. We're convinced this step will offer not only a better idea of the quality of these services but also provide us with necessary information for their improvement.

Related to this is an important methodological change in reporting client numbers that we're introducing for 2025. Given our focus on quality and systematic support, we've decided to adjust the definition of "client" in our statistics. We will no longer count one-time contacts or quick inquiries that don't require systematic work or more complex responses from our side among clients.

This step may lead to an apparent decrease in reported client numbers compared to previous years when we included the mentioned one-time contacts or quick inquiries in the total count. This measurement method will much more accurately reflect the real volume and complexity of our work – that is, providing meaningful and systematic support to those who truly need it and actively cooperate with us in addressing their situation.

We believe this year of stabilization, focus on quality, and metric refinement will allow us to improve use of our resources, streamline our processes, and strengthen our ability to provide high-quality and professional help. The goal is for us at NePornu to continue creating a safe environment for our clients that is based on professionalism, transparency, personal approach, and accessibility, where people find support on their journey toward change and growth.





# Financial Plan for 2025 and Beyond

2025 is a stabilization year for NePornu. The goal is to have a stable team where everyone is responsible for leading and developing their specific area. We believe this step will lead to further improvement of our services, but also to better care for employees, volunteers, and clients.

## Budget for 2025 is approximately 4,358,000 CZK (202,886.41 USD)

- Salaries: 3,639,000 CZK (169,413.41 USD)
- Total 6 FTE
- Team care: 411,000 CZK (19,134.08 USD)
- Facilities: 263,000 CZK (12,243.95 USD)
- Unexpected expenses: 45,000 CZK (2,094.97 USD)

Regarding financial support, to cover this year's budget, we currently need to raise **approximately 1,300,000 CZK** (60,521.42 USD) (including commitments through year-end).

Within stabilization, we're also actively working on the following pillars of financial support:

### 1 Expanding the regular donor base

Regular donors help create project stability. We'd like to expand this base by at least 25,000 CZK (1,163.87 USD) monthly during 2025.

### 2 Reaching out to new donors

We try to improve our online fundraising campaigns to reach new donors who will care about our activities.

### 3 Building a network of major donors

We try to reach out to more significant donors who will be willing to support NePornu activities with at least 50,000 CZK (2,327.75 USD) annually. We also offer these donors mention on our website in the partners section.

### 4 Grants

We try to apply for grants, but we don't want to be dependent on them since they can be very unstable. However, grants also allow us to launch new areas or develop areas more quickly that would otherwise wait long for implementation.

## OUTLOOK FOR FURTHER YEARS (2026-2027)

In following years, we expect expenses to continue growing. We'd primarily like to gradually expand work hours for individual coordinators, but also develop more work in regions through regional workers. We also want to invest more in education for our employees and volunteers so we can offer even more professional services.

Consequently, we estimate that NePornu costs could move approximately between 6 and 8 million crowns annually in the next two years. The precise budget for the following year is always approved by the board of directors at the autumn meeting.

Thanks to the generosity of individual donors and companies, we help people overcome pornography addiction. Join them - your support enables helping others who need it.

**ACCOUNT:**  
**2601745437 / 2010**





# 2024

# Annual Report

**NePornu, z. s.**

**Polská 29, 779 00 Olomouc**

**IČ: 08772207**

**Account number: 2601745437 / 2010**

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