

# NAKED TRUTH

## IMPACT REPORT

September 2023-August 2024

### Introduction



2023/24 has marked a significant milestone for Naked Truth as we celebrated 10 years of operating as a registered charity. Over the past decade, Naked Truth has become one of the few projects globally tackling the issue of pornography both upstream and downstream through awareness, education and recovery.

This year, we strengthened our organisational foundation by launching a new Theory of Change. Our remote team, now exceeding 60 paid staff, contractors, and volunteers, continues to work across the UK and internationally.

Our education work in schools and communities has reached record levels of engagement, and our recovery programmes remain a lifeline for thousands experiencing profound life change, hope, and freedom.

I hope the following summary report inspires and encourages you.

A handwritten signature in black ink that reads "Car Henderson".

# Our Impact This Year.

## HOW DO WE MEASURE OPEN EYES & FREE LIVES?

Our financial year runs September–August, and we set annual OKRs (Objectives & Key Results) to guide and track our progress.

Throughout the year, we measure both quantitative outputs (like sessions delivered or hours of support) and qualitative outcomes—the real stories of changed lives. We gather feedback from participants to ensure our programmes are making meaningful impact.

We also introduced a new Theory of Change this year, to clarify our intended outcomes and sharpen how we assess our long-term impact.

(<https://nakedtruthproject.com/naked-truth-theory-of-change/>)



Watch highlights of our lesson content at [www.nteducation.org](http://www.nteducation.org)

Since 2013, Naked Truth has been delivering impactful lessons in UK high schools. Our educators and associates deliver engaging sessions that unpack the harmful effects of pornography on mental health, relationships, and society.

In 2023/24, we expanded significantly, reaching **21,842 pupils**—a major jump from 10,500 the prior year.

## Some numbers at a glance

**21,842**  
pupils & 79 schools

+ 108%

**276**  
lessons in schools

+ 62%

**570**  
parents trained

+ 63%

**3465**  
hours of recovery support

+ 4.8%

**2241**  
counselling sessions

+ 1.9%

**997**  
recovery group sessions

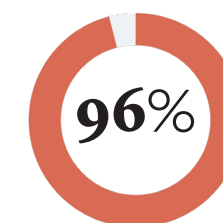
+ 35%

““I loved the guys that presented it, they were hilarious! They were great at addressing the topic and didn’t make me feel awkward in any way. I now recognize that sex in porn is not realistic and could actually impact my life in the future.”

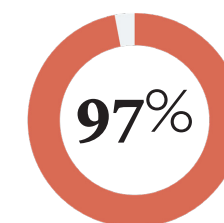
“It had useful insight about personal experience, especially being a woman”

“Some things we were told were surprising and we would never be told about them otherwise”

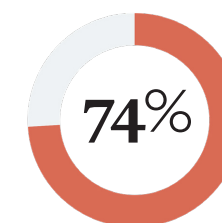
### Student Feedback



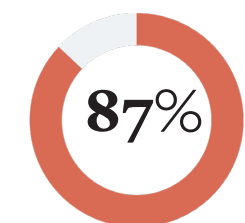
SAID THEY UNDERSTOOD THE HARMFUL IMPACTS OF PORNOGRAPHY



SAID THEY UNDERSTOOD THE IMPACT ON THEIR MENTAL HEALTH



AGREED THEY WOULD THINK MORE CAREFULLY ABOUT THEIR ONLINE BEHAVIOUR



SAID THEY KNEW HOW TO GET HELP IF THEY NEEDED IT

“That was one of the best guest speakers I have ever witnessed in all of my years teaching. Tackling a topic such as porn can be very tricky, but it was handled respectfully and in a completely appropriate manner for a year 12 cohort. The resources were expertly planned, well delivered and I am certain that the students who took part in the course are now better prepared for adult life. I would hope that every school would take the opportunity to provide this for their students.”

### Teacher Feedback

After completing our workshops, from a sample of over 1700 students:



# Changing lives through recovery

A former client, Owen, sharing his story at our 10 year event. Available to watch on [youtube.com/nakedtruthproject](https://youtube.com/nakedtruthproject)



During this year we continued to support hundreds of clients through our various recovery pro-grammes.

**“I don’t know where to start. In the 26 years of my addiction, I have never experienced such helpful support, insight, and resources.” - Click to Kick Feedback**

**Ctrl-Alt-Del** and **Click to Kick** provide vital first steps for users through programmes that are accessible and affordable. Both are offered free of charge, or on a “donate what you can” basis. Click to Kick groups help develop professional materials and tools, but are run by an international team of volunteers—many of whom have personally experienced recovery and are now trained and supported to lead these groups. Ctrl-Alt-Del is a video-on-demand course available online or as a mobile app.

**This year we ran 31 new Click to Kick groups  
Delivered 372 hours of Click to Kick peer support.  
560 individuals completed Ctrl-Alt-Del, our online introductory course.**

Our WholeLife programme continued to provide professionally facilitated support groups and one-to-one counselling sessions for users. Our support for spouses and partners, called the WholeHearted Programme, ran groups facilitated by our trained counsellors and coaches, and also offered individual counselling sessions. **In total, we delivered 2,241 counselling sessions for individuals and couples this year, and welcomed 86 new subscribers to our WholeLife and WholeHearted programmes.** We also continued to run in person residential intensives in the UK and US.

“My life would be very different if I tried to keep tackling this alone. The community, the materials, the honesty, the support, everything about c2k has helped me really turn my life around. My marriage has improved, my relationship with my kids has improved, my health has improved, my sleep has improved, pretty much everything has improved! If you really want to start the journey to freedom, c2k will gear you up, plot the map for you, warn you about hazards along the way, show you how to identify hazards maybe others haven’t come across on the way, and then they send you off to achieve the main prize of freedom.” - Click to Kick Participant.

“My husband and I were in such a stuck place before we attended our Naked Truth intensive. We both wanted authentic healing and forward movement in our marriage, but we didn’t have the tools to get us there. Everything that had passed between us felt too hard, too big, and too painful to bring up and work through. With the incredible skill and care of the NT team, along with the support and love of the small community who participated alongside us at our intensive, we made more progress in our three days with the NT team’s help than we had made in the preceding 12 months.”- Intensive Participant

“The Click 2 Kick programme is where you can turn if you need help with your pornography addiction, no matter what stage you are in, it’s a safe space to be open and honest without feeling shame or judgement. My experience in this program has been phenomenal. The girls in my group opened up to a point where we felt safe and so happy to share. The knowledge we obtained was very helpful and practical to put into my life. And the sweet memories I have and hopeful continued relationships will always be a part of my healing journey forward” - Click to Kick Participant

60%

Said their porn use stopped entirely or decreased significantly

85%

Said their mental health improve since starting the programme

93%

Said the programme helped them to put strategies in place for relapse prevention

98%

Said their experience of the programmes was Very Good (78%) or Good (20%)

Feedback from 118 Click to Kick Participants

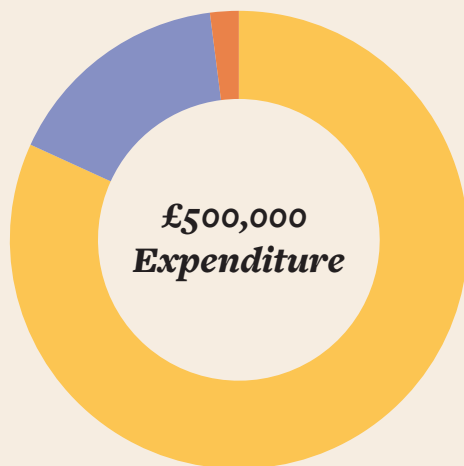


## Equipping Others For Change

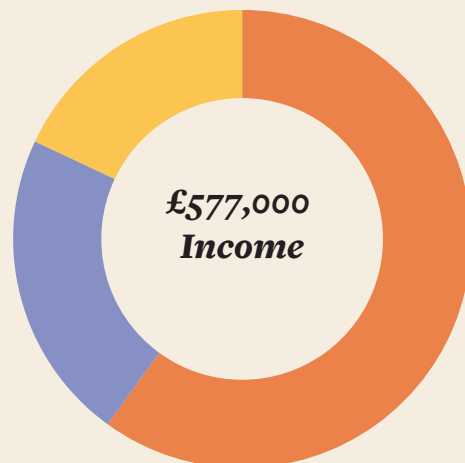
Our education and recovery programmes are accessible to people of any or no faith, however we also deliver some faith focused content to churches & groups. During this period we continued to create and provide training and resources for Christians and churches.

- We launched the new Naked Truth Church App (iOS and Android).
- 389 individuals completed church-focused training via the app.
- We delivered 8 online training events for church leaders and volunteers.
- Grew our YouVersion Bible reading plans to over 55,000 subscribers.

### ***Finances Overview Sept 23-Aug 24***



- Programme Delivery: £407,000 (81.8%)
- Overheads £81,000 (16.2%)
- Fundraising £12,000 (2%)



- Charitable Activities £347,000 (60%)
- Grants £128,000 (22%)
- Individual Donations £102,000 (18%)

Total income rose by 29% vs last year (£446k to £577k)

Cash reserves rose by 107% (£137k to £283k)

Programme spending rose by £73k (22%)

At 31 August 2024, the charity held £283,000 in cash, of which £202,000 was unrestricted, resulting in net current assets (free reserves) of £133,000.