



# Annual Report

2021

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# I. About Loono



## Our Story

The company Loono was founded in May of 2014. Since then, it has been educating the wider lay public about the prevention and timely diagnosis of serious disease. The motivation for founding it was the founder, Kateřina's personal experience with cancerous disease.

"I was twenty-two years old when I was diagnosed with ovarian cancer. Listening to my own body was able to save my life at that time. As a student in my fourth year of medical school, I knew what the signs of such a serious illness could look like. However, my peers would have ignored the symptoms. This inspired me to found an organization that would educate the public about the principles of a healthy life style and disease prevention."

**Kateřina Vacková, M.D.**  
*Founder*

## Our Vision

A world without preventable disease.

## Our Mission

To save lives through disease prevention.

## Why We Do It

So that nobody on earth dies from a disease that could have been prevented.

## Our Values

- We believe in being positive and understandable. Disease prevention needs to be entertaining for the public. Therefore, instead of scare tactics, we would rather break down taboos with humor and achieve understanding of the human body using layman's terms.
- There's a medical basis for all we do. We work closely with professional sponsors, we obtain the latest findings in our areas of instruction, and we only rely on verified sources. We support an evidence based approach.
- Using technology for maximum impact. We're constantly looking for tools to increase the effectiveness and impact of our work, because we believe that its the only way we can achieve true change in society.
- We choose our partners carefully. When selecting partners, we follow our own internal ethical code. We don't cooperate with companies whose products directly harm human health (alcohol, cigarettes, etc.).
- We live what we preach. We maintain the basics of a healthy lifestyle. We regularly engage in sports, and we make sleep, our diets, and mental well-being a priority. We advocate maintaining a life-work balance.

## Loono in Numbers

- 7 years of existence.
- More than 100 young medics, doctors, and enthusiasts on our team.
- More than 120.000 people educated.
- More than 2,500 workshops and 260 webinars.
- At least 56 cases of serious disease discovered.

## II. The Problem We're Addressing

### Diseases of Civilization

...are the number one cause of death around the world.

Each year, up to 41 million people succumb to them. In the Czech Republic, 80,000 of these fall sick with cancer (including 8,000 cases of prostate cancer and 7,000 cases of breast cancer), 20,000 have a heart attack, and up to 35,000 people have a stroke. Another enormous problem is infertility. Currently, up to 20% of people in their reproductive years have a problem with fertility. Mental illness is also on the rise, with one in three Czechs afflicted, which is the same as sexually transmitted disease, a diagnosis for more than 2,500 people each year.

### What Are Diseases of Civilization?

- heart attack
- stroke
- diabetes
- cancer
- asthma
- infertility
- depression etc.

### Prevention Is Key

All them can be prevented. Either by maintaining the basics of a healthy lifestyle, by going to preventive exams, or by breaking the taboos that are still linked to these serious diseases.

In the Czech Republic, it still holds that only one out of four Czechs visit their general practitioner for preventive medical exams. Only 61% of women go for mammograms. We'd like to change this and motivate people to take care of their health enthusiastically and in time.





### III. Who We Help

#### We Focus Our Activities Primarily on Three Target Groups

**Students between the ages of 14 and 18**, who think that serious disease does not affect them and whom we educate primarily at schools and via social networks. We focus on the subjects of contraception, menstruation, a healthy diet, and practical training on how to self-examine breasts and testicles.

**People between the ages of 19 and 35**, who are alerted by Loono to the risks inherent in an active sex life. For this group, education also focuses on how to provide first aid correctly, the issue of (in)fertility, and the prevention of skin and cervical cancer.

**People between the ages of 35 and 65**, who often unfortunately have little time to take care of their health because of their heavy workload. Therefore, we teach them to recognize the signs of cancer, heart attacks, and stroke in time. We focus on education about subjects that have tended to be taboo, such as urine leakage and erection dysfunction. We also explain when and where to go for preventive screenings and exams, including how to educate children about disease prevention.



## IV. Our Activities

We educate the public about health and prevention. We demonstrate how to avoid and detect serious disease in time – diseases such as cancer, heart attacks, and mental illness. Our activities are conducted in the online environment and in person throughout the Czech Republic.

### Offline

- Workshops
- Educational materials
- Professional content
- Conferences
- Advertising campaigns

We regularly hold educational workshops and webinars on the subject of health prevention at schools, companies, public events, and festivals around the Czech Republic. In order to effectively educate students at schools, we've created educational materials for elementary and middle school teachers. These include videos, manuals, and presentations for teachers as well as worksheets for students and even practical training materials. We also provide educational brochures and posters to hospitals and doctors' offices. Not least, Loono representatives also participate in medical conferences, where they educate the professional public about the necessity of disease prevention.

### Online

- Webinars
- Panel discussions and live streaming events
- Blog articles
- Web content
- Social networks
- Educational videos
- Newsletters
- Podcasts
- Online advertising

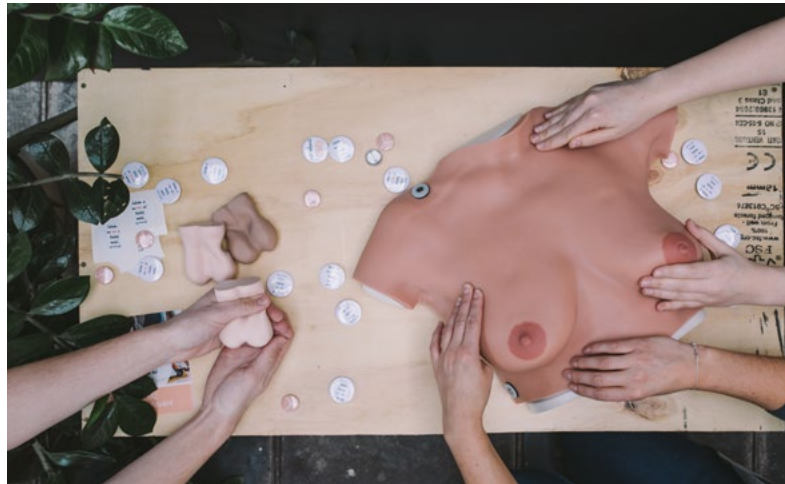
In addition to webinars, we also organize expert panel discussions and live streaming events with doctors on subjects concerning health and disease prevention. We likewise share professional content in the form of videos, blog articles, and social network posts. Every month, we send out an educational newsletter, and we also publish one episode of our podcast every week. We have a longstanding cooperative relationship with media houses, which publish articles and infographics we've created. Thanks to paid advertising, we're able to address an even wider public each year.

## V. Our Topics

### The “Touch Them Every Month” Campaign

#### *#boobsandballs*

In 2021, we continued education activities related to Loono's very first project, the campaign “Touch Them Every Month,” whose official hashtag is *#boobsandballs*. Since 2015, the project's goal has been to comprehensively inform the public about self-examining breasts and testicles so that cancer of these organs can be diagnosed and treated in time if necessary. Instructors teach self-examination on special rubber models, which contain hidden lumps. In this way, individuals can see for themselves how cancer feels. As part of this campaign, we've also decided to focus education on preventing cancers of the cervix, skin, large intestine, lymphatic system, etc. by providing reminders of where and when one should go for a preventive exam.



### The “Your Heart for Life” Campaign

#### *#yourheartforlife*

In 2017, we launched the “Your Heart for Life” campaign, which continued into 2021. This teaches how to recognize and avoid heart disease in time and even how to behave if you or someone around you is affected by a heart attack or stroke. Not many people actually know how to correctly care for their heart and blood vessels. Cardiovascular disease isn't visible and it doesn't hurt. It only appears once it's too late. Therefore, it's important to pay sufficient attention to preventive measures – a healthy lifestyle and visiting your general practitioner or cardiologist for preventive exams. The official hashtag for the campaign is *#yourheartforlife*.



## ...Our Topics

### The “All Good Down There” Campaign

*#allgooddownthere*

We're already in our third year of the educational “All Good Down There” campaign, focused on reproductive health and preventing sexually transmitted disease. As part of this, we teach how to avoid and recognize sexually transmitted disease in time, including where people should go if they think they might suffer from this type of disease. We also speak about infertility prevention and treatment and subjects that have been considered taboo, such as urine leakage and erectile dysfunction. Not least, we provide reminders about the forms of contraception and teach the public the correct ways to use them. The official hashtag of this campaign is *#allgooddownthere*.



### The “Feeling Good” Campaign

*#feelinggood*

In 2021, we launched the “Feeling Good” campaign, whose goal is to educate the lay public about preventing mental illness and taking care of mental health. As part of the campaign, we teach people how to avoid and recognize mental illness in time – disorders such as depression, anxiety, burnout syndrome, eating disorders, and addiction – as well as where people should go if they or someone they know has symptoms of these. We also speak about how to communicate with someone who is mentally ill and try to destigmatize the subject of mental illness. Not least, we teach about the basics of psychohygiene and how to choose a professional who can help someone with their mental health. The campaign's official hashtag is *#feelinggood*. Additionally, the year 2021 was affected by the coronavirus pandemic, so we focused our activities on topics such as immunity, vaccination, and how the coronavirus affects pregnant women.





## VI. Our Team in 2021

### Organization Management



**Kateřina Vacková, M.D.**  
*Committee Chairwoman*



**Zuzana Čeňková, MSc**  
*Committee member and lawyer*



**Blanka Sigmundová, MSc**  
*Managing Director*

### Organizational Team

**Jitka Zmítková**  
*HR manager*

**Petra Císařová**  
*Marketing manager*

**Adéla Sedláčková**  
*Fundraiser*

**Tamara Fořtová, Adéla Štekrťová**  
*Trainers coordinators*

**Natálie Jírovská**  
*Training manager*

**Katarína Kristová**  
*Web editor*

**Michaela Škorníčková**  
*Methodology of educational materials*

### External Suppliers

**Eva Foksová**  
*Financial services*

**Kateřina Svobodová**  
*PR consultant and communication*

**Lucie Štekllová**  
*Medical content consultation*

**Petr Kohout**  
*Translator*

**Veronika Exnerová**  
*Graphic design*

### Advisory Board

In our activities, we regularly find ourselves turning to experts and mentors from a wide variety of fields. Some of these have become members of our Advisory Board, whom we consult on our plans and important decisions.

**Blake Wittman**  
*Human Resources*

**Robert Haas**  
*Marketing*

**doc. Ondřej Měšťák, M.D., PhD.**  
*Medicine*

**Kateřina Zychová**  
*Business*

**Jan Galgonek**  
*Business & Marketing*

## ...Our Team in 2021

### Instructors and Doctors

Our educational team is made up of students from medical and other healthcare faculties across the Czech Republic. We cooperate with medics and healthcare workers from Prague, Brno, Olomouc, Plzeň, Hradec Králové, and even Pardubice. Thanks to working with Loono, our instructors perfect their interpersonal communication skills within the environment of educational workshops and webinars, which is an enormous advantage for their future professions. We also cooperate with outside experts in the field of healthcare, who, together with the team, participate in creating the professional aspects of projects.



**Lenka Kadlecová**, student at her 4th year at the First Faculty of Medicine: "Loono has given me a new perspective on serious topics that we all encounter but don't get our attention until after they've gone to alarming, undesirable extremes. I've changed my perspective on ubiquitous factors and influences that are often purposefully ignored; if these were given more of our attention, many common diseases and even less common and more serious ones could be avoided. Therefore, I'm grateful to Loono for the unique opportunity that I can actually participate in educating the public about devoting attention to important subjects and thereby opening up opportunities for a full life for us."



**Kristýna Martináková**, student in her third year of Midwife Studies: "Loono gives me the feeling that I'm doing meaningful work, and I'm bringing something good into society. I am surrounded by a dream team that simultaneously both supports and inspires me. Thank you for this. <3"



**Petra Steyerová, M.D.**, radiologist at Radiodiagnostic Clinic VFN, Medicon a.s. "I enjoy working with Loono very much and am always looking forward to what project they'll come up with next! The energy of Kateřina and her team is unbelievable. The elan and enthusiasm of all their instructors and volunteers is highly contagious. It's been wonderful to follow them over the years and see how Loono has grown from a small nonprofit into a professional organization. Loono campaigns are always humorous, creative, and simultaneously understandable and full of important information. I deeply value that Loono not only knows how to capture the interest of the wider public but also insists that their message and cooperation with doctors and professionals in the given field remain at a high professional level."

## VII. Our Work in 2021

### *The Offline Environment*

#### **Instruction in Schools**

Because of school closings in the first half of 2021, opportunities for on-site education about disease prevention were limited. Despite this, during the course of the year, we managed to instruct a total of 3,133 students at more than 113 events at schools across the Czech Republic.

#### **MICHAEL – teacher at SŠ a VOŠ reklamní a umělecké tvorby, s.r.o.:**

“Thank you so much for your perfect workshop organization and your visible enthusiasm for what you do. We’d be very happy to continue our cooperation with you in the future.”



#### **Students at Přelouč High School and Specialized Secondary School:**

“Thanks to the workshop, I figured out what has been going on with me for a long time already.”

“I myself suffer from a mental illness, and I’m happy people like you exist. Thanks to you, I learned much more about mental illness than I knew before.”

School instruction programs have been **supported by Kaufland Česká republika v.o.s.** for the third year in a row:

“I would summarize Loono with one word: change. In the time we’ve been cooperating, it has grown from its small office at the Scout Institute into an office that’s fitting for an important nonprofit organization. However, the key point is the change it creates in us. It changes our habits in relationship to prevention. It brings a fresh breeze into the studies of young medics. It motivates our employees to use MultiSport cards and consider their own health. We’re incredibly happy that with Loono, we can achieve change in places where it makes the most sense. With young people, who will one day change the world.”

**Peter Chalupianský**

CSR manager

Kaufland Česká republika



## ...Our Work in 2021

### Educational Boxes for Schools

In 2021, we launched a new project, Educational Boxes for Schools. In order to make instruction on health and prevention for middle and high school students more efficient, we've created materials that are verified by experts and understandable to the lay person. These materials contain interactive educational presentations, manuals, videos, quizzes, model scenarios, worksheets, and practical demonstrations that make it easier to provide instruction on the subjects of sex education, first aid, and a healthy lifestyle. We've created the materials with the help of the Czech Ministry of Health, the City of Prague, and ŠKO-Energo in cooperation with teachers and according to the principles of prevention. By the end of 2021, the materials were sent for free to 50 schools across the Czech Republic. In 2022, we will continue to develop the program.



### Workshops at Companies

In 2021, we organized a total of 272 instructional events at companies, during which we educated 6,375 people. Six companies purchased one-year licenses for e-learning videos from us. More than 3,500 employees had access to these. The companies at our workshops primarily value our ability to provide instruction in many languages, our instructors' professionalism and humanity, and not least our ability to adapt these workshops and webinars to the requests of their employees. In May, we also held a community breakfast for HR managers, our partners, and journalists, which enjoyed the participation of 40 company representatives.

### Applifting Healthy Loono Day

"At our company, Healthy Loono Day took place as two workshops, with Loono instructors being available at a booth in between these times. In addition to a hybrid means of instruction, this also allowed us to offer the opportunity to get to know Loono activities for those who couldn't participate in the workshops because of time constraints, for example. Even though we held this type of health day for the first time, the event was successful and the reactions were more than merely "positive"! We held the event in English and the instructors from Loono didn't disappoint in this respect either. We're looking forward to choosing another subject that we can organize together for Applifters."

**Gabriela Balonová**  
HR Specialist



## ...Our Work in 2021

### **Year-Long Cooperation with Red Hat**

"We've been working with Loono for a long time, so I've already heard many of their lectures. Despite this, I always learn new information at their talks. I like this about Loono – even if someone thinks that they understand prevention and how to take care of themselves, they'll discover that they still have gaps in their knowledge and that there's still more to learn."

**Lenka Kulajtová**  
*Program Manager*

### **A #boobsandballs Workshop for TON**

"Thank you so much for organizing the workshop. The employees enjoyed it very much, and we're already looking forward to another :) Both instructors were very nice, and it was obvious that they enjoy their work in healthcare very much. I'm convinced they'll both become doctors whom their patients will visit gladly :)"

**Markéta Trinder**  
*HR Specialist*

### **A #boobsandballs Workshop for Flagranti**

"The instructors were nice and engaging, and they presented the subject wonderfully. For our employees, this was also something new, and we're glad that we were able to organize it for them. The response was truly positive. The casual atmosphere and the opportunity to try out the information that was presented on the models was great."

**Ing. Petra Ondruchová Uvírová**  
*Specialista marketingu  
a styku s veřejností*

### **A #boobsandballs Webinar for GSK**

"Everything went splendidly; the webinar was perfectly timed, interactive – everything was understandable and presented in an engaging way. The lecturer, Kristýna, was well prepared and conducted the webinar with a smile on her face the entire time, even though she didn't have anyone to smile at (our colleagues had their cameras turned off). For now, we don't have any critical comments about what could be improved – we are 100% satisfied. Thank you once again, and hopefully we'll be looking forward to working with you again."

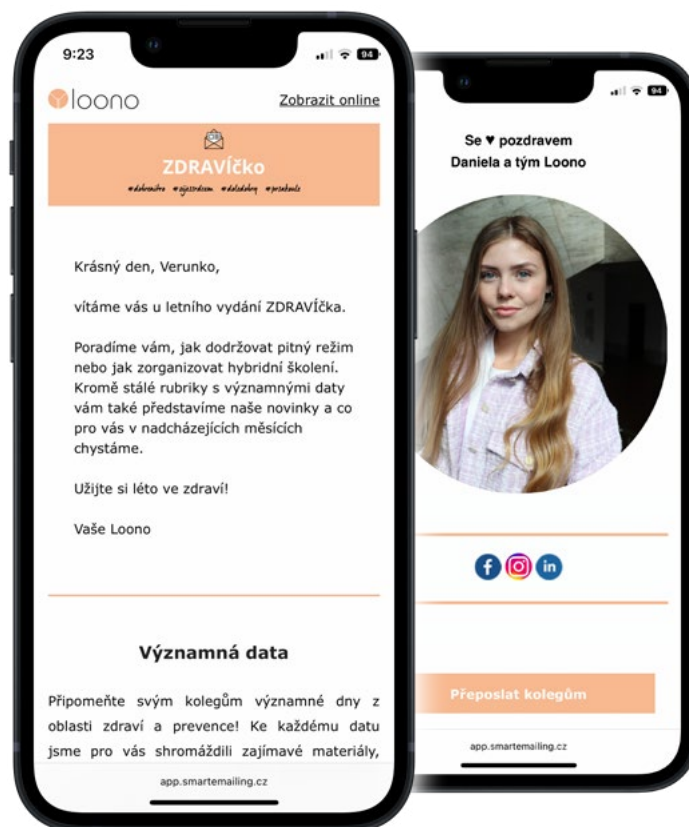
**Malvína Řezáčová**  
*Executive Assistant*



## ...Our Work in 2021

### ZDRAVÍčko

Halfway through 2021, we launched the program ZDRAVÍčko – a newsletter for HR managers in which we inform them about news concerning our educational activities and the area of well-being in general. Currently, there are more than 80 subscribers to the ZDRAVÍčko newsletter.



### Medical Conference

In 2021, we actively participated in medical conferences, where we educated doctors and other healthcare workers about the importance of educating patients on prevention and a healthy lifestyle. During these opportunities, we handed out sample educational brochures, which doctors could then order for their offices. The most successful of these were the brochures on breast self-examination, the overview of preventive screenings, and the mental health manual.

### Events Visited

- XXVIII. Congress of the Czech Internal Medicine Association of J. E. Purkyně (Nov. 2021)
- PREVON 2021 (Sept. 2021)
- Conference of Young Doctors (March 2021)

## ...Our Work in 2021

### Festival Roadshow

Despite the COVID-19 pandemic's impact and thanks to support from LaRoche Posay, Loono braved strict epidemic measures to allow their educational booth to take part in 23 cultural and music festivals during the 2021 season, thus providing instruction to more than 10,300 people. The instructors gradually guided visitors through the entire range of subjects that Loono addresses, equipping them with educational brochures, badges, and stickers along the way.

### Festivals Visited

United Islands of Prague  
Pop Messe  
Deziluze  
Prague Pride  
Rock for People  
Sportmania  
Chmelovy Dožínke  
Zažít město jinak  
Inovujeme Plzeň  
DronFest

### Educational Materials for Doctors

Also in 2021, we continued to disseminate educational materials to doctors' offices and waiting rooms throughout the Czech Republic. The project's goal was to provide healthcare professionals with organized materials that are understandable to the layperson and thus educate their patients in the area of disease prevention.

We managed to distribute hundreds of printed handouts to doctors. They can acquire all these materials for their office in both Czech and English. In regular emails, they were also made aware of podcasts and animated videos by Loono, which they could then recommend to their patients or play directly in the waiting room of their practice.



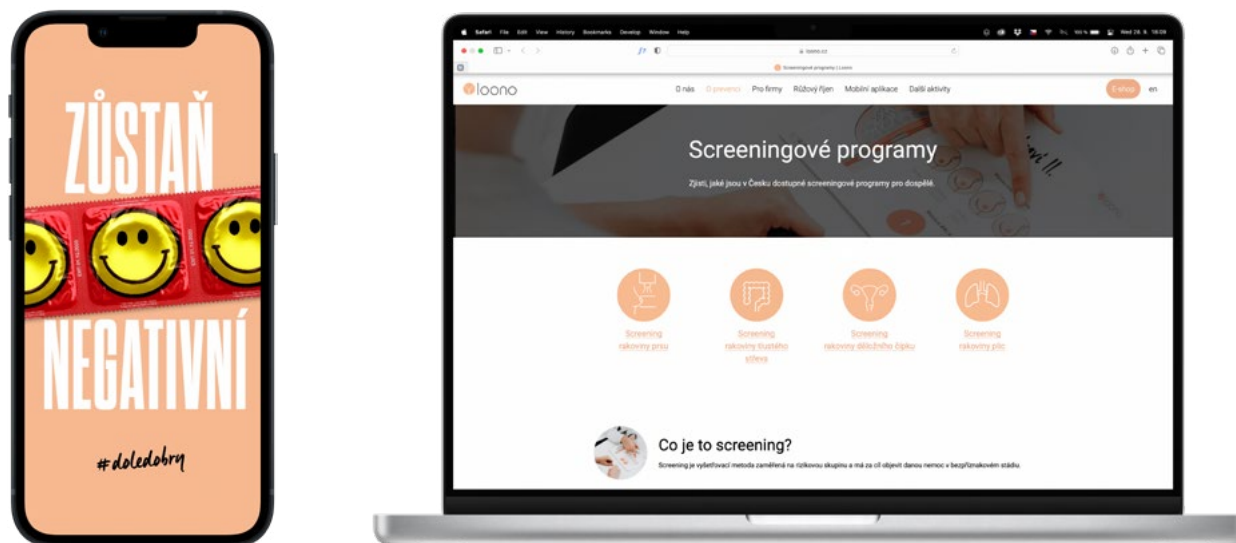
## ***The Online Environment***

### **The Online and OOH Campaigns for HIV/AIDS Prevention**

With the help of the Ministry of Health and the creative agency Isobar, the online and OOH (Out of Home) campaign called "Stay Negative" continued for the second year in a row. The campaign's goal is to motivate the public to get themselves tested for sexually transmitted disease (including HIV) and simultaneously provide instruction on how to prevent HIV/AIDS. In addition to other things, the campaign was focused on the target group of men having sex with other men, because it is in this community that infection with HIV is growing each year. An educational subpage was created for the project as well as video content and social media posts – because of these, we were able to reach over 2,200,000 users in the online environment.

### **Screening Programs**

In 2021, we communicated intensively on the subject of screening programs and their importance on social media, in workshops, and elsewhere, because not enough individuals participate in these in the Czech Republic. In addition to existing programs (breast, cervix, intestines), we markedly supported expanding awareness about the pilot program on preventing lung cancer. On our website, [an independent subpage](#) was created with support from the PPF Foundation.





...Our Work  
in 2021

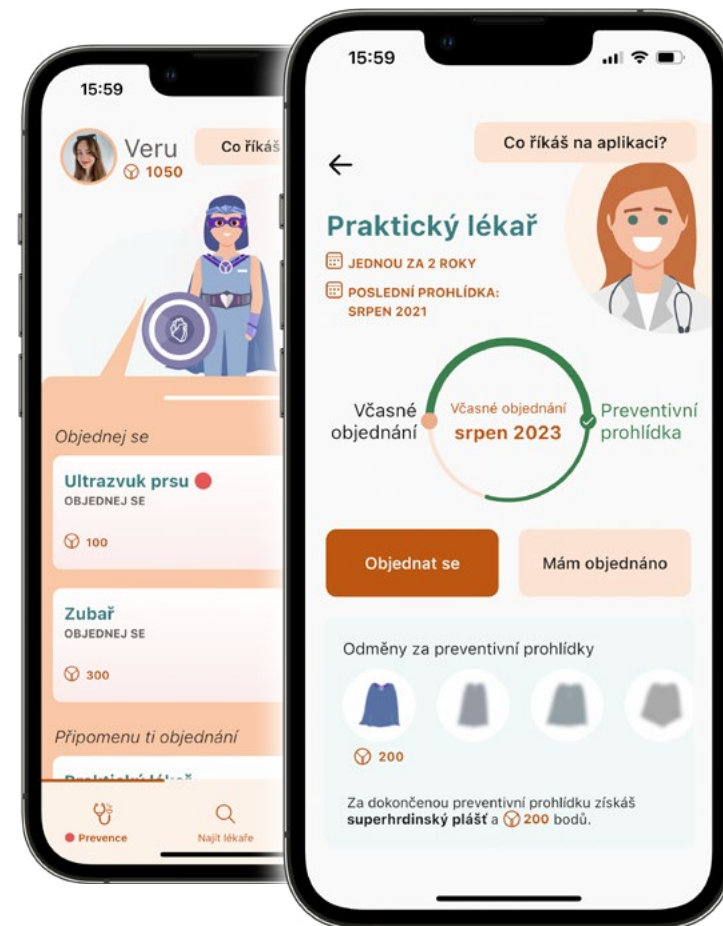


### The Preventivka Application

In 2021, we began to develop a mobile application called Preventivka as part of the Česko.Digital incubator program with the goal of improving preventive exam attendance rates and the lay public's health literacy. The application is being created with the help of their community of expert volunteers from the technology sector, who have been captivated by Loono's mission. One of the app's planned functions is to provide reminders for preventive exams based on age and gender in addition to breast and testicle self-examinations. The application will also include a section called Find a Doctor, which will help users find a professional near them and an About Health section, which will offer users clear, verified information and tips about health and prevention.

The first version of the Preventivka app will be completed during 2022 and will be available to the public for free. You can find out more about the application at the website subpage [www.preventivka.cz](http://www.preventivka.cz).

The development of the application's initial version, the so called MVP (minimum viable product), was supported by the PPF Foundation.



## ...Our Work in 2021



"Health is one of the basic human values. To be a healthy human being is an important prerequisite for a good human life, but not everyone gets the right degree of help in time, because they've discovered a problem too late. It's exactly for this reason that I consider Loono's work fundamental, because it has active impact and tirelessly supports health prevention issues, which can contribute to a better life for one and all.

When Loono requested that we help them create the Preventivka mobile application, we didn't hesitate even one minute. To have the opportunity to participate in a meaningful use of technology that will improve people's lives in the Czech Republic is why we are here at Česko.Digital.

In one year together, we were able to create a mobile application for iOS and Android that can reach millions of Czechs and help them find their way to prevention in such a simple and playful way. We're also very happy to have been able to pass along our skills in the area of agile development to Loono's team, which will help them continue to develop the application under their own banner."

**Eva Pavlíková**  
Co-Founder & CEO Česko.Digital

>  
cesko.digital



"At the PPF Foundation, we've been following the team led by Katka Vackova for a long time, and we know that they do their work with great personal commitment, both responsibly and with enormous focus. Therefore, we've decided to help Loono's initiative take another step towards more effective education in the area of preventing cancerous disease and support their entry into the online world. Now after the long COVID period, when prevention has been generally sidelined, their work is possibly even more important than before."

**Jana Tomas Sedláčková**  
Member of the PPF  
Foundation's Board of Directors



## ...Our Work in 2021

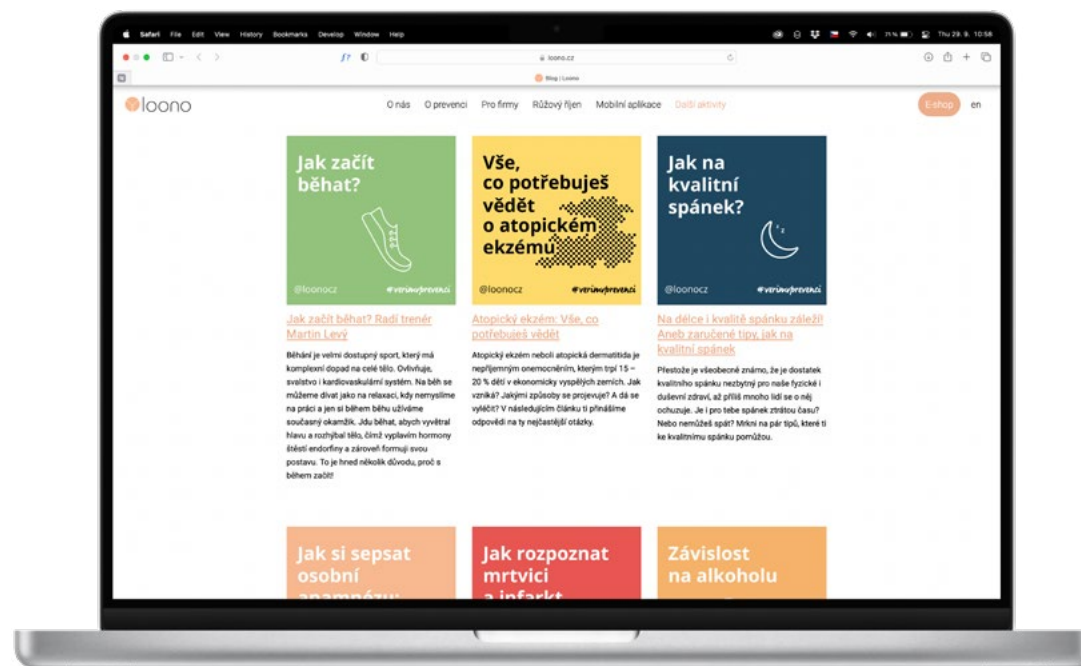
### The Blog

Our blog's readership grows each year. On it, we post interviews with interesting individuals in healthcare, patients' stories, and even articles addressing important and often taboo subjects. In 2021, we answered the most frequently asked questions about menstruation, HPV, and depression.

The article on COVID-19 infection in pregnant women recorded the greatest reader interest. The second highest rating was Vulvas and vaginas 101: What they don't teach you at school and third place was taken by Menstruation and sex during it: What you should know. The article on chronic fatigue syndrome also got a lot of attention as well as the one on testicular health and the interview with Mgr. Richard Honner about spermiograms.

### Pink October

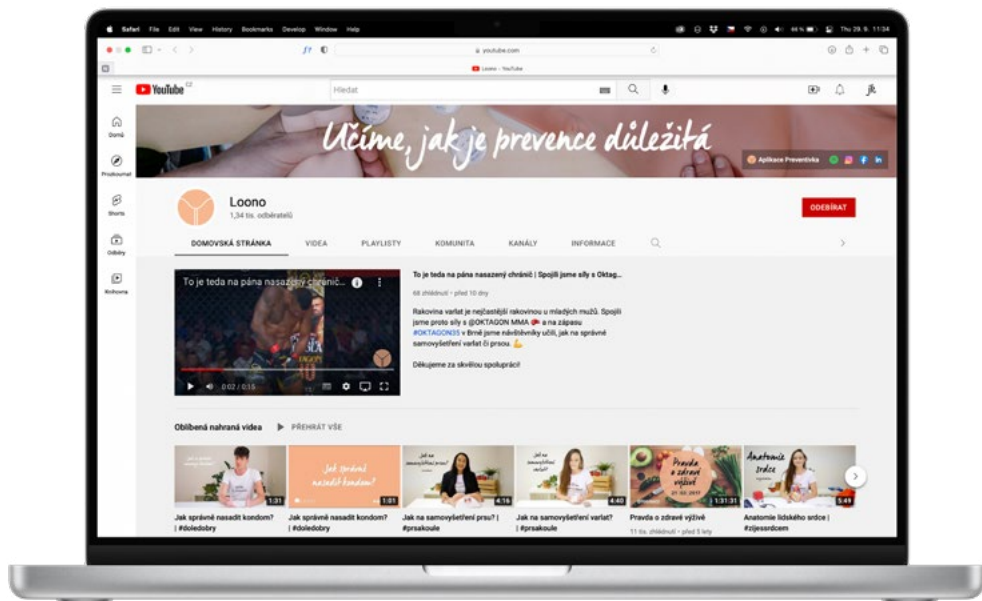
All over the world, October has traditionally been the time for a campaign to support breast cancer prevention called "Pink October." Loono has joined this campaign by providing online and offline education. For this campaign, we've created a number of contributions on the subject of prevention and timely breast cancer diagnosis, self-examination, and BRCA genes. We've also published thematic articles on our blog (about BRCA mutations and self-examination) and coverage of breast ultrasound visits.



## ...Our Work in 2021

### YouTube and Other Video Content

We also spent time educating about disease prevention on our YouTube channel, where we recorded videos about measuring blood pressure, anxiety, contraception, and self-examining breasts and testicles. Similarly, recordings of all the online debates that we've held with doctors and other experts are on our channel. Over the long-term, the most watched video has been the training videos on how to correctly put on a condom – both the animated version and the one with actors – which were created as a part of the All Good Down There campaign. In 2021, Loono's YouTube channel had 82,433 views, and we're also planning to devote time to developing it in 2022.



### Social Networks

Loono has been active on social networks since its foundation. On them, Loono actively addresses commonly taboo subjects as well as the subjects of health and disease prevention. Partially due to paid promotional content, our fan base grew markedly in 2021 – to a total of 40,000 followers at the end of 2021. The overall reach of our activities on social networks extended to more than 2 million people. Loono has its greatest reach on Facebook and Instagram, where it shares educational infographics, interviews with experts, videos, and quizzes.

The subjects with the greatest reach in 2021 included:

- Vaccination against HPV and cervical cancer prevention
- Vaccines and vaccination against COVID-19
- Reproductive health and infertility
- Post-pandemic mental health
- An overview of preventive exams
- Skin cancer and examining birth marks
- High blood pressure and its treatment
- Screening for cancer of the large intestine
- Preventing HIV and AIDS
- The most frequent questions about menstruation
- Self-examining breasts and testicles

On Facebook, we've organized a number of panel discussions and live streaming events with experts, including various doctors and other specialists. All our panel discussions and live streaming events are stored at our YouTube channel.



## ...Our Work in 2021

### Panel Discussions and Live-Streaming

- 11. 2. 2021 **Vaccination**  
MUDr. Daniel Dražan,  
Dr. Marek Šťastný Ph.D.,  
doc. MUDr. Ondřej Beran Ph. D.
- 17. 3. 2021 **Cancer Prevention**  
MUDr. Hana Študentová, Ph.D.,  
MUDr. David Dufek
- 21. 4. 2021 **Women's Health**  
MUDr. Erika Menzlová, PhD.,  
MUDr. Šárka Pavková
- 5. 5. 2021 **Alcohol, Smoking and Other Addiction**  
Mgr. et Bc. Vendula Loo,  
Mgr. Adam Kulhánek PhD.,  
Josef Formánek
- 2. 6. 2021 **Mental Health**  
MUDr. Kateřina Duchoňová,  
Mgr. Eliška Remešová
- 16. 6. 2021 **Prevention of STDs ol. 1**  
MUDr. Beatrice Bížová  
MUDr. Štěpán Hrňa
- 8. 9. 2021 **Healthy Heart vol. 1**  
prof. MUDr. Petr Toušek, Ph.D., FESC.,  
MUDr. Martin Pešl, Ph.D.
- 29. 9. 2021 **Healthy Heart vol. 2**  
doc. MUDr. František Bednář, Ph.D.,  
MUDr. Josef Kroupa, Ph.D.
- 13. 10. 2021 **Breast Cancer Prevention**  
MUDr. Petra Steyerová,  
Pavla Sadílková,  
Katarína Kepák

- 27. 10. 2021 **Prevention of STDs vol. 2**  
MUDr. Michaela Nováková,  
MUDr. Barbora Grillová
- 10. 11. 2021 **Men's Health**  
MUDr. Jan Novák, FEBU, FECSM,  
MUDr. Vít Ulrych
- 24. 11. 2021 **Anxiety and Depression**  
Mgr. Tereza Hrušková,  
Denisa Vernerová,  
Martin Prokeš
- 9. 12. 2021 **HIV/AIDS Prevention**  
MUDr. Dan Veselý,  
MUDr. Ivo Procházka, CSc.,  
Bc. Alice Urbancová

### Facebook Live Streams

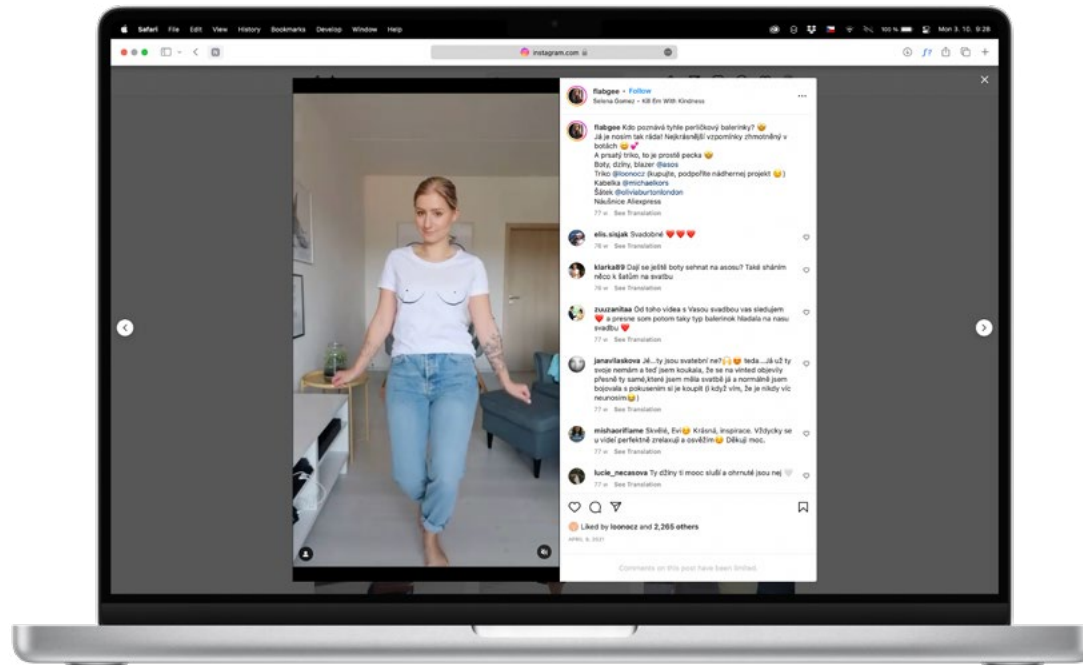
- 30. 6. 2021 **Skin Cancer vol.1**  
MUDr. Miroslav Důra
- 4. 8. 2021 **Skin Cancer vol.2**  
MUDr. Simona Felšöová
- 25. 8. 2021 **Paraphilia**  
MUDr. Martin Hollý, MBA
- 15. 9. 2021 **Nutrition**  
Bc. Nikola Fisková

All our panel discussions and live streaming events  
are stored on our YouTube channel.

## ...Our Work in 2021

### Cooperation with Influencers

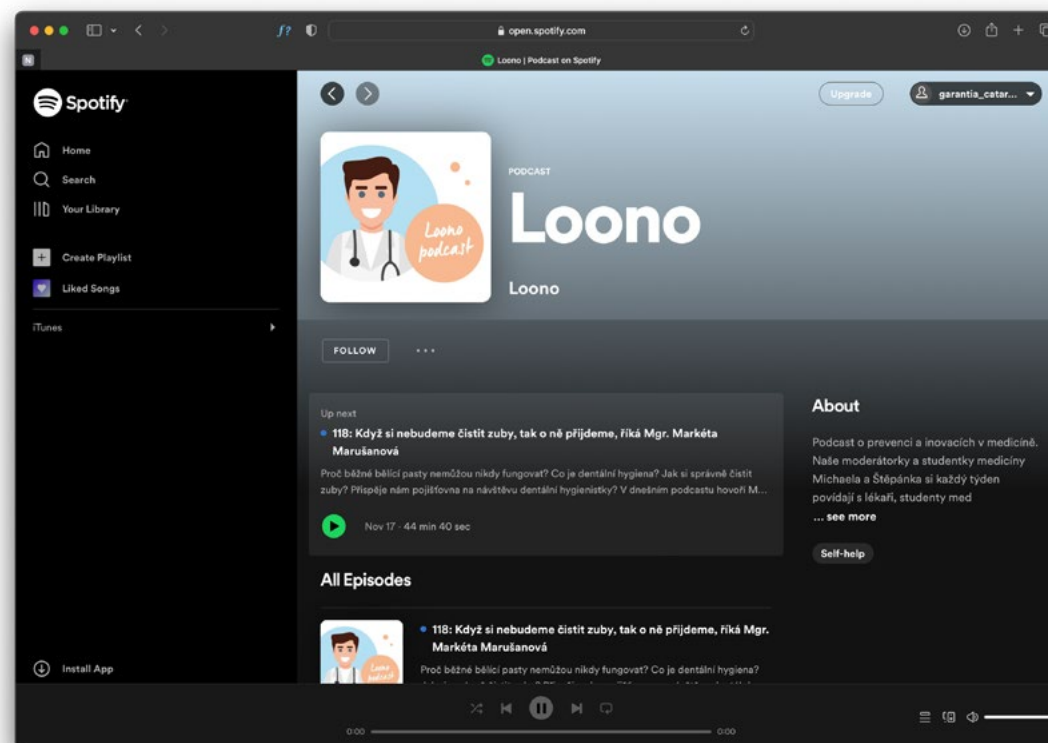
Over the long term, Loono has been working with a wide range of influencers who actively promote individual campaigns and topics without requiring a fee. This type of cooperation continued into 2021 as well. Influencers who used their social networks to support Loono include Czech biathlete and world champion in the individual biathlon, Markéta Davidová; actor and presenter Iva Pazderková; the singer David Koller; presenter Tereza Tobiášová; and blogger and YouTuber Eva Adamcová, aka Flabgee. Also joining in were Alex Sedláčková, Dominika Potůčková, Andrea Mokrejšová, Anna Maria Kašparová, and others.



## ...Our Work in 2021

### Podcast

In 2021, we recorded 48 episodes of the Loono podcast, which garnered a total of 115,298 plays. Presenters Michaela Kříková and Štěpánka Dostálová gave airtime to leading Czech experts from the fields of medicine, psychology, and technology as well as medical students and others from the healthcare profession. We'd like to thank Elite Bloggers for lending us their studio for recording. Listen now on Spotify (in Czech only).



## ...Our Work in 2021

### Health and Prevention in the Media

Cooperation with media houses, magazines, and dailies has been an essential part of our work for many years now. In 2021, there was a total of 387 mentions of Loono and its projects in the media, of which there were 248 independent mentions. We'd like to thank all the friendly journalists who have been helping us spread awareness about disease prevention.

#### Examples of Media Mentions

- **Forbes** – “A Mix of Fear, Anger, and Hopelessness: Kateřina Vacková Describes the Fight to Save Loono.” (Jan. 2021)
- **Česká televize** – Studio 6 Weekend – “Contribute to BoobsandBalls.” (Feb. 2021)
- **Radio Wave** – “‘In the Czech Republic, Just One out of Two Woman Goes to Gynecological Checkups’, Warns Doctor Kateřina Vacková of Loono.” (March 2021)
- **Novinky.cz** and **Právo** – “Kateřina Vacková: Cancer Took Away My Carefree Youth.” (June 2021)
- **Lidové noviny** – “Loono Campaign Supports Mental Health” (July 2021, print)
- **Pražský Deník** – “Denisa: Instruction About Breasts Saved My Life.” (July 2021, print)
- **Televize Seznam** – “Czechs Disregard Preventive Exams. COVID Made It Even Worse.” (July 2021)
- **Ekonom** – “Mobile Applications Make Life Easier, Now They're Trying to Prolong It.” (Aug. 2021)
- **stream.cz** – “Instructions for Breast Self-Exam: Don't Look Only for Lumps, Pay Attention to Other Changes, Too!” (Sept. 2021)
- **Heroine** – “Kateřina Vacková's Girl Power: Prevention Is on the Rise, People Want to Be Healthy.” (Sept. 2021)

### Our Charity E-Shop

In 2021, we further expanded the product offering of our e-shop, where fans can purchase a varied selection of objects with themes from our campaigns – from t-shirts and socks through enamel mugs and postcards to even notebooks and pendants. Among our new products, we added planners for 2022 and products related to the new campaign Feeling Good, which focuses on mental health. Clouds remained the main motif for socks, t-shirts, and mugs.

#### Reviews of Our Charity E-Shop

“It's great that people can recognize where the t-shirt is from and which project it relates to. I like the design a lot and enjoy wearing it.”

**Kateřina S.**

“This is my second planner from Loono and I'm very satisfied. It's a little smaller than the previous year, so it fits into pocketbooks with smaller dimensions, which I welcome. Last year, I wrote a comment that it could be equipped with an elastic strap, and it's there! The workmanship is well crafted down to the smallest detail, and there's even a practical pocket for notes as well as a practical bookmark.”

**Tereza P.**

## VIII. The Year 2021 in Numbers

### Offline Education

- 25 400 people trained
- 112 workshops in schools
- 204 corporate workshops
- 65 public events
- 23 festivals

### Online Education

- 31 616 breast and testicle self-examination website visits
- 40 000 fans on social media
- 2 028 414 people reached out on Facebook
- 1 018 747 people reached out on Instagram
- 48 episodes of the podcast
- 115 298 listens
- 17 panel discussions
- 24 newsletters sent
- 387 interviews and media outputs

### Mobile App Preventivka

- 8 months of coding
- 80+ volunteers
- 5 850 Slack messages
- 500+ team video-calls
- 62 Jira stories completed

**And also the hundreds of people that have let us know our activities have inspired them to go to preventive exams or even helped them detect cancer in an early enough stage. This is what keeps us going.**





## IX. Association financing and management

Since the organization's founding in 2014, our financing has been obtained from multiple sources, primarily for reasons of sustainability.

Currently, we receive financial support from the following sources:

- grants and donations
- contributions from company foundations
- gifts from companies and individuals
- our own business activities (income activities for companies and the charity e-shop)
- partnerships and sponsoring

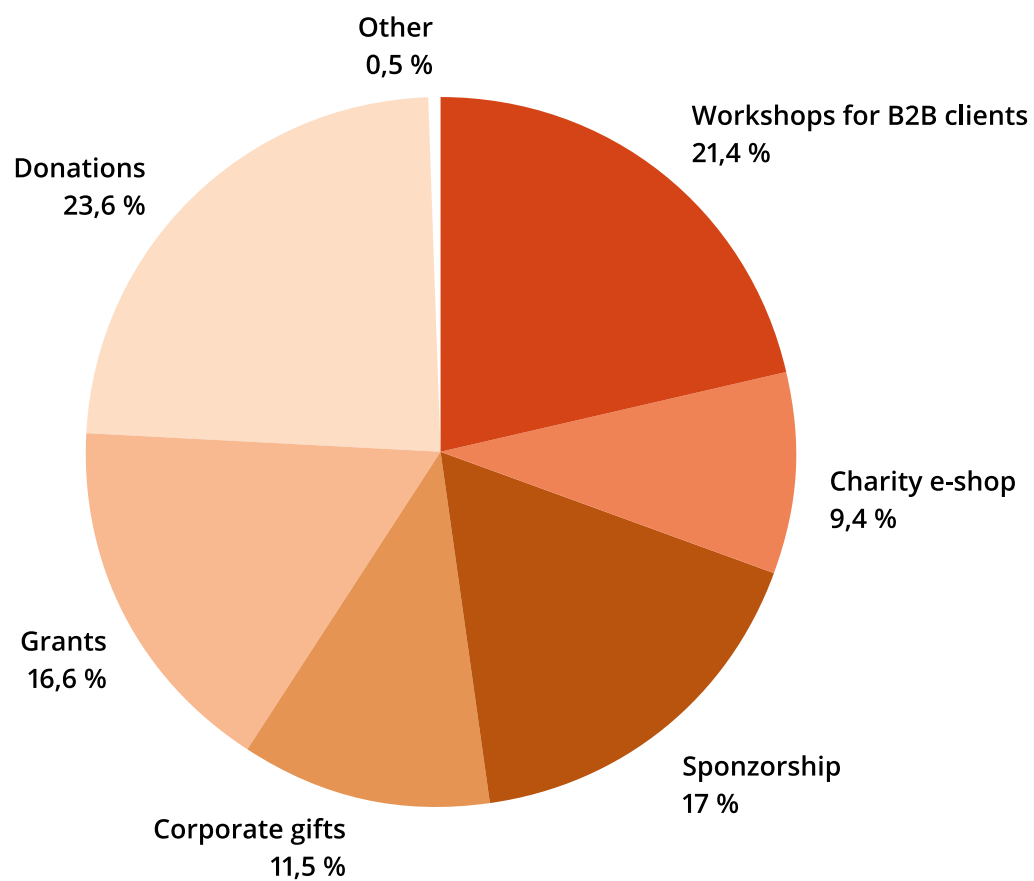
The association's costs are primarily comprised of costs linked to employees, i.e., wages for the instructors, the organizational team, and external contractors. Additionally, we spend resources on purchasing aids related to workshops and promoting educational content in the online environment.

We use all the financial resources obtained this way exclusively for achieving the association's goals. Proper accounting practices conducted in accordance with the Czech Republic's legal regulations provide a record of the association's financial activities. The company FINCO s.r.o. continues to provide expert help in the area of accounting and tax advice for the association.

An overview of the most significant costs and revenues can be found in the association's financial statement for 2021, which is filed in a compilation of documents held by the respective registry court at the website [www.justice.cz](http://www.justice.cz).

## X. Breakdown of Costs and Revenues

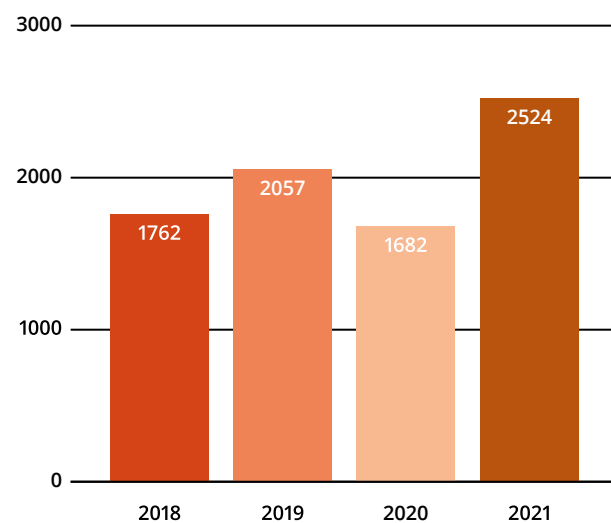
### Revenues for 2021



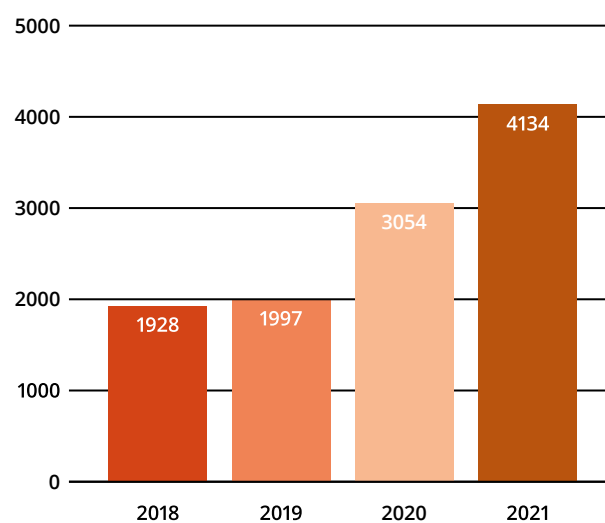
## ...Breakdown of Costs and Revenues

### ***Selected Revenue Items and Their Development from 2018 to 2021***

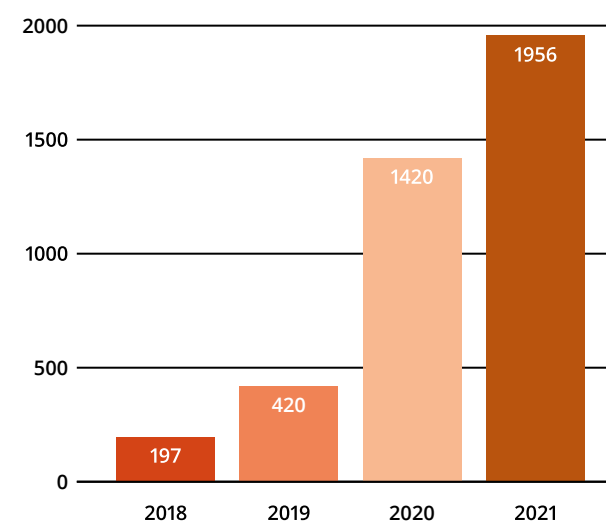
**In-House Educational Activities  
(in thousands of CZK)**



**Gifts Incl. Company Grants  
(in thousands of CZK)**

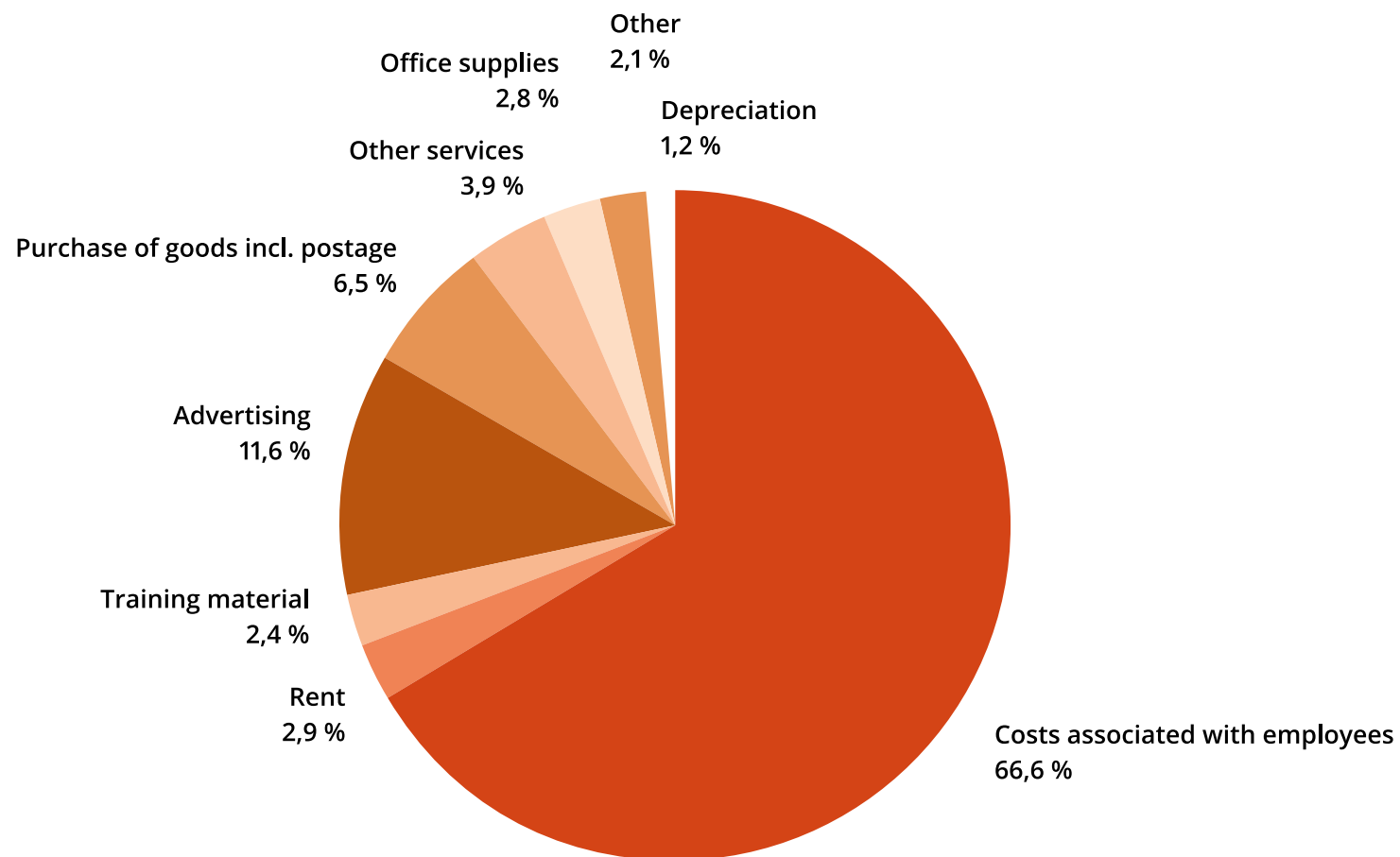


**State and Municipal Grants  
(in thousands of CZK)**



## ...Breakdown of Costs and Revenues

### Costs for 2021



## XI. Donors and Partners

All our partners, donors, and professional sponsors who, along with us, believe that health and prevention are important deserve an enormous THANK YOU.

### Under the Auspices of



1. LÉKAŘSKÁ  
FAKULTA  
Univerzita Karlova

### With Support



Lékařská fakulta  
Univerzity Palackého  
v Olomouci





...Donors  
and Partners

**Partners for 2021**

**Loono Partner**



**Partner of Loono in Schools**



**Partners of Campaign Your Heart for Life**



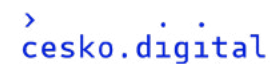
**Partners of Campaign I Touch Them Every Month**



**Partners of Campaign  
All Good Down There**



**Partners of Preventivka Mobile App**



## ...Donors and Partners

### Other Important Partners and Donors

Nadace O<sub>2</sub>



**Dáme jídlo.**

**RUNCZECH**

**NANI Nails**  
BOHATÝ SORTIMENT PRO PERFEKTNÍ MANIKÚRU

**LA ROCHE POSAY**  
LABORATOIRE DERMATOLOGIQUE



**TTT**  
NADACE ČEZ



### Technology Partners



**MERKLE**

**monday.com**

**slack**

**Kahoot!**

**SMART  
EMAILING**



**ELITE  
BLOGGERS**  
CZECH REPUBLIC

**solidpixels.**

## ...Donors and Partners

### Important Patrons

- Martin Hájek
- Vít Kutnar
- Václav Dejčmar
- Emília Mamajová
- Tomáš Havryluk
- Pavel Bouška
- David Kašper
- Jan Bednář
- Ivo Hlaváč
- Adam Kurzok
- Martin Homolka
- Jan Kolář
- Jan Přibyslavský
- Tomáš Míček
- Jan Tegze
- Zdeněk Šimek

### Crowdfunding Campaign *#feelinggood*

As part of a crowdfunding campaign for supporting mental health (Feeling Good), we obtained contributions from 236 donors in 2021.

We would like to sincerely thank all donors who contributed on the [Donio.cz](https://donio.cz) platform.

**Overall support CZK 442,660**

# Donio

## XII. Plans for 2022

### **The Preventivka Application**

In 2022, we will launch the educational application Preventivka, whose development we began this year. Our goal is to test the first version of the application (an MVP, i.e., a minimum viable product) on a small group of users and based on the feedback we receive, to decide on how to continue developing its functions or modify existing ones. Alongside the campaign launch, there will be a communication campaign supported by the PPF Foundation, which will include cooperation with TV Nova and other media houses.

### **Developing Other Topics**

In 2022, we will focus on developing topics concerning primary prevention – nutrition, movement, sleep, and how alcohol and smoking influence a person's health. Together with this, we'll be preparing the groundwork for a new campaign, Healthy Teeth, which we'll launch in the fall and continue to develop into 2023 and beyond. We'll also keep developing existing campaigns by adding other subtopics, such as liver cancer, heart failure, and diabetes.

### **For Schools**

In 2022, we'll focus primarily on completing and distributing our educational boxes for schools. On the basis of feedback from instructors, we'll then modify these boxes and further expand their offering. As we do every year, we're planning to hold 200 workshops around the Czech Republic.

### **For Companies**

Next year, we'll expand our offering of educational activities by adding the topics of first aid, diabetes, dental cavities, and burnout syndrome. Because of great interest, we'll continue to organize company Health Days with our affiliated experts, and we'll also continue to send out the HR newsletter, Zdravičko. In the spring and fall, we will then organize two networking breakfasts for HR managers.

### **Online Education**

In 2022, we'll begin to support creating and disseminating video content on the platforms [TikTok](#) and [YouTube](#). Then we'll further develop the fan base for our existing media: podcasts, newsletters, our blog, and social networks (FB, Insta, LI). We'll add screening programs, nutrition, and movement to the educational subpages in the Prevention section. Not least, we're planning to develop partnerships with select media partners to achieve even greater inroads in the regions.

### **The Summer Festival Roadshow**

In 2022, we'll also be traveling to the largest Czech music and cultural festivals. United Islands, Rock for People, Metronome, and Prague Pride are all part of the plan.

## ...Plans for 2022

### **Pink October 2022**

Just as we did this year, we'll focus educating people about breast cancer in October of 2022. We're preparing a large media and education campaign, which will include creating an educational subpage, [www.ruzovyrijen.cz](http://www.ruzovyrijen.cz), and a number of contributions on social media. Individuals and companies will be able to get involved, too – either by organizing educational workshops or by company fundraising. Individuals can then support the campaign by purchasing “breasted” t-shirts or by a contribution to the public fundraising effort at the portal Donio.cz. The campaign is planned to start on Oct. 1, 2022.

### **Support for the Educational Team and Benefits**

In 2022, we're planning to launch a benefit program for our employees. We will contribute to their meals or athletic pursuits, English lessons, or regular team building events. We'll also continue to support training related to their position on the team and to regularly investigate satisfaction throughout the organization. We'll also help our instructors (medical students) develop their skills by preparing a number of courses on presentation skills.

### **Work Efficiency**

Along with Monday.com, Salesforce, etc., we will add other tools that help make our organization's processes more efficient. In addition to these, we'll acquire more monitors and other office equipment; similarly, we'll contribute towards office equipment for our employees' home offices.

### **Multi-Source Financing**

In the upcoming year, we'll also further expand the number of subscribers to our educational activities (workshops, webinars, e-learning, etc.) and thereby increase the percentage of revenue from our independent activities. At the same time, we'll try to obtain financial support from a wide variety of commercial entities and public institutions (the Ministry of Health, the City of Prague, etc.) in order to secure multi-source financing and accordingly make sure we can continue to develop our activities and the organization's growth. In 2022, we will also apply for a number of international grants and register for several European competitions.

### **Cooperation with Doctors**

As has been custom, we will cooperate with professional sponsors from the ranks of doctors, psychologists, and nutritional therapists again in 2022. We'll participate in medical conferences and congresses, including the conference given along with the Czech Presidency of the Council of the EU, which will be focused on cancer prevention and is tentatively planned for July. However, we will also participate in the Young Doctors Conference, Czech Cardiology Days, and the Congress of the Czech Internal Medicine Association of J. E. Purkyně. Not least, we won't leave off providing doctors' offices with educational materials, which has been a very popular part of education in the field for the third year in a row.



## XIII. Closing Words and Acknowledgments



When I purchased the first models of breasts and balls in 2014, I had so many ideas and such a desire to help people detect dangerous disease through prevention measures and thereby save lives. From personal experience, I knew the type of role timing plays in situations such as these. I myself began to travel around to the first workshops; I familiarized their participants with my story and demonstrated how to correctly do self-examinations.

Loono has already been in existence for eight years, and during this time, it has grown into an organization whose team is composed of more than a hundred students, volunteers, and other professionals from a wide variety of fields. Thanks to their unbelievable work and energy, we teach the public together about prevention. However, today we aren't focusing only on cancerous diseases, where it all started. We have set four large campaigns into motion, and now we're dealing with disease prevention comprehensively in every possible way.

The year 2021 was key for Loono in many ways. We started the Feeling Good campaign, which focuses on mental health, and primarily – together with developers and other volunteers from the Česko.Digital community – we started development of the application Preventivka, which we'll soon present to the public. This would never have happened without our amazing donors!

Therefore, I want to thank all our donors, volunteers, employees, and fans with all my heart! Over its years of operation, an amazing community has developed around Loono, one which brings me greater joy each day. It is an honor to be a part of it.

***Kateřina Vacková, M.D.***  
*Founder of Loono*

## XIV. Contact Information

### **Loono, z.s.**

**ID No:** 029 05 639

**Headquarters and office:** Dům Radost,  
nám. Winstona Churchilla 1800/2, Praha 3, 130 00

**Telephone:** +420 777 692 914

**E-mail:** office@loono.cz

**Date of establishment:** 13. května 2014

**Legal form:** An association registered with the Federal Register at the Municipal Court in Prague, Section L, File No. 59462.

**Bank account:** Account no. 107-8106180237/0100  
(Komerční banka, a.s.)

**Purpose of the association:** To contribute towards educating the public in the areas of health and diseases of various origin, primarily cancerous disease, but also in the fields of their treatment, diagnosis, and possible prevention, these being primarily informational and coordination activities, as listed in the association statutes.

### **The subject of secondary economic activities:**

Production, trade, and services not listed in Appendices 1 to 3 of the Trade Licensing Act.

**Field of activity:** Retail and wholesale trade.  
Advertising, marketing, media representation.

### **Statutory Body – Committee**

**Kateřina Vacková, M.D.**

Committee Chairwoman

[katerina.vackova@loono.cz](mailto:katerina.vackova@loono.cz)

+420 737 927 018

**Mgr. Zuzana Čěnková**

Committee Member

[zuzana.cenkova@loono.cz](mailto:zuzana.cenkova@loono.cz)

**Mgr. Tereza Stárková**

Committee Member

### **Membership in Other Legal Entities**

Loono, z.s. is a member of the League Against Cancer – Prague, and the British Chamber of Commerce Czech Republic