DOONO Annual report 2020









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Introduction of the association

Name

Loono, z.s.

Company identification number 029 05 639

Headquarters

Náměstí Winstona Churchilla 1800/2, 130 00 Praha 3 - Žižkov

Date of establishment 13 May 2014

Legal status

an association registered in the Federal Register kept by the Municipal Court in Prague, Section L, Insert 59462

Bank account

account number: 107-8106180237/0100 (Komerční banka, a.s.)

Purpose of the association

Contribution to public health education in the field of diseases of various origin

(especially oncological), their treatment, diagnosis and possible prevention, using information and coordination activities, as stated in the association status.

Subject of secondary economic activity

Production, trade and services not listed in Annexes 1 to 3 of the Trade Licensing Act field of activity: Wholesale and retail trade Advertising, marketing, media representation.

Statutory body - committee

MUDr. Katerina Vackova, chairman of the committee Mgr. Zuzana Cenkova, member of the committee Mgr. Tereza Starkova, member of the committee

Membership in other legal entities:

Loono, z.s. is a member of the League Against Cancer Prague z.s.

(hereinafter referred to as "Loono")

Personal structure



Founder and the chairwoman of the committee: MUDr. Katerina Vackova katerina.vackova@loono.cz



Lawyer and the member of the committee: Mgr. Zuzana Cenkova zuzana.cenkova@loono.cz



CEO: Mgr. Blanka Sigmundova blanka.sigmundova@loono.cz



The Loono team consists predominantly of students of medical studies across the Czech Republic. The association cooperates with medical students and professionals from Prague, Brno, Olomouc, Plzeň, Hradec Králové and Pardubice, which allows us to spread our activities to smaller regions as well. Using educational workshops and webinars, our lecturers educate the general public in the field of health prevention. Thanks to their work at Loono, they improve themselves in interpersonal communication, which is a great benefit for their future professional practice. Loono also collaborates with external healthcare professionals who, together with the team, participate in the production of the professional part of the projects.

In 2020, the team experienced personnel development. New employees were recruited to join the lecturers and the management team, and other people joined the association as volunteers. **The whole team consisted of 230 students, volunteers and other enthusiasts from various professional fields.**

Loono also established regular external cooperation with experts in marketing, project management, fundraising and graphics. SolidPixels is an IT service provider and Loono partner. Professional assistance in the field of accounting and tax consulting of the association is provided by FINCO s.r.o.

Loono is driven by people who want to teach people how to think about their health and who believe they can change the world for the better.

About Loono

Our story

Loono was founded in May 2014. Since then, it educates the general public in the field of health prevention, early diagnosis and treatment of oncological, cardiovascular and other diseases, as well as problems with the reproductive system. Through its activities, Loono helps cancer patients and their families, as the reason for founding the association was a personal experience of one of the founders with cancer.

"I was twenty-two, studying medicine for the fourth year and perfectly healthy. Then something happened to my left ovary. It grew and grew. And it was malignant. I waited for eight hours as the doctors discussed further treatment. During those eight long hours, I was sitting on the bed asking myself why, why me, why now and so young. And as I was sitting there, I was thinking about what I really wanted from life and what I was going to do about it. That's when Loono came to my mind. To help people realize that the right time to think about their health is right now. It could be too late in a few months."

MUDr. Katerina Vackova, founder of Loono





Our mission

The mission of the association is to show the general public the importance of health prevention for their health. Loono's activities reach people along two main lines - online and offline.

The association regularly organizes **educational workshops** and webinars in schools, at public events and festivals throughout the Czech Republic. It also organizes **panel discussions with experts** on topics related to health and health prevention. During these panel discussions, people are introduced to various health topics that resonate within the society. Loono also produces professional content that illustrates the importance of health prevention. Last but not least, representatives of the organization also participate in medical conferences and provide professional materials to the media.

Loono produces and regularly **shares professional online content** (articles, infographics, videos) on the web (www.loono.cz) and social networks (@loonocz). Expert articles focused on specific health topics are shared on the blog. Loono also shares educational videos on <u>Youtube</u>, which explain how to take care of your health in time and what to do if you encounter any manifestation of a serious disease. Since October 2019, Loono regularly produces <u>podcasts</u>, in which it allows the representatives of various fields to get the topic of health prevention to as many people as possible.

All of the information is presented in a **clear**, **understandable**, **attractive and positive way**. The aim of the association is to inform the public about the importance of prevention, with an emphasis on the use of health prevention provided by the public health insurance.

Who do we help?

Loono focuses its activities on three target groups:

Students aged 14-18 who often think they are not affected by serious diseases. The association educates this target group in schools and on social media. The scope of education includes reproductive health, correct technique of contraception use and practical training in breasts and testicles selfexamination. The importance of proper nutrition and exercise and their impact on a healthy cardiovascular system is emphasized as well.

People between the ages of 19 and 35, who are introduced to the risks of active sex life. The education is focused on the correct first aid technique, fertility issues, prevention of skin and cervical cancer, as well as risk factors for heart attack and stroke.

People between the age of 35 and 65, who often do not have time for health care due to their workload. Loono teaches these people how to recognize the symptoms of cancer, heart attack or stroke in time. However, it also focuses on education in the area of taboo topics, such as incontinence or erectile dysfunctions. It also explains when and where to go for preventive screening examinations, as well as how to properly educate children about health prevention.



Loono in numbers:



But that is not enough. Loono's main task is to detect and successfully treat many more serious diseases in time.

Our work in 2020

COVID-19 pandemics

The activities and the functioning of the organization in 2020 were greatly affected by the COVID-19 pandemic. The main activity of the association - organizing work-shops - could not take place since mid-March 2020, due to government restrictions (with a few exceptions in the summer months, when the restrictions were partially dropped).

In order to continue to fulfill its mission, the organization decided to transfer all of its offline workshops into online webinars, which enabled us to educate the general public despite strict government restrictions. With regard to the pandemic situation, the association further developed educational activities online. Although COVID-19 caused a significant decline in the association's revenues (especially in the 2nd and 3rd quarters of 2020), thanks to the early digitalization of activities and financial support from donors, this shortfall was compensated and the situation stabilized.

Despite the challenging conditions of 2020, Loono still managed to organize workshops at almost 350 events and trained over 21,000 people in the prevention of serious diseases. In addition to educating the public through existing campaigns, Loono also focused



on coronavirus awareness, produced new thematic webinars, shot 20 e-learning videos and last but not least, taught how to prevent coronavirus infection in the Czech Republic and abroad and how to take care of one's health during the pandemic. You can learn more about the individual activities below.

Loono responded to one of the biggest challenges of 2020 - the coronavirus pandemic - by creating an educational website and materials that provided people with validated information in a comprehensible form. **The association created 2 websites and 30+ educational materials:** 7 posters, 3 presentations, 2 webinars (COVID-19 and Immunity), 4 educational cards, 10 infographics, 12 live interviews with experts available on Loono Youtube channel, 3 podcasts, 5 blog posts, and others.

In 2020, coronavirus-related posts reached over 250,000 people on social media and gained over 800,000 views. The website traffic was 41,000 unique users. All materials are available and continuously updated on Loono social media and also on a special website. All materials were also translated into English and placed on the English version of the website.





Digitalization of education

Even before the introduction of strict epidemic measures, the association decided to focus on the potential of online training. In mid-March, Loono transformed all existing workshops into online webinars. New presentations and professional documents were created. The team of lecturers underwent intensive training to be able to spread awareness about prevention online. Although the public was getting used to the new format for a while, in the end the bet on digitalization of workshops turned out to be the right one. This claim is supported by the fact that **online webinars accounted for more than a half of all Loono lectures in 2020**.

The association has also decided to expand the portfolio of topics presented to the public. In addition to already existing campaigns #boobsandballs, Your Heart for Life and All Good Down There, several new ones have been added: Men's Health, Women's Health, Regular checkups, Immunity, Coronavirus and Lifestyle Diseases. In total, Loono organized 53 training sessions, during which they introduced new topics to the public.

Loono focused even more on online education. In cooperation with professional guarantors, it created a series of **20 educational e-learning videos, which teach the viewers how to prevent the most common lifestyle diseases**. Several large companies, such as CETIN, Albert, etc., decided to use the videos to educate their employees. The videos cover topics such as: Addiction, Stroke, Heart Attack, Breast Cancer, Colon Cancer, Depression and Anxiety, Dental Caries, etc.





Campaign "All Good Down There" - #allgooddownthere

For the second year in a row, the organization continued its All Good Down There awareness campaign focused on reproductive health and the prevention of sexually transmitted diseases. As part of the campaign, the lecturers teach how to prevent and recognize sexually transmitted diseases in time, and where to go if people find themselves in such situations. Lecturers also talk about the prevention and treatment of infertility and taboo topics such as incontinence or erectile dysfunctions. Last but not least, they introduce various forms of contraception and teach the public about the correct technique for its use. The official hashtag of the campaign is #allgooddownthere. To obtain financial support and to raise awareness about the new campaign, **an online and OOH campaign "Stay Negative" was created** with the support of the Ministry of Health of the Czech Republic and Isobar creative agency. The campaign received positive responses from the general and professional public (it reached 1,700,000 people and 100,000 people attended the testing) and the association will continue with it next year. In 2020, Loono team presented the "All Good Down There" campaign at more than 40 events throughout the country and online (schools, community centers, companies and other events for the public). Loono presented the new campaign at all 16 festivals that we visited as part of the Festival Roadshow 2020 (more below).



Campaign "Your Heart for Life" – #yourheartforlife

In 2017, the organization launched the project "Your heart for life", which continued in 2020. It teaches how to recognize cardiovascular diseases early and what to do if you see someone having a heart attack or stroke. Only a few people know how to take proper care of their hearts and arteries. Cardiovascular diseases cannot be seen, they do not hurt. These diseases become apparent only when it is "too late". Therefore, it is important to pay sufficient attention to preventive measures - a healthy lifestyle and preventive check-ups at general practitioners or cardiologists. The official hashtag of the campaign is #yourheartforlife. In 2020, Loono team presented the "Your Heart for Life" campaign at more than **60 events throughout the country and online** (schools, community centers, companies and other events for the public). The association also presented the new campaign at all 16 festivals that we visited as part of the Festival Roadshow 2020 (more below).



Campaign "I Touch Them Every Month" - #boobsandballs

In 2020, Loono continued with its first project from 2015 - the "I Touch Them Every Month" campaign with the official hashtag #boobsandballs. The aim of the project is to comprehensively inform the public about the need and method of self-examination of breasts and testicles in order to diagnose potential problems early and treat them in time. Loono lecturers teach selfexamination on special rubber models in which lumps are hidden. Everyone can try to feel what cancer actually feels like. In the campaign, the organization also focuses on the prevention of cervical cancer, skin cancer, colon cancer, lymphoma, etc. and reminds people where and when to go for a preventive check-up. **In 2020, Loono team presented the "I Touch** Them Every Month" campaign at more than 90 events throughout the country and online (schools, community centers, companies and other events for the public). The association also presented the new campaign at all 16 festivals that we visited as part of the Festival Roadshow 2020 (more below).

Festival Roadshow 2020

Despite the COVID-19 pandemic and thanks to the support of our partners, the association participated in a total of 16 cultural and music festivals with an **educational festival tent, during which the lecturers directly addressed and educated more than 11,500 people about prevention**. At these events, Loono lecturers taught the public the principles of early prevention through the "I Touch Them Every Month", "Your Heart for Life" and "All Good Down There" campaigns. Participants of the activities learned about:

- the correct technique of breasts and balls self-examination,
- · cervical cancer, breast cancer and colon cancer screening programmes,
- the self-examination of the skin and regular check-ups,
- risk factors of cardiovascular diseases,
- · early diagnosis and late symptoms of a heart attack and stroke,
- the correct first aid technique,
- · blood pressure measurements,
- the cardiovascular system anatomy and physiology,
- risk factors of sexually transmitted diseases,
- · types of examination to detect STDs,
- the proper use of contraception.

The participants appreciated the most: understandable and clear communication with our lecturers, the opportunity to ask questions about topics that interested them, as well as the competitions, practical exercises and measurements. You can watch the video from Prague Pride on our Youtube channel. Photos from all festivals are available at Loono Facebook page.



Sahám si na o ně každý měsíc. #prsakoule



Educational materials for doctors

Even in 2020, the association continued to spread educational materials to medical offices and waiting rooms of doctors throughout the Czech Republic. The aim of the project was to provide healthcare professionals with clear and easy-to-understand materials that will be used to educate their patients in the field of health prevention.

Doctors have managed to distribute hundreds of these printed materials. <u>All of these materials</u> were available in Czech and English as well. Thanks to the regular email newsletters, the doctors learned about podcasts and animated videos from Loono, which can be played in their waiting rooms.

Loono charity e-shop

In 2020, the organization continued to develop and expand its offer in the Loono charity e-shop, where fans can buy various Loono items (T-shirts, socks, cups, postcards, etc.). Profit from the sale of these items is used to support the activities of the association.

Media coverage of health prevention

In 2020, several different media reported on the activities of the association. A total of 332 mentions of Loono were published in the media, of which 214 were separate statements.

- Marie Claire For positive change: "I believe prevention matters," says Katerina Vackova (28), the founder of non-profit organization Loono, who taught more than 80 thousand people how to prevent serious diseases in time (July 2020, print)
- <u>denik.cz</u> The number of people who test HIV positive is increasing. The campaign advises to use condoms (August 2020)
- <u>blesk.cz</u> Don't be afraid to touch them healthy breasts for every woman (September 2020)
- Nova TV Śnídaně s Novou Self-examination (October 2020)
- Metro Your boobs will thank you (October 2020, print)
- <u>Televize Seznam</u> Vackova: My cancer had purpose, we saved dozens of lives (October 2020)
- Moje zdraví A big overview of preventive exams (November 2020, print)



Plans for 2021

Loono application

In 2021, Loono will cooperate with developers and other volunteers from the Česko.Digital community and together, they will start working on the development of an interactive application called "the Prevention Guide". It will inform users about their preventive check-ups and at the same time, it will educate them about prevention and health. The main goal of the application is to **activate users** to start attending regular check-ups and pay attention to the principles of primary prevention. In the application, users will also find functionalities that will motivate them to start doing something for their health. It will be a great benefit to have all verified information in one place, thanks to which users will better navigate themselves in health and prevention issues to draw relevant conclusions.

New campaign

The association will launch its fourth educational campaign focused on mental health. The organization will produce professional materials that will educate the general public about ways of mental disorders prevention and where to go if they notice any symptoms associated with mental disorders. As part of the new campaign, additional educational materials will be produced (brochures, posters, podcasts, articles, etc.).



Further development of educational campaigns

In 2021, the association will continue to spread awareness about prevention and early diagnosis of oncological and cardiovascular diseases and reproductive health problems through existing campaigns. The campaigns will continue to develop with additional sub-topics and they will be updated with the latest evidence-based research to provide the public with relevant and verified information. In 2021, Loono plans to reach more than 500,000 people with offline and online training activities.

Project for schools

Based on the needs of teachers, Loono will create a series of educational materials that will be used by teachers to educate primary and secondary school students in the field of prevention and health. Teachers lack clear and attractive educational materials for young people, thanks to which they would teach children how to take care of their health properly. The association decided to change this and, based on a survey conducted among teachers, it will prepare online and offline materials with which teachers can teach their students about **the principles of healthy lifestyle, first aid or reproductive health and prevention of sexually transmitted diseases**.

To prepare such materials, the organization will cooperate with guarantors of professional content, such as physicians and other specialists, as well as methodologists who will oversee the methodological accuracy and usability of the materials. All materials will be available to teachers free of charge online on a special subpage of the association.





Team expansion and funding stabilization

Loono plans to strengthen its base with additional members of the management team. With regard to further development and focus on the online environment, the organization will require the support of a marketing team and a team in charge of cooperation with external Loono supporters (especially companies, public institutions, etc.). With the launch of the Loono application, the association also expects the need to recruit a technically oriented person for the position of CTO. He /she will ensure the development and operation of Loono technologies (particularly the Loono application), which are necessary for online education.

Loono will also continue to work with other non-profit organizations, medical schools and professional companies to ensure the best possible coverage in the field of education for the general public. The organization will also apply for financial support from a variety of commercial entities and public institutions to provide multi-source funding for the organization and to continue to develop its activities.







Financing and economy of the association

As a non-profit organization, Loono achieves its goals mainly thanks to financial and material support from its donors. The activities in 2020 were also financed through endowment contributions by the ČEZ Foundation, the EUC Foundation, the Abakus Foundation, the ČEPS Foundation, the US Embassy and Sanofi. The organization also received subsidies from the Ministry of Health. The following companies have also become important supporters: Kaufland Czech Republic ("Move your ass" initiative, through which employees support the organization with their regular sport activities via the Multisport card), Edwards Lifesciences, HARTMANN-RICO, Gynella, MSD, La Roche-Posay, Pronatal, Nestlé, KPMG, Respilon, Mooza, GSK etc. All financial support was always properly and timely accounted for in accordance with the rules of the organization. Loono activities are also financed through its secondary economic activities. Based on a trade license, the association operates a charitable e-shop located on the website <u>shop.loono.cz</u>. An overview of the most significant costs and revenues of the Loono association can be found in the association's financial statements for 2020, which can be found in a collection of documents kept by the relevant register



court on the website <u>www.justice.cz</u>. The costs of the association are related to the salaries of lecturers, management team, external suppliers and the purchase of training models. At the same time, Loono spends funds on the production and purchase of goods for the charity e-shop, promotional materials and items, and the rental of space for workshops and other events of the association. Revenues are provided primarily through fundraising (donations, endowment contributions, subsidies) and the organization of educational workshops and webinars. Another source of income is the sale of promotional items in a charity e-shop. We use all funds obtained in this way exclusively to achieve the goals of the association, to fulfill its purpose and to cover the costs associated with it. The financial activities of the association are recorded in proper accounting kept in accordance with the legal regulations of the Czech Republic.

Breakdown of revenues and costs for 2020:

Revenues 2020



Costs 2020

Other	
6,9%	
Other operational services	
10,9%	
Costs related to	
the sale of goods 9,5%	
Promotional services and	
materials 7,0%	
7,070	
Educational materials and services	
4,7%	Costs related to personnel
	61,0%

Final word and thanks

"Soon, we will celebrate our 7th birthday! Who would have said that our first #boobsandballs workshop will send us on such an amazing journey to overcome so many obstacles (especially in 2020). When I founded Loono, I had a vision in my head that we will teach the Czech Republic and the world to prevent and detect cancer in time. However, thanks to all the amazing people who have joined Loono over the years, we have a much bigger vision today - we teach about the prevention of the whole spectrum of diseases and we also connect the body and soul. Thank you all!

This year, we were regularly supported by 42 donors and another 860 one-time donors provided Loono with financial contributions. Many of them had experience with cancer or other serious diseases. However, many of them "only" support the idea of prevention and health. Thank you!

In conclusion, let me thank our director Blanka Sigmundova, who has been managing Loono for more than a year, for her incredible work, effort and energy".

> MUDr. Katerina Vackova founder of Loono



Under the auspices:



1. LÉKAŘSKÁ FAKULTA Univerzita Karlova

With the support of:



Thanks also to all partners and supporters:

