

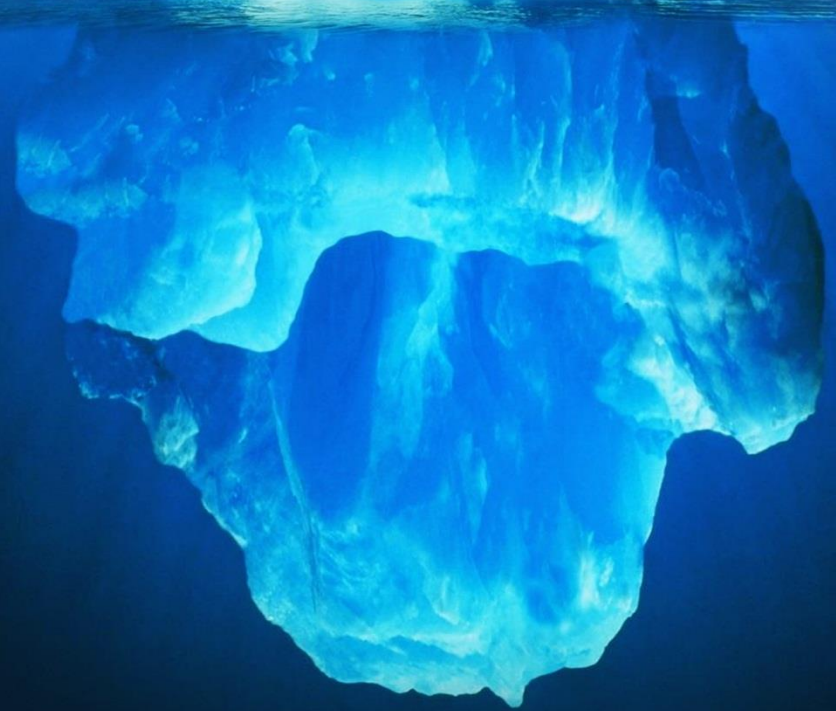
GUARD
YOUR EYES



BATTLING THE
HIDDEN
CRISIS

IN OUR COMMUNITIES
FOR 10 YEARS (2007-2017)

Making this milestone year the most impactful

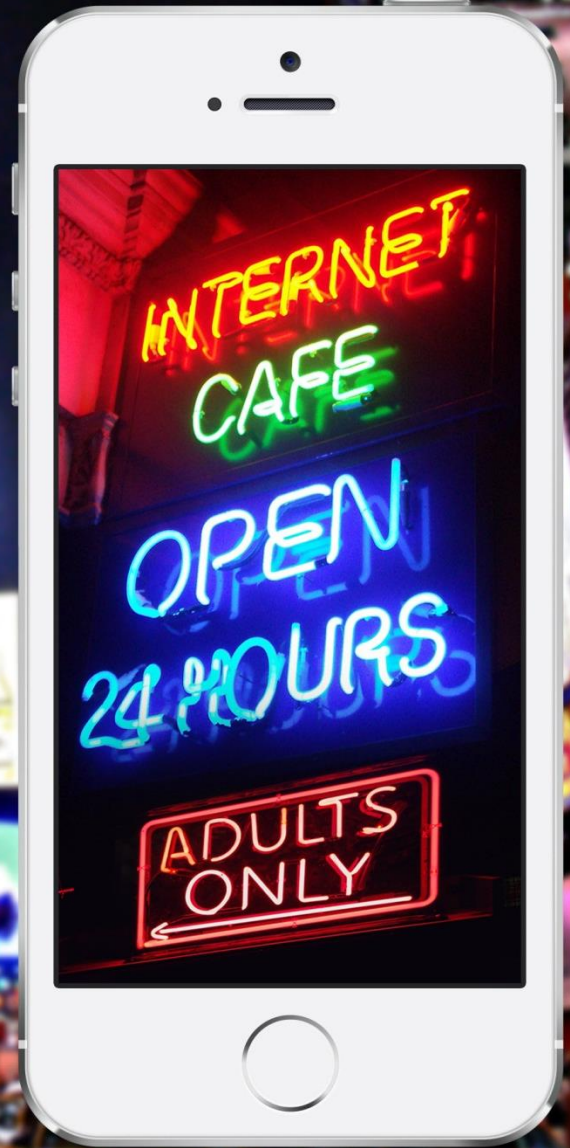




WHO IS GUARD YOUR EYES?

In a world inundated with temptation, the pioneering work of Guard Your Eyes is leading the efforts to empower the Jewish community to deal with the widespread challenges of inappropriate material on the internet.

GYE is helping thousands of Jews who are seeking help through cutting-edge innovative solutions that really work.



THE NEED

The Jewish people were the **keepers of morality** for all of humanity.

But **never in history** has there been as grave a **threat to the morality** of our people and the stability of the Jewish family.

- Across the globe
- Married men and women
- From kids as young as 9 years old
- From “**Traditional**” to “**Ultra-Orthodox**”



THE EPIDEMIC

Problems that can be traced back to this issue



EDUCATION

Much of our communities investments in education today are being undermined by the strong-pull of these temptations.

- Lack of focus in school and yeshiva
- Self-loathing and shame
- Kids at risk
- Can lead to drug abuse
- OTD - Kids leaving religious life style





THE EPIDEMIC

Problems that can be traced back to this issue

FAMILY

- *Dysfunctional Parenting*
- *Child abuse*
- *Skyrocketing Divorce Rates:*
 - Over 50% of divorces today are related to obsessive interest in pornography.¹
 - Warped perceptions & distorted expectations lead to deterioration of marriages.
 - Increased unfaithfulness between spouses due to excessive availability of social media & dating apps.



1. Study in 2005 BY JILL C. MANNING, M.S



THE EPIDEMIC

Problems that can be traced back to this issue

FRIGHTENING FACTS

Over 25,000 Jews have reached out for help and signed up as members to our websites.

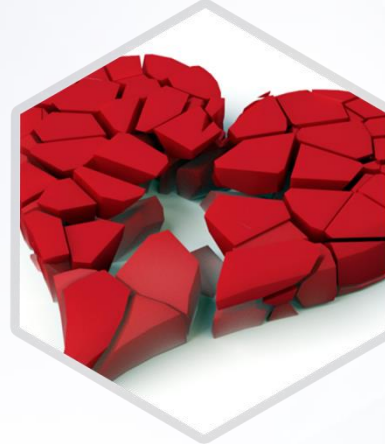
Based on the above, we assume that at least 250,000 religious Jews are likely struggling with compulsive viewing of pornography.



EDUCATION



FAMILIES



MARRIAGES



ADDICTION

Guard Your Eyes - Serving the community for the past 10 years

WHAT WILL THE FUTURE OF AM YISRAEL LOOK LIKE IN **10 YEARS FROM NOW?**

THE REMEDY

GYE'S SUCCESS TO-DATE

TREATMENT PROGRAMS & PREVENTION SERVICES


- Thousands of success stories
- Hundreds of marriages saved
- 200,000 Jews worldwide engaged with GYE websites this year
- 5 languages
- 27 countries
- 103 Jewish communities



TREATMENT PROGRAMS

26,535 Members committed to breaking free

Over 28 treatment tools and services spanning the full spectrum of recovery

- 
01. Crisis Hotline
 02. Personalized homepage for each member
 03. 90-Day Motivational challenge
 04. Forums for anonymous group support
 05. Chat-rooms
 06. Multiple daily chizuk emails
 07. Daily Phone conferences
 08. GYE handbook and many other eBooks
 09. Partner/Sponsor program
 10. GYE Phone Community
 11. Referrals to 12-Step meetings worldwide
 12. GYE's own Live Meetings
 13. Therapist Referrals
 14. The GYE annual convention
 15. 12 Steps for addicts
 16. Special tools for non-addicts and youth
 17. Support for spouses of addicts and strugglers
 18. English, Hebrew, Spanish, French and Yiddish divisions.
 19. GYE's new video website (gye.vids.io)
 20. GYE's mobile Apps
 21. GYE's Shiurim and Kosher Aisle
 22. Resources and a Youtube Channel for Teens
 23. FightTheNewDrug.org.il - presenting the dangers of pornography to the secular community in Israel
 24. Fortify program - a series of 50 videos in Hebrew providing tools to break free
 25. Resources for Women
 26. Resources for Same-Sex Attraction
 27. Thousands of articles in tens of categories
 28. Tools to help someone anonymously

Profile of our Users

20%

Experience falls only once in a while, seeking mainly chizuk, motivation and tools.

65%

Serious dependency: from heavy struggles to heavy addiction (but not beyond the screen)












15%

Heavy addicts who've progressed beyond the screen (acted out live).

Blue Level

Getting Started

The tools of this level can be done on your own. If you feel you only need a little help, these tools may be all you need to break free.











-  Personal Homepage 
-  Chizuk Emails 
-  90 Day Chart 
-  GYE eBook
-  Read Forum & Articles
-  Filters
-  TaPHSiC Method
-  Fortify Program

Orange Level

Anonymous Group Support

The tools of this level are if you feel you need more help and are willing to try some new things that might even be a bit out of your comfort-zone.

All the Getting Started tools, plus:






-  12 Step Groups
-  Participate in Forums 
-  Chatrooms 
-  Partner Program 
-  Phone Community 
-  Innate Health Groups

Red Level

Live Help

The tools of this level can help if you observe that you are failing to manage this problem on your own and are ready to do whatever you must, to finally quit.

All the previous tools, plus:

-  GYE Live Groups
-  Live SA Groups
-  GYE Helpline
-  Coaching
-  Therapy

6 Factors of Success in our Treatment Programs

- 1) Experience:** Guidance from the best experts in the field combined with the personal experience of those recovered.
- 2) Unique Approach:** Recognizing the different levels of struggles and offering programs based on those levels, for both addicts and non-addicts.
- 3) Cutting Edge Tools:** GYE utilizes the most advanced web-technology to help its users reach their goals.
- 4) Accessibility:** GYE utilizes the power of the internet to make help accessible to anyone, anywhere, 24/6.
- 5) Anonymity:** GYE was designed to maintain the complete anonymity of our users, removing barriers for seeking help.
- 6) Providing Hope:** Seeing the success of thousands of others empowers users to overcome their challenges.



OUR SUCCESS
SURPASSES
TOP 15 REHAB CENTERS IN THE WORLD
COMBINED!



PREVENTION PROGRAMS & SERVICES

Over 250,000 lives touched

EDUCATION

1. High school curriculum approved by Israeli Ministry of Education
2. Presentations in schools in Israel
 - a. 82 schools
 - b. 41,000 students
3. “The Talk” – Guidance for Schools on how to speak to Bar Mitzva aged boys about Kedusha
4. Resources and videos for parents & educators
5. Booklets and online resources for teens (boys and girls)
6. Booklets for Children



PREVENTION PROGRAMS & SERVICES

Over 250,000 lives touched

TECHNOLOGY

1. Resources to help people find best filters for various devices
2. R&D of innovative solutions that could create breakthroughs
 - a. **Webshadow** - An innovative reporting software for parents and school
 - b. **KBA** - A revolutionary idea for anonymous accountability software

INSPIRATIONAL RESOURCES

1. **GYEBoost.org** - Shmiras einayim emails and audio/video broadcasts (2-4 min each day by top Rabbis)
2. **GYE's Video website** with hundreds of inspiring videos
3. **GYE's Shiurim, eBooks, Kosher Isle**



GYE'S POLITICAL CAMPAIGN

CHANGING THE COURSE OF HISTORY IN ISRAEL

In our ongoing efforts to protect children from pornography, Yechezkel Stelzer, CEO of GYE, lobbied intensively in the Knesset to have a bill passed that requires all internet companies to provide filtered internet for everyone by default.

BILL WAS PASSED

1. Bill was passed that forces internet companies to provide FREE filtering to all their customers
2. Government Initiated 3 million shekels TV campaign to raise awareness among parents on the importance of filters.



GUARD YOUR EYES EXPANSION



EXPANSION PLAN COMPONENTS

TREATMENT

- Upgrading programs for both addicts & non-addicts
- New standalone divisions for treatment (in both Hebrew and English):
 - Teens
 - Women
 - Spouses of addicts
- Expansion of divisions in languages Yiddish, French and Spanish

PREVENTION

- Expansion of filtering help services (venishmartem.com)
- New standalone divisions for Prevention:
 - Parents, Educators & Children
 - Teens Website
 - General *chizuk* in *Shmirat Einayim*

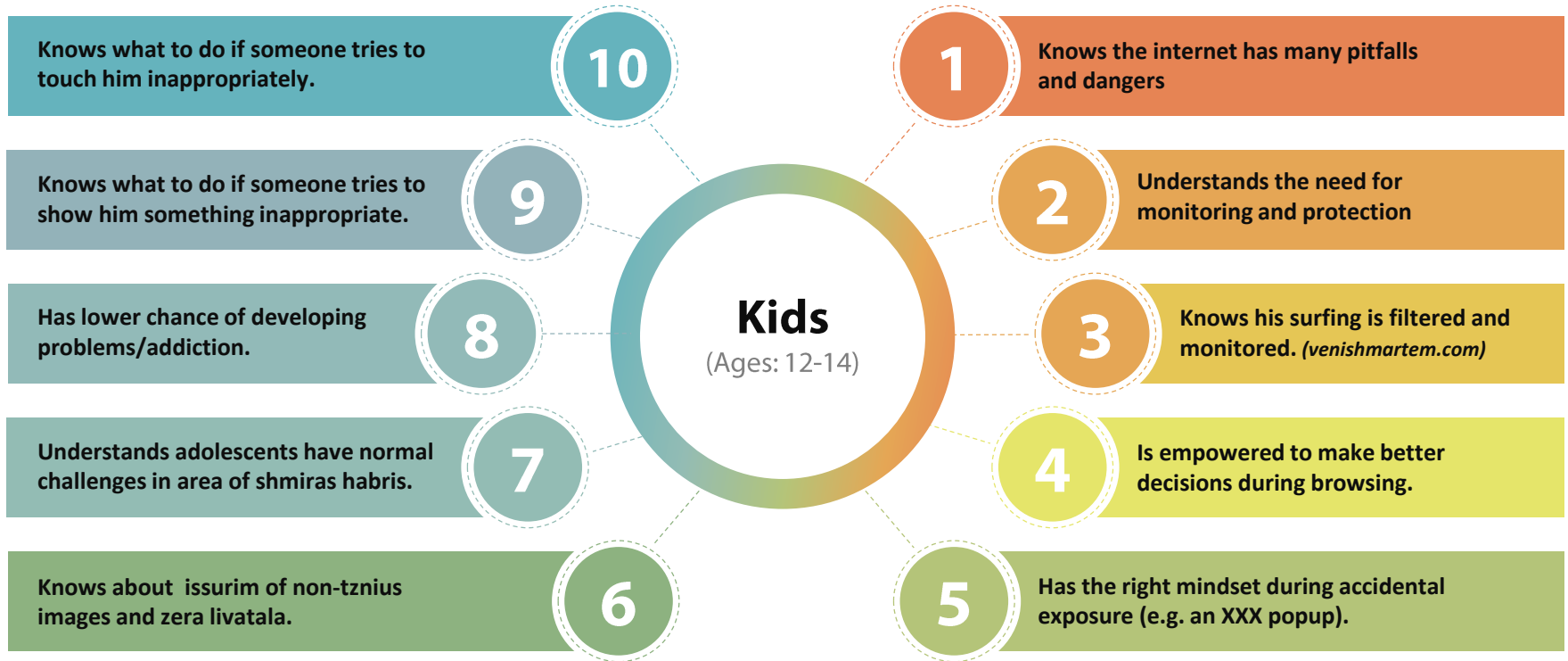


FOR PARENTS, EDUCATORS & ADOLESCENTS

GYE'S EXPANSION PLAN 2018



Persona:
Shloimi, Age 13
Lakewood, NJ



- Website with articles and Videos
- Children's section with videos and books
- Hotline for parents and educators

- Booklet for bar/bat mitzvah boys & girls
- Curriculums for schools, Webinars
- Resources & courses for parents

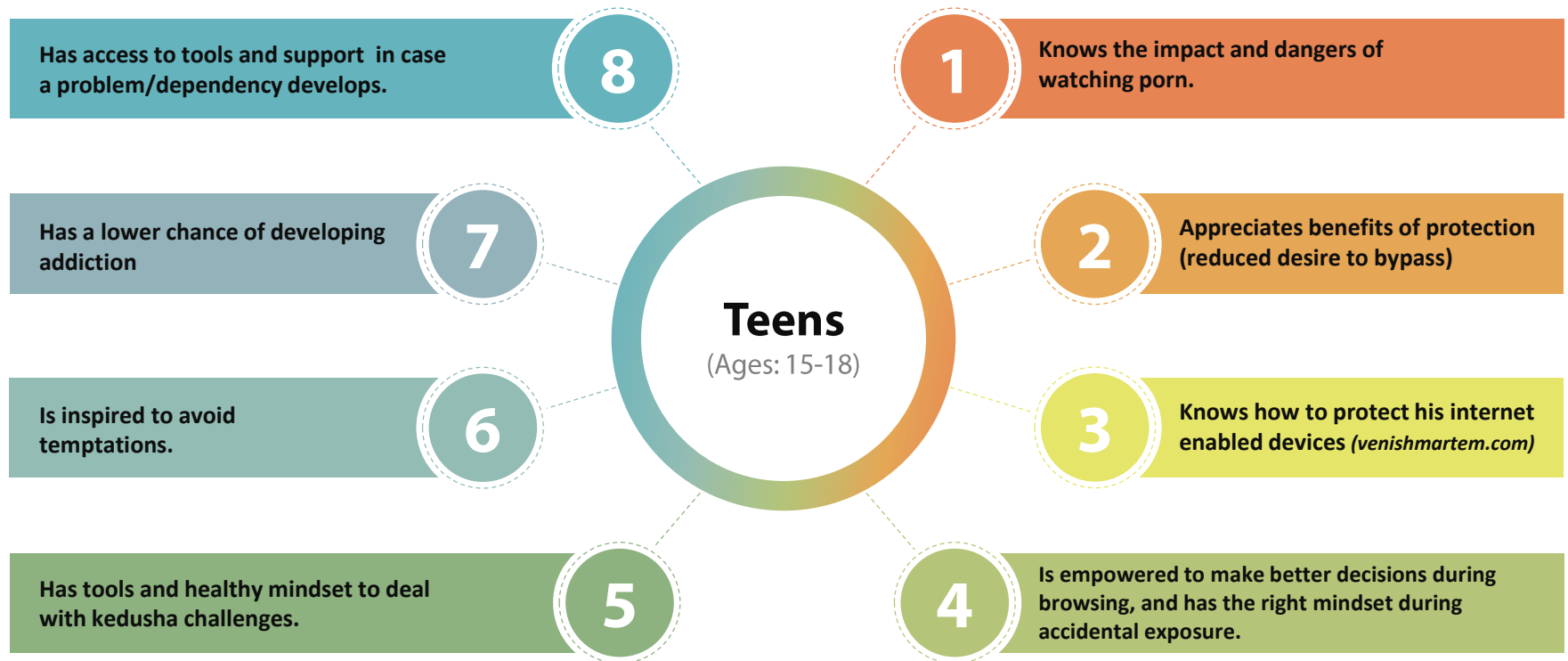
- Newsletter (email)
- Discussion Forum with experts
- Filter Wizard

TEENS DIVISION

GYE'S EXPANSION PLAN 2018



Persona:
Moshe, 16 years old.
Los Angeles, CA



- Booklet for teen boys
- Booklet for teen girls
- Hotline

- Website with Videos & Articles
- Online treatment program
- Newsletter (email and whatsapp)

Sub-divisions:
Boys, Girls

GYE Growth X 2 every 2 years 2014-2018



2018 Budget



Current Annual Budget	Cost
Executive Director & Addiction Therapist	\$60,000
Services Administrator & Volunteer Coordinator	\$60,000
Senior Developer & Project Manager	\$70,000
Programming Team (MindK) in Ukraine	\$70,000
English Administration	\$70,000
Hebrew Administration	\$70,000
Hebrew Teens site Admin and Director	\$60,000
Advertising (multiple languages)	\$70,000
Offices, Webhosting & Miscellaneous Expenses	\$100,000
Total	\$630,000

Expansion Plan 2018	
Upgrade programs for both addicts & non-addicts	\$75,000
Website and Staff for Teens	\$80,000
Website and Staff for Spouses	\$80,000
Website and Staff for Women	\$80,000
Staff for Yiddish site	\$45,000
Website for Parents, Educators and Children	\$80,000
Upgrading our websites for Filtering Help (venishmartem.com)	\$60,000
New advertising for new divisions (above)	\$70,000
Total	\$570,000

Grand Total: Budget for 2018

\$1,200,000

Plan to reach \$1,200,000 for 2018



Current Donors and Annual Campaign	\$660,000
Remaining to Raise for 2018	\$540,000
Total	\$1,200,000

Current Goal

300
shares

×

\$1,800
per share

=

\$540,000

		Shares	Donation Amount
1	Chairman	55	\$99,000
1	Trustee	40	\$72,000
2	Partners	20	\$36,000
2	Friends	15	\$27,000
3	Pillars	10	\$18,000
5	Supporters	7	\$12,600
5	Sponsors	5	\$9,000
7	Backers	3	\$5,400
7	Benefactors	2	\$3,600
10	Shareholders	1	\$1,800
Total:			\$540,000



SPONSORING LIVES

Share the merit of our most active users

\$600 = 1 Member / \$1,200 = 2 Members / \$1,800 = 3 members

What merit do you get for each person you sponsor?

- The merit of their **turning their lives around**.
- Their returning to sanity, healing and self-control.
- Helping save their connection with Judaism.
- Helping **save their marriage**.
- Their saying “No” to the Yetzer Hara thousands of times!
- Preventing the negative consequences of פגם הברית
- Every הרהור תשובה they have through the help of our network.

\$600 / member / year



SPONSORSHIP OPPORTUNITIES

	Monthly Installment	Total Donation	Shares	Lives Sponsored
1 Chairman	\$8,250	\$99,000	55	165
1 Trustee	\$6,000	\$72,000	40	120
2 Partners	\$3,000	\$36,000	20	60
2 Friends	\$2,250	\$27,000	15	45
3 Pillars	\$1,500	\$18,000	10	30
5 Supporters	\$1,050	\$12,600	7	21
5 Sponsors	\$750	\$9,000	5	15
7 Backers	\$450	\$5,400	3	9
7 Benefactors	\$300	\$3,600	2	6
10 Shareholders	\$150	\$1,800	1	3



Sponsored Day

פרנס היום

Share in the merit of everyone helped that day!

- 10,500 “Breaking Free” Emails sent out in English each day
- 10,000 “Breaking Free” Emails sent out in Hebrew
- 7,000 “Shmiras Einayim” Chizuk Emails
- Hundreds of members will be clean one more day on the 90-Day-Chart
- Hundreds of posts in forum discussions of chizuk
- Hundreds of chats in chat rooms
- All the calls to the hotline that day
- Multiple phone conferences in English and Hebrew (morning and noon)
- Help for Women who struggle
- Yiddish, Hebrew, French, Spanish website activity
- Help for Spouses of addicts, saving marriages
- Help for SSA struggles
- Hundreds of articles read each day
- E-Books and shiurim read and listened to each day
- Teens & Parents resources used every day
- People helped to install protection (Venishmartem.com)

1 Share of \$1,800 = 1 Parness Hayom

SHARES IN PREVENTION

You'll be a partner in two new groundbreaking projects

Website for Parents, Educators and Children

- Saving the next generation
- Empowering parents and educators with the tools and knowledge to prepare adolescents for the challenges they will face in today's world
- Saving our education today, so much of which is being destroyed by these temptations!
- Our teens will come into marriage prepared
- Step by step help to protect your home
- **Components:** Books, videos, articles, forums, newsletters, programs for schools
- **Cost:** \$65,000

Shmiras Einayim Programs for General Public

- Helping all Jewish males deal with formidable challenges of today's world
- Motivating an entire generation to stay morally strong
- GYEBoost.org - Daily doses of inspiration delivered via WhatsApp and email. Professionally produced 2-4 minute chizuk videos from top Rabbanim
- Step by step help to protect and filter your devices
- **Components:** Newsletters, Whatsapp groups, Videos, Forums, Articles, programs
- **Cost:** \$62,000

Total cost: \$126,000 = 70 Shares of \$1,800



**1000's
CHESSED**
ORGANIZATIONS

**1000's
TORAH**
INSTITUTIONS

**1000's
KIRUV**
ORGANIZATIONS

**ONE
KEDUSHA**
ORGANIZATION



GYE is a revolutionary organization whose vital work will ripple into the history of klal Yisrael, ensuring our success in remaining a holy nation until Moshiach comes.

No one else is doing this. Be a visionary. Join us. Be a part of our ancient and noble history, to bring G-d's light to the world and make Hashem proud of His nation.

Secure Online Donations: guardyoureyes.com/donate
Or send an email with your pledge to yaakov@guardyoureyes.org

USA

GYE is a recognized 501(c)(3) organization and donations are tax deductible. Please make the check payable to "GYE Corp."

Mail the check to:

GYE Corp. P.O. Box 32380
Pikesville, MD 21282 USA

CANADA

To receive a tax-deductible receipt in Canada, please make the check payable to "Beth Oloth" and earmark it for "Guard Your Eyes".

Mail the check to: Guard Your Eyes c/o Beth Oloth
32 Brookview Dr. Toronto, Ontario, M6A 2K2 Canada

WIRING & ACH INFO

Bank of America

Account Name: GYE Corp

Account Number: 446018360260

Routing Number (for ACH): 052001633

ABA routing number (for wires): 026009593

SWIFT code#: BOFAUS3N



THE NEED IS URGENT

Thank you for helping us continue and expand our holy work! We estimate that within a few years we will be able to increase our reach manyfold in both treatment and prevention.

GU  **RD**
YOUR EYES