



Guardyoureyes

Maintaining Moral Purity in Today's World

Expansion Proposal 2010

"There is an international scourge attacking the Jewish People: this is the widespread addiction of men to pornography. This scourge threatens to tear apart the fabric of Jewish life. This addiction has spared no class of Jews: from teenagers to kollel members, from office workers to rabbis, and from single to married men. "Guard Your Eyes" has successfully helped to wean hundreds, if not thousands, from pornographic addiction. "Guard Your Eyes" is worthy of the encouragement and financial support of every Jew."

**Rabbi Aharon Feldman, Member of
the Mo'etzes Gedolei HaTorah of
America**

"I doubt that at any time in our history has there been as grave a threat to the morality of our people and to the stability of the Jewish family as the plague of addiction to internet pornography. It has ruined more marriages than anything. It has ruined families. It's been terribly destructive. "Guard Your Eyes" is saving lives and families. Much more can be done to extend this invaluable program, but support is necessary to allow its continuing function and expansion. Supporting this life-saving cause is a great mitzvah."

Rabbi Abraham J. Twersky, MD

"I'm quite aware of what's going on in Klal Yisrael; and I will still say, that this is the single, biggest problem facing us today - bar none. It's completely out of control."

**Rabbi Yosef Veiner, Agudas Yisrael
Flatbush**

Background:

The Guard Your Eyes organization has set for itself the goal of helping the Jewish people retain and regain their moral purity, and deal with what is being labeled by many of our leaders as the number one challenge of our time. The instant availability and anonymity involved in accessing inappropriate material via the Internet, is proving to be the most destructive force in our communities today. It is destroying the lives, marriages and families of our very best and brightest, young and old.

Treatment: In two years of operations, with a meager yearly budget of less than \$40,000 and less than \$1,000 of paid advertising, Guard Your Eyes has helped roughly 1,000 Jews suffering from lust addiction get back on a path of sanity, self-control and healing, and has touched the lives of thousands more. This has been accomplished through our many tools and services, such as our website, forums, handbooks, chizuk e-mails, hotlines and phone conferences. Our achievements to date would mark an unprecedented success for even the best of multi-million dollar rehab centers dealing with different types of addictions.

Prevention: Guard Your Eyes has helped prevent thousands from falling into the addiction, by providing comprehensive filter services, daily chizuk e-mails on Shemiras Einayim, articles, tips and stories, warning of the dangers and giving practical tools on how to avoid the pitfalls of these difficult tests.

We attribute our success to a few factors:

Experience: The tools of our recovery program were developed with guidance from the best experts in the field and through the personal experience of hundreds of dedicated Jews who successfully broke free of their addiction and are determined to help others.

A Novel Approach: Our recovery system is not only unique for the Jewish community, but unique in the world, in that we address the many different levels of addiction with a program that uses progressively more “addiction oriented” tools based on the level of the dependence. For example, there are many people who just started to slip in these areas and can get out of it with the proper perspective, filters, some basic safe-guards and some accountability. Others need far more intense solutions, such as our 12-Step phone conferences, referral to live SA groups and to therapists. All in all though, this program promises a solution for **everyone**, no matter how advanced the addiction may have progressed. As Rabbi A. J. Twerski MD writes in his endorsement: *“I try to contribute to this website because it is virtually the only effective method available”*.

Anonymity: The many tools and services on our network are all either on-line, by phone or in-print. What makes this so powerful is that it ensures complete anonymity for those who turn to us for help. This is one of the greatest secrets to our success, because anonymity, especially in these sensitive areas - and all the more so in the religious community, is one of the main inhibitions of people reaching out for help.

Accessibility: The instant, free accessibility of inappropriate material on the internet has fueled this epidemic. We harness the same power of instant accessibility through the internet to reach and help thousands of Jews that conventional therapeutic approaches would otherwise not be able to reach.

Providing Hope: The inherently pure Jewish souls caught in this addiction are often just yearning for a helping hand to give them that extra push they need to break free. By simply finding that they are not alone and that hundreds of others have succeeded through our tools, they are instilled with the determination and courage to change.

Challenge for the Future:

On the one hand, what we have done until now has been a considerable accomplishment, yet on the other hand, it's only a drop in the ocean when considering the many tens of thousands of Jews who are either struggling in this area or who are at serious risk of stumbling into these destructive behaviors.

It is essential to expand our “Treatment” options by building the framework to accommodate tens of thousands more, and by advertising our services so that we can reach out to all those who struggle in these areas.

We also plan to extend our focus on “Prevention” by (a) spreading awareness of on-line dangers through educational campaigns and materials aimed at parents, Rabbanim, Mechanchim, and the general public, and (b) by expanding our “Filter Division” to include 24 hour hotlines and support, to assist and encourage people (in the U.S. and Israel) to install solid filtering and monitoring software for their computers and hand-held devices. This service doesn't exist anywhere in the world, and it is a vital and important service to have in today's day and age!

Until now no serious fundraising efforts have been undertaken. We devised the following plan for expansion due to the urgency of the need, our proven success, and the confidence in our ability

to help many tens of thousands of Jews, in both the areas of Treatment and Prevention. We estimate that within a year, with a relatively modest budget, we will be able to increase our reach ten fold, and that we can, bs"d, in subsequent years help halt this epidemic.

Program & Estimated Budget:

Website Development and Upgrades (One Time Expense):

- Redesigning the website to be more professional, more secure, and more user friendly.
- Dividing our website into two parallel tracks: Treatment & Prevention (the Prevention area being more "family friendly" and accessible to everyone).
- Building an extensive chat room system for chizuk in real time and for 12-Step conferences.
- A single signup page for all website services: Chatrooms/Forums/90-Day-Chart/E-mails/Blog.
- Automated partner/sponsor system.
- Automated Chizuk e-mail system.
- Databases for therapist referrals, useful links, and Shiurim from Rabbanim & Therapists.

Cost: \$50,000

Advertising:

- On-line advertising campaign to let people know about the website and network
- Off-line advertising campaign (printed journals, magazines and newspapers)

Cost: \$36,000

Support Group Coordinator:

- Phone conferences in the U.S / Israel / Europe moderated by experienced 12-Step sponsors or therapists. For 10 to 30 participants each group.
- Live SA-Type frum meetings based on 12-Steps & Emunah, run by experienced 12-Step religious sponsors will be offered on demand in cities with enough participants.

Cost: \$10,000

Anonymous Hot-line support:

- Callers from anywhere in the world will call one number and get rerouted to trained staff taking calls all hours of the day/week who will provide advice for prevention and treatment.
- Refer callers as needed to: filter help, website, tools, therapy, GYE groups, SA Groups.
- Provide expert filter advice: how to install, hold passwords, advise which filters are best, filters for handheld devices, etc.

Cost: \$35,000

Hebrew Site:

- At first, a Hebrew website and forum will be created, and the handbooks with the basic guidance and tools will be translated.
- At second stage a whole parallel operation will be created in Israel.

Cost: \$15,000

Staff and Other Expenses:

Administrative and Support Staff	\$24,000
Website Administrator	\$48,000
Project manager	\$48,000
Rent & Office Expenses	<u>\$15,000</u>
Other Costs (total):	\$135,000

Total budget:

\$281,000

Note: *We are confident that once we have the framework in place, and the advertising to reach out to the tens of thousands of people who need help in these areas, the GYE network will become largely self sufficient through the donations of those helped (within 2-3 years).*

A Few Testimonials

"I am a Rov, Posek, Magid Shiur and Mechaber Sfarim. I have many talmidim. I have been unsuccessfully battling this problem for at least 40 years. I read thoroughly the GYE handbook and would like to make the author my Rebbe. "K'mayim karim al nefesh ayefoh", this masterpiece has re-instilled a hope within me that maybe I can really be what my talmidim think I am. I pour out my heart to the Aibishter that one day I'll be able to help you rather than enlisting your help. I wish there were words to convey the magnitude of my bracha to you, for your hatzlacha is the hatzlocha of Klal Yisrael."

An anonymous Rabbi

"You have no idea as to what category of people have fallen victim to internet pornography. We would not think that these type of people would be capable of it. Hopefully nobody who's a Yirei Shamayim is going to go look for that kind of trash and that kind of filth. However, it is perfectly possible that while monkeying around with the internet, you hit a button and there's a pop-up of a pornography scene. You weren't looking for it, but it happened. You have exactly 3/10ths of a second to turn it off. And if you avoid it for 4/10ths of a second, you may become addicted. That's how severe it is. It's one of the most powerful addictions. Day after day after day - I get letters and calls from people who say, "what can I do to save myself?" because they have fallen into the pornography addiction and it has taken them all the way down. It has ruined more marriages than anything, ruined families. It's been terribly destructive."

Rabbi Abraham J. Twersky, MD

*"Not a week goes by that I don't have to deal with a Shalom Bayis Problem or a problem in Chinuch Habanim or Banos, or a very fine Bochor who will call me up – or at least what is **left** of a very fine bochor – calls me up crying, begging for help. There is nobody that can claim that either they're not affected, or a family member, or a neighbor, or the chaver sitting next to them in shul, or the chavrusah sitting across from them in yeshiva. If you discounted it until now, you're gonna have to take my word for it when I say that there is no single problem facing the yechidim in klal Yisrael and communities at large, there is no bigger problem than this. There's a Chov Kadosh to do something now before there's no semblance of Kedusha left in Klal Yisrael. And I don't say that lightly. Keep in mind, the people who come to me are so frum and so upset about what's going on, that they're willing to talk to their Rav. That means that there are thousands of people who would never even speak to their Rav. I hate to sound pessimistic – but if you have unrestricted internet in the house – internet that is not **both** filtered **and** reported, I would say there's a higher than then 90% chance that people have already been Nichshal in your house. And if it hasn't happened yet, there's more than 90% chance it will happen. And if it's not happening at home, it's happening in the office."*

Rabbi Yosef Veiner, Agudas Yisrael
Flatbush

A prestigious Mechanech wrote for help:

"Dear GYE, Sorry for anonymity but it would be a Chillul Hashem to show my real face. I am a prestigious mechanech and respected marriage counselor. I helped a lot of Bachurim and couples in their own sexual problems. But as chazal say "ain chovish matir atzmoh", I can't be in command of myself at all, I need access to the net for my profession, and being a computer guru, I have outsmarted the filters & locks. If you would know who the writer is you would weep for weeks. I can't tolerate it any longer. It seems to me that the only way is by including outside help. However SA meetings are out of question due to my caliber, and letting my wife in does also not come in consideration. Do you think I can be helped without blowing my secret?"

We answered him and he got involved in our network and forum. 4 months later he writes:

"R' Guard, you can not visualize the effect that GYE has had on my life. Since I joined the forum my life has simply changed for the better like a turtle slowly (actually rapidly) emerging from his shell. Starting to live a lively life, a life of control and reason. To understand myself, and the others around me. I opened my eyes, grasped my deterring situation, and made a swift U-turn. WOW!! One hundred twenty five days since I joined the forum. 125 days ago I was reborn. Right, I consider myself an infant of 4 months old. I watch my soul growing daily, as a kid would regularly appraise his height. My Davening has not been with such devotion for a very long time. The learning has become superior, since the tranquility of my conscious. My kith and kin have never been closer to me, than the last few months. And the list goes on and on. Thanks to you, my life is so much better. I can speak to my kids about Judaism without feeling like a hypocrite. I can sing zemiros at the Shabbos table without feeling guilt. I can shake the Rabbi's hand without saying to myself – "if he only knew". I can't express in words how much I owe you. "

An anonymous Mechanech

"I am a Rebbe in a small Yeshivah where I deal with regular frum middle-school age boys who have not had much success in the regular school systems for various reasons. It was recently brought to my attention that many of these boys, ages 11-14 are addicted to pornography and hotzoas zera livatala. They view this as if it were normal and not even something to work on. Many of them do not even know that this is assur, and they couldn't believe me when I said looking and thinking about these things is not allowed from the Torah. One boy did ask me how he would be able to sustain from this when he feels very bored and doesn't have enough to do to fill his free time, and pornography is an easy time consumer. Another boy said he used it as a way to fall asleep at night. An additional problem is, that most of these boys have iPod touches or other devices with Wifi, so that having blockers on their computer wouldn't really solve their problem. Others are very savvy and can break - in their own words - "any block" on a computer."

A Rebbe in a vibrant Jewish community

"I was addicted for twelve years, always looking out and wondering who can help me. About two months ago I came across your site. When I started to see all this great information, I became glued for hours. I must say, that since then I have not fallen B"H. I now feel greater then ever. You are far more than an organization; to me you are like a Hashem's hospital."

Chanoch

"I'm already 3 months clean. I have been looking all my life for something like this website, which my work-mate told me about. As soon as I saw this site I started my journey, and B"H haven't fallen and IY"H won't fall ever again. I would like to thank my work mate who is also finishing his 90 days now, for if not for him who introduced me to this site, who knows how much longer I would have continued? Just know that you saved my life, and that knowledge should give you the strength to continue for many more years. "

Yossi