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IN 2022,
TOGETHER WE
RAISED

\$955,427!

THESE FUNDS WILL GO ON TO SUPPORT
TRAUMA PREVENTION AND RECOVERY
SERVICES FOR WOMEN AND CHILDREN
AROUND THE WORLD.



LETTER FROM THE CEO

Violence occurs in many forms, however there is one constant: it adversely impacts the lives of everyone it touches. One in two children experienced violence in the last year alone. One in three women will experience violence in their lifetime. As a husband and father to two young children these statistics hit very close to home.

The challenges of the past three years have seen a significant increase in calls to domestic and family violence support services. Children who witness abuse before the age of 15 are at an increased risk of experiencing intimate partner violence as an adult, either as a victim or a perpetrator. With violence on the rise and the impact it has today and into the future, means there has never been a more pressing time to act.

ygap's Polished Man campaign encourages people to paint one nail blue for the month of October, to spark important and powerful conversations and raise awareness and funds to end violence against women and children. The funds we raise support trauma prevention and recovery programs in Australia and around the world that aim to stop violence before it can occur, as well as helping survivors on their road to recovery.

The World Health Organisation identifies income and economic strengthening of women as one of seven strategies for ending violence against children¹. The Australian Government's National Plan to End Violence against Women and Children 2022-2032, has 'Advance Gender Equality' as a key cross-cutting theme, recognising that "to end violence against women and children, we must address gender inequality in all its forms. This includes improving women's representation in leadership and decision-making roles and addressing barriers to women's economic and financial security."² ygap is focused on creating a future where everyone has the ability to reach their full potential, specifically empowering women through business and inclusive entrepreneurship. Our programs in Australia and internationally are breaking down barriers in order to level the playing field so that people of all genders can equally lead and meaningfully participate in business to drive economic development that is inclusive and sustainable.

Painting a nail for Polished Man is more than a symbol - it's a powerful message that encourages people to step up, speak out and take a stand against violence. It starts important conversations that are key to bringing the topic of violence out

from behind closed doors so we can deal with it together in the light. It moves people to give, which funds programs to break the cycle of violence through prevention over multiple generations, and supports survivors of violence to recover and shape their own futures.

On behalf of ygap my deepest thanks to the campaign's generous partners, ambassadors and inspiring fundraisers who are leading a movement to end violence against women and children and create the future that we all want to see. You are all truly embodying what it means to be 'Polished' and I look forward to partnering again next year to mark the 10th year of the Polished Man campaign.

Kindest,

Mark



MARK HARWOOD,
CHIEF EXECUTIVE OFFICER
YGAP



¹ <https://www.who.int/publications/i/item/9789240046689>

² <https://www.dss.gov.au/women-programs-services-reducing-violence/the-national-plan-to-end-violence-against-women-and-children-2022-2032>

LETTER FROM THE CAMPAIGN MANAGER

I am thrilled to have been given the chance to take the reins of the campaign this year. I have watched the progress of the Polished Man campaign over the last 8 years and to now have the opportunity to guide it through 2022 and beyond is an honour.

2022 has been another rollercoaster year for many of us. The highs and lows of the past 12 months have been a sobering experience in this post-pandemic society. We have experienced multiple once in a lifetime natural disasters, cost-of-living increases, inflation continuing to surge and international conflicts. With so much happening in the world around us, it is easy to become overwhelmed and feel like you can't make a difference as one person, but we know that's not true.

The Polished Man community's resilience and commitment to a safer world for everyone proves that one person can and does make a difference. The determination of this community is so inspiring. Thousands of you signed up, polished up and fundraised to help create a safer world for not just the next generation, but for all generations.

2022 saw Polished Man include women into the mission, as we recognise this is an important step in our vision. We are so grateful for the way our community has embraced this mission shift and continued to support us as we evolve. We are also grateful for our beneficiaries, The Australian Childhood Foundation, SAMSN, Hagar Australia, McAuley

Community Services for Women and ygap who put their faith in us and share our vision.

Sadly, violence is a multifaceted issue that doesn't have just one simple solution, therefore we partner with recovery organisations. Providing support to those who have experienced violence and building a sense of community and support for survivors in recovery is essential.

I'd like to acknowledge our Polished Partners, whose generosity allows us to continue to strive for a better future. We are so grateful to OPI, PETstock, yd. and MTVUP! for their support, energy, time, and resources. We are so thankful to Myer Community Fund our Impact Partner and Swysh our Platinum Partner. We had some wonderful success with our new Polished Businesses this year, with 25 businesses jumping on board and raising over \$50,000.

I also want to thank the Polished Man Team and suppliers, without whom we would not have been able to achieve such a fantastic result. Countless hours of work goes on behind the scenes to produce this campaign every year. Each web page, email, social media post and starter kit needs to be put together, and this team of people are incredibly passionate and hardworking, so thank-you to all of those who have contributed behind the scenes.

And last but not least, I want to thank all the fundraisers, donors and supporters, who got involved in the movement in 2022. With your continued support we can and will make a difference! We will get closer to a world free of violence against women and children. Not only do the funds raised help the cause, but the attitudes that are changed by the campaign and the survivors who feel safe talking about their experiences, all work to create a world where violence is no longer an issue.

You may never know quite how much you have improved the life of someone you will never meet. But you can be proud that your actions are helping to create a better world! From the bottom of your hearts, thank-you for all your support in 2022!

2023 marks the 10th year of the Polished Man Campaign and we hope to make it bigger and better than ever, and we can't wait to share it with you!

Stay polished,

Kat

K. Crowley



KAT CROWLEY,
POLISHED MAN CAMPAIGN MANAGER

THE FACTS

1 IN 2
CHILDREN

EXPERIENCE VIOLENCE
EACH YEAR

1 IN 3
WOMEN

HAVE EXPERIENCED
VIOLENCE IN THEIR
LIFETIME

AROUND
95% OF ALL
VICTIMS
OF VIOLENCE
EXPERIENCE IT AT THE
HANDS OF A MALE
PERPETRATOR



OUR MISSION

Everyone should have the chance to live a happy, healthy and safe life. But the reality right now is very different. 1 in 2 children experienced violence in the last year and 1 in 3 women will experience violence in their lifetime.

The Polished Man campaign encourages everyone to take a stand and actively commit to helping end violence against women and children by painting one nail blue for the month of October. That one painted nail can start a conversation, which raises awareness and funds to ensure no woman or child has to live with violence.

THE POWER OF THE NAIL

It represents the 1 in 2 children who experienced violence in the past year and 1 in 3 women who will experience violence in their lifetime. It's a symbol to show your passion and dedication to raising awareness and funds to help end violence against women and children.

We know that just painting a nail doesn't end violence against women and children. A single painted nail is a powerful conversation starter, and the more people talking about Polished Man means more funds raised for trauma prevention and trauma recovery. But there's something deeper to it.

Because violence against women and children mostly happens behind closed doors, it's something we often don't talk about, so there is a stigma attached. Painting a nail is about starting to have those difficult conversations, to raise awareness and bring the issue to light so that no woman or child has to live with violence.

If left untreated, the impact of violence can stay with people and deeply affect many aspects of their lives. That one painted nail could be the thing that encourages a survivor to seek help, or feel comfortable opening up about their story to someone they trust.

It is about so much more than just a painted nail.



WHERE THE MONEY GOES

HAGAR

As our longest standing recovery partner, Hagar is committed to the protection, recovery and empowerment of women and children who have suffered severe human rights abuses. They do whatever it takes to transform the lives of those impacted by deep trauma and end the cycle of abuse.



Funds from Polished Man will support SAMSUN in running support groups for male survivors of child sexual abuse; and help them continue to run the groups free of charge so they can provide a safe space to be heard and believed.



Money raised from Polished Man will help McAuley Community Services for Women to provide 24/7 crisis support, accommodation for families escaping violence and a number of other therapy and support services to help women and children rest, recover and reconnect.



Funds raised from the Polished Man Campaign will support ACF's Therapeutic Care and Professional Education teams to create a network of adults who understand the complex needs of these children and can confidently act to meet them.



Funds from Polished Man enable ygap to support early-stage social impact ventures with locally-led solutions to local problems. ygap supports women entrepreneurs who deeply understand the unique challenges of their communities and are best placed to develop solutions for themselves and other women.

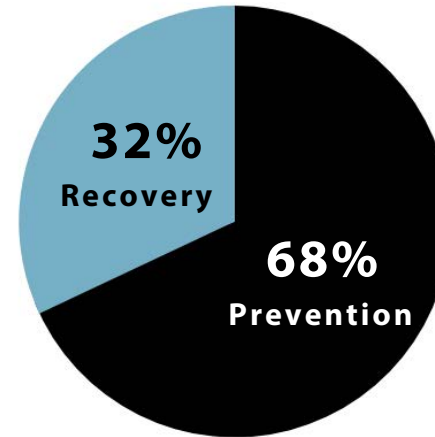
BREAKDOWN OF FUNDS DISTRIBUTED

TOTAL AMOUNT RAISED OVER 8 YEARS :

\$8,596,668



Breakdown of funds distributed to date



Breakdown of funds distributed to trauma prevention and recovery in 2022



63% Distributed



37% Support Costs



68%
\$332,391

Trauma Prevention



32%
\$155,345

Trauma Recovery

OUR REACH

IN 2022 POLISHED MAN
TOOK OFF IN...

52 COUNTRIES
AROUND THE WORLD

WITH

1,892
INDIVIDUALS,

273 TEAMS,

282 PETS
AND

WE HAD

918K WEBSITE
HITS FROM

OVER

31 COUNTRIES.

WE RECEIVED

\$3.2M IN PRO BONO
MEDIA VALUE, AND

31M EYEBALLS ON THE
CAMPAIGN



SOCIALS

44.7K

INSTAGRAM
FOLLOWERS

16.1K

FACEBOOK
FOLLOWERS

2.7K

TWITTER
FOLLOWERS

1.1K

LINKEDIN
FOLLOWERS

573

TIK TOK
FOLLOWERS

OUR POLISHED AMBASSADORS



JOCK
ZONFRILLO



MARIA
THATTIL



DYLAN
LEWIS



LUKE
MCGREGOR



GYTON
GRANTLEY



TRAVIS
CLOKE



ISAAC
SMITH



SARAH
DAVIDSON



ARCHIE
THOMPSON



EMMYLOU
MACCARTHY



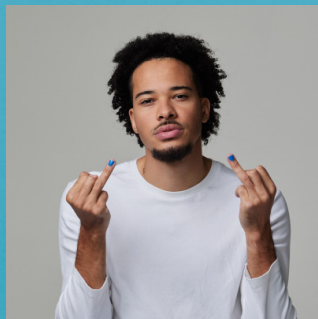
STEVEN
MAY



TYDE
LEVI



ADAM
TRELOAR



MARLEY
BIYENDO



ANTHONY
CINCOTTA



RAMZY
NAWZAR



MARK
NICHOLLS

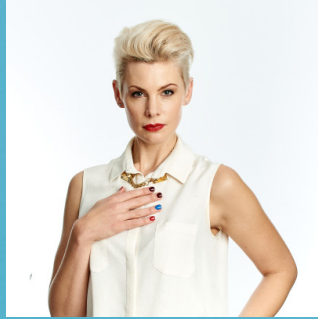


APRIL
HÉLÈNE-HORTON

OUR POLISHED AMBASSADORS



ADAM
D'SYLVA



KATE
PECK



LUKE
JACOBZ



SILVANA
PHILIPPOUSSIS



CUB
SPORT



SEAN
SZEPS



TAI
HARA



JAHROME
HUGHES



GEORGE
GEORGIEVSKI



TANYA
GUCCIONE



MARK
GEYER



MATTHEW
MITCHAM

OUR LOCAL AMBASSADORS



ADAM
DOVE



ALBY
TOMASSI



ALEX
BURNS



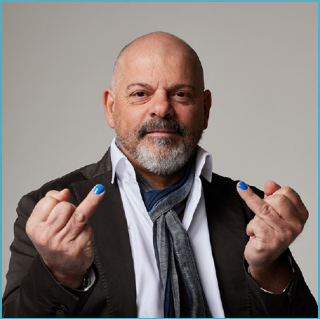
ANDREA
SWAIN



ARCHIE
DALE



BRAYDEN
CRANE



CON
SCRINIS



DAVID
MARDINI



FRANK
CICCONE



HARRISON
JAMES



JACK
SMITH



JAMES
MOULD



JARAD
GRICE



JAYNEEN
SANDERS



JESS
DUMAY



MARK
HARWOOD

OUR LOCAL AMBASSADORS



NANCY
MO



NAT
KEAN



RICK
TAPPER



ROBERT
GRIGOR



SANDY
LUTERSZ



SHANE
HOLLOWAY



THEA
JADE



TOBY
EWERT



TRAVIS
JEFFERY



TROY
POLIS

OUR POLISHED PARTNERS

IMPACT PARTNER

MYER
COMMUNITY FUND

PLATINUM PARTNER

swysh.

 **petstock**

yd.

O·P·I
LOS ANGELES


**ENERGY
DRINK**

OUR POLISHED AGENCY SPONSORS

LACUNA

BY
ALL
MEANS

M THE MO CO.
MARKETING & DIGITAL MARKETING CONSULTANCY

M/C
MODERN CURRENCY

MOFA[®]

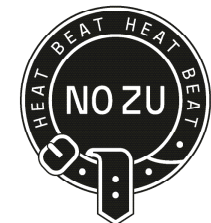
 **Raisely**

 **Paul Hermes**
Photography

OUR POLISHED IN KIND SUPPORTERS

KAYZAR

DE ROSS ARTISTRY
HAIR & MAKE UP



OUR POLISHED MEDIA SUPPORTERS



