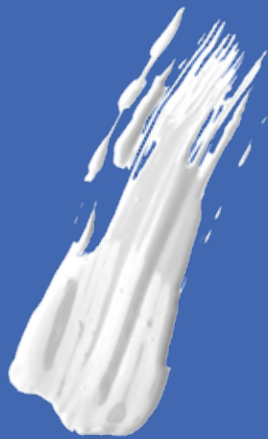


# NAIL IT LIKE A POLISHED MAN

YOUR  
HOW-TO  
GUIDE



# HELLO LEGEND

**WELCOME TO THE POLISHED MAN CLUB.  
[INSERT SECRET HANDSHAKE HERE.]**

Firstly, on behalf of our team, the children we support and the projects we aid; a huge thank you. It takes a certain type of person to step up and take action on this issue.

You've taken the first step, now it's time for the fun to start. And when we say fun, we mean fun-draising.

This is your handy how-to guide. It gives you all the information you need to nail it, to end it.

We already know you're a go-getter so let's get into it.

# THE FACTS AND STATS



**1 child dies  
every 5 minutes**  
as a result of  
violence<sup>1</sup>



**1/4** of all  
adults report  
having been  
physically  
abused as  
children<sup>2</sup>



**120 million  
girls and 73  
million boys**  
have been  
victims of  
sexual violence<sup>3</sup>

<sup>1</sup> Global Health Estimates (GHE) Summary Tables: Deaths by cause, age, sex and region, 2012 (WHO, Geneva, 2014), recalculated by UNICEF. Age 0 -19.

<sup>2</sup> UNICEF Data: Monitoring the Situation of Children and Women.

<sup>3</sup> Tackling Violence against children, a new global partnership - UNICEF.



# DOLLARS & SENSE

## HOW TO KICKSTART YOUR FUNDRAISING GIVE IT A LITTLE PUSH

Send an email to ten of your mates or your whole address book. It's up to you. We've written a handy email you can use as a template.

## USE OUR EMAIL TEMPLATE

Hi guys,

This October I'm taking part in the Polished Man Campaign and painting one of my nails to represent the one child that dies every five minutes as a result of violence.

This is a cause that's really important to me. I believe no child should live with violence and it's all of our responsibility to put an end to it.

Awareness is really important, but it's the fundraising that will have a real impact on the lives of the children affected or at risk.

The money raised goes towards trauma recovery and trauma prevention programs run by a number of charities including YGAP, World Vision, Hagar International, The New York Centre for Children and the Australian Childhood Foundation.

I'm asking you to kindly donate as little or as much as you can.

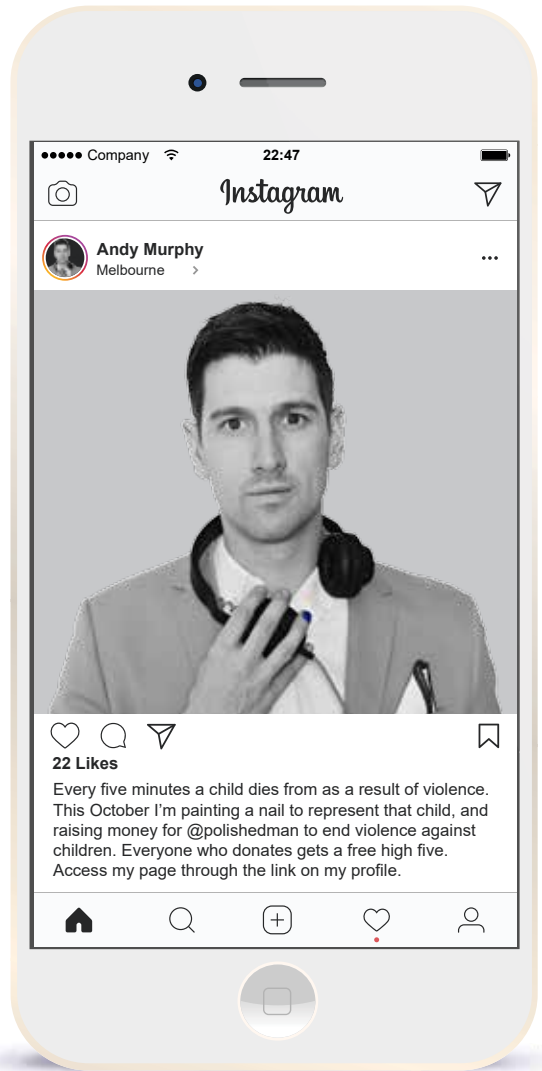
Here is my fundraising page [insert url]

**Thank you for your support!**



## PUT A ROCKET BEHIND IT

Take a snazzy pic of your freshly painted nail. Pop it up on Facebook, Twitter or Instagram with this caption:



# STUFF PEOPLE WILL ASK YOU

## WHAT'S GOING ON WITH YOUR NAIL?

I'm glad you asked [insert name]. I'm partaking in this month's Polished Man campaign. I'm raising awareness and funds to help end violence against children. Would you like to donate?

## WHAT IS POLISHED MAN?

Polished Man is awesome. It's a fundraising campaign that challenges men (and women) to end violence against children. We paint one nail to represent the 1 child that dies every 5 minutes as a result of violence.

## WHERE DOES THE MONEY GO?

The money raised goes towards trauma recovery and trauma prevention programs run by a number of charities including YGAP, World Vision, Hagar International, The New York Centre for Children and the Australian Childhood Foundation.

## SO WHY THE NAIL POLISH?

It all started with a girl named Thea. YGAP's CEO, Elliot, met Thea at Hagar International in Cambodia. She painted all of his nails blue and drew a heart of the palm of his hand. The next day, Elliot heard that Thea had been physically and sexual assaulted on a daily basis for two years by an orphanage director. That day Elliot decided to take action. He painted one nail to remember Thea and from here the Polished Man movement was born.



## **WHY MEN?**

Almost 90% of all sexual violence against children is perpetrated by men<sup>4</sup>, but the Polished Man movement is not about pointing the finger. It's about empowering men to take action. It asks men to unite and lead by example, channeling their collective strength to protect society's most vulnerable citizens and our future leaders.

## **HOW CAN I GET INVOLVED?**

Just head to [polishedman.com](http://polishedman.com), register your details, and start spreading the word. Or head to my page to donate!

## **HOW CAN MY BUSINESS GET INVOLVED?**

You can sign your business up as a team or make a donation at [polishedman.com](http://polishedman.com). All donations above \$2 are tax deductible.

If you know of a business that may be interested in partnering with Polished Man, email [info@polishedman.com.au](mailto:info@polishedman.com.au)

## **BUT WOMEN PERPETRATE VIOLENCE TOO**

That's true. Polished Man does not suggest men are the only perpetrators of violence against children but statistics show that almost 90% of all sexual and physical violence against children is perpetrated by men. The campaign is all about empowering and encouraging men to stand up as leaders in society and say no to violence against children.

## **CAN I DONATE IN CASH?**

Yes, you can simply deposit online or at any

**ANZ branch.**

**Name: YGAP**

**BSB: 013247**

**ACC: 269026625**

## **HOW CAN WOMEN GET INVOLVED?**

Polished ladies can most definitely get involved. You can paint a feature nail in Polished Man Blue, sign up to create your own fundraising page or start your own a team. Or you can rally behind the Polished Men in your life and celebrate positive masculinity by telling the world you prefer a **#polishedman**

<sup>4</sup> US Department of Health and Human Services Administration for Children and Families: Child Maltreatment 2013. Page 65.

# POLISH MAN PERKS

**THE MORE DOLLARS YOU RAISE,  
THE MORE PERKS YOU GET.**

Obviously nothing compares to the feeling of making a difference to children at risk.

But thanks to our awesome sponsors we've got heaps of gear to keep you motivated.



**\$30 =**

1 free Grill'd burger every day from 4th-10th October 2017



**\$100 =**

A pair of Polished Man Fresh Socks Co. socks for the first 500 people to raise \$100

**\$1,000 =**

An invite for you and your best mate to the Polished Man wrap party in November and go into the draw to win: No 1 Polished Man in Australia and a \$1,000 Country Road voucher

## CONTACT US

Got a question?

Email [info@polishedman.com](mailto:info@polishedman.com)

Check out

[polishedman.com/resources](http://polishedman.com/resources)

for a bunch of resources online

Make sure you're hanging with our possie on social media.

 [@POLISHEDMANCAMPAIGN](https://www.facebook.com/POLISHEDMANCAMPAIGN)

 [@POLISHEDMAN](https://www.instagram.com/POLISHEDMAN)

 [@POLISHED\\_MAN](https://twitter.com/POLISHED_MAN)

[#POLISHEDMAN](https://twitter.com/POLISHEDMAN)