

POLISHED MAN

———— another project by ————

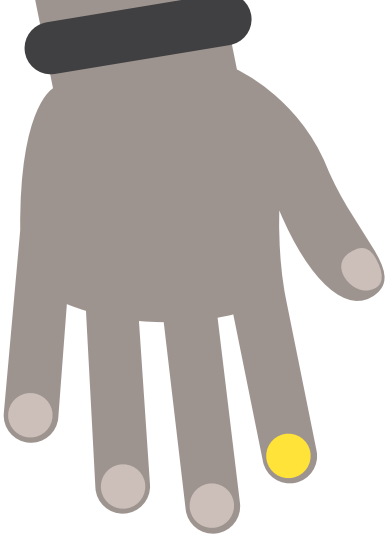
ygap

POLISHED MAN IN THE WORKPLACE

OCTOBER 1-31, 2016

WWW.POLISHEDMAN.COM

#POLISHEDMAN



YOU'RE IN

Welcome to the Polished Man corporate club.

On behalf of the Polished Man team, the children we support and projects we aid we thank you for being bold and taking a stand against violence towards children.

Your fundraising page is ready to go, so what's next? It's time to nail it, and we'll be here to help you every step of the way!

This little booklet is your how-to-guide to get Polished Man up and running in your workplace!



THE FACTS



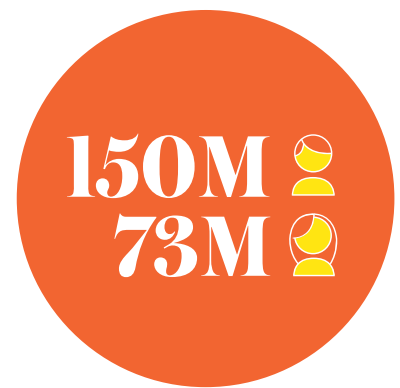
Globally 1 in 5 children are affected by violence before the age of 18*

*World Health Organisation
2014, Child Maltreatment
Fact sheet No150



90% of all sexual violence against children is perpetrated by men*

*Cynthia Crosson-Tower,
Understanding Child
Abuse and Neglect, 4th ed.



150 million girls and 73 million boys under 18 have experienced sexual violence*

*World Health Organisation,
Global Estimates of Health
Consequences due to
Violence against Children,
op.cit.at note 8



ABOUT THE CAMPAIGN

1. What is Polished Man?

Polished Man is an innovative fundraising campaign that challenges men to end violence against children by painting one fingernail to represent the one in five children affected by violence before the age of 18.

2. Where does the money go?

All funds raised through Polished Man are channeled into trauma recovery and trauma prevention programs for children who have suffered or are at risk of suffering from violence globally.

These include numerous YGAP impact entrepreneurs running ventures that reduce violence against children or provide emergency relief to those that have fallen victims to physical and/or sexual violence.

Funds are also channeled into some incredible work being carried out by World Vision Australia, Hagar International, the New York Centre for Children and the Australian Childhood Foundation.

3. Why nail polish?

YGAP's CEO Elliot Costello came up with the idea for Polished Man after a visit to project partner Hagar International in Cambodia. One evening, he met a young girl named Thea. Due to their language barrier, the two played naughts and crosses and other games for hours. At the end of the night, Thea drew a heart on Elliot's palm, and then painted all of his nails blue.

The following day, Elliot heard about how Thea came to be Hagar's care. When she was eight, her father – the family's sole breadwinner – passed away and Thea's mother sent her to an orphanage, hoping to give her safe refuge. Instead Thea was physically and sexual assaulted on a daily basis for two years by the orphanage director.

Elliot made the decision to paint one nail to remember Thea. When he later found out 1 in 5 children are affected by violence before the age of 18, the Polished Man movement was born.

4. Why men?

90% of all sexual violence against children is perpetrated by men, but the Polished Man movement is not about pointing the finger. It's about empowerment.

It's about asking men to unite and lead by example, channeling the collective strength of masculinity to protect society's most vulnerable citizens and our future leaders.

GETTING STARTED

Getting started is easy! Just follow these four simple steps and start raising those funds!

1. Sign up at polishedman.com
2. Select 'Team' from the 'Profile Type'
3. Fill in your team's name
4. Share the team URL with your friends and get them to join!



KICK START YOUR FUNDRAISING!


Ideas to run Polished Man in your workplace

- Create teams and run a fundraising challenge
Company vs Company
- Have every man in the office paint one nail and make a gold coin donation to Polished Man
- Set up a nail bar in office lobby or lunch area
- Run inter-company fundraising competitions e.g. HR vs Finance
- Set up a Polished Man coin jar in the kitchen
- Run a competition for the best nail
- Award a prize for the highest individual fundraiser
- Fancy dress day to raise awareness and donations
- Dob in your boss and have them paint their nail until Christmas!
- Lowest fundraising individual/team has to do something embarrassing (we know someone who had to wear a wetsuit and flippers and be the office assistant for a day)
- Donation a portion of revenue for one day, week or month in October



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

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Got a question? Email info@polishedman.com

Check out polishedman.com/resources
for a bunch of resources online