

# POLISHED MAN

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YGAP's Polished Man challenges men to end violence against children. The innovative campaign asks men to paint one nail during October to raise awareness and funds to support the 1 in 5 children who suffer physical and/or sexual violence before the age of 18.

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## Key campaign statistics

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1 in 5 children globally will experience physical and/or sexual violence before the age of 18.<sup>1</sup>

1 in 26 children are affected by violence in Australia, which equates to one child in every classroom.<sup>2</sup>

150 million girls and 73 million boys under the age of 18 globally are victims of sexual violence.<sup>3</sup>

In 2014, Polished Man raised \$233,298 and in 2015, a further \$374,000.

To date, \$607,298 has been raised by the Polished Man movement to fund emergency relief and preventative programs around the world.

## Why men?

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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, channelling the collective strength of masculinity to protect society's most vulnerable citizens and our future leaders.

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We believe in a world where no children suffer from violence. Because it should not hurt to be a child

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1. World Health Organisation 2014, Child Maltreatment Fact sheet N°150.  
2. Australian Institute of Family Studies 2015, CFCA Resource Sheet: Child Abuse and Neglect Statistics.  
3. World Health Organisation, Global Estimates of Health Consequences due to Violence against Children, op. cit. at note 8.

## Why nail polish?

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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 sexually 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.



Michael Klim  
Swimming Champion

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## Can women get involved?

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Polished Man encourages women around the world to rally behind the Polished Men in their life and celebrate positive masculinity by telling the world they prefer a Polished Man. Take a photo with your Polished Man to upload on social media and say "I prefer a #polishedman" or paint a feature nail for the month of October and fundraise as well.

## How do I get involved? (Sign up, donate, start a team, get your business involved)

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Anyone can become a Polished Man and raise funds as an individual or in a team.

This year, we're asking all Polished Men to request 10 friends donate \$3.33 every day for the month of October – the average price of one coffee per day.

Simply head to polishedman.com, register your details, and start spreading the word.

If you know of a business that may be interested in partnering with Polished Man, have a chat to Brittany (britt.kimmitt@ygap.com.au) or Daniel (daniel.kummer@ygap.com.au).

## Where do the funds go?

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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 Australian Childhood Foundation, World Vision Australia, Hagar International and the New York Centre for Children focused on ending violence against children.

## Key dates

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September 8 – Polished Man media launch (Melbourne)

September (mid) – Launch events in Sydney, LA, NYC and London (TBC)

October 1 – Polished Man nail painting starts

October 31 – Polished Man nail painting ends

November (early-mid) – Polished Man wrap event (Melbourne)

## Key targets

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\$630,000 AUD in fundraising through multiple revenue streams;

8,000+ Polished Men signed up;

200 Polished Man teams;

\$1,000,000+ AUD in free media and advertising;

20% increase in Polished Man international fundraising.



Gyton Grantly  
Actor