
2018 CAMPAIGN REPORT

**POLISHED
MAN**
END VIOLENCE AGAINST CHILDREN





WE NAILED IT!

Together we started conversations across the world, painted tens of thousands of nails, asked all our mates for donations and raised

\$1,701,764

to help end violence against children.

MESSAGE FROM THE CAMPAIGN MANAGER

If you'd told me five years ago that Polished Man would become one of Australia's fastest growing peer to peer campaigns, galvanise support from the likes of the Hemsworth brothers, Zac Efron, and the Australian Prime Minister, and go on to raise close to **\$5 million dollars** - I simply wouldn't have believed you. It truly has exceeded all expectations, and this year is no exception.

It's been a huge team effort over the years and it's only been made possible thanks to the incredible support of **93,973** Polished Men and women from over **110 countries** around the world, **56,416** incredibly generous **donors**, tens of millions of dollars in pro bono support, generous Partners and Sponsors and an incredible team of both paid and volunteer staff who were aligned and unwavering in our mission to end violence against children.

It was from truly humble beginnings after a brief encounter where Elliot Costello, ygap Co-Founder would meet a young girl named Thea, and it would create a movement of men and women across the world standing up and saying enough is enough.

In a world where one child dies every five minutes as a result of violence, we need to continue to do more to protect our children. We all have a role to play in ending this unacceptable issue, and I raise my nail polish brush and salute each and everyone of you who have been part of our journey.

Thank you for standing up and saying NO to all forms of violence against children. Thank you for being brave enough to wear nail polish, to fundraise and to have tough conversations about this horrifying issue. Thank you for challenging the silence in which violence permeates.

The vital funds raised through Polished Man will enable us to support children who have been robbed of their childhood and ensure others don't suffer this fate.

My hope is that one day there will be no need for a campaign like Polished Man.

Until then, keep it polished.

Kylie Wallace
Polished Man Campaign Manager





THE OVERVIEW



OUR MISSION

We believe in a world where no child suffers from violence. Because it shouldn't hurt to be a child, and we all have the power to change this.

ygap's Polished Man campaign encourages men and women to take a stand and actively commit to ending violence against children by painting one nail for the month of October. The painted nail raises a conversation as well as awareness and funds to ensure no child suffers from violence.

WHERE IT ALL STARTED

ygap's Co-Founder Elliot Costello came up with the idea for Polished Man after a visit to campaign beneficiary Hagar International in Cambodia. One evening, he met a young girl named Thea. Due to their language barrier, the two communicated by playing naughts and crosses 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 of receiving care, 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 learned of the extent of child violence in our world, the Polished Man movement was born.



THE FACTS

WHY MEN?

88 per cent of sexual violence is perpetrated by men¹, 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.

5 MINS

ONE CHILD DIES EVERY
5 MINUTES AS A RESULT
OF VIOLENCE¹

1 IN 5
WOMEN,
1 IN 13
MEN

1 IN 5 WOMEN AND 1 IN
13 MEN REPORT HAVING
BEEN SEXUALLY ABUSED
AS A CHILD²

120M
73M

AN ESTIMATED 120 MILLION
GIRLS AND 73 MILLION
BOYS HAVE BEEN VICTIMS
OF SEXUAL VIOLENCE³

¹ US Department of Health and Human Services Administration for Children and Families: Child Maltreatment 2013. Page 65.

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

² INSPIRE: Seven strategies for ending violence against children, 2016, WHO

³ Ending Violence Against Children: Six strategies for action, 2014, UNICEF.



GEORGIA LOVE

“ Standing up to violence against children is important to me because we as adults have the voice children don't, while they are the ones who are our future. We need to protect and help them. ”



WHERE DOES THE MONEY GO?

Funds raised through Polished Man support both trauma recovery and trauma prevention programs for children who are at risk of or have suffered violence.

These include ygap's impact entrepreneurs running ventures that target poverty – the root cause of violence against children – or provide emergency relief to those who have fallen victim to physical and/or sexual violence.

In 2019 ygap will be exploring the design and implementation of an accelerator focussed on ventures that exist to end violence against children. We expect the accelerator to be based in one of the countries or regions in which we currently operate, or where we identify the most pressing need to be.

Supporting the accelerator will be an advisory board who will not only help design key components, but be valuable mentors and advisors for the team and entrepreneurs.

The majority of children who fall victim to violence are those who live without access to quality education or healthcare services, live in an unsafe home or whose parents face unemployment.

That's why we put a strong focus on trauma prevention – we want to end this issue, not just treat it. With your continued support, that's what we will do.

Funds are also channelled into some incredible trauma recovery work being carried out by SAMSN (Survivors and Mates Support Network), the Australian Childhood Foundation, Hagar International and the New York Center for Children.



YGAP

2018 CAMPAIGN BENEFICIARY



YGAP

YGAP'S VISION

A world without poverty.

YGAP'S MISSION

To support impact entrepreneurs and improve the lives of people living in poverty. ygap is an international development not-for-profit with an innovative approach to alleviating poverty.

Their proven approach is to back local impact entrepreneurs, or as they call them 'local leaders', with their innovative solutions to local problems in some of the world's toughest communities.

ygap

backing local change.

This is the most effective and sustainable way to tackle poverty as local leaders best understand the unique challenges of their communities.

ygap refines, supports and scales their solutions focussed on accessing quality education, creating job opportunities, improving health care and safety.

YGAP'S ACHIEVEMENT TO DATE

41 Accelerators

444 Impact Entrepreneurs

620,249 Lives Impacted



TOMMY
LITTLE

“

This snotty little kid here had an amazing childhood so I'm going to do everything I can to ensure other kids all around the world are just as lucky as him. Our young people are our future so let's protect them, no matter how booger filled they may be.

”



VANCE JOY

“ Touring while sporting a painted nail is a great conversation starter, that will not only help to raise awareness of the Polished Man movement in Australia, but also worldwide. If this encourages others to sign-up, then I know I’ve done my bit in helping to inspire other to contribute. ”

AUSTRALIAN CHILDHOOD FOUNDATION

Founded over 30 years ago, The Australian Childhood Foundation (ACF) is at the forefront of the provision of specialised therapeutic services to children who have experienced trauma. They also educate and empower communities to safeguard children from abuse.

Their trauma teams help children, families and carers, and support professionals throughout Australia, including remote and regional areas. Their collaboration with a network of adults and organisations focuses on creating an environment dedicated to the recovery and healing of children traumatised by abuse, neglect and family violence.

Through their counselling services, the ACF supports children to understand that the abuse was not their fault and they are worthy of love. Funds raised from the Polished Man campaign will support their 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.



AUSTRALIAN CHILDHOOD FOUNDATION

2018 CAMPAIGN BENEFICIARY



SAMSN

2018 CAMPAIGN BENEFICIARY



SAMSN

Survivors & Mates Support Network (SAMSN) is the leading organisation dedicated to supporting male survivors of childhood sexual abuse and their families. Their mission is to build an Australia-wide support network so that no man experiencing the negative impacts of childhood sexual abuse has to suffer in shame, silence or isolation.

The service offered by SAMSN is unique – there is no other organisation providing the emotional and practical support they provide to male survivors of childhood sexual assault and their families. They understand the multitude of issues that can so easily overwhelm survivors, especially those new to recovery.

Their vision is a society in which male survivors struggling with the adverse effects of childhood sexual abuse can easily access support and find understanding and acceptance.

Funds from Polished Man will support SAMSN in running their support groups; and help them continue to run the groups free of charge so they can provide a safe space to be heard and believed.



**MICHAEL
KLIM**

“

I’m a proud dad of two beautiful women and a young man so protecting them has been my life’s mission. Knowing that I might be able to help raise awareness to protect them and the other children of Australia against violence gives me a great sense of pride. I think this is a conversation every man and every family should be having.

”



HAGAR

2018 CAMPAIGN BENEFICIARY

HAGAR

Hagar is committed to the protection, recovery and empowerment of women and children who have suffered severe human rights abuses. Hagar do whatever it takes for as long as it takes to transform the lives of those impacted by deep trauma and end the cycle of trafficking, slavery and abuse. Over the past 25 years, Hagar have supported more than 16,000 women and children in Afghanistan, Cambodia and Vietnam.

Funding from Polished Man helps Hagar provide recovery services to child survivors of abuse. This vital support allows each child to be offered the whole journey: individualised recovery care, including a safe place to live; medical care; legal assistance; trauma counselling; the opportunity to go to school, learn vocational skills or go to university; placement in a job; and the support they need to reintegrate into the community.

HAGAR
the whole journey





NEW YORK CENTER FOR CHILDREN

2018 CAMPAIGN BENEFICIARY

NEW YORK CENTER FOR CHILDREN

The New York Center for Children (NYCC) is the only independent center in New York City to provide free, comprehensive therapy services to child victims of physical and sexual abuse and their families, for as long as their healing requires. Dedicated to serving children for more than 23 years, NYCC never turns a child in need away, never requires proof of insurance, and always delivers best-practice and personalised therapies to children and families who suffer in silence.

NYCC also delivers groundbreaking training programs on the diagnosis, treatment, and prevention of child abuse, attended by medical students, doctors, nurses, and first responders worldwide. Funding from Polished Man has helped contribute to NYCC serving more than 15,000 children and their families.

THE NEW YORK
CENTER FOR
CHILDREN



MALCOLM TURNBULL

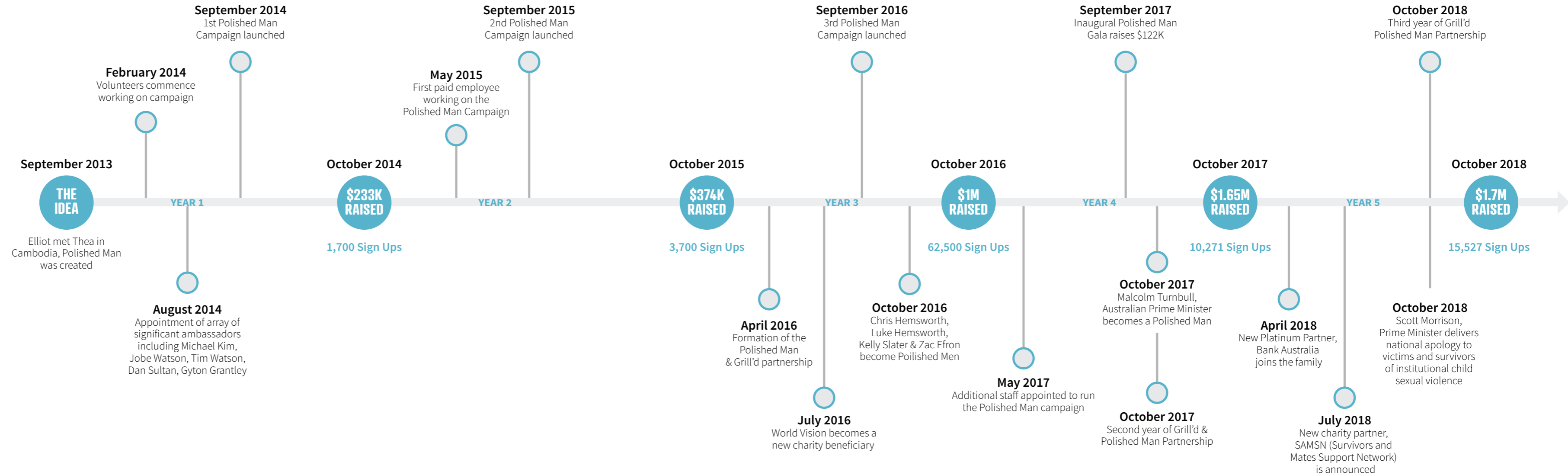
“ All of us have a vested interest and a duty to look after all of our children and ensure that there is no violence against children... and I think that the Polished Man initiative is great.

”

CAMPAIGN PROCESS

FROM HUMBLE BEGINNINGS

Since 2014, Polished Man has raised almost \$5 million to help end violence against children around the world through supporting trauma recovery and prevention.



POLISHED MAN TOOK OFF IN MORE THAN

95 COUNTRIES

WITH

15,527 PEOPLE

AND

722 TEAMS

JOINING THE MOVEMENT



OUR REACH

\$7.577 MILLION

IN PRO BONO ADVERTISING

45.6 MILLION

EYEBALLS IN AUSTRALIA ALONE

200+

MEDIA ARTICLES





OUR SOCIAL PRESENCE

643,361
174

WEBSITE
HITS FROM
COUNTRIES
AROUND THE WORLD

30.9K
10,595
990

INSTAGRAM
FOLLOWERS
FACEBOOK
LIKES
TWITTER
FOLLOWERS

267,606
4M⁺

SOCIAL
INTERACTIONS
SOCIAL
IMPRESSIONS

SUPPORT COSTS INFO

HOW MUCH MONEY GETS TO THE FIELD?

Running since 2014, the Polished Man campaign has been fueled by the love, passion and power of volunteers and millions of dollars of pro bono support from agency partners every year. Through this we are able to keep all support costs low to get as much money to the field as possible.

This year we are proud to advise that we have kept costs low at 33% and over the last five years (2014-2018) they have comprised 30%. These funds go to resourcing our amazing team, spreading the word (fundraising events and materials) and on support services like postage and donation processing fees.



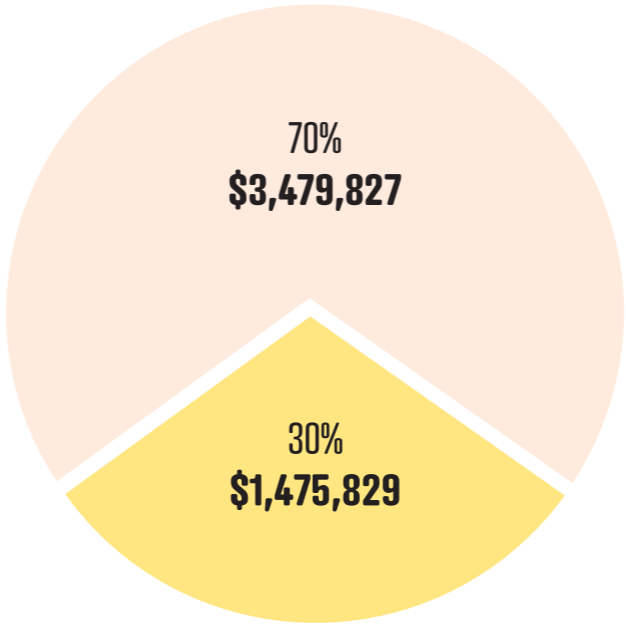
WHAT IS THE BREAKDOWN OF TRAUMA RECOVERY AND TRAUMA PREVENTION FUNDING?

All proceeds from Polished Man support prevention and recovery for children who have been abused or are at risk of violence. Over the last five years (2014-2018) we have distributed the surplus with 38% going to trauma recovery and 62% going to trauma prevention.

We put a stronger focus on trauma prevention because we want to end this issue, not just treat it. But we also realise that sadly there are already children caught in the cycle of abuse and we need to support some of the world's best agencies doing work in the area of rehabilitation and recovery.



TOTAL AMOUNT RAISED OVER 5 YEARS \$4,955,656

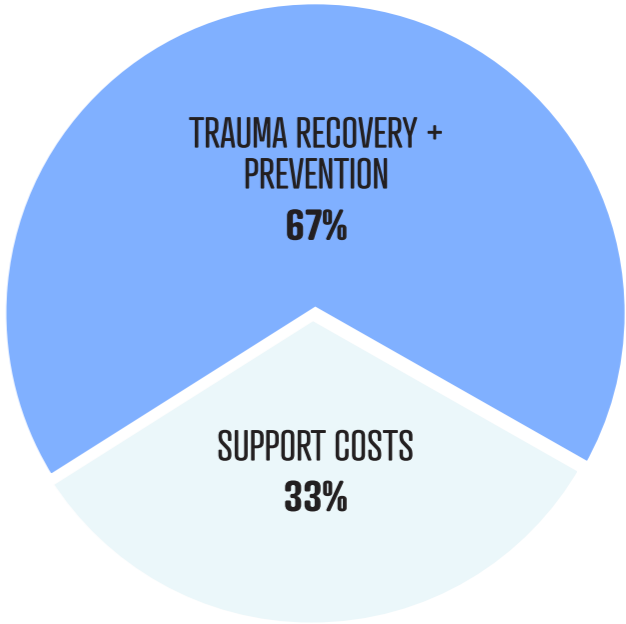


70%
Distributed



30%
Support Costs

2018 BREAKDOWN



57%
Trauma Prevention



10%
Trauma Recovery



33%
Support Costs

CAMPAIGN AMBASSADORS



Vance Joy



Michael Klim



Tommy Little



Gyton Grantley



Georgia Love



Olympia Valance



Allan Raskall



Paul Roos



Neale Whitaker,
Shaynna Blaze,
Darren Palmer +
the 2018 Block
Contestants



Scotty Cam



Shelley Craft



Nicole Jacobs



Lehmo



Anthony McDonald-
Tipungwuti



Tai Hara



Dave Thornton



Kate Peck



Jake Ryan



Clint + Hannah Amos



Nathaniel Willemse +
Taylor Henderson



Andrew Voss



Dougal Beaty



Andy Murphy



Sam Ludeman +
Sam Russell

TOP 10 POLISHED MEN AND WOMEN IN THE WORLD



Jackson Saunders
\$57,756



Vance Joy
\$16,383



Bruce KEEBAUGH
\$13,573



Martin McKenna
\$13,500



Bedri Sainovski
\$11,520



Charles McIntosh
\$10,536



Glenn Williams
\$8,550



Jarad Grice
\$7,300



Kylie Wallace
\$6,715



Adam Dove
\$6,678

TOP 3 POLISHED TEAMS IN THE WORLD



Bank Australia
\$174,973



Doss Blockos
\$51,763



Con & Olympia
\$24,046

TOGETHER WE RAISED
\$1,701,764



“ On behalf of the people
we support, and the projects we aid we
would like to thank you for helping to
end violence against children.

Love,
The Polished Man Team.

”

POLISHED MAN TEAM

Left to right:

ANDREW DENNIS
Partnerships Manager

KYLIE WALLACE
Campaign Manager

KAITLIN HARASYM
Engagement Manager

ANDREW SCRINIS
Campaign Coordinator



PARTNERS

PLATINUM



GOLD



BRONZE



SPONSORS



TOFU



MEDIA



EVENT SPONSORS





RAVI



TOMMY LITTLE



GEORGIA LOVE



ANTHONY MCDONALD-TIPUNGWUTI



GYTON GRANTLEY



LEHMO

POLISHED MAN

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