

**POLISHED  
MAN**

**2019**

A close-up photograph of two hands clasped together against a solid blue background. The hand on the left is a man's, wearing a silver ring on the ring finger. The hand on the right is a woman's, with blue nail polish and wearing a black leather jacket with gold zippers. The text 'POLISHED MAN CAMPAIGN REPORT' is overlaid in white, bold, sans-serif capital letters across the center of the hands.

# **POLISHED MAN CAMPAIGN REPORT**

ONE CHILD DIES EVERY 5 MINUTES AS A RESULT OF VIOLENCE. THAT'S ONE TOO MANY.





# WE **NAILED** IT!

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

# \$1,132,348

to help end violence against children.



# MESSAGE FROM THE POLISHED MAN TEAM

Polished Man really is a movement. A movement of not only men but also women and children. A movement of people who are brave enough to stand up and say enough is enough. And it's those very people that have enabled us to raise more than \$6 million dollars in six years.

Collectively we did something amazing: we created a movement of people willing to step up and polish up to help end violence against children.

Children are at the frontline of vulnerability and your actions mean those who are victims of abuse can start to rebuild their lives. They also ensure that so many children around the world will never suffer violence - and will go on to enjoy a happy, safe, and carefree childhood.

Funds raised through Polished Man are channelled into trauma prevention and trauma recovery programs for children who are at risk of or have suffered violence. These include ygap accelerator programs supporting entrepreneurs who are running ventures that focus on ending violence against children, as well as those that focus on ending poverty, a root cause of violence.

Funds are also channelled into some of the best trauma recovery agencies in the world including the Australian Childhood Foundation, SAMSN, Hagar Australia and the New York Center for Children.

The Polished Man Team is supported by an incredible family of partners, sponsors and volunteers. The remarkable strides we've made to end this horrifying problem would not be possible without their unwavering commitment.

To all of the Polished Community, we salute you. Thank you for saying enough is enough, for painting a nail that sparks a conversation, and for fundraising so that we can all create a world where no child suffers from violence.

Until next time, keep it polished.

**Polished Man Team**



**KAITLIN HARASYM**  
Partnerships & Engagement Manager

**CAROLYN DIMECH**  
Campaign Manager

**MARK SINDLE**  
Intern

**GEORGIA PRESCOTT**  
Events & Ambassador Manager

**EVA MACKINLEY**  
Campaign Coordinator





# 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 in 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 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 POLISHED MAN?

A Polished Man is someone who stands up and says enough is enough when it comes to violence. Through Polished Man, we're supporting a movement of people who say no to violence and are having the tough conversations about the long term effects of physical and sexual violence against children.

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



**ONE CHILD DIES EVERY  
5 MINUTES AS A RESULT  
OF VIOLENCE<sup>1</sup>**

**1 IN 5 WOMEN AND 1 IN 13 MEN  
REPORT HAVING BEEN SEXUALLY  
ABUSED AS A CHILD<sup>2</sup>**

**1 BILLION CHILDREN  
EXPERIENCED VIOLENCE  
LAST YEAR ALONE<sup>3</sup>**

<sup>1</sup> The Global Partnership to End Violence Against Children, Sustainable Development Goals, 2017 - <https://sustainabledevelopment.un.org/topics/violenceagainstchildren>

<sup>2</sup> INSPIRE: Seven strategies for ending violence against children, 2016, WHO - <https://apps.who.int/iris/rest/bitstreams/920857/retrieve>

<sup>3</sup> Global Prevalence of Past Year Violence Against Children : A Systematic View and Minimum Estimates, Hillis. S, et al, Journal of the American Academy of Pediatrics - <https://pediatrics.aappublications.org/content/early/2016/01/25/peds.2015-4079#sec-14>



# 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.

## TRAUMA PREVENTION

Violence against children takes many forms, including physical, sexual and emotional abuse, and may involve neglect or deprivation. Violence also occurs in many settings, including the home, school, community and over the Internet. Similarly, a wide range of perpetrators commit violence against children, such as family members, intimate partners, teachers, neighbours, strangers and other children.

Many children who fall victim to violence are those who are exposed to levels of poverty, 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 most of our focus on prevention – we want to break the cycle of this issue, not just treat the effects of it. With your continued support, that's what we will do.

Funds channelled towards trauma prevention primarily support ygap's impact ventures that target poverty – one of the root causes of violence against children – working to improve living conditions for children and families and reduce the conditions in which violence against children is more likely.

ygap believes in the power of entrepreneurship as an effective and sustainable way to address issues caused by poverty, positively impacting lives of people in the communities they operate within.

## EVAC

With a new case of child abuse being reported every 90 seconds in Australia<sup>1</sup>, the issue of violence against children is a silent yet unfortunately pervasive problem. In 2019, ygap piloted the 'evac' (Ending Violence Against Children) accelerator. Using ygap's model of social enterprise as a tool for change, evac is a program designed to support early stage ventures that focus on trauma prevention and trauma recovery programs for children who are at risk of or have suffered violence.

The evac program was the first accelerator program of its kind to run in Australia, and was implemented as a pilot. Launched in March 2019, the program was an opportunity for ygap to enter new terrain and support ventures working to help end violence against children. Funded by the Polished Man campaign, evac was created to find and support innovative solutions to this pressing problem.

After a two and a half month find phase, the program received 15 applications from across Australia, with six of the most promising ventures selected into the program. The participants in the evac pilot program were: [Commsync Foundation](#), [Jasiri](#), [eChildhood](#), [Elephant Ed](#), [Restoring Hope](#), and [Stymie](#).

<sup>1</sup> Australian Institute of Family Studies, (AIFS), 2017, Child abuse and neglect statistics; CFCA Resource Sheet – June 2017

## EVAC VENTURES

**Commsync Foundation** harnesses the power of technology to keep children safe through connections to five people who care for them at the touch of a button on their watch or device. Children who may be at risk of being in a violent situation can seek assistance on Commsync's safe platform, which connects those at risk to those who care.

**eChildhood** provides educational workshops to carers on how to help children with unfettered access to graphic, violent online pornography and sexual exploitation material on the internet. Such access is leading to a rise in mental health issues, sexual assaults, and online grooming. eChildhood aim to increase knowledge for carers around this issue and provide solutions for managing children, in an age-appropriate way, growing up in the internet age.

**Elephant Ed** delivers inclusive, progressive and dynamic sex ed workshops to schools, universities and community groups, addressing the traditionally unapproachable topics. Elephant Ed are shifting the way that sex ed is presented to students – so that it's comprehensive, relevant and age appropriate. The program ensures children are better equipped to deal with conversations about consent, gender-based violence, and intimate partner violence.

**Jasiri** offers evidence-based self-defense and leadership programs for women and survivors of physical or sexual violence. They aim to give young people the tools to become courageous leaders and increase their opportunities. Their [Girls Takeover Parliament](#) (GTOP) program trains young women to connect and work with politicians, ensuring young women are civically engaged and can challenge gender gaps in parliament.

**Restoring Hope** aims to ensure that every child or young person affected by sexual abuse has access to a high quality professional service and support to redeem hope and begin their healing journey. Since they began in 2014, Restoring Hope has been able to provide support to over 2,700 young victims of sexual abuse.

**Stymie** is a program designed to empower students to stand up for their peers, allowing students to anonymously report all kinds of harm including family and domestic violence, cyberbullying, and sexual assault. Stymie disrupt the cycle of harm, giving bystanders the courage to overcome social pressures that prevent them from speaking up.





## TRAUMA RECOVERY

We want to put an end to violence against children worldwide, and that's why we put a heavy focus on trauma prevention. But unfortunately there are some children already trapped in the funnel of violence, so we also channel funds into some incredible trauma recovery work being carried out by:

**SAMSN (Survivors and Mates Support Network)** 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.

**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 to transform the lives of those impacted by deep trauma and end the cycle trafficking, slavery and abuse.

**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. 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.

**Australian Childhood Foundation (ACF)** was founded over 30 years ago. 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. Through their counselling services, the ACF supports children to understand that the abuse was not their fault and that they are worthy of love.



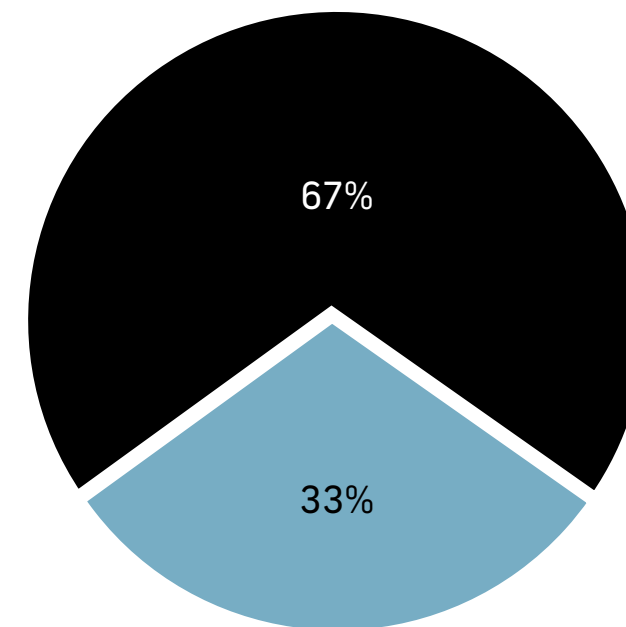
# SUPPORT COSTS INFORMATION

## HOW MUCH MONEY GETS TO THE FIELD?

Running since 2014, the Polished Man campaign has been fuelled by the love, passion and power of volunteers and millions of dollars of pro-bono support from agency partners every year. This support allows us to keep our operating costs at 33%. These funds go to resourcing our amazing team, spreading the word through fundraising events and materials and support services like donation processing fees and postage.



## TOTAL AMOUNT RAISED OVER 6 YEARS \$6,088,004

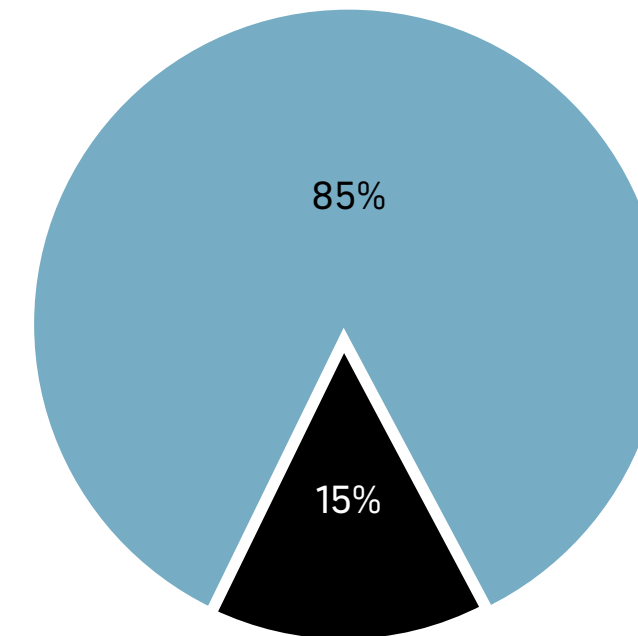


67% Distributed



33% Support Costs

## 2019 BREAKDOWN OF FUNDS DISTRIBUTED



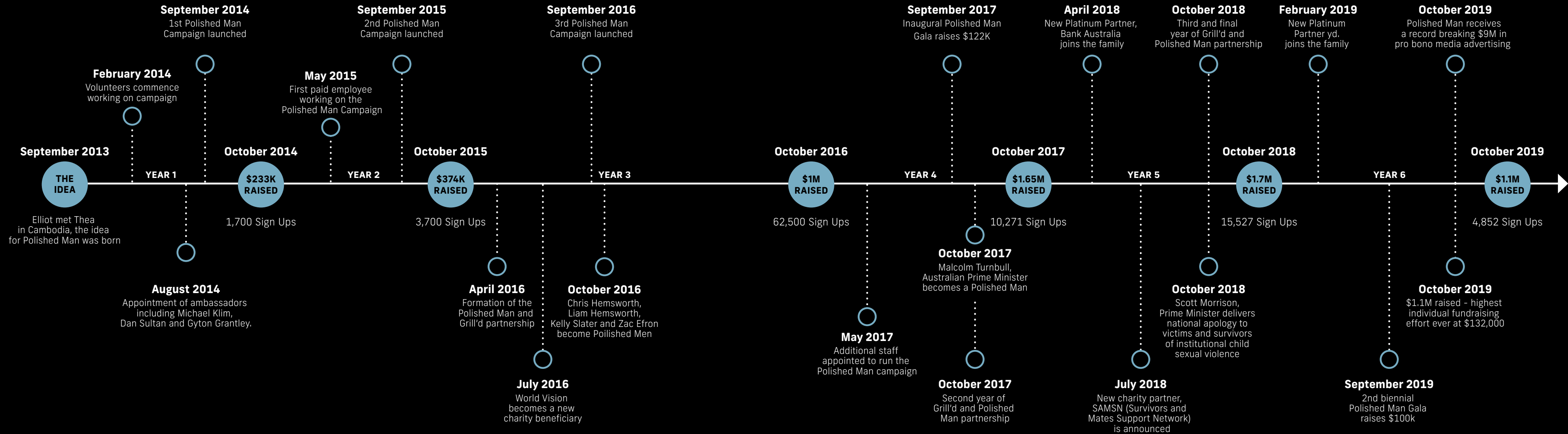
85% Trauma Prevention



15% Trauma Recovery



# CAMPAIGN PROCESS



## IN 2019 **POLISHED MAN** TOOK OFF IN:

**49** countries  
with

**4,675** people  
and

**262** teams joining  
the movement.

## OUR **REACH**

**\$9.592M** in pro bono  
advertising, and

**24M** eyeballs in Australia alone.  
We received support from

**58** media partners across print,  
TV, radio, online and outdoor.





# OUR SOCIAL PRESENCE

293K  
49

website  
hits from  
countries  
around the world

36.4K  
12.1K  
1.1K

Instagram  
followers

Facebook  
likes

Twitter  
followers

221K  
7.3M

social  
interactions

social  
impressions





# A MESSAGE FROM THE FACE OF POLISHED MAN 2019

In 2019, we ran a competition and for the first time ever crowned  
The Face of Polished Man. Here is a message from the man himself, **Brayden Crane**...

Hello to all of my fellow Polished Men and Women. I wanted to introduce myself, my name is Brayden Crane. Due to my fundraising efforts last year, I was named "The Face of Polished Man 2019" and I wanted to share a little bit about my story and explain why this campaign means so much to me.

We all have our reasons for getting involved in the Polished Man campaign, but mine is personal. I am a survivor of child sex abuse, and this drives me to provide a voice for others who may not be able to speak up. I want to contribute to a cause that supports survivors like me, and that aims to prevent other children becoming victims of ANY type of violence.

By painting one nail to represent a disturbing statistic, you've taken the first step.

Together, we're taking the first step to build momentum. Momentum that will turn into a movement; a movement that will change the status quo for good. Thanks to your amazing efforts, we raised \$6 million over the last six years to support trauma prevention and recovery programs which help the world's most vulnerable: children.

It's only because of people like you that we can work towards a world where no child has to go through what I went through.

Thank you for all that you do,  
**Brayden.**

P.S. If you are a fellow survivor and need some support, reach out to 1800 RESPECT (1800 737 732), a 24 hour phone service for anyone who has experienced, or is at risk of physical or sexual violence. For any other support, call Lifeline on 13 11 14





# CAMPAIGN AMBASSADORS



Vance Joy



Tommy Little



Sophie Cachia



Darren Palmer



Georgia Love &  
Lee Elliot



Craig Conover



Scott Tweedie



Andy Murphy



Kate Peck



Nathan Brown



Julian Haig



Nicole Jacobs



Gyton Grantley



Lehmo



Tai Hara



Anthony McDonald-  
Tipungwuti



Daniel & Luke -  
Yia Yia Next Door



Rachel Watts



Christian Hull



EmmyLou Loves



Mitch & Mark  
Edwards



Tre Dallas



Solli Raphael



Jo Stanley



# TOP 10 PMS IN THE WORLD



Tim Gurner  
\$132,990



Jackson Saunders  
\$58,664



Leonard Teplin  
\$14,278



Andrew MacKinnon  
\$11,405



Wind Pham  
\$10,165



Hoang Le  
\$9,391



Bedri Sainovski  
\$8,555



Anthony Rogers  
\$6,695



Anthony McDonald-Tipungwuti  
\$5,529



Michael Power  
\$5,365

# TOP 3 POLISHED TEAMS IN THE WORLD



Bank Australia  
\$42,408



Hollywood Nails  
\$19,578



Doss Blockos  
\$19,196



THANK YOU

TOGETHER WE RAISED  
**\$1,132,348**



# PARTNERS

PLATINUM



GOLD



BRONZE

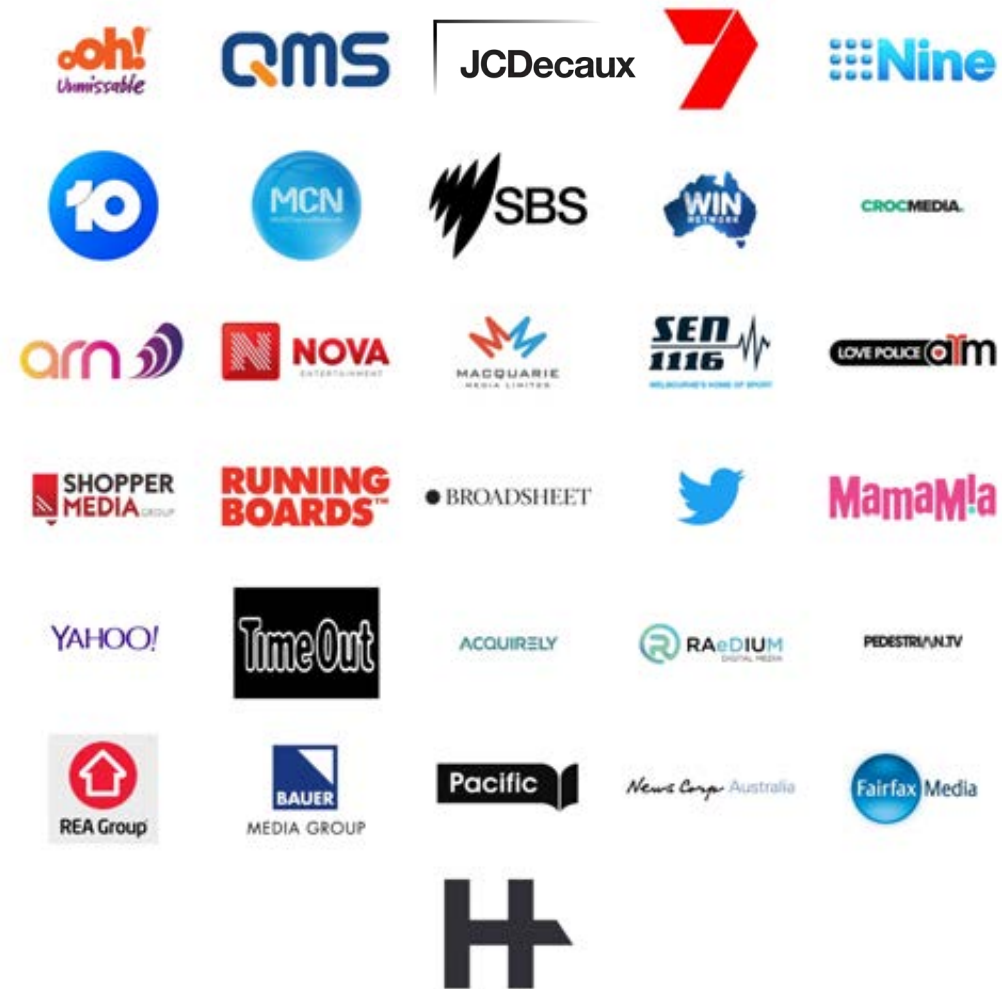


# SPONSORS





# MEDIA PARTNERS



# EVENTS PARTNERS



**IT SHOULDN'T HURT TO  
BE A CHILD, AND WE  
ALL HAVE THE POWER  
TO CHANGE THIS.**





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