



You're  
stronger  
than you  
think!



# 'STRONGER THAN YOU THINK' CAMPAIGN

What if every person in your organisation discovered they were stronger than they think?

What if together, we could harness the power of your employees to break the silence on the cycle of domestic violence?

**Stronger Than You Think** is a month of strong-hearted action, moving beyond 'just another' well meaning awareness campaign.

Led by award winning CEO and Founder, Mel Thomas of KYUP! Project. A registered charity working towards ending the cycle of domestic violence with grassroots self worth and self defence programs in Australian schools.

**Now the challenge is on!**

**We are coming to rally your people to raise their voices and champion their safety and well-being.**



# WITH YOUR HELP

We can tackle Domestic Violence head on. There are tonnes of awareness campaigns you can be involved with but KYUP! Project is different. When you engage in this campaign for your business the knock on effect is huge.

You're not just empowering your staff, you're directly funding school programs and making a difference in local communities.

# OUR APPROACH TO YOUR CAMPAIGN

We know that your organisation is at the forefront of adopting best practice for its people and that's why you're talking to us.

Stronger Than You Think is a proven solution you can roll out with confidence.

We work with your team to build on the great stuff you already do to support your people.

KYUP! provides a suite of marketing and promotional materials for you to use around your office and share with your people.





## 'STRONGER THAN YOU THINK' CAMPAIGN

### LAUNCH BREAKFAST / EVENT / WEBINAR

Why does this campaign matter and who is Mel Thomas? We kick start your campaign with a personal address by Mel.

In this session Mel will talk about:

- her story,
- the activities for the month; and
- what we can achieve together with this campaign

### DONATION DRIVE – MAKE A DIFFERENCE

You and your team will make a meaningful contribution in collaboration with our partner women's shelters.

Over the month, we will work together to get the critical items as guided by the shelters.

At the end of the month everyone will be asked to make care packs and write an anonymous 'note of hope' for special delivery to survivors.

### PREVENTION AND EMPOWERMENT WORKSHOPS

Get excited! Mel is going to present a series of workshops for your organisation to inspire action. Time with Mel will resonate with your people long after she leaves.

No matter your size, fitness or skill level you will discover you are Stronger Than You Think.

Using a powerhouse combo of self esteem boosting strategies, tools and scripts alongside physical techniques.

You will walk away with the ability to:

- stand up for yourself and for others in every area of your life
- chime in on domestic violence as a social issue
- trust your instincts and tune into your intuition
- own your space
- say what you mean and mean what you say
- fight back

"When you are strong, that's the time to be strong for others."

Mel Thomas – Founder KYUP! Project



# CHOOSE YOUR CAMPAIGN

**FAMILY EMPOWERMENT WORKSHOP** – kids can't be what they can't see – in this session we invite parents and carers to come along with their children for a confidence boosting and bonding experience, they will share forever.

You can take your kids to Luna Park for a day but this is the sort of experience you will share for the rest of your lives.

**WOMEN IN LEADERSHIP** – life can feel like a battle and it feels like you're armouring up your mind, body and spirit. This is a time to kick ass and breakthrough limiting self doubt (literally!).

You don't need to have survived domestic violence to know your worth and you don't need to be a black belt to claim your right to be safe.

It's your body, your mind and your spirit. And by the end of our time together, you will be so fired up to own every area of your life. Other people will have no choice but to step up to your level.

**MEN ONLY** – do you feel like you just don't get it and want to understand more?

Discover what's it really like for girls and women and what are they up against.

Cutting through all the 'women only' hype, our intention is to give you the tools to support the girls and women around you.

**SENIOR MANAGEMENT SESSION** – domestic violence is an uncomfortable social issue and it's not easy to talk about. By the time our session is finished you will be more approachable and vocal on this topic.

We show you how to manage disclosure and support people in your team impacted by domestic violence. Navigate through this difficult time in a way that doesn't drain you and lifts them.

**"I just wanted to drop you a line about Mel Thomas' 'Stronger Than You Think' session. As I am sure was the case for everyone in the room, I found this session extremely impactful and a good reality check unlike anything we usually get in corporate environments."**

Senior Leader, Telstra



## RESULTS

By the time we wrap up the campaign you and your people will:

- talk with pride about your organisation as progressive and genuinely committed to breaking the cycle of domestic violence
- have the confidence to stand up for yourself and for others
- feel supported to disclose personal wellbeing problems and know who to go to with a clear line of communication
- authentically connect with workmates and bring your full self to work
- actively get involved with charities who support domestic violence
- work in a KYUP! Project accredited safer environment
- have the practical real life skills to deal with a situation that doesn't feel right

## LET'S KEEP THE MOMENTUM GOING!

We have done all this great work together and made a huge difference to the culture and health and wellbeing of your organisation, we don't have to stop here.

Now we have a great relationship built on our shared values and strong hearted action.

Lets keep the momentum going by:

- announcing next years "Stronger Than You Think Campaign"
- signing up as a volunteer with KYUP! Project (donate your skills or assist in a school workshop)
- first dibs as sponsor at fundraising events, for example our prestigious NSW Golf Club Classic Day
- 'Next Level' workshops and keynote presentations

**Thank you for stepping up as an individual and business by supporting KYUP! Project and our mission to end the cycle of domestic violence.**





M: 0402 075 365  
E: [mel@kyupproject.com](mailto:mel@kyupproject.com)  
W: [www.kyupproject.com.au](http://www.kyupproject.com.au)