

KYUP!PROJECT

Breaking the cycle of domestic violence in Australia

We're on a mission to empower
1 million Australian women and girls
to know their worth and stand up for
themselves, and we **need** your help!

The Catastrophic Impact of Domestic Violence

Research shows that family and domestic violence rates in Australia are **rising rapidly**, with an alarming increase in the **deaths of women and children**.



One woman murdered **because of domestic violence** every four days in Australia in 2024.*

3.8 Million

Australians have experienced family domestic violence **since the age of 15****

*ABS 2024

**ABS 2023



The KYUP! Project empowers Australian women and girls to raise their standards and advocate for their safety and well-being through self-worth and self-defence training.

We are an **Australian first** evidence-based initiative that confronts the alarming rates of violence against women and children in Australia. Our workshops promote personal safety and well-being with practical skills, strategies, and expert support.

Partnering with experts in policing, education, martial arts, and psychology, we deliver impactful programs for schools, universities, corporations, and crisis centres.

KYUP! Project moves beyond awareness campaigns and good intentions into strong-hearted action.



KYUP! Project Mission

Purpose

Empowering everyday Australians to raise their standards and champion their safety and wellbeing.

Vision

Every Australian can claim their right to be safe.

Goal: 1 Million Students

Break the cycle of family and domestic violence at a grassroots level.

KYUP! PROJECT

FOR SCHOOLS & COMMUNITIES



Promoting Self Worth Through Our Workshops

72%

of girls felt equal to others prior to the workshop.

100%

of girls felt equal to others after completing confidence-building and self-defense exercises.

81%

of girls believe they are equal to boys after participating in the workshop.

90%

of program graduates feel supported by women and female peers invested in their success.

98%

of program graduates believe their safety is important.

97%

have the confidence to protect themselves after self-worth exercises and learning KYUP! self-defense techniques - increased from 33%!





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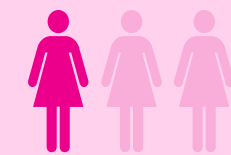
Gender Equality & Violence Awareness

80%

of girls believed they were equal to boys after our workshop. Prior to the workshop less than half of the girls believed they were equal to boys before the workshop.

"Be prepared, not scared"

helps girls understand unsafe people and harmful relationships through stories and research.



1 in 3 girls thought they might experience violence before the KYUP! workshop; this rose to 3 in 4 after learning safety techniques.



Girls learned to trust their intuition and use strategies to avoid danger.



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FOR BUSINESSES

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FOR BUSINESSES

Stronger Than You Think Workshops

An empowering workshop for your organisation. An initiative led by Mel Thomas, Founder of KYUP! Project, aimed at breaking the cycle of domestic violence through workshops that empower employees and directly support school programs.

Sponsor a School

Become a school partner and help change lives through your business.

We don't charge schools for our workshops, which is why we rely on the generosity of businesses and individuals. Our deadline for giving is important as it gives us the runway to be able to work with school calendars for the following year.

Time to Empower Your Workplace

- We transform workplaces into **safer, more equitable environments** through self-defence training, respect, healthy masculinity, and active bystander intervention.
- Our "Stronger Than You Think" workshop equips participants with skills and resilience to handle challenges, educates on violence prevention, and fosters a **supportive workplace** environment.
- Partnering with the KYUP! Project demonstrates a commitment to employee safety, well-being, professional growth, and fosters an **inclusive workplace** culture.



‘Stronger Than You Think’ Corporate Workshop

Thank you for the opportunity to deliver an empowering workshop for the men and women of your organisation. The ‘Stronger than you think’ workshop is based on the principles of self-worth and the basics of self-defense that can be adapted from 60-120 minutes.

What Is It?

An initiative led by Mel Thomas, Founder of KYUP! Project, aimed at breaking the cycle of domestic violence through workshops that empower employees and directly support school programs.

Why It Matters

Beyond awareness: this campaign drives real action by equipping participants with self-worth, self-defense tools, and a voice to challenge domestic violence in their communities.

Your Impact:

Empower staff to be safer, stronger, and more confident.
Directly fund school programs, impacting local communities.
Engage your organisation in meaningful contributions.

Key Activities & Results

Key Activities:

- Launch Event/Webinar: Personal address by Mel Thomas, explaining the campaign and your impact.
- Workshops: Empowerment and prevention sessions designed to inspire confidence and action.
- Donation Drive: Create care packs for women's shelters, making a tangible difference in survivors' lives.

Results You Can Expect:

- Enhanced staff well-being and empowerment.
- Practical skills to support personal and workplace safety.
- Strengthened organisational culture committed to breaking the cycle of domestic violence.



Can your business sponsor a school?

Your contribution will change lives.

Every \$35 raised provides a workshop for a young person to attend one of our life-changing workshops. Every \$1800 provides a school with a fully paid workshop for their young people to be educated. All donations are tax deductible. **Together, we can empower women and children in crisis to build happier and safer futures**

1 Student \$35 per month	1 School \$150 per month	3 Schools \$450 per month	5 Schools \$750 per month	10 Schools \$1,500 per month	30 Schools \$4,500 per month
					



Our Impact Since 2021

20,000

women and children
empowered to break
the cycle of violence.

500

partner schools.

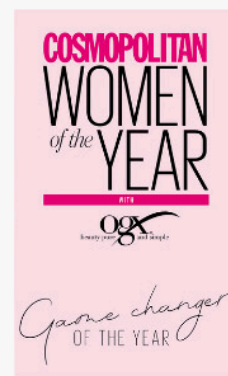
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All female black belt
instructors in Qld, SA
and NSW.

Who We've Worked With



Featured on



“Emotional, strong, empowering. There were only 20 women in here but there should’ve been 1,000’s... the reactions, the strength and the power changed those women’s lives.” - Alice, midwifery student, Harris Park Community Centre.



Why Choose KYUP! Project?

Evidence Based

Our content, informed by research in education, martial arts, policing, and psychology, guarantees relevance, effectiveness, and promotes confidence and personal growth.

Confidence Boosting

Workshops empower individuals to thrive professionally, emotionally, socially, and personally by boosting self-esteem, resilience, and overall well-being, leaving a lasting impact.

Tailored Curriculum

Each workshop is carefully designed to cater to the specific needs of the group. We address age-appropriate topics and provide practical strategies people can apply in their daily lives.

Experienced Facilitators

Our experienced black belt professionals possess a deep understanding of people's challenges, employing engaging techniques and interactive methods to deliver impactful workshops.

Trauma Informed

Trauma-informed workshops foster resilience by providing a safe space for individuals to process experiences, develop coping strategies, and enhance emotional well-being and learning abilities.

Inclusive

No matter, size, skill, age or fitness level our programs and workshops are fun, safe, practical and interactive

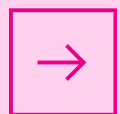
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Together we can save lives and break the cycle of Family and Domestic violence.

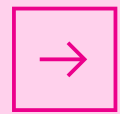
Book in a Call With Our Founder Mel Thomas



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