



Esteem Designz

Equipping and Empowering Girls to Flourish in Life

We understand that **schools, welfare and community groups** have a **vital and privileged role** in the **development of students'** MENTAL HEALTH, identity, personal growth, and ability to cope with change and difficulties. We would love to **partner with you** to achieve this.

>> WHY – OUR PURPOSE / NEED <<

75% of girls suffering from low self-esteem are engaging in self-destructive behaviours, depression and even suicide; we have to break this cycle.

Teenage girls are increasingly being discontent and detached from life. In a **culture** that **dictates how they should look, act, and live in order to be enough**, many have lost their true sense of worth and identity.

70% of girls believe they are not good enough or don't measure up; and **over 70%** (15-17yo) avoid normal daily activities, such as attending school, when they feel bad about their looks/self.

It has been proven that low self-esteem is the root of all problematic behaviours and must be addressed. **Low self-esteem** is a thinking disorder in which an individual views herself/himself as inadequate, unlovable, and/or incompetent. Once formed, this negative view permeates every thought, producing faulty assumptions and ongoing self-defeating behaviour.

Esteem Designz **aims to be a solution** to the **ever-increasing issues** and **confronting pressures girls in our community are facing**. Some of the issues Esteem Designz Combats:

- Low self-esteem + identity – the root of all problematic behaviours
- Constant comparison and competition
- Deceiving messages of perfectionism through the media – I'm not enough!
- Peer pressure and relationships
- Unrealistic expectations
- Disengagement, opposition, apathy, self-destructive behaviours

>> WHAT – OUR MISSION <<

Esteem Designz Program is... A **MENTAL HEALTH resource** designed to **champion girls** (pre-teens to young adults) to **know** and be **content** and **confident** in their **TRUE identity** and **value**, and **see** and **encourage the value of others**. Girls are **equipped with key skills** and **tools** to **endure** and **thrive through life's challenges** – all through **CREATIVITY**.

OUR PASSION – Helping girls not feel the need to hustle for their approval and acceptance, but **claim their intrinsic worth** and be **unashamedly authentic**, not molded into other's expectations, but FREE... **Free to confidently be all they can be and reach their full potential**.

>> HOW – ESTEEM DESIGNZ WORKS <<



HOW IT WORKS – Esteem Designz is based on **fun, interactive** and **meaningful Design Projects** and activities to resource schools to **engage, equip** and **empower girls**.

The **Design Projects** are **expressive** and **practical tools** and **coping strategies** that the girls can **continue to use** throughout life.

As the girls create, you can go **really deep** with them as their focus is on creating and having fun, so they do not feel pressured or confronted, allowing you to **address any issues** you know they are currently facing. A very **safe, comfortable, deep** and **meaningful** space is created for the girls to **openly share** and have **enduring** and **memorable breakthroughs**.

The **girls learn from themselves and each other** through the process of creating, the tools they are making, and the discussions and activities they engage in. It is **experiential discovery based learning**, using a **strengths-based approach** to help the girls learn and **practice lasting skills** and **tools**.



WHAT YOU GET – For the creative program, each **girl receives a beautifully packaged kit**; that is **ready to go** and **easy to use** - which means all the work is done for you, and the **Facilitator's Manual** is also easy to **use** and **flexible** to meet group needs.



BENEFITS / TRANSFORMATIONAL OUTCOMES – Esteem Designz is not simply a self-esteem program for girls, but engages them in grow-producing, practical activities, empowering them to create their own tools and understandings, helping them endure and thrive through life's challenges.

As the girls create the 5 Design Projects/tools and engage in group discussions, they create:

- Authenticity and confidence in who they really are – identity + self-esteem
- Celebrate differences instead of comparing
- Discover their unique characteristics
- Reinforce resilience
- Develop a positive sense of self and self-management
- Practice strategies to overcome challenges and change
- Form positive and respectful relationships
- Grow in social and emotional skills
- Achieve meaningful goals that boost self-confidence and worth
- Promote unity and leadership
- Cultivate critical skills in choice making, communication, encouragement and problem solving + +
- It is also a fantastic resource to help girls transition into new experiences and out of others
- Helps girls respect and engage positively with themselves, those around them, and their communities, and more.

And THEREFORE achieve greater academic success, engagement in school / jobs, positive mental health, satisfaction in life and ability to reach their full potential.

Esteem Designz Program can play a **key role** in **supporting the WELLBEING FRAMEWORK, welfare**, mental health strategies, and **Personal Development** strand of the **PDHPE** curriculum in schools.

Esteem Designz takes the work out of programming for you, so you can **focus on what really matters** – investing in, and making lasting impacts in the lives of the girls you work with.



HOW TO IMPLEMENT – Esteem Designz Program is very **flexible to meet your group needs**. There are **5 carefully focused stages**, each with a specific Design Project + Discussion Points + Interactive Activities, that can be run over a time frame to suit you. The most common being 8-10 weeks for 45mins-1hr – however, many options are available.

Target Age: Girls in grade 5-10 (10-16yrs old). However is it also effective with lower primary and young adults.

Just some of the great ways Esteem Designz Program can be **implemented** would be within in-school programs, whole-grade programs, lunch-time groups, small groups (at-risk girls or interest based), on camps – helping girls connect and build positive relationships, peer support, welfare programs, one-day events / programs, through mentoring programs, youth centers, individual use ++.

Participating in Esteem Designz Program is a **joyful, uplifting and transforming experience**.

OPTIONS – Esteem Designz can be run by your organisation, **eliminating facilitation costs**, and enabling your staff to **further engage and impact the girls they work with**.

[For High Schools / groups with senior students] It can also be a **wonderful resource** for senior girls to develop **leadership skills** and **invest and mentor their younger peers** – by getting them be empowered through the program and then helping run the program with younger groups – creating a flow on effect and changing the culture of your school.

However, we can also organise **trained facilitators** to run the program for you.

>> PROVEN PROGRAM / EVIDENCE <<

Esteem Designz has been **implemented** in **over 250** schools, welfare and community organisations **across Australia**, with **2,500 girls** being equipped and empowered and impacting the girls around them.

98-100% of girls increase their self-confidence – alleviating the suffering of low-self esteem and it's damaging effects.

STORIES OF TRANSFORMATION...

"Esteem Designz changed my life and our whole grade"

"I learnt to trust and believe in who I am"

"Through the awesome projects I now know that I can cope with anything and learnt really helpful ways to deal with life"

"I feel much more confident in myself... I learnt to not to let anyone put you down and that you don't have to be perfect all the time"

"I don't care what people say about me anymore and I feel great about that. I learnt that when life knocks you down, you got to keep going"

Please see the [Professional Endorsements](#) | [Participant Testimonies](#) sharing more of the value and effectiveness of Esteem Designz. We have included a snippet below.

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ADDITIONAL RESOURCES – We also have **additional resources** that specifically address some of these key issues that teen girls are facing, providing practical activities and tools to help them better understand and overcome these debilitating issues. These can complement Esteem Designz Program, giving further insight and freedom. They can also be used as separate resources.

HOW TO FUND ESTEEM DESIGNZ PROGRAM:

The **Girl's Resource kits** are \$60 for each girl – beautifully packaged tools to empower girls, that are ready to go and easy to use – which means no work for you.

That's over 8 meaningful and empowering resources for only \$7.50 each – 5 valuable Design Projects / Ongoing Tools + 2 beautiful and helpful sets of cards + the gorgeous and beneficial Journal + Instructions Booklet ++. Valued at over \$200.

The **Facilitator's Resource Manual** is \$80 – and has all the instructions needed to run the program + additional games and activities. It has been designed to be easily implemented by anyone. It comes with **additional online resources**, which include step-by-step films of the design projects and images of finished projects for inspiration and direction and more.

In regards to funding, these are some options that schools have used:

- Organisation have paid for it all
- Organisation split the cost with the parents
- Cost is put into the term or weekly fees
- Parents pay it all (with a note that if they have financial issues to come and see them).
- P&C pay or split
- Local church members or/& local businesses sponsor girls - this includes others in empowering girls.

KEY BENEFITS FOR YOUR GROUP:

- Easy to use - ready to go resources
- Cost Effective / worth investing
- Proven - highly engaging & effective
- Endless transformational outcomes
- Ongoing sustainability / results
- Flexible
- Outreach program to engage and support girls and your community
- Leadership / peer-mentor opportunities
- Create culture-shift in your group
- Invest in the potential of your girls
- Supports schools' Wellbeing Framework / welfare / mental health strategies
- Personal Development Stand - PDHPE

>> SIMPLE NEXT STEPS <<

We would love to **partner with you to equip and empowering girls today!**

3 Simple Steps to Implement Esteem Designz Program:

1. Purchase **Girls Resource Kits** for each participating girl. ([online shop](#) or [order form](#))
2. Purchase **Facilitators Resource Manual** – one for each group leader or share.
3. All the work is done for you! Simply organise basic equipment (scissors, glue, textas), give the girls their empowering kit, and work through the program with them.

WHY USE ESTEEM DESIGNZ: Easy to Use . Cost Effective . Highly Engaging
Endless Benefits . Incredible Ongoing Results . Flexible . Ready to Go



Thank you so much for your time. We would love to **help you implement** these resources within your school to **further equip** and **empower your girls** to **flourish in life**.

Kind regards,
Ruth

Ruth Lewis-Jones

Founder & Managing Director | Esteem Designz

>> CONNECT WITH US <<

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Join the Revolution of Empowered Girls: [Facebook](#) | [Instagram](#)

Film – Program in Action – <https://www.youtube.com/watch?v=9q7SiYtNrDA>

Film – Introduction to Esteem Designz – <https://www.youtube.com/watch?v=UKA9OEMQTUK>



Snippet of Esteem Designz Professional Endorsements

Psychologist E. Reeks – I recommend Esteem Designz Program as a fun and meaningful way of building resilience and self confidence in girls. This enjoyable experience, supporting the development of a positive sense of self, has a diverse range of benefits, including enhancing social skills, building trusting relationships, increasing self-awareness and awareness of others and creating a great sense of achievement and worth!

EO of Genr8 and social worker, Z. Ericksson – Schools are always looking for programs that engage, inspire and facilitate discussion at a deep level to bring about positive change in the lives of students. Esteem Designz is flexible, affordable, engaging, accessible and effective in bringing a unique opportunity to invest in the potential of our girls as they navigate the challenging years of adolescence.

Chris Byrnes-Mikelsons, Director, Jacaranda Cottage, Women's Refuge – The investment in Esteem Designz was well and truly worth it. The girls were blown away when they received their beautiful kits, feeling so special to receive something so good... We hoped for our girls to BREAK FREE and that is exactly what Esteem Designz Program enabled our girls to do, empowering them with practical strategies and confidence to overcome their struggles.

Avril Mundy, Teacher & Kids Pastor – Through creativity the girls were able to shine as individuals and came to recognize that their differences should be celebrated and encouraged not to be a point of criticism or fear. It was a wonderful experience that created a great sense of worth and unity.

Deborah Holden, B. Soc. Stud. Grad. Dip. Voc. Ed. Cert IV in Training and Assessment – As a social worker and educator in the youth work field, I feel very excited by this new and diverse program, which demonstrates current understanding of significant issues for young females, and is presented in a way that is professional and appealing to adolescents. The program is immediately useable for any teacher, youth worker or counsellor, in either an individual or group work context. The program can improve girls' chances of positively engaging with the community around them. The focus on giving to others and sharing personal knowledge is a refreshingly unique aspect to Esteem Designz Program, countering the sometimes unhelpful tendency for adolescents to be self absorbed.

Maree Everitt – Community Development Worker, Sutherland Shire Council – I would recommend Esteem Designz Program as a valuable, effective and needed resource for schools, welfare and community organisations and anyone working alongside girls and young women. Esteem Designz Program carefully addresses and meets the needs of girls, their current issues and pressures, and the needs of associations that work with girls... It supports young women in building self esteem and self worth, and addresses these fundamental needs, helping young women find value, respect and confidence in who they are by developing critical skills and create coping mechanisms and tools to use throughout life.

Teacher of a Public School – The Esteem Designz program has greatly benefited two of my students. Since the commencement of the program they have become more readily engaged in class discussions, built more meaningful relationships with peers and developed great self-confidence. The girls loved participating in the program and enjoyed sharing their creative pieces with their families and peers.

Chaplain of a Public Primary School – After making our encouragement cards, we circulated them so each girl could write something encouraging to the girls around them. Lastly we read all the nice comments written about ourselves. Veronica, Yr 4 burst into tears and exclaimed: "This is the first time somebody has ever written something so nice about me!"

Teacher, facilitating Esteem Designz – 100% of my girls felt more confident in themselves after doing Esteem Designz Program. It was such a valuable and beneficial experience for them all.