**Place your logo here**

**Funding Organisation name**

**+ address here**

**Date**

Dear Sir/Madam,

Many girls today have perceptions of beauty and value that have been distorted through negative, oversexualized media influences. Girls are receiving messages that their worth is based on external factors – how they look, the attention that get from others, their achievements, the opinions of others, what happens to them, comparison etc. This has resulted in 70% of girls believing they are not good enough and don’t measure up in some way. The long term negative impacts of this thinking can include low self-esteem; mental health problems; and self-destructive behaviours, including suicide.

In response to these negative impacts, our goal is to challenge this thinking and show girls they are **more than enough just as they are**. We wish to run a [2 hour / full day – type of workshop] workshop for all girls in [your target group, e.g. years 5-6], called ***ChooseREAL***. The ChooseREAL workshop aims to **equip and empower girls to see their true worth and value**, and gives the girls strategies and skills to overcome limiting beliefs, negative self-talk, unrealistic pressures, unhelpful mindsets and ongoing challenges. The [day / workshop] will include interactive workshops; practical skill development and tangible take home tools. The workshop encourages girls to empower themselves and those around them.

To run this workshop will cost each girl [$35 / $50 – depending on 2 hour / full day]. We have approximately 000 girls [number of girls] in years 00 [target group] and some families would find [$35 / $50] unaffordable. The total cost of the workshop is 000 (rough number of girls x $35/$50).

We are dedicated to bringing this important program to our girls. **Therefore we are looking for donations to assist families experiencing financial difficulty by covering or subsidising the cost of the workshop**. If you are able to donate funds towards this workshop that aims to shift how girls see themselves, others and the world, we would love to hear from you! Donations can be made direct to the [school/organization] via cheque or cash.

Thank you for taking the time to read this letter and thank you in advance if you have decided to donate to this important workshop for our girls. If you have any questions please do not hesitate to contact the school via email.

Yours Sincerely,

Contact names and positions

School / Organisation Name + address + contact numbers

**Appendix 1. Some Information on the ChooseREAL Workshops**

**How To Courageously ChooseREAL Everyday**

**(and know that no matter what, we are MORE THAN ENOUGH, just as we are)**

**THE CONTEXT:**

**The Problem: I am Not Enough!**

**70% of girls** believe they are not good enough or don’t measure up in some way.

**THE FOUNDATIONAL ISSUE** = HOW GIRLS SEE THEMSELVES, THOSE AROUND THEM, AND THE WORLD.

**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.

**Our girls are currently seeing themselves through:**

* **Distorted Filters** – media, perfectionism, comparison, opinions and labels of others
* **Disempowering Interpretations** – of past painful experiences of failure, shame, disappointment, fear, rejection, inadequacy, criticism, abuse
* **Faulty Mindsets** – limiting beliefs, negative self-talk / self-perception, unrealistic expectations
* **Current challenges** and **change** – letting it define them, overwhelm, undervalue, forget their strength

**LEADS TO:**

* **Self-sabotage** – disqualifying themselves from belonging, contributing, achieving, and growing. Limited or no self-acceptance and belief.
* **Comparison and competition** – unable to acknowledge their own worth and value or the unique value of others. Damaging themselves and others in the strive to “be enough”.
* **Poor mental health** – negative self-perception, inability to cope with challenges, increased depression, anxiety and disengagement. Constantly feeling unworthy, powerless and hopeless.
* **Self-destructive behaviours** - escaping or compensating for negative self-perception

WE MUST BREAK THIS CYCLE!

**THE SHIFT:**

**ChooseREAL Workshop**

**Creating a shift in how girls see themselves, others and the world**

ChooseREAL Workshop is an **interactive EXPERIENCE** – empowering girls to get breakthroughs and practical tools and strategies immediately. This is a WORKshop where girls are engaged in activities and discussions, equipping them to “do the work” now and have the tools to continue making impacts in their lives and those around them.

**BENEFITS / TRANSFORMATIONAL OUTCOMES FOR GIRLS:**

1. **Grow in self esteem and confidence** – having a healthy self-perception enables girls to embrace who they really are, be brave against all that’s trying to distort them, grow in their strengths, discover their unique characteristics, reach their potential and enjoy life
2. **Value others** – when girls can see their own worth and value, they can see and encourage the value of others, genuinely support work together, and positively contribute to our community
3. **Improve mental health** – giving girls the opportunity to learn and practice mental health tools, strategies and mindset shifts will increase emotional, psychological and social wellbeing – endless ongoing benefits. Girls are better able to endure and thrive through the stresses and challenges of life.
4. **Make empowering choices** – when girls know their infinite worth and key tools to choose their thoughts, words and actions, they can design the life they choose, and make choices that positively affect their current moment and future.

**3 CORE TOOLS**

* Exchanging our glasses – limiting beliefs / how we see ourselves
* Exchanging our headphones – self-talk / mindset
* Shifting perspective / focus – no matter what is happening, being able to reframe it and get empowered

**BENEFITS / OUTCOMES FOR SCHOOLS:**

1. **Increased positivity and engagement among students** – enhancing academic success, personal satisfaction and growth, friendships, leadership and enjoyment
2. **Interactive Experience** – creating a positive shift in individuals, relationships and the culture of your school
3. **Actively addressing mental health** and the **wellbeing framework** + PDHPE Personal Development
4. **Ongoing tools and strategies** – that you can continue to use with girls

Together we can create a culture of **TRUE ACCEPTANCE** – of ourselves and each other.

[www.chooseREALcampaign.com](http://www.chooseREALcampaign.com)