



# EMBRACE KIDS.

Building better body image

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# Table of contents:

- An introduction to Embrace Kids
- Our mission in the context of a global problem
- Our values and key messages
- Our achievements and network reach
- Our key programs and sponsorship opportunities
- Benefits of partnering with Embrace Kids





## Taryn Brumfitt

2023 AUSTRALIAN OF THE YEAR

- 2023 Australian of the Year
- Founder, Body Image Movement
- Co-Executive Director, The Embrace Collective
- Inspired 200 million+ people worldwide
- Director of 'EMBRACE' and 'EMBRACE KIDS'
- Author of five books
- Internationally recognised keynote speaker

## Dr Zali Yager

GLOBAL AUTHORITY ON BODY IMAGE

- Co-Executive Director of The Embrace Collective
- 20+ years experience in academic research
- Adjunct Associate Professor Victoria University's Institute for Health and Sport
- Co-author of 'Embrace Kids' and 'Adolescent Body Image'

# A global *problem*

**We are in the midst of an epidemic of body image distress.**

The pressure kids feel about their appearance is holding them back from reaching their full potential.

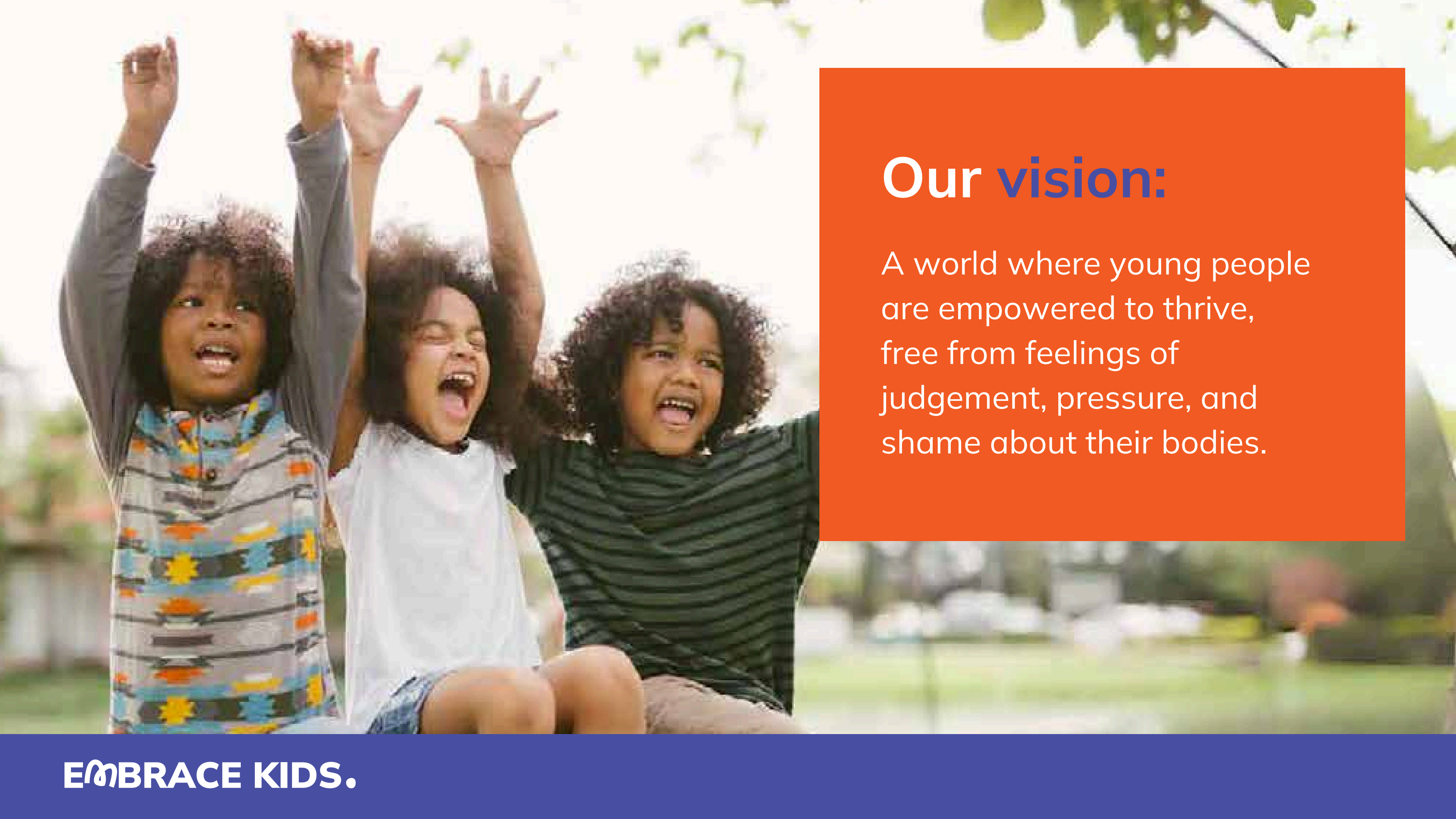




## Our mission:

**To build better body image from the beginning** so that all young people can be happy, healthy, and thrive.

**EMBRACE KIDS.**



## Our vision:

A world where young people are empowered to thrive, free from feelings of judgement, pressure, and shame about their bodies.

**EMBRACE KIDS.**

# Our *values* and *personality*

We are a small but mighty, female founded organisation, with an all-female team. We are ambitious in our targets, collaborative in our partnerships, and we work at pace in agile ways to deliver on impact.



Celebration



Kindness



Diversity



Credibility



Authenticity



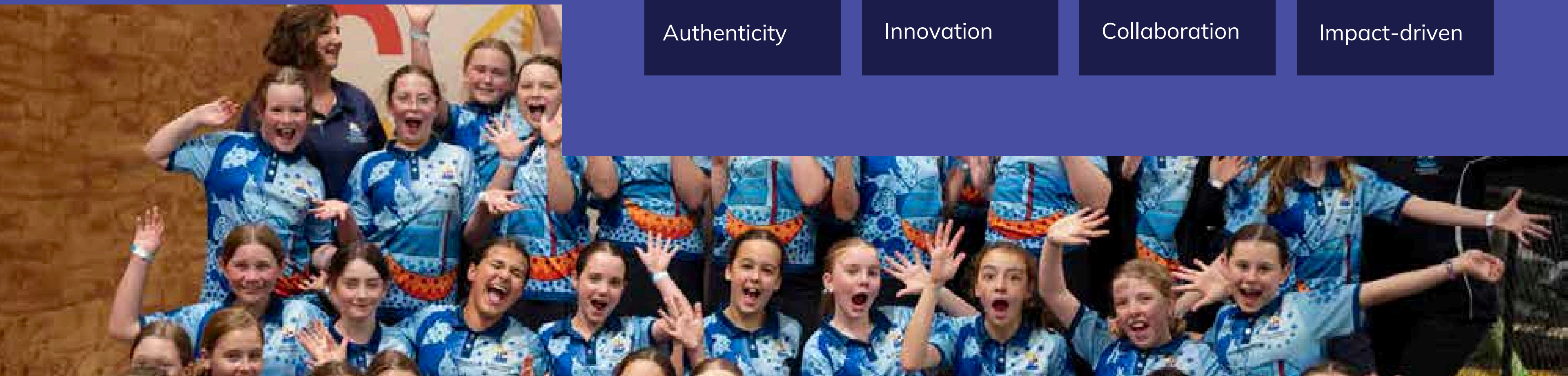
Innovation



Collaboration



Impact-driven





# Our key messages

Celebrate diversity

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Focus on what your body can do

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Be kind to yourself (and others)

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Recognise real role models

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# OUR KEY *Programs*

are located in the places where kids live, learn, and play



## Home

- EMBRACE Magazine
- Parent Masterclasses
- Books for parents and young people



## Community

- ACTIVATE resources for sporting clubs
- EMBRACE KIDS film screenings



## School and Early Learning

- Body Blocks early learning program
- Embrace Kids Classroom Program
- EMBRACE KIDS LIVE youth events
- Professional learning for educators



# Our achievements and network reach

Spreading the Embrace message across Australia



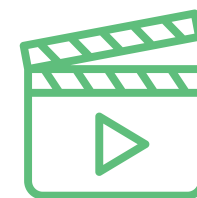
**1 million**  
kids reached in  
2023 and 2024



Flinders University research confirms our programs are effective



Independent evaluation confirms reach and impact



After seeing the Embrace Kids film, After watching the film: 87% of young people said they would spread kindness on social media, and 89% said they would accept themselves as they are.

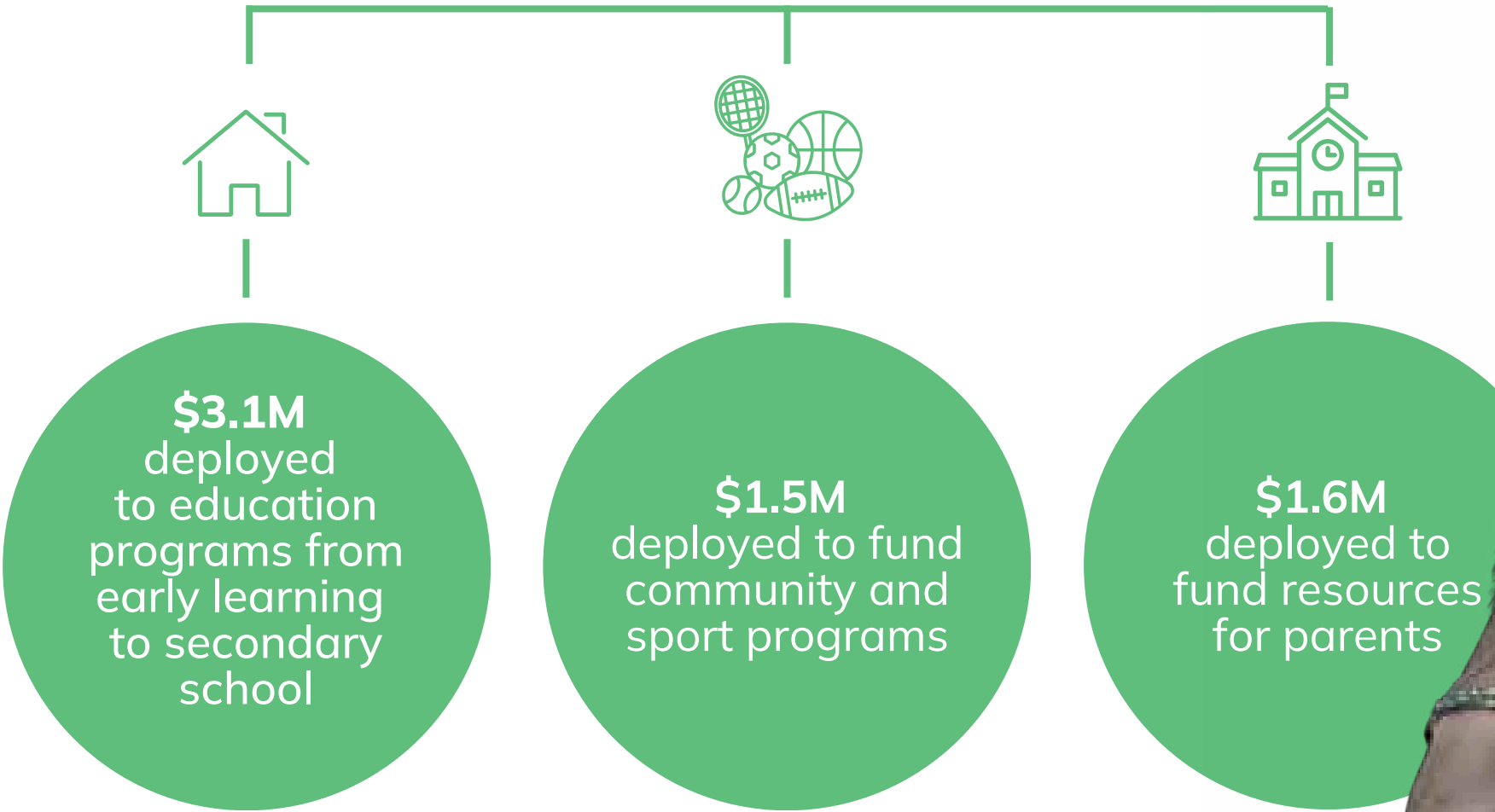
(Granfield, Kemps, & Prichard, 2024)

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# Our achievements and network reach

## \$6.2M

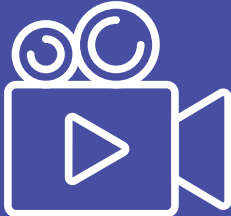
federal funding for 2024



Combined social media 520K+



Combined email database of 80,000 (across Body Image Movement and The Embrace Collective)



Media reach of 131 million in 2023\* with highly positive tone and 5.0 media impact score.

*\*Isentia*

# Program *sponsorship* opportunities

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## Education sponsor

Power the change that protects kids from feeling shame about their bodies at school and in early learning settings with our powerful science-backed programs that work.



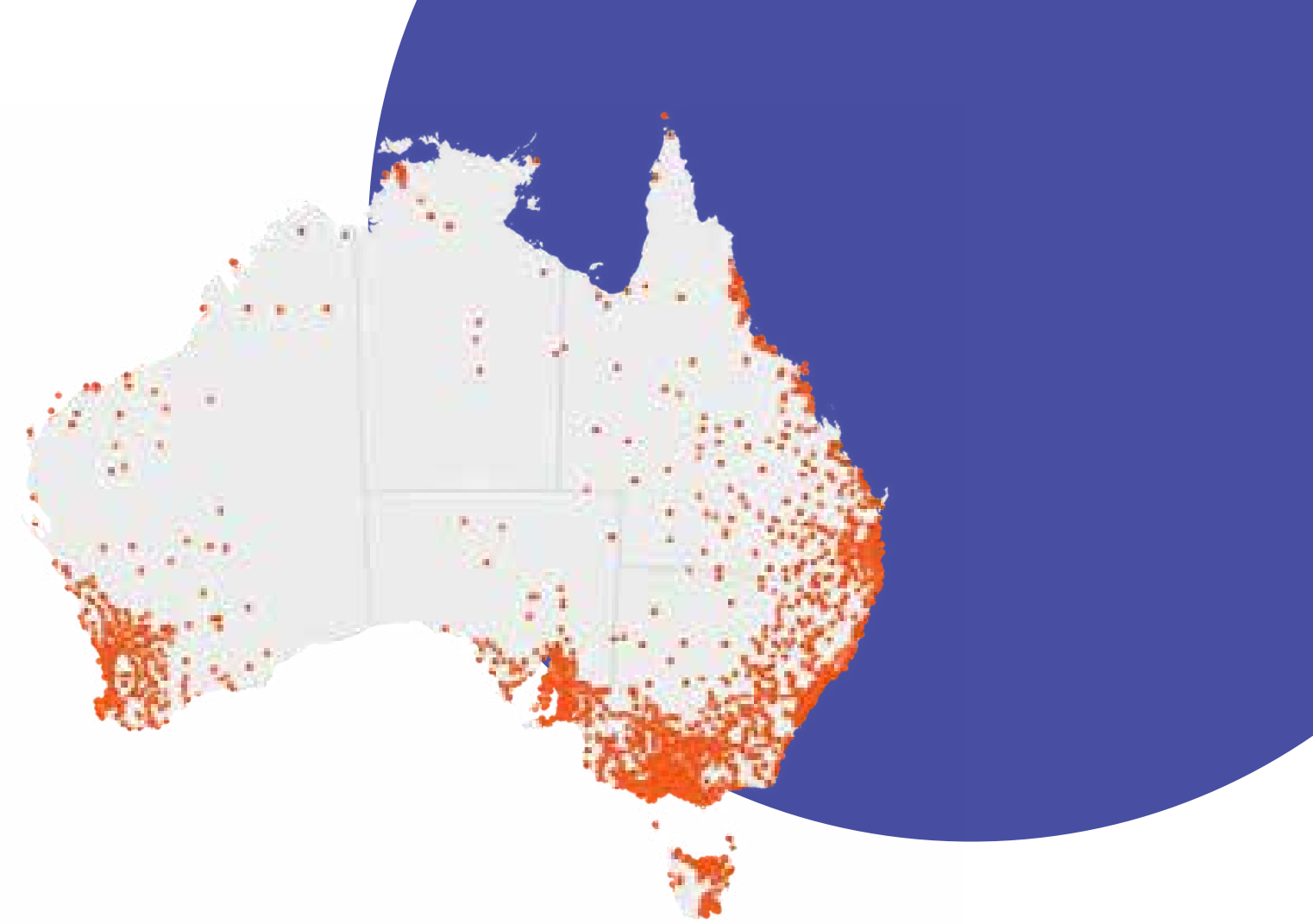
## Event sponsor

Build better body image for young people through exciting, high energy events in metro and regional communities.



## Community sport sponsor

Empower every child to move their bodies and keep playing sport - help them learn to focus on what their bodies can do rather than what they look like.



## Our 2025 *Goals*

Continue to deliver life changing programs and resources in ways that reach one million young people in Australia

Share our resources globally - starting with the US, Canada, UK, and Ireland.

**EMBRACE KIDS.**

# Benefits of partnership with *Embrace Kids*



## Aligning with a powerful social cause driving long term change

Partnering with Embrace Kids aligns your organisation with a movement focused on driving social change, empowering positive environments, and inspiring individuals to build better body image from the very beginning.



## Supporting diversity and inclusion

Embrace Kids empowers and encourages a movement towards celebrating people of all shapes, sizes, ethnicities and abilities. Partnering with Embrace Kids shows your commitment to diversity and inclusion.



## Delivering educational impact

Be part of powering the change that protects kids from feeling shame about their bodies at school.



## Committing to helping people achieve optimal mental health/

Embrace Kids provides resources and programs to support the mental health of young people and helps them to reach their full potential in home, school, and sporting environments.



## Marketing and reach

Embrace Kids is capable of reaching one million young people and three million Australians through a variety of audiences and channels.



Embrace Youth

WITH YOUR BODY  
TO GIVE IN THE OCEAN  
JUMP IN THE POOL  
AND MAKE EVERY  
**MOMENT COUNT**

**TO YOUR DREAMS!**  
FUEL IT WITH FOODS  
THAT GIVE YOU ENERGY  
AND MOVE IT FOR PLEASURE  
NOT PUNISHMENT

Powered by  
The Embrace Collective, est. 2020  
ABN: 65 640 902 843  
[www.theembracehuub.com](http://www.theembracehuub.com)



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