



## Prospectus

A *Glassy Day Surf Coaching* is seeking sponsorship to run **Surf to Smile** surfing lessons for those in the Geraldton and Midwest region who are dealing with trauma or mental illness and do not have the financial means for self-help services.

**Surf to Smile** is as simple as that. During depression, trauma or grief the hardest thing to do genuinely, is smile. When learning to surf, it is almost impossible not to smile.

**Surf to Smile** intends to reach and provide surfing lessons to people in the Midwest who have experienced trauma, who need a boost in life, who need to grow an inner confidence, who need self-love and self-belief, who need courage to become part of the community again.

**Surf to Smile** will promote positive mental health, healthy self-esteem and wellbeing through inclusive surfing lessons.

**Surf to Smile** intends to reach the broader community, providing 1on1 and group lessons to create long lasting positive impact for the participants.

Your **Surf to Smile** sponsorship will allow us to offer FREE Surfing Lessons each term for someone dealing with trauma or mental illness.

**Surf to Smile** will partner with local community organisations to recruit participants for the program.



## **Reality check**

- Suicide is the leading cause of death in the Midwest for 15 – 24 year olds.
- The Midwest region has a much higher rate of suicide than the national average.
- 17% of women and 5.9% of men in Australia have experienced physical violence from a current or former partner since they were 15.
- In Western Australia 30% of all homicide and related offences are family and domestic violence related.
- Studies suggest 57 – 75% of Australians will experience a potentially traumatic event at some point in their lives.
- Estimates are about 13% of Australian adults experienced physical and/or sexual abuse during childhood.
- It's estimated 45% of people in Australia will experience a mental health condition in their lifetime.
- In any one year, around one million Australian adults have depression, and over two million Adults have anxiety.



## **Benefits of Learning to Surf**

There are many, many benefits to learning to surf and being immersed in the ocean.

### **Self-Awareness**

Surfing creates self-awareness. Being more self-aware can build confidence and help individuals increase their emotional intelligence.

### **Clears the Mind**

Surfers must focus all of their attention on balancing on their boards and getting ready for the next wave. Because this requires so much attention, surfers don't have time to worry about anything else. Anyone who has a lot on their mind can benefit greatly from paddling out into the water and riding a few waves.

### **Improves Mood**

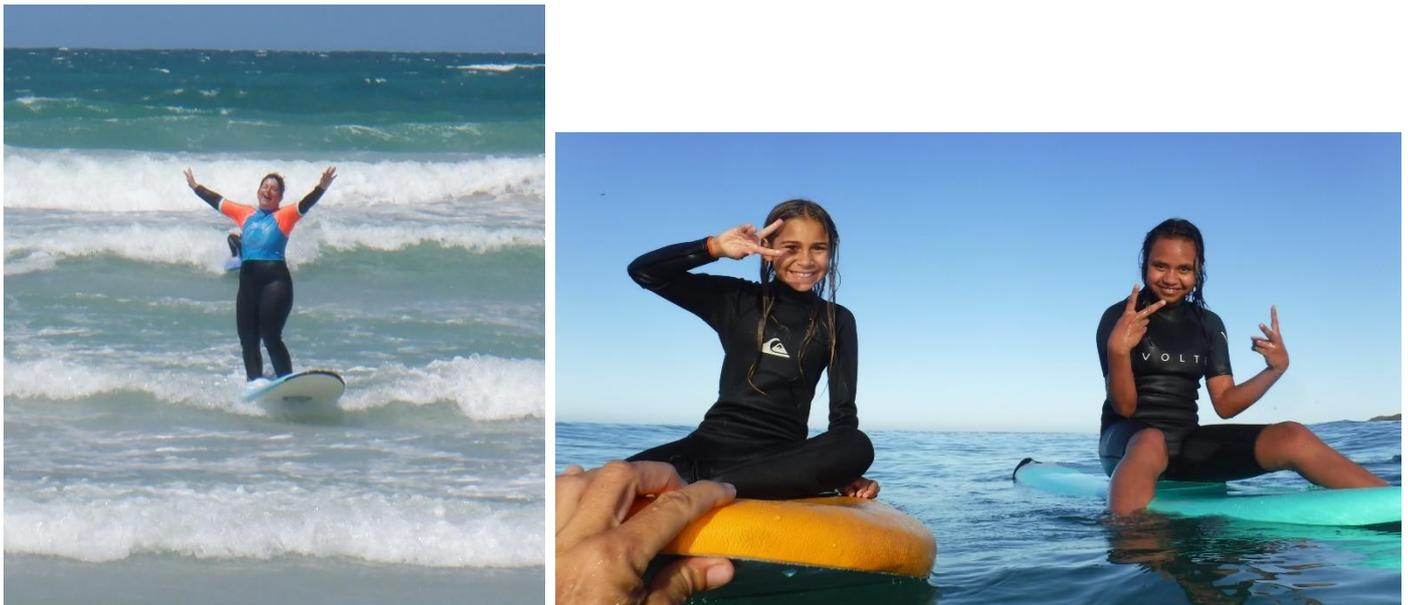
Surfing can improve your mood. Surfing releases endorphins - neurotransmitters which make you feel more energized and upbeat. Surfing is such an effective mood enhancer, mental health professionals often suggest their clients with depression, anxiety or PTSD try learning to surf.

## Sense of Belonging

Taking up surfing is a great way to meet new people. The local surfing community is welcoming and respectful. Being welcomed into a group of new friends can give people a sense of belonging, which can make them feel more relaxed, and create a positive, courageous community.

## Science

Ocean water is full of negative ions. Immersing yourself in the ocean enables these ions to reach your bloodstream, where they produce biochemical reactions increasing levels of the mood chemical serotonin, helping to alleviate depression, relieve stress, and boost your daytime energy.



## About Shaun and A Glassy Day Surf Coaching

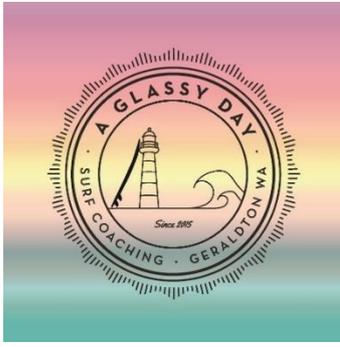
*A Glassy Day Surf Coaching* is a business unique to Geraldton and the Midwest Region. Shaun Glass is a local female surf coach offering a non-threatening environment for girls and women to learn to surf. Boys and men are equally welcome. Since 2015 Shaun has been instilling a love of the ocean and surfing to locals and visitors alike. Hundreds of these people continue to surf and remain part of the community built by participation in our sessions.

It was, and still is, my vision ***to create an ocean loving, supportive and courageous community through my natural talents, passions and interests.***

*A Glassy Day Surf Coaching* employs qualified Level 1 and Level 2 Surfing Australia Surf Coaches. Recently Shaun has started training and employing local teenagers wanting to and who are becoming qualified Surf Coaches.

Surfing lessons are held locally between Greenough and Glenfield's beach depending on conditions. Mostly lessons are held at Back Beach on Willcock Drive. They will be held every two weeks over each school term.

A maximum of eight participants is allowed per qualified Surf Coach.



**Sponsorship Options**

**Gold sponsorship:** Sponsor a group, \$2,595 (sponsor a group of eight surfers)

**Silver sponsorship:** Sponsor 1on1 surfer, \$995 (Private 1on1 lessons)

**Bronze sponsorship:** Sponsor a surfer, \$350 (sponsor one surfer in a group of eight)

Each term we aim to fund up to 28 *Surf to Smile* participants

Sponsorship tier	Cost	Benefits to your company
<b>Gold:</b> Sponsor a group (Sponsor a group of eight surfers)	\$2,595	<ul style="list-style-type: none"> <li>• Sponsor logo on <i>Surf to Smile</i> participant rash-shirt / hoodie or T-shirt (if wanted by company)</li> <li>• <i>Surf to Smile</i> T-shirt</li> <li>• Display your beach flag at lessons</li> <li>• Social Media Promotions: Facebook and Instagram</li> <li>• <i>Surf to Smile</i> logo and photographs for use in communications (if participant consents)</li> <li>• Acknowledgement in Midwest Chamber of Commerce and Industry newsletter advertisement each term</li> <li>• Guest speaker at presentations (when applicable)</li> </ul>
<b>Silver:</b> Sponsor 1on1 surfer (Private 1on1 lessons)	\$995	<ul style="list-style-type: none"> <li>• Sponsor logo on <i>Surf to Smile</i> participant hoodie or T-shirt</li> <li>• Display your beach flag at lessons</li> <li>• Social Media Promotions: Facebook and Instagram</li> <li>• <i>Surf to Smile</i> logo and photographs for use in communications (if participant consents)</li> </ul>
<b>Bronze:</b> Sponsor a surfer (sponsor one surfer in a group of eight)	\$350	<ul style="list-style-type: none"> <li>• Social Media Promotions: Facebook and Instagram</li> <li>• <i>Surf to Smile</i> logo and photographs for use in communications (if participant consents)</li> </ul>

## Your investment

Your sponsorship covers:

- Lesson fees for four surfing lessons per school term
- Equipment hire including:
  - soft-top surfboards
  - wetsuits,
  - rash-shirts
  - sunscreen
- Counselling (open discussion) directly before and after surfing lesson
- Photos
- *Surf to Smile* package for participants including:
  - Rash-shirt
  - Beach change towel
  - Hoodie or T-shirt (depending on season)

## Our partners

**Headspace** is the National Youth Mental Health Foundation providing early intervention mental health services to 12-25 year olds. Headspace can help young people with mental health, physical health (including sexual health) alcohol and other drug services, and work and study support.

A Glassy Day also hopes to work with Desert Blue Connect and Mission Australia.

*'Surfing washes away all my worries.'*

**Surf to Smile** is as simple as that.

Contact Shaun:

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