

2021



# ANNUAL IMPACT REPORT

Certified



Corporation



# ABOUT GROW YOUR MIND



## OUR MISSION

We are dedicated to arming children with knowledge about their brains, emotions and key habits that build resilience from a young age. We want school staff, students and families to have access to engaging, play-based and collaborative wellbeing resources.

Our mission is to provide evidence-based positive mental health education using a whole-school approach.

By 2025 we want to see over 750 schools using the Grow Your Mind program and have trained 26000 Educators in our Professional development courses.

## WE HAVE REACHED

**13,000+ EDUCATORS**

**250,000+ STUDENTS**

**6000+ FAMILIES**

## OUR VISION

We want ALL children, their educators and families to learn the key skills essential to supporting mental health and building resilience. We want a society that can talk about the mental health continuum in a supportive and empowering way.

*"My students are loving following the Grow Your Mind lessons during online learning and having really mature discussions about their feelings. I have actually been quite blown away by their engagement, enthusiasm, and quality participation. The students are confidently using the language of the brain and the animals and are also starting to make connections with the different behaviours regulated by each. We have been practicing mindfulness breathing techniques, and the students have loved the Guess Who episodes. "*

Daniela Orlando Year 6 teacher  
St Luke's Dee Why

# OUR AWARD WINNING



## LISTENED TO IN 90 COUNTRIES & WINNER OF AUSTRALIAN PODCAST AWARDS SILVER MEDAL

*Grow Your Mind Podcast has had an incredibly powerful impact on my students. It has opened up the conversation about mental health among students.*

*They now have the vocabulary and tools to be able to discuss how and why they are feeling a certain way and talk about strategies they can use to support them. They also now know they are not alone in their feelings and can talk to each other about their emotions.*

*I am so grateful for this resource. It is an integral part of my teaching practise!  
Thank you!*

Brooke Critcher Year 4 Teacher



## SEASON 3 COMING FEB 2022

Covering topics such as jealousy, conflict and dealing with disappointments.



# PROJECT FLOURISH



## SUPPORTING REGIONAL & RURAL PRIMARY SCHOOLS

This July 2021 we were thrilled to launch Project Flourish.

Project Flourish is about supporting our regional and rural communities, ensuring that their primary schools have access to quality mental health education. You can't separate learning and wellbeing.

This project was been made possible by generous donations from philanthropic individuals and with the support of The Gogo Foundation.

The 7 schools awarded scholarships were: Broke Public School (NSW), Park Avenue State School (QLD), Apollo Bay College (VIC, Navigator College (SA), Murrumburrah Public School (NSW), Bolgart Primary School (WA) and Hillvue Public School (NSW)

### EACH SCHOLARSHIP PROVIDES

Access to the Grow Your Mind whole school program for 12 months, including:

- Digital for Teachers online subscription (units of work, emotional literacy tools, video lessons, mini wellbeing exercises)
- Professional development: Introduction to Teacher Wellbeing (2 hours) Implementing Grow Your Mind (1.5 hours)
- Pre and post impact evaluation surveys
- Ongoing support and assistance

If you would like to find out more about supporting this initiative please email [kristina@growyourmind.life](mailto:kristina@growyourmind.life).



# PROFESSIONAL DEVELOPMENT IN 2021



*That was without a doubt the best PD I've done for many years. Thank you for giving us a renewed sense of what wellbeing is and how to look after ourselves and our students. I am excited about what our next steps will be as a school and look forward to making a difference in the lives of our young people with the help of Grow Your Mind.*

**Melanie Bryden**  
Assistant Principal

---

In 2021 we continued to support Educators around Australia and their professional development. 2021 was further evidence for many of us just how much our educators are required to juggle. As an extension to our Introduction to Teacher wellbeing and to continue to support our amazing educators, we expanded our suite of courses to include the very popular [Staff Resilience Course](#).

#### IMPACT RESULTS:

95% of attendees felt MORE confident in growing resilience since doing the course

99% of attendees felt MORE hopeful in their ability to handle setbacks

100% of attendees felt MORE knowledgeable about ways to grow resilience.

Some strategies included; 1. separating what you can and can't control, 2. completing the stress response cycle and 3. generous assumptions

To further support our educators to live and learn the Grow Your Mind program we also added three content specific courses to our suite of PD offerings- [Implementing Grow Your Mind](#), [Engaging Character Strength Education](#) and [Using the Grow Your Mind Podcast](#).



*Thank you for this uplifting and inspiring professional development course. It was so meaningful to complete a course that focussed on our own well-being, especially during this challenging times. I believe I have been given the tools to manage tricky situations with more ease and resilience. Thank you for a truly inspiring, thought provoking experience!*

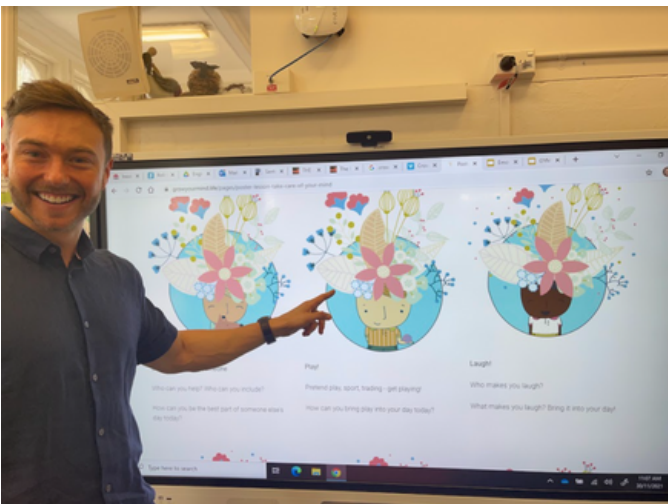
**Rose Bay Public School**  
Educator

# THE GROW YOUR MIND PROGRAM IN 2021



*I think the program is fantastic and gets students to start understanding their brain function and ways they can emotionally regulate. It also teaches teachers ways in which to approach mental health with their students. It's helped me understand what things could be impacting my students learning and has also provided me with a platform for opening discussions with adults around mental health.*

**Mascot Public School Educator**



This year we continued to track the impact of our Grow Your Mind program.

## IMPACT RESULTS:

### FOR STUDENTS since using the Grow Your Mind Program

- 80% knew MORE ways to look after their mental health
- 80% knew MORE about their brain and it's key areas and functions
- 74% knew MORE ways to emotionally regulate
- 80% felt they had a person they could turn to
- 95% are MORE aware of the good things and people in their life

### FOR EDUCATORS since using the Grow Your Mind Program

- 100% felt MORE confident to teach students how to look after their mental health
- 100% felt MORE confident to teach students how to emotionally regulate
- 100% felt MORE confident to teach students how to adopt a benefit mindset and act with kindness
- 100% said their students know MORE ways to emotionally regulate
- 95% reported their students have a greater awareness of the good things and people in their life





# UNIVERSITY OF WOLLONGONG RESEARCH PROJECT

**Tracking our impact  
is at the core of our  
business, it is not an  
after thought.**



This year we undertook an external evaluation of the Grow Your Mind Program by the University of Wollongong, Department of Psychology. Despite some initial setbacks of the project due to lockdown restrictions, the final data was collected a few weeks ago and we look forward to sharing the results with you sometime after March 2022.

# SCALING IMPACT ACCELERATOR

---

*Without impact, innovation  
is just an idea without  
promise.*

Judith Rodin

---

This year we were chosen alongside 7 incredible hand-picked social enterprises to be part of the second cohort of Social Impact Hub's Scaling Impact Accelerator.

Over 23 weeks, we were challenged by the most seasoned coaches – serial social entrepreneurs, leading impact investors & top VCs, and industry professionals – taking major steps towards preparing for impact investment.

You can watch our [Pitch video here](#) and if you are passionate about mental health education and keen to help us with our mission, please contact Co-founder and Director Of Social Enterprise, Kristina Freeman on [kristina@growyourmind.life](mailto:kristina@growyourmind.life).







# WALKING WITH HOPE

---

*There is nothing more empowering than empowering others.*

Grace Tame

---

Earlier this year however we went for a bush walk with a bunch of awesome humans. This bush walk was it was for a documentary about women, some of whom had faced some serious tragedy, trauma and challenge including the impressive Australian of the Year, Grace Tame. All of the participants were doing their bit to contribute positively to the planet.

The documentary is called: Walking With Hope. Not only does Grow Your Mind feature, we also think it offers a positive contribution in the all important conversation about mental health and the continuum we are all on. You can check out a snippet [here](#), which features some brilliant kids from one of our schools too! They offer an uplifting lens on hope, resilience and positive mental health.



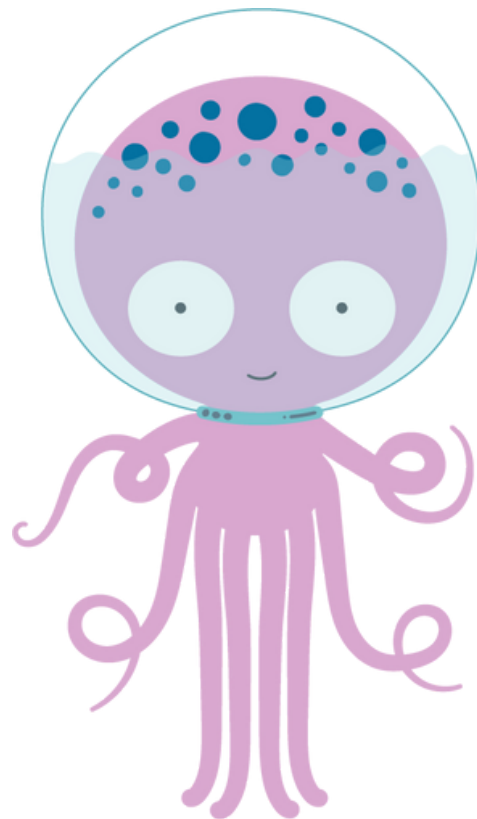


# INTRODUCING THE SENSITIVE OCTOPUS

---

2021 began with the introduction of a new animal character, The Sensitive Octopus otherwise known as the insular cortex. Through this animal students learnt how to be a good friend, by using the super power empathy. Our students love our animal characters, especially the Octopus, as do we. A weekly ritual for us is kick our week off with a coastal walk/meeting and then snorkel searching for moment with one of the incredible animals. These amazing creatures are the master of disguise and can change the colour, pattern and texture of their skin in a matter of seconds. They have also been know to use objects in their environment to support their camouflage mission.

---





# OUR CONTINUING COMMITMENT TO PARTNERSHIPS



Grow Your Mind has continued to partner with social enterprise, Avenue who run our warehousing and order fulfilment. Avenue is a co-working space where people of all abilities are supported to work, socialise and develop their individual skills, regardless of their support needs. This is a really meaningful partnership for us. We know the importance of connection, belonging & feeling valued, when it comes to enduring good mental health.

**Certified**



**Corporation**

**This company meets the highest standards of social and environmental impact**

We are very proud to be a certified BCorp. This means we are part of a community that is working towards reducing inequality, lowering levels of poverty, creating a healthier environment, stronger communities, and the creation of more high quality jobs with dignity and purpose.



# WHAT IS COMING IN 2022



Not only will we be bringing you Season 3 of our award winning Podcast, which we think is our best yet and covers topics such as jealousy, conflict and dealing with disappointments and this year it will have a musical flavour to it with songs to accompany each episode.

We will also be expanding our suite of courses with two incredible offerings for both educators and families

- [It's going to be ok - puberty and adolescence](#)
- [Helping kids feel resilient](#)

To add to our already impressive Grow Your Minds program we will also be launching a new module friendship and relationships.

And stay tuned for more...

