



My name is Ian Westmoreland.

Following a successful corporate career as a project manager for some of Australia's largest companies I resigned in 2014 to become a full-time volunteer and in the process founded two not-for-profits: Mentoring Men and Kintsugi Heroes. Both were created from a desire to re-harness the power of community, restore a sense of connection and rebuild the ties that were once fundamental to our wellbeing.

It is my dream to see resilient communities thrive through the power of sharing lived experience and my goal to reframe adversity from something to be negative about, to something to be embraced, shared and accepted.

**Kintsugi Heroes explores how overcoming adversity makes us stronger, wiser and more resilient.**

Each Kintsugi Hero lived experience story explores overcoming life challenges such as grief and loss, mental and physical illness, abuse, addiction, trauma, domestic violence and disability. Each hero has been reshaped through overcoming a unique set of challenges. Kintsugi Heroes already has momentum: 80 guests have told their stories and over 30 of these have been published. Many more inspiring stories are in the pipeline.

With your help we will scale this initiative to ensure even more stories are shared to spread hope to an ever-growing audience.

Ian.

0400 606 768

# Kintsugi:

## The art of bringing something back together.

Kintsugi is an age-old Japanese art that involves using lacquered gold to repair broken ceramic bowls, bringing them back together as one beautiful piece.

These repaired treasures are considered more valuable and more beautiful than the original. Their gold-joined sections highlight, rather than hide imperfection. We see this as a powerful metaphor for our own lived experiences; overcoming adversity can make us stronger, and more valuable to our communities.

Kintsugi Heroes uses the power of storytelling to provide hope and inspiration to people experiencing life challenges. We publish stories about overcoming adversity.



## What are we Creating Together?

We capture in video and audio recordings the real-life stories of people who have overcome adversity to provide hope and inspiration to people who are experiencing similar life challenges.

These relaxed conversations between a host and guest are published through video and audio podcasts, books, TV and radio broadcast and printed news press.

We help reframe adversity and educate the broader community on how to best support people experiencing significant life challenges.



# Themes

## we have explored:

- Living with disabilities
- Loss of a child
- Living with cancer
- Addiction
- Alienation
- Domestic violence
- Grief
- Trauma
- Abuse
- Poverty & economic hardship
- Mental illness

“ One month after launching Kintsugi Heroes I was diagnosed with metastasized melanoma. To then be on a podcast with someone who had the same disease 10 years earlier and is now literally climbing mountains gives me such hope and optimism for my own health journey. ”

- Ian Westmoreland

“ I said goodbye to my wife on the bed as I watched her go. And then I remember a little bit later looking into the eyes of my kids as I shared that news. And no heart survives that unchanged. ”

- John Milham

“ There was one time when I found a handgun in my parents' room and sat down with it seriously contemplating wanting to use it to take my life. But, I had this knowing that I wasn't supposed to die and that there were things I was supposed to do in my life and people that I was supposed to help and that I was meant to be here. I feel we're all here for a reason, and that's why I want to help people find their purpose. ”

- Lena Papadopoulos



## Our Mission:

We help people find their own power to heal and to be healed, by exploring their own journey and sharing it with others.

We reframe suffering by transforming the way people see adversity, using the power of stories to celebrate resilience.



## Help these stories Be Heard

The majority of the Kintsugi hero team of 22 work as passionate volunteers, many of whom have other full time roles.

These volunteers are deeply invested in the Kintsugi project, but progress is constrained by lack of financial resources. We have had numerous requests to produce even more episodes covering more themes to reach new audiences.

Its a proven concept and its ready to be scaled. Contributions allow Kintsugi to continue to grow its human content, its reach and affect.

“ Vision Australia are delighted to broadcast the Kintsugi Heroes stories to our listeners to help them find their own power to heal and to be healed. ”

**- Jason Gipps**

Vision Australia Radio Community Partnerships Coordinator.



# Getting the stories where they are needed

## What we've done



Captured and published over 50 real-life overcoming adversity stories to powerfully impact the lives of people experiencing significant life challenges – see testimonials and letters of support.



Partnered with Vision Australia to broadcast our stories across their national radio network to over 300,000 monthly listeners.



Partnered with the Myrtleford Neighbourhood Centre to publish stories of people impacted by the 2019/20 Black Summer Bushfires.



Produced the content for the first two books of overcoming adversity stories.



Promoted Kintsugi Heroes globally through social media, website, podcast guests, community presentations and the press.



Ian's story including the Kintsugi Heroes story broadcast on the Little Give TV Show to over 100 countries.

## What we will do in the next 12 months



Continue to build an ever-growing resource of hero conversations, podcasts and books.

Form new partnerships including:



- Community Radio stations to broadcast our stories across over 300 community radio stations in Australia to a listening audience of around 6 million.
- Newspapers.
- Corporates who align with our mission and values.



Publish the first two books of overcoming adversity stories.



Develop workshops for both the community and corporate environments to facilitate people identifying and developing their skills to encourage others to share their lived experience stories.



Enhance the measurement and reporting the impact of our stories.



Continue to increase awareness of Kintsugi Heroes.

# Sponsorship Opportunities

Episode Supporter

Themed Compilation Supporter

Series Supporter

Platinum Sponsor

See Appendix A for more information





“ Something that is important to me today, is understanding pathways through trauma. And how sometimes the simplest bridges can be built to guide us through what’s required, which is the willingness to be open-minded and honest with ourselves. ”

- Professor Gregory P Smith

“ My story is one of a normal man doing abnormal things with the hope that sharing my human experience will inspire millions to realise they too can recover and inspire people. ”

- Daniel Lloyd

“ I started telling people my truth, both in my personal and my professional life... that little bit of vulnerability is how we connect with people and that true connection is the very thing that was missing my entire life. ”

- Melissa Chureau

“ ‘It’s funny that moment when love, slips away, right? When the partnership during that period where she was very, very sick and then going I perhaps learned more about what it was to be in love than I’d ever learned before.’ ”

-

“ If I can help one other person get over or get through addiction and mental health, then I’ll be a happy man. ”

- Aaron Beatus



Let's start a conversation.



## Appendix A - Sponsorship Opportunities

### Episode Supporter

Your logo will be displayed on our website, annual report, regular newsletters, presentations and keynote speeches to recognise you as an episode supporter. Our annual report and newsletters will be published on our website and also emailed to all supporters in our CRM.

Your business will be featured each time your sponsored episode is broadcast across all of our platforms including community partner platforms.

### Themed Compilation Supporter – single episode comprising multiple story extracts related to a central theme

Your logo will be displayed on our website, annual report, regular newsletters, presentations and keynote speeches to recognise you as a themed compilation supporter. Our annual report and newsletters will be published on our website and also emailed to all supporters in our CRM.

Your business will be featured each time your sponsored episode is broadcast across all of our platforms including community partner platforms.

Your organisation will have the opportunity to produce a branded story that is aligned to the Kintsugi Heroes mission that will be published in our newsletter and on our social media platforms.

### Series Supporter - comprising 10 to 15 stories

Your logo will be displayed on our website, annual report, regular newsletters, presentations and keynote speeches to recognise you as a series supporter. Our annual report and newsletters will be published on our website and also emailed to all supporters in our CRM.

Your business will be featured each time an episode of the series is broadcast across all of our platforms including community partner platforms.

Your organisation will have the opportunity to produce a branded story that is aligned to the Kintsugi Heroes mission that will be published in our newsletter and on our social media platforms.

### Platinum Sponsor – Program Sponsorship

Your logo will be displayed on our website, annual report, regular newsletters, presentations and keynote speeches to recognise you as a platinum sponsor. Our annual report and newsletters will be published on our website and also emailed to all supporters in our CRM.

You will also be recognised as a platinum sponsor in every radio broadcast, video and audio podcast, community newspaper item and electronic and printed book of Kintsugi Heroes stories published during the sponsorship period.

Your organisation will have the opportunity to produce a branded story that is aligned to the Kintsugi Heroes mission that will be published in our newsletter and on our social media platforms.

Your organisation will have the opportunity to have a Kintsugi Hero themed workshop run for your staff to help them develop resilience through their own lived experience story.

Your organisation will have the opportunity for Kintsugi Heroes and Mentoring Men founder Ian Westmoreland to share his inspirational story. Ian's story has been covered on global TV, referred to in both Federal and NSW State Parliaments, and included in the Moments in Time book as well as numerous podcasts, newspapers, and radio shows.

Your organisation will also have the opportunity to speak at Kintsugi Heroes events about products and services that align to the Kintsugi Heroes mission.

---

## Appendix B - Benefits to your organisation:

Our Kintsugi Heroes stories are broadcast weekly across the Vision Australia national radio network to over 331,000 monthly listeners and downloads of our Kintsugi Heroes video and audio podcasts are growing rapidly and projected to reach over 100,000 downloads by December 24.

Community Radio stations will soon broadcast our stories across over 300 community radio stations in Australia to a listening audience of around 6 million.

The global engagement with Kintsugi Heroes is rapidly growing across all platforms and will continue to grow as additional content and themes are covered, new distribution channels established and more people access our free resources.

Customers are also increasingly expecting responsible purpose driven behaviour from companies that they do business with. By supporting the Kintsugi Heroes initiative your business will have the opportunity to:

- Bring value to the community and generate positive impact.
  - Improve workplace equity, inclusion and diversity.
  - Strengthen branding and customer loyalty.
  - Improve employee productivity, engagement, talent acquisition and retention.
-