



PROSPECTUS

Kintsugi Heroes

2024

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01

PROSPECTUS

Welcome

WELCOME

My name is Ian Westmoreland. After a successful corporate career with some of Australia's largest companies, I resigned to become a full-time volunteer, addressing the widespread issues of personal despair and community disconnection.

Recognising the profound benefits of storytelling, I founded Kintsugi Heroes in 2022 to harness the power of storytelling to reframe adversity from something negative into something to be embraced, shared, and valued.



Ian Westmoreland

Founder and Ambassador OAM

“My dream is to see resilient individuals and communities thrive through the sharing of lived experiences.”

Ian Westmoreland

Kintsugi Heroes showcases how overcoming adversity makes us stronger, wiser, and more resilient. My dream is to see resilient individuals and communities thrive through the sharing of lived experiences.

Kintsugi Heroes' stories delve into how individuals overcome a broad range of life challenges and how they are reshaped and strengthened through their experiences. Kintsugi Heroes has gained momentum, with hundreds of stories already published through podcasts, radio broadcasts, books, photographic exhibitions, social media, and community events – and many more are in the pipeline.

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



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The Meaning of Kintsugi

kintsugi

[kint'sugi] *noun* | Japanese

“Kintsugi” refers to the Japanese art of repairing broken ceramics with gold, enhancing their unique elegance and intrinsic value. The gold-joined sections are highlighted rather than hidden, making the repaired treasures more valuable and beautiful than the original.

Kintsugi is a powerful metaphor for life and underscores our guiding principle that overcoming adversity strengthens our character and builds resilience and wisdom, enhancing our unique beauty and value as human beings.

Photo: Bernardo Winck

THE MEANING OF KINTSUGI

*Kintsugi Heroes
offers inspiration
and showcases
the gift of
adversity*





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Mental Health Challenges in Australia

MENTAL HEALTH CHALLENGES

According to the Black Dog Institute:



50%

Nearly half of all Australians will encounter mental health challenges in their lifetime.



54%

A significant 54% of individuals with mental illness do not seek treatment, partly due to challenges in detection and accurate diagnosis.



20%

20% of Australians aged 16-85 experience a mental illness annually, with depressive, anxiety, and substance use disorders being the most prevalent.

Amidst this backdrop, Australians are experiencing declining social intimacy attributed partly to the rise of social media and digital technology, flagging the need for urgent and innovative intervention.



Social intimacy, crucial to both personal and community wellbeing, can be built through storytelling, an ancient practice crucial to the flourishing of our species, and backed by modern research.



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About Us



Who we are

A team of dedicated people, mostly volunteers, with a united vision and mission.



Our Vision

A world filled with meaningful personal connections.



Photo: Marilia Glauche

Our Mission

Helping people tell the stories they need to share, so that people can find the stories they need to hear.



"From my long experience in the Law, I have learned that everyone experiences adversity at some time in life. Kintsugi Heroes encourages those facing difficult times to uncover their inner warrior and find growth from even the hardest battles. I am honoured to have been chosen to be a Patron."

Margaret Cunneen SC



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What We Do



We capture stories of people who have overcome adversity to inspire others experiencing similar life challenges.

Relaxed conversations between a host and guest are recorded and published through video and audio podcasts, radio broadcasts, books, photographic exhibitions, documentaries, social media, printed news press and events.

***"Tell me the facts
and I'll learn.
Tell me the truth and
I'll believe.
But tell me a story
and it will live in my
heart forever."***

Native American Proverb



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Why We Are Effective

The Power of Storytelling

Why We Are Effective

Research shows the integration of storytelling in mental health initiatives helps to address prevalent mental health issues in Australia. Storytelling not only facilitates community engagement and resilience, but also supports individual wellbeing. By adopting storytelling as a central methodology in our programs, we effectively improve the mental health of Australians.

Stories are a primal means to understand ourselves and the world around us. They help us to convey experience, morality, life lessons, traditions and hope. Stories stretch back to the beginning of time and transcend cultural and geographic boundaries, binding us all as humanity.

THE POWER OF STORYTELLING

Scientists explain our affinity with stories by a pair of hormones – oxytocin and cortisol – which are released when we're engaged in a story. Oxytocin is our social bonding hormone that enables us to empathise and care for the characters. Cortisol is a stress hormone, which is triggered if we perceive that the characters who we care for are threatened. The dance between these two powerful hormones explains why we are hardwired for story.



In essence, our Kintsugi Heroes stories make our hormones 'dance' by inspiring, empowering, stretching, challenging, validating, and touching audiences in some way. Moreover, the storytellers can also benefit from being seen, heard and understood.





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Themes We Explore

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Themes We Explore

- Living with mental & physical illness
- Addiction
- Alienation
- Violence & abuse
- Grief
- Loneliness
- Injustice
- Poverty
- Displacement
- Natural disasters
- Living with disabilities
- Trauma
- Animals and Wellbeing

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

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



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Our Track Record



We have

- Captured and published hundreds of stories, powerfully impacting the lives of people experiencing significant life challenges.
- Partnered with Vision Australia to broadcast our stories across their national radio network to over 300,000 monthly listeners.
- Published stories of people impacted by the 2019/20 Black Summer Bushfires (podcasts, books and events).
- Published stories of people impacted by the 2022 Hunter Valley Floods (podcasts, books and events).
- Published, podcasts, books, established a community choir and held events as part of the “Connecting Seniors” project in Sydney.
- Completed our first photographic exhibition that provided a visual chronicle of life within social housing, as told by residents in Sydney community.
- Commenced new projects including:
 - Migrants & Refugees in Australia (podcast and book series)
 - Animals & Us (podcast and book series)
 - The Role Pets Can Play in Good Mental Health (film documentary)
- Partnered with several aligned podcast producers including Stories of Hope and Unbottled.
- Promoted Kintsugi Heroes globally through social media, website, podcast guests, community presentations, television and the press.



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Signs Of Our Impact

SIGNS OF OUR IMPACT



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

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



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



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Our Future Goals

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Our Future Goals

- Continue to build an ever-growing resource of hero conversations, podcasts and books.
- Form new partnerships including:
 - Community Radio stations to reach a listening audience of around 6 million.
 - Corporates who share our vision, mission and values.
- Publish more books of overcoming adversity stories.
- Host more events facilitating storytelling and social connection in vulnerable communities such as remote and aged Australians.
- Create a documentary highlighting the important role that animals can play in the mental health of their owners.
- Develop resilience-building and storytelling workshops for communities and corporate sectors.
- Develop methods to measure the impact of our stories.
- Continue to increase awareness of Kintsugi Heroes.



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Collaborate With Us

Together, we can make a meaningful difference

Most members of the Kintsugi Heroes team volunteer their time, often alongside other full-time commitments. While deeply committed to our mission, our progress is limited by financial constraints.

There is a growing demand from our community to expand our content, covering diverse themes and reaching new audiences. With a proven impactful approach, Kintsugi Heroes is poised for scalability.

Your **tax-deductible** contributions will enable us to expand our content, reach and impact. We invite you to join us in transforming lives and communities through storytelling.

What Our Partner has to say

“Vision Australia is 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 Australian Radio Community Partnerships Coordinator



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Sponsorship Opportunities

Partner With Us

Whether you choose to support individual episodes, a series of episodes, our entire program, or an event, your partnership will help us expand our reach and impact while providing significant visibility and recognition for your brand.

We offer a range of sponsorship opportunities designed to align your organisation with our mission of enhancing mental health and resilience through storytelling.

Please explore the unique benefits associated with each sponsorship type (in a separate document) and join us in spreading hope and connection to an ever-growing audience.



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Why Partner With Us

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WHY PARTNER WITH US

Partnering with Kintsugi Heroes contributes to the wellbeing of individuals and communities while aligning your organisation with a fresh, innovative, and effective initiative.

With our extensive reach, your support will be showcased across multiple platforms:

- Weekly broadcasts on the Vision Australia national radio network, reaching over 331,000 monthly listeners.
- Rapidly growing podcast downloads projected to exceed 100,000 by December 2024.
- Stories broadcasted to over 300 community radio stations across Australia, reaching approximately 6 million listeners.
- Expanding global engagement across all platforms as we introduce new content and themes.

Supporting our mission enhances your reputation as a genuine advocate for the mental health and resilience of Australian people and communities, elevating your profile and showcasing your commitment to social responsibility.

Collaboration with us can also lead to greater staff satisfaction, a stronger brand, increased customer loyalty, and improved employee productivity, engagement and retention.

Thank you for considering Kintsugi Heroes as your partner.

Warm Regards,
Kintsugi Heroes Team



PROSPECTUS

Let's Talk

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