

THIRD LINK PARTNER PROFILE

Uplifting Australia



The healthy emotional development of children is as important as teaching them to read and write

Garry Thomson, CEO

Uplifting Australia's mission is to improve the emotional wellbeing and resilience of children and families across Australia. They do this using a prevention model where they support families with tools and strategies to strengthen emotional wellbeing in children and to provide them with the best possible start in life. When we invest in our children's emotional wellbeing and provide them with key developmental frameworks, we set them up to have a high quality life. When children are given this, they tend to be kind and considerate of other people and reach their full potential, which makes for a generation that builds a healthier, safer and more productive Australia.

HISTORY

Uplifting Australia is at an exciting point in their organisational journey. Founded in 2011, they are moving from a start up phase to a go-to-market strategy with proven social outcomes and well-researched and tested program. They are now poised to make a significant contribution to the wellbeing of children and families across Australia.



Uplifting Australia aims to influence the social norms regarding the importance of the emotional wellbeing of children, so that parents understand that:

- It is a key role of parenting to raise children who are emotionally intact (as indicated by their self esteem and social competence)
- With the right support this is not difficult to achieve
- Uplifting Australia provides accessible resources and programs that strengthen families to meet the developmental and emotional needs of their children.

KEY OBJECTIVE	OUTCOME
Strengthen the connection and resilience of children and families who attend life education programs together	Build resilience in children and families
Empower parents with skills and knowledge	Strengthen the emotional environment for children and families
Prepare children for a healthy transition to adolescence	Prevent the decline in wellbeing experienced by teenagers
Train and license organisations /schools	Maximise social impact

CLIENT BASE

Uplifting Australia have proven their social impact through a results based accountability framework and have delivered their CampOut with Kids program to 950 individuals. They have researched the viability of their strategy to empower schools to deliver a packaged program with very encouraging feedback. They are currently launching a model where primary schools run CampOut with Kids themselves with a comprehensive CampOut with Kids Schools Pack, with a view to a full scale national roll out commencing in 2015.

EVIDENCE BASE

Research clearly indicates Australian teenagers are experiencing significant and unacceptably high levels of issues impacting on their wellbeing. Of all the age groups in Australia's demographic landscape, teenagers are reporting the lowest level of subjective wellbeing according to RMIT research.

Research also suggests that children who grow up in healthy emotional and developmental environments have a greater quality of life personally and professionally. Children who feel supported by their parents or guardians are more likely to finish school, avoid risk-taking behaviour, and be a positive contributor within their community. Healthy family relationships provide a safe, open and uplifting environment where every child feels supported and capable of reaching their fullest potential.

HELPING CHILDREN AND YOUNG PEOPLE TO THRIVE, NOT JUST SURVIVE

Uplifting Australia provides an accessible, results based programs to improve the emotional wellbeing of children and families. By using a prevention model and educating parents on strategies for supporting their child's development needs, they will have a significant impact on children's wellbeing across Australia.

POINT OF DIFFERENCE

Uplifting Australia's point of difference is that their programs bring children and parents together, and deliver life-changing outcomes by increasing parent-child connections and establishing healthy emotional patterns that set children up for life and learning. They are focused on building relationship skills and healthy emotional environments in families rather than fixing chronic problems. They aim to strengthen everyday families and although they do not exclude vulnerable and disadvantaged families, these are not the target group.

ORGANISATIONAL GROWTH

Uplifting's vision is to reach as many families and communities across Australia as possible by implementing a multi-prong strategy that involves: building and strengthening collaborative relationships, distributing their CampOut Schools Pack (which includes licensing), running engaged philanthropy camps for their corporate partners, and strengthening their online tools and resources.

They aim to run their first National Campout with Kids night in 2016, with the engagement of ambassadors, high profile celebrities, and corporate sponsorship.

Learn more about Uplifting Australia by visiting www.upliftingaustralia.com.au

FEEDBACK FROM CAMPOUT WITH KIDS PARTICIPANTS

"Thank you. My daughter and I both enjoyed the weekend and I have reflected quite a lot lately on how well we are connecting these days, I think all thanks to Campout."

"The best thing about CampOut was the time with my son and time to reflect on being a better parent."

"The best thing about CampOut was the emotional connection I experienced with my child"