



Her Fearless Heart

January 2014



Annual Report, Issue 2



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2013 saw many advancements for Her Fearless Heart

The past 12 months have demonstrated significant transformations within Her Fearless Heart. We have witnessed a vast increase of traffic coming through our Social Networking sites and have also had the honour of responding to over 500 emails asking for help. 2013 also gave us the privilege of celebrating our 5-year anniversary, an achievement we are incredibly proud of. The Her Fearless Heart website went live on October 30 in celebration of our milestone and now allows us to provide much more information and assistance to our members. You can read more about our statistics on pages 3 and 4 of our 2012 annual report.





Smile.

You are beautiful.

What is ‘Her Fearless Heart’?

Aim

Providing hope, love and support in order to reduce the prevalence of depression, self-harm and suicide.

Mission

Through campaigns and fundraisers, our goal is to make the world a happier, safer place to be. We want to lessen the suffering, put an end to struggles and show people that there is hope, love and possibility in everything they do.

Company Overview

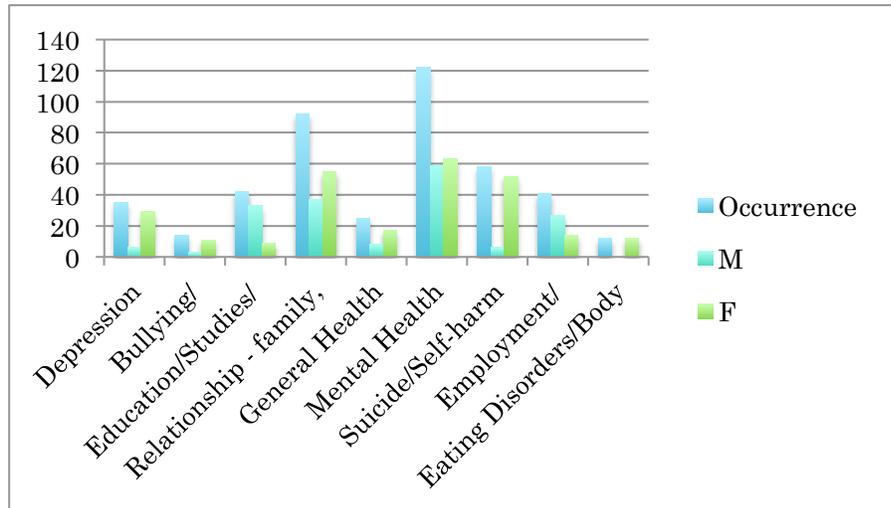
Her Fearless heart is a not-for profit organisation that is dedicated to ending the suffering of humanity. Our aim is to inspire and empower people to join together as a community to make a difference and help to change the world. We believe that knowledge equals power and every person no matter how big or small, old or young has the strength to make a change, to end the struggles of our nation. Every voice counts; every hand has the ability to heal.

General Information

What people need the most in their lives is someone that will say to them “I believe in you” the power that knowledge can bring an individual can be devastating, in a good way. Empowerment brings about hope and strength. To wake up in the morning and smile when you have been depressed for months, to step outside your house when you have been afraid of the “what if’s” for so long, this is what it’s all about. To smile at children, letting them know that the world isn’t all a terrible place. To feed the hungry. To shelter the homeless. These things are within our capabilities. All we need to do is believe we can and we will. So today I stand before you and I say, “I believe in you, now go and change the world.”



What have we been up to?



7480
NEW members on
Facebook
last year

We like to monitor the traffic coming through our social networking sites in order to see what people are interested in, what they find helpful and what they deem to be unimportant when it comes to our mental health resources.

We value member input and we want to provide information and resources that will be not only beneficial but also welcomed within our community.

WHERE WE STAND:

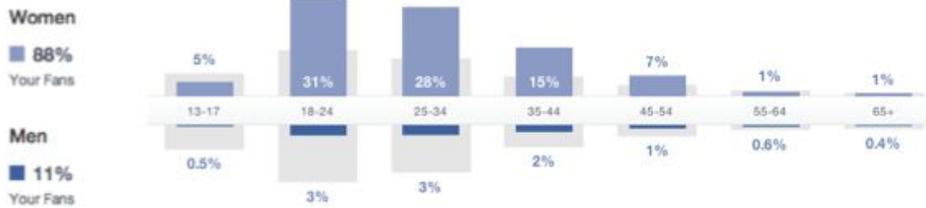
- 7480 likes on Facebook
- 1148 Friends on Twitter
- 165 followers on Instagram

Each year, there are roughly 5-10 reoccurring Mental Health issues that present themselves as concerns as we hold conversations with our members. It is our aim at Her Fearless Heart to see a decrease in the effects that these issues cause. Although we cannot be solely responsible for eradicating these symptoms, we are highly dedicated to making as many positive changes within a person's life as we can. In 2013, we saw a 28% decrease in returning* members discussing issues concerning self-harm or suicide. This is a significant decrease in which we hope to attribute to the tips and strategies that we have provided these members with. We also saw decreases in areas such as Eating Disorders and issues affecting our LGBTQI members.

However, areas that are raising concerns for us currently are Bullying, in particular cyber-bullying, as well as school stresses including study help and exam anxiety. These areas will be focused on more heavily within Her Fearless Heart during 2014.

The new Her Fearless Heart website will aid us in providing many resources to our members for assistance in these areas as well as many others. For more information, go to www.herfearlessheart.org

*members receiving ongoing assistance from HFH



Her Fearless Heart has always welcomed individuals of all ages to access our services. Most of our information is targeted at young people as they are our primary and most common members, however we do provide resources for those within our other age brackets. Although we saw a significant increase in traffic both to our Social Networking Sites and our new website, there has been a drastic decrease in the amount of males accessing our services. We are currently associating this decrease to the name of the organization and so we will be aiming to provide more male-friendly resources in the following year. A lot of our events and campaigns next year will focus on male inclusion and hopefully will encourage males to share our information to their friends and families.

As stated earlier, we have seen a 59% increase in traffic to Her Fearless Heart in 2013. We are absolutely ecstatic about this achievement and have high hopes for 2014. As well as an increase in those seeking help, we have also seen many more people taking part in our events and campaigns, regardless of the issue that is being investigated. This finding has been positively outstanding and we are so proud of each and every one of our members for becoming involved in something outside of their usual day-to-day activities. This time last year our goal was to decrease instances of isolation and allow people to become more involved in their community. The willingness that has been demonstrated in taking part in these events proves this success. Our goal for 2014 will be more interactions with our members on a more casual level as well as more involvement by our male members. It is also important for us to make sure that our trans* members feel as though they can come to us with any concerns that they may be having.



Upcoming Events:

Her Fearless Heart likes to create at least four fresh and exciting campaigns each season. These campaigns aim to raise awareness of various issues, as well as allow those with mental health issues to reintegrate with their communities in ways that they normally would not. The campaigns that are currently active within 2014 are as follows:

- 1 **New Years Resolutions**
Encouraging members to keep their resolutions by providing support and an incentive to do so.
- 2 **World Sexual Health Awareness Week**
A series of activities to educate about the dangers of unprotected sex and sexual behavior.
- 3 **World Harmony Day**
A collection of members' names printed on many colourful butterflies and crafted into a peaceful mobile.

Events and Campaigns from 2013

2013 was an fantastic year in the way of events and campaigns for Her Fearless Heart. Our most valuable campaign was the 'Post-it Positive Body Image Movement'. This campaign invited members to create positive body-image notes and stick them in places such as mirrors or magazines that would typically display images promoting negative or society accepted images of "normal" body shape and size. This movement spread world-wide and will be one we will continue well into 2014.



Another great event that we ran last year was "Hands up for Suicide Prevention". Members were invited to send the names of loved ones they had lost to suicide, their names if they had let go of suicidal thoughts and the names of others who put their 'Hands-up' for suicide prevention. We then collated all of these names onto a giant banner of over 200 people. The banner took over 3 days to create and is one of our favourite campaigns to date. This topic started many conversations that we will never forget.

The final campaign we ran in 2014 was an Online Drug Awareness Exhibition. Members were asked to submit any artwork pieces that depicted the effects that drug and alcohol use had upon it's users. These included paintings, drawings, sculptures or any other personally crafted art pieces. We received many creative pieces that demonstrated a vast amount of talent from our members.



Her Fearless Heart's New Website

For many months in 2013, our staff were busy at work creating a brand new website for Her Fearless Heart. This new platform has made it easier for us to provide more information and updates for our members regarding our latest findings as well as useful resources that provide tips and strategies to assist with many Mental Health issues.

We are constantly updating so make sure you check back frequently for new and exciting things to become involved with.

www.herfearlessheart.org



Contact Us

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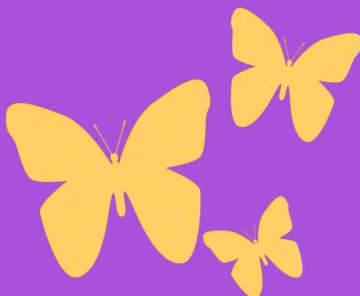
For Immediate

Help

Contact

LIFELINE

13 11 14



Website

www.herfearlessheart.org

Email

General: fearlessheart@live.com

To subscribe to our newsletter email:
fearlessheartnews@hotmail.com

Social Networking

www.facebook.com/supportherfearlessheart

https://twitter.com/Fearless_heart

<http://www.youtube.com/user/herfearlessheart>

<http://herfearlessheart.tumblr.com/>