



QTR 4 • ISSUE 1

JUNE 2017

QUARTERLY

Dear Friends

We are so excited to share our big news with you this quarter as we have made huge progress. We are proud to announce that The Sharon Faye Foundation is now a registered charity, an approved Research Institute by the National Health and Medical Research Council and is endorsed as a deductible gift recipient by the Australian Taxation Office. We also would like to launch our new brand which represents the power of Emotional Strength in the world. We are thrilled!

AT A GLANCE

- Sharon has continued responding to the many queries to the feature on her life story in the West Weekend magazine last year. This includes many individual meetings and a prison visit. The level and nature of the responses has revealed how many people are crying out for help to build better lives.
- In March, Sharon shared her life story with Geoff Hutchison on ABC radio program Who Are You? You can listen to it through the media tab on the Clear Perceptions website or the ABC Radio link below.
- The SFF has a school on board and is eager to get started on the education research project. We recently received ethics approval for the study. Once we get the green light from the Education Department we can go ahead with

baseline testing ahead of the Emotional Strength program with teachers next year.

- The Foundation has partnered with Edith Cowan University to conduct the education research. ECU will be responsible for collecting and analysing data. Sharon will be responsible for conducting the Emotional Strength program with teachers. We hypothesise that building Emotional Strength in teachers will improve classroom climate, student-teacher engagement and student performance.
- The SFF's education research is aligned with a recent Grattan Report highlighting the hidden problem of widespread student disengagement in our classrooms. The independent think-tank's February report, entitled 'Engaging students: creating classrooms that improve learning', noted that teachers are crying out for more support and called for new approaches by governments, universities, school principals and teachers.
- Our next research area is emotional health and we have dived into the literature on neuroscience and emotion. In coming months, we will be looking at potential international collaboration partners as part of a long-term project on the impact of emotional strength on brain function.
- The SFF is now registered Australian charity with the Australian Charities and Not-for-profits Commission (ACNC). Thanks to Sharon Cork and Candice for their hard work in making this happen. The team have also worked together to achieve Deductible Gift Recipient with the Australian Taxation Office which is a great achievement.
- The next BIG news is that SFF has just been approved as a Research Institute by the National Health & Medical Research Council (NHMRC). This is a dream come true for Sharon as now Building Emotional Strength is now being acknowledged by mainstream. It is an important achievement.
- We have been working with brand agency Milkable to create the SFF logo and website. The firm has done a sensational job and we are thrilled unveil the logo, along with art director Harley Spick's beautiful rationale for his design. The website is to follow by October.
- As most of you know, Candice is leaving CP and SFF to have her first baby. Our congratulations to Candice, and heartfelt thanks for her dedication to and enthusiasm for all things SFF. It's not time to say goodbye so we won't go there just yet, but nevertheless want to acknowledge her contribution from the beginning.

Emotional Strength is the ability to respond in an open and productive way in the face of intense emotional experience.



RESEARCH INSTITUTE

For me, the Sharon Faye Foundation to be an approved Research Institute is a significant milestone. This achievement is significant to me as it represents the Scientist Practitioner Model that I have dreamed about when I was an academic at Curtin University all those years ago. Now it is real. It is such a privilege to be able to practice building Emotional Strength as a clinician, and now can conduct the research into building Emotional Strength. I have a strong sense of how the Foundation will look in a few years. We will be moving Neuroscience forward, mapping the brain, working in multidisciplinary teams from all over the world conducting cutting edge research in our labs. We will be supervising PhD graduates and researching the benefits of building Emotional Strength in the world. Awesome!

SFF BRANDING

Over the last couple of months, we have been working with brand agency Milkable to create the new SFF brand. Our thanks to Colin Paterson, Harley Spick and Nicole Paterson for interpreting the SFF vision into such a beautiful visual. The Milkable team presented three potential brand options. The one you see was a clear stand-out for us, and their personal favourite too. Harley Spick's rationale, printed with his permission below, says it all...



The concept came from my own personal experience, where I found in that 1 hour meeting, Sharon was able to connect with me at a very deep emotional level. Sharon was able to identify what was holding me back, and through a deep feeling of love, I felt an overwhelming release of inner tension, and by doing so gained an experience of emotional strength.

The design concept uses the heart to symbolise love and the journey of life from birth and its pure state, through to the point where an individual learns how to deal with their inner self, and engage in life from a position of emotional strength to realise their full potential.

We have used the colour of purple in the brand, which is a colour that represents wisdom, peace and independence.



THE NATURE OF BEING HUMAN

The Foundation has been up and running for 18-months now. Looking back on that year-and-a-half we have realised that being connected to the Foundation is a deeply developmental process. Sharing my life story publicly has been a time of reflection and a deeper consideration of what it takes to be human. There has been so much written on the nature of being human, my experience is that it is not so glamorous.

The tears involved in telling my story, the terror of a photoshoot, the anticipation of the story hitting the newsstands, the challenge of receiving overwhelming amounts of feedback, the self-consciousness of being stared at, the joy of inspiration, the uncertainty of expectation, the pressure to perform, the privilege that it is to be alive.

Me being here today is truly a miracle and I am grateful for every breath I take.

MEDIA: SHARON FAYE – WHO ARE YOU?

Geoff Hutchison, ABC Radio: “Who are you?”

Sharon Faye: “I am Emotional Strength.”

G.H. “Are you happy?”

S.F. “Happy is different to everyone but for me it’s the privilege of being able to feel and be real in any moment. It’s a realness—there’s nothing in the way of that clear, real human experience.”

[CLICK HERE TO LISTEN TO INTERVIEW](#)

SEE YOU NEXT TIME

Sharon Faye Foundation Team



SHARON FAYE FOUNDATION LTD

sharonfayefoundation.com.au

Ground Floor, 420 Bagot Road, Subiaco, Western Australia, 6008

T. 08 9381 1596 E. info@sharonfayefoundation.com.au

RESEARCH INTITUTE ON EMOTION

[Unsubscribe](#)