



JUNE 2020 • ISSUE 15

QUARTERLY

Dear Friends
Welcome

AT A GLANCE

- Sharon Faye Foundation turns five
- The Sharon Faye Foundation Research Institute on Emotion
- Your invitation to help us create a culture of wellness
- Discovering 'self' by practising Emotional Strength

There is a quiet, calm, excited and grounded energy in this place. As the guests arrive, I feel the anticipation of my own expectation. The only thing I knew to do is to feel my feet on the ground and the rhythm of my heart beat as I welcomed people to celebrate our vision to make Perth the centre of emotion research in the world.

That glorious night was five short years ago at the launch of The Sharon Faye Foundation. The flowers are magnificent. Every detail taken care of. Our guests are

engaged and in wonder as they tour through our beautiful premises in Subiaco. Our new Board of Directors are excited and proud.

Guests respond to the invitation to share their personal experiences of building Emotional Strength. The audience resonates with the speaker and the next person volunteers to share. The daring in the room was felt and reciprocated as more people volunteered to speak about their own journey. Tears flowed with joy and a deep connection to our self, and with all who were present.

We take a moment to reflect on our achievements and the generosity of people in keeping our vision alive. We embark on a new phase of the Foundation. As I feel my own fear of taking myself to a new level, I proudly stand at the helm of the ship to navigate through uncharted territory to achieve our vision as the world's first Research Institute on Emotion. It is our role to research, educate, disseminate the functionality of all emotion to help humanity connect to purpose, vision and values.

FINDING EMOTIONAL STRENGTH IN CHALLENGING TIMES

We are living in a unique moment in history which can at times be confusing and confronting, but it is also an opportunity to focus on putting trust in ourselves amid all the 'noise'. As Sharon mentioned in our March newsletter,

**“What we want is for the external threat to become smaller
and the internal resources to become bigger.”**

This brought home how practising and building Emotional Strength can have a profound effect on our life, every day:

**“When we feel our way deeper into the emotion, we have access to
deep implicit resources connected to our purpose and values.”**

When we can find and then place trust in our own voice amid the chaos which is bombarding us from external sources; from that moment on we will have access to previously un-tapped reserves of confidence, compassion, self-awareness and a quiet, inner strength. There is no longer a dialogue of *Can I cope?* It becomes *I can do this, and so much more*. Every response and action is now aligned with our values – this is

sustaining change. Our Patron Dr Sue Cruthers put this into words so perfectly in her ABC Radio interview with Geoff Hutchison on her experience of building Emotional Strength:

“I feel like I’m finding out who I am for the first time in my life.”

To find out more about Sharon’s original theory of Emotional Strength, head to the **Research page of our website**, and if you have a personal question or would like us to address something specifically in our newsletters please do contact us. We are advocates of the ripple effect and the sharing of ideas - when one person gets healthy, it ripples to create a wellness culture that everyone can benefit from.

Here is a **LINK** to our March newsletter if you missed Sharon’s piece or would like to revisit it and follow this **LINK** to Dr Sue Cruther’s ABC Radio interview.

RESEARCH INSTITUTE ON EMOTION

Our future is to establish the Sharon Faye Foundation Research Institute on Emotion. The Institute will put Perth on the emotion research map, attracting scholars and researchers from all over the world to conduct collaborative, multidisciplinary research. Our aim is to

**CONDUCT RESEARCH INTO EMOTION AND DEMONSTRATE
HOW EMOTIONAL STRENGTH IS ESSENTIAL TO IMPROVE THE
EDUCATION OF OUR CHILDREN, THE HEALTH OF OUR PEOPLE,
THE QUALITY OF OUR LEADERS, THE EFFECTIVENESS OF OUR
LAW AND THE VALUE OF OUR ECONOMY**

Our multidisciplinary approach is stimulated by systems theory, considering the whole human being and our interaction with multiple environments and we are working toward:

- Developing a tool to measure Emotional Strength at cellular level throughout the human body.
- Developing the Emotional Strength Theory through continued research.

- Delivering Emotional Strength Therapy so that society can move away from 'tending the ill' towards a culture of wellness.
- Educating parents, therapists, business leaders, teachers, lawyers and politicians.

COLLABORATE WITH THE SHARON FAYE FOUNDATION

With the future Sharon Faye Foundation Research Institute on Emotion in mind, we are looking for collaborators to promote the Sharon Faye Foundation's purpose of advancing global research on human emotion and to launch Emotional Strength into society via a planned media campaign.

Now in our fifth year of operation, and particularly in the wake of current societal challenges, it is paramount that families, schools, boardrooms and politicians know who we are, the profound ground-breaking work we are doing and why we do it, and that practising Emotional Strength produces high performance.

Sharon is meeting with corporations and individuals to discuss how their philanthropic contribution can

**Create societal change, and
Help us to help people feel again**

Our media campaign incorporates all of the avenues in which the Foundation connects with the global community: fundraising events, public lectures, a video interview series with Sharon, an Emotional Strength digital app, publishing of books, reports and papers, and delivering teacher training programs and keynote addresses.

If you or your organisation would like to discuss the sponsorship opportunities available, please contact the Foundation so that we can establish a time for you to meet one-on-one with Sharon.

Naming rights for resources, research and events are available, which provide sponsors with a public forum for their philanthropic contribution and commitment to supporting original research.

Contributions to The Sharon Faye Foundation are tax deductible.

EXPLORE WITH US AND BE INSPIRED BY WHAT IT IS TO BE HUMAN



SHARON FAYE FOUNDATION EVENTS

It was disappointing that the 2020 Feel to Heal lap-a-thon could not be held in April due to the pandemic. Our heartfelt thanks go out to Renee, Friend of the Foundation, who had planned a wonderful day. We look forward to the next Feel to Heal to reconnect and welcome new faces to this family event which raises awareness of how being open to feeling emotion has the power to heal.

Similarly, plans for our second public lecture have been postponed. It is a great honour for us to deliver these events and we value your attendance and support. Witnessing your brave and insightful contributions during Q&A with Sharon, and your commitment

to the process of Emotional Strength, allows us to feel the effect that the work of the Foundation is having in the community and enforces our mission to change the way emotion is understood and experienced in everyday life. Our next lecture will be held when government restrictions on attendance have lifted, and the people of Perth feel confident and at ease to enjoy it.

Details of all events will be in our Newsletters, on our website and emailed to our mailing list.

To add your name to our mailing list, please **Subscribe to our Newsletters** from the Community page on our website.

BE A PART OF THE SHARON FAYE FOUNDATION COMMUNITY

The Sharon Faye Foundation's goal is to create healthy families, businesses and communities and you are an important part of our story. We are interested in your feedback and would love to hear from you for possible inclusion in future newsletter editions. You can contact us by phone or email.

DONATE

No matter the size, every donation helps us to further our research and impact. If you would like to donate to the Sharon Faye Foundation, please follow this **LINK** or **contact us** for details.

The Sharon Faye Foundation is endorsed as a Deductible Gift Recipient and donations of \$2 or more are tax deductible.

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. hello@sharonfayefoundation.com.au

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