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QUARTERLY

Dear Friends
Welcome

AT A GLANCE

- Sharon reflects on feeling intense emotion
- Welcome to our new investor
- Save the date, Feel to Heal 2021
- A message from our Patron, Dr Sue Cruthers
- Introducing our new team
- Expanding our research pillars

A MESSAGE FROM SHARON

The Sharon Faye Foundation's mandate is to conduct world class research into emotion – testing the hypothesis that learning to feel intense emotion is essential to improve how our society functions, and to disseminate the results of this research throughout society so that people can learn how to feel again.

I live my life feeling intense emotion. I discovered along the way that avoiding feeling is very painful over the long term. Paradoxically, feeling tends to reduce the hypersensitivity in our bodies. When I move towards the sensation and focus on it, something changes in my body. I am not predicting my next experience. I am not attempting to turn a negative into a positive or reduce pain. I do not have a specific goal to achieve. I am not attached to anything happening. I am open and curious. I am just having an experience and I respond. In this moment, I am not thinking about my response or scripting it or analysing it or planning it. I am just experiencing it. For me, this is freedom.

I do not intend to say that life is easy, especially at the end of 2020. For many of us, 2020 was one of the toughest years in memory. Not all due to the pandemic. Some of us experienced challenges to our integrity and moral standing in the world. Others experienced great loss of loved ones. Others experienced financial loss including the loss of a job. Everyone's experiences and responses are different. There is no right way. It is your unique experience, and you get to choose your own response.

WELCOME TO OUR NEW INVESTOR

We wish to extend our gratitude to Ivan Gustavino and welcome him as a valued investor of the Sharon Faye Foundation.

As a charitable organisation, our Board of Directors has the honour of directing 100% of Ivan's contribution into our current and planned research activities. These initiatives are identified in our 2020-2023 Strategic Plan available via [here](#) and on our [website](#).

If you or your organisation would like to discuss investment opportunities, 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 investors with a public forum for their philanthropic contribution and commitment to supporting original research.

Contributions to The Sharon Faye Foundation are tax deductible.

***Imagine if
... business was healthy***

FEEL TO HEAL 2021 – SAVE THE DATE

It brings us great joy to announce that the Feel to Heal lap-a-thon will return in 2021 on Sunday 18th April. All details including timing, venue and how to register for this fun, family event will be advised closer to the date. In the interim, please mark this day in your calendars and we will see you there!



BE A PART OF THE SHARON FAYE FOUNDATION COMMUNITY

The Sharon Faye Foundation's goal is to create healthy individuals, 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

hello@sharonfayefoundation.com.au

SUE'S STORY

The Sharon Faye Foundation is bringing Emotional Strength to the scientific world. But I see more – bringing Emotional Strength to the wider world through Clear Perceptions. And bringing Emotional Strength by telling our personal stories.

So here is my personal story: I'm working on a project about Severe and Enduring Anorexia Nervosa (SEAN), a condition that has impacted me greatly. It involves a young woman with SEAN who died a few months ago, at the age of 29. I feel this work is important, but I would not have been able to be a part of it without developing Emotional Strength.

If I didn't have Emotional Strength, I wouldn't be able to have the strength to experience strong emotions and continue to work.

I think I wouldn't have been able to take it a step further. I would have got stuck in the strong emotions and not been a part of such an important project.

For me Chloe's story is about raising awareness about SEAN – what it is, what impact it has on people's lives and improving treatment. I think it is clear to see that there was no treatment that helped Chloe. We want to raise awareness and break the stereotypes and myths and show that it is just about a person struggling with everything that people struggle with. It comes from food restriction and in many cases, it is not about appearance at all. SEAN is different.

Many people think that the solution is easy, all you have to do is – eat. Well, that is not so easy when eating food causes you pain, more pain than people can imagine. That's what is so hard about conventional treatment of anorexia. They are telling you to do something that is going to make you feel really bad – a lot worse – but you've got to do it, or you'll die. So, it creates fear in the short term and ambivalence in the long term.

Yeah – and when you're forced into it, your choice is taken away. You lose yourself. It's making you do something that is so difficult, there must be a better way. There must be a way of saying "We really want you to stay alive. What can we do to help you get enough nutrition to stay alive?" It would be great if you could have a team around you supporting choice rather than scaring people and force feeding them.

Chloe's story is about finding another way!

Sue's story contributes to the Sharon Faye Foundation's awareness of the role of emotions in the complexities of anorexia nervosa.

We thank Sue for her valuable contribution.

WELCOME LINDA

LINDA SPURR, NON-EXECUTIVE DIRECTOR & COMPANY SECRETARY

It is our pleasure to announce that Linda Spurr joined the Board of the Sharon Faye Foundation in October 2020.

Linda brings with her a depth of experience obtained in the private, public, and not-for-profit sectors. Her achievements have been recognised with industry awards: Telstra Businesswomen's Awards (Government and Academia) ACT Finalist; NAB Women's Agenda Leadership Awards, Emerging Leader in the Public Sector; and CPA Australia Awards, Qld Public Sector Accountant of the Year.

We welcome Linda and acknowledge the contribution she has already made to our strategic and corporate governance initiatives. We look forward to Linda's continued support in achieving our mission to change the way emotion is understood and experienced in everyday life. Linda's appointment marks the first non-founding director to join the Board and recognition of our broadening influence.

"I am delighted to join the Sharon Faye Foundation. The concept of Emotional Strength is very powerful, and I am excited by the prospect of helping to take this research and message broader. I look forward to applying my board experience and business skills, to add value to an area of research that needs a wider voice." Linda Spurr



**OUR VISION IS TO ESTABLISH A PURPOSE-BUILT RESEARCH INSTITUTE,
COMPRISING STATE OF THE ART BIOMEDICAL LABORATORIES & FACILITIES**

**ENABLING SCIENTISTS AND SCHOLARS FROM ALL OVER THE WORLD TO
CONTRIBUTE TO A GLOBAL CONVERSATION ON EMOTION RESEARCH**

EMOTIONAL STRENGTH AND SYSTEMIC CHANGE

The process of building Emotional Strength is becoming aware of your internal world including your thoughts, feelings, and sensations. This awareness develops a systemic connection to your body including your central nervous system, endocrine system, muscular system, skeletal system, cranial system, digestive system. As we acknowledge, feel, and respond to these internal systems, we integrate ourselves and develop a clear sense of purpose. As we come together as an integrated whole we engage with the systems in our external world.

As we look out through our eyes, we see a world. Our worldview is created through filters which have been influenced by our childhood conditioning. Our filters are largely unconscious. Everyone sees the world a different way. No matter how we see the world we are born into a family, we will be educated in some way, we will be part of a business community, we are governed by laws, and ideally the political process is designed to capture the voice of the people it represents.

In other words, through the Emotional Strength process we learn how to engage with our internal systems, and we use our integrated self to engage with our external world. The external world is made up of systems that form the infrastructure of a society. As we attempt to navigate these complex systems, we learn more about ourselves and we respond from these new learnings and insights.

No doubt we will feel triggered in the moment and if we remember to acknowledge, feel, respond we will speak up and be a stand for what we believe in. When we have Emotional Strength, no one can knock us off our axis.

Emotional Strength gives us a capacity to be flexible and go with the flow. When we are presented with life challenges, we can navigate and develop a bigger capacity to go beyond what we know. Going beyond what you know challenges the cliché of 'doing your best' because we have no idea what our best is until we go beyond.

In recognition of the internal process of building Emotional Strength, the Foundation has identified a sixth research pillar – the Identity pillar – to complement our existing research areas which, we believe, represent society's infrastructure: Identity, Family, Education, Business, Law and Politics. Our vision is to help people feel again which is a truly healing process.

IDENTITY ♡ FAMILY ♡ EDUCATION ♡ BUSINESS ♡ LAW ♡ POLITICS

WELCOME DAPHNE

DAPHNE SIMOENS, PSYCHOLOGIST & RESEARCH ASSOCIATE

Daphne was recently appointed as Psychologist with Clear Perceptions, Sharon's private psychology practice, and is contributing to the Foundation's research program in her role as Research Associate.

During her short time with us, Daphne has immersed herself into the theory of Emotional Strength and the Foundation's purpose. We are fortunate to have Daphne on the team and know that you will enjoy meeting her at our community events.

"Having worked in corporate, government, tertiary education and private practice, I had a desire to be a part of something with a bigger purpose and reached out to Sharon. I discovered that we shared two similar passions: organisational psychology and research. Working with Clear Perceptions and the Foundation is a unique opportunity in which I may fulfill these two passions and continue my journey in studying the universal principles that underlie human behaviour, cognition, and feeling. I'm excited to develop my knowledge and experience of Emotional Strength, and support the Foundation to shift the dial in people's inner world and our society as a whole." Daphne Simoens

You can read Linda & Daphne's biographies on [our website](#)



DONATE

Every donation helps us to extend our research on emotion in general, and Emotional Strength in particular, so we can challenge the way emotion is understood in everyday life, leading the way to healthier communities.

To donate to the Sharon Faye Foundation, please follow this [link](#) or **contact us**. 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



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