

ANNUAL REPORT

2021

MAN
CAVE





Acknowledgment of Country



The Man Cave would like to acknowledge the custodians of the land throughout Australia on whose unceded countries we conduct our business. We pay our respects to their elders past, present and emerging, for they hold the memories, the traditions, the culture and hopes of Indigenous Australia. We acknowledge that Aboriginal and/or Torres Strait Islander people continue to live in spiritual and sacred relationships with this country.

The Man Cave is a proudly inclusive organisation and an ally of the LGBTIQ+ community.

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IMPACT TO DATE

VISION

The Man Cave envisions a world in which every man has healthy relationships, contributes to his community and reaches his full potential.

MISSION

The Man Cave works to empower boys to become great men by providing them and their communities with impactful programs, role models and resources.

END-GAME

By 2023 TMC resources and programs are readily available to every young man, parent and teacher in Australia and TMC has a replicable model for overseas adoption.

“The outcomes of The Man Cave workshops are materially significant, when benchmarked against other interventions evaluated by EY.”

— Ernst & Young Impact
Evaluation Report, August 2019

IMPACT SUMMARY

21,000+
Students

3,150+
Parents

2,250+
Teachers

760+
Workshops

95% OF THE BOYS BETTER UNDERSTAND
THE NEGATIVE IMPACT OF NOT
TALKING ABOUT THEIR EMOTIONS.



Rip Girl
Surf Co

“Man Cave really gave us an opportunity to open up and I really feel that our new class is much closer.”

— Year 8 Student



LETTER FROM THE CEO

CEO of The Man Cave Hunter Johnson

Our dear friends and supporters,

A deep and heartfelt thank you for your support through another emotional rollercoaster of a year.

If 2020 was Man Cave's induction into managing complexity and finding new ways to achieve our mission, 2021 gave us the opportunity to scale these new initiatives and recruit the talent to support us to do so.

Man Cave has significantly matured as a business over the past 12 months. Despite the endless curveballs we are finding innovative ways to continue making a positive impact with thousands of young men, our governance remains strong, our brand is growing in credibility, and our staff continue to find purpose and belonging in our culture.

Below I have summarised some key highlights. None of this would have been possible without you, so on behalf of The Man Cave community I thank you again for your belief in our mission.

Highlights

Programs: Despite the challenges of multiple lockdowns, we still worked with 6,300 boys this year, both in person and online, with 96% saying they would recommend The Man Cave to their peers.

Research: We released two Insights and Impact Reports, aimed at amplifying the voices of young men and bridging the disconnect between their experiences and the world around them. Featuring insights from the likes of Swinburne Associate Professor and Clinical Psychologist Dr Katie Wood and leading consent research, Dr Joy Townsend.

Man Cave Academy: In its first year, our train-the-trainer arm Man Cave Academy trained a total of 1,114 adults. We had participants logging on from Singapore, Portugal, United Kingdom, United States, New Zealand and Kenya as well as every state in Australia.

Healthy Gaming: We started a daily live streamed talk-show and gaming channel on live streaming platform Twitch to build a safe, fun and interactive community prioritising two-way communication and engagement with boys online. The channel has been received extremely positively by our target audience, achieving consistently rising engagement with over 1,000 boys tuning in live across our streams within just three months of launching.

Board of Boys: We launched the Board of Boys (BOB) initiative in partnership with Movember, aiming to develop youth ambassadors in the Conscious Content creation process. We received more than 700 expressions of interest and recruited 10 exceptional teenage boys ranging from 13-19 years old, representing seven diverse ethnicities, and including two transgender teens, as our first official BOB cohort for 2022.

STUFF: At the time of writing, 163 boys will be receiving access to The Man Cave's programs as a result of revenue generated by STUFF in the 2021 calendar year, and we are on track to significantly exceed this number in the calendar year to come. The first STUFF-sponsored program took place at Truganina College in November, with 70+ boys from a lower socioeconomic background getting access to our programs.

Partnerships: We've partnered with and created new projects that will launch in 2022 with Movember, Atlassian, Publicis Sapient and the Department of Home Affairs. Alongside this, I was very fortunate to be listed by the UN's global HeForShe campaign as one of four men leading the charge for gender equality alongside a Nobel Prize Winner, an NBA All Star and the founder of White Ribbon.

Our organisation is now taking some time to reflect on a big year, celebrate the wins, and rest and recuperate ahead of what we expect to be a transformative 2022.

Warm regards,
Hunter



STRATEGIC PRIORITY 1

A GREAT ORGANISATION TO WORK FOR

Al Green (Head of Community)

Culture is a living thing that requires thoughtful and constant tending. It settles with us as we slow down before authentically checking in with the team, it's laced into the tension that enters a room when we challenge each other for growth, it sits calmly at the crossroads while we make challenging decisions. It plays and laughs with us when we connect to our inner child, it holds us gently in reflection when we have not lived up to it and most importantly, it's alive in our Squad who ignite it in the boys.

We believe culture is too often seen as exercise - something to be ticked off, confined to "culture days" or a necessary chore to remain 'fit'. We choose to see it more like breathing, an essential part of life to be embodied naturally in every moment with the opportunity to always return back to it if our attention meanders away from it.

Our culture code has been our compass through the stormy seas of 2021, while many waves crashed our ship and caused some damage, we have become better sailors. While not always getting it right, we continue to iterate and refine our commitment to Care, Challenge and provide Choice for one another.

This year we also shone a light on diversity, equity and inclusion within The Man Cave and established a group to progress Rainbow Tick accreditation.

What did we learn this year? At the bottom of it all, we found that we believe a community can run a business but a business can't run a community. And what is our Common Unity? A world in which boys get the opportunity to authentically and deeply connect with themselves, the people around them to put them in the best place to positively impact the world. I can speak on behalf of all of our staff that we see it as a privilege we get to do this work and take pride in being stewards of the mission.

TMC STAFF WHO CONTRIBUTED IN 2021

Adrian Callegari	Himal Pillay	Luther Gabriel
Ali Haidar	Hunter Johnson	Matthew Defina
Alison Stuart	Imogen Thomas	Minjae Song
Al Green	Jarraah Volpe	Mitch Stent
Andrew Cameron	Jerome Scaffidi	Mohamed Ali
Andrew Mai	Joel Hines	Narada Guzman
Angelica Avila-Lemos	John Wegman	Nirojan Yamunarajan
Ben Hodges	Josh Payne	Opal Crafter
Benjamin O'Toole	Joshua Glover	Patrick Holmes
Callum Goodes	Katherine McLeod	Reece Wheelhouse
Claudia Fatone	Kathy Nguyen	Rose Hartley
Daniel Datnow-Jamieson	Lindsay Marchment	Theresa Alston
Daniel Paproth	Lucy Barrat	Troy Kettle
David Verdugo	Luke Laux	

STAFF ON WORKING AT THE MAN CAVE IN 2021:

"As a relatively new employee at TMC I am overwhelmed by the genuine passion from every person at TMC to make the lives of young boys and men in our community better. Employees at TMC live our TMC values every day; we check in with each other, we care for each other, we support each other to become better versions of ourselves and we celebrate each other's successes. I am so grateful to be a part of this community and I strive to do my best every day so I can have a positive impact on my team, my family, my friends and my community."

Alison Stuart
NSW Programs Manager

"The cave is like no other workplace. A place I truly feel safe in. A place where humanity comes first. A place where I'm celebrated for my achievements and held tightly through my failures. The work doesn't just stop with the boys, it flows through the entire organisation."

Callum Goodes
Digital Content Producer

"Working at TMC has changed my relationship with cis men, and my life. Since I started working at The Cave I've been able to release so much fear and frustration, and replace it with love and understanding. The impact has been monumental, and I can't wait to see how I grow into myself and my space within The Cave. I was always worried it wasn't a "queer enough" space for me, and I've been proven wrong at every turn."

Opal Crafter
Facilitator





STRATEGIC PRIORITY 2

PROGRAMS THAT FOSTER HEALTHY YOUNG MEN

SCHOOL PROGRAMS

Matt Defina (Head of Programs)

Despite the many challenges of 2021, we were able to adapt and deliver online and face-to-face programs to over 6,300 young men across Victoria with 96% of boys recommending our programs to other young men. While the purpose of our programs continued to be on long-term behaviour change through the lens of healthy masculinity and mental health, in 2021 they were also critical in equipping boys with tools to manage their mental health and wellbeing through a tumultuous year.

We continued to deliver our full-day transformational programs across the year, which played a critical role in enabling young men to reconnect with each other when they did return to school. We delivered 262 workshops to 6,300 boys across the year and witnessed firsthand how much they needed the space, permission and tools to healthily manage their personal wellbeing and to support their friends. After our program, 88% of boys felt they had the tools and confidence to support their friends if they are struggling.

We also saw countless moments of growth and courage from young men. We enabled one student to transition in their gender identity, moving from the female cohort and into the The Man Cave group halfway through the day, where he was received with love by his classmates. We empowered a group of men to discuss what respect towards women looked like at their school and to commit to being men of character for their female cohort moving forwards. Everyday, we saw young men take responsibility for their words and actions, and apologise directly to the person they had treated poorly.

The future is very promising as well! We have launched our programs in NSW and are currently training up a new team of facilitators. We are expanding our team in Victoria, and elevating our senior facilitators into Man Cave Academy where they will pass on their learnings to educators. We are launching 'Man Cave Communities', which will expand our work by empowering communities to adapt our programs to their own setting and raise generations of healthy young men without our direct involvement. Finally, we are establishing our insights engine so that we can consistently share what we are learning from working with young men.

2021 PROGRAMS

6,300

Lives impacted

262

Workshops (F2F & Online)

96%

of the boys would recommend our programs to other young men

88%

of boys believe they have the tools and confidence to support their friends if they are struggling

77%

of boys believe they have the tools and confidence to manage their personal wellbeing

Reflections from schools that The Man Cave has worked with:

“The Man Cave workshops have provided our Middle School students with the language, tools and confidence to better express themselves and relate to each other. Our students genuinely look forward to every opportunity to hang out with the Man Cave leaders who help establish a sense of trust in the groups that lasts well beyond the day of the workshops.”

Troy Stanley, Head of Middle School
Camberwell Grammar School

“The Man Cave is the highlight of our Wellbeing curriculum at LNSC. We are fortunate to have been able to book TMC at the start of each year since 2019, and intend to continue to do so. Our young men come out of the program with a noticeably improved emotional intelligence and respect for each other. I recommend TMC to wellbeing staff of other schools any chance I get.”

Jacob McCrae, Student Wellbeing
Lalor North Secondary College

“We have worked with The Man Cave for a number of years now. The team has always been willing to work with us to explore solutions and delivery models that take account of the needs of our students. Recently, we came to the team with a specific issue regarding our concern with programming along gender lines. The team was open and we worked together to create an innovative and inclusive program that engaged our whole cohort. Furthermore, the team was willing to take on feedback, demonstrating time and time again genuine care for the students and for the relationship we are building in our partnership together.”

Jayne Wise, Head of Wellbeing
The King David School



“Very empowering, provides very realistic activities with goals and outcomes. Lots of takeaways that you can implement into your classroom.”

— The Man Cave Academy Participant



STRATEGIC PRIORITY 3

TRAIN HEALTHY ROLE MODELS FOR YOUNG MEN

THE MAN CAVE ACADEMY

Joel Hines (Head of Academy)

What a year to kick off a new initiative! Man Cave Academy's first year has been a rapid trajectory of learning and growth. Our intention from the start was to be able to share the skills and experience that The Man Cave has garnered over the past 7 years, with other adults working with teenagers and young men. In line with our mission and vision we are reaching communities outside the state of Victoria and truly going global.

In 2021, Man Cave Academy connected with a total 1114 adults through both online and face to face programs. 52 % of participants were through face to face programs including keynote presentations and one day professional development workshops.

The remaining 48% of participants joined us through online programs which included self paced online training, webinar presentations and one day workshops delivered via zoom. We had participants logging on from Singapore, Portugal, United Kingdom, United States, New Zealand and Kenya as well as every state in Australia.

The ability to reach communities across the globe and have them share their own wisdom and experiences was what made these sessions so impactful.

I am grateful to all the amazing educators, corporate professionals, students, philanthropists and others that were a part of our programs this year and we acknowledge your contribution to the development of healthy, thriving and positive young men.

Reflections from attendees of our keynote talks

- “ Engaging , positive and thought provoking.
- “ Insightful and practical. Can put ideas into teaching straight away.

Reflections from participants of our in-person workshops

- “ Very empowering, provides very realistic activities with goals and outcomes. Lots of takeaways that you can implement into your classroom.
- “ A course that not only makes you a better teacher, but also a better person.

Reflections from participants of our online workshops

- “ An incredibly positive experience that allowed me to reflect on the work I already do with boys, and gave me more tools to enhance my work with their wellbeing.
- “ Extremely positive. The entire workshop was a very collaborative experience which was excellent due to the vast knowledge and experience of all involved.



STRATEGIC PRIORITY 4

CREDIBLE SOURCE FOR BOYS' JOURNEY TO MANHOOD

INSIGHTS & IMPACT REPORT

Matt Defina (Head of Programs)

Young men are still viewed as a problem to be solved and are rarely given the space to express what is really going on for them. As a result, they are left feeling misunderstood and disenfranchised.

We recognised we could play a role in bridging the gap between young men and the world around them. Through our programs and digital channels, we see inside the unfiltered attitude and belief systems of young men. In 2021, we established our own internal research engine, and produced our first two Insights & Impact Reports ([click here to access](#)), now downloaded and read by over 500 people.

Below is a summary of the key findings from our 2nd report, which focuses on peer-to-peer friendships. This was written by Head of Programs & Impact, Matt Defina (Organisational Psychologist), in partnership with Dr Katie Wood (Associate Professor and Clinical Psychologist, Swinburne University).

Young men & their friendships

We know that peer to peer relationships are critical to the mental health and positive growth of young men as they navigate adolescence. While the mental health and support seeking is becoming increasingly normalised, we wanted to understand how boys and young men relate to each other. Do they have each other's backs? Do they feel comfortable asking for help? What do they really want to ask each other? The results were enlightening and honest - we still have work to do.

Why friendships?

"Historically, the societal norms and expectations for boys would have it that they don't express emotions or show their vulnerable side," Dr Katie Wood says.

"They are meant to portray strength and toughness; an image of masculinity that many males learn to project from childhood. However, this gender stereotype has most definitely served as a distraction from showing what many young men really need and desire, and that is meaningful connections with others.

"Humans need connection, and young males are no exception. Being connected lays the foundation for self-disclosure, intimacy, and ultimately self-acceptance.

"Starting from a place where males feel comfortable is also likely to increase their confidence to open up, as has been found in The Man Cave groups."

To further explore this topic, we explored three key topics with the boys; how comfortable they are supporting each other, what they want to ask each other, and how comfortable they feel seeking support.



How comfortable do you feel supporting your mate when he is struggling?



- 86% Very comfortable
- 9% Neutral
- 5% Not at all comfortable

Young men want to go deeper and talk to each other about their thoughts, feelings and emotions. We asked young men:

What do you want to ask your mates right now?



- 95% How are you?
- 9% Want to hang / game / play sport?

How often do you 'take off the mask' and talk openly with your mates?



- 27% Often / all the time
- 44% Sometimes
- 29% Rarely / never

FINDINGS

Overall, we found that young men deeply care for their mates and have each other's backs. However, there are still social norms preventing them from feeling comfortable opening up and talking honestly.

We found that boys would do anything for each other in support. They have a sense of altruism and care that really warms the heart, and shows the deep well of love and support that sits in them.

Despite this potent sense of duty, young men are still unsure and afraid of judgement if they open up to their friends. This is not a surprising finding, but their reasons for why start to shed light on the barriers in the way of them opening up to each other.

Our research found that young men feel their mateship is stronger than ever, that they want to check-in on each other, but that they still feel uncomfortable talking openly.



Why do boys feel uncomfortable talking openly?

In analysing why young men still feel uncomfortable to 'take off the mask', we found three key reasons; ambivalence, being socially isolated due to lockdown, and fear of judgement.

1. Ambivalence / it's not the 'done thing'

Ambivalence towards the idea and it not being something they do as part of their friendships is the key reason boys aren't taking off the mask.

Some feel they can do it sometimes, but this might only be with the right people and not with others.

For some it is very much not the done thing in a space where banter and surface talk dominate the nature of their interactions. Delving into feelings and honesty can feel awkward, difficult or entirely new and out of alignment with how they usually engage with each other.

2. Being socially isolated and in lockdowns

The next most dominant theme was that boys would usually open up to their friends face-to-face, and they simply haven't been able to because of lockdowns.

While this might only seem relevant now, it is an important piece of the puzzle.

It is likely in regular life that the more isolated a young man, the less likely he is to see or have friends to catch up with in person. This in turn, can lead to him experiencing less connection and also having less opportunities to talk openly about how he is going.

This re-emphasises the importance of peer-to-peer relationships that are experienced face-to-face. Without this, boys risk falling into a sense of isolation and pessimism.

3. Fear of judgement or lack of awareness

For a small number of boys, they were honest that they are uncomfortable taking off the mask for fear of being judged or not realising it was something they could do with their friends.

Showing young men what is possible in their relationships with each other, is critical in setting them up to build friendships of strength and depth.

Without a role model or example, the invisible barriers between young men will continue to prevent them from connecting more authentically. They need the space, permission, tools and role models to show them another way of mateship and support.

What do we do about it?

So what's next? Our Insights and Impact Report provides five key recommendations for adults with young men in their lives that can improve their relationships at an individual, group and systemic level.

These include starting with oneself, role modelling behaviours, being curious about their experiences and creating psychological safe space.

But we also need to move away from a curriculum focused purely on academic achievement and integrate emotional intelligence, relationship skills and values-based decision making into everyday schooling.

We know from the research and our observations, that feeling safe to 'take off the mask' is critical to the health and wellbeing of young men during their adolescence, and for the rest of their lives.

The nature of their friendships and what they learn about how to gain respect, attention and love from their peers during high school also has long-lasting impacts on how these boys form friendships and relationships for the rest of their adult lives.

Without providing young men with safe spaces to learn such character attributes and broaden their EQ, we may be dooming them to continue the cycle of intergenerational trauma.

This initial research by The Man Cave will be continued in partnership with academic professionals as we seek to prevent the harmful impacts of unhealthy masculinity, on young men and those around them.



MEDIA & COMMUNICATION

Richard Stephen (Head of Marketing & Creative)

To facilitate cultural change, we must create a movement by engaging the public and bringing them along on our journey. In 2021 we have built considerable momentum, with significant increases to our social media engagement, multiple mainstream media opportunities and important investments into our digital arm.

Our social media presence reached new levels in 2021, following a year of fine-tuning our tone of voice. Our Instagram passed the important threshold of 10,000 followers, and across all Man Cave platforms we are nearing 30,000 total followers - across the year, our following has grown by 74%, compared with a 21% growth in the prior corresponding period. Our refined storytelling has seen several posts go viral, with some individual posts reaching more than 250,000 people.

We continue to benefit from the numerous mainstream media opportunities secured over the last year, with a prime time feature on The Project a particular highlight that translated into increased program demand, further media opportunities and a big growth in following and engagement.

Our CEO was recently highlighted by HeForShe, the UN Women's global campaign for gender equality, alongside NBA superstar Steph Curry, and also featured in a roundtable discussion for Chief Executive Women, Australia's pre-eminent organisation representing Australia's most senior women leaders from the corporate, public service, academic and not-for-profit sectors. Our strategy to decentralise the leadership in our organisation is also paying dividends, with several Man Cave employees representing our work across a number of prominent podcasts.

Our investments in our digital arm also continues to open doors for our organisation. During 2021 we successfully launched two podcasts. Inside the Cave documents the journey of our organisation and features insights around our programs, our people, culture, decision-making and thought leadership. Outside the Cave features interviews with passionate influencers and change-makers in the public eye - thus far we have interviewed people such as Australian Olympic boxer Harry Garside, Miss Universe Australia and activist Maria Thattil and former Western Bulldogs footballer Tom Boyd.





TMC DIGITAL

Niro Yamunarajan (Head of Digital Experience, Media & Innovation)

This generation of young men are wedded to and embedded in technology in ways we are only beginning to comprehend as a broader society. During COVID-19 lockdowns, even though boys were unable to see each other at school, sport, hobbies, or social events; they remained deeply connected through social media and gaming platforms, clocking in record-breaking time interacting with each other online.

Man Cave TV (MCTV)

Social media, influencer culture and brand advertising is dominated by content perpetuating and reinforcing limiting, toxic masculine stereotypes. MCTV was established to support young men as they navigate a new era of masculinity in a technology-first world through the creation of 'Conscious Content' that we at The Cave like to call, "Edutainment".

MCTV was a massive experiment when it was birthed in lockdown 2020. We had a group of facilitators who had experience in acting/drama and making content, a four month runway with JobKeeper, but mainly a lot of passion to reach boys online. In 2021, MCTV thoughtfully applied the principles of social and viral media content to re-think the way TMC's program messaging and tools could be repackaged in order to spread online. Our intention was to consciously produce sharable social content that would increase and reinforce teenage boys' exposure to our values, tools, role models, and culture long after their touch-points with TMC in their school programs.

By accepting and leveraging this new reality, rather than rejecting or fighting it; in 2021, we innovated multiple digital-first initiatives to 'meet the boys where they're at' - geared around the entertainment media they already love, but infused with the conversations, tools and role models they need.

MCTV has since grown to be one of eleven successful recipients across Canada, Ireland, New Zealand, Australia, and the UK to receive the Movember Foundation's Social Connections Grant. Movember have expressed strong admiration and support for what we are doing and believe that we are uniquely positioned to successfully execute on our vision. Our strategy is proving to be successful with our content being viewed over 140,000 times by teenage boys across Tik Tok and Instagram. The data and insights accumulated this year through audience engagement and feedback on our content have also helped inform the future direction and growth of MCTV, including the launch of our dynamic livestream video talk show and gaming channel: 'The Cave on Twitch', and the commencement of our Movember-backed 'Board of Boys' program.

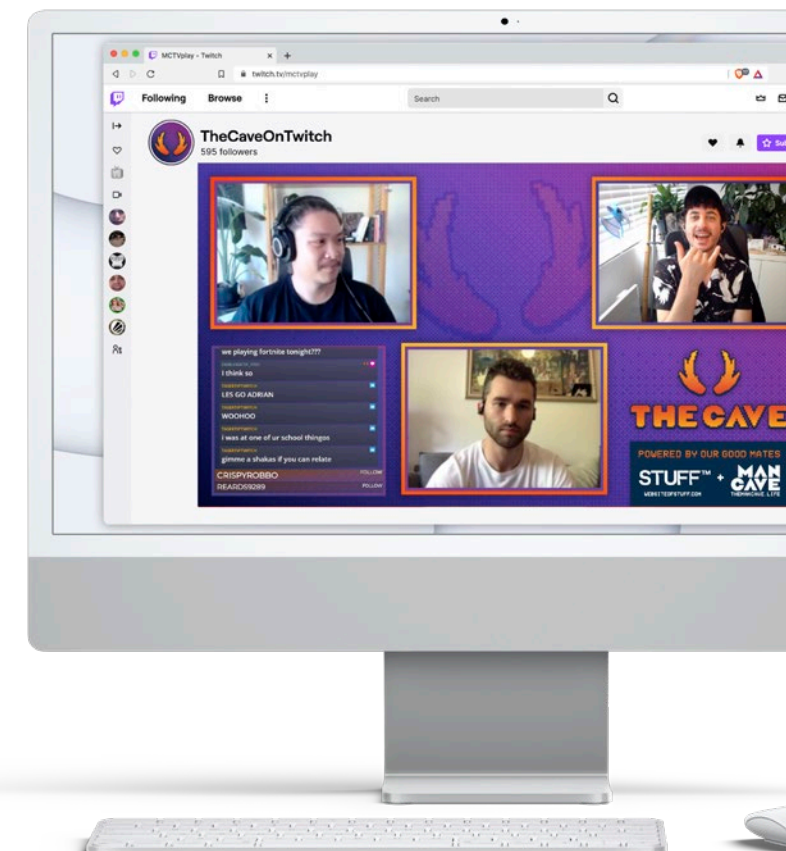


The Cave on Twitch

In August, we started a daily livestream talk-show and gaming channel on Twitch to build a safe, fun and interactive community prioritising two-way communication and engagement with boys online. With our charismatic facilitators serving as our on-camera talent and hosts; we ideated, developed and produced dynamic live video content specifically tailored to Twitch.

We focused on highlighting a diverse range of healthy male role models, conversations and content across our livestreams, creating segments across topics including gaming, arts/music, diversity/culture, dating/relationships, gender/identity, and purpose/passion. The channel has been received extremely positively by our target audience, achieving consistently rising engagement with over 1000 boys tuning in live across our streams within just three months of launching - a true testament to the quality and relatability of our content.

In this time, we've also recorded over 500 'check-ins' on Twitch - referring to the number of occasions teenage boys have shared where they're at and how they feel in the live comments field during our streams. Check-ins are a key emotional intelligence tool taught to boys during our school programs and observing this desired behaviour carried-out by the boys on Twitch is a positive signal that what we are doing online is working and has the power to scale.



Boards of Boys (BoB)

This year, we also designed and launched the Board of Boys (BOB) initiative via MCTV, aiming to include and develop youth ambassadors in the Conscious Content creation process and help champion their voices, perspectives and experiences to the world. We successfully launched our first digital advertising campaign receiving 700+ expressions of interest for the BOB. We were blown away with the quantity and quality of applications from teenage boys all across Australia showcasing their exceptional content creation talent, skills, individuality, and reasons for why they wanted to support MCTV's mission.

After careful consideration and Zoom interviews with our short-listed finalists, we recruited 10 exceptional teenage boys ranging from 13-19 years old, representing seven diverse

ethnicities, including two transgender teens, as our first official BOB cohort for 2022. In November, we powerfully on-boarded the BOB via their first in-person workshop event as they embarked on the first-phase of their year-long 'Journey to Manhood as a Conscious Content Creator' program with us. We have been genuinely thrilled to witness the level of talent, character, passion, and willingness to collaborate and serve that the Board Members have already displayed. This is the first time in our history that we have brought teenage boys inside the organisation, and we're excited by the enormous potential this has to further inform the work that we do and empower us to continue strengthening the relationship, trust and rapport we're building with our growing community of boys online in the future.





STRATEGIC PRIORITY 5

SUSTAINABLE
BUSINESS MODEL

STUFF™

STUFF is a personal care and skin care brand that launched in February 2021 with The Man Cave as a large shareholder. As a purpose-driven business, STUFF is on a mission to represent a more modern, authentic masculinity and to disrupt the outdated stereotypes associated with products for men.

Additionally, as a shareholder in STUFF, The Man Cave has a sustainable revenue stream to continue scaling important work to the communities who need it most. STUFF donates a share of its revenue to fund life changing mental health programs with The Man Cave.

After only one year of trading, STUFF has supported 150 boys to access Man Cave's programs. An additional 13 boys were provided access to programs as a result of a promotional campaign that took place over the Black Friday and Cyber Monday weekend, which encouraged customers to make a direct financial donation to the Man Cave with their purchase.

With its growing D2C business, wholesale accounts, corporate and amenity channels, and key retail partnerships in various stages of agreement, STUFF is on track to significantly exceed this number in the calendar year to come, validating the sustainability of the business model.



The very first STUFF-sponsored program took place at **Truganina College** in November of 2021.



PARTNERS & DONORS

Principal Donors



Reinehr Family
Foundation

Grow Corp
Foundation



Isabelle Silbery

Major Donors



River Capital

Gravel Road
Foundation

Donors

Roberts Family
Foundation



Grace & Emilio
Foundation

Cameron Family
Charitable Fund
A Charitable Fund
Account of Lord Mayor's
Charitable Foundation



The Cattnach
Charitable Gift

JA Scholarship
/ John Leese

CBA Foundation

Myer Foundation

Carl & Mandy
Soderlund

In-Kind

Arnold Bloch Leibler
Lawyers and Advisers



LANDER
& ROGERS



Jack Davis

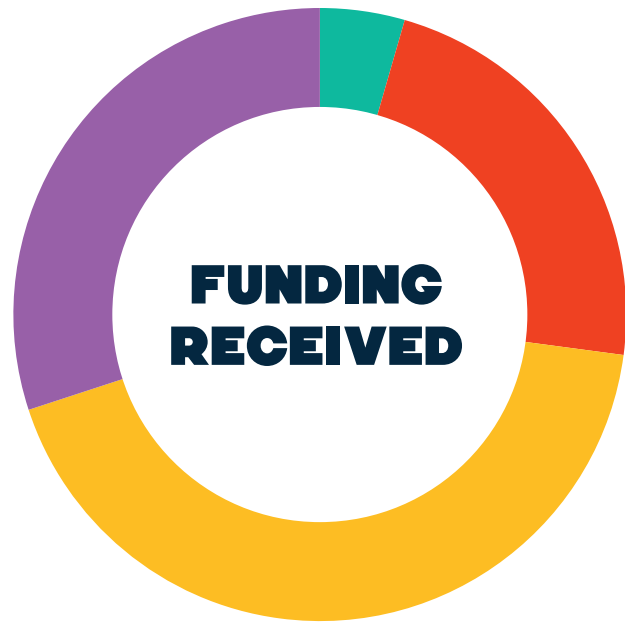
Jack O'Sullivan
Design

Research & Evaluation



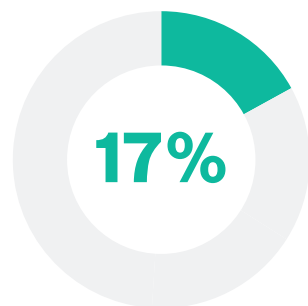


FINANCIAL REPORT

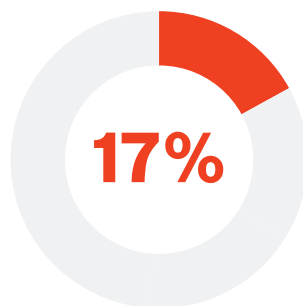


- \$61,857**
Public donations & other
- \$313,456**
Workshop revenue
- \$593,298**
Grant Donors (tied & untied)
- \$415,750**
Government COVID Support

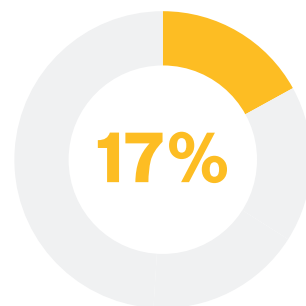
RESOURCE ALLOCATIONS



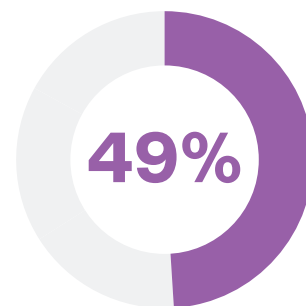
Communication
& Advocacy



Man Cave Digital



Man Cave Academy



VIC & NSW
Programs



“The facilitators were really good at creating a positive and inclusive vibe, especially with the challenge of online.”

— Yr 9 Teacher, Balcombe Grammar



A BOY'S STORY

“

The Man Cave workshop at Murtoa was an eye opening experience for me. My whole life I'd been trying to keep my emotions & feelings to myself, fearing that I'd be seen as less of a man. After the activities, closer bonding time, and stories shared by others however, it truly changed my entire perspective of life.

There was a specific moment that stuck with me during a story someone shared about their parents, which rather resonated with me, as I'd been going through a similar experience. One of the guys running the workshop pointed that out to me, and that's when I opened up. My feelings, emotions, everything I could in that moment on that topic was shared. I was expecting a negative response to that by students, but I was openly supported, and we all openly supported each other. That was my realisation that we can express our feelings & emotions without judgement. From that day on, I'd really put effort into prioritising mental health in not only my life, but at school as well (with school incentives & rural youth ambassador programs). If the Man Cave hadn't have come to the school, I don't think I'd be as open to the topic as I am now. Truly a life changing experience.

— Year 9 Boy, Murtoa College

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We're privileged to hear thousands of stories like this every year and we are excited to continue scaling our programs across the country in 2022.





MAN CAVE CULTURE CODE

VALUES

1. CARE

We take care of each other and create a psychologically safe workplace.

2. CHALLENGE

We challenge each other to learn and grow so we can realise our potential.

3. CHOICE

Every person has the agency to choose what they need between care and challenge.

OUR PURPOSE

Our purpose as a team, our guiding light, is to always do:

What's best for the boys.





MAN CAVE CULTURE CODE

BEHAVIOURS

The behaviours we expect of each other:

1. HUMANITY FIRST

We put the care for others first before moving onto business.

2. TAKE STOCK AND CELEBRATE WINS

We make time to slow down, reflect and celebrate what we have achieved.

3. CATCH IT BEFORE IT DRIFTS

We catch even the smallest issues before they become larger, including interpersonal conflicts.

4. BE HERE AND NOW

We are fully present with those around us and remove distractions so we can do our best work.

5. DO YOUR WORK

We take responsibility for our personal wellbeing, prepare effectively for meetings and other events, and are prepared to do the work on ourselves so that we can become better people.

6. GET IT DONE

We are resilient and focused under pressure so that we can achieve the outcomes we set.

7. TAKE THE SHOT

We back ourselves to take action, make decisions and be proactive.

8. BE A SPRINGBOARD

We support others to bounce back up when they take a shot and miss.

“I learnt that it’s okay to share anything because the boys have got your back.”

— Year 8 Student, Eltham College





MAN
CAVE

themancave.life