



## The REALboy Mission

Studies show that the healthy development of the average boy is greatly inhibited by societal programming around what it means to be a 'real man.' Desperate to be deemed 'acceptable' and 'successful' males in society, boys often appear to be embracing an image of stoic masculinity, while struggling internally with deep sadness, loneliness, confusion and loss of self-esteem (self-value).

When a boy is not allowed to remain connected to and fully embrace his true and multi-faceted emotions, he frequently becomes susceptible to poor academic performance, bullying, risky sexual behavior, violence, unhealthy relationships, drug and alcohol use and abuse, and worse. The goal of our program is to preserve, protect and repair boys' self-esteem (self-value) by keeping them connected to their true emotional selves, so that these harmful behaviors can be prevented or changed, and the possibility of empowerment and the ability to reach their full potential, socially, emotionally and academically can become a reality.

It is the passionate mission of the REALboy™ to reach boys across the globe and guide them to a deep and lasting sense of empowerment through emotional health and a much broader understanding of what it means to be male. Our curriculum provides the inspiration, knowledge and tools for boys to *stay connected* to their wise, emotional and powerful selves throughout their lives. REALboy™ is committed to creating a safe space for each boy to protect or re-discover his authentic self, to develop his knowledge, confidence and courage, to value the many forms his strength may take, to know the power in vulnerability, and to use his voice on behalf of himself and others.

What makes the REALboy™ approach to boys' empowerment unique is a curriculum designed to get to the root of the self-esteem problem. Rather than dancing on the surface and providing short-term solutions to long-term, pervasive, cultural challenges, REALboy™ is absolutely committed to helping boys develop life-long tools to identify and filter societal messages that compromise their sense of self-value and thus, their ability to reach their highest potential.

It is our great honor to be working with extraordinary CWC teachers who will facilitate the CWC Empowerment Program by REALgirl®/REALboy™. This is a powerful, collaborative effort to create a more balanced world in which boys are able to discover their unique gifts, to become the author of their own story, and reach their highest potential by working in partnership with girls to forge a bright future.