

# CATALYST

— FOR CONFIDENCE —

CONFIDENCE. CONNECTION. COMMUNITY.

*Inspiring connection. Igniting confidence. Creating impact.*

**Community Outreach Program  
Partnership & Sponsorship Proposal**

A circular portrait of Rosa Agius, a woman with long, wavy blonde hair, looking directly at the camera. She has a small tattoo on her left forearm. The background of the portrait is a solid red color. The overall layout features a yellow background with a large white circle on the left side.

## ***From the Founder: Rosa Agius***

With over 20 years of experience across hairdressing, dance, entertainment, and fitness, I created Catalyst for Confidence out of a deep passion for community wellbeing and the transformative power of creative connection.

I believe that a fresh haircut, a dance class, or a shared meal can change how someone feels about themselves — and about the world around them. Catalyst for Confidence is our commitment to bringing those moments to people who need them most.

We are actively seeking partners and sponsors to help us launch our pilot programs across aged care, women's shelters, and youth services. Together, we can build confidence, connection, and joy in communities that deserve to feel seen and valued.

I warmly invite you to join us on this journey.

— Rosa Agius, Founder

A decorative graphic in the bottom right corner consisting of a thin yellow line that curves upwards and ends in a small, stylized yellow star or flower-like shape.



# ***Building Confidence Through Creativity***

Catalyst for Confidence is the community outreach arm of Catalyst Creative — bringing meaningful, joy-filled experiences to those who need them most. We curate creative events that restore confidence, foster connection, and celebrate every individual through hands-on, heartfelt service.

**Haircuts & Beauty Makeovers**  
**Dance, Movement & Wellness**  
**Live Music & Community Meals**



# ***Mission, Vision & Values***

Our Mission: To inspire confidence and connection through creative community outreach experiences.

Our Vision: A society where everyone feels valued, connected, and empowered.

Our Purpose: To create joyful, meaningful moments that build wellbeing and belonging.

## **Our Values:**

- **Community** • **Compassion** • **Creativity**
- **Inclusion** • **Empowerment** • **Connection**



# ***Our Creative Services***

We offer a range of creative, movement, and community-focused services designed to uplift, connect, and empower people of all ages and backgrounds. Each service is delivered with warmth, professionalism, and genuine care.

**Beauty & Grooming:** haircuts, makeovers and grooming sessions

**Movement & Wellness:** dance, Pilates, fitness and wellness workshops

**Entertainment:** live music, dance performances and community events

**Community Connection:** meals, outdoor games and social gatherings





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CONFIDENCE. CONNECTION. COMMUNITY.



JOIN US FOR

- HAIRCUTS
- MAKEUP REFRESHERS
- DANCE CLASSES
- SEATED PILATES
- SAUSAGE SIZZLE
- MUSIC & ENTERTAINMENT
- CONNECTION & COMMUNITY



ALL AGES  
WELCOME



BRING FAMILY  
& FRIENDS



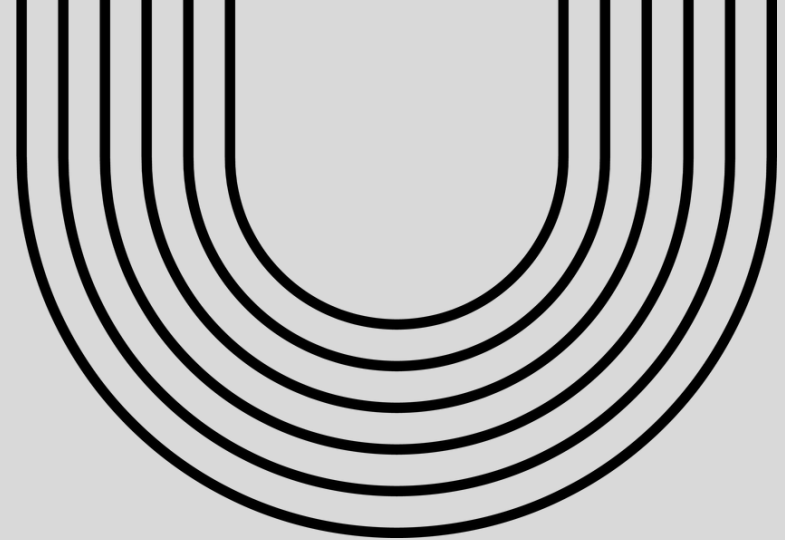
DONATIONS  
WELCOME

LET'S BUILD A STRONGER,  
MORE CONFIDENT COMMUNITY—  
TOGETHER.



***Aged Care  
Community Day***

Our first pilot event is designed to reduce isolation, build genuine connection and create moments of joy for elderly residents. We bring skilled professionals and performers directly into aged care settings, delivering a full day of warmth, laughter and meaningful engagement for residents and their families.



# Women's Shelter Wellness Day



**CATALYST**  
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CONFIDENCE. CONNECTION. COMMUNITY.

**A DAY OF KINDNESS,  
CONFIDENCE &  
NEW BEGINNINGS**

- HAIR & MAKEUP MAKEOVERS
- DANCE & PILATES CLASSES
- LIVE ENTERTAINMENT
- SAUSAGE SIZZLE
- CONNECTION & COMMUNITY

For women and children  
*rebuilding confidence.*

Our Women's Shelter Wellness Day is designed to help women and children rebuild confidence, self-worth and connection in a safe, nurturing environment. Through creative services and joyful activities, we create meaningful moments of empowerment and hope for those who need it most.



CATALYST  
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COMMUNITY  
DAY FOR  
CONFIDENCE &  
CONNECTION

Bringing young people  
together through  
confidence, creativity,  
movement and community.

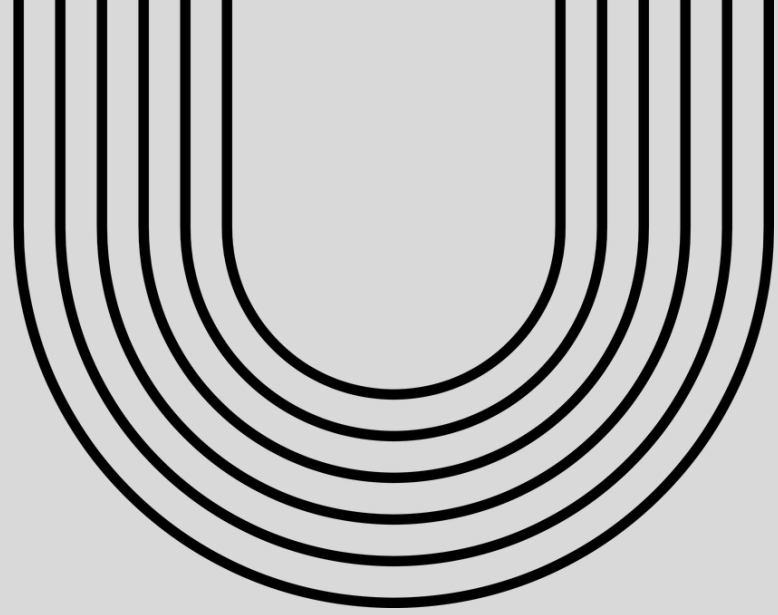
SAUSAGE  
SIZZLE!

HAIRCUTS  
HAIR  
STYLING  
HIP HOP  
DANCE  
LIVE  
ENTERTAINMENT  
SAUSAGE  
SIZZLE  
OUTDOOR  
GAMES

CONFIDENCE • CONNECTION • COMMUNITY

# ***Youth Confidence & Connection Day***

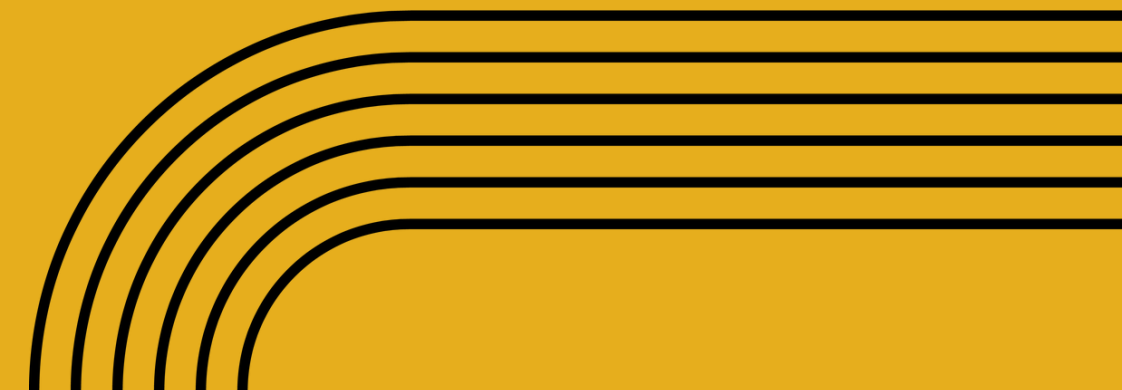
Designed for young people in residential care, foster care, and transitional housing — this event builds confidence, friendships and a sense of belonging through creative activities, movement and community connection.



## ***Impacting Lives Through Connection***

Every experience we create is designed to deliver real, lasting impact. Catalyst for Confidence brings measurable benefits to individuals and communities — building wellbeing, belonging and confidence through the power of creative connection.

- ◆ **Emotional wellbeing & reduced isolation**
- ◆ **Confidence building & self-worth**
- ◆ **Social connection & belonging**
- ◆ **Physical activity & active engagement**
- ◆ **Teamwork, trust & positive community PR**
- ◆ **Joy, dignity & meaningful participation**





## ***Sponsorship Opportunities***

### ★ Gold Sponsor (\$1,000+)

- Premium logo placement on event signage and promotional materials**
- Special event recognition**
- Dedicated social media feature**
- Opportunity to provide branded giveaways or promotional material**

### 🥈 Silver Sponsor (\$500–\$999)

- Logo on selected event materials**
- Social media spotlight**
- Opportunity to include promotional items at the event**

### 🥉 Bronze Sponsor (\$300–\$499)

- Event acknowledgment**
- Social media thank-you**
- Opportunity to provide promotional material or giveaways**

### 💛 Community Supporter (\$100–\$299)

- Social media thank-you**
- Opportunity to include promotional flyers or branded giveaways**

Help us raise \$5,000 to launch our pilot programs and create meaningful impact in the community. Your sponsorship directly funds events that build confidence, connection and joy for those who need it most. Choose a tier that works for you — every contribution makes a difference.

Catalyst for Confidence

# ***LET'S CREATE MEANINGFUL IMPACT TOGETHER***

Helping build confidence, connection and community for those who need it most.



**Rosa Agius | Founder, Catalyst for Confidence**

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catalystcreative.org  
Central Coast and Sydney NSW



# CATALYST

## — FOR CONFIDENCE —

### **The Story Behind Catalyst for Confidence**

**Catalyst for Confidence was born from a lifetime of witnessing what happens when people are reminded of their own worth. For more than 30 years, I've worked across hairdressing, dance, choreography, fitness and entertainment. On the surface, those industries look very different, but I began to notice they all had one thing in common.**

**Confidence changes everything.**

**I've seen it in a shy child who finds the courage to perform on stage for the first time. I've seen it in someone who looks in the mirror after a haircut and sees themselves differently. I've seen it in people who arrive feeling invisible and leave standing taller, smiling more and reconnecting with the world around them.**

**Some of the most powerful lessons came while caring for both of my parents in their later years and spending countless hours in aged care communities. I saw first-hand how loneliness, grief and isolation can quietly take hold, and how easily people begin to forget who they are beyond their circumstances.**

**But I also saw something else.**

**I saw that it doesn't take much to spark a change. A conversation. A song from decades ago. A fresh haircut. Gentle movement. Laughter shared over a barbecue. Someone taking the time to truly listen.**

**In those moments, people remembered something important.**

**They remembered they were still capable.**

**They were still worthy of feeling beautiful.**

**Still capable of dancing.**

**Still capable of laughing.**

**Still capable of making new friends.**

**Still capable of contributing.**

**Still capable of joy.**

**Catalyst for Confidence exists to create more of those moments.**

**Our volunteer teams bring together hairdressers, makeup artists, performers, movement specialists, fitness professionals, musicians, counsellors and community volunteers to create uplifting experiences that build confidence, connection and community.**

**Today our focus is delivering meaningful pilot programs in aged care communities, youth group homes and women's support services.**

**Our vision is much bigger.**

**We believe every person deserves opportunities to reconnect with themselves and with others. Our goal is to grow Catalyst for Confidence into a sustainable organisation delivering multiple programs every week across the Central Coast, Greater Sydney, Newcastle and the Hunter, while also providing ongoing confidence, movement and wellbeing programs throughout the community.**

**Because sometimes all it takes is one meaningful day to remind someone of something they had forgotten:**

**The confidence they were searching for was still there all along.**