



# Be The Change You Want To See

IMPACT is an international organization of women and men working together to end the cycle of violence. One in three women will be assaulted in her lifetime. ***We exist to change that statistic.*** For IMPACT graduates it drops to one in *thirty*, and that one reports successfully defending herself. We've been around for over twenty-five years teaching thousands of women, men and children simple, effective self-defense and boundary-setting techniques that anyone can use, regardless of size, strength, or age.

***We are about prevention.*** Unlike traditional martial arts, we address the ways women are actually harassed and attacked. In addition to physical skills, we train students in an array of realistic verbal skills for use with both strangers and friends (80% of all rapes are committed by someone known to the woman). We practice all these skills in the adrenaline state, which means that they're permanently in the student's muscle memory and "frog brain." No refresher classes required.

***We are about recovery.*** Many therapists send assault survivors to us and those survivors often tell us that IMPACT did for them in twenty hours what ten years of therapy hadn't. What they get intellectually from therapy, books, etc., they get from IMPACT on a visceral, cellular level. Once a woman knows she can fight for her life, she is much more willing to trust her intuition, stand up for her beliefs and fight for herself whether in a life-or-death confrontation, a difficult meeting, or a disagreement with a friend.

This is why we are truly special. Most of our success stories aren't about physical skills but about successfully managing stress and personal conflict every day. They are about walking away from a potential fight. Our graduates report things like doing better on the SATs, walking tall in an intimidating meeting, or calmly triaging a car accident site because of their adrenaline management skills. This is where the big shift occurs: with women carrying themselves differently because they have a new relationship with their innate power. They interact with people more assertively and value themselves more. They are less tolerant of having their own boundaries crossed and more vocal about examples of misogyny and female victimization in entertainment. They begin to ***shift the conversation in our culture about women's rights and women's value.***

***You can be part of this shift.*** When more women believe in their power, we'll see better representations of strong female characters, more women will feel encouraged to run for office, to legislate what they believe in, to protect women and girls who can't protect, educate or even feed themselves.

What if all women believed they could go where they wanted, when they wanted, and handle whatever came their way, with the ability to make safer, smarter choices? What if women grew up knowing their inalienable value to society, believing that they could accomplish whatever they set their minds to, and insisting they be treated with respect along the way? ***What if all women felt they could engage the world without fear?***

You can learn more about us at [www.ImpactSoCal.org](http://www.ImpactSoCal.org). We hope you will join us.

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