



MBIMB

September / October 2025 Newsletter

Building Safer Futures Together



PHISHING AWARENESS

PROTECTING YOUR TEAM,
YOUR DATA,
AND THE PEOPLE YOU SUPPORT



Find Out About Our
**MBIMB BLUE
CREW**

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Dear Friends, Supporters, and Ambassadors,

As we come together through this newsletter, I want to take a moment to reflect on the incredible work that is being done to keep children safe, not just in our own communities but across the world. Every day, through your dedication, voices, and hearts, the My Body Is My Body message is reaching more and more children, families, and educators than ever before.

Our programme was built on one simple belief: ***every child deserves to feel safe, loved, and listened to.*** Through music, stories, and positive conversations, we're helping children understand that their bodies belong to them, that it's okay to speak up, and that there are always trusted adults who will listen and help.

This work is only possible because of you — our wonderful ambassadors, teachers, partners, and supporters who share our vision and give their time, energy, and compassion so freely. Whether you're teaching a class, translating songs, leading community events, or simply sharing our resources online, you are making a real difference.

I also hope you enjoy all the inspiring stories and videos we've shared this month — they're a true celebration of the kindness, creativity, and commitment within our global MBIMB family.

Together, we are Building Safer Futures — one song, one conversation, one child at a time.

With heartfelt thanks and appreciation,
Chrissy Sykes (Morongwa)
Founder, My Body Is My Body Foundation

**EDITOR'S
NOTE**



Here at the My Body Is My Body Foundation we are deeply grateful to Askew.AI for their generous sponsorship of the My Body Is My Body Foundation website. Thanks to their dedication and expertise, we are able to deliver our free courses to children, educators and families around the world — reaching over 3,000 visits per day on our website and sharing our message more widely than ever.

Askew AI is an AI-powered design and development agency that specialises in creating smart, scalable digital solutions for enterprise, web and mobile. Their team brings together design, user experience, software architecture and cutting-edge AI technology.

Some highlights of their work:

They build “AI-First Software Architecture” that helps organisations re-imagine what digital products can do. Their leadership team blends software engineering, product management and quality assurance to deliver high performance and future-ready systems.

They offer strong support infrastructure — for example a dedicated Support Centre with AI assistant and knowledge base, indicating their commitment to service beyond just design.

Because of Askew AI’s sponsored support for our website and Learning Management System, we are able to:

1. Host our courses in a consistent, user-friendly digital environment
2. Ensure children, families, teachers and community leaders worldwide can access the programme easily
3. Scale our outreach globally without major cost-barriers, thanks to Askew AI’s technology infrastructure.

From all of us at the My Body Is My Body team:

Thank you Askew AI.

Your partnership is enabling safer futures for children everywhere, and we’re proud to build together.



NEW MBIMB LANGUAGE COMING SOON



Intercountry
Committees

ARMENIAN

With special thanks to Rotary ICC's
Michel Davoudian

Rotary Club Gyumri, Armenia

DGN 2027-2028 D2452

ICC Executive Board Vice-Chair 2024-2026



♥ Something Big is Coming – MBIMB Global Day!

On 6 June 2026, the world will turn blue for children's safety!

We're launching MBIMB Global Day, a worldwide celebration where families, schools, and communities come together in music, colour, and kindness to help every child grow up safe, strong, and heard.

From Blue School Days and sing-alongs to community concerts and family workshops, everyone can take part — wherever they are. Every pound raised will stay local, supporting schools and families with free My Body Is My Body body-safety resources.

♥ Want to get involved or host an event?

We'd love to hear from you!

✉ Email us at chrissy@mbimb.org



JOIN THE BLUE CREW MBIMB

Protecting Children Today, Building Safer Futures Together

Fundraising Guide



MBIMB Global Day Fundraiser

Date of Event: 6 June 2026

#MBIMBGlobalDay2026



- Empowering Children and Families
- Inspiring Communities
- Making a Difference Together

My Body Is My Body Foundation
Registered Charity 1199901



DONATE NOW QR CODE

Corporate Sponsorship Opportunities

Tier Contribution Impact & Benefits

Why MY Body Is My Body (MBIMB) Matters

Every year, an estimated 1 billion children — that's half of all children worldwide — experience some form of violence, whether physical, emotional, or sexual. This is why programmes like My Body Is My Body are essential. The good news? Violence is preventable, and through clear, memorable messaging and community action, we can start breaking this global cycle — one child, one classroom, one song at a time.

The My Body Is My Body (MBIMB) Foundation exists to change that. We use the universal power of music, stories, and community action to teach children simple, memorable body-safety messages in over 30 languages. Through songs, animated videos, workbooks, and workshops, **MBIMB helps children:**

Understand what safe and unsafe behaviour looks like

Build confidence to speak up if something feels wrong

Learn who they can trust and where to get help

So far, MBIMB has reached over 3 million children in 63 countries — but with your help, we can reach millions more.

We offer clear, impactful tiers so your company can see exactly where your support goes.

♥ Blue Champion – £1,000

Provides resources for 20 classrooms (600+ children).
Logo placement on MBIMB digital campaign materials.



♥ Blue Guardian – £5,000

Trains 100+ teachers and equips 50 classrooms with resources.
Prominent recognition on our website and social media channels.
Logo placement on MBIMB digital campaign materials.

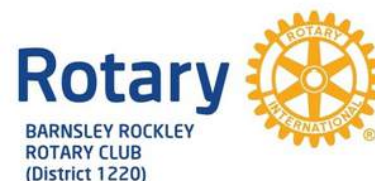
♥ Blue Visionary – £10,000+

Trains 200+ teachers and equips 100 classrooms with resources. Expands MBIMB resources into new regions/countries. Exclusive media spotlight in MBIMB's global press campaign. Dedicated partnership feature in newsletters and events.
Logo placement on MBIMB digital campaign materials.

ASKEW Ai™



Shawlands
Trust



Club of
Stainborough



united kingdom



Girls' Empowerment Rotary Action Group

The newest Rotary Action Group created in support of Girls' Empowerment (RAGGE) in July has hit the ground running and is already growing!

We are proud to announce that we are partnering with My Body is My Body (MBIMB). This partnership will create additional opportunities for RAGGE to share successful initiatives protecting and educating girls about body safety to prevent child abuse.

Please join us in celebrating this wonderful partnership! You can learn more about MBIMB at <https://mbimb.org>

GIRLS' EMPOWERMENT

**INTERVIEW WITH
RYSHEEKA BUSH
AND
CHRISSY SYKES**



**EMPOWERING CHILDREN THROUGH MUSIC
MY BODY IS MY BODY**



 **Girls' Empowerment
Rotary Action Group**



INTRODUCING OUR NEW MBIMB BOARD MEMBER



Deborah J Crozier



My Body is My Body Advisory Board Head Of Scotland

Deborah Crozier is a Person-Centred Counsellor, Chartered Fellow Member of the ACCPH, and Trauma-Informed Practitioner dedicated to creating safer, more compassionate communities. She is the Founder of A Positive Start CIC, a social enterprise supporting community mental health and emotional regulation across the Scottish Borders.

Deborah's professional journey was inspired by her own lived experience and healing journey, which deepened her understanding of trauma, resilience, and recovery. This continues to shape her person-centred, compassionate approach to supporting others.

As a Global Ambassador for My Body is My Body (MBIMB), Deborah works alongside founder Chrissy Sykes to expand access to free child safety education worldwide. Together, they are collaborating on The River Room Songbook — a creative initiative combining music, storytelling, and emotional regulation to help children understand and express their feelings safely.

As a Global Presence Ambassador for Parenting 2.0, an international consciousness movement promoting proactive life skills and emotional literacy, Deborah advocates for a world where parenting and personal growth are seen as evolving, learnable skills.

She is also the creator and facilitator of STAND – Parents as Protectors, a trauma-informed safeguarding programme delivered in partnership with Safeguarding Fundamentals. Deborah currently works as a Student Support Officer at Borders College and is studying for an MSc in Contemporary Drug and Alcohol Studies at the University of the West of Scotland.



By Deborah J Crozier

One of our pilot projects this year was The River Room – a nurturing space where children and parents came together to learn emotional regulation through connection, play, rhythm, and presence. Our space backs onto the River Teviot, and the flowing water became a constant reminder that emotions, like rivers, are meant to move gently when held safely.

The River Room wasn't a clinical environment.
There were beanbags, stories, rhythm instruments, soft toys, nature, and warm light.
A place where children could exhale... and parents could too.

Each session offered gentle co-regulation, not instruction.

We explored:

- How feelings show up in the body
 - How the nervous system shifts between calm, overwhelm, and shutdown
 - How to soothe, ground, and reconnect when things feel too big
- But most importantly — children and parents learned to regulate together.

We made space for:

- Safe play
- Rhythm and music
- Shared breathing
- Emotional language that feels kind and real
- Meaningful Games

And then, we all sat down to eat together at lunchtime.

This was one of the most meaningful parts of the project.
Sharing food slowly, together, helped children feel included, relaxed, and safe to just be.
No rush. No pressure. Just community, connection, and presence.

During the development of this project, we connected with the amazing Chrissy Sykes, founder of the My Body Is My Body Programme. From our first conversations, there was a shared understanding:

Children need emotional safety, not just instruction.
They need music, rhythm, kindness, and relationship to feel safe in their bodies.
And so, something meaningful began to take shape.



By Deborah J Crozier

Out of The River Room came The River Room Songbook — a trauma-informed musical resource to help children regulate through rhythm, melody, character, and story.

Together, we created warm, friendly characters who guide children through emotional awareness...

These songs are simple, soothing, and designed to be felt in the body — not just learned with the mind.

And just like the river...
they help children return to flow.

The River Room Songbook is now part of our wider vision for River Rooms — gentle trauma-informed spaces in communities where children and families learn safety, regulation, and connection through relationship and creativity.

When we support the nervous system with care,
we support the whole family system to heal.

Just as the River Teviot flows past our windows — steady, continuous, and alive — we continue to learn that emotions are not meant to be held still.

They are meant to move, soften, and find their way back to safety when held in connection.

And in The River Room, we move with the river.
We learn to flow again.





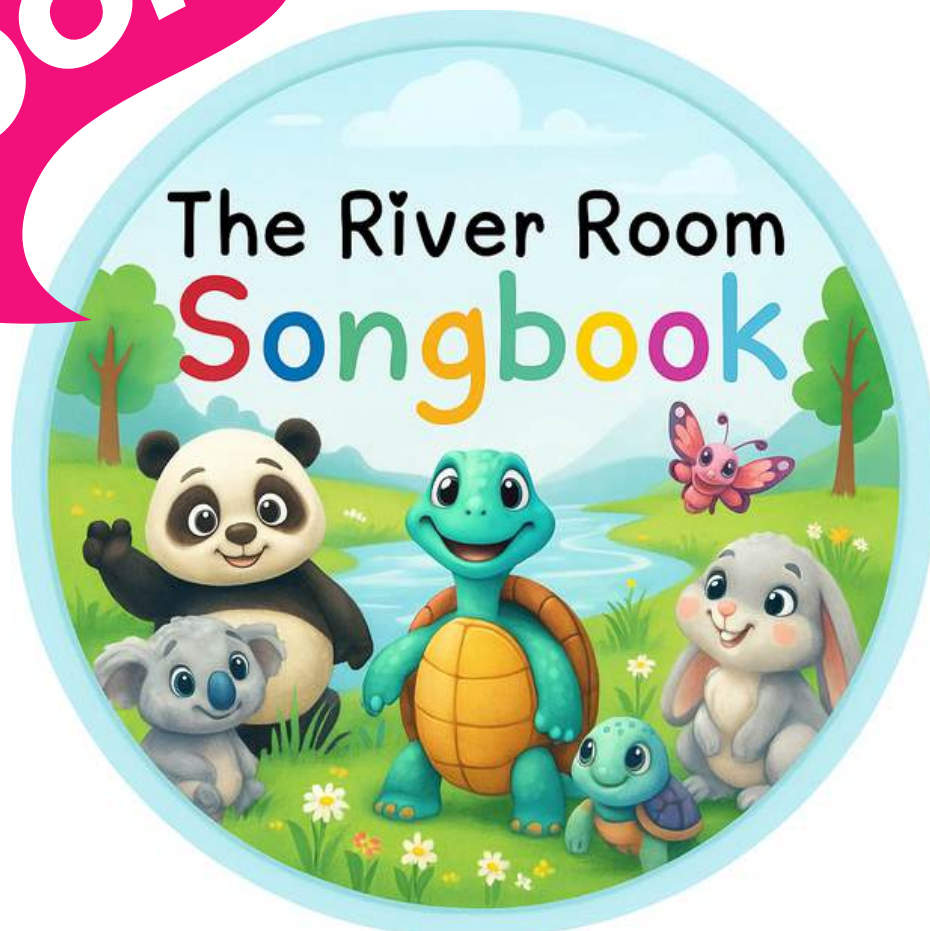
New River Room Course

The River Room Songbook Course written by Deborah J Crozier from A Positive Start and developed by Chrissy Sykes from MBIMB, is a gentle, heart-centred journey through six beautifully crafted songs — I Am Special, Tapping Song, STAND, Breathe Like the Breeze, Heart and Tummy Hold, and Rain. Each song explores an important theme of emotional wellbeing, helping children understand their feelings, calm their minds, and build inner strength through music and reflection.

The course goes beyond simply singing — it explains the theory behind each song, showing how rhythm, repetition, and positive affirmations can support emotional regulation, resilience, and self-belief. With every lesson, children are invited to listen, move, reflect, and express themselves in safe and creative ways.

Together, the six songs create a nurturing space where children can learn to manage emotions, practise self-care, and connect with their natural sense of peace and confidence. The River Room Songbook reminds every child that they already have the tools within themselves to feel calm, capable, and special — just as they are.

COMING
SOON



Buy MBIMB Books Direct From the Printer

Save & Support Our Programme

Printed at cost — no markup.

Every purchase helps us reach more children

Children's Workbook

- Single Book: £5.22
- Pack of 10: £2.35 ea
- School Bundle (25books): £1.98

MBIMB Body Safety Rules

- Single Poster: £0.15
- 10 Posters: £0.10 ea
- School Bundle (50 Posters): £0.08 ea



Teacher Lesson Plans

- Single Book: £5.88
- Pack of 10: £3.63 ea
- School Bundle (25books): £3.12

The River Room Songbook

- Single Book: £6.55
- Pack of 10: £3.02 ea
- School Bundle (25books): £2.53



MBIMB Children's Workbook A4 Landscape (2025)

A fun, interactive workbook that helps children learn about body safety through songs, activities, and colourful illustrations. Designed to support the MBIMB lessons. Download a preview copy here: mbimb.org/mbimb-resources

£5.22

Add to basket



Other products



MBIMB Body Safety Rules A4



MBIMB Teacher Lesson Plans (2025)



MBIMB Trauma Informed Children's Workbook A4 Landscape (2025)



The River Room Songbook



My Body is My Body Safety Rules

MY BODY IS MY BODY
 My body belongs to me
 and only to me.
 Nobody should hurt me.
 Nobody should touch my private parts
 I am the boss of my own body !!

IF IT DON'T FEEL RIGHT DON'T DO IT
 If people try to get me to do things I know are wrong,
 or that make me feel uncomfortable
 I will say "NO".
 THEN I WILL TELL A SAFE ADULT

WHO CAN I TELL IF I HAVE A PROBLEM?
 I CAN TELL A SAFE ADULT

MOMMY OR DADDY,
 AUNT OR UNCLE
 GRANNY OR GRANDPA,
 TEACHER OR PRINCIPAL
 COUNSELLOR AT SCHOOL

ARE YOU FEELING UNSAFE?
HERE ARE SOME WARNING SIGNS FROM YOUR BODY

Your face or your hands
 might start to sweat
 Your mouth could feel dry
 You might feel sick in your tummy
 Your heart could beat fast
 You could start crying
 You could feel scared
 Your legs could feel wobbly

If you are feeling any of these warning signs, find a Safe Adult you can talk to and tell them you are feeling unsafe.

PRIVATE PARTS
 My private parts are the parts where my swimsuit or my underwear covers.

1. Nobody should touch my private parts
 2. Nobody can ask me to touch their private parts
 3. Nobody should take pictures of my private parts.

SAY NO TO SECRETS
 If someone is hurting you, bullying you or doing anything that makes you feel uncomfortable, and they ask you to keep it a secret -
 Say No To Secrets
 THEN TELL A SAFE ADULT

SPRING IMPACT

Preventing Child Sexual Abuse at Scale – What It Takes

Impact by Goals

We are proud to share a groundbreaking new study by Spring Impact, supported by the Oak Foundation, exploring how organisations across Europe are successfully scaling child sexual abuse prevention. This first-of-its-kind research draws lessons from 17 leading organisations, including My Body Is My Body (MBIMB), who were honoured to be featured as a case study and contributor.

At a time when an estimated 1 in 5 children in Europe experience sexual violence, this report provides vital guidance for creating safer communities and reaching children before harm occurs.

Top 10 Key Insights from the Study (Find out more at www.springimpact.org)

To achieve prevention at scale, the study identified the following key priorities:

1. Raise public awareness to break taboos and improve recognition of abuse.
2. Embed prevention efforts in public systems like schools and health services.
3. Build strong government partnerships for long-term sustainability and funding.
4. Develop solutions that are evidence-based and adaptable to local contexts.
5. Train and empower others to deliver programmes to expand reach.
6. Invest in ongoing quality assurance & evaluation to prove and improve impact.
7. Collaborate across sectors – no organisation can tackle this issue alone.
8. Use multiple delivery models (schools, parenting programmes, digital tools).
9. Address root causes and strengthen families, not just respond to harm.
10. Build local relationships and champions to embed safeguarding culture.

These findings show that preventing abuse at scale is not only possible – it is already happening across Europe.

MBIMB's Involvement

We are delighted that MBIMB's music-based child safety education programme was selected as one of the featured solutions in the study. Our mission to empower children through accessible, engaging, and free prevention tools aligns strongly with the global movement toward early intervention and scalable education.

Being included in this research is both an honour and a powerful validation of our work and impact – and we will continue to collaborate with global partners to protect children everywhere.

PREVENTING CHILD SEXUAL ABUSE AT SCALE: WHAT IT TAKES

Practical insights from 17 organisations making scale work across Europe

SPRING
IMPACT



PREVENTING CSA AT SCALE: WHAT IT TAKES

MBIMB (MY BODY IS MY BODY)

📍 Global (over 60 countries)

ABOUT

UK-based non-profit providing open-source educational programmes to empower children to understand body safety through music and visual media.

SOLUTION

A universal, early preventative child safety programme designed to teach children aged 3-10 about body autonomy and how to seek help. It uses a music-based, engaging approach including songs, videos, and animated content.

LEVEL OF SCALE

Global online uptake reaching over 2.5 million children in 113 countries and 30+ languages.

SCALE MODEL DESCRIPTION

Open-Source: Anyone can download and deliver content with minimal training, enabling wide reach. The free online training courses help to ensure quality and consistency of facilitation.

NSPCC

📍 UK

ABOUT

National non-profit focused on preventing child abuse through direct services, advocacy, and public awareness campaigns.

SOLUTION 01

Speak out Stay safe: School-based prevention programme for primary schools. It helps children understand how to recognise the signs of abuse, that abuse is never a child's fault and where to get help.

LEVEL OF SCALE

Delivered in 8,000+ schools across the UK, reaching 1.2 million children in 2022/23.

SCALE MODEL DESCRIPTION

Direct Delivery: regionally delivered model with in-house teams and trained volunteers delivering directly in schools. Trialling a partnerships-based model with delivery shared between volunteers and school staff.

SOLUTION 02

CSA Snapshots: Trained NSPCC staff provide an assessment of the holistic measures a local area has in place to protect children.

LEVEL OF SCALE

Early stage. As of 2025, NSPCC is offering 9 Snapshots to local authorities per year.

SCALE MODEL DESCRIPTION

Direct Delivery/System Integration: NSPCC conducts the analysis and provides training to local authorities to strengthen local systems for children and families. The goal is to implement CSA Snapshots in every local authority across England and Wales.

EXECUTIVE SUMMARY

INTRODUCTION

STUDY PARTICIPANTS

BARRIERS TO SCALE

KEY LESSONS

CASE STUDIES

CONCLUSION

APPENDIX



MISSION & VISION



SCAN THIS QR CODE
TO FIND OUT MORE
ABOUT MBIMB

3 million

LIVES CHANGED

380

AMBASSADORS

65

COUNTRIES
REACHED

35

LANGUAGES

Every year, according to the WHO, an estimated 1 billion children — that's half of all children worldwide — experience some form of violence, whether physical, emotional, or sexual. This is why programmes like My Body Is My Body are essential.

The good news? Violence is preventable, and through clear, memorable messaging and community action, we can start breaking this global cycle — one child, one classroom, one song at a time. The My Body Is My Body (MBIMB) Foundation exists to change that. We use the universal power of music, stories, and community action to teach children simple, memorable body-safety messages in over 30 languages.

Through songs, animated videos, workbooks, and workshops, MBIMB helps children:

- Understand what safe and unsafe behaviour looks like
- Build confidence to speak up if something feels wrong
- Learn who they can trust and where to get help
-

So far, MBIMB has reached over 3 million children in 63 countries — but with your help, we can reach millions more.

Staying Safe, Strong and Happy



New Download: “Staying Safe, Strong and Happy” Safeguarding Made Simple for Children

We're excited to share our brand-new downloadable resource created in collaboration with Antonia Noble from [Safeguarding Fundamentals](#) — “Safeguarding for Children (Ages 5–8): Staying Safe, Strong and Happy.”

This colourful and positive PDF helps teachers, parents, and community leaders introduce safeguarding in a gentle, age-appropriate way. Using clear language and cheerful illustrations, it guides children to understand what it means to feel safe, who keeps them safe, and what to do if something makes them feel uncomfortable.

Children will learn simple, memorable messages such as:

- “Your body is special and should always be safe.”
- “We don’t keep secrets, only happy surprises!”
- “Always tell a trusted adult if something worries you.”

It’s a wonderful tool to open conversations about safety, kindness, and trust — helping every child feel Safe, Strong and Special!

[Click Here To View and Download](#)



WHY TEACHERS LOVE MBIMB

Why Teachers Love MBIMB

- **Ready-to-teach:** Each lesson plan comes with clear objectives, timings, and extension ideas.
- **Curriculum-aligned:** Built to support child safety and wellbeing education across a wide range of international curricula and safeguarding frameworks.
- **Inclusive and accessible:** Available in over 30 languages, ensuring every child can join in and understand.
- **Engaging and memorable:** Music and animation capture children's attention and help messages stick.
- **Completely free:** All resources, including songs, videos, and workbooks, are available at no cost to schools.

Making Body Safety Simple, Musical and Free for Every Classroom

Teaching about body boundaries and personal safety is one of the most important — yet often most sensitive — parts of PSHE. Many teachers tell us they want to get it right but sometimes struggle to find age-appropriate language or engaging materials that don't cause fear or confusion.

That's exactly where the My Body Is My Body (MBIMB) Programme helps.

This free, ready-to-use safeguarding resource turns a challenging topic into a series of fun, memorable lessons through music, animation, and storytelling.

The programme includes six lively songs, each with an accompanying free lesson plan, discussion prompts, and optional follow-up activities. Every resource is designed so teachers can deliver powerful safeguarding education straight away — no specialist training required.

Children learn key messages such as recognising unsafe behaviour, understanding that their body belongs to them, and knowing who they can turn to for help — all in a way that is uplifting, positive, and easy to remember.





My Body is My Body Safety Rules



MY BODY IS MY BODY

My body belongs to me
and only to me.
Nobody should hurt me
Nobody should touch my private parts
I am the boss of my own body !!



IF IT DON'T FEEL RIGHT DON'T DO IT

If people try to get me to do
things I know are wrong,
or that make me feel uncomfortable
I will say "NO"
THEN I WILL TELL A SAFE ADULT



WHO CAN I TELL IF I HAVE A PROBLEM? I CAN TELL A SAFE ADULT

MOMMY OR DADDY,
AUNTY OR UNCLE
GRANNY OR GRANDPA,
TEACHER OR PRINCIPAL
COUNSELLOR AT SCHOOL

ARE YOU FEELING UNSAFE? HERE ARE SOME WARNING SIGNS FROM YOUR BODY

Your face or your hands
might start to sweat
Your mouth could feel dry
You might feel sick in your tummy
Your heart could beat fast



PRIVATE PARTS

My private parts are the parts where
my swimsuit or my underwear covers.

1. Nobody should touch my private
parts 2. Nobody can ask me to touch
their private parts 3. Nobody should
take pictures of my private parts



SAY NO TO SECRETS

If someone is hurting you,

MBIMB EXPANDS ITS
**BRITISH SIGN
LANGUAGE**
PROGRAMME WITH A
NEW SONG!



MBIMB EXPANDS ITS **BRITISH SIGN LANGUAGE** PROGRAMME WITH A NEW SONG!

We're thrilled to announce that the My Body Is My Body (MBIMB) Foundation is expanding its British Sign Language (BSL) programme!

Thanks to the incredible dedication of **Measha Harris**, who has kindly volunteered her time and talent, we now have a second MBIMB song available in BSL — Say No To Secrets. Measha's expressive signing brings the message to life, making the programme even more inclusive for Deaf and hard-of-hearing children.

The BSL series now includes:

My Body Is My Body

Say No To Secrets

By making our body safety songs accessible in BSL, we're ensuring that every child — regardless of hearing ability — can learn, sing, and understand these vital messages about body boundaries and personal safety.

A huge thank you to Measha for her wonderful contribution and to everyone helping us build a world where every child can feel safe, valued, and heard.

Video

PROTECTING YOUR
TEAM, YOUR DATA,
AND THE PEOPLE YOU
SUPPORT

PHISHING AWARENESS

Think Before You Click!



WHY THIS MATTERS

Why Schools and Charities Are Prime Targets

- Increasing phishing attacks on educational and nonprofit organisations
- Criminals exploit public-facing inboxes and predictable email formats
- A single click can expose sensitive pupil, staff, or donor data



KEY STATISTICS:

SCHOOLS

- | | |
|--|-----------------------|
| • Primary schools (breach or attack in last 12 months) | 52 % |
| • Secondary schools (breach or attack in last 12 months) | 71% |
| • Further Education Colleges | 85 % |
| • Higher Education / Universities | 91 % |
| • Ransomware incidents (2019 to mid-2024) | 3,760 reported to ICO |

KEY STATISTICS:

Charities & Nonprofits

Charities reporting breach or attack (last 12 months)	30 %
Charities experienced a cyber incident involving phishing	83%
Charities who experienced cybercrime in 1 year	453,000
Average number of cybercrimes per affected charity	16

83 % of charities that experienced a cyber incident said it involved phishing.



WHY THESE NUMBERS MATTER

- Schools and charities are not immune — in fact, they are frequent targets due to the **sensitive data** they hold and often limited cyber resources.
- Phishing dominates as the main attack method in both sectors.
- Many organisations face repeat or multiple incidents in one year (especially in the charity sector).

WHAT IS A PHISHING EMAIL?



Phishing emails trick you into:

- Clicking unsafe links
- Downloading malicious files
- Sharing personal or financial information



HOW TO SPOT A PHISHING EMAIL

Red flags in phishing attempts are warning signs or indicators that help you identify potential scams. Some common red flags in phishing include:

- 1 Urgent or threatening language
- 2 Suspicious sender information
- 3 Requests for personal information
- 4 Misspellings or grammatical errors
- 5 Suspicious links or attachments
- 6 Generic greetings
- 7 Too good to be true



TYPES OF PHISHING

Phishing attacks come in different forms



SMS PHISHING

Scammers send text messages with fake links or requests for personal information



EMAIL PHISHING

Scammers send fake emails pretending to be a trustworthy organization



SOCIAL MEDIA PHISHING

Scammers create fake profiles or posts to trick you into clicking on links or sharing personal information



01 URGENT OR THREATENING LANGUAGE

Phishing attempts often create a sense of panic or urgency.

Phrases like "urgent action required," "account suspended," or "your account will be deleted" are designed to make you react quickly without thinking.

02 SUSPICIOUS SENDER INFORMATION

Always check the sender's email address or social media profile.

Phishing messages often come from generic, misspelled, or slightly altered addresses that don't match the genuine organisation they claim to represent.

03 REQUESTS FOR PERSONAL INFORMATION

Legitimate organisations will not ask for usernames, passwords, or payment details via email, social media, or text message.

Be cautious of any message requesting personal or financial information.

04 MISPELLINGS OR GRAMMATICAL ERRORS

Phishing emails sometimes contain spelling mistakes, poor grammar, or awkward phrasing.

Legitimate organisations usually have professional communications — though with the rise of AI, phishing messages are becoming harder to spot.

05 SUSPICIOUS LINKS OR ATTACHMENTS

Be wary of links or attachments from unknown or untrusted sources.

Hover your mouse over any link to check its true destination before clicking, and never download unexpected files.

06 GENERIC GREETINGS

Watch out for impersonal openings like "Dear Customer" or "Dear User."

Authentic organisations generally address you by name or reference details specific to you.

07 TOO GOOD TO BE TRUE

Phishing attempts often tempt people with prizes, rewards, or huge discounts.

If the offer sounds too good to be true — it probably is.



WHAT TO DO

- ✓ Stop immediately if unsure
- ✓ Report through your organisation's procedure (IT / safeguarding / data officer)
- ✓ Quarantine or move to "Phishing" folder
- ✓ Wait for guidance before replying
- ✓ Inform colleagues if confirmed



REPORT PHISHING ATTEMPTS

If you suspect a phishing attempt, report it to the school or the charity's IT department. Please don't forward the phishing email or message to another user. You can show them on your device.

Forwarding phishing emails could lead to others being phished.

Reporting phishing attempts helps protect others from falling victim to the scam.



Be skeptical of emails, messages, or posts that seem too good to be true or too urgent. Remember, if it sounds too good to be true, it probably is!

THINK CRITICALLY



Think before clicking on any links, sharing personal information online, or opening any suspicious attachments. Ask yourself if it seems legitimate and if you were expecting it.



Verify the authenticity of the sender and the information provided before taking any action. Trust your instincts and be cautious when sharing information online.

Remember

Once sent, you can't get it back — always **Stop, Check, and Protect**.
Data protection is safeguarding.

NEW

STANDING STRONG

UNDERSTANDING PEER PRESSURE

Our Latest **Free Course** For
Young Teens

We are excited to announce the launch of our brand-new Peer Pressure Course – Standing Strong, now available for free on our website.

This empowering course has been designed especially for young teens to help them recognise, understand, and resist peer pressure in both everyday life and online spaces. Using relatable examples, interactive activities, and practical tools, Standing Strong gives children the confidence to make their own safe choices while knowing where to turn for support.

The course is divided into six easy-to-follow lessons, each focusing on a different aspect of peer pressure. By the end, young people will feel more prepared to handle difficult situations, stand by their values, and support others around them.





MAAPP

MAAPP - The Home Of LinkIndex A Safeguarding Toolkit for Professionals and Families

LinkIndex – is a game-changing safeguarding toolkit designed for professionals and families. In a world overflowing with digital resources, LinkIndex brings clarity and convenience. Its smart keyring, powered by QR codes, gives instant access to carefully curated, trusted safeguarding materials — anytime, anywhere. Whether you're supporting a child at home or in a professional setting, MAAPP puts the right tools at your fingertips when they're needed most.

Introductory Offer:

Available at £1.00 per month, valid for 12 months only.



<https://maappuk.co.uk>



**PROTECT
OUR
CHILDREN**

WORLD SAFEGUARDING NEWS



1

Funding cuts threaten school access for millions of children

According to a new UNICEF analysis, international aid for education is projected to decline by around US \$3.2 billion by 2026 — a drop of 24%. This could result in an additional six million children being excluded from school in the coming year alone. When children are out of school, they lose the protective environment schools provide, increasing their vulnerability to abuse and neglect.

Source - [UNICEF](#)

3

Global Push to End Online Child Sexual Exploitation

A powerful international call to action is gaining momentum with the release of the Atlanta Declaration, urging governments and tech companies to treat online child sexual exploitation as a global health emergency. The declaration highlights the scale and urgency of the issue, calling for coordinated action, stronger legislation, and improved support for victims. Backed by key partners including SafeOnline (safeonline.global) and Childlight, the initiative aims to protect children by placing their safety at the centre of digital innovation and policy.

Source - [Safeonline.global](https://safeonline.global) /Childlight

2

Child-sexual-abuse detection up 2,000% in Telangana (India)

In the Indian state of Telangana, a new Cyber Protection Unit launched earlier in 2025 triggered a 2,000% rise in reported child-sexual-abuse cases (not necessarily meaning more abuse, but better detection). Most victims are in puberty age. *SOURCE -*The Times of India*



PROTECT
OUR
CHILDREN

WORLD SAFEGUARDING NEWS

4

Media Urged to Adopt Ethical Reporting on Children in Nigeria

In Ibadan, officials from UNICEF and the Federal Ministry of Information and National Orientation emphasised that ethical journalism is essential to protect children's dignity, rights and safety in reporting.

UNICEF chief emphasised that reporting children, especially those affected by violence, conflict, or abuse, must be done with the utmost sensitivity.

Source: The Guardian - Nigeria



5

Children Suffering After Eastern Afghanistan Earthquake

Following a magnitude-6.0 earthquake in eastern Afghanistan, UNICEF reports that over 212,000 children are among those affected, and urgent humanitarian support is needed. Many schools, homes and services have been disrupted.

Source: UNICEF

6

38% of Schoolchildren in Jharkhand

In India's Jharkhand state, a shocking report reveals that abuse—including verbal, physical, sexual, and cyber—has caused over one-third of schoolchildren to abandon education. Knowledge of legal protections remains extremely low.

Source: The Times of India

CHILDREN

GLOBAL CHARTER ON CHILDREN'S CARE REFORM LAUNCHED AT THE UN

At the 2025 United Nations General Assembly, governments and civil society organisations launched the Global Charter on Children's Care Reform — a landmark commitment to ensuring every child grows up in a safe, nurturing and caring family environment.

The Charter responds to an urgent reality: millions of children worldwide live separated from their families, often in institutions where they face higher risks of neglect, abuse and lifelong disadvantage. It calls on world leaders to:

- Strengthen families with inclusive, accessible quality services so children are not unnecessarily separated.
- Provide safe, family-based alternative care when children cannot live with their parents.
- End the use of institutions for children.
- Invest in children, families, care leavers and inclusive services that support long-term well-being.
- End harmful practices such as violence against children and orphanage tourism.

Jill Nosach, National Director of SOS Children's Villages USA, described the Charter as "an inspiring step forward in the worldwide movement to ensure that every child grows up in a safe and nurturing family environment."

A turning point for children without adequate family care

Evidence shows children who grow up in institutional settings face higher risks of developmental delays, emotional trauma and poorer life outcomes.

The Charter emphasises addressing the root causes of family separation — including poverty, conflict, stigma and lack of support — and shifting to family and community-based solutions, supporting families in crisis, strengthening kinship and foster care networks, ensuring children's participation in decisions, and providing strong after-care support for young people leaving care.

Global commitment and momentum

So far, eight governments — including **Colombia, the United Kingdom, Norway, Paraguay, the Philippines and Ukraine** — have signed the Charter. It has also been endorsed by over 45 international organisations, including UNICEF, Save the Children, Lumos, ECPAT and Family for Every Child.

Through its UK branch, **SOS Children's Villages** helped shape the Charter and continues to lead by example: reintegrating children into families, supporting foster and kinship care, and transforming institutional facilities into community-based services.

Eyob Berhanu, Lead Global Expert on Child Care Reform for SOS Children's Villages, said: "We are championing the transition towards family- and community-based care systems where children can grow up supported, protected and connected to their communities."

**TOGETHER – WITH HUMILITY,
OPTIMISM, AND RIGOROUS CARE – WE
CAN CREATE SYSTEMS THAT PROTECT
FAMILIES AND GIVE EVERY CHILD THE
LOVE AND STABILITY THEY DESERVE."**





Kenya

A young girl delivers an inspiring speech at the International Day of the Girl Child celebration in Ndhiwa, Homabay County — reminding everyone that girls are the change-makers of today.

International Day of the Girl Child – Celebrating Strength, Hope and Change

Report by: Selly Manyala, MBIMB Ambassador – Kenya

Date: 10 October 2025

Location: Ndhiwa, Homabay County

What an amazing day it was in Homabay County! The community came together with such energy and joy to celebrate the International Day of the Girl Child — a day that truly shines a light on the power, resilience, and potential of girls everywhere.

This year, the celebration was held alongside Mazingira (Environment) Day, creating a beautiful connection between caring for our planet and caring for our girls. The event brought together local leaders, teachers, parents, and young people, all determined to support girls' education and empower them to lead change in their communities.

✨ Inspiring Messages and Brave Voices

The event began with Mr. Leo Herman, Chair of the Homabay County Peace Network, who spoke passionately about the importance of peace, equality, and education for every child. His words set a hopeful tone for the day.

One of the most touching moments came from the guest of honour — a young girl who gave a heartfelt speech encouraging her peers to stay in school, dream big, and believe in themselves. Her words perfectly captured this year's global theme:

“The Girl I Am, The Change I Lead – Girls on the Frontlines of Crisis.”

Her confidence and courage reminded everyone that girls are not just the leaders of tomorrow — they are already leading change today.

MBIMB Joins the Celebration

Representing the My Body Is My Body (MBIMB) Foundation, our wonderful Ambassador Selly Manyala shared how our programme helps protect children and empower them through songs, art, and education.

Selly spoke about the importance of teaching body safety in a fun, musical way — opening conversations that help children feel confident, safe, and heard.

It was inspiring to see how well MBIMB's message fitted into the day's focus on education, empowerment, and equality.

Schools and Organisations Involved

The celebration was supported by a wonderful group of schools and organisations, all working together to make a difference:

Participating Schools:

Pala Primary • Ndhiwa Hospital Comprehensive • Unga Primary • Joy Primary • Acorn Kids • Riat Primary

Participating Organisations:

Twende Pamoja Organisation • Acorn Kids International Charities • NSAN-CBO • Grassroots Women in Politics • Child Fund Organisation • DHA Organisation • IAD CBO • Compassion International

Looking Ahead

The event closed with a shared promise — to keep championing girl-child education and empowerment, to keep raising awareness in our communities, and to keep building strong partnerships that help girls reach their full potential.

It was a day filled with hope, action, and unity — a reminder that when girls are supported and protected, communities thrive and the future looks brighter for everyone.



International Day of the Girl Child – Celebrating Strength, Hope and Change
Report by: Selly Manyala, MBIMB Ambassador – Kenya

10



FREE MBIMB ONLINE COURSES

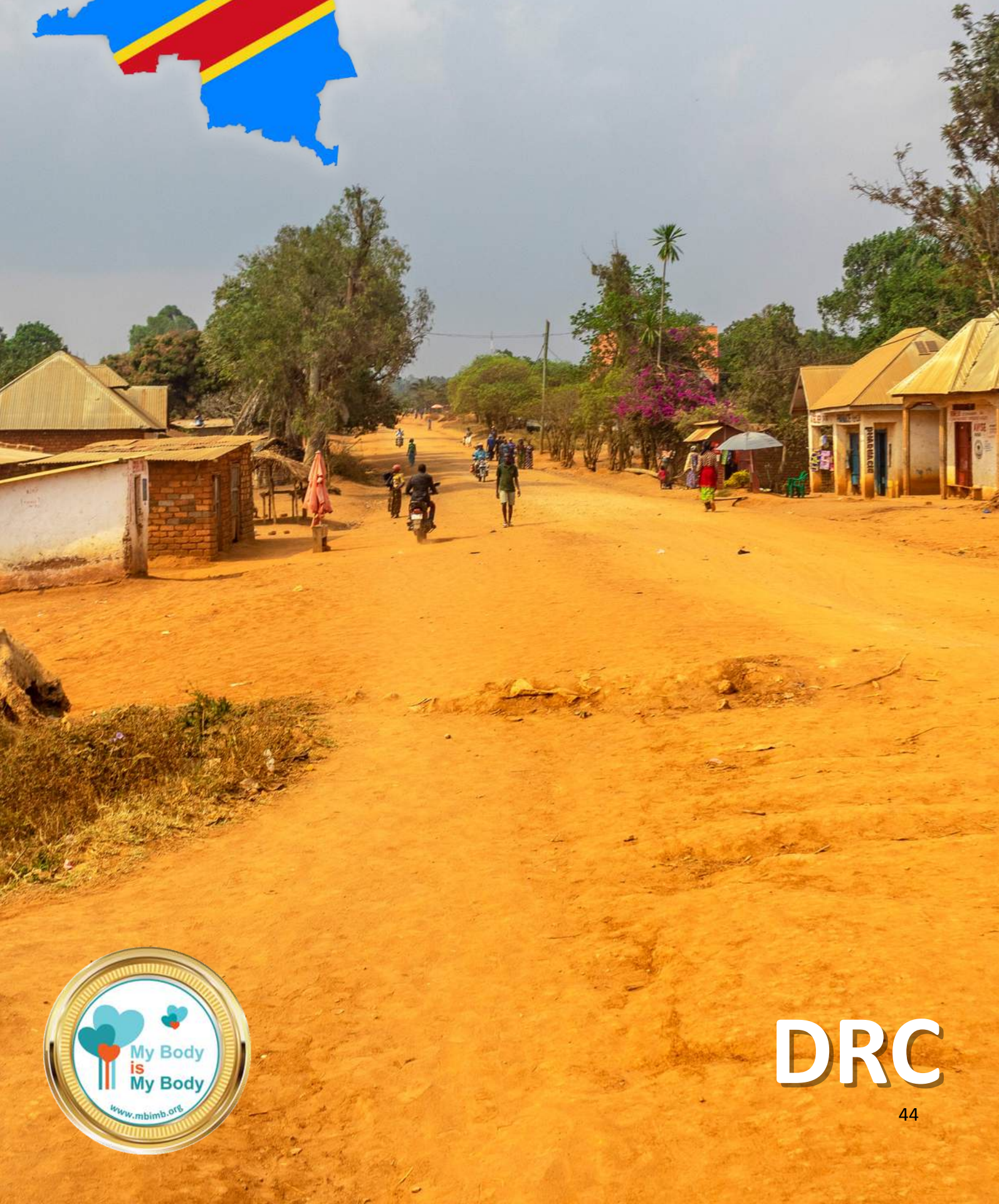
Further Education

Free Online Child Safety Training Programmes

The My Body Is My Body Programme provides FREE online courses to empower communities with essential knowledge on child abuse prevention and safeguarding. These courses include step-by-step guidance on presenting the My Body Is My Body Programme effectively.

1. Introduction to Child Maltreatment & Safeguarding
2. How to Present the MBIMB Programme
3. Digital Discoverers
4. Children's MBIMB Programme
5. Safeguarding Fundamentals
6. Essential Skills for New Mothers
7. MBIMB Presenter Next Steps
8. Bully Aware
9. Standing Strong With Noah
10. Standing Strong With Sofia





DRC

Expanding the MBIMB Programme in Eastern DRC: Teachers Inspired to Take Action



YALI Sud-Kivu

ENGLISH

CLUB

Program

Level Up your English Skill



MBILIKA NICOLAS

Doctor and Humanitarian
from DRC Congo MBIB
ambassador

TOPIC OF THE DAY:

"introduction to my body is
my body program in DRC
Congo a call to all educators
and humanitarian "

Location: Espace Étudiants CERDAF

Date: Saturday 20th September 2025

Time: 2:30 to 5PM

DON'T MISS ⁴⁵

Expanding the MBIMB Programme in Eastern DRC: Teachers Inspired to Take Action

The My Body Is My Body Programme continues to reach new communities across Africa, with passionate ambassadors leading the way in protecting and empowering children. In the Democratic Republic of Congo, where conflict and instability have left many children vulnerable, local educators are stepping forward to create change — using music, compassion, and education to build a culture of safety and respect.

In the Democratic Republic of Congo, the My Body Is My Body (MBIMB) message is beginning to take root thanks to the dedication of our local ambassador Mbilika Nicolas, who recently held two powerful training sessions for teachers and humanitarian workers in the eastern region — an area long affected by conflict and human rights challenges.

The first meeting took place on Saturday, 20th October, followed by a second on 27th October, each lasting an hour and a half. During these sessions, participants were introduced to the My Body Is My Body Programme and its first chapter on child maltreatment. They explored how to present the programme effectively to children and families, and discussed its vital role in early prevention and protection.

Although most of the attendees were secondary school teachers working with students aged 12 and above, the discussions highlighted the need to bring the MBIMB Programme to much younger children, beginning as early as 3–4 years old. The ambassador encouraged participants to start using the programme within their own families, helping their children learn about body safety from trusted adults at home.



Participants shared thoughtful insights about local realities — noting that in DRC, women often spend more time with children than men, and therefore should be key partners in rolling out the programme, while ensuring men are also involved in the conversation.

One of the most important moments came when a teacher expressed concern about their own child showing signs of low self-esteem and anxiety, sparking a deep conversation about how to respond to children who may already have experienced maltreatment. These heartfelt exchanges underscored the urgent need for training, guidance, and support for both teachers and parents.



Nigeria

MBIMB REACHES SHINE THE LIGHT INTERNATIONAL ACADEMY, BAUCHI STATE



MBIMB REACHES SHINE THE LIGHT INTERNATIONAL ACADEMY, BAUCHI STATE

It was an inspiring and joy-filled day at Shine the Light International Academy in Tafawa Balewa, Bauchi State, as students and teachers came together to experience the My Body Is My Body (MBIMB) Programme, a life-changing child safety awareness initiative that teaches children how to stay safe, speak up, and ask for help through music and storytelling.

The event was met with great enthusiasm by both staff and students, who were eager to learn about body safety and how to prevent abuse in their homes, schools, and communities.

Principal's Remarks

The school's Principal, Evang. Godiya Suchik, expressed his heartfelt appreciation for the programme, calling it a “wonderful presentation and life-saving awareness campaign.” He described the MBIMB visit as a vital opportunity to enlighten pupils and students about the dangers and consequences of child abuse, helping to build a safer and more responsible generation.

He also encouraged the MBIMB team to continue expanding its reach across schools in Nigeria, saying: “This programme is a great opportunity for our children — the leaders of tomorrow. I urge the organisation to keep strategising and diversifying efforts to rescue and protect more young lives.”

Teachers' Reflections

The Headmistress of the Nursery and Primary Section also shared her appreciation, describing the presentation as “an eye-opening experience for both staff and students.” She highlighted how the songs and discussions helped children understand body safety in a simple and memorable way.

A Shared Commitment

At the end of the visit, the Principal, Headmistress, and all staff members extended their sincere thanks to the My Body Is My Body Foundation, pledging their continued support and readiness to welcome more life-saving programmes in the future.

It was a day filled with smiles, learning, and hope — a clear reminder that when schools and communities come together to protect children, we truly are Building Safer Futures Together.

MBIMB REACHES SHINE THE LIGHT INTERNATIONAL ACADEMY, BAUCHI STATE

**“An eye-opening and life-saving programme –
Shine the Light teachers welcome MBIMB with open arms!”**

Students at Shine the Light International Academy learning about body safety with the MBIMB Programme
in Bauchi State, Nigeria



A Special Message

We would also like to send our love and best wishes to our wonderful MBIMB Ambassador Bala Bako in Nigeria as he recovers from a long illness.

Your strength, dedication, and courage continue to inspire us all — we're so happy to see you back, shining your light and sharing the MBIMB message once again!

EMPOWERING MINDS AND BUILDING SAFER FUTURES: NIGERIA'S BACK TO SCHOOL PROJECT 2025

By: FAVOUR OJO-OMONIYI



Wheels Of Hope Rising Foundation



EMPOWERING MINDS AND BUILDING SAFER FUTURES: NIGERIA'S BACK TO SCHOOL PROJECT 2025



Wheels Of Hope Rising Foundation

In September and October 2025, Young Productive Mind Initiatives, in partnership with Wheel of Hope Rising Foundation, launched its annual Academic Support: Back to School Project — a heartfelt mission to empower and educate children across Nigeria.

This year's project reached four schools.

Two in Ogun State and two in Lagos State:



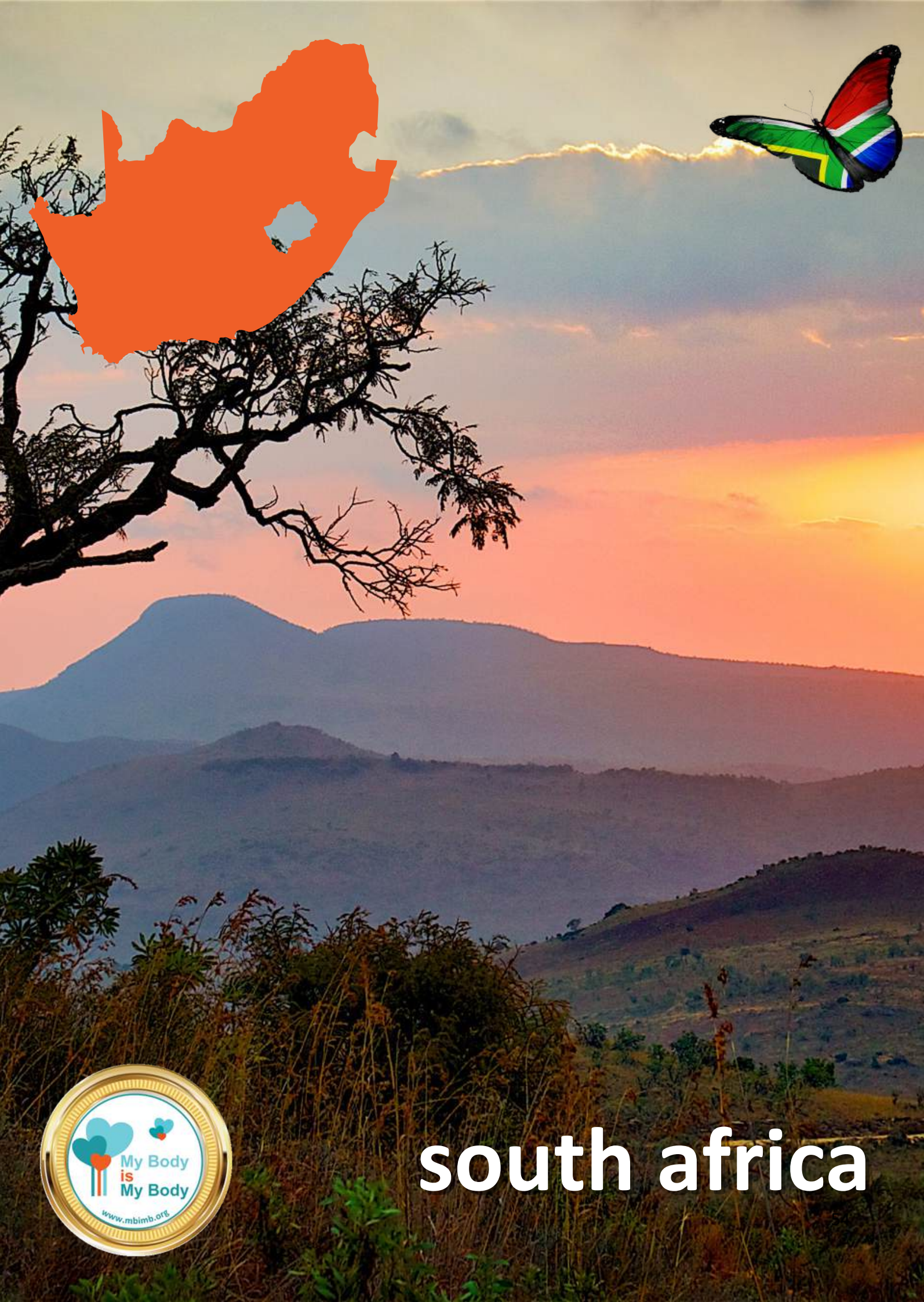
- Saint Barnabas (ANG) Nursery & Primary School, Ilisan-Remo, Ogun State
- Ilisan High School, Ilisan-Remo, Ogun State
- Ifako Ijaye Senior Comprehensive High School, Lagos
- Sonmori Senior Comprehensive High School, Lagos

Beyond distributing essential school materials, the team brought something even more powerful — the My Body Is My Body (MBIMB) Programme. During each school visit, students and teachers were introduced to the programme's vital lessons on body safety, respect, and personal empowerment. The team also shared the MBIMB 9 Rules, they and explained in ways that every child could understand and also shared printed versions for the children

The response was incredible. Teachers and principals not only welcomed the message but asked for access to the MBIMB resources so they could share the rules more widely within their schools. Plans are already underway to make this possible as soon as funding allows.

This project is more than just a back-to-school drive — it's a movement to nurture young minds, promote character development, and ensure every child knows that their body is their body. Together, we're building safer, stronger, and more confident futures for children across Nigeria.





south africa

MBIMB FEATURED ON SOUTH AFRICA'S EXPRESSO MORNING SHOW!

We're thrilled to share that our My Body Is My Body (MBIMB) Foundation Board Member and International Ambassador Of The Year Annemarie Mostert appeared on Espresso, South Africa's much-loved live morning show on SABC 3, to talk about the impact MBIMB is having across South Africa.





ANNEMARIE MOSTERT

ON THE EXPRESSO SHOW



EMPOWERING CHILDREN THROUGH MUSIC **MY BODY IS MY BODY**



Expresso is a daily, feel-good lifestyle show that airs live from 6:00–9:00 AM on weekdays from its Cape Town studio. The programme celebrates South African achievements and culture, featuring inspiring interviews, health and lifestyle tips, entertainment, and current affairs — all designed to start the day with positivity and purpose.

It's wonderful to see MBIMB's message of child safety, empowerment, and education reaching even more families through such a well-loved national platform.

Together, we're Building Safer Futures for Every Child.

Below: Annemarie Mostert meeting Miss South Africa Qhawekazi Mazaleni



Empowering Children in Limpopo!

Pastor Rose recently visited a local church in the Limpopo region to share the My Body Is My Body Programme and its empowering message of safety and self-protection for children. During her visit, she introduced the Children's Ministry teacher to the MBIMB songs and resources, who enthusiastically embraced the programme and joined us as a new Ambassador. We are so grateful to Pastor Rose for her dedication and commitment to bringing the MBIMB message to her community and helping more children learn that their bodies are their own and they have the right to feel safe.

Building Community with Fun and Care!

Our MBIMB Peer Educators recently organized a special moment of social cohesion, bringing the community together in a warm, interactive, and supportive environment. This gathering was all about fun, refreshing connections, and caring for one another — a space to share experiences, support each other, and enjoy meaningful moments together.

Through activities, conversations, and laughter, the event highlighted the power of community, togetherness, and positive social interaction, reinforcing the values of MBIMB while creating lasting bonds among participants.



Rotary

★ Girls' Empowerment
Rotary Action Group

Celebrating

OUR MBIMB AMBASSADORS



During Child Protection Week, a group of truly inspiring women came together at Millennium Combined School in Polokwane, Limpopo, to make a powerful impact on the lives of children in their community. Our pioneering MBIMB Ambassadors — Zama, Rose, Meltonia, Adv. Gloria, and Social Worker Letsoalo — worked tirelessly to bring the My Body Is My Body programme to life, educating children about their rights, safety, and empowerment.

Through songs, activities, and meaningful conversations, these remarkable ladies created a warm and safe space where children could learn, express themselves, and understand that their bodies are their own. Their passion, energy, and commitment shone brightly, inspiring not only the children but the entire school community.

We are so proud of our ambassadors for their dedication, courage, and unwavering belief in protecting children. Their work reminds us all that one team of committed individuals can spark hope, empowerment, and change — and that every child deserves to feel safe, valued, and confident.

Thank you, Zama, Rose, Meltonia, Adv. Gloria, and Letsoalo, for showing us the true power of advocacy and care.



Starting Early: Teaching Body Safety from the Very Beginning

At Nanny McPhee Crèche and Aftercare, our wonderful ambassador Zama Buthelezi is helping little ones take their first steps towards understanding body safety — through music, laughter, and learning!

Using the My Body Is My Body songs — “My Body Is My Body,” “I Am Special,” and “Say No to Secrets” — Zama is introducing these essential messages in a fun and gentle way. The children sing along, dance, and learn that their bodies are special, that they have the right to feel safe, and that it’s always okay to speak up if something feels wrong.

Starting these conversations early builds confidence, awareness, and trust. When young children learn that they can talk openly about their feelings and experiences, it helps prevent harm before it happens. The earlier they understand that their voice matters, the stronger and safer they become. These early lessons are not just songs — they’re seeds of empowerment that will grow with the children for life.

Together we can build a world where every child grows up Safe, Strong and Special.



Shining Bright in Polokwane – Young Peer Educators Leading the Way in Body Safety

✦ Limpopo's city of stars continues to shine! ✦

During the recent Heritage Day celebrations at Splash in Polokwane, our inspiring My Body Is My Body (MBIMB) Ambassador Nyiko and her team of passionate peer educators took to the stage to share a powerful message of safety, confidence, and empowerment.

These incredible young leaders are pioneering a new movement — teaching their peers about body safety, self-respect, and the importance of speaking up. Through music, storytelling, and open conversation, they are helping children and teens understand that everyone has the right to feel safe and protected.

Their energy and commitment remind us that safeguarding isn't just an adult responsibility — it's a community effort that grows stronger when young people lead the way.

We are so proud of Nyiko and the dedicated MBIMB team for showing what it means to use your voice for good.

Keep shining, girls — you are lighting the path for a safer future for all! ❤️





Girls' Empowerment
Rotary Action Group

**Ambassadors all out for the presentation of
MBIMB Body Safety in Lynnwood Pretoria.
Pastor Rose Papola, Maggie Moruntshi
and Zama Buthelezi**



SAPSAC CONFERENCE



Empowering Children Through Music:

Chrissy Sykes Presents at SAPSAC's National Child Abuse Conference

We have received overwhelmingly positive feedback from attendees, many of whom shared how your keynote enriched their knowledge, inspired reflection, and contributed meaningfully to their ongoing work in the field. Your expertise, passion, and leadership helped shape an impactful and memorable conference.

Speaking at the 23rd Annual National Child Abuse Conference in South Africa, Chrissy reflects on how MBIMB began as a creative response to child protection challenges and evolved into a global educational movement, now used in over 40 countries and translated into more than 30 languages.

Through the power of music and animation, the MBIMB Programme teaches young children vital lessons about self-worth, personal boundaries, and speaking up—all in a fun, age-appropriate, and non-threatening way.

Chrissy also highlights the importance of collaboration, community outreach, and teacher empowerment, sharing how educators, NGOs, and Rotary Clubs worldwide are helping to make “body safety” a universal language of protection.

This talk reminds us that prevention through education is the key to safeguarding futures — and that every voice, no matter how small, has the power to make a difference.

👉 Watch, learn, and share this video to help us reach more children and families around the world.

🎵 Subscribe for more empowering songs, educational resources, and updates from the MBIMB Foundation.

🌐 Visit: <https://mbimb.org>



sudan

IN LOVING MEMORY OF ENAS INRAHIM.



Today, we remember Enas Ibrahim, one of our most dedicated My Body Is My Body presenters from Sudan. Gone too soon.

Enas touched the lives of countless children with her warmth, compassion, and commitment to child safety. Her sessions were filled with laughter, singing, and learning — and she brought so much joy to every child she met.

In her own words:

“The My Body Is My Body program is the best thing that happened to me this year. The beauty of this program is simple, joyful, and can be taught by anyone... Children were very excited about the songs and being together, dancing and clapping. They understood the important messages of the program.”

We are deeply grateful for everything Enas shared with her community and our MBIMB family. Her light will continue to shine through the children she inspired.

Enas, your memory will live on in our hearts forever. You brought light, kindness, and hope to so many. May you rest in peace.

To her family, friends, colleagues, and all who loved her, we offer our heartfelt condolences. May you find comfort in knowing that Enas created ripples of kindness, protection, and hope that will continue for generations.

Here is Enas singing with the children in Sudan, Love is gentle, The My Body is My Body Song and If It Don't feel Right, Dont Do It.

[Click Here To View Video](#)

In Loving Memory of



Enas Ibrahim

Your memory will live on in our hearts forever. You brought light, kindness, and hope to so many. May you rest in peace.

CONGRATULATIONS



VANESSA SESI

MBIMB AMBASSADOR OF THE MONTH OCTOBER 2025

In recognition of your outstanding dedication and inspiring leadership as an MBIMB Ambassador. Thank you for encouraging and supporting new teachers to join the My Body Is My Body Programme and helping us empower more children with safety, confidence, and hope.



NEW AMBASSADOR TANZANIA



Ambassador Joseph E. Simba



My Body is My Body Foundation
Charity Number 1199901

NEW AMBASSADOR IVORY COAST



Ambassador Sianneh L. Johnson



My Body is My Body Foundation
Charity Number 1199901

NEW AMBASSADOR CAMEROON



Ambassador Kingdom Gwangwava



My Body is My Body Foundation
Charity Number 1199901

DO **YOU** WANT TO MAKE A **REAL DIFFERENCE?**

Become a My Body Is My Body Ambassador

Protect Children. Empower Communities. Be the Change.

My Body Is My Body is a free, musical body safety programme that helps children learn how to protect themselves from abuse in a fun, age-appropriate way — and we need people like **YOU** to help share it.

Why become an MBIMB Ambassador?

- Share our animated musical programme with children aged 3-10
- Host awareness sessions for parents and caregivers
- Use social media to spread -life-saving information
- Help teens share body safety messages with their younger siblings
- Inspire others through photos, videos, and stories from your

Safeguarding First

All Ambassadors agree to uphold our strict safeguarding policies. Presentations must be done through recognised schools, NGOs, or approved community organisations. We are here to support and guide you every step of the way.

This is not just volunteering.

It's a movement

No child should suffer in silence. As an MBIMB Ambassador, you will be helping to break cycles of abuse and open channels of communication to build a safer world - one child, one family, one community at a time.

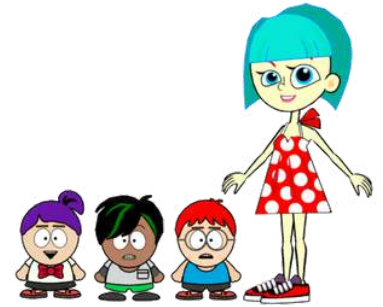
Ready to become a voice for change?

Apply to become an MBIMB Ambassador

Visit www.mbimb.org/ambassador



**Apply to become an
MBIMB Ambassador**



**MBIMB - Protecting children worldwide
through music and positive body
empowerment – because every child
deserves to grow up safe, strong,
and heard..**





MBIMB Board Of Directors

CHRISSY SYKES

CEO AND FOUNDER

CHRISSY CURRENTLY WORKS WITH NGO'S AND SCHOOL VOLUNTEERS IN OVER 60 COUNTRIES WHO HAVE REACHED AT LEAST 2.5 MILLION CHILDREN WITH THE PROGRAMME. ANOTHER 1.8 MILLION PEOPLE HAVE BEEN REACHED ON YOUTUBE. CHRISSY SPENDS HER TIME TEACHING VOLUNTEERS, SCHOOL TEACHERS AND COMMUNITY LEADERS HOW TO INTRODUCE THE SUBJECT OF CHILD ABUSE PREVENTION INTO THEIR COMMUNITIES USING THE MBIMB PROGRAMME.

DEE RUSSELL - THOMAS

TRUSTEE

WITH OVER 30 YEARS OF EDUCATION EXPERIENCE IN THE UK AND OVERSEAS, IN STATE AND PRIVATE SECTOR AND FROM INFANT THROUGH TO UNIVERSITY LEVEL, DEE IS ABLE TO SUPPORT, ADVISE AND PROVIDE TRAINING IN AREAS OF SCHOOL IMPROVEMENT, PLANNING FOR INSPECTIONS, LESSON OBSERVATIONS AND PERFORMANCE MANAGEMENT.

ANTONIA NOBLE

TRUSTEE

DURING HER 25 YEARS AS A BARRISTER, ANTONIA NOT ONLY DEVELOPED A DEEP UNDERSTANDING OF THE LAW BUT THE ABILITY TO PROCESS AND PRESENT INFORMATION LOGICALLY AND CLEARLY. WHAT'S MORE, IT'S WHAT SHE IS PASSIONATE ABOUT. SHE CARES DEEPLY ABOUT JUSTICE, FAIRNESS AND LIBERTY AND LOVES NOTHING MORE THAN HELPING INDIVIDUALS AND ORGANISATIONS FIND THEIR VOICE AND REACH BETTER OUTCOMES.

NICK ASKEW

TRUSTEE

CEO + FOUNDER OF SPACE AUTO, A RETAIL AND MARKETING SOFTWARE AND DATA TECHNOLOGY COMPANY IN DALLAS, TEXAS. ALSO, FOUNDER OF LUMINARY 2, A DEVELOPMENT AND TECHNOLOGY AGENCY DELIVERING CUTTING-EDGE BUSINESS TECHNOLOGY SOLUTIONS, SPECIALIZING AND INVESTING IN STRATEGIC SAAS PRODUCTS THAT REVOLUTIONIZE INDUSTRIES.

NICK GAZZARD OBE

TRUSTEE

NICK GAZZARD OBE IS A NATIONALLY RESPECTED CAMPAIGNER, SPEAKER, AND FOUNDER OF THE HOLLIE GAZZARD TRUST. HIS PIONEERING WORK ON DOMESTIC ABUSE AND STALKING PREVENTION HAS SAFEGUARDED THOUSANDS THROUGH AWARENESS PROGRAMMES, TRAINING, AND INNOVATIVE SAFETY TECHNOLOGIES. HE BRINGS INVALUABLE EXPERTISE AND PASSION TO PROTECTING CHILDREN WORLDWIDE.



CAROLINE FLYNN

TRUSTEE

CAROLINE IS THE VICE CHAIR FOR THE BASW ENGLAND LONDON BRANCH BRITISH ASSOCIATION OF SOCIAL WORKERS. SINCE 2006 CAROLINE HAS WORKED AS A LOCUM SOCIAL WORKER, CONSULTANT SOCIAL WORKER, MANAGER AND CHILD PROTECTION CHAIR THROUGHOUT THE UK.



DR. TUFAIL MUHAMMAD

ADVISORY BOARD

DR. TUFAIL MUHAMMAD (MD, MCPS, DCH, DCPATH) IS A PAEDIATRICIAN BY PROFESSION. CURRENTLY, HE IS THE CHAIRMAN OF THE CHILD RIGHTS & ABUSE COMMITTEE, PAKISTAN PEDIATRIC ASSOCIATION AND DIRECTOR OF THE REGIONAL TRAINING INSTITUTE PESHAWAR. HE HAS POSTGRADUATE QUALIFICATIONS AND TRAINING IN PEDIATRICS, CLINICAL PATHOLOGY, PUBLIC HEALTH AND REPRODUCTIVE HEALTH.



NANCY ABDELHADI

ADVISORY BOARD

NANCY HAS EXTENSIVE BUSINESS DEVELOPMENT, MARKETING, COMMUNICATIONS, PUBLIC RELATIONS, EVENT PLANNING AND RESEARCH EXPERTISE AS WELL AS A RICH ACADEMIC AND PROFESSIONAL BACKGROUND ON REGIONAL AND INTERNATIONAL LEVELS. SHE ALSO HAS COMPREHENSIVE ORGANIZATIONAL, PUBLIC RELATIONS AND MANAGEMENT COMPETENCIES.



ANNEMARIE MOSTERT

ADVISORY BOARD

ANNEMARIE IS ROTARY INTERNATIONAL DISTRICT GOVERNOR OF DISTRICT 9400 FOR 2020 - 2021 COVERING BOTSWANA, ESWATINI, PARTS OF MOZAMBIQUE AND PARTS OF SOUTH AFRICA. MEMBER OF THE ORGANISING COMMITTEE FOR RI CONVENTION, 2025 CALGARY. COORDINATOR OF STRATEGIC PLANNING COMMITTEE, ZONE 22, AFRICA. AMBASSADOR GIRLS' EMPOWERMENT ZONE 22. AMBASSADOR, IEP (INSTITUTE FOR ECONOMIC AND PEACE). LEAD TRAINER FOR ROTARY INTERNATIONAL ASSEMBLY ORLANDO 2023. CEO AND FOUNDING MEMBER OF SESEGO FOUNDATION. DISRUPTING POVERTY.



DR. DARWIN MOSES

ADVISORY BOARD DIRECTOR OF INCLUSION AND ACCESSABILITY SERVICES

DISABILITY AND INCLUSIVE DEVELOPMENT PROFESSIONAL WORKED FOR THE EMPOWERMENT OF PEOPLE WITH DISABILITIES FOR MORE THAN 19 YEARS IN THE THEMATIC AREAS OF SPECIAL EDUCATION, INCLUSIVE EDUCATION, LIVELIHOOD, ADVOCACY AND NETWORKING. WORKED PAN INDIA AND INTERNATIONALLY. WORKED WITH ALL TYPES OF DISABILITIES.



DEBORAH J CROZIER

ADVISORY BOARD HEAD OF SCOTLAND

DEBORAH CROZIER IS A PERSON-CENTRED COUNSELLOR, CHARTERED FELLOW MEMBER OF THE ACCPH, AND TRAUMA-INFORMED PRACTITIONER DEDICATED TO CREATING SAFER, MORE COMPASSIONATE COMMUNITIES. SHE IS THE FOUNDER OF A POSITIVE START CIC, A SOCIAL ENTERPRISE SUPPORTING COMMUNITY MENTAL HEALTH AND EMOTIONAL REGULATION ACROSS THE SCOTTISH BORDERS.



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