



# THE 37 CLUB: YOUTH VISION ~ 5 STAGES OF GROWTH

“CELEBRATE LIFE.”  
the37club.com.au  
~ Support from \$37 ~

## Creating a Positive Shift in Australian Youth Culture through Music. Art. Wisdom.



### GENERAL AWARENESS The Waiting List Phase



### CONTINUED AWARENESS + GETTING READY TO BE READY Infrastructure & Compliance



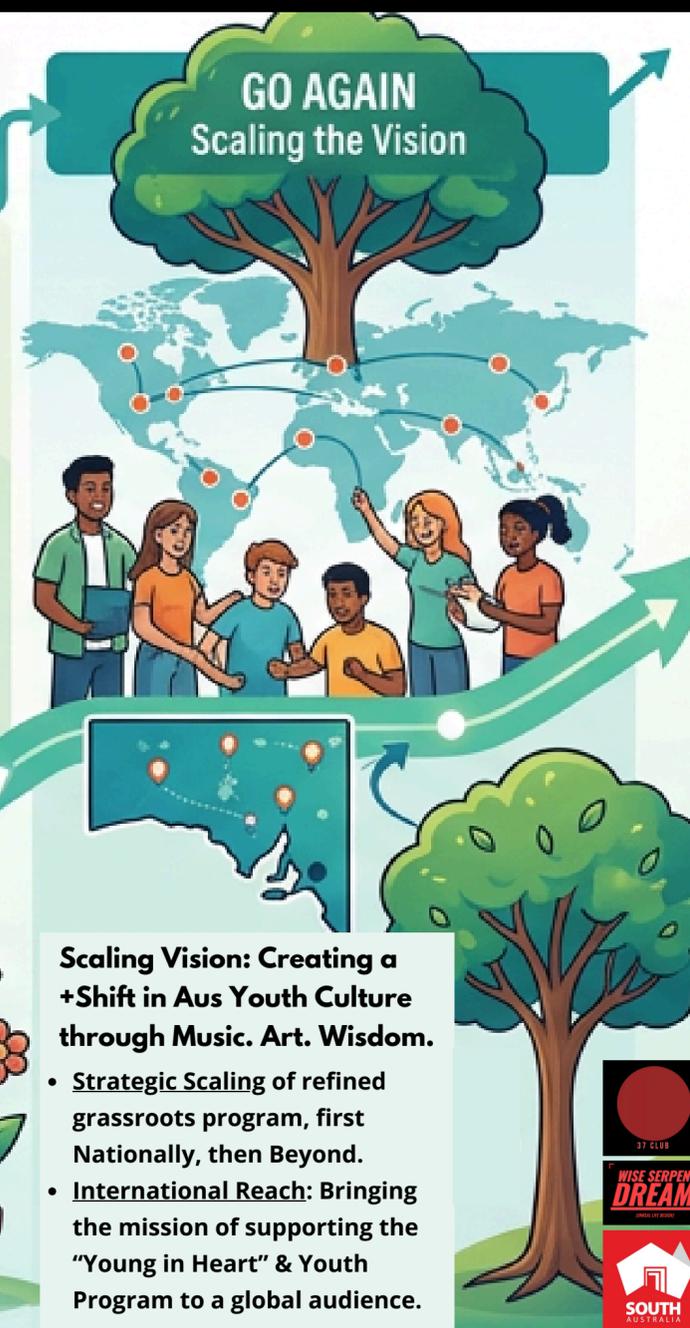
### OFFICIAL ROLL OUT Launch & Engagement



### REFLECTION & REFINEMENT Impact Analysis



### GO AGAIN Scaling the Vision



#### Our Journey Starts (Awareness, Waiting List & Early Adoption).

- **Focused** on DIY Events, Media, and High Impact Peer-to-Peer Conversations.
- **Building Momentum:** Actively recruiting for the Youth Mentorship Program waiting list, as well as Initial Volunteer Team & early adoption Club Members.
- **Industry Insight:** Highlighting that Australian Entertainment Workers face suicide ideation 6-7 higher & suicide deaths X2 higher as the general public.



#### Establishing the legal charity entity, Board of Directors, and nurturing fundraising.

- **Foundation:** Establishing Key Partnerships, Building Volunteer Teams, Nurturing Fundraising and securing a physical commercial space.
- **Risk Management:** Developing protocols & structures to eliminate risks before officially rolling out the youth program.



#### Youth Program: Officially Launch in SA + Community Engagement.

- **Officially launching** the Youth Mentorship Program alongside targeted PR/Media campaigns.
- **Community Integration:** Activating the grassroots model in South Australia.



#### A sense of collaboration and careful review.

- **Systematic gathering of feedback** from participants, mentors, and partners.
- **Growth Mindset:** Deep reflection and refinement of program materials & operations based on real-world results.



#### Scaling Vision: Creating a +Shift in Aus Youth Culture through Music. Art. Wisdom.

- **Strategic Scaling** of refined grassroots program, first Nationally, then Beyond.
- **International Reach:** Bringing the mission of supporting the “Young in Heart” & Youth Program to a global audience.

#### FOUNDER'S STORY



GRACE LION-HUNTER: FRONTMAN & UNDERGROUND ARTIST, TURNED YOUTH ADVOCATE. TRAGIC LOSS OF HIS COUSIN WHEN SHE WAS 14. RAISING AWARENESS FOR YOUTH SUICIDE WITHIN ENTERTAINMENT INDUSTRY.

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HOLDS THE HEART OF THE MISSION TO CREATE A POSITIVE SHIFT IN AUS YOUTH CULTURE THROUGH MUSIC. ART. WISDOM: LOGO IS A DROP OF BLOOD & REPRESENTS ETERNAL LIFE FOR THE YOUNG IN HEART.

#### MEMBERSHIP

SUPPORT MISSION DIRECTLY @ THE37CLUB.COM.AU | FREE MEMBERSHIPS, OPTIONAL UPGRADE FROM \$37 A WEEK OR A MONTH.



#### MEMBER'S PERKS



MEMBER'S ONLY STORE, MEMBER'S EVENTS, NEWSROOM W/ BEHIND-THE-SCENES + STORIES OF TRANSFORMATION & HOPE. MEMBER'S WAITING LIST NOW OPEN.

