



# AFFIRMATION DAY IMPACT REPORT

MAY 2019

# SELF LOVE BEAUTY AFFIRMATION DAY 2019

## OVERVIEW

On Tuesday May 14, 2019, Self Love Beauty lead the first ever Affirmation Day across communities in Michigan and online. Currently many people are feeling lonely, depressed and do not feel supported. Affirmation day allowed communities to come together to spread positivity. Positive affirmations are known to help us grow in confidence, eliminates stress and improve self-love.

The impact included:

**15**

Schools  
participated in  
Affirmation Day

**20**

Businesses participated  
in Affirmation Day

**4K**

People participated  
in in-person

**8K**

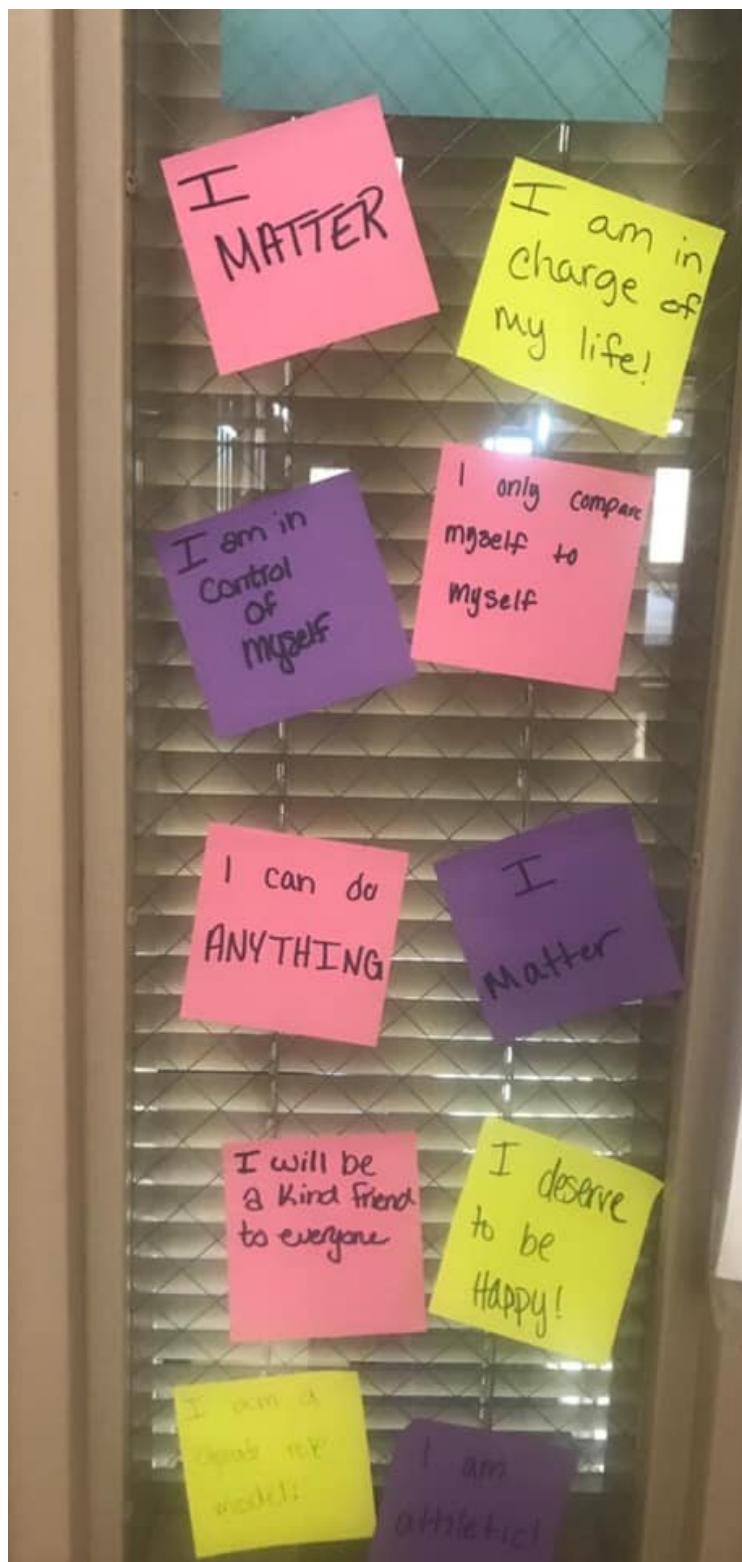
Individuals participated  
virtually

**66%**

Saw a difference in  
their community  
since participating  
in Affirmation Day

**95%**

Of participants claimed  
they will continue to use  
affirmations day-to-day





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## IMPACT



PARTICIPANTS SIGNED UP BEFORE THE EVENT AND RECEIVE FREE TOOLKITS WITH IDEAS FOR THEIR BUSINESS, HOME OR SCHOOL.

# 53%

ONLY 53% of participants had knowledge about the effects of daily affirmations before.



# 92%

Participants grew in knowledge about the effects of daily affirmations after.

"Our students loved this activity. So often students lack self esteem and do not have feelings of self worth. This activity provided a way to remind them to be kind to themselves - through using items made by fellow students and staff. We always try to help our students realize their worth and capabilities, but when we can get them to have these feelings internally, it is so much more powerful and impactful."

-Teacher

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## TESTIMONIALS



*"We were overjoyed at how many students wanted to participate in Affirmation Day activities. The students not only had fun with it, they were excited to personalize and hand out positive affirmations and have already asked if this was an annual event. It served as a great reminder to students the powerful affects kind words can have."*

*- Kelly Breasbois, Nouvel Catholic Central Schools*

*"I shared sticky note affirmations on the door of Grove Tea Lounge. It was well received by staff and guests and remained there for several hours. It was great to see people smiling when they were greeted with the message 'you are awesome!'"*

*Being a part of Affirmation Day was an amazing experience. The amount of positivity I saw on social media and within the community made me feel empowered and grateful to have been a part of creating such an impactful day.*

*"It was encouraging to see how many students were open to participate in Positive Affirmation Day. Some students wrote multiple affirmations for more than one friend! Not only were they spreading positivity among their friends, but many made sure to write kind words about themselves; Self-love is something I find very important in today's social climate and to see that they didn't forget to speak highly about themselves lets you know the day was a success."*

*- Christa Webb, Nouvel Catholic Central Schools*