



November 2023—Issue No. 23

Association Newsletter

Empowering Members To Empower Us All

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Celebrating INDIGENOUS PEOPLES' MONTH

"This is the real work of the peacemaker, to find the soft spot and the tenderness in that very uneasy place and stay with it. If we can stay with the soft spot and stay with the tender heart, then we are cultivating the seeds of peace."

— Pema Chödrön

This month, as we honor the resilience and strength of indigenous communities, we also grapple with the stark and urgent realities of violence occurring in real time. The murdered and missing Indigenous women in Canada, the unreported and too-often ignored rapes perpetrated by non-indigenous and indigenous alike, and the discrimination. According to the U.N., indigenous women and girls are more exposed to sexual violence, trafficking, and domestic violence than non-indigenous. Just going to school can be dangerous for girls living in remote indigenous communities.

ESD professionals teach people how to find their power, how individual empowerment can prevent and stop violence. We do this both in the classroom and outside of it. One of the tools we teach is that of telling your story. We invite you (and ourselves) to make space for the TELL principle, to open our ears and our hearts to receive the stories of indigenous peoples around the world and, when appropriate, to share them. The Association invites you to share your stories with us so that we can share them with the ESD community. Perhaps telling these stories will do a little bit toward making a safer and more inclusive world for indigenous girls, women, and people of all genders..

We invite you to share your thoughts with us. Email: hello@esdprofessionals.org.

A NOTE FROM TASHA INA CHURCH / IYÉMOTE, STRIVES FOR EMPOWERMENT

"THE EARTH IS THE MOTHER OF ALL PEOPLE, AND ALL PEOPLE SHOULD HAVE
EQUAL RIGHTS UPON IT." — CHIEF JOSEPH

Dear ESD Professionals,

November is a time to celebrate rich and diverse cultures, traditions, and histories and acknowledge Indigenous people's important contributions. Wherever you are in the world, I invite you to consider Indigenous Heritage Month as an opportunity to educate yourself and your community about the unique challenges Indigenous people have faced both historically and in the present day, as well as how they have worked to overcome these challenges.

We all have generational resiliency. Empowerment Self-Defense (ESD) teaches us the power of voices, choices, and standing up for what we believe in, and indigenous people have been fighting to have their voices heard for a long time.

Growing up as an indigenous youth in a predominantly white community, I had many customs that were perceived as foreign. I taught drum-making workshops with my family, did basket weaving, attended pow-wows, and went with my mother and grandmother when they did indigenous healing work. I often felt "other" and unaccepted in mainstream society. Learning ESD has brought me back to my roots, helping me embrace those parts of me that I had previously silenced in order to fit in. ESD has also enabled me to support other indigenous people from tribes and bands with whom I am affiliated and with indigenous groups where I live.

You have the power and knowledge to facilitate deep and lasting change in your communities, and you can do so through ESD and guided by your wisdom. I encourage you to take time to learn more about your local indigenous groups, meet with them, ask what they need, and see if you contribute or offer support in alignment with those needs.

We can all be the change we wish to see in the world if we truly believe in ourselves and see those who might otherwise become invisible.

Warmly,

Tasha

Marketing Lead, Association of ESD Professionals.

tasha@esdprofessionals.org

ASSOCIATION NEWS



Program Release for the Association's First Annual Conference! Come join us in Costa Rica next April.

Growing ESD, Thriving Together—and having fun while we do it!

Many of you have been asking about the program of activities and speakers for the Association's First Annual Conference. Well, wait no more! See what's to come in April 2024 in beautiful Costa Rica! [Click here to see the full program.](#)

**April 19–20, 2024 in Costa Rica
Association Annual Member Meeting and Reception April 18**

The Association of ESD Professionals' First Annual Conference will gather ESD practitioners—and those eager to learn about ESD—from around the world in April 2024. We will learn together and deepen our ESD community.

Our theme, "Growing ESD, Thriving Together," is a call to unite in our mission to expand the reach of ESD worldwide. Together, we seek to grow the ESD movement bigger and stronger, united in our commitment to prevent violence through empowerment self-defense. We hope to see you in Costa Rica! [Register here.](#)

Note: If you are interested in applying for financial assistance or international tiered pricing for the conference, you can find more information and access the applications on our [Events page](#) or simply click one of the following links:

- Conference International Tiered Pricing Application: [Click Here](#)
- Conference Financial Assistance Application: [Click Here](#)

ASSOCIATION NEWS

ESD-Specific Insurance

Are you looking for liability insurance for your self-defense practice? The Association can help! Membership in the Association of ESD Professionals includes access to a quick and easy application for self-defense liability insurance coverage that not only covers martial arts instruction but also covers self-defense instruction. Let us free up your time to do what you do best—teach empowerment self-defense.



Visit our [website](#) for more information!



The Association of ESD Professionals, ESD Feature, How-To
10/16/23

Crowdfunding 101 for ESD Professionals

6 Key Questions to Ask Before Beginning Your Crowdfunding Journey

A promotional graphic for a blog post. It features a photograph of a woman in a white shirt assisting another woman in a black top. Below the photo is the text 'The Association of ESD Professionals, ESD Feature, How-To 10/16/23'. The main title is 'Crowdfunding 101 for ESD Professionals' in large orange letters. At the bottom, it says '6 Key Questions to Ask Before Beginning Your Crowdfunding Journey'. The graphic is framed with a red border and has a row of red dots at the top and bottom.

Crowdfunding 101 for ESD Professionals

Read our latest blog!

"what if you could channel all that enthusiasm people feel about your work into direct funding for your ESD practice? Enter crowdfunding..."
—Toby Israel

[Our latest blog](#), written by Association Communications Manager Toby Israel, is a helpful jumping off point for anyone interested in crowdfunding an ESD project. Check it out to dig into some key questions before starting your journey.

Have something to share? Feel free to reach out to [Toby](#) with a pitch!

ASSOCIATION NEWS

Check out our Career Center!

Find Mission-Aligned Work & Workers

Are you looking for work (or new employees) aligned with your mission? We invite you to utilize the [Association's Career Center](#) as you seek your next job or hire. We know that empathy and ethics are key deciding factors for many ESD professionals, so we have sought to create a values-oriented career center where you can connect with your future employer or employee.

Check it out [here](#).



How to Write Effective Grants

Have you seen our latest How-To Guide?

People are often intimidated when they hear the term “grant writing,” thinking it is a skill beyond their reach. Don’t let this assumption stop you!

A thoughtful assessment of the grant application, careful planning, and an organized approach to telling your story and articulating your goals will increase your chances of creating a successful proposal. It sounds like a lot, but if you take it step by step, you’ll see that it’s not so much.

Visit our [resources page](#) to download this and all our How-To Guides.

ASSOCIATION NEWS

ESD Pro Tip of the Week

It is important to protect yourself and your practice when teaching Empowerment Self-Defense. One way to do this is by making sure you have the right insurance—specific to self-defense.



www.ESDProfessionals.org

ESD Pro Tips of the Month

- Make sure you have the right insurance for ESD.
- Keep putting yourself out there! You will find a way to connect with the right participants.
- Looking for funding? “Proof of concept” can help you get it.
- Challenge yourself to speak with 100 people in one week about your ESD work!

[Follow the Association on Instagram](#) for more tools to build your ESD practice with ease!

Office Hours

Thursday, November 30th

Be sure to join in this month’s virtual office hours for the start of a new “Case Studies Series.” This interactive workshop will provide insights and practical tools focusing on one ESD professional, with valuable takeaways for all of us!

Learn more and register for our October Office Hours [here](#). And check out all our past sessions on [YouTube](#)!

Please reach out to [Modupe Poku](#) with any questions.



OFFICE HOURS

LAST THURSDAY OF THE MONTH

This event is for everyone in the ESD community making critical decisions and facing business or management challenges with their ESD practice.

Guest experts will engage participants in conversation, answer questions, impart advice, and share their experiences.

If you have questions about starting or operating an ESD practice or have wisdom to impart to colleagues, please join us!

ASSOCIATION OF ESD PROFESSIONALS
GROWING EMPOWERMENT SELF-DEFENSE

ESD WORLDWIDE

Your ESD accomplishments never cease to amaze us, and we are always eager to share that inspiration and passion with the world. Talking up your work is a full-time labor of love. Think we should mention someone in our next newsletter or got an ESD celebration to share? Please reach out hello@esdprofessionals.org.

"20 YEAR ANNIVERSARY"
TRAINING + CELEBRATION
NOVEMBER 18 + 19

COMBAT SCIENCE
WARRIOR ARTS OF ASIA

Grandmaster
Laura Armstrong

Master JB
Ramos

Yehudit
Sidikman

Professor Janice
Okamoto

Shihan Elise
Flynn

Tickets available until OCTOBER 30!
\$80 - 2.day training
\$70 - cocktail and dinner celebration
\$140 - 2.day training & dinner celebration
Contact us: info.filipinomartialarts@gmail.com

20 Years of Empowerment

November 18&19 | Toronto, Canada

Combat Science: Warrior Arts of Asia is celebrating their 20th anniversary! Founded in 2003, the Filipino martial arts (Arnis/Kali/Eskrima) and combat-based self-defense school is dedicated to fostering and promote the study of FMA (Filipino Martial Arts: Arnis/Kali/Eskrima) in all its forms, helping people expand and develop their skills in personal safety and self-defense techniques through Filipino Martial Arts and culture.

Congratulations!

Reading List: ESD & Trauma

Member Tasha Ina Church, ESDP
Published on *The Workout Witch*

"What is Empowerment Self-Defense & How Can It Help You Heal From Trauma" was published last month on a platform reaching hundreds of thousands. That is a win for ESD!

Read it [here](#).



ESD WORLDWIDE



ESD Professional Stephanie Cyr in Golden Gate Hall of Honors

September 16th, Northern California

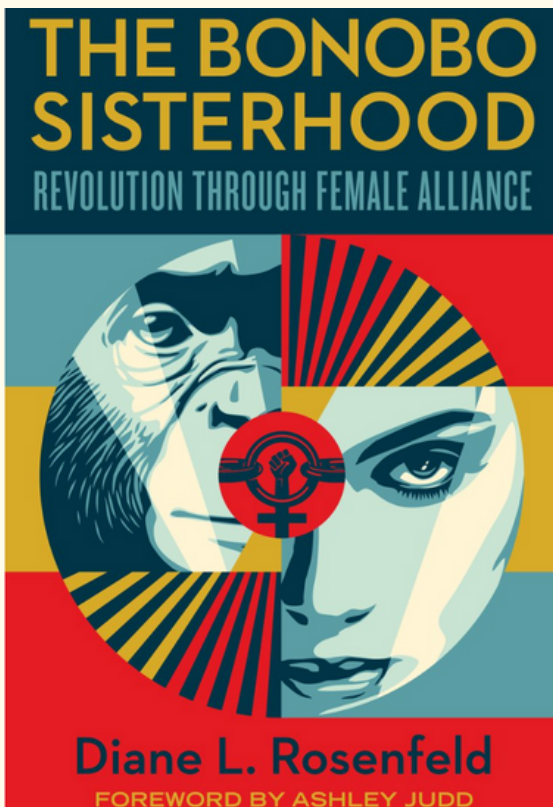
The inaugural Golden Gate Hall of Honors was hosted by Grandmasters Cynthia Rothrock and Rick St. Clair, who presented awards to martial artists who had made a difference in their communities. ESD Professional Stephanie Cyr, ESDP was humbled and honored to be recognized as a modern warrior for using her martial arts training to broaden the reach of self-defense education, including the development of the first accredited ESD minor program slated to commence at San Francisco State University, Fall 2024 (stay tuned for more on that!).

"To be clear, when I teach empowerment self defense (ESD), I make a point of distinguishing it from martial arts and I always tell students you do not have to be a martial artist to become skilled in ESD. However I would not be an ESD trainer if I hadn't developed my autonomy and self efficacy through my martial arts training. So it was a special moment for me to be recognized not only for over 30 years of dedication to martial arts but my advancement of self defense education."

—Stephanie Cyr, Founder and Executive Director of [Powerup Moves](#)

Connect with Stephanie on [LinkedIn!](#)

ESD WORLDWIDE



Bonobos Unite in Washington, DC

[#MeToo & Beyond](#)

ESD professionals converged in DC last month for a stimulating discussion of "[The Bonobo Sisterhood](#)," a powerful call to action to create a collective self-defense against patriarchal violence. This book (and its charismatic author, Harvard Law's legal expert on gender violence Diane Ros by Hd) have greatly inspired us, making a compelling case for the work we are all doing in ESD.

Attendees included Association Executive Director Samantha Waterman, members Arlene Limas and Yudit Sidikman, [Association Conference](#) workshop facilitator Kate Webster, and many others.

Grant Opportunity

Deadline: December 6, 2023

The Women's Health Innovation team at the Bill & Melinda Gates Foundation is looking for innovations and ideas that address opportunities outlined in the [Women's Health Innovation Opportunity Map](#). The funding level for each award is a total of up to USD \$150,000 for a project lasting up to 2 years



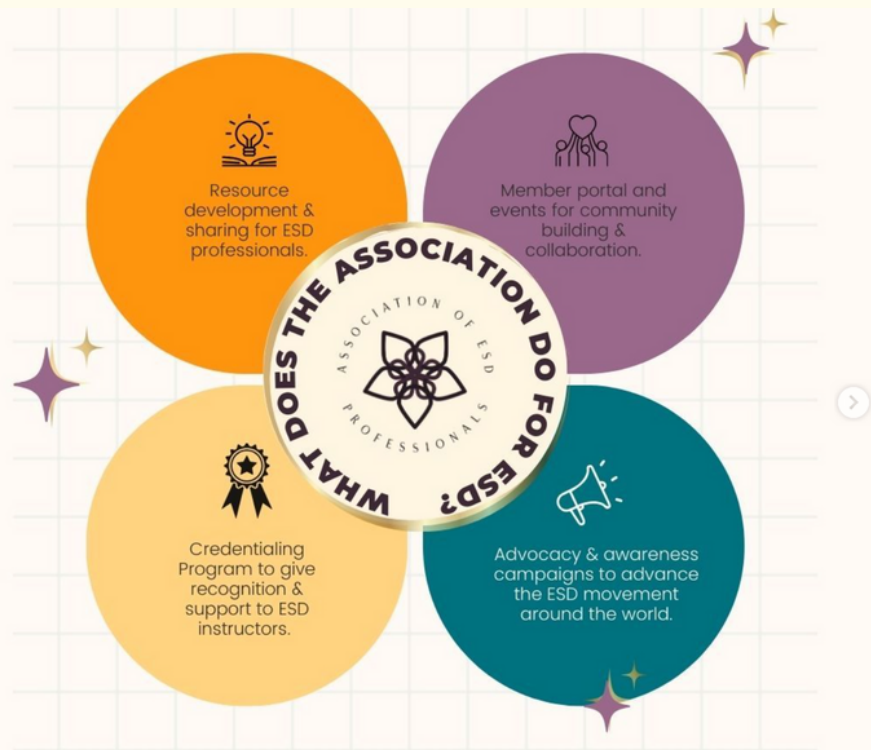
GCGH.GRANDCHALLENGES.ORG

Women's Health

Solving global health and development problems for those most in need

To learn more click [here](#).

HOW CAN THE ASSOCIATION SUPPORT YOU?



We are passionate about supporting this movement by uplifting the amazing work you are doing around the world. Curious to know more about how the Association can support you? Reach out to Membership & Operations Lead [Modupe Poku](#) to start a conversation.

LET'S STAY CONNECTED!

Don't be a stranger! The Association of ESD Professionals is here for you.

Have a comment? Please contact us at [Hello@ESDProfessionals.org](mailto>Hello@ESDProfessionals.org) if you would like to share a celebration about your ESD work, learn more about the Association Credentialing Program, become a member, or explore other opportunities for collaboration. We always love to hear from you!

Be sure to stay in touch with us wherever you like to connect virtually, too:

