

Creating violence-free communities



2025 Impact Report



**“Tūhuratia te wāhi ngaro,
āpānoa ia rongō ai i tōna ake tapu.”**

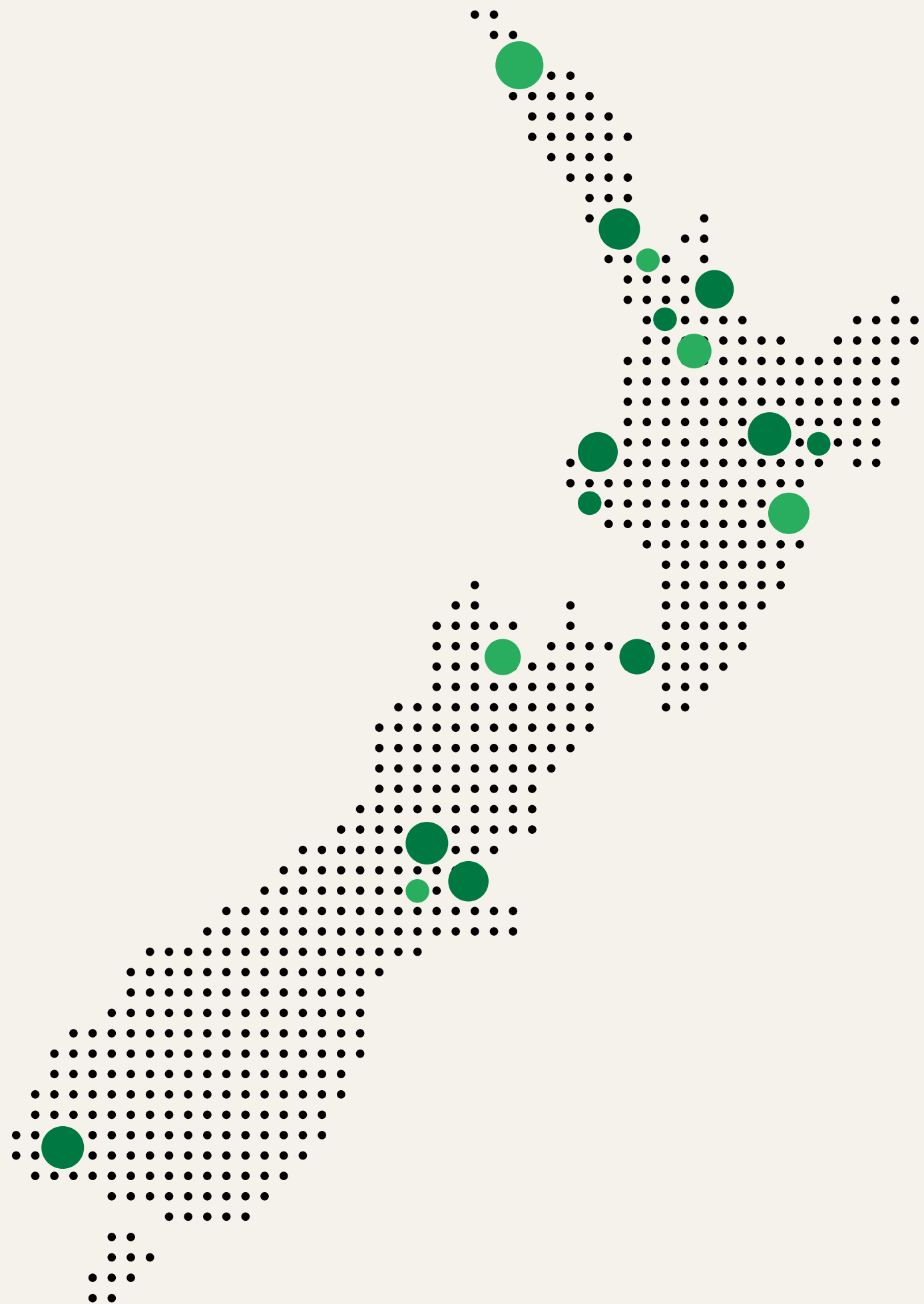
“Delve into the depths of the esoteric
until he feels his own sacredness.”



Our Mission

She Is Not Your Rehab is an anti-violence organisation that exists to address and dismantle the cycles of intergenerational trauma, violence and abuse by promoting safe relationships and providing support for individuals and communities.

Our mission is to dismantle the very **foundations of family violence**, through pioneering approaches and groundbreaking solutions, we seek not only to address the symptoms but to cure the epidemic at its root.



Creating violence-free communities.

Over the past 12 months at **She Is Not Your Rehab**, we've been able to deepen our reach and broaden our impact in supporting men on their healing journeys.

At the heart of everything we do is **innerBoy**, our free, accessible, bite-sized healing tool designed for men. Available anytime, anywhere, it allows men to begin their healing journey at their own pace, in their own space. This report reflects our commitment to getting **innerBoy** into the hands of as many men as possible.

We've heard from people using **innerBoy** in all kinds of ways—from individual men working through it alone, to those exploring it in group settings. It's a reminder that healing doesn't always happen in isolation, and that it doesn't require perfect conditions. Just the willingness to begin.

Matt Brown: “Your trauma is not your fault, but your healing is absolutely your responsibility.”

That whakataukī anchors our mahi. It underpins every conversation Matt has with the hundreds of men who reach out each year, through social media, by text, after events, and face-to-face in their communities. He continues to give his time generously, responding to messages and creating safe spaces for men to speak honestly, be heard, and begin healing.

This year has been busy, challenging, and deeply rewarding. We're proud of the progress made, humbled by the stories shared, and energised by the work still to come. We remain committed to walking alongside the men of Aotearoa until we see violence-free communities.

Our Impact

Early survey insights show that innerBoy is already making a meaningful and measurable difference in the lives of whānau engaging with the platform.

In a recent survey of 50 participants, over 60% reported noticeable improvements in self-awareness, emotional regulation, and a personal commitment to healing. These early results reflect the app's potential as both a preventative and transformative tool offering a safe, self-paced space to engage in the often-avoided work of understanding emotions and trauma.



With a growing online community, innerBoy has built an engaged following of over 13.4k Instagram followers.



gained a better understanding of themselves



learned new strategies to regulate their emotions



felt less likely to respond aggressively in stressful situations



are actively working toward healing past trauma



saw improvements in their relationships



of users said this was their first time engaging in this type of mahi



felt more confident identifying healthy coping mechanisms



are already applying kaupapa-based wellbeing tools at home



gained clarity around how emotional health affects their relationships

Our Impact

Chur bro. Just wanna say how greatful i am for you have changed my life! Im 26. My daughter is almost 4. And for the first years of her life she saw an unhealed version of me. Ive tried programnes on programnes. And inner boy was the only thing that spoke to me. My eyes are open now and im truly inspired, feeling liberated. Its like you embody everything that I wanted to be before I put on a mask. Before I subconsciously joined the fake brigade. And lived so long in denial. I knew since I was young, exactly, the people I didn't want to be like. Wanting to be someone my siblings could look upto even though im the baby of 12 siblings. The cycle breaker. I thank God for putting me onto your website. Because honestly. I was going downhill. You were my saving grace bro. Ill never forget it. I completed inner boy yesterday and such deep, meaningful, vivid, honest material is the reason behind how I was able to fill a void in my life thats been there for years and years. Much love bro 🙏🔥



Thank you Uso for providing inner boy. 30 sessions of hard & intense work of accountability and realisation sweated and grinded out. From the bottom of my heart. Little Dee and myself want to say thank you. I love you Uso. God bless tenfold!



Honestly nerve wrecking but a blessing in disguise. I got to experience the inner child in me let out all the pain, hurt and tears i've lived with all these years lifted off my shoulders. The adult me pushing past my pride to take accountability that something wasn't right & holding myself responsible in healing what was long over due. Only regrets is the aftermath i've left behind because of this pain i carried all these years not knowing how or where to start until i came across you & inner boy. God willing this beginning opens up a great heap moving forward. Thank you so much Uso!

Man I wish my older bro got to meet you whos inside. He woulda taken a lot from today like I have. I'm gona try and tell him about your work next time I visit and hopefully he listens. Thank you Matt!

Kia ora uncle Matt, Im not someone who talks alot or shares so I hope you get my message. I'm one of the hard headed angry boys that people label, but I straight burst into tears about 15 minutes through your talk 🥹🥹. It was so powerful and moving I couldn't hold it all in because your story is my story 🥹. Thank you for coming and seeing us today. You've touched so many hearts at school and shown me Im not alone. I just wish the adults in my life understood what their choices do to us, but I think as you said they're a product of their upbringing and the cycle continues till we break it. So Im going to be a cycle breaker for my family thanks to you. Heaps of us were moved uncs, you gave us all hope especially to some of us who live in shity homes of violence. We appreciate you and your whānau. And tell your son hes the man because Messi is better than Ronaldo haha

Today was the first time I've smiled in months. Thank you for coming to school bro.

Online Reach

Our online presence continues to be a powerful driver of connection and impact. Across Instagram, Facebook, and TikTok, She Is Not Your Rehab has reached millions, sparking conversations, sharing healing tools, and growing a movement of cycle breakers.

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innerboyapp



innerBoy

415 posts

13.4K followers

194 following


From the founders of [@sheisnotyourrehab](#)

A FREE men-tool health APP offering guided support for bro's breaking cycles.

AVAILABLE NOW NZ + AU

<

sheisnotyourrehab



She Is Not Your Rehab™

975 posts

153K followers

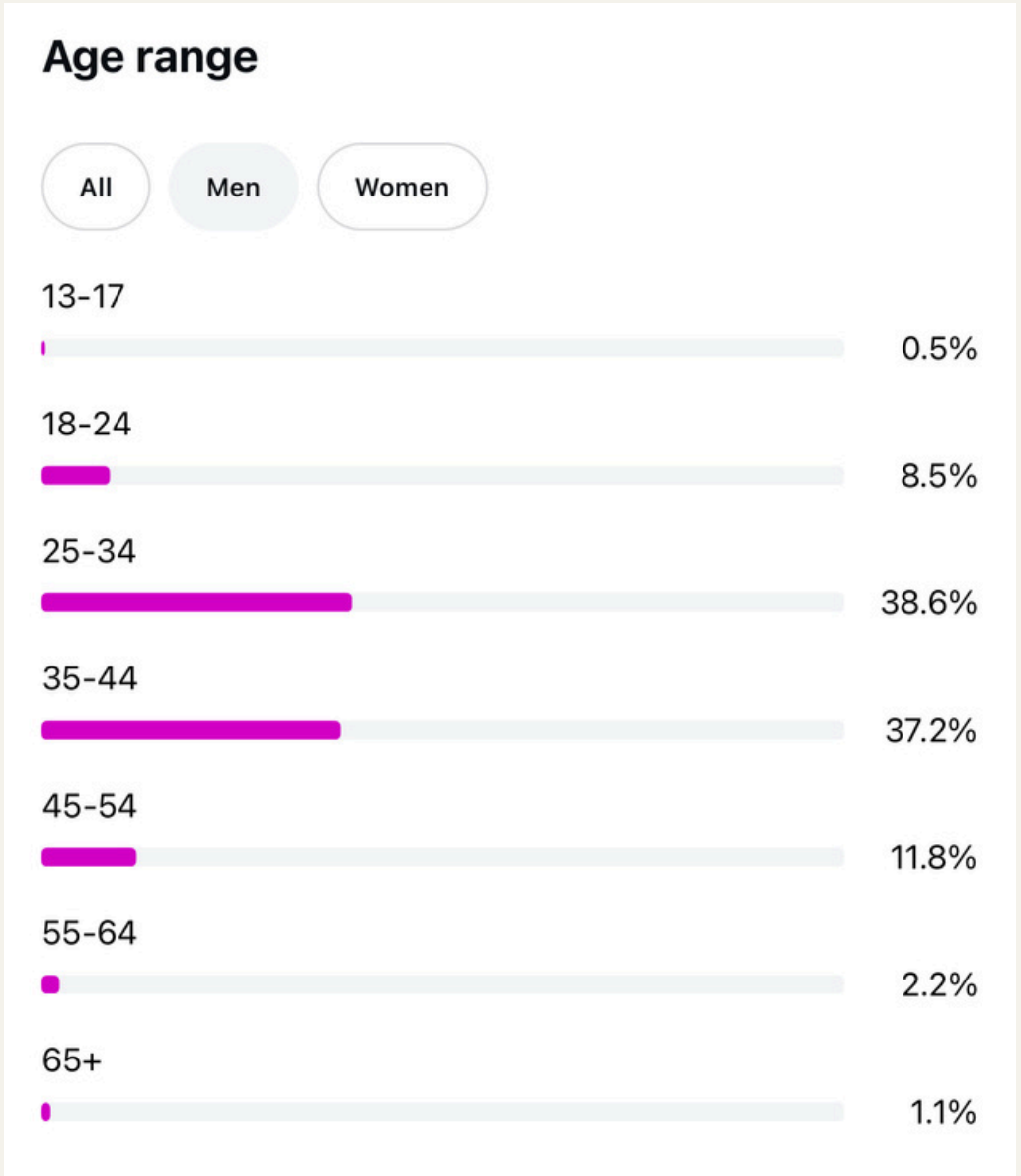
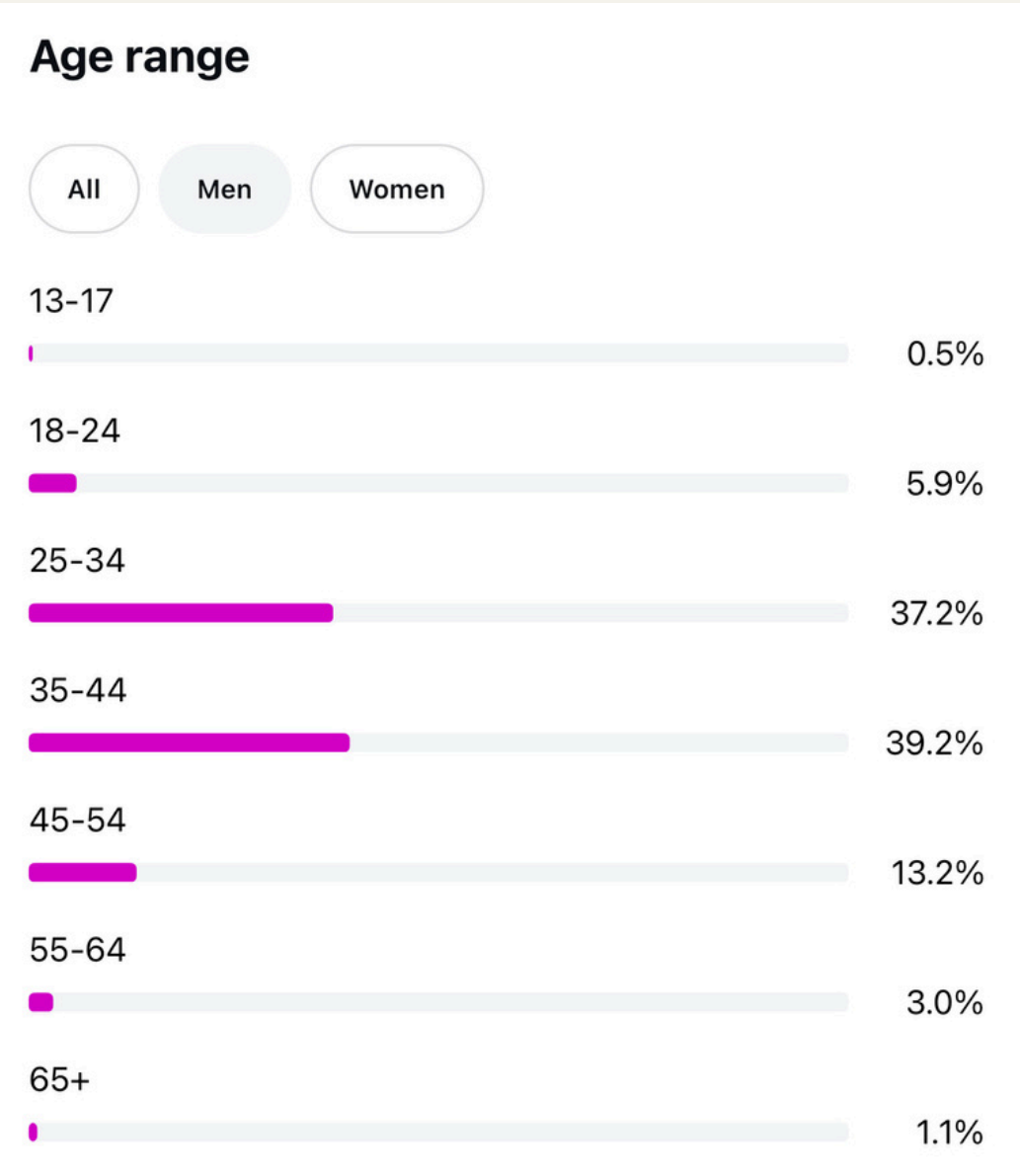
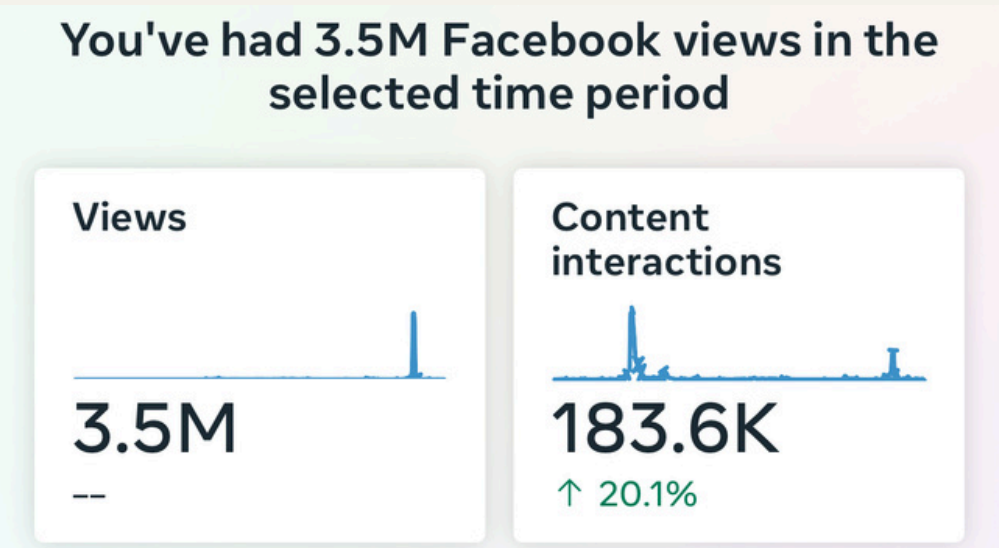
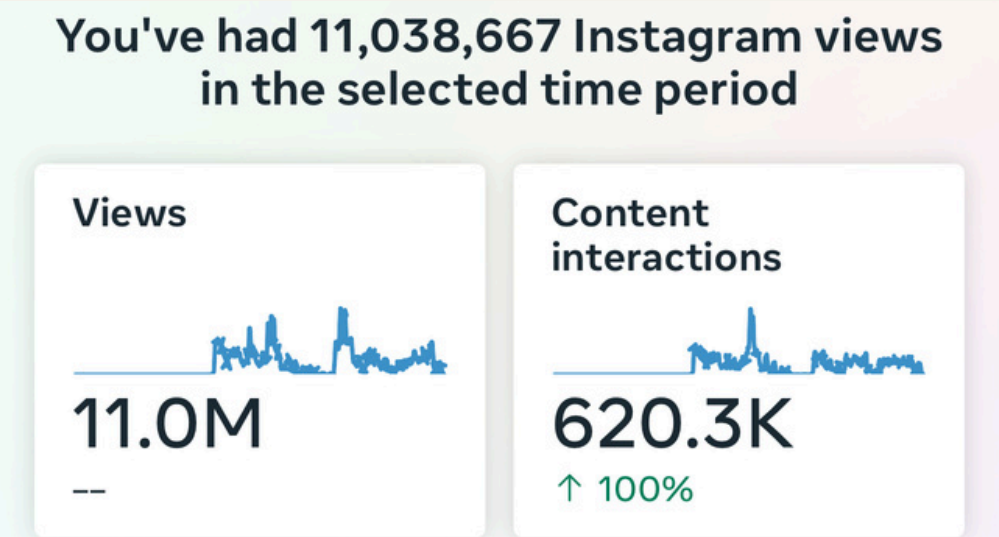
554 following

Join the global movement!

by [@myfathersbarber](#) + [@sarahclarebrown](#) MNZM

App [@innerboyapp](#)

Lit Agency [@highspotlit](#)... more

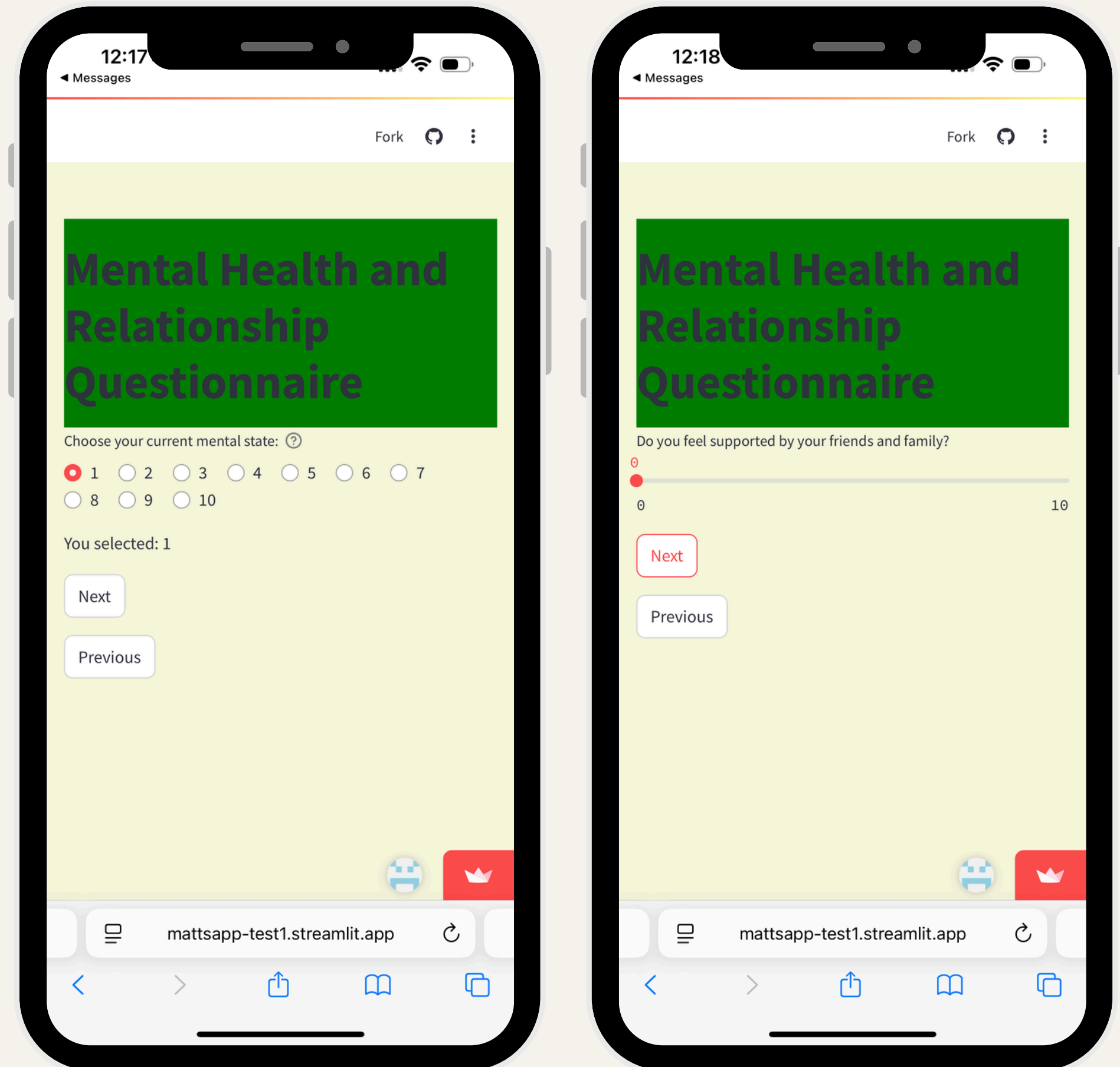


innerBoy enhancements

To strengthen the impact of the **innerBoy** experience, we are currently developing a pre-programme questionnaire designed to help users assess where they're at before starting their healing journey. This tool will offer a reflective starting point for tāne engaging with the app and will allow us to better tailor the support provided.

We are working alongside a team to analyse existing insights and identify key patterns in user behaviour, needs, and feedback. This will inform the development of targeted, meaningful questions that align with the emotional and mental health goals of the innerBoy kaupapa.

The aim is to meet each man exactly where he's at, with the right tools, language, and encouragement to help him move forward.



Early Concept

"I've always struggled to express my emotions due to cultural expectations. With innerBoy, I've learned that being vulnerable is not a weakness but a step towards strength. This app has taught me practical ways to deal with anxiety and stress, making me a better husband, father, and friend."

-Liam, 34

Events and Wānanga

This year, we've continued to be invited into a wide range of spaces – wānanga, schools, marae, workplaces, and national conferences – to speak on men's mental health and healing. Whether alongside clinicians, iwi partners, social workers or whānau, our team has led meaningful conversations around addressing family harm with compassion, and engaging tāne in transformative, culturally grounded ways. These opportunities reflect a growing appetite for honest, hopeful dialogue and a clear shift toward collective healing.



Whānau Voices: The Real Impact

hi matt, although it may not have shown i really do appreciate your message today, i have been struggling mentally for a while and as the boys may joke about things no one truly knows what others are going through behind doors, i teach my 8 year old brother to always push forward and that nothing good comes easy, thank you again

LOVE U BRO! I DONT KNOW YOU BUT YOU'VE GIVEN ME A REASON TO CARRY ON LIVING AFTER MY BRO SENT ME YOUR VIDEO. THANK YOU!

😭😭😭 Your video saved my brothers life last night 😭😭😭

Thank you

Gooday sir. I'm not a big social media fan so I'll take no offense if you don't receive my message or read it.

I wanted to inform your account that my son rang me today and told me he loved me. I was worried at first as he's never done this before and thought of it as strange or something was wrong, but he was persistent that he just wanted to vocalise how he felt.

It left me puzzled with a weird feeling the entire day, until I opened up my phone hours later and he had sent me your Love U Bro campaign with this message:

"I know my call was random dad but this video was the catalyst for my phone call. Im sorry for not telling you enough how much of a great dad you are and how much I love you. We'll get past the awkward stage together lol. LOVE U and see ya later."

This message is now my screensaver.

Thank you for a wonderful heartwarming campaign.

Ive struggled with my mental health a lot since year 7 and today was the first time I felt seen. No one knows how to talk about suicide, depression and anxiety here and I feel like you covered it all in one talk and made some of us feel normal and seen. I feel so hopeful about my future with men like you to look up to. Thank you matt

Fuck bro. That vid got me good, rang me Dad this morning to tell him I loved him and he was silent on the other side for at least a min then hung up on me 😭 he eventually rang me back and told me he was proud of the man I've become 😭 my old man never shows emotion let alone ever told me he's proud of me out of the blue. Those 3 words I believe have changed our relationship from that call 🥺 thank you and love you bro from a random stranger.

Hey matt I was in your talk today and you created a space where me and my friends are talking more open now with each other about things we are all going through which i feel has brought us closer so thank you brother for an amazing heartfelt presentation.

Just popping in to say thank you for your love u bro campaign. I rang one of my boys last night after watching your video and told him I loved him, turned in to an hour conversation with him then telling me he was holding a rope when I rang him 😭😭😭 it was the first time I said those words to him and he said it was the first time he had ever heard them from anyone. Its brought us closer and Im so glad I made that call. Thank you brotha!

Thank u uce ur vid makes me want to carry on and I will. I felt like I was the guy on the other side of Johnos call 😭 You got me good uce. Thank u love u bro.

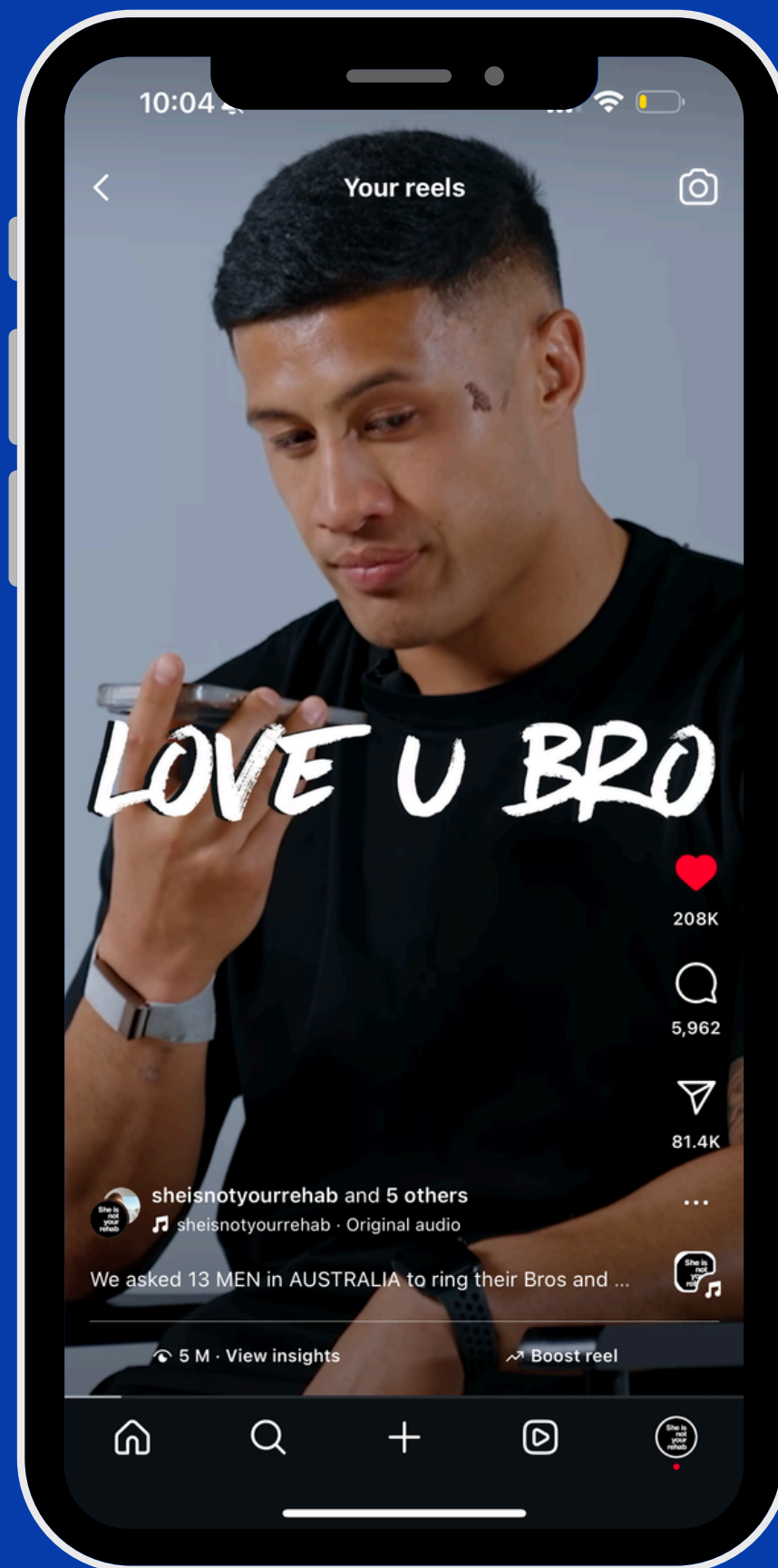
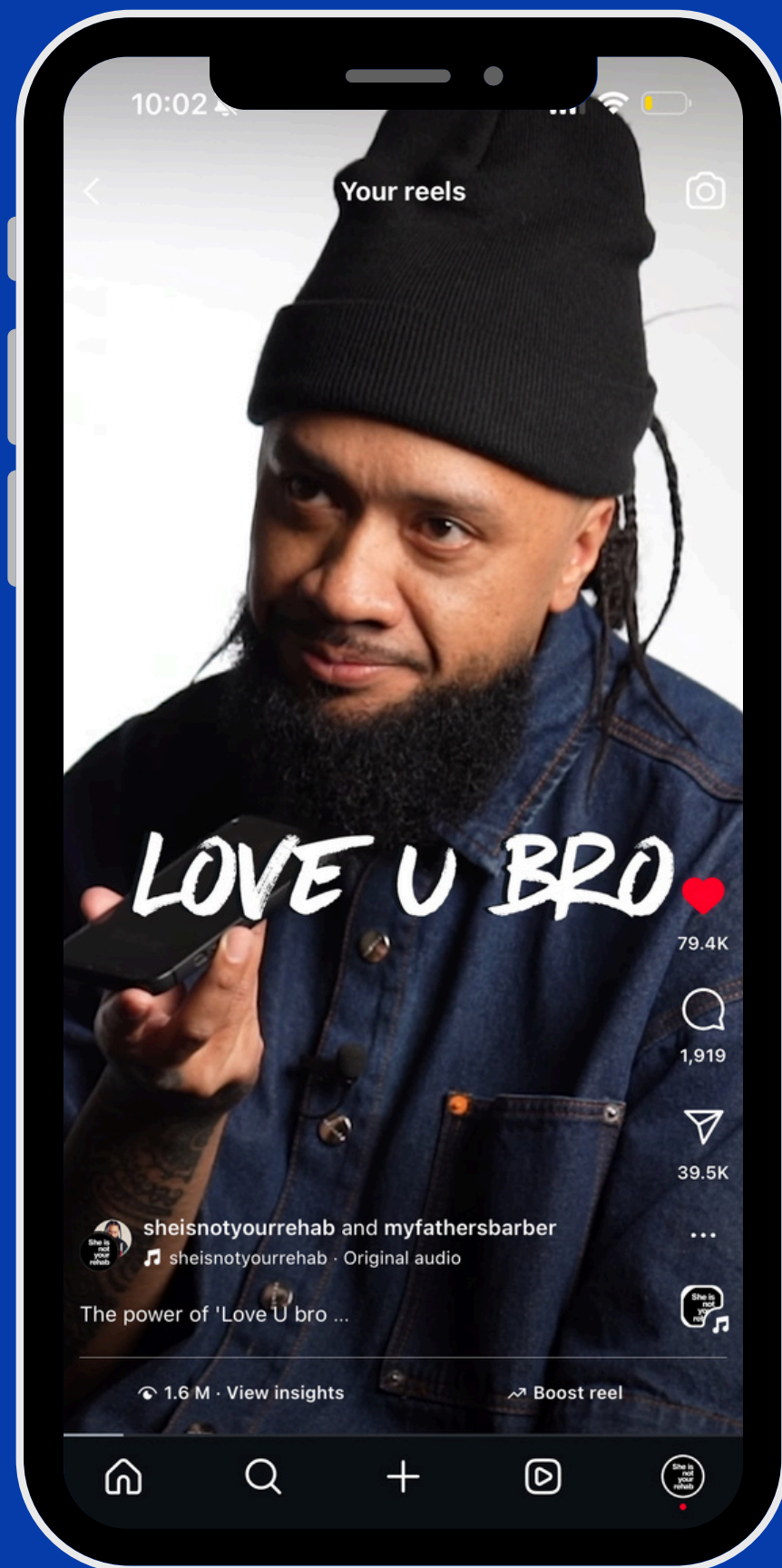


LOVE U BRO

Facing up to men's mental health

On **September 6th, 2024** we launched our first annual **Love U Bro Day**. A nationwide movement supporting men's mental health. From barbershops to building sites, men across Aotearoa joined the challenge by writing Love U Bro on their faces and showing up boldly for their bros.

We had 235 individuals and 35 teams officially register to take part, raising awareness and funds to support men in their communities. We're now gearing up for an even bigger **Love U Bro Day** this year, and we can't wait to see the wave of brotherhood rise again.



Our **Love U Bro** campaign resonated deeply with audiences worldwide, reaching over 18+ million views across our social media platforms.

The campaign sparked powerful, lasting impacts, with countless men sharing how it helped them in their darkest moments, even saving lives. It inspired many to create their own videos, reaching out to the important men in their lives and starting meaningful conversations about mental health, vulnerability, and connection.

I'm still here this morning 🥲
I wanted to end things last nite, one of da boys sent me your vid and it honestly saved me. Dont know you but thank you and love you brother.



Hey brother, I'm sorry for dumping this on you and for being random but THANK YOU! I'm alive today because of your work through your book. I messaged one of tha boys and told them I love them after watching your loveubro video and he strait out started crying as he was having a hard time. I didnt even know and woukdve never known if I didnt make that phone call bro. Thank you for making it normal to

Dear Matt, my son wrote me a letter telling me he wanted to take his own life 🥹💔 but after watching your Love U Bro video he decided not to. I'm a single papa and I am forever indebted to you for your work. If I could at-least buy you a meal or drink, or your family some lunch or dinner, it'll be an honour for helping my boy. It's not much but the least I can do. Love you brother.





Father, Son & The Holy Plate

Father, Son & The Holy Plate is a brand-new video-series to be shared predominantly on YouTube and across social media that intertwines the warmth of a father-son relationship with the universal language of food.

Hosted by the bestselling author of *She Is Not Your Rehab*; Mataio Brown and his 10-year old son Angelou, the Father, Son & The Holy Plate series seeks to explore the sacred depth of positive masculinity and relationship through the shared experience of eating and conversation.

Our Mission

To redefine the narrative around masculinity and the parent/child dynamic through meaningful conversations shared over a meal served on one plate. Father, Son & The Holy Plate aims to model a healthy father-son dynamic, something that is often missing in today's media portrayal of masculinity. With a series of question prompts, the father and son will explore topical issues in an age appropriate, endearing and heart warming way.

Father Son & The Holy Plate – Father's Day Activation

This Father's Day, we're launching **Father Son and The Holy Plate** as a nationwide promo encouraging fathers and sons to slow down, share kai, and kōrero. This card-based resource is designed to spark meaningful conversation between tāne and their tamariki, supporting connection, presence, and healing across generations.

We've printed 1,000 card sets and are partnering with 10 barbershops across Aotearoa to distribute them directly into the hands of fathers. Each barbershop will receive 100 free sets to gift to clients, alongside a customised poster to proudly display in-store. We're also teaming up with dad influencers to help amplify the kaupapa online.

The campaign coincides with the launch of our Father Son and The Holy Plate YouTube series, with all pathways leading back to the innerBoy app, supporting tāne to do the healing work and build emotionally safe, cycle-breaking relationships with their kids.

We've learned through our mahi over the years, that so many men want to connect more deeply with their sons but they're often the first in their line to try. Their own fathers just didn't have the tools or language for those conversations. That's why we created these cards, to help men find the words, and build the connection they never experienced themselves.



This is not yours to carry

In May 2025, we soft-launched our first children's book, *This Is Not Yours to Carry*, at the Featherston Book Festival. This trauma-informed resource gently guides tamariki through conversations around emotions, safety, and healing, using simple storytelling to support big feelings.

Ahead of our official launch in June, we invited expressions of interest from organisations working directly with tamariki and whānau. The response was overwhelming. More than 150 groups across Aotearoa, including kura, kōhanga reo, refuges, and community organisations, registered via our online form, shared through social media.

Thanks to this demand, every copy from our first print run of **10,000 books** has now been allocated. Distribution has just began, in partnership with the **Kindness Collective**, helping ensure each book is delivered directly into the hands of tamariki across the motu.

Each book represents a moment of possibility — a chance to plant seeds of healing and hope within homes, classrooms, and safe spaces.



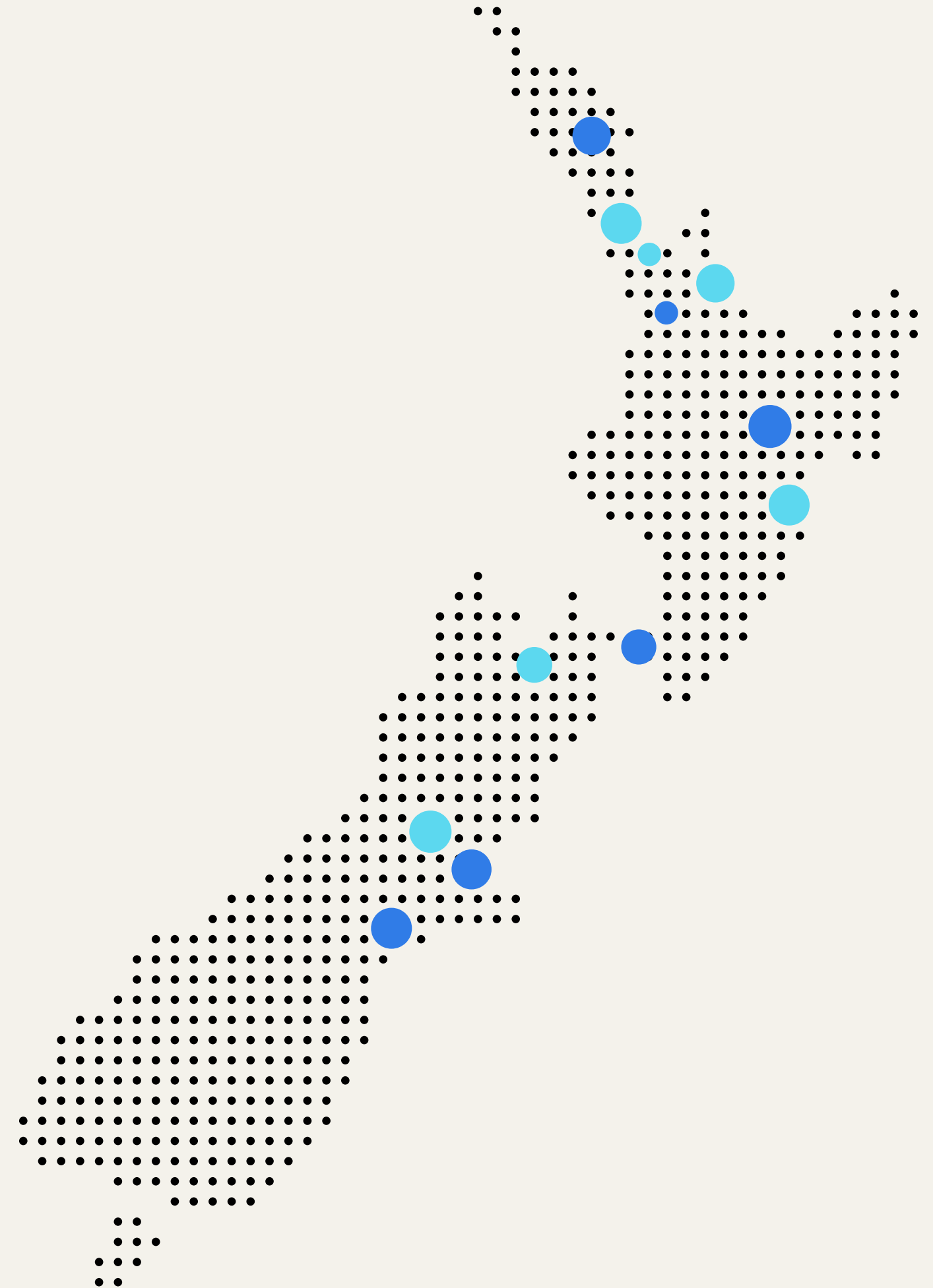
Launching our childrens book

With **10,000** copies of **This Is Not Yours to Carry** being distributed nationwide, the book has strong long-term potential to support healing and interrupt intergenerational cycles of harm.

Research shows early trauma tools can significantly reduce the likelihood of repeating violence. If even 15–20% of these tamariki grow to break cycles in their own parenting, 1,500–2,000 households could be positively transformed, impacting a further 3,000–6,000 children in the future.

Trauma-informed resources also increase help-seeking. If just 10% of whānau (3,000–5,000 people) engage in support services, it could meaningfully improve wellbeing in high-need communities.

We are proud to partner with **Kindness Collective** to support equitable distribution of the book. In 2024 alone, **Kindness Collective** reached over **96,000** tamariki through their programming. With an estimated **38%** of those **children impacted by family harm**, this collaboration ensures the resource reaches households most in need of healing and connection.



Voices from the community. Here's what book registrants had to say:

Some of our tamarki have experienced/experience Family Harm and in my experience, there is very little support available to them. It is incredibly difficult to know how to support them from a school perspective when we are made aware of this without damaging the relationship we have with whānau. We are often told this by MOE as part of the inter-agency sharing initiative but this information "dump" is where the support starts and ends. Tamariki having access to a book like this enables them to be taught and potentially feel supported through a story and hopefully see/feel that their lived experience is something being addressed.

I am the LSC at Trentham School and I support students and whanau affected by domestic violence and living in Women's refuge homes. I have seen the impact this has on student's self esteem and mana, and how it affects a student's ability to participate fully in school life.

I work with parents, predominantly women, of children who attend Kaiti School. The parents I work with have experienced at least 3 ACEs. I know the book for our children will be of great use for our babies and mokopuna

This is extremely beneficial for our tamariki we support and work with. For them to have further information and knowledge around domestic violence is extremely important and vital. Having their own book to keep and treasure they would love, especially to read with their whanau and friends passing on awareness in our community.

As a Kura we are trying to break cycles. We are always looking for resources that uplift and help our ākonga this pukapuka sounds awesome. Very much needed as external resources are not always available.

I have worked in several roles for over 20 years on the frontline with children affected by family harm. I currently live in Tairāwhiti- Gisborne where family harm statistics are very high. It would be beneficial to purchase a few books for the children and young people I work with and go from there. Amazing kaupapa guys! Nga mihi



Continued partnership with Go Media

We are grateful to GoMedia for their incredible support as one of their Good Impressions initiative partners. Through this partnership, we have been able to amplify our message of accessible mental health support for tāne across Aotearoa.

Operational and Administrative Mahi

Behind every campaign, event, and resource we deliver is a dedicated team working consistently to ensure the kaupapa runs smoothly and sustainably. Over the past year, **She Is Not Your Rehab** has continued to prioritise key administrative functions that support long-term impact and organisational growth.

This includes regular planning hui to assess our direction, evaluate progress, and strategically respond to community needs. Our team has invested significant time into research and coordination for major initiatives such as the launch of **This Is Not Yours To Carry** (children's book), and the continued maintenance and delivery of our innerBoy mental health platform.

We've also upheld the day-to-day operations that keep us responsive and effective - managing communications, responding to public and organisational inquiries, fulfilling resource requests, and overseeing logistics for national campaigns like **Love U Bro Day**.

Ongoing efforts across social media, content creation, and digital strategy have helped amplify our reach and keep whānau engaged, ensuring our messages of healing are consistently accessible across platforms.





Message from our founders

It continues to be a profound honour to witness men in our communities breaking cycles and healing from intergenerational trauma.

This work is a passion, a calling, our way of showing deep aroha for our people and investing in the future we want for our mokopuna.

This year, our reach has grown, and our impact has expanded, with more men than ever engaging in their healing journey. As a small team with a big heart, we are proud to walk alongside these men as they reconnect with their true selves, step into their roles as leaders within their whānau, and take meaningful steps toward transformation.

We are driven by the hope of creating safer, violence-free communities and are deeply grateful to the men who trust us on their journey and to the supporters who make this possible.

"Me mahi tahi tātou, mō te orange o te katoa"



She is not your rehab

One man's journey to healing and the
global anti-violence movement he inspired.

MATT BROWN
with SARAH BROWN



She is not your rehab MATT BROWN
with SARAH BROWN