



**empower
the girls**

Personal Safety Training 101

www.empowerthegirls.net

“The sexual assault of college students in on-campus and off-campus locations is a huge issue nationwide ~ it’s not bombastic to call it epidemic.”

William McRaven, UT Chancellor

Imagine if you could . . .

Imagine if you could empower teens and young women with the tools to reduce their risk of becoming a victim? Imagine the impact you could have on so many lives.

Empower the Girls is doing just that and can help you too. We bring a fresh approach to prevention education, personal safety awareness and self-defense. We created a program that is effective because:

- It works with the pace of the new generation
- It reaches deeper into the student population
- It has a shorter time frame with a rich curriculum
- It’s time-tested and science-based

Because your campus has a significant role in addressing and responding to sexual assault and violence, this program can help you to:

- Increase your community reach
- Foster and strengthen bonds of trust
- Educate teens and young women in a way that they can retain the information to be their best protector

It’s on us to be the leaders for change. Let's pave the way together to make a difference and save lives!



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“This session is very helpful and I think every female entering college should take it.”

Taylor Roberts, College Student

Empower the Girls Personal Safety Training 101

This class is a dynamic interactive 3-hour program that teaches ALL women, with a focus on high school and college girls self defense. In a light and fun atmosphere our students will learn confidence building; practical safety skills to raise awareness and avoid dangerous situations while learning physical skills for self-defense. Our goal is to reduce our students risk of becoming a victim as they learn to be their own best protector. ETG is fast-paced, engaging and easy to follow. We put the fun in learning!

Empower the Girls Instructor Training Program

A present-day prevention education, safety awareness and self-defense curriculum designed by a multidisciplinary team of experts and practitioners in the fields of campus law enforcement and school safety. Upon completion of the 1-day training, you will become an authorized Empower the Girls Instructor equipped with the support and tools needed to conduct the Empower the Girls Personal Safety Training 101 on your campus. The information and teaching tools we provide will reinforce your current abilities as well as provide you with new techniques to deliver this innovative training to your community.



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“I had so much fun and learned things that I probably wouldn’t have thought twice about before.”

Sabrina Streete, College Student

About Us

Preparing teens and young women with the practical life-saving skills is a must. Empower the Girls helps by educating teens and young women to navigate their world with safety and confidence through prevention education, personal safety, and self-defense training. Classes are engaging, fun and easy to follow – no matter what age, size or ability.

Our Mission

To empower teens and young women to live safer lives through knowledge and their own actions.

Our Core Beliefs

- We believe girls are powerful.
- We believe they are their own best protector.
- We believe passionately that all girls can learn confidence building skills and self-defense techniques to live safer lives.

“I love the energy Ellen has, she makes me feel powerful.”

Victoria Toledo, College Student



Our Founder

Empower the Girls was born out of a mother’s passion and vision to empower girls with practical personal safety skills to be their own best protector. With the reality that her daughters would soon be heading off to college, Ellen van Olden took action and immersed herself in creating and launching the first Empower the Girls Personal Safety Training 101 in February of 2012. Based on her insight as a mother, her many years of experience in the security and safety training industry, and the mentorship from the best violence prevention experts and self-defense trainers in the world, including her father, Roland Ouellette author and founder of Management of Aggressive Behavior, Empower the Girls was established.

Our Team

Our team, comprised of a group of dedicated and passionate women and men, is deeply committed to empowering all girls with the practical personal safety skills. Our innovative and unique approach, combined with our experience and expertise, emphasizes science-based and time-tested practices. We embrace our responsibility to create a world where girls and young women can live fearlessly by being empowered. We take the fun approach to being seriously prepared!

“Based on over 1,300 evaluations, Empower the Girls program consistently rates 9.5 out of 10 for instructor delivery, demonstrations, and material covered.”

Ellen van Olden, Empower the Girls Founder

“Such life affirming, vital, fascinating, powerful information! This is an essential program for any woman/teen who ever asks herself “what would I do if...? I feel empowered to survive what I thought would be in survivable acts of violence.”

~ Suzy Girard-Ruttenberg, Ruttenberg & Associates

“Every human should take this course – very empowering!”

~ Jen Conley, University of Hartford

“Can I just say I loved everything? Loved it all and how interactive it was!”

~ Megan, Middle School Student

“Essential information, potentially lifesaving. Everyone should have these skills, they are empowering.”

~ Meg Robinson

“I had so much fun and learned things I probably wouldn’t have thought twice about.”

~ Sabrina Streete, College Student

“I feel so much better prepared for college.”

~ Jamie Pross, Saint Andrews High School

“Really opened my eyes to the world and changed my view points about sexual assault.”

~ Danielle Parkinson, College Student

“Very professional and fun instructors! Made it enjoyable and interactive!”

~ Daniela Owen, High School Student



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