Someday **NO** will be enough. Until then, there’s **IMPACT**.
IMPACT Bay Area is a nonprofit organization that teaches effective boundary setting, personal safety and physical self-defense skills in a safe and empowering environment, focusing on teens, young adults and adults.

We train students in a number of settings: schools, organizations, scout troops, corporations, clubs, unions, municipal departments and business districts. We offer a range of private class options.
IMPACT training is a unique way to improve safety, reduce risk, and facilitate an empowering group experience:

Benefits of IMPACT training include:

- Greater sense of safety, confidence, and empowerment
- Improved communication skills for articulating personal boundaries, cultivating healthy relationships and deescalating conflict
- Increased awareness of safety risks in daily life
- Powerful group bonding and team-building experiences
Introduction to Empowerment Self-Defense
For up to 16 participants - Teen groups ages 12+, Young Adults, and Adults

This 3-hour class lays a foundation of skills including intuition, situational awareness, body language and voice. Students practice deescalating dangerous situations as well as physical self-defense skills against a mock attacker. This class includes two IMPACT Instructors: a "Whistle Instructor," who is the lead coach, and a "Suited Instructor," who plays the role of mock assailant and wears a padded suit to allow students to hit full force. Physical techniques to defend against attacks from the front, being grabbed from behind, and an introduction to fighting from the ground are practiced. Students leave this class feeling strong and often surprised by their own power and courage! This class can be offered for both teen and adult groups.

Price: We offer a special rate for your first class of $1,900! Subsequent classes cost $2,400.

Minimum class size of 8 - IMPACT does not offer private instruction for groups with fewer than eight participants.
"I recently took the 3-hour padded assailant course. The Instructors were fantastic, very knowledgeable and supportive. I found the instruction to be very practical and getting to try out the techniques on the padded instructor was invaluable." - Nicole, Google

"This class not only taught effective self-defense techniques, it was an amazing team building/bonding experience." - Haley, Splunk
Empowerment Self-Defense Extended

For up to 16 participants - Teen groups ages 12+, Young Adults, and Adults

This powerful 6-hour class is recommended for anyone who would like a higher level of training. Students learn all the verbal and physical skills in our 3-hour Introduction to Empowerment Self-Defense, as well as a number of additional skills, more practice and more complex and unscripted physical scenarios. In this class the topic of relational boundary setting, or setting boundaries with people you know, is discussed and practiced. This type of training is invaluable for youth and adults alike, as it addresses the often uncomfortable practice of negotiating requests and personal boundaries as they relate to coworkers, teammates, classmates, intimate partners, etc.

Price: $4,000

Minimum class size of 8 - IMPACT does not offer private instruction for groups with fewer than eight participants.
IMPACT Teen Course

For up to 16 participants. Students must be age 12+ on the first day of class. The typical age range for this course 12-16, but other groups may be accommodated - please inquire. Minimum class size of 8 - IMPACT does not offer private instruction for groups with fewer than eight participants.

This course is IMPACT’s core curriculum for teens: two 5-hour sessions make up a 10-hour course that is designed to prepare youth as they gain more independence and engage in new kinds of social situations.

In this course we focus on preventing stranger and peer violence while empowering students to understand, respect, and defend their own boundaries. This course gives students the opportunity to practice verbal boundary setting with strangers as well as people they know, and trains students in a range of physical self-defense skills practiced full force in realistic and safe scenarios against the mock assailant. This method of teaching provides the benefits of "muscle memory" - students will remember their techniques in a crisis situation.

Wondering if this class is right for your teen? Read Katherine's story.

Price: $5,600
**Teen Course Testimonials**

“IMPACT Bay Area provides an incredibly empowering experience for students of all ages. Their goal is to provide the tools, techniques and confidence to go out in the world and thrive. They are all about enabling students to embrace the opportunity to engage with the world knowing that they have the awareness and knowledge to assess lots of different situations and stay safe. Their instructors are positive people who have a passion for what they do and an expertise to deliver what is a quite extraordinary program. I can’t recommend them highly enough!”

- Linda Yates, CEO mach49, Chair, Nueva High School Intersession

"IMPACT had a way of helping me find my voice and really learn how to set boundaries for myself verbally and physically. I believe IMPACT has a way of helping girls find their true selves and stand up to anyone who messes with them. IMPACT dived into my experience with my assault and had me remember a lot from that day, but I came out of it a better and more powerful woman. I would do it again in a heartbeat."

- Palo Alto High School and IMPACT Grad
Introduction to Personal Safety
Adult classes: for up to 40 participants, Teen classes: for up to 30 participants

This 1-hour class introduces students to IMPACT Bay Area’s approach to personal safety. We know that many assaults can be prevented or deterred using awareness, intuition, body language and voice. The physical skills taught in our longer classes provide a broad range of options for dealing with violence, but even this short class will provide valuable tools for staying safe. Students learn to recognize and honor their own intuition, develop assertive body language and powerful verbal skills, and practice two simple and effective physical strike techniques. This class includes one IMPACT instructor, and does not include scenario-based practice with a mock attacker.

Price: $950
90-Minute Introduction to Personal Safety

Adult classes: for up to 40 participants, Teen classes: for up to 30 participants

This class includes everything in our 1-hour Introduction class with more drills and additional techniques to increase student safety and confidence. Students practice setting boundaries with friends or co-workers in a role play exercise.

Price: $1,400
Bystander Intervention

*For up to 40 participants. Classes for mixed teen and adult groups available, age 14+.*

This 90-minute class is designed for students to learn personal boundary setting skills as well as best practices for intervention when witnessing harassment or other unsafe situations. This class includes both a Whistle Instructor and a Suited Instructor, and students have the opportunity to practice strategies to keep oneself and others safe in the context of realistic scenarios. The skills practiced in class are designed to increase felt sense of confidence, ability to set boundaries, break “group freeze” and mobilize community assistance!

Price: $1,400
How We Teach

We teach empowerment self-defense through safe, realistic, scenario-based practice. Our instructors are trauma-informed and understand the emotional nature of dealing with violence.

Whistle Instructors are the primary instructors in class. They teach technique, help students manage adrenaline and ensure a safe, fun and exciting experience. IMPACT is a women-led organization, and we are passionate about empowering women in leadership.

Suited Instructors wear specialized, padded armor and are trained to work in character as the mock assailant, safely absorbing the students' full-force strikes. Suited Instructors provide the human-shaped target and the presence of threat that gives rise to adrenaline, an important part of our model of state-dependent learning.
Logistics

Scheduling
Longer classes are typically held on weekends, but all Intro and some longer classes can be held during the week. Please send us 2-3 dates and times that would work well for your group! IMPACT can come onsite to your location for no additional fee within The Bay Area, provided there is enough space for class, or to a nearby venue (venue rental fees applicable). Depending on your location, we can help coordinate the use of one of our public class venues. IMPACT training can be scheduled on an ongoing or one-time basis, please inquire about multiple class discounts.

The Role of Class Coordinator
IMPACT private classes are priced based on the length of the class, and not per student. We invoice one person, the class coordinator, for the total amount. The class coordinator commits to the full payment upon scheduling, and is welcome to collect individual contributions from those in their group in the way that works best for them, if applicable. We work with class coordinators to facilitate as smooth and easy of a process as possible! For 3-hour classes and longer: once a date, time and location have been confirmed and you have paid a deposit to schedule your class, you will receive a private link to send to your participants for registration. All students must register through this link and submit a waiver to participate in class. Registered students will receive a helpful email the week before their class with information on what to bring, what to wear, parking, etc.
Logistics

Space Requirements
Introduction to Personal Safety classes do not require special space or equipment: as long as there is a large room or other space that can be cleared of furniture and comfortably holds the number of participants in your group while standing, we can come to your location. Our Introduction to Empowerment Self-Defense class, and any longer class, requires a private room with a minimum of 20x25 feet of unobstructed floor space to lay down athletic mats.

Class Demographics
IMPACT classes can be offered as all-gender classes, and are also popular with gender-identity based groups. People of all ages and genders find our courses relevant, challenging and empowering. IMPACT training does not rely on past experience or physical fitness.

IMPACT as an Employee Benefit
As an addition or alternative to holding private classes, your organization can cover the cost of staff training in any of IMPACT’s public classes in part or full.
What IMPACT Brings

● **Expertise** - IMPACT has over 30 years of continually evolving expertise in the field of personal safety and empowerment self-defense.

● **Value** - Our teaching model is based on a workshop format, rather than on-going classes or a system of techniques that take years to learn. Our longer courses help students build muscle memory, so the skills are integrated into one’s body and do not require “thinking about it.”

● **Practical tools** - We teach students to use the tools that are always available: intuition, awareness, body language, voice and the strongest parts of the body.

● **Empowerment for every day** - Our students report an increased ability to set boundaries and walk confidently in the world.

Connect: info@impactbayarea.org