



Advocacy Toolkit: On and Offline Advocacy

Please use this advocacy toolkit as a guide for spreading awareness and creating visibility about the cult-like rhetoric coming from Breathe Education. This toolkit suggests ways to bring awareness surrounding Breathe Education's CEO racist and transphobic statements, and the ongoing efforts of his to expand his organization outside of Australia through unethical SEO marketing tactics. We are working to combat the toxic rhetoric and marketing gimmicks being pushed by Breathe Education and staff. If you do not support the rhetoric coming from Breathe Education, then help bring visibility to these events in order for prospective students to know more about this organization's internal workings and how this is harmful to Pilates teachers and students, and to the industry as a whole.

Digital Advocacy: Social Media, Reviews, Posts, Direct Messages, and Emails

- 1) Unfollow the following accounts on Instagram, & Facebook (see if they are on other platforms, FIRST: see who you share connections with who follows any of the below IG pages, screenshot then individually contact them via DM and fill them in– ask them to unfollow/share [this doc](#) and the [summary doc](#)):
 - a) [@the_raphaelbender](#) (instagram, and find on other platforms and unfollow) (Raphael Bender)
 - b) [@breathe.education](#) (Breathe Ed)

- c) [@adammcateepilates](#) (Adam Mcatee)
 - d) [@nathanrossrees](#) (*Nathan Ross Rees)
 - e) [@whitedogstudio_melbourne](#) (Heath Lander)
 - f) [@_withlaura](#) (Laura Gaiter)
- 2) Share the [summary document](#) and digital advocacy toolkit
- a) Here is the [original memo](#) outlining Raphael's bigoted views
 - b) *See more in the summary about more allegations against Nathan
- 3) Link this [advocacy toolkit](#) in a saved story or link in you bio
- 4) Make a [google review](#) about your experiences with the org
- 5) Review on [podcast](#) platforms such as Itunes & Spotify etc
- 6) Make a story post (if you do this please save the story!)
- 7) Make an actual post or reel (if you do this use the hashtag #NoMoreBreatheEducation)
- 8) Email people in your networks who work at Pilates organizations, and ask them to inform staff and leadership (see below for email messaging suggestions)

Offline Advocacy: One-on-One Discussions, Emails, Text Messages, Phone Calls (and digital "offline" action, such as emails, can lead to offline discussion, so it counts, too!)

- 1) Talk with your Pilates networks and share details about what happened with BE and the CEO. Below, you find examples of messages to share
- 2) Support those who have been students of BE and help them file complaints and get refunds
- 3) Share with prospective Pilates students, clients who mention wanting to do teacher training, and anyone who you suspect might become a target of BE's marketing

Examples of messages to send to your networks

(Email/Text/Posts):

This email suggestion is specially geared towards those running teacher training programs and Pilates organizations (copy, paste, edit to fit the audience/person you are writing to, and share):

Hi (insert name and position),

I am writing to inform you about what has been happening online with Breathe Education and the CEO Raphael Bender. I know this may not sound like it interests you, but you should know that he is using unethical SEO marketing tactics to expand to the US and beyond. So, if he is not a problem for you now, eventually he will be a problem for our industry as a whole (though I believe he is already there). I do not want to sound alarmist, but he recently issued an internal memo to his staff that was filled with biased ideology, and he runs an entire Pilates org. I will link the memo [here](#). Here is the full summary as there is so much more to this story. Please share this information with prospective students, alumni, staff, and consider other ways to help starting with this [advocacy toolkit](#).

Thank you,

(insert your name)

Text message example (copy, paste, edit, share):

Hey! I am working to get the word out about Breathe Education and the many issues with the org and staff. Please check out the following links:

[Summary of events](#)

[BE Memo by Raph](#)

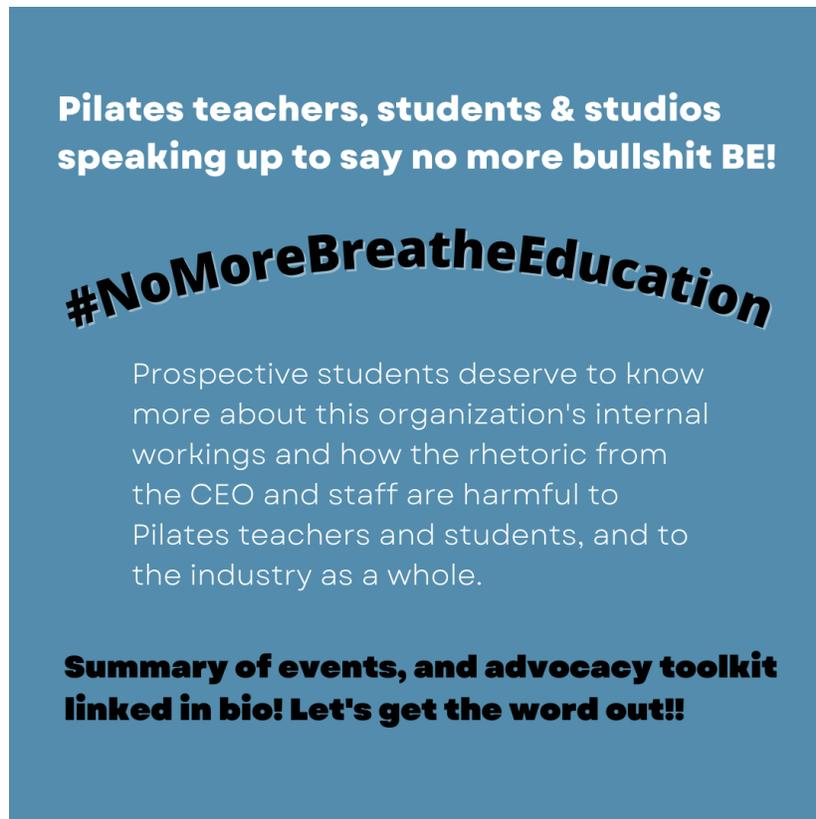
[Advocacy Toolkit](#)

Social Media Posts (copy, paste, edit, share):

We will not tolerate the bigotry and misinformation shared by Breathe Education (BE) and the BE staff. In the last month, this organization released an internal memo outlining

bigoted beliefs such as racist and transphobic views, shared a promotional clip from a podcast supporting misogynistic rhetoric, and constantly shares cult-like, individual level responsibility for socioeconomic status regardless of social agency and oppressive systems. There is proof for all of this in a summary document I have shared via [\(saved story highlights or a post\)](#). Please stand up against this and share this information so we can help bring awareness and prevent this organization from expanding its toxic reach. I have also detailed where to find the on and offline advocacy toolkit. [\(make sure to link both documents in your story and save it to your highlights \(if using Instagram\)\)](#).

Screenshot the below and crop:



Short URL to easily copy and paste this toolkit for Instagram:

<https://tinyurl.com/5aktwxda>

[Please see the summary document for details to make formal complaints if you are a current or former student.](#)