

Bravehearts Day



2024 Fundraising Toolkit

Everything you need to successfully raise funds and awareness
for Bravehearts Day 2024.

Thank you and welcome

Thank you for getting involved in Bravehearts Day and raising funds and awareness to prevent child sexual abuse.

Held annually since 1997, Bravehearts Day (formerly White Balloon Day) is the largest and longest-running awareness and fundraising campaign dedicated to child sexual abuse prevention. Bravehearts Day 2024 is on Friday the 6th of September.

The funds you raise this Bravehearts Day will go towards supporting the vital work of Bravehearts, including programs and services such as:

- Bravehearts' personal safety education program (Ditto's Keep Safe Adventure), which helps to prevent child sexual abuse.
- Counselling and support services for children and families affected by child sexual abuse.
- Vital research around the prevention and treatment of child sexual abuse and child protection reforms.

THE IMPACT YOUR DONATIONS MAKE

Personal safety education for a child via Bravehearts Ditto's Keep Safe Adventure program. **\$12**

A trauma symptom assessment for a child affected by sexual abuse. **\$27**

Support for someone in crisis via Bravehearts' Information and Support Line 1800 272 831. **\$75**

A specialist counselling session for a child affected by sexual abuse. **\$150**

About Bravehearts

Founded in 1997, Bravehearts is an Australian child protection organisation dedicated to the prevention and treatment of child sexual abuse.



Our Mission is to provide a coordinated and holistic approach to the prevention and treatment of child sexual abuse.

Our Vision is a world where people, communities and systems all work together to protect children from sexual abuse.

Why we need your support

TRIGGER WARNING: The following content may be triggering for survivors of child sexual abuse. If you or someone else is in need of information or support, please contact Bravehearts on freecall 1800 272 831 (Mon-Fri, 8:30am-4:30pm AEST).

What is child sexual abuse?

Child sexual abuse is any act of inappropriately exposing or subjecting a child (under the age of 18) to sexual activity, contact or behaviour for the purposes of gratification (sexual or otherwise).

Child sexual abuse is a global problem that knows no physical, financial, socioeconomic, geographic, cultural or gender boundaries. All forms of child sexual abuse are a profound violation of the human rights of the child and a crime under law. The impacts of this crime are far-reaching for children, families and communities.

Children who have been sexually abused can suffer a range of psychological and behavioural problems, ranging from mild to severe, both in the short and long term. Effects of the abuse can vary, however children who are believed when they first disclose and are given the right type of therapeutic support, are less likely to endure long term negative impacts.

How common is child sexual abuse?

More than **1 in 4 Australians (28.5%)** have experienced child sexual abuse.¹ It's a crime that affects children of all ages, races, economic classes, cultural groups and genders.

What are the statistics?

- Among Australian children who have been sexually abused, for **more than three-quarters (78%)**, it happened more than once⁴.
- In **up to 90%** of child sexual abuse cases, the offender is known to the family⁵.
- In **more than half of cases** (approximately 52%), the onset of child sexual abuse is from **0 to 8 years**⁶.
- **1 in 8 children** has sent a photo or video of themselves to someone they first met online⁷.
- Approximately **1 in 3 cases** of child sexual abuse are instigated by other young people⁸.

Can it be prevented?

Yes it can! Preventing child sexual abuse requires that we all work together as a society to protect children. Because child sexual abuse is enabled by secrecy and silence, one of the first steps in prevention is being brave enough to speak up about the problem, which is what Bravehearts Day encourages all Australians to do!



1,3,4) Haslam D, Mathews B, Pacella R, Scott JG, Finkelhor D, Higgins DJ, Meinck F, Erskine HE, Thomas HJ, Lawrence D, Malacova E. (2023). The prevalence and impact of child maltreatment in Australia: Findings from the Australian Child Maltreatment Study: Brief Report. Australian Child Maltreatment Study, Queensland University of Technology. 5) Australian Bureau of Statistics 2017; Quadara, Nagy, Higgins & Siegel, 2015. 6) McElvaney et al., 2020. 7) Office of the eSafety Commissioner, 2022. 8) Der Bedrosian, 2018; McKibbin, 2017; Finkelhor, Omrod & Chaffin, 2009.

Take the #BraveChallenge

#BeBrave and take the #BraveChallenge to help fight child sexual abuse!
Here's how it works:



Choose a #BraveChallenge that suits you! There are challenges for individuals, early learning centres, schools and more! Explore ideas on the following page.



If you haven't already done so, make sure you REGISTER at braveheartsdays.com.au. You get a FREE Bravehearts Day Supporter Pack when you register, which includes a poster, temporary tattoo, and more!



Start fundraising and earn rewards for each fundraising milestone you reach! Explore the rewards on offer on page 7. The funds you raise will support the prevention and treatment of child sexual abuse.



Complete your chosen #BraveChallenge on (or near) Bravehearts Day, Friday 6 September. Share what you're doing across social media and don't forget to tag Bravehearts and use our hashtags #BeBrave, #BraveChallenge, #BraveheartsDay2024



#BraveChallenge ideas

BRAVE DARE

Do something that scares you a little! Ask your friends, family and co-workers to donate towards seeing you face a fear! For example, face your fear of heights by daring to ride a thrill ride or go ziplining; face your fear of creepy-crawlies by booking an animal encounter with a spider or snake; conquer your social anxiety by daring to sing karaoke or speak in public.



BRAVE BBQ, BRUNCH OR BREKKIE

A great one for workplaces or groups! Host a 'Brave' breakfast, brunch or BBQ, asking guests to donate \$10 each to the cause.

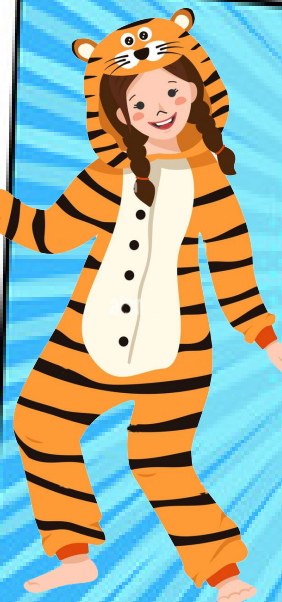
BRAVE DRESS-UP DAY

Perfect for Early Learning Centres or lower primary schools! For a gold coin donation, the kids come dressed as their favourite superheroes for the day.



BRAVE BOSS

Dare your boss, CEO, school principal, or centre director to #BeBrave and face a fear or do something silly in the name of raising funds for child abuse prevention! For example, dare them to come to work for a day in pyjamas or a onesie! Encourage your work colleagues or school/centre community to donate towards seeing them complete the dare!



BRAVE WAIVE



Ask your friends, family and colleagues to waive one take-out coffee or lunch for just one day and donate the money they would have spent to your Bravehearts Day fundraiser! Make sure you lead by example and do the same.



BRAVE HAIR

Colour, cut or shave your hair in support of child abuse prevention OR hold a silly hair day with everyone sporting their 'bravest' hairstyles!



CREATE YOUR OWN #BRAVECHALLENGE

Get creative and set your own #BraveChallenge or team up with mates and take the challenge together!



How to be a fundraising champion!

Follow the steps below to get the most out of your fundraising efforts so you can earn maximum rewards!



Set a goal and make a plan

Set your fundraising goal so your supporters know what you're aiming for, then take some time to plan out the logistics of your chosen #BraveChallenge. For example, if you are planning on doing a 'Brave Dare', you will need some time to plan ahead about when, where and how you will complete the dare. If you are hosting a 'Brave Brunch', you will need to start planning your event and sending out invites.



Personalise your fundraising page

When you register for Bravehearts Day you will be automatically issued your own **online fundraising page**. It's important to personalise this page, adding a little about yourself (or your school/ELC/business/organisation), photos or videos and most importantly, WHY you have chosen to take the #BraveChallenge and fundraise for Bravehearts Day! Remember, your potential donors are interested in *you* and *why* the cause matters to you - this is known as your 'case for support' (more on this later).



Donate to your own page

Lead by example and be the first one to make a donation to your fundraising page (it doesn't have to be a large amount). Other people are more likely to donate when they see that someone has already contributed. Making your own donation also demonstrates to your supporters you're serious about helping the cause.



Promote your efforts!

Spread the word amongst your family, friends, workmates and community, using all available channels including social media, email, face-to-face and business connections that you are fundraising for Bravehearts Day and would love their support. Build hype around your #BraveChallenge and encourage people to donate to see you complete the challenge.

Use the promotional and social media resources available at braveheartsday.com.au, and follow the key messaging guidance laid out further on in this booklet to help you with your social media posts.



Thank your supporters

It's important to thank your donors for supporting your fundraising journey. Gratitude goes a long way and donors who feel appreciated are more likely to donate again to your next fundraising appeal!

Fundraising rewards up for grabs

Earn exclusive Bravehearts Day rewards for each fundraising milestone you reach!

Things to know

- Download the Rewards Tracker from the Resources section of braveheartsdays.com.au to keep track of the rewards you earn.
- Rewards are cumulative, which means you earn the reward for the highest fundraising milestone, PLUS the reward/s for each milestone below the highest reached. The rewards you earn collectively will be sent to you as a bundle, week commencing 8 September, 2024.
- Make sure you are REGISTERED for Bravehearts Day, as only those who are registered fundraisers who have given a valid postal address are eligible to claim rewards.

Rewards for individual fundraisers

Raise **\$100**
earn a light-up heart.

Raise **\$250**
earn a 'Be Brave' beanie

Raise **\$400**
earn a 'Be Brave' calico bag

Raise **\$650**
earn a cap & sunnies

Raise **\$800**
earn socks & a keyring

Raise **\$1,000**
earn a T-shirt & fundraising medal

Rewards for early learning centres & schools

Raise **\$300**
earn a set of Personal Safety Picture Books and 4 Parent Guides

Raise **\$500**
earn a set of personal safety classroom wall charts

Raise **\$1,200**
earn a 'personal safety champions' trophy

Rewards for workplaces & groups

Raise **\$500**
earn a framed Bravehearts 'Jiru' print and certificate

Raise **\$1,000**
earn access to Bravehearts' online training course

Bravehearts Day 2024 - key messaging

This section will help you to communicate effectively about Bravehearts Day 2024 and assist you in promoting your fundraising efforts.

Key taglines for Bravehearts Day 2024

- #BeBrave and help fight child sexual abuse.
- Take the #BraveChallenge and help fight child sexual abuse.

Key actions for Bravehearts Day 2024

Here's the two things we want you to do (and encourage others to do) for Bravehearts Day 2024 (Friday 6 September):



Take the #BraveChallenge

Choose a #BraveChallenge that's right for you and use this to raise funds and awareness for the prevention of child sexual abuse in the lead-up to Bravehearts Day.



#BeBrave on Bravehearts Day

On Bravehearts Day, Friday 6 September, be brave and speak out against child sexual abuse. You can show your support for the day by posting about your own #BraveChallenge, asking for donations, or simply sharing resources and information about how to prevent child sexual abuse.

Campaign hashtags and tags for Bravehearts Day 2024

Please help us increase exposure of Bravehearts Day 2024 by adding the following hashtags to all your social media posts: #BeBrave #BraveChallenge #BraveheartsDay2024. Please also tag Bravehearts in your posts:

 @braveheartsprotectkids  @BraveheartsProtectKids  @bravehearts-inc  @BraveheartsInc



Building your case for support



A Case for Support is a statement that explains why you are raising funds for Bravehearts Day and why people should support you and the cause. You can use your Case for Support on your online fundraising page, in emails, and social media posts to help promote your fundraising efforts.

Build a strong case for support by answering these three questions:

1. What will you be doing to raise funds for Bravehearts Day (i.e., what #BraveChallenge have you chosen to take on? Are you doing a Brave Dare, or perhaps you are doing a Brave Dress Up Day or Brave Brunch)?
2. Why are you fundraising for Bravehearts Day? (for example, your 'why' could be because as a parent, protecting children from child sexual abuse is important to you).
3. Where will the money raised go? (i.e., funds raised go to Bravehearts for the prevention of treatment of child sexual abuse).

Written examples of how to use your Case for Support:

In a social media post

I'm taking the #BraveChallenge this Bravehearts Day, Friday 6 September, to help fight child sexual abuse. I'm supporting this cause because 1 in 4 Australian children are sexually abused and this has to stop! Please donate to my fundraising page and help me reach my goal of \$____, which will go towards Bravehearts' work in preventing and treating child sexual abuse. [\[link to your fundraising page\]](#)

In an inter-office email

We will be having a 'Brave BBQ' on Friday 6th September in support of Bravehearts Day. This is an important cause because 1 in 4 Australian children experience child sexual abuse. Help us reach our workplace fundraising goal of \$_____ by donating to our fundraising page today! [\[link to your fundraising page\]](#) By supporting Bravehearts Day, you will be helping to fight child sexual abuse and protect Australian children.

In a PM to family & friends

Hey guys, I'm fundraising for Bravehearts Day this year (Friday, 6 September) and would love your support. This is a cause close to my heart, so please consider donate to my page and help me reach my fundraising goal of \$____. Funds raised will go towards the prevention and treatment of child sexual abuse - a crime impacting 1 in 4 Australian children. [\[link to your fundraising page\]](#)

Boost your fundraising through social media

This section will help you to write effective social media posts about your Bravehearts Day fundraiser. Not only will promoting your fundraising efforts on socials help you to raise more funds, but it will also help raise awareness about the crime of child sexual abuse.

Top 5 tips for engaging posts that will boost your fundraising

Use plain English, a friendly tone, and make sure you SPELL CHECK your posts before publishing!

1. Include your 'Case for Support' in your posts.
2. Always include the link to your fundraising page in your posts and tell people exactly what it is - i.e., 'here is the link to my fundraising page where you can donate securely online now'.
3. Add images to your posts. You can utilise the social media assets and campaign images available to download from braveheartsdays.com.au, but don't be shy about posting photos or videos of yourself and/or your friends and workmates that are involved in your fundraiser too (with permission of course)! The more personal and heartfelt you can make your fundraising, the more likely it is people will want to support you!
4. Be clear about what you want. Always add a 'Call to Action' on your posts (for example, 'donate now'), making it crystal-clear what you are asking your supporters to do.
5. Use our campaign hashtags [#BeBrave](#), [#BraveChallenge](#) and [#BraveheartsDay2024](#) so Bravehearts can find your posts and perhaps feature them throughout the day on our own socials!



Sample copy for social media posts

Here are some written examples that you may like to use as a starting point to help write your own social media posts in the LEAD-UP to Bravehearts Day to promote your fundraising efforts:

I'm taking the #BraveChallenge and raising funds for Bravehearts Day, Friday 6 September, to help fight child sexual abuse. Please donate to my fundraising page today: [\[INSERT LINK TO YOUR FUNDRAISING PAGE\]](#). #ADDHASHTAGS

#BeBrave and help fight child sexual abuse by taking the #BraveChallenge with me this Bravehearts Day, Friday 6 September. My goal is to raise \$___ for Bravehearts - help me reach my goal by donating to my fundraising page here: [\[INSERT LINK TO YOUR FUNDRAISING PAGE\]](#). #ADDHASHTAGS

Did you know that 1 in 4 Australians have experienced child sexual abuse? This is why I'm taking the #BraveChallenge this Bravehearts Day, Friday 6 September, to help fight this insidious crime. Help me reach my fundraising goal of \$___ by donating to my fundraising page today: [\[INSERT LINK TO YOUR FUNDRAISING PAGE\]](#). #ADDHASHTAGS

Here are some written examples that you may like to use as a starting point to help write your own social media posts ON Bravehearts Day (Friday 6 September):

Today is Bravehearts Day! #BeBrave and help fight child sexual abuse - a crime that is experienced by 1 in 4 Australian children - by donating to this important cause. [\[INSERT LINK TO YOUR FUNDRAISING PAGE OR TO THE BRAVEHEARTS DAY DONATION PAGE - www.braveheartsday.com.au/event/2024/donate\]](#) #ADDHASHTAGS

#BeBrave and stand with me to help fight child sexual abuse by supporting Bravehearts Day today! Make a donation here: [\[INSERT LINK TO YOUR FUNDRAISING PAGE OR TO THE BRAVEHEARTS DAY DONATION PAGE - www.braveheartsday.com.au/event/2024/donate\]](#) #ADDHASHTAGS



Resources to download

In addition to this Toolkit, the following resources are available to download from the Resources section on the Bravehearts Day website: braveheartsdays.com.au



Fundraising tools

- Official Bravehearts Day 2024 A3 poster
- Bravehearts Day blank A4 event poster
- Event invitations (3 to an A4 page)
- Fundraising rewards tracking chart
- 'How Your Funds Help' poster
- 'About Bravehearts' one-page info sheet
- 'Child Sexual Abuse Stats' one-page info sheet
- DIY Bravehearts Day bunting

Social media tools

- Facebook assets
- Instagram assets
- LinkedIn assets
- X (Twitter) assets
- Official promotional video

Lessons and activities

- Brave Lessons: Set of 3 personal safety lessons to help young children learn about keeping safe (Early Years - Lower Primary)
- Ditto's 3 'Keep Safe Rules' A3 poster
- Colouring sheets
- Superhero mask template

Resources for parents and carers

- Bravehearts' free guide for parents and carers about protecting children and young people from sexual abuse
- Brave Conversation Starters: Set of tip sheets to help parents start and maintain conversations with children and young people about child safety topics.

Resources for media

- Official Bravehearts Day 2024 media release
- Promotion stills set
- Bravehearts Day logos
- Reporting on Child Sexual Abuse: Guidance for Media (National Office for Child Safety)



Fundraising rules and restrictions

Using the 'Proudly Supporting Bravehearts' logo

If you are hosting a large fundraising event and wish to promote it to the public, family or friends by creating your own promotional poster or the like, please get in touch with us and we may supply you with our 'Proudly Supporting Bravehearts' logo to use on your materials. Note that we may need to approve any promotional materials on which our logo appears prior to the start of your promotion. Contact braveheartsdays@bravehearts.org.au to request the logo.

Government guidelines and licenses

There are guidelines and regulations around raffles, auctions and fundraising in public spaces. Sometimes you will need a license for the following activities:

- The serving of alcohol at events
- Live entertainment
- Public collection of donations
- Putting up banners and signs in public spaces
- Selling of goods in public spaces

Tax deductibility

Supporters who make donations over \$2 to Bravehearts (via your fundraising activities, events and online fundraising page) are eligible for a tax-deductible receipt. However, if a supporter receives anything in exchange for their money, such as dinner or a drink, raffle ticket, event entry, products etc.), those funds are not tax deductible.



Need to get in touch?

Bravehearts Community Engagement and Fundraising Team is here to help and support you throughout your fundraising journey. We are in the office most days, Monday to Friday, between 8:30am - 4:30pm (AEST). Please give us a call or email us on:

Phone: 07 5552 3000

Email: braveheartsdays@bravehearts.org.au

Bravehearts Day website: braveheartsdays.com.au

Bravehearts website: bravehearts.org.au

Bravehearts Head Office

Postal Address: PO Box 575, Arundel BC, QLD, 4214

Email: admin@bravehearts.org.au

Phone: 07 5552 3000

Advice about responding to disclosures

IMPORTANT: If you ever think a child or young person is at immediate risk of harm, call 000.

Being involved in Bravehearts Day means that you may be asked questions about Bravehearts and the work that we do. This may sometimes lead to people opening up to you about child sexual abuse and/or childhood trauma that you may find triggering or uncomfortable.

Child sexual abuse is a crime that is largely 'swept under the rug' in our society. The media and the public generally find talking about this crime uncomfortable, particularly when it comes to familial child sexual abuse (abuse that happens within families). This means that your efforts in raising funds and awareness are all the more important! The more people are aware of the signs of child grooming and sexual abuse and the devastating effects of this crime, the better it can be prevented.

However, It is important to be aware that because you are showing your support for Bravehearts Day a member of the public or even a friend, family member, may want to share their own story of abuse with you. This is called a '**disclosure**'.

How to respond to a disclosure of historical abuse from an adult survivor

1. Be kind and respectful: First and foremost, be gentle with the person who has entrusted you with their disclosure. Keep in mind that this may be the first time they have ever told someone about their experience and they trust you enough to see them at their most vulnerable.

2. Acknowledge, then gently deflect and refer: Initially respond to the person by saying: "Thank you for trusting me enough to share this with me." If it sounds like the person is going into a lengthy story, try, if you can, to respectfully stop the person by reminding them that you are not a counsellor and you are not trained to hear their disclosure. Refer the person to the Bravehearts website bravehearts.org.au and/or **Bravehearts' Information and Support Line 1800 272 831** (open 8:30am – 4:30pm AEST, Monday to Friday), which is operated by trained professionals who can provide them with professional support.

3. Remember, you are not a counsellor: Even if you ARE a trained counsellor, your role as a fundraiser for Bravehearts does not oblige you to counsel a person making a disclosure (unless you are in session and that person is your client of course!). For those of us who are not counsellors or therapeutic professionals, hearing stories of historical child sexual abuse can be upsetting and can sometimes lead to 'vicarious trauma'. It is important that you take care of your own mental health and do what's best for the person who has disclosed to you, and that is to refer them to someone who can provide professional support and advice.

4. Reach out if you need support: If you are finding it difficult to process a disclosure, or find yourself triggered in any way by the discussion of child sexual abuse, please reach out to us. **Bravehearts Information and Support Line 1800 272 831** (open 8:30am – 4:30pm AEST, Monday to Friday) is available to you if you need to debrief or check in with our trained staff.

How to respond if a child or young person discloses abuse OR you think a child or young person may be at risk

Disclosures of abuse from a child or young person are very serious, especially because that child or young person may be at risk of immediate harm. On the official Bravehearts website (bravehearts.org.au) you will find information on what to do if a child or young person discloses to you, or if you suspect a child or young person is being harmed. GO TO: bravehearts.org.au/about-child-sexual-abuse/responding-to-a-disclosure-of-sexual-abuse.

You may also contact **Bravehearts' Information and Support Line 1800 272 831** (open 8:30am – 4:30pm AEST, Monday to Friday) for advice.

If you ever think a child or young person is at immediate risk of harm, call 000.



Bravehearts Day

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Bravehearts Day is an initiative of



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