

Bravehearts Day

braveheartsdays.com.au



Fundraising and Messaging Toolkit

Everything you need to successfully raise funds and awareness
for Bravehearts Day 2023.

Thank you and welcome

Thank you for getting involved in Bravehearts Day and raising funds to prevent child sexual abuse. Held annually since 1997, Bravehearts Day (formerly White Balloon Day) is on Wednesday, 30 August, 2023. For over 25 years, Bravehearts has led the largest and longest-running awareness and fundraising campaign dedicated to breaking the silence around child sexual abuse and preventing this insidious crime.

The funds you raise for Bravehearts Day will go towards supporting:

- Bravehearts' education programs (such as Ditto's Keep Safe Adventure).
- 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



\$12=

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



\$27=

A trauma symptom assessment for a child affected by sexual abuse.



\$75=

Support for a person in crisis via Bravehearts Information and Support Line 1800 272 831.



\$150=

A specialist counselling session for a child affected by sexual abuse.

About Bravehearts

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.

How is Bravehearts preventing and treating child sexual abuse?

Bravehearts pursues our Mission and Vision through:

- **Personal safety education:** We work to prevent child sexual abuse by educating children and young people about personal safety, including body ownership, cyber-safety and consent. Our flagship program is Ditto's Keep Safe Adventure (for children aged 3 to 8).
- **Counselling and support:** We work to treat child sexual abuse through the provision of affordable counselling and support for children (and their non-offending family members), a national Information and Support Line (1800 272 831), case management for adult survivors seeking Redress, and therapeutic intervention for children and young people with harmful sexual behaviours.
- **Child protection training:** We work to prevent child sexual abuse by training individuals and organisations on how to better respond to and prevent child safety issues through our online courses.
- **Research and reform:** We work to prevent and treat child sexual abuse by ensuring our education programs, counselling services and training is backed by current, evidence-based research, and by advocating for legislative reform that works in the best interest of children, young people and survivors of child sexual abuse.

Why we need your help

TRIGGER WARNING: The following content contains information about child sexual abuse and may be triggering for survivors of this crime. 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).

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.

What is child sexual abuse?

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

How common is child sexual abuse?

More common than you may think – more than **1 in 4 Australians (28.5%)** have experienced child sexual abuse.¹ It's a crime that affects all races, economic classes, cultural groups and genders. Children of all ages are abused, even toddlers and babies².

What are the statistics?

- More than **1 in 3 Australian girls** and almost **1 in 5 boys** experience child sexual abuse.³
- 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.



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. 2) James, 2000; Centre for Disease Control & Prevention, 2006; Collin-Vézina, Daigneault, & Hébert, 2013; Dube et al., 2005. 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,

5 Steps to fundraising success



Step 1: 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 fundraising activity or event that will get you to your fundraising goal. Bravehearts has developed a list of fundraising ideas – you can download this from the fundraising resources section of braveheartsdays.com.au.



Step 2: 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 organisation), photos or videos and most importantly, WHY you have chosen to 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).



Step 3: 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.



Step 4: promote your fundraising 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. Be sure to use the promotional and social media resources available on braveheartsdays.com.au, and follow the key messaging and social media promotion guidance laid out further on in this booklet.



Step 5: thank your supporters

It's important to regularly 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!



Building your case for support

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

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

1. What will you be doing to raise funds for Bravehearts Day (i.e., will you be hosting an event, doing a specific fundraising activity etc.)?
2. Why are you fundraising for Bravehearts Day?
3. Who is Bravehearts and what does the organisation do?
4. How will the money raised make a difference?

Examples

Social media post

I'm hosting a morning tea on Bravehearts Day, Wednesday, 30 August, to raise funds for the prevention of child sexual abuse. I'm supporting this day because every child deserves to grow up free from trauma. As a parent myself, Bravehearts' work in helping to prevent child sexual abuse and supporting survivors is a cause worth getting behind. Please donate to my fundraising page and help me reach my goal of \$250, which will go towards Bravehearts' vital prevention and support programs! [\[link to your fundraising page\]](#)

Inter-office email

Everyone will be wearing purple hearts in the office on Wednesday, 30 August in support of Bravehearts Day. Help us reach our workplace fundraising goal of \$1,000 by donating to our fundraising page today! [\[link to your fundraising page\]](#) Bravehearts is an Australian charity that works to prevent and treat child sexual abuse. By supporting this important cause, you will be helping to protect children from this crime and help survivors heal from trauma.

PM to family & friends

Hey guys, I'm fundraising for Bravehearts Day this year (Wednesday, 30 August) and would love your support. Bravehearts is an Australian child protection charity that works to prevent and treat child sexual abuse. This is a cause close to my heart, so please consider donating to my page and helping me reach my fundraising goal of \$400. Funds raised will go towards Bravehearts' education programs and trauma counselling services. [\[link to your fundraising page\]](#)



Key messaging

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

Bravehearts Day FAQs

Find our full set of FAQs at braveheartsday.com.au/about/faqs.

What is Bravehearts Day?

Bravehearts Day is dedicated to raising funds and awareness for the prevention of child sexual abuse. Held annually since 1997, Bravehearts Day (previously White Balloon Day) has changed the way Australians think about and respond to the crime of child sexual abuse.

What does Bravehearts do with the funds raised?

Funds raised for Bravehearts Day help Bravehearts to prevent child sexual abuse by supporting personal safety education programs, such as Ditto's Keep Safe Adventure. Funds also help support children and families affected by child sexual abuse via specialist counselling services, and help fund essential research and reform.

Key taglines for Bravehearts Day 2023

- Show Your Heart to help prevent child sexual abuse.
- Show Your Heart for child protection.
- Gift a Brave Heart today to help prevent child sexual abuse.
- Gift a Brave Heart today for child protection.

Key actions for Bravehearts Day 2023

Here's the two things we want you to do (and encourage others to do) on Bravehearts Day, Wednesday 30 August

Gift a 'Brave Heart'

This year, Bravehearts is asking everyone to gift a 'Brave Heart' in support of child protection. You can gift a Brave Heart in your own, or someone else's name, on behalf of an organisation or group, or anonymously. Your Brave Heart will be displayed on the Bravehearts Day 'Wall of Hope' and all funds raised will go directly towards the prevention and treatment of child sexual abuse. The direct link to Gift a Brave Heart is: www.braveheartsday.com.au/event/2023/donation

Fundraise

Host a fundraising event or activity in support of Bravehearts Day! You'll find plenty of fundraising ideas at braveheartsday.com.au. Whether you're an individual, organisation, community group, school, early learning centre or business, there are many ways to raise funds for child protection!

Show Your Heart

On the actual day, Wednesday 30 August, demonstrate your support by wearing or showing a purple heart and posting a photo on your socials, along with a message and our campaign hashtags. You will find ideas on how to 'Show Your Heart' at braveheartsday.com.au/get-involved/show-your-heart. Our hashtags are listed below and on the next page you will find messaging examples for your socials.

Campaign hashtags for Bravehearts Day 2023

Please help us increase exposure of Bravehearts Day 2023 by adding the following hashtags to all your social media posts: [#ShowYourHeart](#) [#BraveheartsDay2023](#). We also encourage the use of the purple heart emoji on all your social media posts too! 💜

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 and protecting children.

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' or 'Gift a Brave Heart today'), making it crystal-clear what you are asking your supporters to do.
5. Use our campaign hashtags **#ShowYourHeart** and **#BraveheartsDay2023** so Bravehearts can find your posts and perhaps feature them throughout the day on our own socials!

Examples of wording for social media posts

Here are some examples of social media posts that you may like to use in the lead-up to Bravehearts Day to promote your fundraising efforts. Be sure to adapt the wording to include your own Case for Support and personality!

I'm Showing My Heart for child protection and raising funds for Bravehearts Day, Wednesday 30 August. 1 in 4 Australians have experienced child sexual abuse. Help Bravehearts prevent this crime and donate to my fundraising page today [\[INSERT LINK TO YOUR FUNDRAISING PAGE\]](#). **#ADHASHTAGS**

#ShowYourHeart to prevent child sexual abuse by supporting Bravehearts Day, Wednesday 30 August. Bravehearts is a child protection charity dedicated to the prevention and treatment of child sexual abuse, which is a cause close to my heart. My goal is to raise \$300 for Bravehearts Day, so help me reach my goal by donating to my fundraising page here: [\[INSERT LINK TO YOUR FUNDRAISING PAGE\]](#). **#ADHASHTAGS**

Did you know that in at least 90% of reported child sexual abuse cases, the offender is known to the family? This is why Bravehearts' personal safety education programs are so vital! Show Your Heart and help me reach my Bravehearts Day fundraising goal of \$150 to help support Bravehearts and protect Aussie kids! You can donate directly to my fundraising page here: [\[INSERT LINK TO YOUR FUNDRAISING PAGE\]](#). **#ADHASHTAGS**

Here are some examples of social media posts that you may like to use ON Bravehearts Day, Friday

#ShowYourHeart for child protection and gift a Brave Heart today for Bravehearts Day! Funds raised will go to supporting Bravehearts' personal safety education programs and trauma counselling for children and families affected by child sexual abuse. Gift a Brave Heart here: <https://www.braveheartsdays.com.au/event/2023/donation> **#ADHASHTAGS**

Show Your Heart to prevent child sexual abuse by supporting Bravehearts Day today! With 1 in 4 Australians having experienced child sexual abuse, it's time to stand up and fight this crime. Gift a Brave Heart today to show your support: <https://www.braveheartsdays.com.au/event/2023/donation> **#ADHASHTAGS**

Resources to download

The following resources are available to download from the Resources section on the Bravehearts Day website: braveheartsday.com.au



Fundraising tools

- Official Bravehearts Day 2023 A3 poster
- Bravehearts Day blank A3 event poster
- Event invitations (3 to an A4 page)
- 'How Your Funds Help' poster
- 'About Bravehearts' one-page info sheet
- 'Child Sexual Abuse Stats' one-page info sheet
- Heart shape cut-out template
- DIY Bravehearts Day bunting



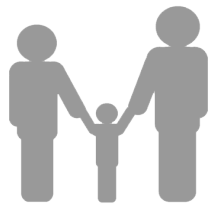
Social media tools

- Facebook assets
- Instagram assets
- LinkedIn assets
- Twitter assets
- Official promotional video (widescreen and vertical format for Reels and Stories)



Resources for schools and early learning centres

- Personal safety/Bravehearts Day activity plans and resources
- Heart shape cut-out templates
- Ditto's 3 'Keep Safe Rules' colouring-in sheets
- Ditto's 3 Rules A3 poster



Resources for parents and carers

- Bravehearts' free personal safety guide for parents and carers
- Set of information sheets
- Personal safety parents and carers pack (Bravehearts Day special edition)



Fundraising rules and restrictions

Using the 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 community supporter 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 fundraising@bravehearts.org.au to request our Community Supporter logo.

Government guidelines and licences

There are guidelines and regulations around raffles, auctions and fundraising in public spaces. Sometimes you will need a licence 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.

We're here to help!

Bravehearts' Community Engagement and Fundraising Team is here help you with your fundraising. If you have any questions, concerns or feedback, just email fundraising@bravehearts.org.au.



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 and having conversations 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.

It is important to be aware though, that in talking about the crime of child sexual abuse, and by virtue of raising funds for Bravehearts, a member of the public or perhaps a friend, family member or even acquaintance, may want to share their own story of abuse with you. This is called a '**disclosure**'.

When an adult makes a disclosure about being abused as a child, this is called 'historical child abuse'. Adults who have survived any kind of abuse as a child are referred to by Bravehearts as 'survivors'.

If a survivor does disclose to you, in order to look after yourself, and the person who is making the disclosure, here is some advice to follow:

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 is 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 that they are being harmed, 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**

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: fundraising@bravehearts.org.au

Bravehearts Day website: braveheartsday.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



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