

Bravehearts Day

FUNDRAISING & MESSAGING TOOLKIT

Everything you need to successfully raise funds and awareness for Bravehearts Day 2026.

TOGETHER, WE CAN FIGHT
CHILD SEXUAL ABUSE!



THANK YOU AND WELCOME

Thank you for taking part in Bravehearts Day, 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 2026 is on Friday the 11th of September, during National Child Protection Week.

The funds you raise this Bravehearts Day will go toward 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.
- Bravehearts' national information and support line 1800 272 831.
- 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 someone in crisis via Bravehearts' Information and Support Line 1800 272

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



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.
- **79%** of children (under 15) who were sexually abused, were abused by a relative, friend, acquaintance or neighbour.⁵
- 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) National Office for Child Safety (2021). National Strategy to Prevent and Respond to Child Sexual Abuse 2021-2030. Canberra [ACT]: National Office for Child Safety. 6) McElvaney et al., 2020. 7) Office of the eSafety Commissioner, 2022. 8) Der Bedrosian, 2018; McKibbin, 2017; Finkelhor, Omrod & Chaffin, 2009.

BE BRAVE & FUNDRAISE!

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



Make sure you're registered

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!



Choose how you'll fundraise

Choose how you'll raise funds. There are ideas for individuals, early learning centres, workplaces and more! Explore ideas on the following page.



Raise funds and earn rewards

Start fundraising and earn rewards for each milestone you reach! When you register, you'll get your own online fundraising page to share with your community to make raising funds easy. Explore the rewards on offer at the Bravehearts Day website - braveheartsdays.com.au.



Raise awareness

On Bravehearts Day, Friday 11 September, let's work together to raise awareness about child abuse prevention across socials. You'll find messaging later in this toolkit and social assets on the Bravehearts Day website.



BRAVEHEARTS DAY MERCH

Don't forget to check out the merchandise available to purchase this year for Bravehearts Day at braveheartsdays.com.au/shop.

Profits from our merchandise go straight back into support the work of Bravehearts in preventing and treating child sexual abuse, so shop for a cause today!

FUNDRAISING IDEAS

Explore our fundraising ideas below and choose the idea that's best for you.



Brave Dare

Do something that scares you a little in the name of a good cause! Ask your friends, family and co-workers to donate towards seeing you face a fear!



Brave Brekkie, Brunch or BBQ

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-Ups

Perfect for early childhood services and lower primary schools - for a gold coin donation, the kids dress as their favourite superheroes for the day!



Brave Boss

Dare your CEO, boss, 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!



Brave Waive

Ask friends or colleagues to waive one take-out coffee (or meal) for one day and donate the money they would have spent to the cause instead.



Brave Challenge

Take on an endurance, strength or fitness challenge and raise funds for the prevention of child abuse as you work toward your goal!



Brave Bake-Off

Another good one for workplaces - challenge your colleagues to a bake-off competition and sell the baked goods to raise funds for the cause.



Brave Hair

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



Brave Ties & Socks

Make Bravehearts Day a wild tie and socks day at your workplace, asking colleagues to donate a nominated amount for child protection.

STEPS TO FUNDRAISING SUCCESS

Follow the steps below to get the most out of your fundraising efforts!



Step 1. Set a fundraising 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 your fundraising activity. For example, if you are planning on doing a Brave Dress-Ups Day, you will need send out information to parents. If you are hosting a 'Brave Brunch', you will need to start planning your event and sending out invites.



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 school/early childhood service/workplace/organisation), photos 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 efforts!

Spread the word among your family, friends, colleagues and community, using social media, email, face-to-face and business connections. Let them know you are fundraising for Bravehearts Day and would love their support. Use the promotional and social media resources available at braveheartsdays.com.au, and follow the messaging guide laid out further on in this booklet to help you with your social media posts.



Step 5. 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

Collect rewards for each fundraising milestone you reach.

We have rewards for individual fundraisers, early childhood services, schools, and workplaces.

Explore the rewards that are up for grabs in each category this year on the [Bravehearts Day website](http://BraveheartsDay.com.au).



KEY MESSAGING

This section will help you to communicate effectively about Bravehearts Day 2026 and assist you in your fundraising efforts.

Key taglines for Bravehearts Day 2026

- #BeBrave. Together, we CAN fight child sexual abuse!
- #BeBrave and help protect Aussie kids!
- #BeBrave and fundraise for child protection.

Key actions for Bravehearts Day 2026

Here are the two things we want you to do (and encourage others to do) for Bravehearts Day 2026 (Friday, 11 September):

1. Fundraise

In the lead-up to Bravehearts Day, fundraise for the prevention of child sexual abuse. All funds raised go toward supporting Bravehearts' vital education programs and support services.

2. Raise awareness

On Bravehearts Day, Friday, 11 September, help fight child sexual abuse by raising awareness and showing your support for the day.

You can do this by posting about your own fundraising efforts and asking for donations, which will be matched on the day, thanks to our Matched Giving Partner, Busy Bees Early Learning.

We also encourage you to share resources and information about how to prevent child sexual abuse, which can be found on the Bravehearts Day website - braveheartsday.com.au.

Campaign hashtags and tags for Bravehearts Day 2026

Please help us increase exposure of Bravehearts Day 2026 by adding the following hashtags to all your social media posts: **#BeBrave** **#TogetherWeCAN** **#ProtectKids** **#BraveheartsDay2026**. Please tag Bravehearts in your posts:

 @braveheartsprotectkids

 @BraveheartsProtectKids

 @bravehearts-inc



BUILDING YOUR CASE FOR SUPPORT

A case for support is a statement that explains why you are raising funds and why people should support you and your chosen 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.

Writing your case for support

Write your Bravehearts Day case for support by answering these three questions:

1. **What will you be doing to raise funds for Bravehearts Day** (i.e., perhaps you are doing a Brave Dress Up Day or Brave Brunch. Let people know how you'll be raising funds).
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).

How to use your case for support

Below are some written examples of how to use your case for support:

In a social media post

I'm fundraising for Bravehearts Day, Friday, 11 September, to help prevent child sexual abuse. I'm supporting this cause because 1 in 4 Australians have experienced child sexual abuse. Please donate to my fundraising page and help me reach my goal of \$[\[insert your fundraising goal\]](#), which will go toward Bravehearts' work in preventing and treating child sexual abuse. [\[insert link to your fundraising page\]](#)

In an inter-office email

We will be having a 'Brave Bake-off' on Friday, 11th September in support of Bravehearts Day. This is an important cause because 1 in 4 Australians experience child sexual abuse. Help us reach our workplace fundraising goal of \$[\[insert your fundraising goal\]](#) by donating to our fundraising page today! [\[insert link to your fundraising page\]](#) By supporting Bravehearts Day, you will be helping to fight child sexual abuse and protecting Australian children.

In a PM to family & friends

Hey guys, I'm fundraising for Bravehearts Day this year (Friday, 11 September) and would love your support. This is a cause close to my heart, so please consider donating to my page and help me reach my fundraising goal of \$[\[insert your fundraising goal\]](#). Funds raised will go toward the prevention and treatment of child sexual abuse - a crime experienced by 1 in 4 Australians. [\[insert link to your fundraising page\]](#)

DID YOU KNOW?



Bravehearts Day (formerly White Balloon Day) was founded by Bravehearts in 1997 following a 1996 public demonstration in Belgium, where 300,000 people gathered with white balloons in solidarity for the child victims of a convicted paedophile.

In 1999, Queensland Police labelled Bravehearts' White Balloon Day a 'phenomenon' when it was revealed that the campaign resulted in a staggering 514% increase in reports of child sexual abuse to their service.

White Balloon Day was renamed Bravehearts Day in 2022.

BOOSTING YOUR FUNDRAISING THROUGH SOCIALS

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 6 tips for writing engaging posts that will boost your fundraising

1. Use plain English, a friendly tone, and make sure you spell check your posts before publishing!
2. Include your 'Case for Support' in your posts.
3. 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'.
4. Add images to your posts. You can use 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!
5. 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.
6. Use our campaign hashtags **#BeBrave**, **#ProtectKids** and **#BraveheartsDay2026** so Bravehearts can find your posts and perhaps feature them throughout the day on our own socials!

USEFUL RESOURCES

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

Fundraising tools

- Official Bravehearts Day 2026 A3 poster
- Bravehearts Day blank A4 event poster
- Event invitations (3 to an A4 page)
- 'How Your Funds Help' poster
- Donation Hearts template
- DIY Bravehearts Day bunting

Social media resources

Facebook, Instagram, and LinkedIn tiles

Lessons and activities

- Personal safety lessons
- Ditto's 3 'Keep Safe Rules' A3 poster
- Colouring sheets
- Superhero mask template

Resources for parents and carers

- Parents and carers guide to protecting children and young people from sexual abuse
- Information sheets about topics related to child safety

Resources for media

Official media release, images and logos.

BOOSTING YOUR FUNDRAISING THROUGH SOCIALS

Sample copy for social media posts

Leading up to Bravehearts Day

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 raising funds for Bravehearts Day, Friday 11 September, to help fight child sexual abuse. Please donate to my fundraising page today: [\[INSERT LINK TO YOUR FUNDRAISING PAGE\]](#). #ADHASHTAGS

#BeBrave and help fight child sexual abuse by supporting Bravehearts Day, Friday 11 September. My goal is to raise \$[\[insert your fundraising goal\]](#) for Bravehearts – help me reach my goal by donating to my fundraising page here: [\[INSERT LINK TO YOUR FUNDRAISING PAGE\]](#). #ADHASHTAGS

Did you know that 1 in 4 Australians have experienced child sexual abuse? This is why I'm supporting Bravehearts Day, Friday 11 September, to help fight this crime. Help me reach my fundraising goal of \$[\[insert your fundraising goal\]](#) by donating to my fundraising page today: [\[INSERT LINK TO YOUR FUNDRAISING PAGE\]](#). #ADHASHTAGS

On Bravehearts Day

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 11 September):

Today is Bravehearts Day! #BeBrave and help fight child sexual abuse by donating to this important cause – YOUR DONATION WILL BE DOUBLED TODAY thanks to Bravehearts Day Matched Giving Partner, Busy Bees Early Learning! [\[INSERT LINK TO YOUR FUNDRAISING PAGE\]](#) #ADHASHTAGS

#BeBrave and stand with me to help fight child sexual abuse by supporting Bravehearts Day today! Your donation will make DOUBLE THE IMPACT thanks to Busy Bees Early Learning who is matching all donations today! [\[INSERT LINK TO YOUR FUNDRAISING PAGE\]](#) #ADHASHTAGS



FUNDRAISING RULES & 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 braveheartsday@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: braveheartsday@bravehearts.org.au

Bravehearts Day website: braveheartsday.com.au

Bravehearts website: bravehearts.org.au



RESPONDING TO DISCLOSURES OF ABUSE

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 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. Look after you: 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.

- **[Bravehearts' Information and Support Line 1800 272 831](https://bravehearts.org.au/about-child-sexual-abuse/responding-to-a-disclosure-of-sexual-abuse)** (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.](https://bravehearts.org.au/about-child-sexual-abuse/responding-to-a-disclosure-of-sexual-abuse)**

Bravehearts Day

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Bravehearts Day is an initiative of

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ALL DONATIONS OVER \$2 ARE TAX DEDUCTIBLE

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