

TURNING HOPE INTO ACTION THIS BRAVEHEARTS DAY

Every Australian knows a survivor. Most just don't realise it. Bravehearts is calling on Australians to be brave and take action against child sexual abuse this Bravehearts Day, Friday 12 September 2025, held during National Child Protection Week.

The statistics are confronting:

- 1 in 3 Australian girls and 1 in 5 boys will be sexually abused before the age of 18.
- 1 in 4 Australians have lived through this trauma.
- Yet, 1 in 3 Australians still don't believe it's a problem worth worrying about.

Since 1997, Bravehearts Day has led the charge in breaking the silence around one of our most confronting crimes. Now, in 2025, it's a national call to arms: Be Brave. Be loud. Be part of the solution.

Child sexual abuse thrives in silence and secrecy – this has to change. Every voice, every action, every dollar raised helps break that silence and protect our children. That's why this Bravehearts Day, we're asking you to take three simple steps:

1. **REGISTER** – Sign up now and get your FREE Bravehearts Day Supporter Pack.
2. **FUNDRAISE** – Rally your community, early learning centre, school, business or workplace to raise vital funds.
3. **RAISE AWARENESS** – Start conversations that matter. Be a voice for children.

Bravehearts CEO Alison Geale said Bravehearts Day is about being brave enough to face the truth and take action to protect children.

"Bravehearts Day is a powerful reminder that change is possible, and it starts with each of us. When we choose to speak up, take action, and support survivors, we help build a safer, kinder future for all children. Together we can break the silence and protect generations to come," Ms Geale said.

And here's the kicker: every dollar donated on Bravehearts Day, Friday 12 September 2025, will be matched by Busy Bees Early Learning, backing Bravehearts since 2021.

The fundraising impact is direct and life-changing:

- \$24 educates two children in how to stay safe through Bravehearts' personal safety program, Ditto's Keep Safe Adventure.
- \$75 covers the cost of a support call for a parent or survivor in crisis via Bravehearts' national Information and Support Line 1800 272 831.
- \$150 provides a specialist trauma-informed counselling session for a child or young person affected by sexual abuse.

Bravehearts Day isn't just about awareness: it's about action and protecting kids in every corner of the country, from every background and every walk of life. Be brave enough and register now at www.braveheartsday.com.au