



Fundraising Toolkit

Thank you and welcome

Thank you for choosing to support Bravehearts and raise funds for the prevention of child sexual abuse.

The funds you raise for Bravehearts will go towards supporting:

- Bravehearts' personal safety education programs (such as Bravehearts 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 Show.



\$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.

- **Bravehearts' Mission:** To provide a coordinated and holistic approach to the prevention and treatment of child sexual abuse.
- **Bravehearts' Vision:** A world where people, communities and systems all work together to protect children from sexual abuse.

How is Bravehearts helping to prevent and treat child sexual abuse?

Bravehearts is helping to prevent and treat the crime of child sexual abuse through:

- **Personal Safety Education:** 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 & Support:** Providing affordable counselling and support for children (and their non-offending family members) affected by this crime, a national Information and Support Line (1800 272 831), child and family advocacy, case management for adult survivors seeking Redress, and therapeutic intervention for children and young people with harmful sexual behaviours.
- **Child Protection Training & Advisory:** Training individuals and advising organisations on how to better respond to and prevent child safety issues.
- **Research & Reform:** 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.

DID YOU KNOW?

Since its inception in 2006, Bravehearts Ditto's Keep Safe Adventure Show has empowered well over a million young Australian children with personal safety skills and knowledge.

Why we need your support

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 – Approximately **1 in 5 Australian children** will experience child sexual abuse¹. 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?

- In **at least 90%** of child sexual abuse cases, the offender is known to the family³.
- **98% of all child sexual abuse reports** made by children are found to be true⁴.
- A child aged 0-9 years is approximately **40 times more likely** to be the victim of sexual abuse than of kidnapping or abduction⁵.
- Approximately **1 in 3 cases of child sexual abuse** are instigated by other young people⁶.
- Children with a learning disability are **2.5 times more likely** to be the subject of a sexual abuse allegation than children without a learning disability⁷.



'Child sexual abuse is a global problem that knows no physical, financial, socioeconomic, geographic, cultural or gender boundaries.'

1. Mills, Kisely, Alati, Strathearn, & Najman, 2016. 2. James, 2000; Centre for Disease Control & Prevention, 2006; Collin-Vézina, Daigneault, & Hébert, 2013; Dube et al., 2005. 3. Australian Bureau of Statistics 2017. 4. O'Donohue, Cummings & Willis, 2018. 5. Australian Bureau of Statistics, 2019. 6. Der Bedrosian, 2018; McKibbin, 2017; Finkelhor, Omrod & Chaffin, 2009. 7. Helton, Gochez-Kerr & Gruber, 2018.

6 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 bravehearts.org.au/support-us/fundraise



Step 2: register your fundraiser with us

Registering your fundraiser connects you with our Community Engagement team and you'll be automatically issued with your own online fundraising page, which will help you increase your donations and supporters. Register your fundraiser here: bravehearts.org.au/support-us/fundraise



Step 3: personalise your fundraising page

When you register your fundraiser, 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! Remember, your potential donors are interested in 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 among 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 at bravehearts.org.au/support-us/fundraise 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!

DID YOU KNOW?

Studies show the closer to your goal you are, the more likely people are to donate! This is why it's so important to have a clear (and realistic) fundraising target so you can promote your progress towards the goal via social media.

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 are you doing to raise funds for Bravehearts (i.e., are you hosting an event, doing a specific fundraising activity etc.)?
2. Why are you fundraising for Bravehearts?
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 to raise funds for Bravehearts and the prevention of child sexual abuse. I'm supporting this cause 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

We will be having a workplace fundraising bakesale for Bravehearts on [insert date]. Help us reach our office 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.

PM to family & friends

Hey guys, I'm fundraising for Bravehearts 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 \$100. Funds raised will go towards Bravehearts' education programs and trauma counselling services. [\[link to your fundraising page\]](#)

Fundraising FAQs

What does Bravehearts do with the funds raised?

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

What percentage of the funds donated to Bravehearts goes to administration costs?

As of Bravehearts' 2021-22 Financial Report, 89% of every donated dollar goes directly towards the pursuit of the organisation's core Mission - the prevention and treatment of child sexual abuse.

This means that only 11 cents out of every donated dollar is used for administration or overheads to keep the organisation running (for example, to pay electricity bills for our counselling offices, phone bills and software expenses). For a full breakdown of Bravehearts' financials, please see the most recent Financial Report, available to download from: bravehearts.org.au/about-us/annual-report

Are donations to Bravehearts tax-deductible?

Yes. Bravehearts is an Australian Charity and Not-for-Profits Commission (ACNC) registered charity.

Can my supporters get a tax receipt for their donations?

Tax-deductible receipts can be issued to people who donate \$2 or more. A tax receipt is only issued when a donor receives nothing in return (in other words, for a pure monetary donation). This includes the sale of raffle tickets.

When one of your supporters makes a donation over \$2 to your online fundraising page, that person will automatically receive a tax receipt.

Note that you cannot claim a personal tax deduction for monies received and/or donated on behalf of others.

If requested, Bravehearts may be able to provide you with a tax-deductible receipt book for your event or fundraising activity if your supporters wish to make cash donations (offline).

How do I deposit the funds I've raised offline?

If you have cash donations that were raised during a fundraising activity or event, there are two options for getting the money securely to Bravehearts:

1. Deposit the total amount raised to your own online fundraising page.
2. Direct deposit to Bravehearts' bank account. If you choose this option, please first email fundraising@bravehearts.org.au or phone **07 5552 3000** to let us know your details and how much you will be depositing:

Account Name: Bravehearts Foundation Limited gift account

BSB Number: 633-000

Account Number: 130575541

Got more questions? Need help?

Please don't hesitate to contact us at fundraising@bravehearts.org.au or **07 5552 3000**.

Boost your fundraising through social media

This section will help you to write effective social media posts about your Bravehearts 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 prevention of child sexual abuse and the work of Bravehearts.

Top 6 tips for engaging posts that will help 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 utilise the social media assets available to download from bravehearts.org.au/support-us/fundraise/fundraising-resources, 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' or 'Make a \$10 donation today'), making it crystal-clear what you are asking your supporters to do.
6. Use our hashtags [#Bravehearts](#) and [#ProtectKids](#) and don't forget to tag us (handles below) so Bravehearts can find your posts and perhaps feature them on our own socials!

Examples of social media posts

I'm raising funds for Bravehearts to help protect Aussie kids from sexual abuse. Please support this important cause by donating to my fundraising page today. [#Bravehearts](#) [#ProtectKids](#)

Join me in making our community safer for children by supporting Bravehearts and their Mission to prevent and treat child sexual abuse. Donate to my fundraising page today. [#Bravehearts](#) [#ProtectKids](#)

1 in 5 Australian children will be sexually harmed before their 18th birthday. If this statistic shocks you then take action and help me raise funds for Bravehearts – an Australian child protection charity working to prevent and treat child sexual abuse. [#Bravehearts](#) [#ProtectKids](#)

I am taking a stand against the crime of child sexual abuse by fundraising for Bravehearts. Join me in protecting Aussie kids by donating to my fundraising page today. [#Bravehearts](#) [#ProtectKids](#)

I am raising funds for children affected by child sexual abuse so they can access specialist counselling and support from Bravehearts. Please help me reach my fundraising goal by donating to my fundraising page today: [#Bravehearts](#) [#ProtectKids](#)

I am fundraising for Bravehearts so more Australian children can learn personal safety skills through Bravehearts' education program, Ditto's Keep Safe Adventure. \$12 will educate one child – will you help out by donating \$12 to my fundraising page today? [#Bravehearts](#) [#ProtectKids](#)

Connect with Bravehearts on socials

FACEBOOK: @BraveheartsProtectKids

INSTAGRAM: @braveheartsprotectkids

TWITTER: @BraveheartsInc

LINKEDIN: @BraveheartsInc

Building a fundraising team

You may want to consider starting a fundraising team to share the workload and increase your fundraising potential. Teams range in formality; if you're running a marathon or organising an event together, there will be more organisation involved than if you are simply fundraising online as a group. Either way, here are some tips for creating a successful fundraising team:

Recruit your team

Start by recruiting your team members. Begin by emailing or calling the people you think might be interested, for example, you could draw from your friend group, family, workplace or sports team.

Create a team fundraising page

Just as you would if you were fundraising as an individual, you will need to create a fundraising page for your team where you can display your team's fundraising goal, your progress, post updates to your supporters and share the link for people to donate. Register your team fundraiser at bravehearts.org.au/support-us/fundraise

Set a team goal

When you register your fundraiser, you'll be asked to come up with a team fundraising goal. Make sure your goal is reasonable and achievable but not too low.

Keep communicating

Send regular emails to update the team on your progress and encourage people to share ideas about what's working best. Alternatively, create a closed Facebook Group for your team to share ideas and information.

Make sure everyone shares!

Make sure everyone in your team shares your team fundraising page to their own personal social media accounts and email contacts to increase your chance of reaching your goal!



Resources to download

The following resources are available to download from the Resources section on the Bravehearts website: bravehearts.org.au/support-us/fundraise/fundraising-resources

Social media assets

- 'Proudly Supporting Bravehearts' Facebook cover banner
- 'Proudly Supporting Bravehearts' Instagram and Facebook feed tile
- 'Proudly Supporting Bravehearts' Instagram and Facebook Stories tile
- 'Proudly Supporting Bravehearts' Twitter feed tile
- 'Proudly Supporting Bravehearts' LinkedIn feed tile

Promotional assets

- 'Proudly Supporting Bravehearts' email signature
- Bravehearts poster (with blank area for inserting your own fundraising event details)
- 'About Bravehearts' DL tri-fold brochure
- 'About Bravehearts' one-page information sheet

Fundraising assets

- Big List of Fundraising Ideas
- 'How Your Funds Help' poster
- Fundraising terms and conditions

Depending on the size and location of your fundraising event, Bravehearts may be able to supply you with additional promotional materials such as printed brochures, posters, donation boxes and pull-up banners.

Please contact our friendly fundraising team at fundraising@bravehearts.org.au or **07 5552 3000** for more information and whether we are able to make these items available to you.



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. There may also be COVID-19 restrictions and health and safety guidelines in place in regards to certain events and activities. Please ensure that you check with your local and state government to confirm relevant guidelines for your fundraising activity or event.

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

Please also take the time to read Bravehearts' fundraising terms and conditions, which you can download from the Bravehearts website: bravehearts.org.au/support-us/fundraise/fundraising-resources

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 is here help you with your fundraising. If you have any questions, concerns or feedback, just email fundraising@bravehearts.org.au or call **07 5552 3000**.



Important advice

Fundraising for Bravehearts means that you may be asked questions about the cause 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 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 could be unsafe and at risk of immediate harm. On the 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

Remember, if you ever think a child or young person is in immediate danger, call 000.

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 website: bravehearts.org.au

Bravehearts National Office

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

Email: admin@bravehearts.org.au

Phone: 07 5552 3000



ALL DONATIONS OVER \$2 ARE TAX DEDUCTIBLE
ABN: 41 496 913 890 ACN: 607 315 917