Bravehearts

bravehearts.org.au



Fundraising Toolkit

Version 6 - Updated November 2026

Thank you and welcome

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

The funds you raise will support the vital work of Bravehearts, including programs and services such as:

- Ditto's Keep Safe Adventure program, which helps to prevent child sexual abuse by teaching young children essential personal safety skills.
- 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
Educates on child via Bravehearts Ditto's Keep Safe Adventure show.

$27
Provides a trauma symptom assessment for a child affected by sexual abuse.

$80
Provides special therapeutic resources used in counselling sessions for children.

$150
Provides 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.



DID YOU KNOW?
Since its inception in 2006, Bravehearts Ditto's Keep Safe Adventure Show has empowered close to 2 million young Australian children with personal safety skills and knowledge.

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 once[4].
- In **up to 90%** of child sexual abuse cases, the offender is known to the family[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 online[7].
- Approximately **1 in 3 cases** of child sexual abuse are instigated by other young people[8].

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 exactly what you are doing in choosing to fundraise for this cause!

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; McKibbon, 2017; Finkelhor, Omrod & Chaffin, 2009.

6 Steps to fundraising success

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.

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.

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).

4. 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.

5. Promote your fundraising efforts

Spread the word among your family, friends, colleagues 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 our fundraising resources page and follow the key messaging and social media promotion guidance laid out further on in this booklet.

6. 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 to help prevent child sexual abuse. I'm supporting this cause because every child deserves to grow up free from sexual harm. 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 an office 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

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 toward Bravehearts' education programs and trauma counselling services. *[link to your fundraising page]*

Fundraising FAQs

What does Bravehearts do with the funds raised?

Bravehearts' uses donations to fund our personal safety education program Ditto's Keep Safe Adventure, and support the delivery of our specialist counselling services for children and families affected by child sexual abuse. Donations are also used to support the development of our child protection training courses, as well as to fund child safety research and reform.

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

Approximatley 89% of every donated dollar goes directly toward our 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?

Yes, however 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 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

   Acount Number: 130575541

Got more questions? Need help?

Please don't hestitate 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 our fundraising resources page, but don't be shy about posting photos or videos of yourself and/or your friends and workmates that are involed 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 copy for 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 its Mission to prevent and treat child sexual asbuse. Donate to my fundraising page today. #Bravehearts #ProtectKids

1 in 4 Australians have experienced child sexual abuse. 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 this crime. #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. 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
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're 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!



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 **fundraising@bravehearts.org.au** to request the logo.

Government guidelines and licences

There are guidelines and regulations around raffles, auctions and fundraising in public spaces. There may also be 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 activitiy 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 donate 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**.



Responding to disclosures of abuse

Fundraising for Bravehearts means that you will be asked questions about Bravehearts and the work that we do, and occasionally someone may open up to you and disclose their own childhood trauma.

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



Acknowledge

First and foremost, be gentle with the person who has entrusted you with their disclosure. 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. It is therefore important to acknowledge the disclosure. Say: *"Thank you for trusting me enough to share this with me."*



Deflect and refer

Directly after acknowledging the person's disclosure, respectfully deflect any further conversation about their experience and refer them to Bravehearts by saying:

"Bravehearts can give you free professional support. Please call the Bravehearts Information and Support Line, which is operated by specially trained counsellors. The freecall number is 1800 272 831 and it's open 8:30am - 4:30pm AEST, Monday to Friday. You can also find information and support resources on the Bravehearts website bravehearts.org.au."



Debrief and seek support

Hearing a disclosure of abuse may be upsetting, triggering, 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, that is to refer them to someone who can provide professional support and advice.

It is useful to debrief with a trusted friend or loved-one after hearing a disclosure. You don't need to go into details - simply talking about how YOU felt about the interaction is a healthy way to debrief. If, however, 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 on Bravehearts' Information and Support Line 1800 272 831 (open 8:30am - 4:30pm AEST, Monday to Friday).

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 Bravehearts website 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.

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

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

- 'Prouldy Supporting Bravehearts' feed tiles for Instagram, Facebook or LinkedIn
- 'Prouldy Supporting Bravehearts' Instagram and Facebook Reels/Stories tiles

Promotional assets

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

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.

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 Head Office

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