

Bravehearts 



777 MARATHON

7 MARATHONS 7 STATES 7 DAYS



FUNDRAISING TOOLKIT

2022

THANK YOU & WELCOME

Thank you for joining Bravehearts 777 Marathon for 2022 - your inspirational efforts will help raise awareness of child protection, as well as funds to support the vital work of Bravehearts in preventing child sexual assault and exploitation.

The funds you raise will go towards preventative education programs (such as Bravehearts Ditto's Keep Safe Adventure program), and help fund our essential counselling services for children and families who have been affected by child sexual assault. This is how your donation dollars will make a difference:

\$12 = Personal safety education for one child via Bravehearts' personal safety program for young children, Ditto's Keep Safe Adventure Show.

\$27 = A trauma symptom assessment for a child affected by sexual assault.

\$75 = Support for a person in crisis via the Bravehearts Information and Support Line (Freecall 1800 272 831).

\$150 = A specialist trauma-informed counselling session for a child affected by sexual assault or exploitation.

ABOUT BRAVEHEARTS

Our Mission is to prevent child sexual assault and exploitation in our society and our Vision is to make Australia the safest place in the world to raise a child.

What do we do?

Established in 1996, Bravehearts;

- Helps prevent the crime of child sexual assault and exploitation by educating children and young people about personal safety.
- Supports survivors and victims of child sexual assault and exploitation, and their families, with accessible and affordable counselling, case management and advocacy.
- Empowers communities through world-class child protection training courses and risk management.
- Fights for the rights of children and adult survivors by lobbying for legislative reform.
- Breaks the silence around child sexual assault through innovative research, public awareness campaigns and community education.

Why do we do it?

- Child sexual assault and exploitation is a crime that affects all races, economic classes and cultural groups. Children of all genders and ages are assaulted - even toddlers and babies¹.
- Approximately 1 in 5 children will experience child sexual assault and exploitation².
- Children rarely lie about sexual assault. In 98% of all child abuse cases reported to officials, children's statements were found to be true³.
- Providing specialist counselling and support to survivors of child sexual assault and exploitation helps reduce the effects of trauma, which may include post-traumatic stress disorder, alcohol and substance abuse, eating disorders, self-harm and suicidal ideation.

1. James, 2000; Centre for Disease Control & Prevention, 2006; Collin-Vézina, Daigneault, & Hébert, 2013; Dube et al., 2005.. 2. Mills, Kisely, Alati, Strathearn, & Najman, 2016. 3. Oates, Jones, Denson, Sirotiak, Gary & Krugman, 2000.

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STEPS TO FUNDRAISING SUCCESS

Step 1: Make a plan

Take time to sit down and plan out the fundraising activities that will get you to your fundraising goal. Bravehearts has developed resources to help you with planning, including a Fundraising Plan Template, and a list of fundraising ideas. You can download these resources from the 777 website (QR code on the last page of this booklet).

Step 2: Personalise your fundraising page

When you register for Bravehearts 777 Marathon you will be issued your own online fundraising page. It's important to personalise this page, adding your bio, some photos or videos and vitally, WHY you have chosen to take on the 777. Remember, your potential donors are primarily 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 one to make the first donation to your fundraising page - it doesn't have to be a large amount. Other people are more likely to donate to your page when they see that someone has already contributed. Making your own donation also demonstrates to potential supporters that you are serious about helping the cause.

Step 4: Promote yourself

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 on the 777 website and follow the key messaging and social media promotion guidance laid out further on in this booklet.

Step 5: Work your connections

Do you have any business or corporate connections you could use to help secure a sponsorship? Our team will work with you to build a Sponsorship Proposal (more on this later) that you can use to gain corporate sponsors or larger donors to help you reach your goal. Many of our past 777 runners have successfully gained sponsorships from businesses in their local community and even their place of employment.

Step 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.



BUILDING YOUR CASE FOR SUPPORT

A Case for Support is a statement that explains why you are taking on Bravehearts 777 Marathon and why people should support you. It's important to take some time to craft this statement well, as you will be using it a lot throughout your fundraising journey. You will use your Case for Support on your online fundraising page, in emails, social media posts, sponsorship proposals, at fundraising events and on the phone. A strong Case for Support should inspire people to donate to your cause.



Build a strong Case for Support by answering these four questions:

1. What will you be doing as a Bravehearts 777 Marathon runner?
2. Why are you doing Bravehearts 777 Marathon?
3. Who is Bravehearts and what does the organisation do?
4. How will the money raised make a difference?

Examples:

I will be running 7 marathons in 7 states in 7 days and raising funds as part of Bravehearts 777 Marathon 2022. I am taking on this challenge to test my endurance and do my part in protecting Australian kids. As a parent of two young children, Bravehearts' work preventing child sexual abuse and supporting survivors is a cause close to my heart. Please donate to help me reach my fundraising goal of \$10,000, which will go towards Bravehearts' vital prevention and support programs.

I will be tackling Bravehearts 777 Marathon in 2022, running 7 marathons in 7 states in 7 days. As part of this challenge I am raising \$10,000 for Australian child protection charity Bravehearts, whose mission is to prevent child sexual assault and exploitation. By donating to my 777 journey, you will be supporting Bravehearts essential personal safety programs for young children, and counselling services for children and families affected by child sexual abuse.

Did you know that 1 in 5 Australian children are sexually abused before the age of 18? This shocking statistic is the reason why I am taking part in Bravehearts 777 Marathon in 2022, running 7 marathons in 7 states in 7 days. My goal is raise \$10,000 for Bravehearts to help prevent child sexual abuse - will you donate to get me to my goal and help protect Aussie children?

*REFERENCE: JPrice-Robertson, Bromfield and Vassallo, 2010; Mills, Kisely, Alati, Strathearn, & Najman, 2016; Royal Commission into Institutional Responses to Child Sexual Abuse, 2017

KEY MESSAGING

This section will help you to communicate effectively about Bravehearts and 777 Marathon, and assist you in promoting your fundraising.

FAQs about Bravehearts 777 Marathon and Bravehearts

Q What is Bravehearts 777 Marathon?

Bravehearts 777 Marathon (777) was created in 2013 as a unique way for people to raise money for and awareness of Bravehearts and the prevention of child sexual assault and exploitation. 777 is an annual ultra-Marathon that sees participants traveling across seven states, participating in one marathon leg in a different State/Territory each day, over seven days.

777 attracts not only marathon enthusiasts, but also those who are looking to support an important cause and make a difference.

Bravehearts 777 Marathon involves three categories of participants – National Runners, State Runners and Virtual Runners:

- **National Runners** (our National Team) are those participants who commit to doing all seven marathon (or half marathons) over the seven days, and raising a minimum of \$10,000 each for Bravehearts. In return for fundraising, Bravehearts covers the cost of the Runners' travel, food and accommodation for the duration of the event, as well as other provisions.
- **State Runners** are those who choose to complete just one leg of the 777 (usually the one in their home state). State participants can choose to register for their state leg as an individual, or as part of a team. State Runners are encouraged to fundraise, however this is not mandatory. State Runners are charged a registration fee relative to what distance they have registered to run (7km or 14km or 21km or 42.2km).
- **Virtual Runners** are those who choose to run the 777 in real time, along with the National Runners, however they complete each leg of the marathon virtually via Strava. There is no cost to register as a Virtual Runner.

Since its inception 777 Marathon Runners have raised over a million dollars for the prevention of child sexual abuse.

Q Who is Bravehearts?

Bravehearts is a leading Australian child protection charity working holistically to prevent child sexual abuse.

Bravehearts EDUCATES, EMPOWERS and PROTECTS children and young people by way of personal safety education programs, child protection training, trauma-informed counselling, research, lobbying and National awareness campaigns. Bravehearts also provides case management and counselling services to adults undergoing Redress, operates a National toll-free Information and Support Line (1800 272 831) and provides a holistic therapy and support service to young people who have engaged in, or are at risk of engaging in, harmful sexual behaviour.

Q What does Bravehearts do with the funds raised for 777?

Funds raised go towards helping Bravehearts prevent child sexual abuse via personal safety education programs, such as Ditto's Keep Safe Adventure Show. Funds also go towards supporting children and families affected by child sexual abuse via Bravehearts' specialist therapeutic services, and help fund our essential research, lobbying and advocacy.

Key campaign messages of Bravehearts 777 Marathon

- Bravehearts 777 Marathon is Australia's mightiest marathon, with runners tackling 7 marathons, across 7 States/Territories, over 7 days.
- Bravehearts 777 Marathon raises funds for the prevention of child sexual abuse, which is a crime that affects 1 in 5 children in Australia before the age of 18.

Key statistics about child sexual abuse (with references)

Approximately 1 in 5 children will experience child sexual assault or exploitation.

JPrice-Robertson, Bromfield and Vassallo, 2010; Mills, Kisely, Alati, Strathearn, & Najman, 2016; Royal Commission into Institutional Responses to Child Sexual Abuse, 2017

In up to 90% of child sexual assault cases, the offender is known to the family.

Australian Bureau of Statistics 2017; Quadara, Nagy, Higgins & Siegel, 2015

98% of all child sexual assault reports made by children are found to be true.

O'Donohue, Cummings & Willis, 2018

A child aged 0-9 years is approximately 40 times more likely to be the victim of sexual assault than of kidnapping or abduction.

Australian Bureau of Statistics, 2019

Approximately 1 in 3 cases of child sexual abuse are instigated by other young people.

Der Bedrosian, 2018; McKibbin, 2017; Finkelhor, Omrod & Chaffin, 2009

Key campaign hashtags

Please help us increase exposure of Bravehearts 777 Marathon by adding the following hashtags to all your social media posts: **#Bravehearts #777 #777Marathon #777Marathon2022 #Run4Kids #ProtectKids**



PROMOTING YOURSELF ON SOCIAL MEDIA

This section will help you to formulate effective social media posts about your fundraising activities and your 777 journey. Not only will promoting your fundraising efforts on social media help you to raise more funds, but it will also help raise awareness about the crime of child sexual abuse and prevention.

Top 5 tips for creating engaging social media posts that will boost your fundraising

1. **Take the time to compose well-written posts.** 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,** especially early on in your fundraising journey.
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 compelling images or videos to your posts.** You can utilise the social media assets available to download on the 777 website, however also include photos/videos of yourself, such as images of you in 'training' or at a fundraising event. The more personal and heartfelt you can make your journey 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 \$50 donation before Friday'), making it crystal-clear what you are asking your supporters to do.



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, during and after 777 Marathon to help promote your fundraising efforts. Be sure to adapt the wording to include your own Case for Support and personality.

I'm taking part in Bravehearts 777 Marathon 2022 to raise funds for Bravehearts and the prevention of child sexual abuse. Please help me meet my fundraising goal of \$10,000 by donating online today at [INSERT LINK TO YOUR FUNDRAISING PAGE]. #ADHASHTAGS

Join me in making our community safer for kids by supporting my Bravehearts 777 Marathon journey, where I will be running 7 marathons in 7 states in 7 days this coming June. You can donate securely here: [INSERT LINK TO YOUR FUNDRAISING PAGE]. #ADHASHTAGS

Join me in making our community safer for kids by supporting my Bravehearts 777 Marathon journey, where I will be running 7 marathons in 7 states in 7 days this coming June. You can donate securely here: [INSERT LINK TO YOUR FUNDRAISING PAGE]. #ADHASHTAGS

I'm helping child protection charity, Bravehearts, prevent child sexual abuse by taking part in Bravehearts 777 Marathon 2022. Join me in supporting this important cause by donating today: [INSERT LINK TO YOUR FUNDRAISING PAGE]. #ADHASHTAGS

1 in 5 children in Australia are sexually harmed before they turn 18. I am taking a stand against this crime by running in Bravehearts 777 Marathon. Join me in protecting Aussie kids by donating today – every little bit counts! [INSERT LINK TO YOUR FUNDRAISING PAGE]. #ADHASHTAGS

Social media assets available to download

We have created a suite of useful visual assets that you can download and share on your own social media platforms. These include:

- Facebook cover banner
- Facebook Feed tiles
- Facebook Stories tiles
- Instagram Stories tiles
- Instagram titles
- Twitter Feed tiles
- Twitter cover banner
- LinkedIn Feed tiles
- LinkedIn cover banner

Case Study: A fundraising success story

Jess Peil is an Ambassador for Bravehearts and one of 777 Marathon's most successful fundraisers. Having participated in the event for the last three years, Jess has cumulatively raised almost \$120,000 for the prevention of child sexual abuse.

One of the elements of her success is an impressive social media presence that sees her posting regularly across her channels about her training in the lead up to the event, using every possible opportunity to ask for donations (for example, asking her followers to donate on Melbourne Cup Day instead of betting on a horse), and posting daily, during the week of the event, so her supporters can keep up with her journey. Jess always thanks her donors and supporters on her social channels and accompanies her posts with photos, videos and always her fundraising page link.

Additionally, Jess posts regularly about child protection issues, includes statistics and facts around child sexual abuse. This helps to solidify her Case for Support and helps to boost her fundraising efforts even further.

Jess is 'Gold Standard' when it comes to social media fundraising promotion, and whilst not everyone has the ability to utilise social media to this level, there are still valuable lessons our 777 National Runners can take from Jess' social fundraising approach. Follow Jess on Facebook at: facebook.com/jess.peil or Instagram [@jess_runs_4_bravehearts](https://www.instagram.com/jess_runs_4_bravehearts)



BUILDING YOUR SPONSORSHIP PROPOSAL

Bravehearts will put together a personalised Sponsorship Proposal that you can use when approaching local businesses and companies for support, but we need your help to make it the best it can be! Here's what we'll need from you to get started:

1. Your personal bio:

Include a little bit about yourself, like where you're from, what your hobbies are, who's in your family - anything that will help the reader get to know you a bit better. This bio will also feature on the Bravehearts 777 Marathon website and your fundraising page. Below is past 777 National Runner, Stacey Ward's bio as an example:

My name is Stacey, I'm from the Sunshine Coast, Queensland and in my early 40's. I've only been running since 2015 - when I started I couldn't even run one kilometre, which was embarrassing! Since then I have completed many 5k and 10k events as well as a number of halves, a full marathon and even an ultra (50k).

2. Your reasons for taking on the Bravehearts 777 Marathon:

Here's where you can get really passionate about things! Whether you're in it for the cause or just because you love to run, write us a statement that speaks from the heart. Below is Stacey's 'reason why' statement:

I believe Bravehearts is a vital piece of the puzzle when it comes to preventing child sexual abuse. Having worked in the child protection sector, I believe that it takes many areas to combat this despicable crime against our most innocent - from law enforcement, to the judicial system, to schools, to the community and finally to our support and educational groups. Everyone can play a part in protecting children. I have never attempted anything like Bravehearts 777 Marathon, but know that I will do myself, my family and friends proud with what I aim to achieve. I WILL run 7 half marathons in 7 States in 7 consecutive days in 2020. Please help me realise this goal by helping me raise \$10,000!

3. One great, high resolution photo of yourself in action :

We need a great photo of you running or taking part in some other kind of fitness action. This will be used for the front cover of your Sponsorship Proposal, as well as on the Bravehearts 777 Marathon website and on your fundraising page. We may also send this photo to media and will use it on Bravehearts' social media channels to promote your fundraising efforts.

Additionally, we would like a **few extra photos of you** as well to include within the Sponsorship Proposal, however these don't necessarily need to be high resolution (photos off your Facebook or Instagram page are ok!) Below are some examples of great cover photos from our previous 777 National Runners:



USEFUL TOOLS & RESOURCES

To make your fundraising as smooth as possible, we have equipped you with a number of support tools and resources, ready for you to download from the Bravehearts 777 Marathon website (QR code on the last page of this booklet).

Fundraising ideas: A comprehensive list of fundraising activities and events.

Letter of Authority to Fundraise: An official letter from Bravehearts that authorises you to raise money on our behalf. This letter will be included in your Sponsorship Proposal, but you can also request a separate copy from our team.

Letter/email template: A letter or email template that you can cut and paste to base your own letter/email to an employer or potential sponsor to ask for their support.

Social media assets: A collection of downloadable assets for you to use on your social media, including Facebook cover images and tiles, event banner, profile badges, Instagram, Twitter and LinkedIn tiles and more.

Promotional assets: Includes an event poster template, the official Bravehearts 777 Marathon poster, email signatures and headers, and more.

Logos: The 777 logo and 'Proudly Supporting Bravehearts' logos for you to place on your promotional materials.

Bravehearts materials: Brochures, tip sheets and other materials that you can hand out at events to help explain to potential supporters who Bravehearts is and why they should donate. Some of these materials are also available in hard copy that we can send to you if you are hosting a major fundraising event.

Media release form: If you want to take photos at your fundraising events and use them on social media to promote your fundraising efforts, use this form to seek permission from the people appearing in the photos.



FUNDRAISING RULES & RESTRICTIONS

Using Bravehearts' logo

Bravehearts' 'Proudly Supporting' logo is supplied for your use (you can find it in the Useful Resources section of the 777 Marathon website). You must however, seek our permission before using the logo on any materials, on each separate item the logo appears.

Government guidelines and licences

There are guidelines and regulations around raffles, auctions and fundraising 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 activities and events.

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

Events

When holding an event, make sure you are complying with your local and state regulations, as well as COVID-19 regulations, and obtain any required insurance or permits.

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 drink, raffle ticket, event entry, products etc), those funds are not tax deductible.



IMPORTANT ADVICE

Being a part of Bravehearts 777 Marathon and fundraising for Bravehearts means that you will be asked questions about our charity and the work that we do. This may sometimes lead to people opening up to you and having conversations that you may find 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 significant. The more people are aware of the signs of child grooming and abuse and the devastating effects of child sexual abuse, 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 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 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 proper support.

If you like, Bravehearts can provide you with some 'Helpful Numbers' cards that you can keep on hand to give out to anyone who may wish to seek support (just ask us for them).

3. Remember, you are not a trained, trauma-informed counsellor. Even if you *ARE* a trained counsellor, your role as a 777 Marathon runner and 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). For those of us who are not counsellors or therapeutic professionals, hearing stories of historical 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 proper 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' 1800 number is available to you if you need to debrief or check in with our trained staff. As a Bravehearts 777 Marathon National Runner, you also have free access to Bravehearts' **Employee Assistance Program (EAP)** - a service that allows you to access free phone counselling at any time. Information on how to access Bravehearts' EAP will be provided in your welcome pack.

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. Bravehearts has provided you with the tip sheet **Responding to Disclosures** in the Useful Resources section of the 777 Marathon website, which outlines 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.

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

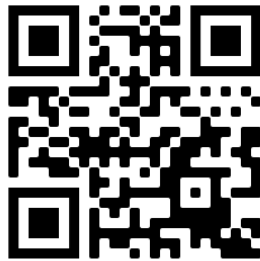
NEED TO GET IN TOUCH?

Bravehearts' Community Engagement and Fundraising Team is here to help and support you throughout your Bravehearts 777 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 adventures@bravehearts.org.au

BRAVEHEARTS 777 MARATHON WEBSITE



bit.ly/777Marathon2022

