

777 MARATHON

7 MARATHONS 7 STATES 7 DAYS

Proudly Presented By



Bravehearts
bravehearts.org.au

2026 FUNDRAISING TOOLKIT

777marathon.com.au

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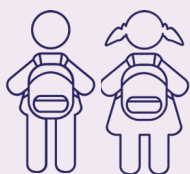


WELCOME

Thank you for joining the 2026 Bravehearts 777 Marathon!

Your inspirational efforts will help raise awareness of child protection, as well as funds to support the vital work of Bravehearts in preventing and treating child sexual abuse.

What your fundraising will help support



Personal safety education for young children and training in child protection for those who work with and around them.



Counselling and support services for children and families affected by child sexual abuse.



Crisis support for those affected by child sexual abuse via the Bravehearts Information and Support Line.



Research around the prevention and treatment of child sexual abuse and child protection reforms.



Child protection training for adults working with and around children.



Community awareness and education to help parents and carers understand how to protect their children from sexual harm.

ABOUT BRAVEHEARTS

Bravehearts is an Australian child protection organisation dedicated to the prevention and treatment of child sexual abuse.

Our Mission: To provide a coordinated and holistic approach to the prevention and treatment of child sexual abuse.

Our Vision: A world where people, communities and systems all work together to protect children from sexual abuse.

What we do

- **Personal safety education** for children aged 3 to 8 (Ditto's Keep Safe Adventure program).
- **Specialist counselling** for children and families affected by child sexual abuse.
- **Information and support** for those affected by child sexual abuse via the Bravehearts Information and Support Line (1800 272 831).
- **Case management** for adult survivors seeking Redress through the National Redress Scheme.
- **Therapeutic intervention** for children and young people with harmful sexual behaviours.
- **Child protection training** for those who work with and around children.
- **Research** around child sexual abuse prevention, treatment and advocacy.
- **Community awareness** and public education around preventing, identifying and responding to child sexual abuse.



ABOUT THE CAUSE YOU ARE SUPPORTING

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 free call 1800 272 831 (Mon-Fri, 8:30am-4:30pm AEST).

What is child sexual abuse?

Child sexual abuse is any act of 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).

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.

What are the effects of child sexual abuse?

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 common than you may think - **more than 1 in 4 Australians (28.5%)** have experienced child sexual abuse.¹ 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?

- More than **1 in 3 Australian girls** and almost **1 in 5 boys** experience child sexual abuse.³
- Among Australian children who have been sexually abused, for **more than three-quarters (78%)**, it happened more than once⁴.
- In **up to 90%** of child sexual abuse cases, the offender is known to the family⁵.
- 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 child sexual abuse be prevented?

Bravehearts believes that when people, communities and systems all work together to keep children safe, child sexual abuse can be prevented.

Protecting children from sexual abuse takes a coordinated effort from not only parents and carers, but communities, organisations and governments.

You taking part in the 777 Marathon, spreading Bravehearts' messages of child safety and raising funds to support our vital work is one small, but important piece of the prevention puzzle!

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. 2) James, 2000; Centre for Disease Control & Prevention, 2006; Collin-Vézina, Daigneault, & Hébert, 2013; Dube et al., 2005. 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; McKibbin, 2017; Finkelhor, Omrod & Chaffin, 2009.

STEPS TO FUNDRAISING SUCCESS



Step 1: Make a plan

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. Download these resources from the [777 website](#).



Step 2: Personalise your fundraising page

When you register for the 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 your 'case for support' (more on this later).



Step 3: Donate to your own fundraising page

Lead by example and 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.



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. Use the promotional and social media resources available on the [777 website](#) and follow the key messaging and in this booklet.



Step 5: Work your connections

Our team will work with you to build a sponsorship proposal (more on this later) that you can use to gain corporate or business sponsorships that can help you reach your goal. Many of our past 777 runners have successfully gained sponsorships from businesses in their local community.



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.



Key fundraising targets and dates

In order to keep your fundraising on track, there are key fundraising targets to meet by key dates along your 777 fundraising journey. Be sure to plan your fundraising activities around these dates to ensure you reach each of these targets by the due dates.

Targets and due dates:

- **30%** of your fundraising goal by **28 February 2026**
- **50%** of your fundraising goal by **30 April 2026**
- **85%** of your fundraising goal by **31 May 2026**
- **100%** of your fundraising goal by **15 June 2026**

TYPES OF FUNDRAISING



Online fundraising

When you registered for 777 you will have received a link to set up your fundraising page. Personalising your fundraising page with your photos and story of why you are taking on the 777 Marathon (your case for support) is your first step to fundraising success! Your online fundraising page is the simplest way to facilitate donations and you can easily share the link with your networks. Donations made to your fundraising page go directly to Bravehearts, so there's no extra administration on your part.

Promoting your fundraising efforts across social media is an important part of online fundraising. Later in this document we have provided some tips around social media promotion, as well as key messaging to use.



Events

Events can be a great way to connect your community with your cause and raise funds, however they do take more planning. You can find ideas for fundraising events on the [777 Marathon website](#) and use the **Event Planner** worksheet in the **Fundraising Plan** template to help you plan your event. Bravehearts' Community Engagement and Fundraising Team is also here to help you with your event ideas and planning, so don't forget to reach out if you need support!



Sponsorships

Businesses will usually support in one or more of three ways - by donating outright, dollar matching your fundraising efforts, or providing you with free or discounted goods or services.

Tips for approaching businesses:

- Approach businesses you already have a connection with (for example, your workplace, your local supermarket, a friend or family member's business etc.) and make sure you are pitching to the right person (i.e., the person in charge of making these kind of decisions).
- Have a clear and engaging **Sponsorship Proposal** (more on this later). Your proposal should be simple and concise and make sure they understand that they are sponsoring YOU as a charity-supported fundraiser, not sponsoring the charity directly.
- Consider businesses that align with Bravehearts and/or the 777 Marathon and how their goods and services could benefit you.
- Understand that some businesses will say no and that's okay! Don't let it discourage you if you don't get a sponsor signed on right away. Keep trying!
- Be clear about what kind of support you are asking for and what the business will get for their sponsorship. For example, their logo could appear on your running jersey, or your fundraising page.

BUILDING YOUR CASE FOR SUPPORT

Your Case for Support is a statement that explains why you are taking on the 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 frequently 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 the Bravehearts 777 Marathon?
3. What is the cause you are supporting?
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 the Bravehearts 777 Marathon 2026. 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 in preventing child sexual abuse is a cause close to my heart. Please donate to help me reach my fundraising goal of \$____, funds that will go towards Bravehearts' vital prevention and support programs.

.....

I will be tackling the Bravehearts 777 Marathon in 2025, running 7 marathons in 7 states in 7 days. As part of this challenge I am raising \$_____ for Australian child protection charity Bravehearts, because protecting children is a cause that is important to me. By donating to my 777 fundraising page, you will be supporting Bravehearts' essential personal safety program for young children, and counselling services for children and families affected by child sexual abuse.

.....

Did you know that 1 in 4 Australians have experienced child sexual abuse*? This shocking statistic is the reason why I am taking part in the Bravehearts 777 Marathon in 2026, running 7 marathons in 7 states in 7 days. My goal is raise \$_____ for Bravehearts to help prevent child sexual abuse. Help me get me to my goal and help protect Aussie children by making a donation to my fundraising page today!



*REFERENCE: 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.

KEY MESSAGING

Key campaign statements

- Bravehearts 777 Marathon is Australia's mightiest ultra-marathon event, with runners taking on seven marathons, in seven states, over seven consecutive days.
- Bravehearts 777 Marathon is the Australia's toughest endurance challenge, that sees runners tackling a marathon a day in for seven days straight across seven different states.
- Bravehearts 777 Marathon raises funds for Australian child protection charity, Bravehearts, which is dedicated to the prevention of child sexual abuse.

Key campaign hashtags and account tags

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

#Bravehearts
#777
#777Marathon
#777Marathon2026
#7772026
#ProtectKids
#Run4Kids
#Running4Kids

Please tag the Bravehearts and 777 Marathon social media accounts in your posts to help increase exposure for Bravehearts, the 777, and your fundraising efforts:

Bravehearts accounts:

- FACEBOOK [@Bravehearts](#)
- LINKEDIN [@Bravehearts](#)
- INSTAGRAM [@braveheartsprotectkids](#)

777 Marathon accounts:

- FACEBOOK [@Bravehearts 777 Marathon](#)
- INSTAGRAM [@777marathon](#)



Standard statements about Bravehearts

- Bravehearts is an Australian child protection organisation dedicated to preventing and treating child sexual abuse.
- Bravehearts' services include personal safety education for young children, child protection training for adults, specialist counselling and support for children and families affected by child sexual abuse, therapeutic intervention for young people with harmful sexual behaviours, redress support for adult survivors, research and public awareness.

Key communications milestones

There are five key milestones throughout your 777 fundraising journey that you should promote across your chosen promotional channels. These should not be your only communications touch points, but they are the most important in helping you reach your fundraising target:

- 1. Launch:** As soon as you've personalised your fundraising page, announce your commitment to do the 777 and your fundraising goal.
- 2. Halfway:** When you're getting close to the midway of your fundraising goal, celebrate this achievement and use it as an opportunity for a second push for donations.
- 3. Final push:** When you are almost at your final fundraising goal, create urgency with one last push for donations to get you to your target.
- 4. Goal attained:** Celebrate across your promotional channels when you reach your final fundraising goal, and remind supporters they can still donate.
- 5. After the event:** Share photos of your 777 travels, thank your supporters and use this as the last opportunity for people to donate.

PROMOTION

Key to fundraising success is promoting yourself, your unique 777 journey and your fundraising efforts for Bravehearts.

There are three main promotional channels you can use - social media, direct communications and earned media. Using a combination of all three is recommended to get maximum results.



Social media

Engaging social media posts will help boost your fundraising efforts and spread awareness about the work of Bravehearts. Here are our top tips for creating engaging social media content:

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 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 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 posts

Here are some examples of wording for your 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 2025 to raise funds for Bravehearts and the prevention of child sexual abuse. Please help me meet my fundraising goal of \$____ by donating online today at [INSERT LINK TO YOUR FUNDRAISING PAGE].
- 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. My goal is to raise \$____ to support the work of Bravehearts in preventing and treating child sexual abuse. You can donate securely here: [INSERT LINK TO YOUR FUNDRAISING PAGE].
- 1 in 4 Australians have experienced child sexual abuse. I am taking a stand against this crime by running the Bravehearts 777 Marathon in 2026 and raising \$____ to support the work of Bravehearts. Join me in protecting Aussie kids by donating today – every little bit counts! [INSERT LINK TO YOUR FUNDRAISING PAGE].

PROMOTION CONT...



Direct communications

Don't underestimate the power of personal emails and direct messaging to help you reach your fundraising goal.

Send friends, family and colleagues individual, personalised emails with a link to your fundraising page. Begin and end your email with a direct call to action and explain your Case for Support.

We've included templated emails in the Fundraising Plan template that will help get you started with these emails.

Use text and direct messaging apps in your strategy as well, such as WhatsApp, Facebook Messenger, Instagram DMs and LinkedIn direct messaging.

Avoid sending group messages - rather, personalise your messages to each individual. A personalised message is more difficult to ignore than a group message.



Earned media

Approaching new media can be intimidating if you have no prior experience, but it's well worth trying. Promoting your fundraising efforts through the media can reach a wide audience and grow your potential to fundraise outside of your immediate network, as well as gain potential corporate sponsorships. Many past 777 Marathon runners have successfully used this strategy to boost their fundraising efforts.

Follow these steps for approaching media outlets:

1. Prepare a Media Release (see our tips on this page for writing a strong media release). If this is out of your wheelhouse, Bravehearts can help you with this.

Tips for writing a strong media release

- The headline is what people read first, so make sure it's something bold and exciting.
 - Get to the point in the first paragraph. Who, what, where and why should all be included within the first paragraph, preferably in one succinct sentence.
 - Use plain English and short, sharp sentences. Don't add unnecessary words or flourishes to your writing.
 - Facts and figures provide a more compelling and powerful read. Put in some stats around the cause you are championing (child sexual abuse prevention) and about the 777 Marathon.
 - Include personal quotes. Even though you're the one writing the media release, if your story is published, the reporter writing it will want some great quotes from you.
 - Include a paragraph about how people can support your fundraising efforts, for example, by donating to your fundraising page, sponsoring your efforts, or donating specific goods and services.
 - Don't forget your contact details at the bottom so they can get in touch and include a link to where they can find more info, such as your fundraising page or the Bravehearts website.
2. Contact your local newspaper or television stations as they are the most likely to run your story.
 3. Follow up. Journalists receive a lot of media releases and you may need to keep drawing attention to your story.
 4. If all goes to plan, the media outlet will want to publish your story. They will likely want you to supply a high resolution photograph to go with the piece (if it's a print publication) or may want to shoot some footage of you in action.

PROMOTION CONT...

Promotional assets and fundraising resources

The following promotional assets and fundraising resources will help you promote your fundraising activities and are available to [download from the 777 website](#):

- List of fundraising ideas
- 777 and Bravehearts logos
- Logo Usage Guidelines
- Official 777 Marathon 2026 poster
- Fundraising poster template
- Fundraising plan template
- Information sheets about Bravehearts and child sexual abuse
- Email signature images
- Canva templates for social media feed tiles
- Facebook cover banners
- Instagram and Facebook Story & Reels tiles
- Official Letter of Authority to Fundraise
- Authority to Use Images release form



Case Study: A fundraising superstar

Jess Peil is an Ambassador for Bravehearts and one of the 777 Marathon's most successful fundraisers. Having run in the event for the last seven years, Jess has cumulatively raised over \$500,000 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: Facebook: facebook.com/jess.peil
Instagram: [@jess_runs_4_bravehearts](https://www.instagram.com/@jess_runs_4_bravehearts)

BUILDING YOUR SPONSORSHIP PROPOSAL

The Inspired Adventures team will help you build a personalised Sponsorship Proposal that you can use when approaching local businesses 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. A brief bio

Include a bit about yourself, such as where you're from, what your hobbies are, who's in your family - anything that will help the reader connect with you. This bio will also appear on the Bravehearts 777 Marathon website and your fundraising page. Below is an excerpt from past 777 National Runner, Stacey Ward's bio:

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 the Bravehearts 777 Marathon, but I know that I will do myself, my family and friends proud with what I aim to achieve. I WILL run 7 marathons in 7 States in 7 days! Please help me realise this goal by helping me get to my fundraising goal!

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

We need three to five great photos of you running or taking part in some other kind of action. These 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 these photos to media and will use them on Bravehearts' social media channels to promote your fundraising efforts.



FUNDRAISING RULES & REGULATIONS

Using the Bravehearts and 777 Marathon logos

The Bravehearts 'Proudly Supporting' logo is available to download from the 777 website and your Grassrootz page, as well as the 777 Marathon logo. You must however, seek permission from Bravehearts before using the logo on any promotional materials, on each separate item the logo appears.

Government guidelines and licenses

There are guidelines and regulations around raffles, auctions and fundraising public spaces. There may also be 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. If you are ever in doubt, Bravehearts' Community Engagement and Fundraising team can assist.

Events

When holding an event, make sure you are complying with your local and state regulations and obtain any required insurance or permits. 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 drink, raffle ticket, event entry, products etc), those funds are not tax deductible.



RESPONDING TO DISCLOSURES OF ABUSE

Being a part of the Bravehearts 777 Marathon means that you will be asked questions about Bravehearts and the work that we do. Because of your association with our charity, people may open up to you and disclose things about their own childhood traumas that you may find uncomfortable or distressing.

How to respond to a disclosure of historical abuse from an adult survivor

When an adult makes a disclosure about being abused as a child, they are disclosing what is known as historical child abuse (or in the case of sexual abuse, historical child sexual abuse). Adults who have survived any kind of abuse as a child are referred to by Bravehearts as survivors, though it is important to note that some people may refer to themselves as a victim, victim/survivor, or not use any of these terms.

If an adult 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:

1. 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."*

2. Deflect and refer



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 free call 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."

3. Debrief and seek support



Hearing a disclosure of abuse can 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, which is to refer them to someone who can provide professional support.

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. 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.

RESPONDING TO DISCLOSURES OF ABUSE CONT...

How to respond if a child or young person discloses abuse or you think a child or young person is at risk or experiencing abuse

Disclosures of abuse from a child or young person are very serious, especially because that child or young person could be at risk of harm.

Below is a brief outline of how to respond and 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.



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

What to do if a child or young person discloses to you

- **Listen:** Allow the child to share what they are comfortable with in their own words.
- **Affirm:** Tell them you believe them and it's not their fault.
- **Support:** Help the child to cope with their feelings and do what you can to help them feel safe.
- **Safety:** Let them know you will do all you can to help them. This might include telling someone else who can keep them safe. Though this may upset the child, it is very important that you act protectively and in the child's best interest.
- **Document:** Write down everything they tell you and use the child's exact words as best as you can.
- **Act:** Report as soon as practically possible to relevant authorities or Police.

DO NOT:

- Use or ask leading questions (i.e. "Did this person touch your private parts?").
- Force a child to talk.
- Make promises to the child that you may not be able to keep (i.e. "I will make sure you are safe from now on").

What to do if you suspect a child or young person is being harmed

Sometimes a child or young person's behaviour or words may lead you to be concerned that the child is unsafe or being harmed. In this situation, it is important that you:

- Do not frighten the child by asking confronting questions.
- Do not ask leading questions of the child.
- Let the child or young person know that you are there for them if they ever need to talk.
- Make a record of your concerns including any behavioural observations or conversations you may have had with the child or young person that concern you.
- Report as soon as practically possible to relevant authorities or Police.

If in doubt, contact Bravehearts' Information and Support Line on 1800 272 831 for help and advice.

Key support lines

- **Bravehearts' Information & Support Line** (support for those affected by child sexual abuse) - 1800 272 831 (8:30am - 4:30pm AEST, Mon - Fri)
- **Kids Helpline** (crisis support for children aged 5-17 and young adults aged 18-25) – 1800 55 1800 (24/7)
- **Lifeline** (crisis support) – 13 11 14 (24/7)
- **13YARN** (Aboriginal and Torres Strait Islander crisis support) – 13 92 76 (24/7)
- **Police Link** – 131 444 (non-emergency police line)

CONTACT US

Support & questions regarding fundraising

Inspired Adventures is handling all 777 2026 fundraising matters, so for support and questions regarding fundraising, please contact the Inspired Adventures team:

Email info@inspiredadventures.com.au

Support & questions regarding other 777 matters

The Bravehearts Community Engagement and Fundraising team is here to help and support you throughout your Bravehearts 777 journey. We are in the office most days, Monday to Friday, between 8:30am - 4:30pm (AEST). Please contact us on:

Email hclark-geale@bravehearts.org.au

777 website: 777marathon.com.au

Bravehearts website: bravehearts.org.au

