



**Bravehearts**<sup>inc.</sup>  
Educate Empower Protect  
Our Kids

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# White Balloon Day 2011

7<sup>th</sup> September 2011

Help us make Australia the safest place in the world to raise a child.

**Dedicate your service on Sunday 11<sup>th</sup> September to show  
your support for the protection of children.**





## Did you know?

- ♥ One in five Australian children will be sexually assaulted before their 18<sup>th</sup> birthday;
- ♥ 59,000 children are sexually assaulted in Australia each year;
- ♥ In 95% of cases, the offender is known to the child and is a relative or a trusted friend;
- ♥ Only 5% of child sexual assault cases are “stranger danger”.

**Bravehearts Inc.** is recognised nationally as the lead agency that specialises in dealing with all facets of child sexual assault. Bravehearts’ work in the areas of specialist therapy, support, education, research and legislative reform has made a remarkable, quantifiable and positive difference in protecting Australia’s children.

Our **Mission** is to stop child sexual assault in our society.

Our **Vision** is to make Australia the safest place in the world to raise a child.

Our **Guiding Principals** are to, at all times, do all things to serve our Mission without fear or favour and without compromise and to continually ensure that the best interests and protection of the child are placed before all other considerations.

## About White Balloon Day

Our 15<sup>th</sup> annual White Balloon Day is being held during Child Protection Week from **4<sup>th</sup> to 11<sup>th</sup> September 2011**. Recommended by the National Framework for Child Protection, White Balloon Day has raised unprecedented awareness of child sexual assault over the past 15 years.

White Balloon Day is not only a day of **recognition, awareness** and **support** for victims of child sexual assault, but is also the principle fundraising initiative which enables Bravehearts to continue delivering its’ programs and services to protect children.

By showing your church’s support for White Balloon Day, you will give a voice to those touched by this issue and help us educate, empower and protect Aussie kids.



For exclusive pictures, events, the latest news and more!

[www.facebook.com/braveheartsinc](http://www.facebook.com/braveheartsinc)

[www.whiteballoonday.com.au](http://www.whiteballoonday.com.au)

National Office: 07 5552 3000 | Fax: 07 5552 3088 | Freecall Crisis Line: 1800 BRAVE 1  
Postal: PO Box 575, Arundel BC, QLD 4214 | Email: [whiteballoonday@bravehearts.org.au](mailto:whiteballoonday@bravehearts.org.au)

ABN 41 496 913 890



## How to join us

Show that your church is actively involved in making Australia the safest place in the world to raise a child and dedicate the Sunday 11<sup>th</sup> September service to the issue of child protection.

This year, do the **white** thing! Here are some ideas on how to get involved in White Balloon Day:

- ♥ **Whiteout your Church!** Decorate your Church, both inside and out, with white balloons to show your support for the protection of children.
- ♥ **Teach your congregation about child protection.** Visit our website for ideas, useful tools and educational resources to educate your church about child protection.
- ♥ **See white!** Host a “white” morning or afternoon tea, sell white cupcakes, hold a white crafts hour for children in Sunday School or decorate white balloons!
- ♥ **Wear White!** Encourage all of the members of your congregation to wear white to show your support for the protection of children.
- ♥ **Get active!** Have a white balloon relay race or host a family fun day and invite family and friends to join.
- ♥ **Invite Bravehearts to speak** to your staff and/or congregation by holding a *Supporting Hands* workshop to help your church better understand the complexities surrounding child sexual assault, how to identify it, what to do if a child discloses and how to respond effectively and meaningfully.

Please note that commercial quality plain white balloons are another alternative for use on White Balloon Day 2011. For environmental reasons, Bravehearts recommends that balloons are not released.

### Becoming involved in White Balloon Day will show your community that your church:

- ♥ Has a zero-tolerance approach to child sexual assault;
- ♥ Will actively encourage the need to break the silence and to support and empower victims;
- ♥ Will place the need to protect children above all other considerations;
- ♥ Is united with the community, the police and child protection agencies in the fight against child sexual assault; and that
- ♥ You, your clergy and your congregation are part of the solution to this important issue.

With this approach, we will begin to re-establish honour, pride, faith and trust in the priesthood both within the priesthood itself and within the general community. This message will help protect thousands of children and provide comfort and confidence to victims and the general community.

**Your support will ensure that this issue is not ignored or forgotten.**

**[www.whiteballoonday.com.au](http://www.whiteballoonday.com.au)**

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