



Bravehearts^{inc.}

Educate Empower Protect
Our Kids

White Balloon Day

7th September 2011

Do the white thing!

Enter to win \$1,000 for your school!



Did you know?

- ♥ One in five Australian children will be sexually assaulted before their 18th birthday
- ♥ 59,000 children are sexually assaulted in Australia each year
- ♥ Bravehearts Inc. receives between 4 and 8 phone calls a week relating to concerns about child sexual assault as a direct result of our *Ditto's Keep Safe Adventure* school performances
- ♥ Educating kids about personal safety not only increases protective factors, but enhances resilience and encourages a positive sense of self
- ♥ School-based personal safety programs play a vital role in preventing child sexual assault, equipping children with the knowledge and skills they need to identify unsafe or risky situations, giving them an understanding of their rights to protect themselves and their own body

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

The 15th annual White Balloon Day campaign will be held during Child Protection Week from **4th to 11th 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, it is also the principle fundraising initiative which enables Bravehearts to continue its' programs and services to protect children.

By showing your 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.



Don't forget to purchase official White Balloon Day balloons and merchandise online or at your local Bendigo Bank!







How to join us

1. REGISTER: Being a part of White Balloon Day is easy!
Register online at www.whiteballoonday.com.au or call us on 07 5552 3000.

2. GET IN THE ZONE: Visit our exclusive online White Balloon Day **SCHOOL ZONE** for safety tips, FAQs, colouring-in sheets and more! All participating schools will receive a **complimentary White Balloon Day Kit** with posters, brochures and promotional ideas.



This year, Do the white thing!

-  **Whiteout your workplace.** Decorate your school-front with white balloons to show your community that you support the protection of your students.
-  **Wear White Wednesday.** Encourage all of your students and staff to wear white to show your support for the protection of children and collect gold coin donations.
-  **Have a whitewash.** Host a car wash to raise funds.
-  **Teach your students how to protect themselves.** Visit the SCHOOL ZONE section of our website for ideas, useful tools and educational resources. Hold a school-wide assembly, “create-a-poster” competition, create an awareness display or play our *Ditto’s Keep Safe Adventure* DVD (for ages 3-8).
-  **Get creative.** Host a “white” morning or afternoon tea, sell white cupcakes, hold a white crafts hour or decorate white balloons.
-  **Get active.** Have a white balloon relay race, sausage sizzle or host a family fun day and invite family and friends to join.

Enter to win \$1,000 for your school!

WHITE WEDNESDAY COMPETITION: To enter, send us a photo (s) that shows the most creativity and best encompasses the spirit of White Balloon Day. Prizes will be awarded to the top early learning centre, primary school and secondary school. Competition details will be available in your *White Balloon Day Kit*.

Be sure to check out our website for the latest White Balloon Day news, updates, competitions and more!

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.



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**Become an
Everyday Hero!**

Create your own
personalised fundraising
page and invite your friends
and family to donate.

Simply visit:

www.everydayhero.com.au

and search
'white balloon
day 2011'



**FIND US ON
FACEBOOK**

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

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

How your donation makes a difference:



DOWNLOAD OUR APP*

Download our
White Balloon Day App!
Simply search
'white balloon day'
on iTunes and get playing.
*Available late August

\$10 provides

Personal safety education for one school-aged
child through Bravehearts *Ditto's Keep Safe
Adventure* program

\$25 provides

One crisis call support for a parent-guardian
with our professional counselling team

\$50 provides

One counselling session for a child in need

*Thank you for helping us achieve our Vision of making
Australia the safest place in the world to raise a child.*



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