

# Win \$2,500 in cash for your School!



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



**Did you know?  
Every hour in Australia 7 children under 18 are  
sexually assaulted?**

**Support the most important awareness campaign this year.  
White Balloon Day  
Tuesday 7 September, 2010**

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

Distributors of White Balloon Day Balloons:



**MYER**

White Balloon Day Campaign Proudly supported by:



**nutrimetics**  
Live the life you love



*Funded by Federal Governments National Framework for Protecting Australia's Children under the Parenting Appropriation.*

# About White Balloon Day

Tuesday 7<sup>th</sup> September 2010

## Recommended by the National Framework for child protection

White Balloon Day in Australia has raised unprecedented awareness of child sexual assault over the past 14 years. By showing your schools support to White Balloon Day, you will help give a voice to those touched by this evil as well as protecting the innocence and sanctity of childhood.

## Did you know?

- ♥ 1 in 5 children will be sexually assaulted before they reach their 18<sup>th</sup> Birthday.
- ♥ This equates to an alarming 59,000 children in Australia every year. Most will never tell anyone. How many children are sitting in your classrooms right now that are silent victims of this crime? We need your help to provide these children with support and empowerment to break the silence surrounding child sexual assault.
- ♥ Bravehearts is Australia's leading children's charity holistically dedicated to the issue of child sexual assault. Our 14<sup>th</sup> annual White Balloon Day will be held during Child Protection Week on Tuesday 7<sup>th</sup> September 2010. The aim of this national campaign is to protect children against sexual assault.
- ♥ In 1999 the 'White Balloon Day' campaign resulted in a staggering 514% increase in disclosures of child sexual assault to Queensland Police Headquarters alone. This proves that White Balloon Day really does work.

# Win \$2,500 worth of prizes for your school by getting involved with White Balloon Day 2010!

Schools that show the most creativity and best encompass the spirit of White Balloon Day 2010 will be in the running for the following awards:

- ♥ Top school will receive **\$2,500** in cash + **Gold** White Balloon Day 2010 School Plaque
- ♥ First runner up will receive a **Silver** White Balloon Day 2010 School Plaque
- ♥ Second runner up will receive a **Bronze** White Balloon Day 2010 School Plaque.

There are many ways your school can get involved White Balloon Day 2010:

- ♥ Decorate your school with white balloons to show the community that you support the protection of your students;
- ♥ Wear white to school for a gold coin donation to raise awareness and much needed funds;
- ♥ Hold a sponsored 'wear white' balloon walk to "Walk a mile in their shoes";
- ♥ Host a morning or afternoon tea with your staff and parents to raise funds;
- ♥ These are just a few ideas, use your imagination and be as creative as possible!
- ♥ Remember to email Bravehearts a photograph showing your school's involvement in White Balloon Day 2010 for a chance to WIN \$2,500!
- ♥ Photographs from the top schools will be promoted on the Bravehearts website\*.

Your support will ensure the issue is not ignored or forgotten.  
Please complete the Participation Form, or email your interest to:

[whiteballoonday@bravehearts.org.au](mailto:whiteballoonday@bravehearts.org.au)



\*Schools will need to organise parental permission for use of photos prior to posting.

# Schools Participation Form

<b>Name of School:</b>	
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<b>Event Date:</b>	
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<b>School Address:</b>	
	<b>Postcode:</b>

<b>School contact person:</b>	
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<b>Phone:</b>	
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<b>Fax:</b>	
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<b>Email:</b>	
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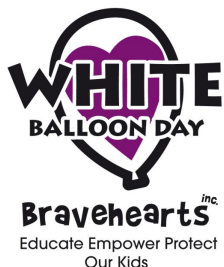
<b>Event Details:</b> (Tell us about the Event/s taking place in your school. If you need more space please write on a separate sheet of paper)	<input type="checkbox"/> Decorate your school (limited only to your imagination!) <input type="checkbox"/> Wear white to school for a gold coin donation <input type="checkbox"/> "Walk a mile in their shoes" sponsored walk <input type="checkbox"/> Host a morning or afternoon tea to raise funds <input type="checkbox"/> Other: (please explain)
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**Will you need Bravehearts to assist with any of the following:** (please mark all that apply, please note all materials and delivery will be at the expense of the participant unless otherwise approved in writing). Please refer to the merchandise order form for more details.

Merchandise	Price/Unit	Quantity	Total
Posters	Free		
Brochures	Free		
Tattoos	Free		
Bumper Stickers	Free		
White Balloon Day Balloons (packs of 5)	\$2.00		
White Balloon Day Balloons (packs of 50)	\$10.00		
Lapel Pins	\$3.00		
Key Rings	\$5.00		
			\$

Please include payment for merchandise with the completed Participation Forms. NB: We do have on hand old stock of balloons available for your additional use. Please contact us for further information.

Commercial quality plain white balloons are another alternative for use on White Balloon Day 2010. For environmental reasons Bravehearts recommends that balloons are not released.



## Methods of Payment and Donations

Please arrange payment via the following methods.

- ♥ Cheque made out to Bravehearts Inc. and mailed to:

PO Box 575  
Arundel BC QLD 4214

- ♥ Direct deposit to our bank account. The details of which are:

Bank:	Bendigo Bank
Account Name:	Bravehearts Inc.
BSB Number:	633 108
Account Number:	1305 75541
Ref:	(School name)

- ♥ Visa Card or MasterCard (Please phone our office to pay by this method).

NB: Bravehearts must approve any advertising including media releases and advertisements that include the Bravehearts name and/or logo.

Please return forms to (Please feel free to scan and email the forms):

White Balloon Day,  
Bravehearts Inc  
PO Box 575  
Arundel BC, QLD, 4214

Email: [whiteballoonday@bravehearts.org.au](mailto:whiteballoonday@bravehearts.org.au)  
Phone: (07) 5552 3000  
Fax: (07) 5552 3088

Web: [www.bravehearts.org.au](http://www.bravehearts.org.au)  
[www.whiteballoonday.com.au](http://www.whiteballoonday.com.au)  
[www.youtube.com/bravehearts](http://www.youtube.com/bravehearts)

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**Office use only:**

Bravehearts Activity Approval:

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

**On behalf of Bravehearts and the White Balloon Day team,  
thank you for your generous support for 2010**