

Proudly Supporting



Bravehearts
Educate Empower Protect
Our Kids

Melissa Searle

Running with purpose

**2020 Sponsorship
Opportunity**



777 MARATHON

7 MARATHONS 7 STATES 7 DAYS

BRAVEHEARTS

About Bravehearts

Bravehearts is the only Australian charity specifically dedicated to preventing the crime of child sexual assault. Bravehearts' Vision is to make Australia the safest place in the world to raise a child..

Bravehearts' services include counselling and support services, preventive education, child protection training, research, advocacy, lobbying for legislative reform. You can find out more at bravehearts.org.au

Bravehearts is a voice for Australian children

Our Mission is to prevent child sexual assault in our society.

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

Our Guiding Principles are to, at all times, tenaciously pursue our Mission without fear, favour or compromise and to continually ensure that the best interests, human rights and protection of the child are placed before all other considerations.

The Facts

1 in 5 Australian children will be sexually harmed in some way before the age of 18. That equates to approximately 59,000 children every year – **1 child every 2 hours!**

1 in 3 girls and **1 in 7 boys** in Australia have experienced some form of child sexual assault.

The monetary cost of child sexual assault to Australia is conservatively estimated at **\$10.44 billion** per year.

Confirmed links between trauma related to childhood sexual assault and mental health issues in adults have been published in many studies and reports throughout the years.

“Negative mental health effects that have been consistently associated in the research with child sexual abuse include post-traumatic symptoms; depression; substance abuse; helplessness, negative attributions, aggressive behaviours and conduct problems; eating disorders; and anxiety. More recently child sexual abuse has also been linked to psychotic disorders including schizophrenia and delusional disorder as well as personality disorders.”¹

This crime is preventable. By educating adults and empowering children, we can ensure that Australia becomes the safest place in the world to raise a child.

Every child in Australia deserves to grow up safe and with every opportunity of a happy, positive and successful future.

¹ www.aifs.gov.au; CFA Paper NO. 11 – The long term effects of child sexual abuse

777 MARATHON

What is it?

Held between 29 June – 5 July 2020 a maximum of 30 runners will each tackle 7 Marathons, over 7 states, in 7 days. In addition to this already incredible feat, each runner will commit to raising a minimum of \$10,000 for the prevention of child sexual assault.

How will \$10,000 help?

- ♥ 833 children gain access to Bravehearts' acclaimed personal safety program; or
- ♥ 133 crisis calls are professionally responded to; or
- ♥ 66 children receive a counselling session; or
- ♥ 200 people receive online child protection training; or
- ♥ Any combination of these life changing interventions plus so much more.

An average day in the life of a 777 runner:

4:30am	Wake up
5:30am	Transfer to marathon course
6:00am	Marathon start
<i>(6h 30m allowed daily for marathon completion)</i>	
12:30pm	Return to hotel, shower and check out
1:30pm	Transfer to airport
4:30pm*	Flight to next state
6:30pm*	Transfer to new hotel – check in
7:30pm *	Dinner with the team
9:00pm*	Arrive back at hotel. Complete nightly routine of foam rolling hot /ice baths & prep for tomorrow
10:30pm	Bed

**times are estimates only and change daily depending on location

Run, Travel, Eat, Sleep – Repeat!

Who am I? And why am I doing this?

As a proud mother of three young adults, their safety and opportunity to flourish in this world has always been, and will continue to be, my first priority. However, **1 in 5 children** do not have this opportunity, nor do they feel they have a voice or feel safe. I believe that WE are the voice of these children and to become part of the Braveheart 777 National Team, taking up this challenge demonstrates my commitment to make a difference, raise awareness and to protect our children from harm.

I am an extremely motivated and passionate person who believes that you can do anything you set your mind to, as life is too short to hold regrets. I continuously strive to be a positive role model for all and educate our children. Successfully completing my Masters in Education at Melbourne University, I am currently in an acting Assistant Principal position focussing on Student Wellbeing and Inclusion. I am also a facilitator of the Resilience, Rights & Respectful Relationships Curriculum in schools for our district. I have also taken a lead role in the implementation of this program in my current Lead school, Movelle Primary. This program promotes and models respect, positive attitudes and behaviours. It teaches our children how to build healthy relationships, resilience and confidence. As a teacher, I understand that it is vital that we teach our children how to socially and emotionally succeed in a world of challenges. They need to know that they have a voice and that we are here to provide assurance that they are not alone. Braveheart's give our children this protection. Our Children are Our Future!



All my life I have been a 'runner'. In my early days, I ran competitively having the absolute privilege of racing against **Cathy Freeman** and **Melinda Gainsford-Taylor**. Since those days, my running has taken on a dramatic change, as after children, my running became more endurance based, giving 'mental



me' time, and a time for reflection. Today, I am an accredited running coach, personal trainer and CrossFit Coach, where I love using my knowledge to help both our children and adults. I also have many 1/2 marathons and Marathons to my name. Running for me is not about winning the race, it's about personal achievement, friendships, role modelling and helping others achieve their own personal goals. This love and importance I place into mental wellbeing, fitness and running has also been instilled into my own family. Combining both my passion to run marathons and the opportunity to be a voice of our children with

the Braveheart's foundation, will be both challenging and rewarding. I believe that we have the ability to join together and make a difference. It's all about the kids!!!

HOW YOU CAN HELP

As a participant in the Bravehearts 777, I have committed to raising \$10,000 by June 2020. While I will be calling on sponsorship from friends and family and shaking the tin where ever possible, that will simply not be enough. I am looking for your support to reach my goal!

In 2020 777 will commence in Perth on June 29, then travel to Adelaide, Canberra, Launceston, Melbourne, and Sydney before ending at the Gold Coast Marathon on July 7. Leading up the event, Bravehearts will be running a publicity campaign showcasing the event and individual participants. Media attention is expected in each State (as in past years).

I will be organizing fundraising activities and approaching local media for their support. I will be available for TV, radio and print media opportunities over the next 12 months.

Gold Sponsor (1 only) \$5,000

In addition to General Sponsorship opportunities, the Gold Sponsor will also receive:

- Prominent display of logo on front of running and travel attire as Gold Sponsor.
- One Facebook announcement on the 777 Marathon Facebook page as a Gold Sponsor of me, as a runner in the event.
- Acknowledgement of sponsorship in a specific media release profiling my individual participation.
- Possible participation in cross promotional opportunities.*

Silver Sponsor (2 only) \$2,000

In addition to General Sponsorship opportunities, the Silver Sponsor will also receive:

- Prominent display of logo on back of running and travel attire as a Silver Sponsor.
- Acknowledgement of sponsorship in a specific media release profiling my individual participation.

Bronze Sponsor (3 only) \$1,000

In addition to General Sponsorship opportunities, the Bronze Sponsor will also receive:

- Display of logo on running and travel attire as a Bronze Sponsor.

General Sponsorship \$any amount or in kind support

General sponsor will receive:

- Opportunity to supply goods or services to support training and participation in the race (eg shoes, running clothes, physiotherapy services) or in fundraising opportunities (sausage sizzles, raffle prizes etc.)
- Recognition of support on my social media page and in any media opportunities where appropriate.
- Promotional opportunities at various fundraising events in the lead up to the event (TBA)
- Feeling of good will for supporting such an important charity!

** Must be done in conjunction with, and on advisement by, Bravehearts PR and Marketing.

CONTACT DETAILS

Thank you for considering this sponsorship proposal. I look forward to hearing from you to discuss this further.

Mobile: 0407 315 556

Email: searle.melissa.n@edumail.vic.gov.au

Donations can be made via my fundraising page: http://bit.do/melissa_searle

For more information about Bravehearts, the 777 Marathon, or media enquiries please don't hesitate to get in touch with the events team.

Jessica-K Ward

Events Coordinator

07 5552 3000

adventures@bravehearts.org.au



“ Created for those with a big heart and plenty of stamina, Bravehearts 777 is about taking big steps to support little people. The best part is, everyone can get involved and play their part in helping Bravehearts to protect the most vulnerable members of the community – our kids. ”

– Bravehearts Ambassador Natalie Gruzlewski.

bravehearts.org.au

Bravehearts Foundation Limited

PO Box 575, Arundel BC, QLD 4215

ABN: 41 496 913 890 | ACN: 607 315 91



Tuesday 3rd September 2019

Letter of Authority to Fundraise

Please accept this letter as proof that Melissa Searle is fundraising on behalf of Bravehearts, and will participate in the Bravehearts 777 marathons in 2020. An amazing effort that will see her not only raise a minimum of \$10,000 for Aussie kids, but incredibly run 7 marathons, in 7 states, in 7 consecutive days.

All profits raised from 777 marathons and the competitors fundraising is directed back to Bravehearts services to help us to continue to Educate, Empower and Protect Aussie kids.

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.

With the support of amazing individuals and businesses, we will be able to see this become a reality. If you have any questions, or would like to confirm any details from Bravehearts National Office, please don't hesitate to contact me.

Thank you for your support of Bravehearts and the amazing efforts of Melissa and our shared passion to ensure Australia is the safest place in the world to raise a child.

Kind Regards,

Jess Ward

Phone: (07) 5552 3000

Email: adventures@bravehearts.org.au

WWW.BRAVEHEARTS.ORG.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:** fundraising@bravehearts.org.au | **ABN:** 41 496 913 890