

Red Nose Day Dollar Match Day – Thursday 6 August: Terms and Conditions

Red Nose Day is a fundraising campaign by Red Nose Australia to help raise funds for bereavement services, vital research and education programs to help save little lives and support families grieving the loss of a baby or child.

From 10am (AEST), Thursday 6 August 2026 until midnight (AEST) Thursday 6 August 2026 (or until matched funds have been exhausted), every donation up to \$250 value made at www.rednoseday.org.au will be matched dollar-for-dollar (\$1 for \$1) by our generous Matching Partners (a group of committed Corporate and Trust Partners of Red Nose) up to a total of \$50,000.

This means that when you give \$50, an additional \$50 will be unlocked to support our mission.

Our overall Matched Giving Day goal for Thursday 6 August is to raise \$100,000 inclusive of the matching value, to help Red Nose continue its work supporting families, educating parents and carers on safe sleep practises, and funding vital research to help identify the causes of sudden or unexpected baby or child loss, and work to prevent it.

If donations exceed the \$50,000 match pool, additional gifts will continue to support Red Nose's work. In the unlikely event that a Matching Partner cannot fulfil their pledge, Red Nose will still allocate all received donations to the intended purpose of this campaign.

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Dollar Match Period: 10am (AEST) Thursday 6 August – midnight (AEST) Thursday 6 August (or until the match amount is exhausted, whichever comes first).

Donations made to any peer-to-peer fundraising page or one-off donation forms hosted at www.rednoseday.org.au will be matched dollar for dollar up to a total matched amount of \$50,000 AUD, or until midnight (AEST) on Thursday, 6 August 2026, whichever comes first.

The matched donation applies to all individual donations received via a donation form hosted at www.rednoseday.org.au.

Once the total matching fund of \$50,000 has been fully allocated, no further donations will be eligible for matching. The maximum amount matched per transaction will be \$250.

Donations will be matched in real-time until the total match pool of \$50,000 AUD has been exhausted. Red Nose reserves the right, at its sole discretion, to manually apply any remaining matching funds after any automatic matching allocation has been exhausted. This may include matching eligible donations received shortly before or after the automatic matching allocation is reached where a supporter reasonably expected their donation to be matched, or where technical or administrative circumstances prevented an automatic match.

Red Nose may reserve a small portion of the matching fund for manual allocation to ensure fairness and to accommodate exceptional circumstances, including technical issues or donations made in good faith immediately before or shortly after the automatic matching limit is reached.

Once the dollar match cap of \$50,000 is reached, no further donations will be matched, even if made before the deadline.