

Red Nose Day Dollar Match Day – Thursday 27 August: Disclosure Statement

About this matched giving campaign

Red Nose Australia is running a Matched Giving Day as part of Red Nose Day 2026 to help fund vital research into sudden and unexpected infant and child death, provide Safe Sleep and Safer Pregnancy education, support families experiencing the death of a baby or child, and other support services.

During the matched giving campaign period, all eligible donations made to a fundraiser's page, or to the one-off donation forms at www.rednoseday.org.au will be matched dollar-for-dollar up to the campaign target amount outlined below.

Lead matching donation

A group of Red Nose Partners have pledged to contribute up to \$145,000 AUD to match donations received during a Matched Giving Day hosted as part of the Red Nose Day campaign. The donors have chosen to remain anonymous and not to be publicly identified.

Red Nose will keep supporters informed about matching funding during the campaign period.

Campaign target

The matched giving component of this campaign will match eligible donations received during the campaign period up to a total matched value of \$145,000 AUD. Once the matching allocation has been fully reached, subsequent donations will continue to support Red Nose's work but will no longer be matched.

How matched giving works

Eligible donations made to the Red Nose Day website (individual fundraiser profiles or one-off donation pages) during the campaign period will be matched on a one-to-one basis. For every \$1 donated by an eligible supporter, the anonymous Partners will contribute an additional \$1, until the matched giving allocation of \$145,000 has been exhausted.

For example:

- A donation of \$50 will result in an additional \$50 contributed through the matching pledge.
- A donation of \$200 will result in an additional \$200 contributed through the matching pledge.

Supporters may make multiple eligible donations while matched funding remains available – the maximum value of any individual donation match is \$250, meaning single donations over this amount won't be matched.

Matched donations can be made to an individual fundraisers profile on the Red Nose Day website, or to the general donation pages. All donations made will be directly contributed to Red Nose Australia in support of the Red Nose Day campaign.

Campaign dates

The matched giving day opens at 10:00am (AEST) on Thursday 27 August 2026 and is scheduled to close at 11:59pm AEST on Thursday 27 August 2026, unless the matched funding allocation is fully exhausted earlier.

If the matching allocation is reached before the campaign closing date, Red Nose will update any existing campaign communications to reflect that donations are no longer being matched.

If the full matching allocation is not reached by the campaign closing date, Red Nose will consult with the lead donor regarding the use of any remaining pledged funds, which may include extending support for Red Nose Australia's charitable work and mission.

Donations received after the matching allocation is exhausted

If donations received during the campaign exceed the available matched giving allocation, all additional donations will still be gratefully accepted and used to support Red Nose Australia's mission, including:

- Funding research
- Delivering safe sleep and safer pregnancy education
- Supporting bereaved families

However, those donations will not be matched once the matching allocation has been fully utilised.

If the matching donor is unable to fulfil the pledge

Red Nose Australia has received confirmation of the Partners intentions to fulfil the matched giving pledge. In the unlikely event that one or more matching donor are unable to fulfil part or all of the pledge, Red Nose Australia will continue to use all public donations received through the appeal to support our charitable purposes and mission.

Contact us

If you have any questions about this matched giving campaign, please contact Red Nose Australia:

Phone: 1300 998 698

Email: rednoseday@rednose.org.au

Thank you for helping fund research, save little lives, and support families when they need it most.