

# The Essential Red Nose Day Guide



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# your support really matters

3,000 babies still die suddenly and unexpectedly each year in Australia. We are losing them to stillbirth, SIDS and SUDI among other causes.

1 in 4 pregnancies end in miscarriage and it is estimated that there are over 100,000 miscarriages annually in Australia.

With your help this Red Nose Day we can continue to provide free 24/7 support services to families affected by the death of a baby or child and fund vital research to help save little lives.

## Every dollar counts



One-on-one bereavement counselling



Peer-support sessions



The Hospital to Home program



Research grants



Delivery of safe sleeping materials across Australia



24/7 Support Line



# DIY fundraising



Nothing is more rewarding than hosting your own DIY fundraiser and knowing you're making a huge difference for thousands of Australian families.

Here's a couple of DIY ideas to get you thinking...



## Casual Dress Days

Simple and fun! Put on a 'dress in red' or a casual dress day at your workplace or school and encourage everyone to bring a donation.



## A movie/performance night

Host a movie session at your house, local theatre or school. Popcorn and fundraising always go well together!



## Team Trivia

Get down to your local pub or bar and ask if you can set up a trivia night for charity, or host your own quiz at a local community club.



## Colour your hair!

A bold move that will really turn heads. Colouring your hair to help raise funds is a boss level move - are you game enough?



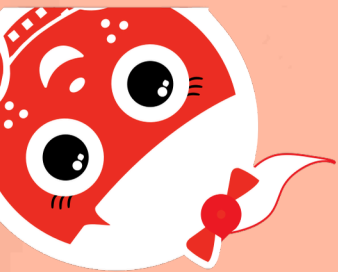
## Bake off!

Nothing brings out the competitive side of friends and colleagues like a cooking challenge. A tasty fundraising option!



## Run, swim, or ride

Chuck on something red and get going! Create your own endurance challenge or join a local event happening in your area.



# The Red Nose Disco!

**Why should the adults have all the fun? No one enjoys getting 'silly for a serious cause' more than children, thats why we created Australia's biggest disco party!**

Not only is the Red Nose Disco a wonderful chance to get silly and have fun, but every disco can help raise much-needed funds for a very important cause.

The idea is simple, during August you can sign up to host your very own kids Disco and raise money for Red Nose Day. Encourage kids to bring in a small donation, or set up a free fundraising page and share the link with your network.

To help you get the most out of your Disco fundraiser we have created a free Digital Disco Pack with games, activities and decorations for the kids to enjoy.

To register and get your FREE Disco Pack head to [rednoseday.org.au/disco](https://rednoseday.org.au/disco)

## Get dancing in 3 easy steps...

1



### Register your Disco

Register your event [here](#) and we will create a FREE fundraising page just for you.

2



### Download the Disco Kit

The freshly updated Disco kit has arrived! There are brand new colouring sheets from our pals The Wiggles, dance activities, joke sheets and lots more!

3



### Dance, play and FUNdraise!

We want you to have as much fun as possible whilst fundraising for a very worthy cause.

# in honour of someone special

**Creating a tribute fundraiser for a baby or child that is no longer with us is a beautiful way to honour their memory and ensure support is always available for families in need.**

Grief is a journey. If it helps you to share your story and say your child's name, we are here to help you in whatever way we can.

## **Red Nose Day Tribute Pages**

Creating a tribute page means you can share stories, post photos and memories, connect with friends and family, and accept donations in honour of your much-loved baby or child.

Create your special tribute fundraiser in just a couple of clicks at [rednoseday.org.au/inhonour](https://rednoseday.org.au/inhonour)



# set a personal best

Here are some tips to get the best out of your fundraiser...



## Fundraise online

Online fundraising pages are perfect individual or group fundraisers, and best of all receipts for online donors are receipted automatically. Create yours today at [rednoseday.org.au](https://rednoseday.org.au)



## Get Social

Promoting your fundraiser and posting updates through social media will help you reach a wider audience and encourage your network to give!



## Seeking sponsorship

Lots of workplaces offer dollar matching for employees that fundraise for charities - check with your workplace to see if they will support your fundraiser!



## Make a self-donation

Nothing shows commitment more than making the first donation yourself. Those who make a self-donation are likely to raise twice as much as those who don't!



## Check out the Red Nose Day resources page

We have created lots of amazing assets to help you achieve your fundraising goals. Available to download for free right now [here](#).



## Start a Facebook Fundraiser

Facebook Fundraisers can reach a network of people that aren't always aware of the importance of Red Nose Day. To get your Facebook Fundraiser up and running in a few clicks head to: [www.facebook.com/fund/RedNoseAus](https://www.facebook.com/fund/RedNoseAus)



# a long history of helping australians

**Red Nose Day is one of the longest-running and most recognisable fundraising campaigns in Australia.**

**For over three decades, businesses, schools, childcare centers, individuals and workplaces have taken part to fund research, education and bereavement services to support Australian families.**

This support has resulted in an incredible 80% reduction in sudden infant deaths – which equates to over 12,000 babies saved since 1988.

Even though we have achieved this amazing result, there is still more work to do.

Every day, nine babies and children still die suddenly and expectedly in Australia - that's more than 3,000 babies each year, and double the national road toll.

The money that you help raise on Red Nose Day funds research and education programs, and helps ensure the Red Nose support network is always available to families in need.

The idea of getting silly for a serious cause has never been more important than it is today.

**So what are you waiting for?**

**Let's get started!**

## our impact

**12,116**

babies saved since 1989

over  
**\$18m**

invested in research

**80%**

reduction in Sudden Infant Deaths since 1989

**24/7**

Peer Support Line

over  
**1,000**

new families supported annually

over  
**27,000**

support sessions held annually

over  
**2mil**

education and support brochures distributed annually

**10,000**

educators and health professionals trained annually

over  
**250,000**

parents and carers taught about safe sleep and safer pregnancy each year

# FAQs

## What will my fundraising support?

By choosing to fundraise for Red Nose, you are touching the lives of countless families across Australia – whether it's through vital research to help find answers to why babies die suddenly and unexpectedly; lifesaving safe sleep education and safer pregnancy advice for new families; or free 24/7 counselling and bereavement support services for those families who have experienced the loss of a baby or child.

## Do I need permission to fundraise?

Yes. You must register your event [here](#). Registration of your fundraising activity is required in most states. And it also means you have access to the Red Nose fundraising team who can provide guidance and support to make your fundraiser a success.

## Do I need to be over 18 years old to fundraise?

We welcome fundraisers of all ages, but if you are under 16, you will need to ask your parent/guardian to help you complete the registration form.

## Can I hold an event/raise funds when it is not Red Nose Day?

Yes – you can raise money for Red Nose at any time of the year! Your effort, regardless of the time of year, will make a profound difference for Australian families and help save little.

## Can I use Red Nose's name and logo?

On approval of your fundraiser, we may provide you with a copy of our 'raising funds for Red Nose' logo for use on materials, products and promotional material, as well as a guide on how to use it.

Please ensure that you make it clear that the fundraising activity or event is not an official Red Nose function, but you are raising funds to donate to Red Nose.

## Can we get a Red Nose speaker to appear for our event?

This will depend on the date and location of the event. We can't attend every event, especially during busy times like Red Nose Day. But we will provide you with resources and information to help you educate your attendees on the impact they have made by supporting your event. You can request a Red Nose speaker by emailing us at [fundraising@rednose.org.au](mailto:fundraising@rednose.org.au)

If you have further questions about Red Nose Day you can check out the [official FAQs page](#), or email us; [rednoseday@rednose.org.au](mailto:rednoseday@rednose.org.au)



# red nose day



# Thank you!

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