Get ready for Red Nose Day

Welcome to your Red Nose Day fundraising kit. It’s full of ideas, tips and information to help you have fun, raise money and change lives in time for the big day itself on Thursday, May 21. You’re amazing for wanting to help and here’s how you can get involved:

1. Buy and wear a Red Nose
   You can get yours at Walgreens and Duane Reade stores for $1, and 50¢ will go to The Red Nose Day Fund from April 17.*

2. Raise money with friends, family or colleagues
   Hold a bake sale, play your favorite sport in costume or style your hair funny: all ideas welcome as long as they make people laugh and you bring in the cash.

3. Tune into the star-studded Red Nose Day show on NBC
   It’s coming to a TV screen near you on Thursday, May 21, so book your seat on the couch and invite friends and family over to watch.

The money you raise will help change and save the lives of children and young people in the USA and overseas. On their behalf, THANK YOU!

*May 30th or as supplies last. For more information on Red Nose Day and Comic Relief, Inc., go to Legal Terms.
Fundraising Ideas

Show us your nose
Wear the Red Nose Day Nose! Get your Red Nose for only $1 with 50 cents going to the Red Nose Day Fund, available at all Walgreens or Duane Reade stores.*

Simple, a selfie
Post a selfie of you and your friends wearing a nose and doing your bit for Red Nose Day to our Facebook and Twitter accounts and pledge 50¢ for every like or retweet you get.

Dress up or down
Get sponsored to wear a costume or pay a donation to dress down casual. Pick a theme – 70’s Disco? TV or film characters? Or wear only red for the day!

Crazy hair
Do something crazy to your hair for the day and encourage friends to do it too. Take donations for your efforts.

Bake sale
Fun to make and decorate, easy to sell, yummy to eat. Bake sales are as easy as pie and raise big bucks!

These are some fundraising classics, but you can treat them as inspiration and discover your own ways to have fun and raise money.

* while supplies last. For Terms
Walk or bike to work or school
Leave your car keys at home, put your running shoes on and donate the money you save to Red Nose Day.

Shirt of hurt
A Red Sox fan? You have to wear a Yankees shirt. Metallica fan? Swap with a friend and wear a One Direction hoodie. Get sponsored to endure a whole day wearing the Shirt of Hurt.

Team effort
Get your sports team, exercise class or baby group to join the fun. You could pay a donation or get sponsored to wear a costume, learn a new activity or dress the babies in red.

Sponsored silence
Get a money box for your office and promise not to speak AT ALL for the day. Every time someone asks you a question, point to your money box and encourage a donation.

Go for it!
Challenge yourself to do something tough. How about getting sponsored to chicken walk for an hour, run a mile backwards, or pogo, hop, skip or dance for your whole lunch break.

A little more effort
$10 could provide a child living in poverty in South Sudan with a vaccine that protects against five deadly diseases with a single shot.

GAVI, the Vaccine Alliance
**Dare**
Could you eat the food you hate, cut out the cookies you love, give up your cell-phone or listen to your worst band for a day? Then get sponsored to test your willpower and raise lots of dollars along the way!

**Crazy make-up**
Ask your friends to sponsor you to have a makeover applied by your kids and wear it for the full day (as if nothing’s wrong obviously). And of course, post your pictures social media.

**Extreme sports challenge**
Get sponsored to run a half marathon, swim a mile, dance three hours non-stop or cycle 50 miles on an exercise bike.

**Extreme selling**
Sell, sell, sell with a workplace yard sale or lunch-break auction. Then ask your bosses to match what you and your colleagues have raised.

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$50 could provide books, supplies and activities to help seven Boys & Girls Club kids keep reading skills sharp during the summer.

Boys & Girls Club of America

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How our website can help you

- Raise cash from family and friends with a Red Nose Day Giving Page crowdrise.com/rednoseday
- Read our legal dos and don’ts to stay safe while fundraising
- Create a buzz around your fundraising with our stickers and customizable posters rednoseday.org/fundraising-tools
- Download your fundraising checklist and make sure you’ve ticked all the boxes!

Buy a nose

Look the part while fundraising by getting your Red Nose from Walgreens and Duane Reade. Noses cost $1 with at least 50¢ going to The Red Nose Day Fund.

Money raised through Red Nose Day will go to The Red Nose Day Fund, a program of Comic Relief Inc., a U.S. 501(c)3, public charity.
The aim of **Red Nose Day** is to bring about real and lasting change by tackling the root causes of poverty and social injustice. To drive this change, we award grants to projects on the ground that work to give people a leg up, not a hand out. The money raised will go directly to **The Red Nose Day Fund**, which will allocate grants to our twelve charity partners. Charity partners were chosen based on their fit with a number of key criteria, including their ability to demonstrate excellent governance, financial management, reach, impact reporting and transparency; their ability to help young people living in poverty; their ability to address basic needs and evidence of a high-performing track record.

Nearly 20% of American children live in poverty* and many children in countries outside of the USA live on less than $1.50 a day.

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*According to the US Census Bureau, November 2012.

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Wenona lives in a low-income housing community in Lafayette, Indiana. Each day during the summer, Wenona attends a summer feeding program run by Food Finders Food Bank, a member of the Feeding America network. Summers can be tough for children like Wenona – whose families often rely on school meals to help feed their families. Without the extra support school meals bring, families can struggle to make ends meet.

“I think a lot of kids here are happy to get this food, because they aren’t getting fed at home,” Wenona said. “I know it helps my family a lot. My mom has gone without so many times because she feels like my sister and I are not getting enough to eat. It makes me feel very bad that my parents struggle so much.”

Food Finders’ summer feeding program provides Wenona and the other children living in her community with free, nutritious lunch during the summer and nutrition education. The food bank operates several summer feeding programs throughout the area it serves.

“This is a very good program and it needs to continue,” explained Wenona, when asked what she thought about the feeding program. “They should have it in lots of different places because it’s not just kids in my neighborhood who need help – kids need help all over.”

Wenona is right. Across the nation, one in five children face hunger. Feeding America provides meals to more than 12 million kids each year not only through summer feeding programs, but also programs like Kids’ Cafe, BackPack, School Pantry and more. While hunger is devastating to everyone, it is particularly damaging to children. Not getting enough to eat early in life can have long-lasting effects on physical and emotional development. Feeding children in need not only fills their stomachs, but gives them hope for a bright and healthy future.

The Red Nose Day Fund will make grants to organizations that serve children living in poverty, in communities all across the USA. Your donation could help children experiencing hunger, like nine year-old Wenona.

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Before her village received access to clean water, Natalia used to spend her mornings like many other girls in rural Mozambique: waiting in line to collect dirty water from a hand-dug hole in the riverbed outside her village.

Though she loved going to school, back then she could only attend after collecting water. Often, that meant she’d only get to go to school twice each week.

But not anymore.

In 2012, Natalia’s village received a drilled well right in the middle of their community—where all of the women could easily pump as much clean water as they need. Now, Natalia doesn’t wait in line. She collects water for her family in twenty minutes or less, and then she’s on the road to school. Every single day. No exceptions.

Natalia’s situation isn’t uncommon. In rural parts of Mozambique, women lose precious time every day walking and waiting in line to collect dirty water. Families who have less water than they need are forced to choose how much they can afford to use for drinking, cooking, washing and bathing.

Between the time commitment and poor health conditions, girls in particular often spend far less time in school.

There are 748 million people in the world living without access to clean water. But we can change that. With your donations this Red Nose Day, we’ll help to bring clean, safe drinking water to communities in need.

Across the world, there are millions of people living in extreme poverty. Your donation could help people living without clean water, like 15 year-old Natalia.

$1 can test water safety for ten students in Cambodia.
How to Send in Your Money

So, you’ve done your thing, had some fun and raised loads of life-changing cash. Now for the magic part: paying it in. The easiest way is to do it online, at crowdrise.com/rednoseday.

- **Online** - Set up a fundraising page for your organization, group or yourself at crowdrise.com/rednoseday.

- **Via Phone** - You can call in on the night and pay by credit card over the phone during the NBC show on May 21.

- **US Mail** - Checks should be made payable to Red Nose Day Fundraising and mailed to:
  
  The Red Nose Day Fund
  PO Box 5514
  Carol Stream, IL 60197-5514

Please send your checks with the form below.

Checks made payable to Red Nose Day Fundraising.

Title _____ First name ____________________ Last name ____________________

Organization (if applicable) ____________________________________________

Job title (if applicable) _______________________________________________

Your address _________________________________________________________

______________________________________________________________

Zip code __________ Phone ______________________________

Number of checks ___________ Total amount _________________________

Please complete a separate form for each donor who would like a receipt for tax purposes.

Thank you for supporting Red Nose Day!

Please note this slip is for mail-in donations only and cannot be used to pay in at a bank. If you have any questions please email us at contact@rednoseday.org.

Red Nose Day would like to send you information about what we’re up to from time to time. If you would prefer NOT to receive this information, please check here: ☐

If you would like to receive this information by email, please write your email address here:

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Read our privacy policy at rednoseday.org to see how we look after your information.

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