

Do SOMETHING FUNNY FOR MONEY



YOUR WORKPLACE FUNDRAISING GUIDE

**COMIC
RELIEF**

**RED
NOSE
DAY**

FRIDAY 15 MARCH

HELLO THERE



We're over the moon that you're joining us to Do Something Funny For Money on **Friday 15 March**.

Let's bring the nation together to have a laugh, raise loads of cash and help tackle some serious problems.

Right now, many people across the UK and around the world are being forced to make truly impossible choices, every single day. But we know that when people come together for Red Nose Day, we can make a huge difference.

So we need you and your brilliant colleagues, now more than ever.

Inside this handy little guide, you'll find everything you need to get set for some fun all in the name of raising the all important money. Because having a laugh really can make a serious difference.

Remember, on Red Nose Day the sky's the limit, so think big, bold and downright daft. Take on the challenge or bake the cake, we don't mind what you do. Just have fun!

Your fundraising this Red Nose Day could help put food on plates and roofs over heads, keep little ones safe and help support families affected by conflict and climate change.

It really is the perfect moment to get serious about silly.

Bring your workmates together this Red Nose Day and **Do Something Funny for Money**.

WHAT'S INSIDE?

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HOW YOUR MONEY HELPS

Many people across the UK and around the world are trying to get by in the face of poverty and injustice. Your fundraising could help provide shelter for those that need it. It will help fund organisations here in the UK and around the world working tirelessly to provide the services most needed; at the time and place they are needed most.



When Kaitlyn was 18, she found herself homeless and walking all night because she was afraid to sleep rough on the streets.

Thanks to Streetlife, which is funded by Comic Relief, Kaitlyn now has shelter and support. She has become actively involved in country walking and mountaineering, is volunteering at local charities, and wants to be a support worker for other young people.

Your fundraising this Red Nose Day could help people just like Kaitlyn. You've proved this year after year; let's make this one the best one yet.

Do SOMETHING FUNNY FOR MONEY

It takes different kinds of people to be all kinds of funny. It takes different kinds of people to raise all kinds of money. Thanks for taking the first step and signing up to fundraise this Red Nose Day.

It's people like you - and your incredible fundraising - that make change happen.

The impact of poverty, conflict and climate change continues to be felt further and wider - and we need your support more than ever.

Now it's time to decide what you are going to do with your colleagues and make it the best workday of the year. Make a day of it or stretch the silliness across the week.

We don't mind what you do but we've got some great ideas to inspire you to do your bit to help others.

FABULOUS

FUNDRAISING IDEAS



Bake something yummy for money

Showstopping and stunning or wonky, weird and wonderful, your brilliant bakes could bring in some serious dough.

Host a classic bake sale or hold a baking competition, collecting donations from bakers and tasters.

Top Tip

For Red Nose Day recipes, head to **comicroelief.com/fundraising**

Don't forget to look the part in our stylish aprons available from your local Homesense store.



Do something run-ny for money

As a team, take on a challenge that everyone can get involved with. Think 5K a day for a week, or cover a certain distance.

It doesn't matter whether you walk, run, do it backwards, hop or even go three-legged - set a goal and get fundraising.

Top Tip

Running not for you? Come up with your own sporting (or silly) challenge. Just FYI, the current world record for the number of underpants put on in one minute is 36...



Wear something flash for cash

Forget dress-down Friday, donate to dress differently this Red Nose Day in one of our fabulous Red Nose Day Noses and T-shirts. Or don an entirely red outfit. Dress as your favourite comedy character - from Del Boy to David Brent, Vicky Pollard to the Vicar of Dibley.

Top Tip

Look the part while fundraising, for Noses visit **amazon.co.uk/comicroelief** and for T-shirts head in-store or online at **tkmaxx.com** or visit **comicroelief.com/shop** to get your hands on both.

Do some quiz rounds for pounds

Think you nose it all? Put those brain cells to the test with a pay-to-play Red Nose Day quiz.

Host a pay-to-play lunchtime brain-teaser, or make an evening of it, selling tickets for an online or in-person event.

Top Tip

We've given you a starter for ten, with a special comedy quiz created by Bobby Seagull. Download it at comicroelief.com/fundraising

Do your own thing

Got a better idea? Go for it!

The funnier the better – because when it comes to Red Nose Day, no idea is too weird or wonderful. So get creative to bring in the cash.

Top Tip

Ask if your company can offer matched funding to double any Red Nose Day donations made by employees. Remind them it'll make a massive difference (and they'll look amazing).

Whatever you do, whoever you do it with, raise a smile and have a laugh. Now for some top tips to get you right on your way...

£110

could educate a child in India for a year.

£150

could help provide families with winter warm kits, containing energy top-up cards, blankets, food supplies and slow cookers.

£500

could provide emergency shopping vouchers for five families struggling with the rising costs of living.



TOP TIPS TO RAISE EVEN MORE

Seven tips to top up your total...

1

Matched Giving

Ask if your company can offer matched funding to double any donations made by you and your colleagues.

2

Set a fundraising target

Setting a target is known to boost your final total. So aim high, tell the world and see if you can smash it.

3

Make a week of it

Plan a week of Red Nose fun to really build excitement and keep the cash rolling in.

4

Shout about it

Print off our posters, send out emails, tell everyone you see – anything to promote your fundraising events and drum up donations.

5

Go social

Share your fundraising on social media, tagging [@comicroelief](https://www.comicroelief.com) on TikTok, X, Instagram or Facebook with [#RedNoseDay](https://www.comicroelief.com).

6

Make it creative and unique

Let your imagination run wild and dream up an unforgettable fundraising idea. Anything's possible on Red Nose Day!

7

Donate with JustGiving

Activate your JustGiving page and share the link on your email signature and social media.



FABULOUS FUNDRAISERS

Life Leisure staff tackled 19.5 miles to raise funds for Red Nose Day 2023. The team made a round trip, by either running or cycling, from head office, calling in at eight of their centres along the way. Each of the sites also hosted a wide range of fun fundraising activities from cake sales and bake offs to leg waxing and both a pie face and spin bike challenge.



“We did the fundraising event because as a cohort of colleagues we love to be challenged, and what better way to face one than doing it to raise money. As a wellbeing and health organisation we had to do something that pushed our limits mentally and physically, and the team moral was what kept us running and cycling along the miles! The forest gump costumes added the comedy value!”

Hannah - Life Leisure

FUNDRAISING GUIDANCE

Keep it above board

To help keep your fundraising safe, legal and considerate, follow our simple dos and don'ts at comicrelief.com/dos-and-donts

Free downloads

Make this Red Nose Day your best yet, with free bunting, cake labels, recipes, quiz packs, and more. Get everything you need at comicrelief.com/fundraising

Share your story

We'd love to see what you get up to. And you never know, you could end up in the Red Nose Day spotlight. So send over your story...

Online at comicrelief.com/shareyourstory

On social media
@comicrelief #RedNoseDay

By email at
fundraising@comicrelief.com

FREE FUNDRAISING DOWNLOADS

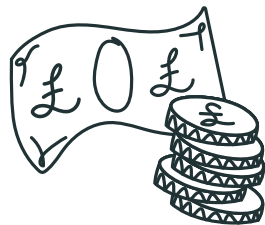
We know times are tough right now. And we know that when times get tough, people get tougher. People are kinder, more compassionate, more determined, more generous. Rally your colleagues and use our fundraising tools to help you raise what you can to help those who need it most. It really is good to be good - and right now we all need to feel good.

We're here to help you

From bunting and cake labels to email banners, quiz packs and more, there's plenty to help you get set to fundraise. Make Red Nose Day the best day ever by downloading all the free goodies you need at comicrelief.com/fundraising



HOW TO PAY IN



It's quick and easy to collect and pay in the money you raise. We'd really appreciate it if you could pay in your money online where possible:

JustGiving **Activate** the JustGiving page that was set up when you registered – you'll find the activation link in your email. **Share** your unique JustGiving link or QR code by email and on social media. Then, watch the donations stack up and we'll take care of the rest.

Online Go to comicrelief.com/pay-in and pay in the money you raised with a credit or debit card. If you used any sponsorship forms, write the reference number from your pay-in confirmation email in the space at the bottom of the form(s) and post them to the address below.

Or here are some alternative ways to pay in your money:

At a bank **Request** a giro at comicrelief.com/giro-request **Take** your giro, cash and cheque(s) to any bank. If you used any sponsorship forms, send your bank paying-in receipt with the form(s) to the address below.

By post **Request** a giro at comicrelief.com/giro-request **Send** your giro, cheque(s) and sponsorship form(s) to the address below.

**Red Nose Day 2024 Fundraising,
EY, PO Box 51543, London, SE1 2UG.**

Please make cheques payable to
Red Nose Day 2024 Fundraising.

giftaid it

Remember, we can only claim Gift Aid if you send in your sponsorship forms. When you tick the Gift Aid box, the government will give us 25% on top of your donation. It doesn't cost you a penny and it means that every pound that you donate can go towards helping to transform people's lives in the UK and across the world.

CHECKLIST

- ✓ **Matched Giving**
Ask if your company can offer matched funding to double any donations made by you and your colleagues.
- ✓ **Decide on your fundraising activity.**
Remember, this Red Nose Day anything goes. Just raise a smile and have a laugh - it's the best way.
- ✓ **Activate** your JustGiving page by clicking the link in the email you received when you registered for Red Nose Day
- ✓ **Download** everything from posters to bunting and a quick-fire quiz at comicrelief.com/fundraising
- ✓ **Shout about** what you've got planned, tag us on social media [@comicrelief](https://twitter.com/comicrelief) with **#RedNoseDay** and share your photos and videos with us at comicrelief.com/shareyourstory
- ✓ **Pay in your money** and settle in for a night full of funny for Red Nose Day on **Friday 15 March**



GET REDDY FOR RED NOSE DAY

COMIC
RELIEF
**RED
NOSE
DAY**
FRIDAY 15 MARCH



This year's Red Noses are the funniest bunch yet. There will be four fun characters to collect. There's also a 1 in 166 chance to get your hands on a **super limited edition Rare 'Gold' Nose!** To find out more about the Red Noses, head to comicrelief.com/rednoses

Also, get ready to scan the QR code inside your Red Nose box for an extra special surprise.

Get your Red Noses from Amazon, the official home of the Red Nose amazon.co.uk/comicrelief

amazon

For the first time ever, you can collect all 3 Red Noses with our Family pack – you'll also get your hands on a special **Blue Nose** character, who has laughed themselves blue in the face, how exciting!

Red Nose Day is an initiative of Comic Relief, operating name of Charity Projects, registered charity in England & Wales (326568) and Scotland (SC039730). RND24_019

Registered with
FR FUNDRAISING
REGULATOR

OUR WONDERFUL PARTNERS

Sainsbury's
Good food for all of us

Sainsbury's

Sainsbury's and Comic Relief are working together to help tackle food poverty. Through our Nourish the Nation programme, we are working together to fund a range of incredible projects, initiatives, and interventions across the UK and in selected countries internationally that help to provide immediate support for those facing food insecurity, as well as the education and skills to drive lasting change.

**BRITISH
AIRWAYS**

British Airways

Thanks to the generosity of British Airways colleagues and customers, Flying Start has raised over £28m since 2010. From customers donating spare change on flights, to thousands of Flying Start Champions doing their own fundraising challenges, we couldn't be prouder of our partnership. This year will be no different, with our Flying Start heroes going above and beyond to help put food on plates, roofs over heads and keep little ones safe.

Maltesers

Maltesers

Maltesers has been raising money for Comic Relief for over ten years, and this year we're working together to support projects across the UK that support women to thrive and tackle the challenges of poverty and injustice. With the right support and working together, we believe women can achieve anything they set their minds to and remove the barriers they face.

TikTok

TikTok

The amazing TikTok community are once again showing up to support Red Nose Day. TikTok LIVE will be creating some iconic Red Nose Day virtual gifts for users to send, and so much more. Make sure you check out [@ComicRelief](https://www.tiktok.com/@ComicRelief) on TikTok to see what we get up to.

Babybel

Babybel

Babybel are proud to be celebrating 25 years of partnership with Comic Relief and in this time, they have raised over £1.5 million. This year, Babybel want to get the nation giggling. Purchase a promotional Babybel pack to donate 5p to Comic Relief and scan the QR code to share a laugh with a famous face. Visit www.babybel.co.uk/comic-relief for more information on how to join the goodness and do something funny for money this Red Nose Day.

**Holland
&Barrett**

Holland & Barrett

Holland & Barrett is Comic Relief's newest partner for 2024. Together, we'll be doing something funny for money for Red Nose Day, and finding ways to move well to live well. For its first Red Nose Day, you'll be able to donate every time you shop with H&B online or instore, and look out for the specially selected range of products that will be offering a donation to Comic Relief with every purchase. Together we'll make wellness a way of life for everyone and have some fun along the way.

LEGO

The LEGO Group

We're so thrilled to be joining forces with the LEGO Group for the third year running. Our partnership is all about encouraging children to get creative, and learn through play. This year we'll be putting the kids in charge, and encouraging them to find ways to build a better future for people and the planet.

Lenny Henry

The Quarto Group

This Red Nose Day we are thrilled to announce that we have teamed up with The Quarto Group to bring you the next book in the truly inspirational Little People, BIG DREAMS book series. Quarto will be donating 50p from the sale of every Little People, BIG DREAMS: Lenny Henry book sold. Yes! Our very own Lenny Henry will be sharing his story to inspire the children of today to make a change in the world tomorrow.

DRESS THE PART TO GIVE SOMEONE A FRESH START

The exclusive Red Nose Day range at TK Maxx is back, and this year the fabulous range will feature iconic Aardman characters like Wallace & Gromit, Shaun the Sheep and friends.

Every T-shirt includes a donation to Comic Relief to help change the lives of children and young people in the UK and around the world. What's more, all the cotton in the range is made with Fairtrade cotton grown by farmers in Uganda, supported by TK Maxx's Sustainable Trade Programme and Comic Relief, meaning your purchase does double the good.

Don't miss out! Shop the range in TK Maxx stores and online at tkmaxx.com and comicrelief.com/shop



KIDS T-SHIRTS & LONG SLEEVE T-SHIRTS
£6.99 - £9.99 with at least £2.50 donation

ADULT T-SHIRTS
£12.99-£14.99 with at least £5.50 donation

ADULT SWEATSHIRTS
£24.99 with at least £10 donation



SHOP THE RANGE

Discover the full range at TK Maxx and Homesense stores or stock up online at tkmaxx.com



POUCHES
£6.99 each, with at least £2.50 to Comic Relief



WATER BOTTLES
£7.99 each, with at least £3 to Comic Relief



APRONS
Adults: £12.99 each, Kids: £7.99 each, with at least £2.50 to Comic Relief



PLUSH
£7.99 each, with at least £2.50 to Comic Relief



NOTEBOOKS
£5.99 each, with at least £2 to Comic Relief



TOTE BAGS
£6.99 each, with at least £2 to Comic Relief



LUNCH BAGS
£8.99 each, with at least £3 to Comic Relief



MUGS
£9.99 each, with at least £3 to Comic Relief

EXCLUSIVE RED NOSE CHARACTER RANGE!

This Red Nose Day, don't let the fun stop and get your hands on an exclusive range of Red Nose character badges, caps, water bottles and dog bandanas to really bring the laughter home. A donation from each product sold will go to Comic Relief to help tackle some of the urgent problems faced by people here in the UK and around the world. To find out more about the range, head to amazon.co.uk/comicrelief

**DON'T MISS OUT!
ONLY AVAILABLE ON**

amazon



Three sizes available

DOG BANDANA
£3.99 each



PIN BADGES
£1.49 per pack



KIDS CAP
£4.99 each



WATER BOTTLE
£7.49 each



Adult T-shirts and Sweatshirts come in sizes XS, S, M, L, XL, XXL & XXXL
Kids' T-shirts come in ages 2-3, 3-4, 5-6, 7-8, 9-10, 11-12. Sizes vary by style.

All of the cotton in the T-shirts, sweatshirts, totes and aprons is Fairtrade certified, traded, audited and sourced from Fairtrade producers. Visit www.info.fairtrade.net

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Animations Ltd. All rights reserved.

THANK YOU FOR FUNDRAISING FOR RED NOSE DAY. TOGETHER, WE CAN MAKE CHANGE HAPPEN.



There's more where that came from.
You'll find loads more free tips, tools and
fun stuff at comicrelief.com/fundraising



Red Nose Day is an initiative of Comic Relief, operating name of Charity Projects, registered charity in England & Wales (326568) and Scotland (SC039730) and company limited by guarantee registered in England & Wales (01806414), registered address 6th Floor, The White Chapel Building, 10 Whitechapel High Street, London, E1 8QS. CHICKEN RUN: DAWN OF THE NUGGET™/© Aardman. Netflix™/© Netflix. Used with permission/Wallace & Gromit Ltd. All rights reserved/ Shaun the Sheep © & TM/Morph ©/TM Aardman Animations Ltd. All rights reserved.

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**Thank you to all our brilliant fundraisers and models who contributed to this fundraising pack.
We think you're amazing!**

