

YOUR

RED NOSE
DAY

WORKPLACE
FUNDRAISING GUIDE



COMIC
RELIEF

RED
NOSE
DAY

TAKE YOURSELF FONNY FOR MONEY!

WHAT'S
INSIDE...

p4
Fundraising ideas

p6
Top Tips

p7
Get your digital
fundraising resources

p8
Fabulous fundraisers

p9
The Nosey Awards

p10
How your money
makes a difference

p12
Introducing the
Design-Yer Nose

p13
Dress the part

p14
Ways to pay in

p15
Checklist

This Red Nose Day, it's time to take things a bit less seriously. Time to lighten up a little and poke fun at ourselves. Because laughing at ourselves is exactly what we do best, isn't it?

On **Friday 20 March**, for one big, fun-filled day, we're bringing the nation together to change serious stuff for the better, all through simple acts of silliness. And we're so happy to have you on board.

Whether you shake up your work bake sale, take on an epically silly challenge with colleagues, or simply ask everyone to donate to don scarlet socks and a Red Nose, you'll be helping to support incredible local projects in the UK and across the world.

You'll help people get the basics that we all need - like food, shelter and safety.

Inside this guide, you'll find everything you need to be daft at work, have fun and help raise vital funds for much needed projects.

So, get ready to turn one day of silliness into something serious: helping people get the essentials they need to survive. Helping people to eat, sleep and feel safe.

Because in a world of so much uncertainty, we're certain of this: Laughter is good for everyone.

LET'S DO
THIS!

© Disney. Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard. www.disney.com



IDEAS FOR FUNDRAISING



TAKE ON THE TASKMASTER

This year, we're teaming up with the champions of silliness, Taskmaster! Together, we've devised some ludicrously fun tasks to test your dexterity, creativity and eccentricity. Ask colleagues to pay to play or sell tickets to your own Taskmaster show. For everything you need and the chance to buy your exclusive Red Nose Day Taskmaster Kit head to comicrelief.com/taskmaster



BAKE YOURSELF FUNNY FOR MONEY

Give your office bake sale a tasty twist by recreating a co-worker in cake or biscuit form. Ice your boss's face on a drizzle cake, turn a box of digestives into the board of directors, or make your team out of rich teas. The options are endless – all you need is colourful icing and plenty of sprinkles

For an exclusive Red Nose Day recipe from Jane Dunn, as well as cake labels, bunting and more, head to comicrelief.com/resources

WIN JANE DUNN'S RECIPE BOOK

Share pictures of your Red Nose Day bake sale with [#RedNoseBakes](#) and tag [@comicrelief](#) on Facebook, Instagram or LinkedIn and you could be in with a chance of winning Jane Dunn's Patisserie Classic recipe book. For full Ts&Cs visit: comicrelief.com/bake-competition



TOUR DE FARCE

Go for comedy gold! Prepare to bring some serious Olympic prowess to your workplace, with a large side of silly. Get your colleagues together for a sponsored challenge, with a twist.

Think racing toddler bikes, a hobby horse derby, or simply a sponsored fancy dress running challenge. The sillier the better!

Get sponsored to take part, pay to pick a winner, or simply sell tickets to watch the mayhem unfold.



RED TO TOE

Calling all trend-setters and snappy dressers. Turn your workplace into a catwalk, inviting everyone to wear their best attire, red outfit, or comedy creation. From scarlet socks to a full ruby frock, a raspberry beret to a crimson cape (or just a classic Red Nose & Red Nose Day T-shirt combo), ask everyone to wear red in return for a donation. Bonus points to anyone who goes red from head to toe (and keeps it all on, all day).

CROWDFUND MY CRINGE

Ask a willing Big Cheese who's game for a glorious moment of embarrassment. Together, choose something suitably cringe-worthy – performing a self-written rap in the breakout area, non-stop dancing through the lunch hour, or simply wearing a rival team's football shirt.

Set a fundraising goal, rally the workplace, and if you hit the target... it's game on.



LET'S GET QUIZZICAL!

Think you Nose it all? Put that confidence to the test with Susan Calman's Big Red Nose Day quiz at comicrelief.com/quiz. Host a pay-to-play lunchtime brain-teaser, or make an evening of it, selling tickets for an online or in-person event. Friendly (or fierce) competition is strongly encouraged.

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. Through simple acts of silliness, we can change some serious stuff for the better.

SPREAD THE WORD

Whatever you get up to, don't forget to shout about it. We always love seeing your amazing efforts come to life, and you might just inspire someone else to join in the fun.

Share your stories and snaps with us @comicrelief with #RedNoseDay



TOP TIP

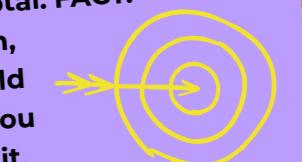
USE YOUR JUSTGIVING PAGE AND QR CODE FOR QUICK, SECURE DONATIONS.



TOP TIPS TO BOOST YOUR FUNDRAISING

SET A FUNDRAISING TARGET

Setting a target boosts your final total. FACT. So, aim high, tell the world and see if you can smash it.



MAKE A WEEK OF IT

Plan a week of Red Nose fun, or plan activities for when colleagues and customers are around, to really build excitement and keep the cash rolling in.



SHOUT ABOUT IT

Put up Red Nose Day posters, send out emails with our email banners, tell your customers – it will all help to promote your fundraising and drum up donations. Get everything you need at comicrelief.com/resources

MATCHED GIVING

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

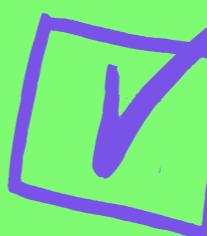


GO SOCIAL

Share your fundraising on social media, tagging @comicrelief on Instagram, Facebook, TikTok or LinkedIn with #RedNoseDay



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

SHARE YOUR STORY

We love seeing what workplaces get up to. You might even end up in the Red Nose Day spotlight. Send your story to us at comicrelief.com/shareyourstory, on social media @comicrelief #RedNoseDay or by email at fundraising@comicrelief.com

GET YOUR DIGITAL FUNDRAISING RESOURCES

From bunting and certificates to cake labels and quiz packs, find everything you need to make your Red Nose Day extra special at comicrelief.com/resources



FABULOUS FUNDRAISERS

Since Comic Relief started in 1985, incredible people like you have raised a whopping £1.6 billion – yes, billion – to support over 100 million people in the UK and across the world (correct as of December 2025).

Because, when people blend the serious and the silly, amazing things happen. From keeping mobile food clubs on the road; to stocking the shelves of multibanks and protecting more children and young people from harm - your Red Nose Day silliness helps people eat, sleep and feel safe.

Laughter changes lives.
And it's all because of you.

THANK YOU
FOR JOINING THE FEEL-GOOD FUN
X XX X X

FUNDRAISER SPOTLIGHT

IntegraCare staff and clients got on their bikes to raise an amazing £2,000 for Red Nose Day 2025, virtually cycling 415 miles from their Harrogate office to Land's End. An exercise bike stationed in the office was kept on the move for five days by 40 fundraisers who crossed the finish line on Red Nose Day.

Manager Toby, said: "Red Nose Day is far and away the most fun fundraiser out there. It's about having a good time for a good cause. The whole country comes together to make a difference and it's been really exciting to be a part of that."



THE NOSEY AWARDS

RISING STAR AWARD

The Rising Star Award for our youngest fundraisers

CLASS ACT AWARD



The Class Act Award for those who lead the way in school fundraising

SOLO SUPERSTAR AWARD

The Solo Superstar Award for amazing individuals going big in their fundraising



LENNY AWARD

The Lenny Award for those legendary supporters who go above and beyond and raise outstanding funds



The Sporty Star for the sporty souls who broke a sweat for a good cause

DREAM TEAM AWARD

The Dream Team Award for brilliant groups of fundraisers coming together to make a difference

WINNER OF THE DREAM TEAM AWARD 2025: SHOEZONE

Stores nationwide hosted raffles, fancy dress days and games, while the team at shoezone HQ enjoyed challenges, quizzes, sports-day antics and a wildly popular cake sale. They raised an astonishing £31,655.

Thank you, shoezone – you're phenomenal.



COULD YOU BE OUR NEXT WINNER?

This year, we could be celebrating you. Find out more and send a nomination at comicrelief.com/awards

The Nosey Awards 2026 are rolling in, and Comic Relief is ready to celebrate YOU – the fundraising legends. It's our little way of saying a massive thank you for the incredible effort you go to.

HOW YOUR MONEY MAKES A DIFFERENCE

Growing up in care, Sarah moved between care homes without ever really feeling at home. As she approached 18, she feared leaving care with no support behind her.

"It just felt like something that I had to deal with... there was a high potential that I could end up on the street."

With no family network and no guidance, she was scared she'd be left to cope alone.

"I had a huge fear of becoming homeless... I hadn't been shown that it was safe to ask for help."

Being introduced to Settle, a Comic Relief-funded partner, changed everything. Through weekly sessions with a Settle Coach, Sarah felt heard for the first time.

"Every time I've met Settle, I've always left feeling a lot better and brighter... it really did change my life."

Sarah is now living independently for the first time. After a tough childhood, she appreciates having a stable place to live and a future she believes in.

**"FOR THE FIRST TIME,
I WOULD ACTUALLY SAY THAT
I'M SETTLED... MY HOUSE
IS MY SAFE PLACE AND
MY HAPPY PLACE."**

Sarah



The money you raise this Red Nose Day will do serious good for serious reasons, right across the UK, and around the world.

Whether it's an organisation in your community, or a community further afield, your generosity means local organisations can keep helping people when they need it most, with essential things like a warm meal, a place to feel safe and, above all, someone to help turn fear into hope.

SUPPORT YOUNG PEOPLE

£10

could help provide after school lessons for a child seeking safety in the UK, helping them progress in their education.



HELP FAMILIES GET BY

£100

could provide a week's worth of baby supplies for five families in the UK struggling to meet their basic needs.



HELP PROVIDE LIFE'S ESSENTIALS

£250

could provide a community rainwater harvesting system, ensuring clean water access for a school or women's group in a community facing water insecurity in South Africa.



INTRODUCING THE DESIGN-YER

NOSE

This year, we're putting our Red Nose in your hands. That's right, it's a blank canvas. The first ever...Design-yer Nose! So...draw, decorate, dazzle...make it beautifully, wonderfully, uniquely your own.

Grab your markers, stickers, paints and who Nose what else! At least £1.20 from each individual Red Nose purchase goes to Comic Relief to help tackle some of the urgent problems faced by people in the UK and across the world. Because looking silly for a day, goes a long way.

Get your Red Nose multipack, which includes 30 blank Design-Yer Noses for your workplace.

Make sure to visit Amazon, the official home of the Red Nose via

amazon.co.uk/comicrelief
or comicrelief.com/shop

amazon



Step into the Hundred Acre Woods this Red Nose Day as TK Maxx and Comic Relief team up with Disney Winnie The Pooh to bring you our most joyful collection yet.

Discover the new range of T-shirts, totes, mugs, bag charms and more featuring best friends Pooh, Piglet, Tigger and Eeyore. This collection, full of kindness and friendship will support 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 good.

Shop now in TK Maxx & Homesense stores and online at tkmaxx.com or comicrelief.com/shop



HOME
SENSE

DRESS THE PART



© Disney. Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard. www.disney.com

WAYS TO PAY IN YOUR FUNDRAISING

IT'S QUICK AND EASY TO COLLECT AND PAY IN THE MONEY YOU RAISE.

JUSTGIVING

Set up your Red Nose Day JustGiving page when you register at: comicrelief.com/register

Share your unique JustGiving link or QR code to collect your donations, 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.

AT A BANK

Request a fundraising giro at comicrelief.com/giro-request

Take your giro, cash and/or cheque(s) to any bank.

BY POST

Download a pay-in slip at comicrelief.com/resources

Send it with your cheque(s) to:

**Red Nose Day 2026 Workplace,
PO Box 12635, Colchester, CO7 5AN**

Please make cheque(s) payable to
Red Nose Day 2026 Workplace.



CHECKLIST

CHOOSE YOUR FUNDRAISING ACTIVITY

Whether you take on the Taskmaster, set a silly challenge or don your fancy dress, get involved this Red Nose Day and help people get the essentials they need to survive.

ACTIVATE YOUR JUSTGIVING PAGE

This will be created automatically for you when you register at comicrelief.com/register

GET YOUR FREE RESOURCES

For even more brilliant Red Nose Day resources, from extra posters and bunting to certificates and more, head to comicrelief.com/resources

ASK ABOUT MATCHED FUNDING

Double any donations made by you and your colleagues.

GET YOUR NOSES

Order your Red Noses from amazon.co.uk/comicrelief or comicrelief.com/shop

SHOUT ABOUT IT

Tell the world what you've got planned, tag us on social media @comicrelief with #RedNoseDay and share your photos and videos with us at comicrelief.com/shareyourstory

PAY IN YOUR FUNDRAISING MONEY

Visit comicrelief.com/pay-in

SETTLE IN FOR A NIGHT FULL OF FUNNY

Tune in to BBC One or iPlayer from 7pm on Friday 20 March to follow all the fun, or check out the highlights later on.

PAT YOURSELF ON THE BACK

It's thanks to your sensational silliness, fantastic fundraising and gigantic generosity that our funded partners can continue to provide the essential food, clothes, safety and support that we all need, but many just don't have. You're brilliant, **thank you for getting seriously silly for good.**



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.

Photo credits: Sam Riley, Comic Relief, Daniel Loveday, Jordan Mansfield, Fundraisers and image courtesy Taskmaster.

GET

RED NOSE

amazon



THIS YEAR, WE'RE
PUTTING OUR RED NOSE
IN YOUR HANDS!

That's right, it's a blank canvas. The first ever... drum roll please... Design-Yer Nose! So... draw, decorate, dazzle... make it beautifully, wonderfully, uniquely your own. And the best bit? This simple act of silliness can help change serious stuff, here in the UK and across the world.

Grab your markers, stickers and crayons, or go all out with sparkles, bling, pom-poms and bows. Anything goes, with a Design-Yer Nose.

Get your Nose at Amazon, the official home of the Red Nose amazon.co.uk/comicrelief or comicrelief.com/shop

MR DOODLE!

COLLECTOR PACK:

Meet Mr Doodle; the artist who has created five exclusive designs on this year's Red Nose for you to find. In the collector pack, you'll get two surprise Mr Doodle designs, a classic Red Nose and two Design-Yer Noses so you can doodle a Nose of your own. Who Nose which two you'll get!



SINGLE DESIGN-YER NOSE
£2.50 with at least £1.20 to Comic Relief

COLLECTOR PACK OF FIVE NOSES
£12.50 with at least £8.70 to Comic Relief

**MULTIPACK OF 30 DESIGN-YER NOSES
TO SELL AT SCHOOL OR WORK**
£60 with at least £36 to Comic Relief

RED NOSE DAY RED-OY

LOOK THE PART

Step into the Hundred Acre Woods this Red Nose Day as TK Maxx and Comic Relief team up with Disney Winnie The Pooh to bring you our most joyful collection yet.

Discover the new range of T-shirts, totes, mugs, bag charms and more featuring best friends Pooh, Piglet, Tigger and Eeyore. This collection, full of kindness and friendship will support 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 good.



Shop now in TK Maxx & Homesense stores and online at tkmaxx.com and comicrelief.com/shop



ADULT T-SHIRTS

£12.99-£14.99 with at least £5 to Comic Relief



KIDS T-SHIRTS

£6.99 - £8.99 with at least £2.50 to Comic Relief



© Disney. Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard. www.disney.com

MUCH MORE THAN JUST A NOSE

Want to get your hands on more brilliant Mr Doodle merch?

Complete your Red Nose Day look with exclusive pin badges and a reversible bucket hat – available at [Amazon](#) and [comicrelief.com](#). You won't just look good, you'll be doing good too. Win-win.

To find out more, head to [amazon.co.uk/comicrelief](#) and [comicrelief/shop](#)



MR DOODLE REVERSIBLE BUCKET HATS
Adults and Kids sizes
£9 with at least £4.50 to Comic Relief



MR DOODLE PIN BADGE SET
£2.50 with at least £1.50 to Comic Relief

amazon MR DOODLE!

DISCOVER THE NEW RANGE

Discover our most joyful collection yet, instore at TK Maxx and Homesense or stock up online at [tkmaxx.com](#)



WATER BOTTLES (7 DESIGNS)
£9.99 with at least £3 to Comic Relief



COSMETICS BAGS (4 DESIGNS)
£7.99 with at least £2.50 to Comic Relief



HUNNY CANDLE
£7.99 with at least £3 to Comic Relief



KIDS WATER BOTTLES (4 DESIGNS)
£6.99 with at least £2 to Comic Relief



BAG CHARMS (3 DESIGNS)
£6.99 with at least £2 to Comic Relief



TOTE BAGS (9 DESIGNS)
£5.99 with at least £2 to Comic Relief



MUGS (9 DESIGNS)
£4.99 with at least £1.50 to Comic Relief



NOTEBOOKS (5 DESIGNS)
£5.99 with at least £2 to Comic Relief

OUR WONDERFUL PARTNERS

Sainsbury's
Good food for all of us

Sainsbury's and Comic Relief are working together to help tackle food poverty by supporting communities to improve access to balanced, nutritional and sustainable food sources, now and in the future.



We're delighted that Postcode Lottery players have been raising funds for Comic Relief for the last 3 years, and this year they'll continue supporting us by raising a minimum of £1m for our 'Roots of Change' fund in Kenya.



Holland & Barrett

Holland & Barrett are back for another Red Nose Day! Whether you're shopping online or in store, you'll have the chance to donate and support life-changing sport-led projects.

And keep an eye out in selected Holland & Barrett stores for fun ways to get involved. Together, let's feel good, do good, and take ourselves funny for money.



BRITISH AIRWAYS

From customers donating their spare change on flights, to Fundraising Champions taking on their own epic challenges, our Flying Start Partnership has raised over £30m since 2010. This year will be no different, with Champions going above and beyond to help give children and young people in the UK and internationally a Flying Start in life.



Maltesers

We are proud to be celebrating 15 years of partnership with Maltesers. Our joint focus has been on helping women build resilience by laughing together through the tough stuff and in 2026 we will continue working together for a future where women no longer face injustice.



Our playful cheesy partners Babybel are back for their 27th year of partnership! They will be embodying the Fun Kind of Good and donating £150,000 this Red Nose Day.



**HOME
SENSE**

WE'RE TAKING OURSELVES

FUNNY

FOR MONEY THIS
RED NOSE DAY

WHAT?

WHEN?

WHERE?

JUSTGIVING
PAGE QR CODE
GOES HERE



SCAN QR CODE
TO DONATE

COMIC
RELIEF

RED
NOSE
DAY

Get more posters at comicrelief.com/resources

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.



Registered with
FUNDRAISING
REGULATOR

FRIDAY 20 MARCH

THANK YOU FOR BEING
AMAZING

TOGETHER WE HAVE
RAISED AN INCREDIBLE

£

FOR
RED NOSE DAY
mrrrr



Get more posters at comicrelief.com/resources

© Disney. Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard. www.disney.com
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. Photo credit: Sam Riley.



FRIDAY 20 MARCH

HOW YOUR MONEY MAKES A DIFFERENCE

HELP FEED CHILDREN

£5

could help feed a child for a day at a community hub during school holidays in the UK, stopping them from going hungry.



SUPPORT YOUNG PEOPLE

£10

could help provide after school lessons for a child seeking safety in the UK, helping them progress in their education.



THE BEST START IN LIFE

£36

could equip 20 students in South Africa with the stationery and basic learning resources they need for a month, helping them complete homework and supporting their ongoing education.



HELP FAMILIES GET BY

£100

could provide a week's worth of baby supplies for five families in the UK struggling to meet their basic needs.



A PLACE TO CALL HOME

£25

could provide a young person in the UK who has experienced homelessness with a starter pack, helping them to take the first steps towards thriving independently in a new home.



HELP PROVIDE LIFE'S ESSENTIALS

£250

could provide a community rainwater harvesting system, ensuring clean water access for a school or women's group in a community facing water insecurity in South Africa.



COMIC
RELIEF
**RED
NOSE
DAY**

Whatever you do this Red Nose Day, the money you raise will help support incredible projects that get people the basics they need, from shelter and safety to food and essential supplies, right across the UK and around the world.