

40 YEARS OF
COMIC
RELIEF
**RED
NOSE
DAY**

FRIDAY 21 MARCH



WELCOME TO THE **PARTY!**

YOUR RED NOSE DAY
PRIMARY SCHOOL FUNDRAISING GUIDE

LET'S CELEBRATE 40 YEARS OF GIVING!

Comic Relief is hitting the big 4-0, and this Red Nose Day we're celebrating YOU and all the amazing people across the country who raise the laughs and the cash to really make a difference. And this year, with you and your school, it will be MASSIVE.

Red Nose Day is about coming together, to support each other, and help people in the UK and across the world get the basics that we all deserve, like food, healthcare, education, a safe home, a fair chance at life and so much more.

This guide has everything you need to join fundraisers across the nation to go big, give big and feel good.

Whether your school is inspired to **throw a birthday cake bake-off, take on an epic challenge or simply don some scarlet socks**, you'll be doing something amazing to help people across the world get the support they need.

So, on **Friday 21 March, join the party and do something funny for money** this Red Nose Day.

FRIDAY 21 MARCH 2025

* RED NOSE DAY!!!



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THE BIG 40TH BIRTHDAY BAKE!

Every birthday party needs a cake, right?! Showstopping and stunning or wonky, weird and wonderful, your beautiful bakes can raise some serious dough.

So, this year, come together with staff, pupils, parents and carers to pull on your aprons and go BIGGER, BETTER and BERRY-IER than ever before!

This Red Nose Day, we're calling on the nation to celebrate Comic Relief's 40th birthday by hosting a big birthday bake sale.

Kickstart your fundraiser by whipping up Mary Berry's brilliant red (obviously!) velvet cake, you'll find the recipe at the end of this guide.

Not keen on red velvet? Think you can go better than Berry?! Cake is good however it comes. You could serve up some fab fortieth fairy cakes, an 80's inspired masterpiece or a multi-layered, sprinkle-covered, perfectly spherical baked Nose.



MARY BERRY'S BRILLIANT RED (OBVIOUSLY!) VELVET CAKE!



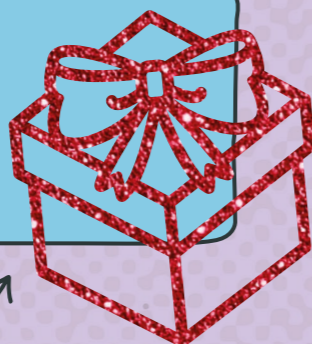
RAISE SOME DOUGH!

- * Host a Red Nose Day birthday bake sale. No time to bake? Just buy something...shhh...we won't tell!
- * Collect donations and challenge staff and pupils to a bake-off
- * Raffle off your beautiful bakes
- * Go BIG and sell tickets to host your very own Red Nose Day birthday party (who doesn't miss the days of pass the parcel, musical statues and party bags?!)

Red Nose Day Bake Kit

Get your hands on our exclusive Red Nose Day Bake Kit, stuffed full of bunting, cake toppers, posters and more.

Get yours at comicrelief.com/bake



Share your fabulous bake creations (or your epic baking fails!) on social media and tag us @comicrelief using #RedNoseDay

FUNDRAISER SPOTLIGHT



Children and staff at Oystermouth Primary school in Mumbles dressed in red and sold these delicious Red Nose biscuits to raise a tasty £507 for Red Nose Day 2024! Thank you!



MR. MEN LITTLE MISS

TAKE ON THE CHALLENGE: JOIN TEAM BILLY!

Over the years, Comic Relief has tasked some of our brave showbiz chums to take on some pretty serious challenges all in the name of going big, giving big and feeling good.

This year, former racing driver, broadcaster and all-round fundraising champion Billy Monger has taken on the 2024 VinFast IRONMAN World Championship in Kona, Hawaii all in aid of Comic Relief.

Not only did he tackle a **2.4-mile open water swim**, **112-mile cycle AND a 26.2-mile run** in intense humidity, he also set his sights on the IRONMAN World Championship Record for a double amputee!

Now it's your turn... be inspired by Billy and set your own epic challenge!



HOW DID BILLY DO?

Keep an eye on BBC1 and iPlayer in the run up to Red Nose Day to find out.

TOP TIP

Use your JustGiving page to collect donations for your challenge.

GET SPONSORED TO:

- * Set a Billy-themed distance and take it on individually or as a whole school - 26.2 metre space hopper race or 112 children cycling a mile each?!
- * Plan a whole school 'try-athlon' and challenge your pupils to 'try' three completely new physical challenges.
- * Challenge staff (including the Headteacher) to take on an individual or collective epic endurance event.
- * If running's not your thing and the thought of spandex fills you with dread, it's Red Nose Day and ANYTHING GOES! Hop, scoot, moonwalk your way round. The sillier the better. Because when we all go big on the silly, you give big, do good and make memories.

MORE FABULOUS FUNDRAISING IDEAS

GO RED FOR RED NOSE DAY

Pop on those scarlet socks, go magenta with your mane, or don a full-on lobster suit, in return for a donation. How far you take it is up to you! Don't forget your Red Nose from comicrelief.com/shop



LET'S GET QUIZZICAL!

Think you Nose it all? Put those brain cells to the test with our free quizzes at comicrelief.com/resources Host a pay-to-play lunchtime brainteaser with our special primary-aimed quiz, or make an evening of it, selling tickets for a friendly (or fierce) parents v teachers face-off with Alexander Armstrong's Big Red Nose Day quiz!

THROW SOME SHAPES

Dig out your dancing shoes, release your inner Strictly star and sell tickets to a Red Nose Day school disco. You could even pop on those neon leg-warmers and celebrate our 40th in style with a nod to the 80's.



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, to help put food on plates and roofs over heads, keep little ones safe and help support families affected by conflict.

Whatever your school gets up to, don't forget to shout about it, because your amazing achievements could inspire someone else and that inspiration spreads, and giving and feeling good gets bigger and bigger and BIGGER! #RedNoseDay.



FUNDRAISER SPOTLIGHT



36 Aspire academies took part in an EPIC physical relay around Cornwall. Biking, running, walking, swimming or gig rowing between schools, the team raised an incredible **£4,227.17** to be split between Comic Relief and Youth Sport Trust. Absolutely inspirational!

TOP TIPS TO GO BIG, GIVE BIG AND FEEL GOOD!

- 1 **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.
- 2 **EMPOWER YOUR PUPILS**
Red Nose Day is a great opportunity to let your pupils take the reins. Download our handy school council guide at comicrelief.com/primary and watch out for some special school council comms!
- 3 **SHOUT ABOUT IT**
Download posters from comicrelief.com/resources and pop them up, send out emails, tell everyone you see – anything to promote your fundraising events and drum up donations.
- 4 **Go SoCIAL**
Share your fundraising on social media, tagging [@comicrelief](https://twitter.com/comicrelief) on LinkedIn, Instagram, Facebook or TikTok with [#RedNoseDay](https://twitter.com/RedNoseDay).
- 5 **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
- 6 **SHARE YOUR STORY**
We'd love to see what our brilliant supporters 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](https://twitter.com/comicrelief) [#RedNoseDay](https://twitter.com/RedNoseDay) or by email at fundraising@comicrelief.com

THIS YEAR'S NOSES ARE THE 'BEST OF THE BEST'!

To celebrate 40 years of Comic Relief, we're bringing back a favourite Red Nose from each decade. There are four classic Red Noses to collect and if you're lucky, you could even get our Rare Ruby Nose – a sparkling addition to our original line-up. This year, get your Noses for Schools multipack, an assortment of 30 Red Noses inspired by designs from the past 40 years. Make sure to visit comicrelief.com/shop



WILL YOU FIND OUR RARE RUBY RED NOSE?

RED BLUE PETER



This **Friday 21 March** Blue Peter will be helping us to celebrate 40 years of doing something funny for money, and in true Blue Peter style, they are going BIG. As well as turning RED, expect show stopping performances, presenter challenges, a special retro Red Nose Day cake recipe (here's one they made earlier), plus they'll be celebrating Billy's challenge and looking back over the past 40 years. Amazing!!

You can get involved with Blue Peter's celebration by sharing your fabulous fundraising plans. We would especially like to hear from you if your school is planning on holding a Billy-inspired challenge, for a very special segment on their Red Nose Day show. Simply email schools@comicrelief.com



YOUR DIGITAL TOOLS

We've gone BIG with everything you need to give big and feel good through your fundraising. So let's get the party started! You're officially invited to get all the goodies you need — from bunting and cake labels to email banners, quiz packs and more, there's plenty to help you get set to fundraise at comicrelief.com/resources



FABULOUS FUNDRAISERS

Together, we've been going big, giving big and feeling good with Comic Relief for 40 years. And this Red Nose Day, we've got lots to celebrate.

You, the Great British public, have raised a whopping £1.6billion to support over 100 million people across the world and here in the UK. With your support, we're able to keep mobile food clubs on the road, stock multibanks with anything from beds to breakfast, help communities to prevent HIV/AIDS, get children living tough lives onto sports fields for kickabouts that will kickstart their confidence – and give refugees and people living on the streets a warm welcome in temporary homes and new communities.

Thank you. You're the best.



FUNDRAISER SPOTLIGHT

"EMBRACING THE WONDERFUL OPPORTUNITIES THAT COMIC RELIEF OFFERS BROUGHT US LOSER TOGETHER AS STAFF AND HELPED US PRIORITISE WHAT WAS REALLY IMPORTANT AND WHAT SORT OF SCHOOL WE WANTED TO BE. IT GAVE THE CHILDREN A VOICE AND STRENGTHENED THEIR CONFIDENCE, SELF-ESTEEM AND SENSE OF PRIDE, IT FORGED LINKS WITH THE LOCAL COMMUNITY THAT STILL ENDURE 10 YEARS LATER, IT INSPIRED MORE AND MORE CREATIVE WAYS TO HELP OTHERS AND, IN THE END, IT JUST GAVE US ALL PERMISSION TO BE A BIT SILLY AND HAVE SOME FUN, WHICH IS NEVER A BAD THING!"

St Gregory's CEVC Primary School organised a day of teacher vs pupil Gladiators-style challenges, raising a champion **£444!**

COMIC RELIEF RED NOSE DAY THE NOSEYS 2025

Roll out the red carpet, it's time for The Nosey Awards 2025!

Once again, Comic Relief will be handing out some fabulous awards to the **top Red Nose Day fundraisers**. It's our way of giving a BIG thank you for the incredible effort that goes into fundraising for Red Nose Day.

The Nosey Award categories are:

- * The **Lenny Award** for those legendary supporters who go above and beyond
- * The **Solo Superstar Award** for amazing individuals going big in their fundraising
- * The **Dream Team Award** for brilliant groups of fundraisers coming together to make a difference
- * The **Class Act Award** for those who lead the way in school fundraising
- * The **Rising Star Award** for our youngest fundraisers
- * New for 2025, and marking Comic Relief's big 4-0, is the **Ruby Star Award** which will honour those who have really shown loyalty and dedication to Comic Relief over the last 40 years.



FUNDRAISER SPOTLIGHT

THE NOSEY AWARDS CLASS ACT WINNERS 2024 BANSTEAD COMMUNITY JUNIOR SCHOOL

Banstead Community Junior School have been loyal supporters of Red Nose Day since 2009, raising an incredible **£14,000**. Over the years they've organised an epic array of activities, including pupil and staff Colour Runs, chopstick jelly-eating contests, slime gunking, staff rap tournaments, guess the baby competitions and their infamous Big Copper Challenge - laying out 1p and 2p coins to see which class can create the longest line. Fundraising legends!

COULD YOU BE OUR NEXT WINNER?

This year, we could be celebrating you and your school! Find out more at comicrelief.com/awards

HOW YOUR MONEY MAKES A DIFFERENCE

The money you raise means that, together, we can keep supporting projects in the UK and across the world that help children to be happier, families stronger, women safer, communities prouder and millions of live fairer.

Zanecty, 13, lives in Nairobi, Kenya. When she was born, her parents knew she had a disability. Unfortunately, it took years to fully understand the impact and her parents were given very little knowledge or support.

Children with disabilities in Kenya are amongst the most vulnerable in the country, due to discrimination and a lack of support and services. They are more likely to experience violence and less likely to be enrolled in school.

Zanecty's parents were determined for her to have a brighter future. When she turned three, they found a school that provided extra support for children with disabilities, but it came at a cost, putting huge pressure on the family.

Zanecty's parents had to look elsewhere and found a public school which transformed her life. The school assessed her needs and referred her to **The Action Foundation, a Comic Relief funded project.**

The project improves enrolment, and retention, in early education for children with disabilities living in extreme poverty in Nairobi. **The project has made a transformational difference to Zanecty.**

When Zanecty started school, she could not sit, walk, speak or hold a pen. **Her development has since soared** and she is now able to do all of these confidently, can help with household chores and is walking to school with her friends. Not only is The Action Foundation helping Zanecty fulfil her potential, they also provide ongoing support to her teachers and parents, improving their understanding and confidence.

"SINCE STARTING THERAPY, SHE HAS MADE BIG STRIDES IN SCHOOL AND AT HOME, BOTH ACADEMICALLY AND SOCIALLY. SHE MAKES FRIENDS VERY FAST, BOTH CHILDREN AND GROWNUPS, WHICH HAS MADE HER A NEIGHBOURHOOD FAVOURITE."

Lena - Zanecty's Mum



LEARNING RESOURCES

Let's get serious about being silly for a minute. As well as being loads of fun, Red Nose Day can help your pupils learn too. To find out more about the people and projects you'll be helping, and to engage your pupils in purposeful learning, you'll find **KS1 and KS2 resources**, including a **short video** all about the impact of your fundraising, plus **assemblies, curriculum linked activities and loads more** at comicroelief.com/primary



BUILDING THE SCHOOL OF THE FUTURE

Build THE Change

As Comic Relief celebrates its 40th birthday, we're looking back at how much the world has changed over the last 40 years. And it's got us thinking... what might the world look like in another 40 years?

This year, as part of a Playful Schools challenge, the LEGO Group's Build the Change team and Comic Relief are asking children across the country to think about what your school might be like in 2064, and how things could've changed for the better.

Think big – what could playtime look like in 40 years? How would your classrooms have changed in all that time? How could lessons be taught so that everyone could learn in the way that works best for them?

The challenge is simple:

1. Ask your pupils to design a school of the future using LEGO® bricks, pens and pencils or whatever supplies they have.
2. Upload their design.
3. Save their design using first name, last name initial and age e.g 'Len H 9'
4. Send their design to us at LEGO@comicrelief.com

Every design entered will give you automatic entry into a draw with the chance to win one of 40 LEGO kits for your school.

One lucky overall winner, chosen by our expert judges, will also receive a cash prize for their school, as well as a Build the Change LEGO kit!

The competition will open at 09.00 on 6 February 2025 and will close at 23.59 on 6 May 2025. This competition is open to all UK residents between the age of 5 and 12.

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FIND OUT MORE

For more information about this year's Build The Change competition, including full T&Cs, fun video content and details of the fantastic prizes on offer visit comicrelief.com/lego



WAYS TO PAY IN



It's quick and easy to collect and pay in the money you raise.

JUSTGIVING

Activate the JustGiving page that was set up when you registered – you'll find the activation link in your registration email.
Share your unique JustGiving link or QR code 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 need a sponsorship form you can print them out at comicrelief.com/resources, then 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.

PARENTPAY

Go to comicrelief.com/parentpay to get set up.
Collect donations through your account page using your unique link, then ParentPay will send the money direct to us.

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

AT A BANK

Download your giro from 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

Download your giro from comicrelief.com/giro-request
Send your giro, cheque(s) and completed sponsorship form(s) to the address below.

Red Nose Day 2025 Primary Schools, PO Box 12635, Colchester, CO7 5AN
Please make cheques payable to **Red Nose Day 2025 Primary Schools**

giftaid it

Remember, we can only claim Gift Aid on offline donations if you send in your sponsorship forms. **Get yours at comicrelief.com/resources**

MARY BERRY'S RED VELVET CAKE

Get red-dy for Red Nose Day with an impressive but easy red velvet cake from the baking queen Dame Mary Berry. It's so simple, even a complete beginner can knock it together.

Preparation time: 30 mins to 1 hour

Cooking time: 25 to 30 mins

Serves: 8

Suitable for vegetarians

INGREDIENTS

For the red velvet cake

- Butter, for greasing
- 250g/9oz plain flour
- 1 tbsp cocoa powder
- 2 tsp baking powder
- 1 tsp bicarbonate of soda
- 250g/9oz light muscovado sugar
- 200ml/1/3 pint buttermilk
- 150ml/1/4 pint sunflower oil
- 2 tsp vanilla extract
- 1 tbsp red food colouring gel or about 1/4 tsp food colouring paste
- 2 large free-range eggs
- 8 white chocolate truffle balls, to decorate

For the buttercream icing

- 250g/9oz butter, softened
- 2 tsp vanilla extract
- 300g/10 1/2oz icing sugar
- 250g/9oz full-fat mascarpone

For cake labels, bunting and more go to comicrelief.com/resources



METHOD

1. Preheat the oven to 180C/160C Fan/Gas 4. Grease two 20cm/8in sandwich tins and line the bases with baking paper.
2. Measure the flour, cocoa powder, baking powder, bicarbonate of soda and sugar into a bowl and mix well.
3. Mix the buttermilk, oil, vanilla, food colouring and 100ml/3 1/2fl oz water in a jug. Add the eggs and whisk until smooth. Pour the wet ingredients into the dry ingredients and whisk until combined. The mixture should be bright red; it will get a little darker as it cooks. If it's not as vivid as you'd like, add a touch more colouring.
4. Divide the mixture evenly between the two prepared tins and level the surfaces. Bake for about 25–30 minutes, or until well risen and shrinking away from the sides of the tins. Cool in the tins for 10 minutes, then turn out, peel off the paper and leave to cool completely on a wire rack.
5. To make the buttercream icing, place the soft butter and vanilla extract in a large bowl and sift in half the icing sugar. Mix with an electric whisk until smooth. Sift in the remaining icing sugar and mix again. Add the mascarpone to the bowl and gently stir with a spatula (don't beat with a whisk as it may split). Put a fluted nozzle in a piping bag and spoon about 150g/5 1/2oz of the buttercream into the bag.
6. To assemble the cake, sit one of the sponges on a cake plate and spread one-third of the buttercream over the cake, then sit the other cake on top. Ice the cake by first spreading a thin layer of icing – a crumb coat – over the whole cake before chilling for 30 minutes.
7. Pile the remaining icing from the bowl on top and spread it with a palette knife over the top and around the edges to completely cover the cake. Make sure that the icing is smooth around the edges before starting to create lines up the sides. Make wide lines up the sides and swirl the top.
8. Use the reserved buttercream in the piping bag to pipe a rope design around the edge of the top of the cake. To do this, start at the edge of the cake and pipe continuous swirls of icing overlapping each swirl as you pipe around the edge of the cake. Decorate with the chocolate truffles to finish.

TOP TIPS

- Use a professional food colouring paste, if you can, as a natural liquid colouring won't work and may even turn the sponge green.
- The sponges can be made up to 3 days ahead and will stay moist if wrapped in cling film or eco wrap. You can freeze the cakes un-iced.
- To make your Chocolate Truffle 'Noses' Red, coat the chocolate balls in red edible glitter or luster.

CHECKLIST

- Decide on your fundraising activity**, whether you go big with a bake sale, set an epic challenge or don your fancy dress, do your something funny for money this Red Nose Day and help people get the support they need.
- Activate your JustGiving page** by clicking the link in the email you received when you registered for Red Nose Day.
- Get everything you need to join the party**, from extra posters and bunting to curriculum linked learning resources, at comicrelief.com/resources
- Order your Red Nose Day school multipack** at comicrelief.com/shop
- Shout about 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** at comicrelief.com/pay-in
- Settle in** for a night full of funny for Red Nose Day on **Friday 21 March**.

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.

Thank you - your school is incredible!



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