

YOUR RED NOSE DAY FUNDRAISING GUIDE

# EGELEBIATE 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, it'll 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 you're inspired to join the **big birthday bake**, take on an epic challenge or dust off your retro fancy dress outfits and party like it's 1985, you'll be doing something amazing to help people get the support they need.

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







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# TIE BIE 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 friends, neighbours and family 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 in 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.

Ready, set... bake!



#### 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 friends, team mates, neighbours or your family to a bake off
- \* Raffle off your beautiful bakes
- \* Go BIG and sell tickets to your very own Red Nose Day birthday party (who doesn't miss the days of pass the parcel, musical statues and party bags?!)

#### WANT MORE?

Get your hands on our exclusive **Red Nose Day Bake Kit** stuffed full of baking goodies 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



For Red Nose Day 2024 best friends
Jess and Aliyah made some seriously
impressive cakes and sold them at
their very own bake sale, raising over
£70 for Comic Relief! Thank you for
being baking superstars!

## TAKE ON THE CHALLENGE: JUITEUW 31LLY

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 allround 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!

#### GET SPONSORED TO:

- \* Challenge yourself to a 'try-athlon' and 'try' three completely new physical challenges rock climbing, agua aerobics and ultimate frisbee, anyone?!
- \* Set a Billy-themed distance and take it on in-person or virtually as a group - can you complete the gruelling cycle, swim or run collectively as a team?
- \* Go BIG and take on an individual epic endurance challenge to really get those donations rolling in.
- \* 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.



## 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 and QR code stickers in this pack to collect donations for your challenge.

## MORE FABULOUS FUNDRAISING IDEAS

#### RETRO FAN(Y DRESS

Celebrate 40 years of doing good by dressing up in your best nostalgic outfits in return for a donation. Think leg warmers from the 80s, grunge from the 90s, or double denim from the 00s. Pick your own retro style, the wilder the better! Or keep it simple, and dress red from head to toe... just don't forget your Red Nose from comicrelief.com/shop



Think you nose it all? Put your brain cells to the test with Alexander Armstrong'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. 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.





#### 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. Plus a celebratory Cupcake Nose, exclusive to our Collector Pack. Well, it wouldn't be a birthday without cake. Why not try to get your hands on all five? And if you're lucky, you could even get our Rare Ruby Nose - a sparkling addition to our classic line-up.

Make sure to visit the official home of the Red Nose, via amazon.co.uk/comicrelief2025 or comicrelief.com/shop



WILL YOU FIND OUR RARE RUBY RED NOSE?



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



#### 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.



#### ADD TO YOUR JUSTGIVING PAGE

People give to people, so make people care about your fundraising by adding a photo and changing the description on your JustGiving page.



#### MAKE A WEEK OF IT

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



#### SHOUTABOUTIT

Put up the posters in this pack, send out emails, tell everyone you see anything to promote your fundraising events and drum up donations.



#### 40 SO(IAL

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

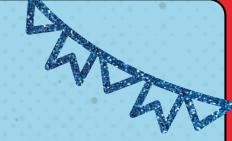
We love seeing what our brilliant supporters get up to. You never know, you could end up in the Red Nose Day spotlight. So send over your story online at comicrelief.com/shareyourstory, on social media @comicrelief #RedNoseDay, or by email at fundraising@comicrelief.com

## DRESS THE PART

For Red Noses, head to the official home of the Red Nose amazon.co.uk/comicrelief2025 and shop your fave chari-tees instore and online at tkmaxx.com, or grab both at comicrelief.com/shop



## GET 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



## GET YOUR 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



## GO BIG WITH BLUEY!

#### **Red Nose Day Bluey Party Pack**

Get your Red Nose Day Bluey Party Pack, crammed full of Bluey bunting, stickers and more, plus some very special duck cake toppers at comicrelief.com/shop





## **FABULOUS**

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

"WE'VE HAD SOME HILARIOUS ACTIVITIES WHICH HAVE BOUGHT SMILES TO THE FACES OF THOUSANDS WITH THE BIGGEST AMOUNT OF JOY, SPARKLE AND GOOD HUMOUR."

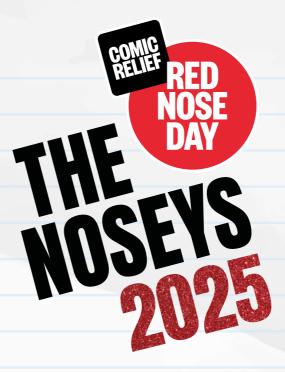


Rock Choir have supported Comic Relief for over a decade. Each year their amazing 33,000 members come together to have fun and raise money for Comic Relief.

They have organised surprise singing flash mobs, arranged bake sales, hosted fun quizzes, dressed up, put on cocktail making nights, arranged 24hr sing-athons and even streamed live concerts.

For Red Nose Day 2024 Comic Relief were the official charity for their national 'You're the Voice' UK tour, raising almost £45,000!

Thank you Rock Choir for being incredible.



#### 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.



Last year's Lenny Award winner was the amazing Rae, who defied all the odds after a cycling accident left him paralysed from the neck down. Rae learned how to walk again and, over the years, has been using the power of movement to raise funds for Comic Relief.

For Red Nose Day 2024 he went above and beyond, organising a 12-hour spin-athon in his local leisure centre, raising an amazing £4,084! Rae was presented his trophy live during the Red Nose Day show by Sir Lenny Henry himself!

Thank you for being amazing Rae!



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

## HOW YOUR MONEY MANUES 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 lives fairer.

Faz has lived in the UK for more than 45 years, but when he was uprooted from his life and job, things started to unravel. At his lowest, he was referred to The Booth Centre in Manchester, which Comic Relief helped fund, where staff helped him find temporary accommodation and showed him that, "if you fall down, they're there to pick you up."

Faz is now volunteering there, because he wants to give back to help people from all backgrounds who've ended up among the growing numbers of people in the UK sleeping on the streets, or as part of the hidden homeless population. Each morning, he and the rest of the dedicated team open the doors and welcome people in for food, warmth, advice and the practical support they need to turn their own lives around.

The Booth Centre is a day centre that offers advice, activities and support to homeless people in Greater Manchester. Comic Relief funding has helped the The Booth Centre to support people to find and keep secure homes.

Amazing fundraisers, just like you, could support people like Faz, and projects like The Booth Centre, to make a huge difference to people in the UK impacted by homelessness.

So together let's go big, give big, and feel good this Red Nose Day, because the money we raise will support projects that can help make people's lives better.

"IT'S AN OPEN-DOOR POLICY. YOU'RE FA(ED WITH A SMILE AND WEL(OME, WHI(H BRINGS DOWN EVERY BARRIER IN THE BOOK."



## FIND OUT MORE

For more information about the amazing projects your money could help fund, go to comicrelief.com/ what-your-money-does

could provide a day of meals and activities for a child during school holidays in the UK.

with employability skills, helping them find long-term

could help to provide

a young person living

in poverty in Zambia

independence.



£200 could establish a peer support group for a kinship carer to gain a local support network and companionship in the UK.



## WAYS TO PAY IN



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

JUSTGIVING

Set up your own Red Nose Day Just Giving 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.

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.

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

AT A BANK

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

Take your giro, cash and/or 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 a pay-in slip at comicrelief.com/resources

Send your pay-in slip, along with your cheque(s) and completed sponsorship form(s) to the address below.

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

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





#### THIS YEAR'S RED 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 - from the 80's, 90's, Noughties and 2010's. Why not try to get your hands on all four? And if you're lucky, you could even get our Rare Ruby Nose - a sparkling addition to our classic line-up.

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/comicrelief2025 and comicrelief.com/shop

WILL YOU FIND OUR RARE RUBY RED NOSE?



Individual Nose: £2.50 with at least £1.50 to Comic Relief Collector Pack: £12 with at least £7 to Comic Relief



Our fantastic Collector Pack is back, and this time includes a celebratory Cupcake Nose. Well, it wouldn't be a birthday without cake! So, collect all 4 Red Noses, plus this very special cupcake character, to celebrate our 40th birthday in style.

amazon



## OUR WONDERFUL PARTNERS-

#### Sainsbury's

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 to ensure communities have improved access to balanced, nutritional, and sustainable food sources now and in the future.

#### **British Airways**



Thanks to the generosity of British Airways colleagues and customers, Flying Start has raised over £30m 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 fundraising Champions going above and beyond to help give children and young people in the UK and internationally a Flying Start in life.

#### **Holland & Barrett**



We're excited to team up once again with Holland & Barrett for Red Nose Day 2025! This year, we're putting the "fun" in fundraising as we work together to make health and wellness accessible to everyone, everywhere. Whether you're shopping online or in-store, you'll have the chance to donate and make a difference. Plus, keep an eye out for Holland & Barrett's specially selected products that donate to Comic Relief with every purchase. Let's laugh, give, and create a world where wellness becomes a way of life for all.

#### **Maltesers**



Maltesers has been raising money for Comic Relief since 2011, and we're immensely proud of partnership. For the last four years our joint focus has been on helping women build resilience by laughing together through the tough stuff. Our partnership in 2025 will continue that work, with the aim of working towards a future where women no longer face injustice.

#### **Babybel**

Our wonderfully cheesy partners Babybel are back for another Red Nose Day and will be donating £150,000 to Comic Relief. Purchase a promotional pack and visit www.babybel.co.uk/comic-relief to join the goodness.

#### The LEGO Group



We're so excited to be teaming up with the LEGO Group's Build the Change programme for the fourth year running. This collaboration is all about children getting creative and learning through play. Comic Relief turns 40 in 2025, so this year we're asking kids to think about what schools could look like in 40 years, and how the world might have changed for the better by 2064!

#### The Quarto Group





#### GET RED-DY FOR RED NOSE DAY

To celebrate a whopping 20 years of chari-tees, our wonderful partners TK Maxx are helping us bring back seven amazing collaborations. This is a line-up like no other, featuring Aardman, Charlie Mackesy, Disney, Mr. Men Little Miss, Peter Blake, Rachel Joy and Rankin.

Every product sold supports 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 your fave designs in TK Maxx stores and online at **tkmaxx.com** and comicrelief.com/shop





**ADULT T-SHIRTS** 

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

**ADULT SWEATSHIRTS** 

£24.99 with at least £10 to Comic Relief

**KIDS T-SHIRTS** 

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















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

#### SHOP YOUR FAVE DESIGNS

Discover the full line-up instore at TK Maxx and Homesense



HOME SENSE

or stock up online at tkmaxx.com



WATER BOTTLES (8 DESIGNS) £9.99 each, with at least £3 to Comic Relief



**NOTEBOOKS (9 DESIGNS)** £6.99 each, with at least £2 to Comic Relief



**MUGS (7 DESIGNS)** £4.99 each, with at least £1.50 to Comic Relief







**POUCHES (8 DESIGNS)** £7.99 each, with at least £2 to Comic Relief



**ADULT APRONS (2 DESIGNS)** £12.99 each, with at least £5 to Comic Relief



**TOTE BAGS (8 DESIGNS)** £7.99 each, with at least £2 to Comic Relief

#### EX(LUSIVE RED NOSE DAY RANGE!

This Red Nose Day, keep the party going and get your hands on this exclusive range of pin badges, bucket hats, dog bandanas and more. There's even a retro Red Nose plushie - with its own hair! A donation from each product sold will go to Comic Relief to help tackle some of the urgent problems faced by people across the world, including here in the UK. To find out more about the range, head to amazon.co.uk/comicrelief2025 and comicrelief.com/shop





REVERSIBLE BUCKET HATS (2 DESIGNS) **Adults and Kids sizes** £10 each with at least £5 to Comic Relief



**DOG BANDANA (2 SIZES)** £7 each, with at least £5 to Comic Relief



PIN BADGES (4 PACK VARIETIES) £5 per pack, with at least £3 to Comic Relief



PLUSHIE £12 each, with at least £7 to Comic Relief



**iPHONE CASES (2 DESIGNS & 4 SIZES)** £8 each, with at least £4 to Comic Relief



**UMBRELLA** £11 each, with at least £6 to Comic Relief

## MARY BERRY'S

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/½ 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/10½oz icing sugar
- 250g/9oz full-fat mascarpone



For cake labels, bunting and more go to

comicrelief.com/fundraising



- 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/3½fl 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/5½oz 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
- 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.

- 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.





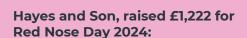












"I'VE ALWAYS BEEN A FAN OF
RED NOSE DAY — (OMI( RELIEF
SUPPORTS SO MANY GREAT (AUSES AT
HOME AND ABROAD. WE LOVE BEING
PART OF THAT, WE (OULDN'T NOT,
AND NOW OUR (USTOMERS REALLY
LOOK FORWARD TO IT EVERY YEAR."

Unite in Fitness, raised £400 for Red Nose Day 2024:

"RED NOSE DAY IS SO IN(LUSIVE, YOU (AN GET INVOLVED WHETHER YOU ARE EIGHT OR 80. IT'S SOMETHING THAT APPEALS TO ALL GENERATIONS AND WE ARE LOOKING FORWARD TO BEING A PART OF IT."



#### THERE'S MORE WHERE THAT (AME FROM

You'll find loads more free tips, tools and fun stuff at comicrelief.com/fundraising







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