

# YOUR

# RED NOSE DAY

## FUNDRAISING GUIDE



COMIC  
RELIEF

**RED  
NOSE  
DAY**

**FRIDAY 20 MARCH**

# TAKE YOURSELF FONNY FOR MONEY!

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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 delighted you'll be joining in the fun.

Whether you shake up your bake sale, take on an epically silly challenge, or simply don scarlet socks and a Red Nose, you'll be helping to support incredible local organisations 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, 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](http://www.disney.com)



# IDEAS FOR FUNDRAISING



## BAKE YOURSELF FUNNY FOR MONEY

Shake up your bake sale by asking everyone to create a self-portrait cake or render a famous face in biscuit form.

From tasty Lionel Rich Teas to Greg James-ie dodgers or a Taylor Swifts roll, the base can be bought or baked. Then it's all in the eye-cing.

You'll find a special Red Nose Day recipe from Jane Dunn, as well as cake labels, bunting and more at [comicrelief.com/resources](http://comicrelief.com/resources)

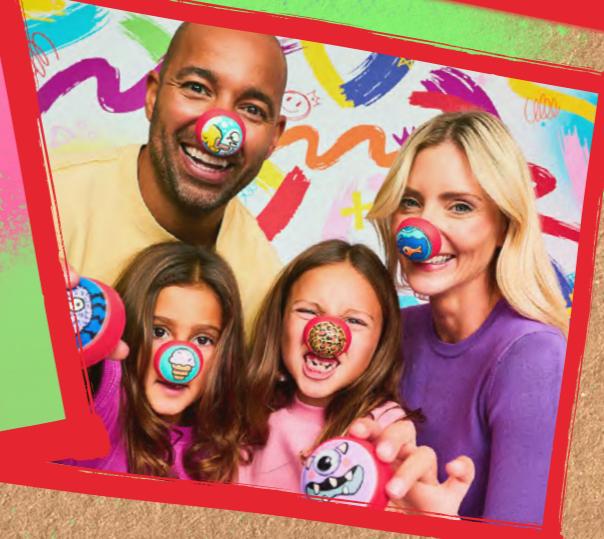
## WIN JANE DUNN'S RECIPE BOOK

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](http://comicrelief.com/bake-competition)



## 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 everyone to pay to get involved or sell tickets to your own Taskmaster show. For everything you need and the chance to buy your limited-edition Red Nose Day Taskmaster Kit head to [comicrelief.com/taskmaster](http://comicrelief.com/taskmaster)



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

## TOUR DE FARCE

Go for comedy gold! Prepare to bring some serious Olympic prowess to your fundraising, with a large side of silly. Get 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 sell tickets to watch the mayhem unfold.

## RED TO TOE

Calling all trend-setters and snappy dressers. Give your day extra oomph by wearing your 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).



## LET'S GET QUIZZICAL!

Think you Nose it all? Put your brain cells to the test with Susan Calman's Big Red Nose Day quiz at [comicrelief.com/quiz](http://comicrelief.com/quiz). Host a pay-to-play 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.

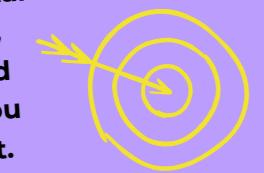
## SPREAD THE WORD

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 photos and stories @comicrelief with **#RedNoseDay**

# 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 \*

Seven days of sidesplitting fun, what could be better? Plan a week of Red Nose fun, or sprinkle activities across the week 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 community – it will all help to promote your fundraising and drum up donations. Get everything you need at [comicrelief.com/resources](http://comicrelief.com/resources)

## SHARE YOUR STORY

We love seeing what you brilliant bunch get up to. And you never know, you could end up in the Red Nose Day spotlight. Send over your story online at [comicrelief.com/shareyourstory](http://comicrelief.com/shareyourstory) on social media @comicrelief #RedNoseDay or by email at [fundraising@comicrelief.com](mailto:fundraising@comicrelief.com)

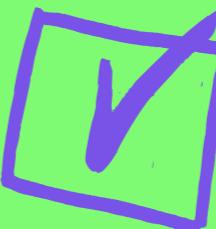
## GO SOCIAL

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](http://comicrelief.com/dos-and-donts)



# 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](http://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 X X X X

## FUNDRAISER SPOTLIGHT

At 73, David took on his first Red Nose Day challenge, juggling – that's juggling while jogging - on his local high street, and raised over £1,000!

David took up the unusual sport in his 60s when his regular running routine began to leave him with injuries. He has since become a popular fixture in his local community.

David says, "Comic Relief is a day to help others and it was lovely to feel a part of this huge team all working together. I'm grateful to everyone who donated."



## 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

### THE LENNY AWARD

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

### SPORTY STAR AWARD

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

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.

## LENNY AWARD WINNER 2025: RON HAYES AND SON

This hardware store has been supporting Comic Relief with their hilarious fancy dress fundraisers since 2009. They've dressed themselves as various movie and TV show characters. They have decorated their shop and hand built everything from a full Dalek and Tardis to a jet plane and more.

Over the last 15 years their annual Red Nose Day antics have raised over £10,000 and have become a real talk of the village. The joy they bring to their community means their impact goes far beyond the brilliant funds they raise.



Could you be our next winner?  
This year, we could be celebrating you.  
Find out more and send a nomination at  
[comicrelief.com/awards](http://comicrelief.com/awards)

# HOW YOUR MONEY MAKES A DIFFERENCE

Bringing the Middleton community in Rochdale together, the **Lighthouse Project** supports families to feed their children, save money to meet household bills, and help people feel less alone.

The Lighthouse Project is seeing more people turn to them as rising costs push them to the breaking point.

**"I never thought I'd need to ask for help. I never thought I'd be in a situation like this."**

Comic Relief funding means the Lighthouse Project can keep its doors open when people need it most. Inside, people are able to find food they can afford and someone who will listen.

**"This is the place I will run to... It makes me feel safe."**

For many, The Lighthouse Project is more than just practical help; it's stability.

**"I know that when I walk through that door, I've got someone to talk to."**

Trustee Carl founded the Lighthouse Project to give his community somewhere to turn. Today, supporters like you make that possible.



**"THIS IS WHAT SUPPORT LOOKS LIKE WHEN A COMMUNITY COMES TOGETHER."**

Carl, Trustee and founder of the Lighthouse Project



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.

You can also snap up a collector pack of five Noses, with two Design-Yer Noses, plus one classic Red Nose and two surprise Noses designed exclusively by Mr Doodle. Because looking silly for a day, goes a long way.

Make sure to visit Amazon, the official home of the Red Nose via [amazon.co.uk/comicrelief](http://amazon.co.uk/comicrelief) or [comicrelief.com/shop](http://comicrelief.com/shop)

## amazon MR DOODLE!



© Disney. Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard. [www.disney.com](http://www.disney.com)

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](http://tkmaxx.com) or [comicrelief.com/shop](http://comicrelief.com/shop)



HOME  
SENSE



# WAYS TO PAY IN YOUR FUNDRAISING

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

## JUSTGIVING

Set up your Red Nose Day JustGiving page when you register at: [comicrelief.com/register](https://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](https://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](https://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](https://comicrelief.com/resources)

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

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

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

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



# 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](https://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](https://comicrelief.com/resources)

## GET YOUR NOSES

Order your Red Noses from [amazon.co.uk/comicrelief](https://amazon.co.uk/comicrelief) or [comicrelief.com/shop](https://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](https://comicrelief.com/shareyourstory)

## PAY IN YOUR MONEY

Visit [comicrelief.com/pay-in](https://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.**

# 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](http://amazon.co.uk/comicrelief) or [comicrelief.com/shop](http://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](http://tkmaxx.com) and [comicrelief.com/shop](http://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



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## 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.



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?

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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](http://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](http://comicrelief.com/resources)

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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.