

YOUR LITTLE GUIDE TO

BIG

FUNDRAISING



LET'S DO THIS

Your journey to powerful fun'raising starts here.

Need some inspiration? Well look no further...

This little guide to big fundraising is packed full of everything you need to make this Red Nose Day bigger, better and redder than ever. Whether cake baking's your bag, or marathon running's more up your street, we're here to help you turn those pennies into pounds.

Be creative, be daring, or just be silly, and this Red Nose Day you'll help make the world a better place.

Thanks to our brilliant models and fundraisers for bringing this pack to life. Just so you know, all the photos were taken following social distancing guidance at the time.



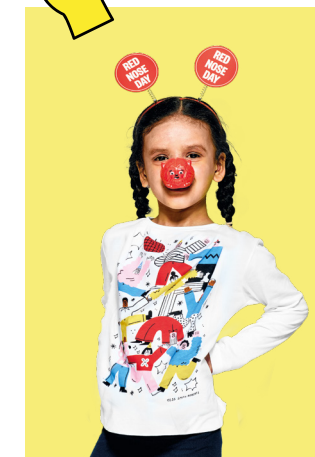
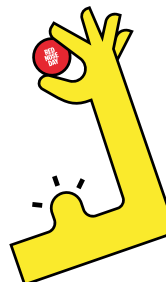
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THE BIG RED NOSE DAY GET TOGETHER

This Red Nose Day, people up and down the UK are rounding up their friends and family for some well deserved fun.

Get together for tea and cake, plan a big picnic, or even go all out with a good old-fashioned fête – complete with pay-to-play welly wanging, hoopla and a coconut shy.

Pick one idea or go for them all. Whatever you do, big or small, you can make a difference. So sell tickets, collect donations and let the fun commence!



Bake a difference

Bake it, fake it or just pay to eat lots of tasty treats. Get selling your creations to turn delicious bakes into serious dough.

Cook up a family favourite or try one of the Red Nose Day recipes you'll find on the card in this pack or online at comicrelief.com/recipes

Donate to dress up

Get together with your friends and family to dress up on Friday 18 March. Whether it's a fancy dress party, a full-on fashion show or a sponsored 'who-can-wear-the-most-red?' challenge, there are plenty of ways to turn your finery into funds.

Always stay safe

Remember to follow current government guidelines on social distancing in your area. For our tips on adapting to a virtual event, check out comicrelief.com/covid-safe

Master crafter

Get making and turn your creativity into cash. Whether you're an artist, a knitter, a jeweller or a candle-maker, set up a stall and sell your creations.

Get quizzical

Test out your brain cells with our free quiz at comicrelief.com/quiz. Collect donations for a coffee morning challenge, or sell tickets for an evening do and set up a snack bar on the side to bring in extra cash.

Games night

Jump on the board game bandwagon and host a games night, asking everyone to pay to play. You could even explore your livestreaming options and run an online gaming session, collecting donations as you go.

Classic raffle

Ask friends, family and local businesses to donate prizes, then sell tickets in the week leading up to Red Nose Day – just don't forget to check out our raffle rules at comicrelief.com/raffle before you get started.

FUNDRAISE WITH FLAIR



Embrace Red Nose Day in style with our magnificent merch. From Red Noses to T-shirts and tote bags to notebooks and aprons – take your pick from the brochure in this pack and get ordering at comicrelief.com/shop



TAKE ON A CHALLENGE

Be inspired by our celebrity supporters and take on your own sponsored challenge. Whether you choose to do something you love or try something new, collect sponsorship and go all out to smash your target.

Collect your sponsorship money the easy way by setting up a JustGiving page at comicroelief.com/justgiving

Go the distance

Walk, run, cycle or pogo stick the miles away – individually, in a relay or as a team. Whether it's 2, 20 or 200 miles, set yourself a target and see how far you can go.

Put the hours in

Don't stop 'til you get enough! Turn your passion into a fundraiser by dancing, knitting, reading, keepy-uppy-ing (or doing whatever you do best) for as long as you can. Could you even keep going for a whole 24 hours?

Do it right

To help keep your fundraising safe, legal and considerate, we've put together a few simple dos and don'ts. Take a look at comicroelief.com/dos-and-donts



Red Nose and spoon race

Follow in the footsteps of our celebrity Red Nose and spoon teams and hold your own Red Nose and spoon event.

It doesn't matter how you do it – get creative with dress-up, obstacles and forfeits – just don't drop that Nose!

Tune in

Follow our celebrity Red Nose and Spoon Race on The One Show at 7pm on BBC One in March.

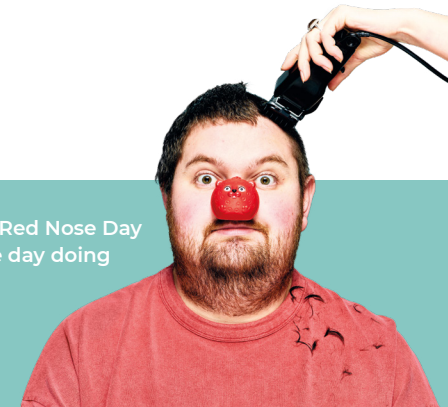
Out-there ideas

When it comes to Red Nose Day no idea is too weird or wonderful – so why not let yourself go? From head shaving to chocolate waiving, body waxing to eyebrow dyeing, this is your chance to show us something we've never seen before.

GOT A BETTER IDEA? GO FOR IT!

The more creative, fun and unique the better – because on Red Nose Day the floor's yours. A team relay in animal costumes? A whole day doing the Macarena to a Beyoncé mega-mix? We love to see it.

Share it with us at comicroelief.com/shareyourstory or on social media @comicroelief #RedNoseDay



TOP TIPS TO RAISE EVEN MORE...

Follow our top tips to knock your fundraising out of the park.

01 Set yourself a fundraising target

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

02 Go cashless

Create a JustGiving page and get your unique QR code at comicroelief.com/justgiving, then share the details and ask everyone to pass them on.

03 Make a week of it

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

04 Shout about it

Put up the poster in this pack to promote your fundraising events on the ground.

05 Be social

Share your plans and photos on social media, with a shout-out to Comic Relief on Twitter, Instagram or Facebook **#RedNoseDay**

06 Make it creative and unique

Let your imagination run wild and dream up an idea that no one will forget in a hurry. Anything is possible!



FUNDRAISING DOWNLOADS

Head over to comicroelief.com/freedownloads to find loads of extra resources for your fundraising.



MEET FRANKIE LONDON



We fight poverty and injustice wherever we find it, across the UK and around the world.

Frankie used to work in the fashion industry, but after experiencing poor mental health her life became challenging. Pregnant with her first child, she found herself without a home and was offered a place in a hostel.

Five years on, Frankie still shares a room in the hostel with her daughter. It's not the life she imagined for herself or her child.

Going to Kitchen Club once a week to prepare and share a hearty lunch has made all the difference. With the help

of Comic Relief funding, Kitchen Club provides vulnerable families with food, nutritional advice, space to play and access to specialist support. The parents get together to help to make a healthy lunch or play with their children, before all gathering to share a meal and enjoy each other's company.

It's a simple thing – but to Frankie it has been a lifeline.

“It's a community – they're like family to me. When I first moved into the hostel I was depressed and scared, but they shook that right out of me.”

How your money helps

£5

could pay to get 20 meals to vulnerable children and families in the UK.

£150

could support five mothers in Kenya for a month of vocational training and help each to start her own local trade or business.

WAYS TO PAY IN



JustGiving

1. Set up a JustGiving page at **comicrelief.com/justgiving**
2. Share the link or QR code by email and on social media.



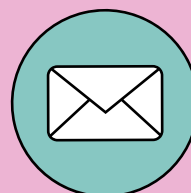
Online

1. Go to **comicrelief.com/pay-in** and pay in with a credit or debit card.
2. Got sponsored? Write the reference number from your pay-in confirmation email in the space at the bottom of your sponsorship form(s).
3. Post your sponsorship form(s) to the address below.



At a bank

1. Fill in the giro attached to the letter in this pack.
2. Take your giro, cash and cheque(s) to any bank.
3. Send your paying-in receipt and sponsorship form(s) to the address below.



By post

1. Fill in the giro attached to the letter in this pack.
2. Send your giro, cheque(s) and sponsorship form(s) to the address below.

**Red Nose Day 2022 (Community),
EY, PO Box 51543, London, SE1 2UG.**

giftaid it

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



"Last year,
I baked brownies
and raised £700.
Thinking about the
people I've helped
makes me feel
really happy."

Tallulah



"Whatever you can
think of, if people
can sponsor you,
you're helping
those around you
most in need."

Andy



"Fundraising for
Red Nose Day was
such an unexpected
buzz. We can't wait
to do it again."

Willow's Mum



"I ran 150k last year,
on my last day,
the whole street
came together and
clapped me on,
it was amazing."

Daisy



"Small amounts,
large amounts,
it all makes a
difference."

Rae



Get kitted out for
your fundraiser
with Red Noses,
T-shirts, deely
boppers and more.

Available at
comicrelief.com/shop

Checklist

Pick your favourite fundraising ideas



Set up a JustGiving page
at comicrelief.com/justgiving



Get kitted up and download fun stuff
at comicrelief.com/fundraise



Rally support and share what
you're up to on social media
with **#RedNoseDay**



Pay your money in and put your feet
up for a classic night of Red Nose TV!



There's more where that came from.

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

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 89 Albert Embankment, London, SE1 7TP.
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