



ALL YOU



NEED



TO GET



RED NOSE DAY



READY



FRIDAY 15 MARCH



CONTENTS

INTRODUCTION

Also known as the next page.

BAKING A DIFFERENCE

Your go-to section for quick and easy cake inspiration.

DRESSING THE PART

All you'll need to raise eyebrows and funds in fancy dress.

PARTYING FOR GOOD

Check out our party pages before deciding how you'll theme yours.

CHALLENGE YOURSELF

Dare yourself silly or sensibly after reading all we've got to say on the subject.

WHERE YOUR MONEY GOES

How Comic Relief makes a genuine impact with the funds you raise.

TIPS AND TOOLS

From ways to increase your total to how to pay it in.

SPONSORSHIP FORM

PAY IN YOUR MONEY

POSTERS

MERCHANDISE



REALLY MAKE A DAY OF IT

Ready to start planning something for Red Nose Day on 15th March? Great. You'll be doing your bit for vulnerable people in the UK and some of the world's poorest communities. Good on you.

This Fundraising Guide has got everything you'll need. Knit socks, bake cupcakes or breakdance (it's your call). This is where to find the tips, tools and inspiration to help your efforts go even further.

Have fun. And remember – everything you do, big or small, adds up to something massive on **RED NOSE DAY**.

Thanks, from the **RED NOSE DAY** team.



BAKING A DIFFERENCE

From classic bake sales to epic bake fails, food's always a tempting way to raise money for Red Nose Day.



“
Almost anything can be
turned into a fundraiser.
So don't hold back!
”

CAKE-TASTIC

Last Red Nose Day, multitasker John not only organised a bake-off complete with judges, he set up a quiz, raffle, sweepstake and hosted a wind orchestra concert – raising a show-stopping **£712**.

JOHN'S TIP

Try not to do everything by yourself. Be brave enough to ask people to help and you'll enjoy it more.

£712



OVEN-READY IDEAS

BAKING COMP A flour-powered pay-to-enter bake off should bring in the crowds and donations.

WORKPLACE PATISSERIE Raising funds at your 9 to 5 will literally be a piece of cake if you have a bake sale.

SAUSAGE ROLL PARTY Bake something different and include dietary options like gluten-free and vegan, so everyone can tuck in.

TOP TIP Use the recipes in this pack and try even more at comicroelief.com/recipes

£310

£310 could pay for a month of language lessons in Serbia for children living in a refugee camp.

The funds you raise can do incredible things.



DRESSING THE PART

Why not dress up or dress down? You could even throw a full-on fancy-dress party.



Available at Sainsbury's
BUY
RED NOSE DAY
DEELEY BOPPERS
TO TOP OFF
YOUR LOOK



Available at TK Maxx
BUY A
RED NOSE DAY
TEE FOR
STATEMENT
STYLE

WEAR IT WELL

MUFTI WORKDAY Enjoy a good dressing-down with colleagues who can pay to take part. Get the boss involved to lead by example.

FANCY-DRESS CONTEST Who'll turn up in the fanciest outfit, perhaps with a red theme? Ask everyone to donate to take part and try to source prizes from local firms.

FRILLSEEKER Get sponsored to wear something outrageous, then strike a pose for social pics – it's all for a fab cause.

TOP TIP Stylize your look with the perfect tee and nose at comicrelief.com/shop

“
Seeing someone else
make a fool of
themselves seems to make
people generous.
”

£1,535

JURASSIC LARK

Elizabeth, Nina and Darren have supported Red Nose Day from the very beginning. As the T-Rex Trotters in 2017, they galloped around Chelmsford racecourse and raised a fantastic **£1,535**.

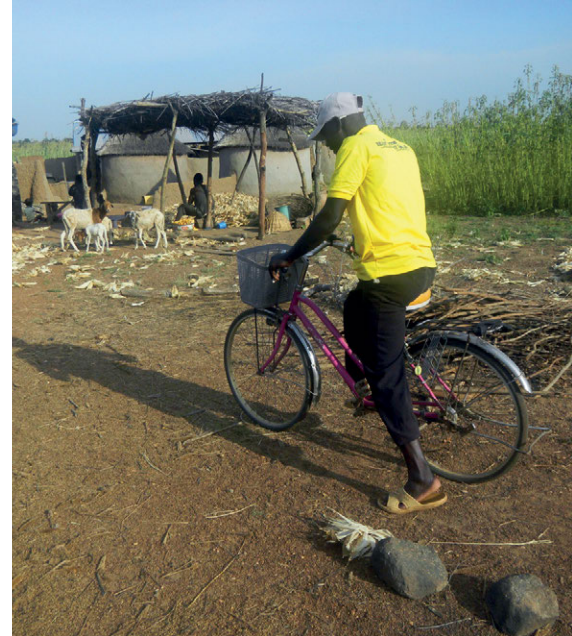
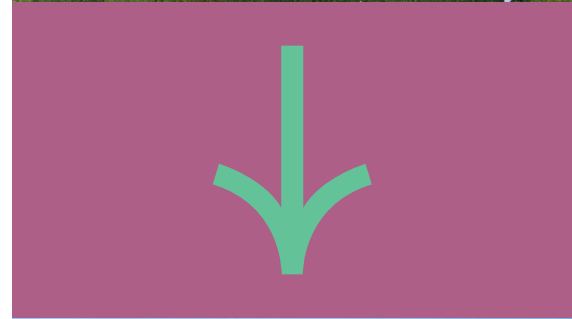
ELIZABETH'S TIP

The more ridiculous you look, the more money you make.

£50

£50 could buy a bicycle to assist community health volunteers deliver critical messages aimed at protecting children from malaria and other serious illnesses in Ghana.

Thanks to your support we can change things.



PARTYING FOR GOOD

Celebrate the ultimate feel-good Friday with family and friends at a Red Nose Day fundraising get together.



SHAKE THINGS UP

GET YOUR MATES OVER Ask them to donate while you offer them nibbles in front of our unmissable night of telly.

LET'S GET QUIZZICAL Download the ready-made quiz from our website (answers included) and make it pay-to-play. comicrelief.com/quiz

MEGA BASH Hire a hall (or sweet-talk the use of one) and stage a talent show, dance-off or comedy night – whatever packs them in.

TOP TIP Sell party refreshments and raise funds with every glass.

“

Every Red Nose Day we find creative new ways our team can get involved.

”

70s DANCE MIX

Last Red Nose Day, Sarah talked 50 colleagues into dressing 70s style and dancing disco style.

SARAH'S TIP

Make sure the activity is FUN and inclusive so everyone can play a role whatever their age, physical strengths or willingness to don a crazy outfit.



£30 could enable an isolated mum in the UK, who is experiencing postnatal depression, to attend a group therapy session to discuss her feelings, develop coping strategies and start to recover.

The funds you raise can do incredible things.



CHALLENGE YOURSELF

Get out of your comfort zone. Take on a challenge and get sponsored for it.



Available at TK Maxx and HomeSense
STAY HYDRATED WITH A LIMITED EDITION RED NOSE DAY WATER BOTTLE

GENERATE A BUZZ

UNFOLLOW Go a week without social media and get sponsored for it. We dare you.

DANCEATHON Get sponsored to dance for 2 or 4 or even 24 hours!

BE A LEGEND Climb something, swim something or even run around something. The choices are limitless.

TOP TIP Set up a Red Nose Day giving page and remember to set the bar high with your first sponsor. Go to comicrelief.com/givingpage

“It’s always a great day and we have lots of fun, while raising money for a brilliant cause.”

”

£3,110



CHAIN REACTION

Longtime fundraisers Vikki and her mum Catherine set themselves the challenge of staying chained together for all of Red Nose Day 2017 – and collected an amazing **£3,110**.

VIKKI & CATHERINE’S TIP

Post social media photos of all you’re doing throughout the day to encourage last-minute donations.



£220

£220 could fund a self-esteem and aspirations work session in the UK, to help girls avoid becoming involved in gang activity.

Thanks to your support we can change things.



WHERE YOUR MONEY GOES

Because of you and the funds you raise, lives will be transformed.

Find out more at [comicrorelief/what-we-do](https://comicrorelief.org/what-we-do)

WE AIM TO SPEND



50%

in the UK

50%

internationally

HELPING CHILDREN TO SURVIVE AND THRIVE

We believe every child has the right to the best start in life, and to help achieve this we'll be –

Supporting more children to reach their full potential at school, and to be happier, healthier and safer.

Reducing levels of poor nutrition, preventable diseases and incidents of violence and child neglect.

Providing a co-ordinated package of support across health, nutrition, care, protection and early stimulation.



PROVIDING SAFE PLACES TO LIVE

We believe everyone should have a safe, secure and decent place to call home, so we've set ourselves these goals –

Increasing access to safe and secure shelter for refugees, for those living in informal settlements and for homeless people.

Reducing levels of shelter insecurity and homelessness for vulnerable groups, and improving the integration of refugees.

Strengthening community-led movements to ensure everyone has a safe and secure route to settlement and shelter worldwide.



FIGHTING FOR GENDER EQUALITY

We believe women and girls should have equal power and say in decisions that impact their lives, and to help them attain this we'll be –

Supporting women and girls to be safer, healthier, educated and independent.

Reducing incidents of gender-based violence and persecution based on sexuality and harmful traditional practice.

Strengthening women-led movements that are pushing for social change and influencing policy.



PROMOTING POSITIVE MENTAL HEALTH

We believe every person has the right to quality mental health support where and when they need it, and to help this happen we'll be –

Improving mental health and support networks for people experiencing or at risk of poor mental health.

Increasing the accessibility and appropriateness of mental health support services for those most in need.

Growing the social movement of people with lived experience who are best positioned to speak out for change.



TO HELP YOU ON YOUR FUNDRAISING WAY

GIVING PAGES

The secure and hassle-free way to get sponsored and raise money your way. Visit comicrelief.com/givingpage

DOWNLOADABLE TOOLS

Get more tools, including posters, email templates and sponsorship forms. There's even a readymade quiz with all the answers. Go to comicrelief.com/tools

KEEP IT LEGAL

Ensuring everything's above board keeps it fun, so please peruse our legal list at: comicrelief.com/dos-and-donts

GET IN TOUCH

Tell us what you're planning for Red Nose Day, big or small, and if you need advice just ask us at: fundraising@comicrelief.com

SOCIAL MEDIA

Connect with us for all the latest info, tips and hashtags. Share your own ideas and pics with our community, and encourage your mates to get involved.



Search: Comic Relief

TO HELP INCREASE YOUR GRAND TOTAL

MATCH GIVING

Ask your employer if they'll match what you raise on Red Nose Day pound for pound.

GET THE BOSS ON BOARD

Trust us, it'll make a difference.

PAYDAY SPONSORSHIP

Catch people on the day of the week or month that they'll be feeling most flush.

SELL RED NOSES

Fill your basket at comicrelief.com/shop then resell them to your generous friends for a Comic Relief win/win of goodness.



AND THAT'S NOT ALL FOLKS!

For even more ideas, tips and tools that'll inspire and equip you for Friday 15 March visit comicrelief.com/fundraise

LET'S DO THIS!





PLEASE SPONSOR ME



NAME _____

IS GOING TO _____

FOR RED NOSE DAY 2019

BY BEING A BRILLIANT SPONSOR YOU'LL HELP TO CHANGE LIVES FOR THE BETTER



£10

could cover the cost of 10 hot meals for a homeless person in the UK



£23

could hire a football pitch for a day for children living in a Serbian refugee camp

When you tick the Gift Aid box*, the government will give us **25%** on top of your donation, which we use to help cover our running costs. 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 the **world's poorest communities**.

If you're making a personal donation, please give your **full name** and **home address** and **tick the box** so we can claim Gift Aid. We won't use this information for any other purpose. Find out more about how we use your personal data at comicrelief.com/privacy

giftaid it

FULL NAME	HOME ADDRESS	POSTCODE		TOTAL AMOUNT	DATE COLLECTED
Ade O'Nation	A House, A Town	AB12 3CD	☒	£15	DD/MM/YY
1.			☐		
2.			☐		
3.			☐		
4.			☐		
5.			☐		
6.			☐		
7.			☐		
8.			☐		
9.			☐		
10.			☐		
11.			☐		
12.			☐		
13.			☐		
14.			☐		
15.			☐		
16.			☐		
17.			☐		
18.			☐		
19.			☐		
20.			☐		
21.			☐		
22.			☐		
23.			☐		
24.			☐		
25.			☐		

* You must be a UK taxpayer and understand that if you pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all your donations, it is your responsibility to pay any difference.



When you tick the Gift Aid box*, the government will give us **25%** on top of your donation, which we use to help cover our running costs. 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 the **world's poorest communities**.

If you're making a personal donation, please give your **full name** and **home address** and **tick the box** so we can claim Gift Aid. We won't use this information for any other purpose. Find out more about how we use your personal data at comicrelief.com/privacy

giftaid it

FULL NAME	HOME ADDRESS	POSTCODE		TOTAL AMOUNT	DATE COLLECTED
26.			☐		
27.			☐		
28.			☐		
29.			☐		
30.			☐		
31.			☐		
32.			☐		
33.			☐		
34.			☐		
35.			☐		
36.			☐		
37.			☐		
38.			☐		
39.			☐		
40.			☐		
41.			☐		
42.			☐		
43.			☐		
44.			☐		

* You must be a UK taxpayer and understand that if you pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all your donations, it is your responsibility to pay any difference.

YOU CAN SEND IN THE MONEY YOU'VE RAISED THESE WAYS:

BY POST return this sponsorship form with a cheque made payable to 'Red Nose Day 2019 (Fundraise)' to Red Nose Day, EY, PO Box 51543, London, SE1 2UG. This isn't our office address so unfortunately we won't receive letters sent there.

IN PERSON after Red Nose Day you can pay your money in at any high street bank using a Red Nose Day giro slip (just ask for one at the counter) or at most building societies. Please send your receipt with this form to the address above so we can claim Gift Aid.

ONLINE you can pay money in using a credit or debit card at comicrelief.com/payin. Remember to enter your web payment reference below and also send this form to the address above so we can claim Gift Aid.

web payment reference

Go to comicrelief.com/fundraise to download more sponsorship forms, and for advice on how to fundraise safely.

DETAILS OF PERSON BEING SPONSORED

TITLE _____ FULL NAME _____

ADDRESS _____

POSTCODE _____ SIGNED _____

Hear more about the projects we fund and other ways you can support Comic Relief.

By Email: Yes ☐ No ☐ By Post: Yes ☐ No ☐

Email Address: _____

You can update your communication preferences at any time at comicrelief.com/update-your-preferences

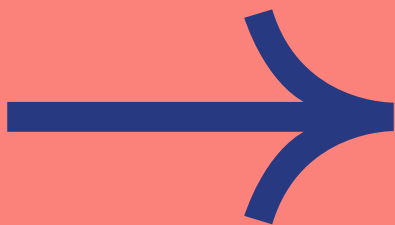
Read our privacy policy at comicrelief.com/privacy to see how we look after your information.

**TOTAL
RAISED**

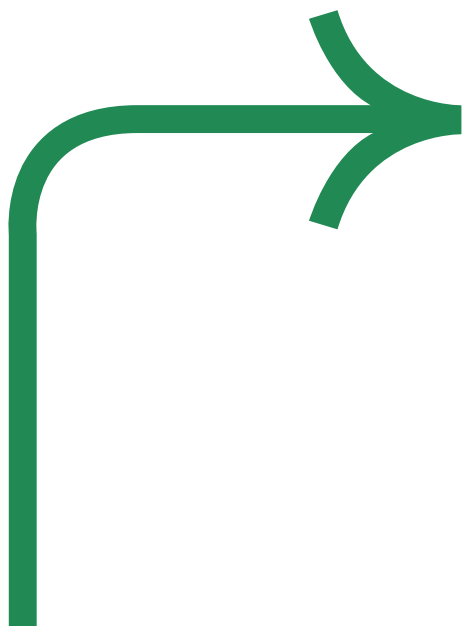
For office use only
Event Code 197 (Fundraise)



Registered with
**FUNDRAISING
REGULATOR**



PAY IN YOUR POSTAL CHEQUES



The easiest way to pay in your money is online but you can also pay it in at any bank or building society. Go to comicrelief.com/pay-in-your-money for details.

To pay in cheques, please complete the form below and send it, along with the cheques, to: **Red Nose Day 2019, EY, PO Box 51543, London, SE1 2UG**
(This is not our office address so unfortunately we won't receive letters sent there).

Cheques should be made payable to '**Red Nose Day 2019 (Fundraise)**'

If you used a sponsorship form, please also attach this to your cheques - that way, we can claim Gift Aid where your sponsors have ticked the Gift Aid box.

From everybody here at Comic Relief, and on behalf of everyone whose lives your fundraising will help transform, **THANK YOU!**



YOUR DETAILS

TITLE _____ FIRST NAME _____ LAST NAME _____

ORGANISATION (if applicable) _____

JOB TITLE (if applicable) _____

YOUR (OR YOUR ORGANISATION'S) ADDRESS _____

POSTCODE _____ PHONE NUMBER _____

NUMBER OF CHEQUES _____ TOTAL AMOUNT _____

Please note this slip is for postal donations only and cannot be used to pay in at a bank. If you have any queries please email us at fundraising@comicrelief.com.

Hear more about the projects Comic Relief funds and other ways you can support our work including fundraising, campaigns and products.

How would you like to hear from us?

Email: yes ☐ no ☐ Post: yes ☐ no ☐ Phone: yes ☐ no ☐ SMS: yes ☐ no ☐

You can update your communication preferences at any time at comicrelief.com/update-your-preferences.
Your details will be kept safe, check out our privacy policy for more details at comicrelief.com/privacy

Event Code 197

For EY use only.



**IF HAVING A GOOD LAUGH
COULD HELP MAKE THE
WORLD A BETTER PLACE,
WOULD YOU JOIN IN?**

**YOU WOULD?
THEN HERE'S THE PLAN...**



Registered with
FUNDRAISING
REGULATOR

Red Nose Day is an initiative of Charity Projects, a registered charity
in England and Wales (326568) and Scotland (SC039730). RND19_050

WHAT:

WHEN:

WHERE:



LET'S REALLY MAKE A DAY OF IT

Add details of your fundraising activity here:



Red Nose Day is an initiative of Charity Projects, a registered charity in England and Wales (326568) and Scotland (SC039730).



GUESS KATHERINE RYAN'S FAVOURITE CUPCAKE AND WIN

HOW TO PLAY

1. Pay **£2** to pick a cake, then write your name underneath.
2. Go to comicroelief.com/winner after **3pm on Friday 15 March**, when the chosen cake will be revealed.
3. Split the cash – **£30** for the winner and **£30** for Comic Relief.
4. Pay in the money at comicroelief.com/payin.

£2 could provide a home-based counselling session for a person with a mental illness, or their carer, in Uganda.



Red Nose Day is an initiative of Charity Projects, a registered charity in England and Wales (326568) and Scotland (SC039730). RND19_049



Choc-chip whip



Mermaid whirl



Utterly nutty



Cherry choc drizzle



Salted caramel shortcake



Cookie cream dream



Flaky cakey



Lemon zinger



Black forest choco



Miss Scarlet



Unicornetto



Pretty in pink



Mega berry muffin



Double choc delight



Sweeten mess



Milk choc marvel



Sundae swirl



Hazel-nutter



Cranberry cram



Digging the fig



Red velvet 99



Mallow meringue



My darling clementine



Bramble scramble



Raspberry beret



Caramellow



Lilac lush



Nuts about honey



Nuffin' but banana



Pina cake-lada

The Legal Bit: 1. This sweepstake is an exempt lottery under the Gambling Act 2005 and is promoted by: _____ (please write the name and address of the promoter here, i.e. the person responsible for collecting the money). 2. This poster is for use in Great Britain only. 3. The promoter and the entrants must be 18 or over. 4. Your sweepstake must be conducted as a workplace or resident's lottery. This means that people are only eligible to enter if they either work in the same premises as the promoter, or live in the same premises as the promoter. 5. You may only display this poster or advertise the sweepstake on the relevant premises (see before). 6. The rights of any entrant are not transferable to any other person (and any attempt to transfer them will be treated as ineffective). 7. Each entrant agrees that, if they win, the promoter will donate half the money collected to Red Nose Day on behalf of the winner. 8. The promoter is responsible for ensuring the sweepstake is run properly – Red Nose Day is not a promoter and does not accept any responsibility for your sweepstake.

**THANK YOU
FOR ALL
YOU'VE RAISED**



IT WILL HELP

CHILDREN TO THRIVE

PROMOTE POSITIVE MENTAL HEALTH

FIGHT FOR GENDER EQUALITY

PROVIDE SAFE PLACES TO LIVE



FRIDAY 15 MARCH



Registered with
FUNDRAISING
REGULATOR

Red Nose Day is an initiative of Charity Projects, a registered charity
in England and Wales (326568) and Scotland (SC039730).

GOODIES

Thank you so much for stopping by to pick up some goodies for Red Nose Day. Every product sold will help to transform lives in the UK and across the world's poorest communities.

THERE ARE ELEVEN NOSES TO PICK FROM INCLUDING TWO REALLY RARE ONES

Available from Sainsbury's, sainsburys.co.uk, Oxfam shops and also comicrelief.com/shop RRP: £1.25 with at least £0.65 going to Comic Relief.



Honkus Ponkus



The Gnose



Hairy Nostroll



Snufflekins



Nosediva



Conk Jester



Wolfnose



Schnoz III



The Abominable Snoseman



(Rare) Happy Hooter



(you can turn me upside down)

(Ultra-rare) The Transforminos

Sainsbury's



GET YOUR LIMITED EDITION TEE-HEE-HEE SHIRT FOR RED NOSE DAY

Available at TK Maxx, tkmaxx.com and comicrelief.com/shop

Unisex Adult T-Shirt RRP: £9.99 with at least £4.50 going to Comic Relief
Ladies' Fashion T-Shirt RRP: £14.99 with at least £6.50 going to Comic Relief
Ladies' Pyjamas RRP: £16.99 with at least £5 going to Comic Relief
Special Edition Fashion T-Shirt RRP: £16.99 with at least £6.50 going to Comic Relief
Kids' Short-Sleeved T-Shirt RRP: (Sizes 2-3 up to 5-6 are £6.99, sizes 7-8 up to 11-12 are £7.99) with at least £2.50 going to Comic Relief
Kids' Long-Sleeved T-Shirt RRP: (Sizes 2-3 up to 5-6 are £7.99, sizes 7-8 up to 11-12 are £8.99) with at least £3 going to Comic Relief

OFFICIAL GOODIES

Available from Sainsbury's and selected items on comicrelief.com/shop



Pin Badge RRP: £1.00 with at least £0.50 going to Comic Relief



Keyring RRP: £3.00 with at least £1.50 going to Comic Relief



Lanyard RRP: £1.50 with at least £0.75 going to Comic Relief



Wristband RRP: £1.00 with at least £0.50 going to Comic Relief. More colours available



Sparkle Badge RRP: £3.00 with at least £1.50 going to Comic Relief



Deeley Bopper RRP: £2.50 with at least £1.25 going to Comic Relief



Large Plush RRP: £10.00 with at least £5.00 going to Comic Relief



Activity Book RRP: £2.50 with at least £1.25 going to Comic Relief



Spinning Wand RRP: £5.00 with at least £2.50 going to Comic Relief



Mug RRP: £3.00 with at least £1.50 going to Comic Relief



Travel Mug RRP: £6.00 with at least £3.00 going to Comic Relief



Air Freshener RRP: £1.50 with at least £0.75 going to Comic Relief



Activity Book RRP: £2.50 with at least £1.25 going to Comic Relief

HOMEWARE RANGE

Find the full range at TK Maxx, Homesense and tkmaxx.com



Notebook RRP: £5.99 with at least £1.50 going to Comic Relief



Water Bottle RRP: £4.99 with at least £2 going to Comic Relief



Tea Towel RRP: £4.99 with at least £1.50 going to Comic Relief



Ladies Pyjamas RRP: £16.99 with at least £5 going to Comic Relief



Tote Bag RRP: £7.99 with at least £3.50 going to Comic Relief



Apron RRP: £12.99 with at least £5 going to Comic Relief

EVEN MORE GOODIES

Look out for these other Red Nose Day goodies

Maltesers will donate £10 to Comic Relief for every FUNNY picture shared using #funnyface @MaltesersUK up to a total donation of £1,000,000



Chicago Town Pizza will donate £1 (up to £10k), in addition to their £300,000 donation, for every person in a Pylama party selfie uploaded on Facebook at @Chicagotown. For further details go onto chicagotown.com/myRNDparty



Babybel are donating 5p for each special pack of Mini Babybels bought, to raise £150,000 this Red Nose Day!



Flying Start Bear RRP: £15.00 with at least £5.00 going to Comic Relief



Novelty Pens RRP: £1.00 with at least 70p going to Comic Relief



Available from Specsavers and specsavers.co.uk Novelty jester Glasses RRP: £2.00 100% goes to Comic Relief

WELL RED

Pick up one of our Red Nose Day reads



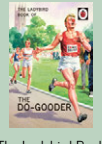
Fantastic Beasts



Quidditch Through the Ages



Miranda's Daily Dose of Such Fun! By Miranda Hart



The Ladybird Book of the Do-Gooder

Disney characters © Disney 2019. Red Nose Day is an initiative of Comic Relief which is the trading name of Charity Projects, a registered charity in England and Wales (326568) and Scotland (SC039730), which is a company limited by guarantee registered in England and Wales (01806414) with its registered address at Hanover House, 14 Hanover Square, London, W1S 1HP



The Fairtrade certified cotton in the t-shirts was grown by farmers in Uganda, supported by TK Maxx's Sustainable Trade Programme, empowering cotton farmers to increase their income so they can send their children to school and improve their life chances.





**Any questions?
Fancy a chat?**

**This doesn't have to be the end, you know. Give us a shout,
even if it's just to tell us what you're doing for Red Nose Day.**

**Discover more ideas, tips and tools
at comicrelief.com/fundraise**

Email: fundraising@comicrelief.com

Search: Comic Relief



PHOTO CREDITS

Russell Howard **Chris Jelley** Greg Davies **Bill Waters** Katherine Ryan **Bill Waters**
Jimmy Carr **Bill Waters** Nish Kumar **Chris Jelley**
Language lessons image **Nikolay Doychinov**
Man on bike image courtesy **Spurgeons.org**
Woman & child **Christina Boyle**
Graffiti on wall image courtesy **ADDRO**
4 Pillars **Comic Relief** (boxer girl), **Lucille Flood** (boy), **Mia Collis** (2 women)



Registered with
**FUNDRAISING
REGULATOR**

Red Nose Day is an initiative of Charity Projects, a registered charity
in England and Wales (326568) and Scotland (SC039730). RND19_048

