

**Red Nose Day**  
**2025**

**FRI**  
**25th**  
**JULY**

Red Nose Day  
**2025**

# Red Nose Day is Cure Kids biggest annual appeal!

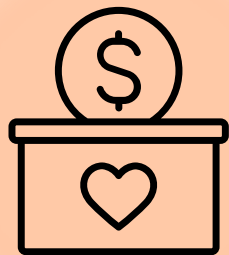
As New Zealand's largest charitable funder of child health research, Cure Kids has been driving ground-breaking advancements in paediatric health for over 50 years. Our work has led to several major breakthroughs, from key insights into common and rare childhood health conditions, to better care for children battling serious diseases. We've also helped discover new ways to diagnose, treat, and even cure conditions affecting children.

We support research across a broad range of child health issues, including cancer, cystic fibrosis, diabetes, rare genetic disorders, preterm birth, sudden unexpected deaths in infants, and mental health — to name just a few.

Your support this Red Nose Day will help us continue funding life-changing research, making a lasting difference in the lives of children and families across New Zealand.



## Top ways to support Red Nose Day



### HOST A STAFF FUNDRAISER

(CONSIDER MATCHING THE TEAM'S DONATIONS TO DOUBLE YOUR IMPACT — SEE FUNDRAISING IDEAS OVER PAGE )



### DONATE A \$ AMOUNT WITH EVERY PRODUCT SOLD



### GIFT A PERCENTAGE OF PROFITS FOR THE MONTH



### MAKE A ONE-OFF CORPORATE DONATION

# Hosting a staff fundraiser? Here are some ideas...

<p>DRESS IN <b>RED</b></p> 	<p>QUIZ</p>  <p>HOST A <b>QUIZZ NIGHT</b></p>	<p>RUN A <b>RAFFLE</b></p> 
<p>SET A CHALLENGE TO GET <b>ACTIVE</b></p> 	 <p><b>RED</b> THEMED BAKE SALE</p>	<p>PLEDGE TO DO SOMETHING <b>EMBARRASSING</b></p> 

[Check out some fun ideas here!](#)

Set up a fundraising page online and ask staff to make a donation.

## Tools & Resources.

Click on the links below to access...



[Posters](#)



[Social media files](#)



[Campaign logos](#)

**Use our existing tools, or create your own!**



## Social media prompts

Social media is a great way to let your customers know you're committed to a brighter, healthier future for our kids. Here's some sample text you can use (for the image, use one of the social media tiles we've linked on the previous page, or upload a relevant image of your team).

### PRE EVENT — EARLY JULY

We're [fundraiser type, e.g., gifting \$x per product sold in July, hosting a quiz night/ bake sale/challenge/etc] to support Cure Kids Red Nose Day. All funds raised will support research on the big health issues impacting our children.

[Date] [Time] [Location]

Join the fun by [state how they can get involved]. Or for more information, head to [www.rednoseday.co.nz](http://www.rednoseday.co.nz)!

**#rednosedaynz #curekids #bigresearch #childhealth**

### DURING

Our incredible team is having a great time supporting Cure Kids this Red Nose Day. We're [briefly describe what you're doing].

All money raised will support child health research to give kiwi kids the best chance of a healthy, bright future.

It's not too late to get involved! [State how they can get involved — this could simply be a link to [www.rednoseday.co.nz/donate](http://www.rednoseday.co.nz/donate)]

**#rednosedaynz #curekids #bigresearch #childhealth**

### POST EVENT

Our team was proud to support Cure Kids' Red Nose day by [fundraiser details].

We're delighted to share that we raised [amount]. This money will support important life-changing child health research in NZ.

Thanks to everyone who took part. If you haven't already, there is still time to donate. Head to [www.rednoseday.co.nz](http://www.rednoseday.co.nz)

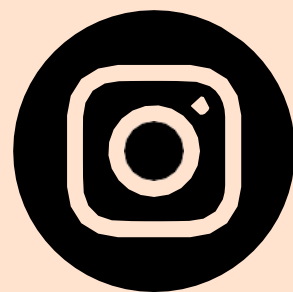
**#rednosedaynz #curekids #bigresearch #childhealth**

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Tag Us!



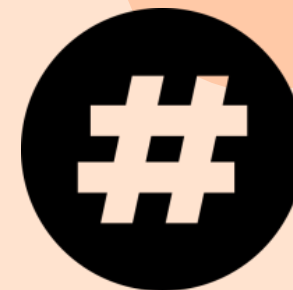
@curekidscharity



@curekidsnz



@cure-kids



#curekids #rednosedaynz





Thank you for  
participating in  
**Red Nose Day**  
**2025**