

**red  
nose**

# **Annual Report 2019**



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Red Nose acknowledges the Traditional Custodians of the land in which our staff, Board, committee members and volunteers work, live and visit. We pay our respects to the Elders of those many nations from past and present, recognising their continuing connection to land, waters and community.

Red Nose respects the knowledge and expertise of Aboriginal and Torres Strait Islander people with their strong culture and traditions whose hands have touched many babies birthed and children reared on this land, and acknowledges their experience of loss in many forms.

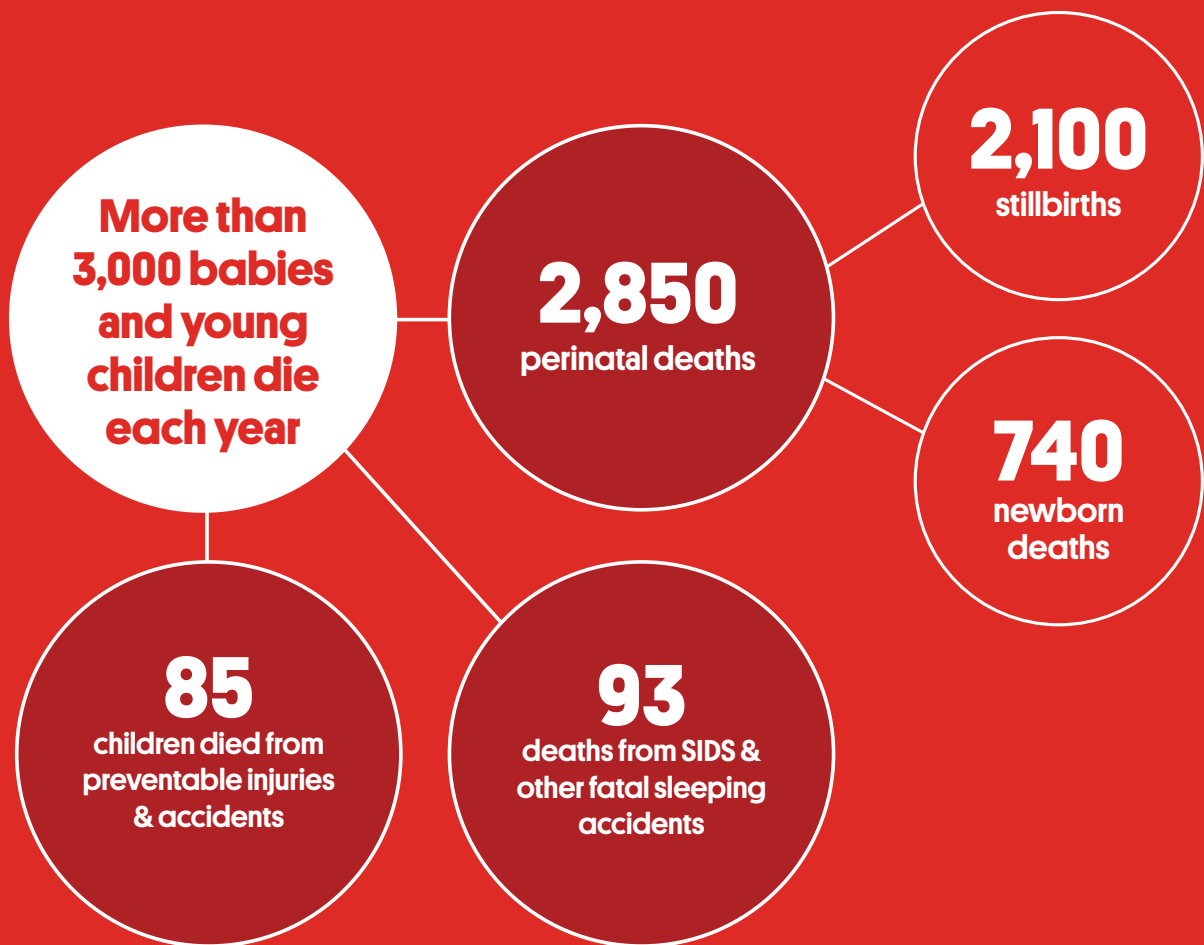
Red Nose is a not-for-profit company limited by guarantee. We are proud to display the Registered Charity Tick to highlight our charitable status through The Australian Charities and Not-for-profits Commissions' Charity Register.

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# Target ZERO

In Australia, nine children still die suddenly and unexpectedly every day – **that's more than 3,000 babies and young children** each year, and more than double the national road toll.



So while incredible gains have been made to reduce sudden infant deaths since our “Back to Sleep” campaign first started in 1989, there is still more work to do.

We won't rest until we reach **Target ZERO**.

**Join us and together we can help stop little lives being cut short once-and-for-all.**

# In brief

# Red Nose

## Our vision

A future where no child dies suddenly and unexpectedly during pregnancy, infancy or early childhood.

## Our mission

Saving little lives and supporting anyone affected by the death of a baby or child.

## What we do

Red Nose is Australia's leading authority on safe sleeping and safer pregnancy advice, and bereavement support services for anyone impacted by the death of a baby or child during pregnancy, infancy and early childhood.

## Our work focuses on three key areas

- **Advice:** our lifesaving safe sleep and safer pregnancy advice and education program for parents, carers, health professionals, and infant product manufacturers.
- **Research:** funding world-leading research into the causes of sudden deaths during pregnancy, infancy and early childhood.
- **Support:** professional and caring bereavement support services for anyone impacted by the death of a baby or child.

Through world-class research, evidence-based education, and vital bereavement support services, **our mission is to reduce nine deaths a day to zero**, ensure every parent is supported, and to make sure no more families have to endure the pain and heartbreak of losing their baby or child.



# Our Impact

**10,329**

babies saved since 1989

**\$17m**

invested in life saving  
research

**85%**

reduction in  
sudden infant deaths.

In the last year, we helped thousands of Australian families keep their babies safe:

**2 million**

safe sleep brochures distributed  
to families, nurses and midwives

**10,000**

healthcare & early learning  
professionals trained

**250,000**

parents and carers taught  
lifesaving safe sleep and safer  
pregnancy practices

We also supported grief-stricken families through the pain of losing their baby:

We answered

**1,208**

calls for help from distressed  
families via our 24/7 Support Line

**1,169**

new families accessed  
our bereavement services

We provided over

**7,000**

hours of counselling and  
support sessions

# Message from the Chair

**It is with great pleasure that I present the Red Nose 2020 Annual Report covering the period 1 April 2019 to 31 March 2020.**

The last year was an important time of transition and rebirth for Red Nose, as we continue to move forward under our national structure and the leadership of our new Executive Management Team led by CEO Keren Ludski.

Our journey to come together as a national organisation hasn't been without challenges, but we know that the steps we have taken set Red Nose up for continued success in the years to come.

Red Nose has a rich history of bereaved parents, especially those who in the late 1970s started grass roots SIDS organisations all over Australia whilst grieving themselves. They wanted to make sure no other parent experienced the loss they experienced and that bereaved parents were never alone in their grief.

I am extremely grateful to these brave, pioneering families who were fearless in talking about their child's death, helping to break down the barriers of grief, and making it better for the families who followed them.

They were also passionate about research and ensuring that research findings were translated into messages that could be shared with families across the country to help keep more babies safe from the tragedy that is sudden infant death.

**Today, over 40 years later, we continue their work.**

We continue to offer expert bereavement support services for families 24 hours a day, 365 days a year via our 24/7 Support Line, professional counselling, support groups, and community events and activities.

Our Safe Sleep Advice Hub continues to help parents and carers keep their babies safe, ensuring the 180,000 new parents each year know how to reduce their risk of sudden infant death.

And for the 2,000 babies lost to stillbirth each year and their families, we are seeking answers by prioritising our research grant funding in this area.

In early 2021, we will launch a \$1.5 million stillbirth awareness and prevention campaign to help reduce preventable stillbirth by 20 per cent, saving over 500 babies' lives and sparing thousands of Australian families and communities the pain and heartbreak of losing their baby.

This work is only possible because of the generosity of the Australian community, our peer supporters and volunteers, our corporate partners, foundations, and local, state and federal governments, whose ongoing support enables us to continue to fund research, support families and ultimately save little lives.

The challenges we face can sometimes feel insurmountable, but together we will continue to deliver on our mission to support bereaved families and end of the pain of little lives cut short, once-and-for-all.

We will be here for families, whenever they need us, and for as long as they need us.

Thank you for being there for Australian families.

Best wishes,

**Craig Heatley**  
**Red Nose Chair**





## Message from **the CEO**

### **I am so pleased to write this message as the new CEO of Red Nose.**

I started in the role in December 2018, and since day one I have been continually humbled by the generous support of our community and the resilience and courage of our staff, volunteers and community members.

I feel incredibly privileged to be in this role and follow in the footsteps of the founders of our movement – pioneers like Kaarene Fitzgerald, Michele Freemantle and Vilma Ward, and many others who worked tirelessly to save little lives and support families.

My journey with Red Nose started more than 20 years ago after the death of my son Ben to SIDS. Following that tragic event, my family was supported by Red Nose. I then went on to become a peer supporter and volunteer, and eventually joined the SIDS & Kids Victoria Board in 2005.

I left the SIDS & Kids Board in 2007 to pursue my practice as a Grief Counsellor, but Red Nose always stayed close to my heart and so when the opportunity to rejoin the organisation as CEO presented itself, I jumped at the chance.

In the last year alone, more than 3,000 babies died suddenly and unexpectedly in Australia – little lives lost to stillbirth, SIDS and other fatal causes. And in the same period, 1 in 4 pregnancies ended in miscarriage.

These are shocking numbers – and every one of these statistics represents a family and community shattered, the loss of hopes and dreams, and the heartache of never seeing a treasured child grow up and reach their fullest potential.

These statistics drive us every single day. They are the reason we continue to fight so hard to reach

Target Zero. Together, we are bold enough to believe in our goal. And we know that together, we can and will get there.

Red Nose has come a long way since it began over 40 years ago, made possible because of the dedication and steadfast support of our community. Together, we have helped reduce SIDS by 85 per cent in Australia. I can't emphasize enough just how huge this is – 10,000 little lives saved, and 10,000 families that didn't have to go through what my family went through.

I cannot thank our wonderful supporters, volunteers, and partners enough for their ongoing support – countless people whose generosity make our work possible. Over the last year, we have found more ways to work effectively and efficiently to ensure we make the most of our time, talents and resources, and the trust placed in us. I am proud to share that we are supporting more families than ever before through our Safe Sleep Advice Hub and Grief and Loss Services.

Now, more than ever, we must continue to stand shoulder to shoulder and continue our efforts to provide support for grieving families and do everything we can to educate parents about how to keep their babies safe during pregnancy, infancy and early childhood. We do it for the babies and families who rely on Red Nose to be there... always.

### **Thank you for being with us on this journey.**

Best wishes,

**Keren Ludski**  
**Red Nose CEO**

# Our Research

**Red Nose funds research into the possible causes of stillbirth and sudden infant death including SIDS and fatal sleeping accidents.**

**Outcomes from our research inform our public health campaigns and education programs for parents, carers and health professionals – helping to save little lives.**

## Highlights for the year

# \$17 m

invested in research since 1988

## New research project

funded to help prevent stillbirth

Our National Scientific Advisory Group (NSAG) continued to provide expert advice during the year, helping to ensure our information and advice for parents, carers and health professionals remains at the forefront of the latest evidence to help keep babies safe.

NSAG also welcomed two new members during the year: Indigenous midwife and bereaved parent Cherisse Buzzacott, and stillbirth and Aboriginal and Torres Strait Islander researcher Dr Carrington Shepherd from Telethon Kids Institute in Perth.

For information about the work of NSAG, visit our website [rednose.org.au/research](https://rednose.org.au/research).





## Spotlight on research: our latest research project

**Tragically, 1 in 100 Australian pregnancies that reach 20 weeks' gestation end in stillbirth. Research has already identified that many of these deaths are triggered by an ageing placenta.**

Placentas age at different rates, just like people do. As the placenta ages through the pregnancy, stillbirth becomes more likely, especially after 39 weeks' gestation.

As they grow and develop, the baby requires more and more nutrients, especially once they reach 36 weeks. As the pregnancy advances, the placenta is ageing – some placentas can begin to age weeks before the mother's due date, slowly reducing the flow of nutrients and oxygen the baby needs to survive.

This new research project, funded by Red Nose, will investigate the biochemistry of placental ageing in pregnant women, and from there, aims to develop blood tests to predict pregnancies most at risk of stillbirth – resulting in a reduction of stillbirth rates, and positively impacting families' lives globally.

The Researchers will seek to define the biochemical pathways involved in the process of placental ageing and define which markers of placental ageing are released into the mother's bloodstream.

From there, the Researchers hope to develop blood tests to predict which women are at risk of experiencing a stillbirth, enabling health professionals to deliver the baby early, before the unimaginable can happen.

Thanks to this research, health professionals will be able to offer preventative care to women at risk of delivering a stillborn baby.

Your ongoing support is what helps fund this world-leading research, enabling medical professionals to offer preventative care to women at risk of delivering a stillborn baby.

## Research Project Overview

### Project Title:

Understanding the biochemistry of placental ageing to develop diagnostic tests to predict pregnancies at risk of stillbirth

### Project Duration:

2 years

### Team:

Laureate Professor Roger Smith AM, School of Medicine and Public Health, University of Newcastle.

Professor Craig Pennell, Chair of Obstetrics & Gynaecology, School of Medicine and Public Health, University of Newcastle & Principal Researcher, Hunter Medical Research Institute.

Dr Kaushik Maiti, Researcher, Mother and Babies Research Centre, University of Newcastle

# Saving little lives

The key goal of our Education and Advocacy programs is to ensure that all parents and carers know how to safely sleep their baby to reduce the risk of sudden infant death and to ensure that all infant and nursery products sold in Australia are safe.

## Highlights for the year



**2 million**

safe sleeping resources provided to parents, carers and health professionals

**50,000**

people visited our Safe Sleep Advice Hub each month

**10,000**

health professionals and early childhood educators trained in safe sleeping techniques

**120,000**

parents reached through Pregnancy & Baby expos nationally

Awarded

**\$1.5 m**

grant to deliver a national Stillbirth Prevention and Awareness campaign.

## Red Nose Safer

In January, we launched a new program called *Red Nose Safer* which reviews the safety and suitability of products for infants, babies and young children sold in Australia. The program has a simple but bold goal: to ensure that all infant and nursery products sold in Australia are safe.

Parents can expect to see more products displaying the Red Nose Safer logo in the months and years to come as the program further expands. When you see the Red Nose Safer logo you can be reassured that the product has been reviewed by Red Nose for safer sleep.

## Stillbirth Prevention

Since the conception of Red Nose over 40 years ago, our goal has been to reduce the number of sudden and unexpected deaths of babies and children during pregnancy, infancy and early childhood.

And while significant progress has been made to reduce sudden infant deaths – with an 85% reduction since 1989 – in the same period of time, there has been no meaningful reduction in the number of stillbirths.

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**More than 2,000 babies continue to die as a result of stillbirth each year – that's one baby every four hours.**

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**"I'm a first time mum and I called the Safe Sleep Advice Line because I was anxious about making sure I was doing it all properly. There's so much information out there, it's hard to know who to trust.**

**Another mum in my mother's group told me about the Red Nose Safe Sleep Advice Line. I called and they were fantastic. They listened to my concerns and took me seriously. I knew my baby was supposed to sleep on their back, but my baby just wouldn't stay in that position and I didn't know what to do.**

**The [Educator] provided so much reassurance and reminded how I could still sleep my baby safely. She was a godsend."**

– Alice, new mum to baby Henry.

During the year, Red Nose continued its work alongside other stillbirth organisations to lobby government for improved funding and support for stillbirth prevention and awareness. As a result of this work, Red Nose was awarded a \$1.5 million grant by the Australian Government Department of Health to deliver a national stillbirth prevention and awareness campaign.

The campaign will launch in early 2021 and will aim to reduce the rate of preventable stillbirth by 20 per cent – helping to directly save little lives and spare thousands of Aussie families the pain and heartbreak of losing their baby.

## Working with Indigenous communities in WA

Our long-running RROSIAC program came to an end in December 2019, after ten successful years. RROSIAC – Reducing the Risk of SUDI in Aboriginal Communities – aimed to reduce the disproportionately high rate of sudden infant deaths among communities in WA.

The program worked closely with Aboriginal controlled organisations across urban, regional and remote communities in WA to upskill and train local health workers in best practice safe sleeping, so they can then directly support local parents to practice safe sleeping in their homes.

Families were also provided with a pepi-pod, which is a specially designed plastic cradle, to ensure every infant had a safe sleeping space.

The program has now been handed over to the local Aboriginal organisations to continue, with ongoing support and guidance from our Education team.

# Supporting families

Red Nose Grief and Loss Support Services are available for anyone impacted by the death of a baby or child.

We support families and communities during the toughest and most unforgiving time of their lives – the death of their baby or child during pregnancy, infancy and early childhood.

We provide professional counselling services and a range of informal support activities, helping families to rebuild their lives and move forward again when all hope feels lost.



## Highlights for the year

We answered

**1,208**

calls for help from distressed families via our 24/7 Support Line

**1,169**

new families accessed our bereavement services

We provided over

**7,000**

hours of counselling and support sessions

Our Treasures Babies program provided burial clothes and coffins for over

**2,300**

babies and their families

## Rememberance Services

held in key cities connected families together to remember the precious babies and children who are no longer with us but who will always light up our hearts.

## Case study: Mother of five

**Melissa is a proud mother of five children. In her own words, she shares the story of her losses and the love that she will forever carry in her heart.**

"My name is Melissa Lucas and I have five children – only two of whom are still growing up today.

Aaron James was stillborn at 38 weeks on the 6 June 2001. Jared was born the following year, and is now 18 years old. Casey Anne died from SIDS at 3 weeks old on 8 June 2005. Chloe came along a few years later and is now 12 years old. Bryan was stillborn at 26 weeks on 2 December 2011, after I was in a serious car accident.

**The loss of my baby is a journey that I have endured not just once, but three times. But just knowing that it's a road that has been travelled by many others has helped.**

There will always be the 'what if' moments. The days when, as I watch and enjoy being Jared and Chloe's mum, I feel the internal sadness of my missing babies Aaron, Casey and Bryan.

There are many ways I remember them. I make cupcakes and I have a special garden at our home to just sit in and remember or wonder about Casey, Aaron and Bryan.

Allowing me to acknowledge my babies and speak their names is all I ask. The taboo surrounding child and infant loss is still very present in society.

After losing Casey, it was a seemingly hopeless time and I reached out for a lifeline to help me process the unimaginable pain.

Red Nose were there 24/7 to support me and my family through the loss of Casey. They helped me guide Jared, who was just 3 years old at the time, through his grief as well.

I was paired with a gorgeous human [peer supporter], who had shared a loss similar to my loss of Casey.

This was valuable to me because it helped to know that we

will walk our own separate path through our grief journey – individually, but never alone.

Red Nose also provided a support person during the Coroner's reading for Casey. This was a very traumatic and overwhelming time. Just that calming person being there was appreciated more than I can say with words.

Love never dies and I will never forget my babies in Heaven. I will never just get over it or forget my 'other' children.

The pain that I suffer will always be with me, but it is a pain that other bereaved parents also know and it has helped so much to know that I am not alone.

That empty seat at the dinner table is less noticeable over time, but it is because of my sorrow that I can experience the absolute joy of motherhood.

A quote I feel summarises the work that the Red Nose team did to help me and my family through: "It is in that moment when we are brave enough to share our thoughts with a fellow griever, and they nod, smile and understand. That we know we are not alone."



*Melissa with her family*

# Our Community

The Red Nose community is spread far and wide across all corners of Australia – individuals and families bound together by their collective desire to stop little lives being cut short and to make sure every grieving family receives the support they need.

Our community of supporters drive our work, making everything we do possible.



## Highlights for the year

# 10,000

kind and generous Australians made a donation to Red Nose in the last year

More than  
**2,000 volunteers**  
contributed over  
**10,000 hours**  
to support families and our  
other activities

More than  
**50,000**

actions were taken on social media  
to advocate for bereaved families

Communities came together for  
**Remembrance**  
events in all major  
capital cities

# 150

fundraising events were held to raise  
money to fund research, support  
families, and save little lives.

## Sydney 2 CAMberra

Sydney 2 CAMberra is annual charity bike ride created by Sydney couple, Graham and Nadine Belfield, in memory of their son Cameron, who has sadly born still.

In memory of Cameron, the Ride aims to raise significant funds, awareness and support for families affected by stillbirth and SIDS, with all funds raised donated to Red Nose and the Stillbirth Foundation.

The 2019 event was held from 12-13 April with 100 riders. Together, they raised over \$250,000. Thank you to Lee and Bec Helehurst for leading the planning of the ride.

## Rockin' for Red Nose

Kayla and Chris Borg lost their daughter Grace to stillbirth in May 2019. After Grace's death they wanted to do something to help raise funds for stillbirth research – and Rockin' for Red Nose was born.

The Borgs got their friends and family together to host a pub fundraiser with a raffle, auction, live music and other fundraising activities, which raised over \$7,500 for Red Nose. The Borgs now plan to make the event an annual tradition.

## Joseph's Christening

Johnny and Kylie celebrated their son's christening by asking friends and family to make a donation to Red Nose in lieu of gifts. They wanted to give back to a cause that means a lot to them. Their friends and family raised \$1,900 and they dedicated the funds to all the parents and families missing precious little ones.

## Remembrance Services

During the year, we held special Remembrance Services for bereaved families in each major city including Melbourne, Sydney, Newcastle, Brisbane, Geelong and Perth. The events provide the opportunity for bereaved families connect with other families, reflect on their loss, and talk about their babies and children in a supportive and non-judgmental environment with people who understand what they've been through.



Gerrie with her grandchildren and Mylee's siblings, Chase, Eden and Paisley

## Supporter spotlight: Gerrie Andrew

"I support Red Nose in honour of my granddaughter Mylee who was just 15.5 months old when she died suddenly and unexpectedly.

As a mother you just want to protect your child and having to watch my daughter's heart break when she lost Mylee, knowing there was nothing I could do to ease her pain, was just excruciating.

Supporting Red Nose helps me show support for my daughter and her husband, whilst remembering my beautiful granddaughter.

The research Red Nose contributes to means so much to our family, knowing that we are helping to prevent another family going through the devastation we have."

# Our 31st annual Red Nose Day

In August, we celebrated our 31st Red Nose Day. Thousands of supporters from all corners of Australia donned their red noses hosting fundraising events, selling merchandise, sharing the campaign with their friends and family on social media, and donating to help stop little lives being cut short.

Together, we raised over \$600,000 to fund research, support families and save little lives. What an amazing effort!

## Red Nose Day snapshot

**1,200**

fundraising events held on  
Red Nose Day

**670**

Little Rockers Discos & Child  
Care Centre Fundraisers

Over

**10,000**

red noses and other items sold

**150,000**

people shared the campaign on  
social media

**20 million**

people reached via news stories  
and advertising

**\$600,000**  
raised overall



Harry O'Sullivan

## Case Study: Harry O'Sullivan

**7 year old Harry O'Sullivan is a proud Red Nose Day supporter. In 2019, Harry created a video presentation and a display at his school to raise awareness and funds for Red Nose.**

Harry takes part in Red Nose Day because he "wants to make a difference for Red Nose and keep babies safe". As a result of his hard work, Harry was recognized in the Fundraising & Philanthropy Magazine. He plans to continue doing Red Nose Day every year, saying "I am proud to be a junior ambassador for Red Nose and I enjoy getting silly for a serious cause because it is fun but it also helps people a lot."

# Working in Partnership

Red Nose works in partnership with many organisations and businesses each year to achieve our mission and goals. By working in partnership, we can achieve more and extend our reach and impact for Australian families.

## Mission Partner

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## Major Partners

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## Supporting Partners

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## Red Nose Day Partners

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- Busy Bees
- Capital Chemists
- Clark Rubber
- Club Premium
- Donut King
- NAB
- Nextra
- NewsXpress
- Red Dot
- Pharmacist Advice
- PRD Nationwide
- Soul Pattinson

## Media Partners

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## Ambassadors

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## Government Partners

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## Pro Bono Support

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- Clayton Utz
- Pinsent Mason

## Program Partners

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- INPAA
- Hope Bereavement Support
- Kidsafe
- Sands Australia
- Stillbirth CRE
- Stillbirth Foundation
- Very Special Kids

## Individuals & Families

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We would like to especially thank and acknowledge the contribution of the many thousands of individuals and families who give so generously to Red Nose each year, many of whom give anonymously.

**Every dollar they donate directly helps to fund research, support families and save little lives – none of our work would be possible without their care and kindness. We thank them from the bottom of our hearts.**

**“Bonds is proud to be the only baby clothing brand approved by Red Nose for safer sleep. We are committed to using our voice, working alongside Red Nose, to help educate Aussie mums and dads about the importance of safe sleeping to help keep their little ones safe.”**

– Kelly McBride, Bonds Head of Marketing

# Clothing Collections & Recycling

The Red Nose Clothing Collections & Recycling program is a social enterprise operated by Red Nose.

We partner with retailers, schools, aged care providers, and households to collect and recycle preloved clothing, apparel and household items via our recycling program in Victoria and South Australia.

Just like you, we are committed to sustainability which is vital for future generations – and protecting the little lives we all care so much about.

## Highlights for the year

We consolidated our  
**red bin network**  
in Melbourne making it easier  
and safer to make donations.

The Team moved into  
**bigger & better  
warehouse space**  
in both Adelaide and Melbourne to  
accommodate the rapid expansion  
of the program.

We collected  
**2.4 million kilos**  
of pre-loved items from  
generous donors.



From a young age, my mum always encouraged me and my sisters to donate our old clothes and toys to charity – we would have an annual clean out, and if we hadn't worn it or used it for 12 months, it had to go. This has stayed with me as an adult and I now do the same thing with my kids.

I've been a supporter of Red Nose for many years and I love that I can keep this tradition alive and help save little lives by giving our old clothes and toys to Red Nose through the red bags that get delivered to our letterbox.

It's such an easy way to make a difference and support Red Nose, and it also helps to reduce our carbon footprint by keeping the items out of landfill. It's a win-win and I am proud to be part of it!

– Clare, Red Nose donor

## How does it work?

1

People **donate preloved items** via our red bag or red bin network



2

Red Nose **sells the items** to our network of **recyclers**



3

Goods are **sorted and quality items** are **sold** in Savers stores



4

Unsellable items are **recycled or sold** to retailers in developing countries



5

Red Nose **saves little lives** by reinvesting the proceeds into our research and education programs



# Our People

**The work of Red Nose is supported by the efforts of many dedicated and highly skilled employees and volunteers who give their time and talents to make a lasting difference for Australian families.**

## Board of Directors

Craig Heatley (Chair)  
Ian Burgess (Deputy Chair)  
Andrew Kennedy (Treasurer)  
Simela Karasavidis (Company Secretary)  
Professor Paul Colditz  
Kammeron Cran  
Tracy Meredith  
Paul Roderique

## National Scientific Advisory Group

Professor Craig Pennell (Chair)  
Professor Adrienne Gordon (Deputy Chair)  
Dr Susan Arbuckle  
Ms Cherisse Buzzacot  
Professor Roger Byard PSM AO  
Professor Jane Freemantle OAM  
Ms Nicole Hasseldine  
Professor Heather Jeffrey AO  
Dr Carrington Shepherd  
Professor Jeanine Young AM

## Audit & Risk Committee

Andrew Kennedy (Chair)  
Ian Burgess  
Mark Jones  
Simela Karasavidis  
Keren Ludski  
Andrew Hutchins

## Fundraising & Marketing sub-Committee

Kammeron Cran (Chair)  
Paul Roderique  
Jacqueline Fletcher

## Executive Management Team

Keren Ludski (CEO)  
Andrew Hutchins (CFO & Head of Corporate Services)  
Amy Johnston (General Manager, Fundraising & Communications)  
Belinda Horton (General Manager, Services)  
*left July 2019*



## Behind the red noses

# Jessica's story

**There are many dedicated staff, volunteers and supporters who together make the work of Red Nose possible. This is Jessica's story.**

"I have worked at Red Nose as a Safe Sleep Educator since October 2018. As a Safe Sleep Educator, I teach parents and child care workers about the important steps they can take to make sure babies are kept safe while they're sleeping.

I travel to child care centres, foster care agencies, the Department of Health and Human Services and Expos to deliver presentations. I also hold webinars with remote areas in Queensland, New South Wales, Western Australia and the Northern Territory.

This means that even childcare centres that are too far away for an educator to travel to can still learn our recommendations and help protect little lives.

Before getting involved with Red Nose I was a stay at home mum for 12 years. I have three girls; twins (13 years old) and a 10 year old. Before that, I worked in the not-for-profit sector at child and family services and foster care agencies.

I've always tried to make this world a better place for children.

I think my own experience of being a mother helps to reinforce how important the work of Red Nose is, in educating parents and the community about how to prevent SIDS and SUDI.

In Sweden, where I am originally from and had my twins, I was never told some of the basic things we know now. I made so many mistakes. I'm so grateful for the work Red Nose does for Australians, and to be part of that.

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**"I know how daunting parenthood can be, so if I can help parents make the right decisions and educate them, I feel like I have achieved what I want to do."**

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Red Nose has reduced the incidence of SIDS by 85%, through public health campaigns, funding research and delivering education programs. Our vision is a future where no child dies suddenly and unexpectedly during pregnancy, infancy or childhood.

To achieve that goal, it's important we keep educating new parents, healthcare professionals and childcare workers, so they practice safe sleep methods that help reduce the risk of SIDS and SUDI."

# Financial Snapshot

**It takes plenty of heart to help save little lives and support grieving families, and a solid financial foundation to ensure that we can continue to be here for Aussies families, whenever they need us and for as long as they need us.**

That's why we are committed to maintaining a sound financial position, this year and into the future.

For the year ended 31 March 2020\*, Red Nose made an operating surplus of \$220,000. This follows an operating deficit of \$1 million in the previous financial year, and a significant turnaround in our financial position.

This has been achieved through our sustained focus on growing community support and increasing engagement with our corporate partners.

Our drive to grow revenue, alongside controlling operational expenses, has resulted in more families being supported through our programs this year.

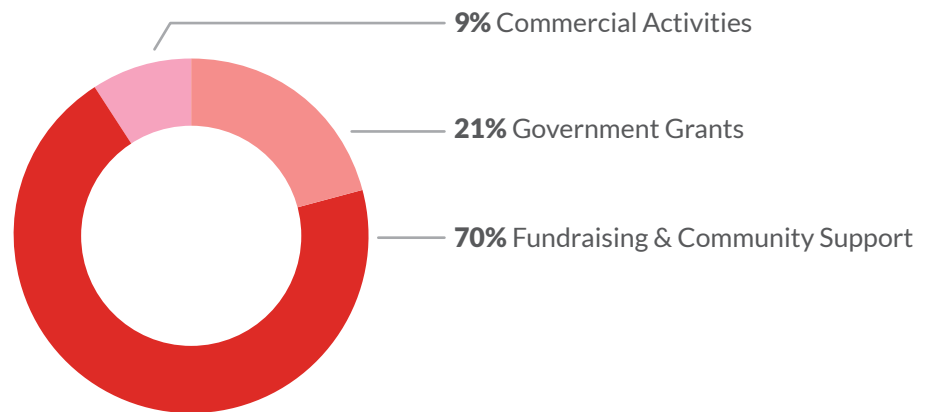
Red Nose receives only 20 per cent of its revenue from the government, meaning we rely on the generosity of the Australian community to make our work possible. Thank you to our partners and supporters for their ongoing support – we simply could not do it without you!

To view the full Red Nose Financial Statements, visit our website.

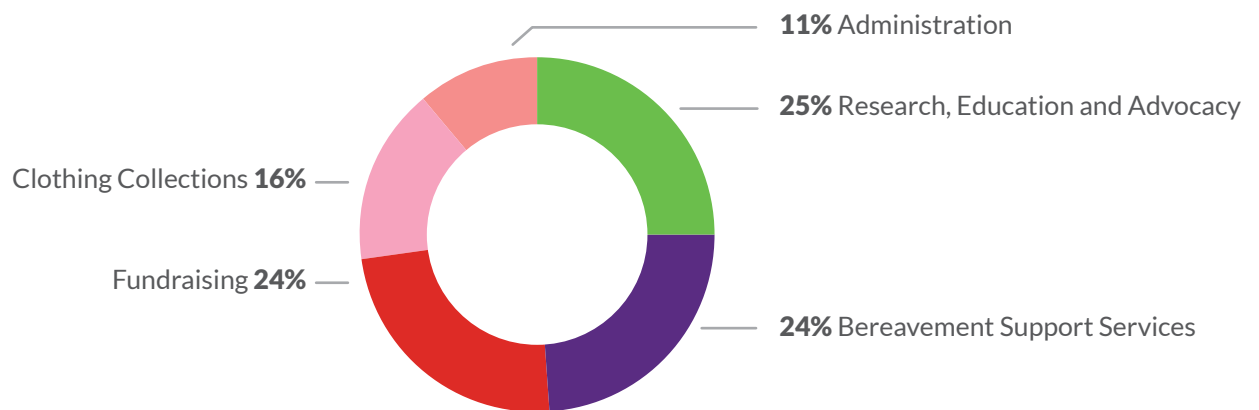
*\* The Red Nose financial year runs from 1 April to 31 March.*



## Where our income comes from



## Where the money goes



# Get Involved

## Make a donation

Your generous donation today means we can continue our lifesaving research and education programs and support services for grieving families.

## Donate your pre-loved clothes or household items

Donate your pre-loved clothes and household items through our red bin and red bag networks in Adelaide and Melbourne – and help save little lives.

## Leave a gift in your Will

After taking care of your loved ones, a gift in your Will is a direct and valuable way of helping to realise our vision of a future where no child dies suddenly or unexpectedly during pregnancy, infancy and early childhood.

## Fundraise

You can get involved in one of our many fundraising events, big and small, such as Red Nose Day, or host your own event to raise money to fund research, support families and save little lives.

## Volunteer

Our wonderful volunteers and peer supporters are instrumental to our success – supporting families through our 24/7 Support Line, educating parents and carers about safe sleeping, coming out in force on Red Nose Day, and providing administration and event support. Become a volunteer today and help Aussie families in need.

## Red Nose at work

Rally your colleagues and make a positive impact in your community by joining our Workplace Giving Program today.

## Partner with us

There are many ways we can work together to help save little lives and support Aussie families. Find out how your organisation can get involved and create real impact for your customers, your people, and your community.



# Contact us

## Red Nose Safe Sleep Advice Hub

Red Nose Safe Sleep Advice Line  
**1300 998 698** (during business hours)  
[rednose.org.au/advice](https://rednose.org.au/advice)  
[education@rednose.org.au](mailto:education@rednose.org.au)

## Red Nose Grief and Loss

Red Nose Grief and Loss 24/7 Support Line  
**1300 308 307**  
[rednosegriefandloss.org.au](https://rednosegriefandloss.org.au)  
[intake@rednose.com.au](mailto:intake@rednose.com.au)

## Red Nose Supporter Relations Team

Supporter Relations Line  
**1300 998 698**  
[fundraising@rednose.org.au](mailto:fundraising@rednose.org.au)

## Red Nose Clothing Collections & Recycling Program

Collections Team  
**1300 473 366**  
[info@rednose.org.au](mailto:info@rednose.org.au)

## Get social





**Red Nose**  
17/75 Lorimer Street,  
Docklands Vic 3008  
[rednose.org.au](http://rednose.org.au)  
[info@rednose.org.au](mailto:info@rednose.org.au)