



red
nose

Annual Report

2022-23

Thank you for helping to save
little lives & support
grieving families



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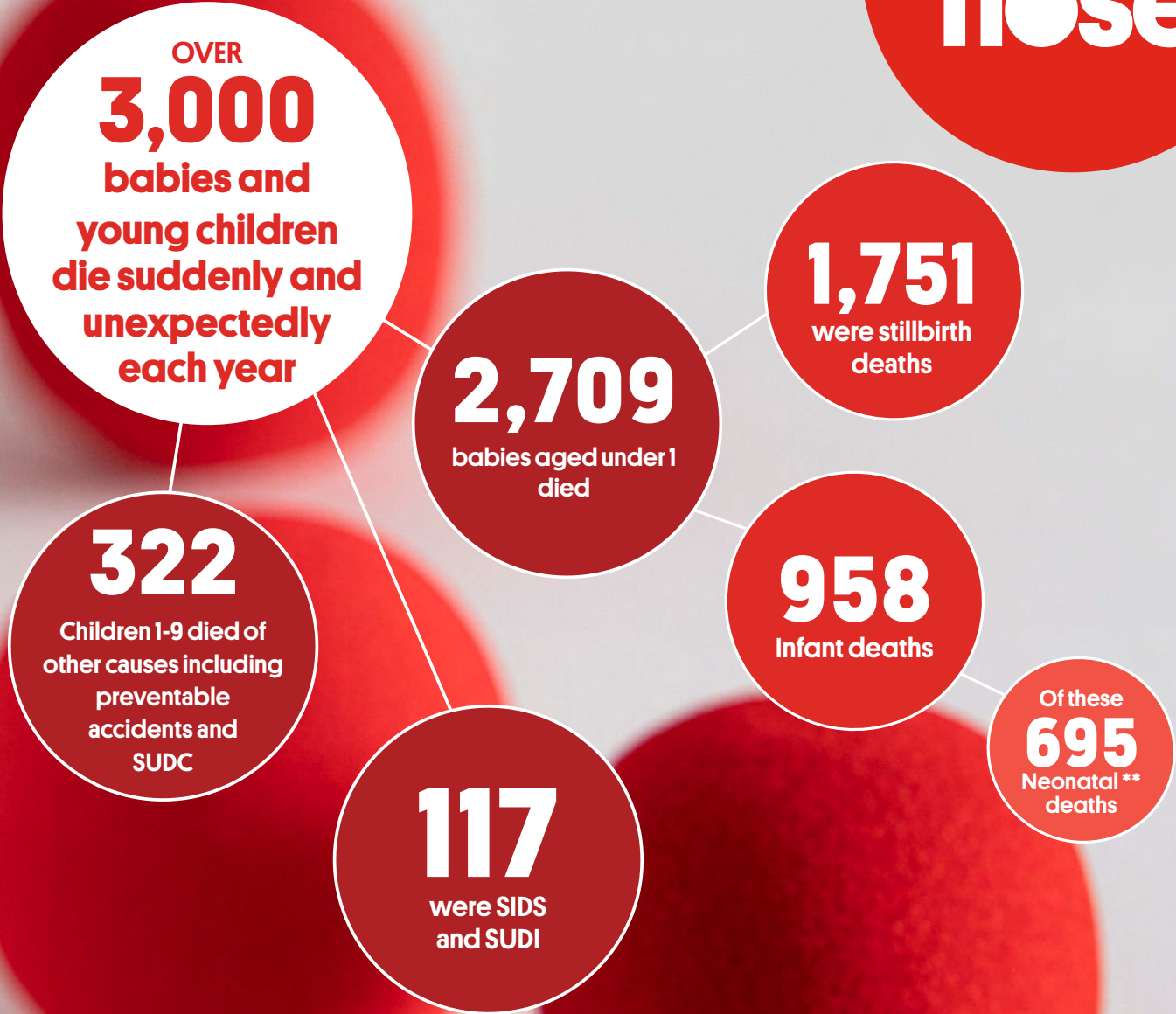
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Red Nose Australia acknowledges the Traditional Custodians of the land in which our staff, Board, committee members, families and volunteers work, live and visit. We pay our respects to the Elders of those many nations from past and present, recognising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



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RA1031a



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.

Since the introduction of our back to sleep campaign in the 90s, it is estimated that over 12 thousand babies have been saved.

Join us, and together we can stop little lives being cut short.

****** A neonatal death is a death occurring after a live birth up to 28 days post delivery. An Infant death is a death occurring after live birth up to 1 year of age

Red Nose *in* brief

Our vision

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

Our mission

To save little lives and support anyone affected by the death of a baby or child.

What we do

Red Nose is a national charity working to save little lives through research and education. Red Nose also supports families whose baby or young child has died.

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 pregnancy loss, stillbirth, the death of a baby or child.

Through world-class research, evidence-based education, and vital bereavement support services, our mission is to 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.



Your *impact*

Over the years, people like you have had a tremendous impact on our community. Here are just some of the ways our supporters, community, volunteers and team members made a difference:

12,069
babies saved
since 1989

80%
reduction in SIDS
since 1989

Your support this year helped to fund:

- **23,500** counselling and support sessions to bereaved parents
- **3,800** calls to our 24/7 Support Line for bereaved parents
- **1,400** calls to our Safe Sleep Advice Line
- **100,000** new parents to receive our lifesaving safe sleep information
- Training for over **13,039** healthcare and early learning professionals in safe sleep and bereavement training



Message from the Chair

It is with great pleasure and pride that I present the Red Nose 2022 Annual Report covering the period from 1st April 2022 to 31st March 2023.

As I write this report, I am both honoured and grateful for the ten years I have been a member of the Red Nose Australia Board. The last seven years as Chair have been incredibly humbling. This will be my last report as I retire from the Board as Chair.

Watching Red Nose go from strength to strength, and seeing the dedication of staff, volunteers, board, and committee members is something I will always look back on with pride. We have achieved so much in the last ten years together, including the unification of state-based SIDS and Kids organisations into the national organisation that we know today.

The joining of forces with SANDS Australia also saw the expansion of our support programs to bereaved families which have led to both efficiencies and greater support offerings for families in their darkest hours when they seek our help.

It would also be remiss of me not to mention the introduction of our first-ever Reconciliation Action Plan. We have now shifted into the second phase of this plan, and I look forward to seeing where the Board, and new Red Nose Chair, Nick Xerakias, along with the dedicated team at Red Nose go with this.

Ensuring that Australian families affected by pregnancy loss, stillbirth, or the death of a baby or child receive the support they need, for as long as they need, has always been a focus for me. Advocating for better bereavement care and a more compassionate experience for families following the death of a baby or child is one where, together, we continue to make a lasting impact.

This year the Board and Management team finalised the 2023/2025 Red Nose Strategic Plan following a detailed and in-depth process. On behalf of all at Red Nose I would like to gratefully acknowledge and thank Jenny Lynch, a volunteer member of the Red Nose community. Jenny generously shared her expertise to help us finalise our strategic plan, so that the organisation is well placed to work in unison towards delivering on our mission and vision.

Spending time with the Board and Executive team this year to kick off the Strategic Planning process was an unexpectedly profound experience. To understand everyone's 'why,' we all shared and listened to each other's stories.

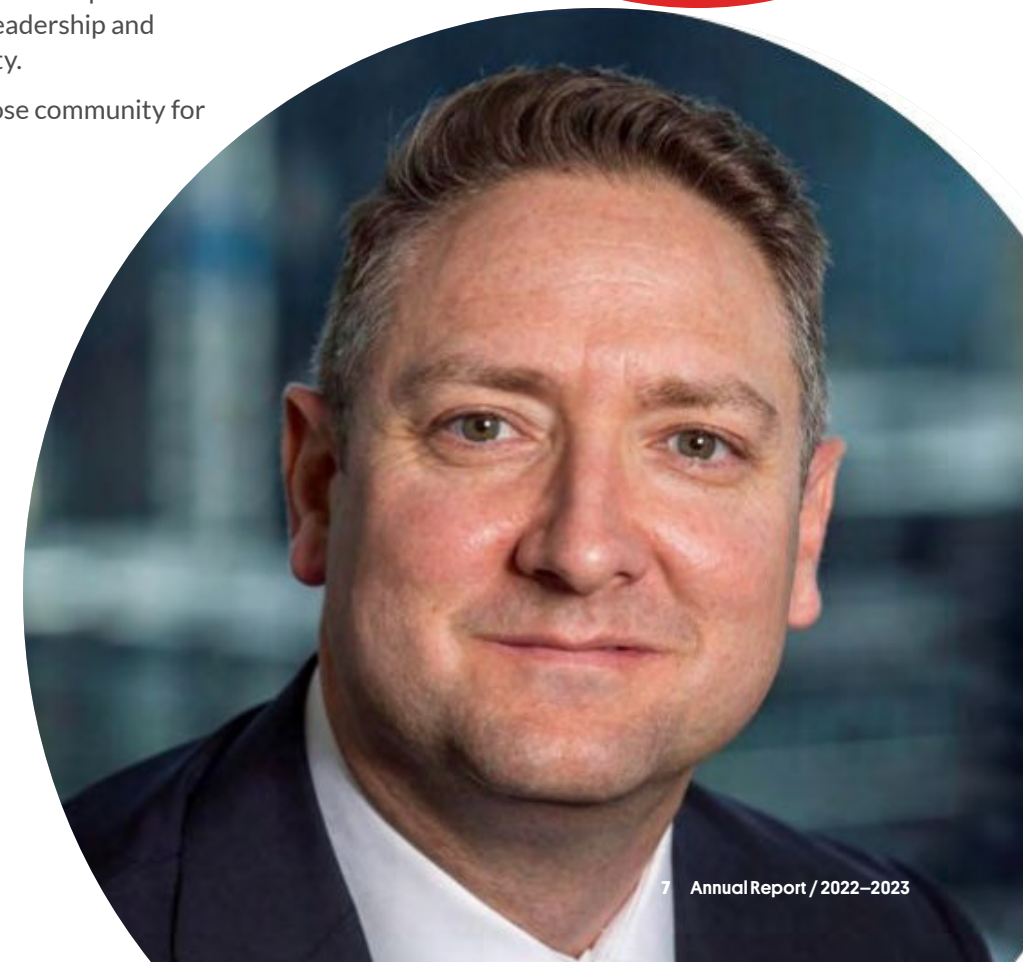
I joined Red Nose to help give back to an organisation that helped my family after the passing of my two children Charlotte (stillborn), and Cameron (SUDI). Hearing of loved ones gone too soon and how this motivates and shapes our pathways reinforced to us all, the importance of the work we do. Our shared vision and mission is to offer the best bereavement support and education prevention services to families when they need it for as long as they need it.

I retire with confidence knowing the organisation is well placed with a strong, sustainable financial position and a clear strategic direction, ready for the next chapter with experienced, focused, and passionate leadership and staff, and a strong and caring community.

Thank you to the Board and the Red Nose community for your support and dedication and in trusting me to be part of the Red Nose journey.

Craig Heatley
Red Nose Chair

“Ensuring that Australian families affected by pregnancy loss, stillbirth, or the death of a baby or child receive the support they need, for as long as they need, has always been a focus for me.”



Message from our CEO

Being the CEO of Red Nose is so incredibly special for me. It is a privilege to lead this remarkable team, and work every day with the aim of saving little lives and providing bereavement support to anyone affected by pregnancy loss, stillbirth, baby and child death.

This year we have achieved so much.

It was inspiring to bring the board and executive team together to develop our 3-year strategic plan. We had the opportunity to brainstorm blue sky ideas and delve deep into our ambitious strategic goals, outcomes and impact. While our mission and vision remain unchanged, we are implementing exciting new initiatives as a result of this work, over the next three years.

This includes our focus on supporting First Nations families. This past year, we were delighted to launch new resources created in consultation with Community. We also commenced monthly Yarning with Skye sessions, led by Red Nose Special Projects Officer and proud Wergaia and Wemba Wemba woman Skye Stewart.

We continue to expand our safe sleep education for new parents, their supporters, childcare workers, and frontline health workers. With free monthly Safe Sleep and Settling sessions for new parents, and a presence at Parents, Baby and Children's expos across the country, we reached thousands of families this year. Many more accessed life-saving advice via our social media and digital channels.

In addition, we redoubled our efforts to support bereaved families with best practice bereavement support. In July 2022, our world-leading Hospital to Home support program received renewed Government funding, which ensured this vital program could go from strength to strength. Hospital to Home provides grief-stricken parents with individualised bereavement support from Red Nose Bereavement support workers – all of whom have lived experience.

In October, our community came together in remembrance once again, for the annual Walks to Remember. It was very special for me to meet so many families at the walks. With over 16 across the country, it was so beautiful to see people joining together in honour of their little ones no longer by their side.

We also experienced some changes within the Red Nose team this year. I would like to express my sincere gratitude to Craig Heatley for his years of service. His ten-year tenure as a Red Nose board member, and most recently the Board Chair, has been invaluable. I have personally appreciated his advice, guidance, and dedication to his family and the memory of Charlotte and Cameron.

I am delighted that Nick Xerakias has been appointed to the role of Chair of the Red Nose Board and I look forward to continuing our vital work together.

I would like to acknowledge Simela Karasvidis who retired from the Board at the end of 2022 after 7 years serving as a director, and one as Deputy Chair.

I also want to express my heartfelt gratitude to our amazing community. Whether you've volunteered your time, shared your stories, or supported our initiatives in any way, your impact has been immeasurable.

I am so proud of everything that we have achieved this year, but there is still more to do. As I look towards the years to come, I am filled with optimism and a profound sense of ambition. Our collective efforts and unwavering commitment have brought us to this point, and now is the time to innovate and embrace the opportunities that lie ahead.

When we work together, we have the power to achieve extraordinary things. I look forward to achieving those with you.

With gratitude,

Keren Ludski
CEO, Red Nose



“I am so proud of everything that we have achieved this year, but there is still more to do. As I look towards the years to come, I am filled with optimism and a profound sense of ambition.”

Our research

Since our inception, Red Nose has funded or contributed to over 176 Research projects.

It is support from our community that has contributed to the 80% reduction of SIDS in Australia since the early 90s as well as help us fund projects into stillbirth prevention, and other projects focused on saving little lives.

In the last financial year, we are excited to fund our first ever research into bereavement support services to help improve not only our, but services offered to families across the country.

Research update: Informing best practice bereavement support services at Red Nose

Awarded early this financial year, this 18-month program aims to inform and support the ongoing implementation of best-practice bereavement support services at Red Nose. Associate Professor Fran Boyle will lead a multi-disciplinary team. This team are both nationally and internationally recognised in health services research and perinatal bereavement care.

They are all passionate about ensuring the best possible care for parents who experience the death of a baby or child.

It is supporters like you that allow us to fund this research.

About the project leader

Associate Professor Fran Boyle is a social scientist at The University of Queensland's Institute for Social Science Research and Co-lead of the Care after Stillbirth Program at the Centre of Research Excellence in Stillbirth (Stillbirth CRE).

Fran has a background in psychology and public health and is engaged in health services research and evaluation in a range of hospital and community settings. She is strongly committed to ensuring that care is informed by the latest best-practice evidence. Fran's work is also driven by the firm belief that consumer perspectives and understanding of people's lived experiences of health and their health care systems are essential to developing responsive and effective policy and practice.



Saving little lives

Our Education and Advocacy program helps to save little lives. Our priority is to ensure that all parents and carers know how to sleep their baby safely and that all pregnant people receive vital, easy-to-understand, research-backed information to help reduce the risk of stillbirth.

How you helped support families this year



Answered
1,400
calls to our Safe
Sleep Advice Line



Provided education to
100,000
new parents



Reached
Millions
of people through social media
and advertising



Sharing information on topics such as:

- Safe Sleep for babies
- Safer pregnancy & stillbirth prevention
- The dangers of inclined sleepers
- The risk of weighted blankets

Your support *helps* grandparents like Libby find the latest information on Safe Sleeping practices

When it comes to Safe Sleeping for babies, there's a wealth of information out there and it is often hard to know what's correct or up to date.

Red Nose educators attend the Pregnancy, Baby and Children's expos, held across the country.

Libby said, "As a first time Grandmother, I attended the Pregnancy, Babies and Children's Expo to see all the new trends and receive advice."

"I want to be an active part of my grandchild's life, just like my mum was for my children many years ago.

"I'll admit it was a little daunting and overwhelming at first. But then I noticed the Red Nose stand – they were presenting about Safe Sleeping.

"I'd recently had many discussions with friends about the preferred sleeping position for a baby, so I decided to listen in for a few moments.

As I stood there, it reminded me that learning and being open to current information was vital, because so much had changed since I was a new parent.

"Topics included Safe Sleep, Tummy Time, Cot to Bed and Safe Wrapping. It was friendly, and non-judgmental, with everyone wanting the same outcome – a healthy, happy baby.

"The information was all backed by research, and it took away my anxiety and left me with a strong sense of relief."

Libby
New Grandparent

Libby burping her granddaughter



Safe sleep week



138

families registered to attend our free online workshop



2,088

childcare workers signed up for our education workshop



108

frontline health staff signed up for our clinical workshop



This year's Safe Sleep Week was held from 6-12 March.

It is our annual national awareness campaign to help save little lives.

Safe Sleep Week provides practical advice to parents, caregivers, educators and health professionals to help reduce the risk of sudden and unexpected death in infancy (including SIDS and fatal sleep accidents).

Supporting grieving families

It has been another busy year for the Red Nose Bereavement Support Services Team.

Our extensive suite of programs continues to expand with a focus on reaching more families, wherever they are in Australia.

The Hospital to Home program provides face to face, phone or videoconferencing for families who have experienced a stillbirth, termination for medical reasons, or neonatal death within the first three months since the loss. Funded by the Commonwealth Department of Health and Aging, the program's ability to tailor support to families all over Australia ensures that more families are receiving care at the beginning of their grief journey. This early intervention is known to help with long-term health and wellbeing outcomes.

In 2022, the Hospital to Home project and Phoebe Joan project expanded their services to meet the needs of families who are experiencing a subsequent pregnancy with an additional 4 sessions during and post the pregnancy. This expansion recognised the additional challenges that parents face during that time.

Some of the regional support available in this program has been made possible by generous support from the Phoebe Joan Foundation.

We were honoured to have our wonderful volunteers of the Treasured Babies program, receive a recognition at the Hesta Excellence Awards this year. This is a testament to their commitment and the amazing positive impact they have on bereaved families.

Red Nose hosted their first annual National Volunteer Appreciation Evening in the first step of many to demonstrate our appreciation and commitment to the work that volunteers do at Red Nose. Bereavement Services relies heavily on volunteers through our peer support program and Remembrance Events across Australia, and we hope to continue to build our volunteer program.

Volunteers work tirelessly at Treasured Babies



Treasured Babies

The Treasured Babies Program began in 2002 as an initiative of bereaved parents. They recognised the need for families to be supported with appropriately sized clothing, Angel (burial) boxes, and memory keepsake boxes for babies who died during pregnancy or were stillborn.

Each week, a special group of volunteers, led by Cindy Furby, work tirelessly to sew, knit, crochet and assemble thousands of precious handmade garments and keepsakes. They are supported by volunteers at Mens' Sheds who build the Angel boxes.

Highlights



702

**new clients to
counselling services**



399

**new clients
supported through
hospital to home**



**OVER
3,600
Treasured Babies
items delivered**

In total 23,600 support sessions for families were offered. These included email support, live chat, forums and remembrance events.



Mum with Mia at the hospital

In loving memory of Mia

Mia was born still at 22 weeks' gestation on 22 December 2022, after being diagnosed with multiple massive organ complications and trisomy 18.

I recommend taking the step and seeking support from Red Nose. I was very nervous when I first signed up – it took me a while to even call the support line because I didn't know what I would say. But you don't have to know. I wish I had called earlier because there is someone at the end of the line who can just hold space for you when you really need it.

I was nervous about joining the support groups too but was so glad I did – I left my first group feeling like a weight had been lifted off me. Please make use of these supports.

And know that although your pain will always be with you, it won't always feel this way, it will change over time and there will eventually be room in your wounded heart for other feelings and experiences to sit alongside the sadness.

Our Community

The amazing Red Nose community is spread far and wide across Australia. Individuals and families like you are bound together by the collective desire to stop little lives being cut short, and to make sure every grieving family receives the support they need.

Highlights for the year

- We held our 3rd Annual National Remembrance Service on Red Nose Day Eve with hundreds of families attending
- We held our 1st National Online Volunteer Appreciation Night recognising all the volunteers across all services at Red Nose during National Volunteer Week. We support over 1650 community members through the state and territory based Facebook groups.
- We invited families to yoga, walking sessions, wellbeing weekends, journaling sessions and more

Walks to Remember

We held 16 in-person Walks to Remember and one online event. Over 2,000 individuals attended these events. These special events are held as part of our activities for Pregnancy and Infant Loss Awareness Month (October) and its special Remembrance Day on 15th October.

Walk to Remember - Melbourne



Heart Strings

Heart Strings is a free membership program that helps to connect our community with each other. We finished this year with 654 members. It is an honour to have this beautiful program and to remember little ones with members.

"Through Red Nose we joined Heart Strings and connected with other families who have been through something similar. It inspired me to want to share and help others in similar situations. It's devastating to know how often it happens and all the families who grieve and keep it to themselves.

Red Nose, my friends and family have supported me to talk about my little boy, remember Cade and celebrate his milestones. I encourage others to reach out if they are going through something similar.

I hope that you talk about your loss, your feelings and lean on one another."

Jess - Cade's mum

Jess and Cade



Immi and Asher



"This is how it's supposed to be. My boys. Filled with love, life and safe. Yet the damage Asher's brain sustained would confirm our worst fears. Asher wasn't going to make it."

In loving memory of Asher

In loving memory of Asher. Immi waited three days after the birth of Asher before she was able to hold him in the Neonatal Intensive Care Unit.

Words can't express how perfect it was seeing my little boy on my husband's chest. This is how it's supposed to be. My boys. Filled with love, life and safe. Yet the damage Asher's brain sustained would confirm our worst fears. Asher wasn't going to make it. Our boy wouldn't grow to have a quality life. He wouldn't get to play and learn to feel the sun on his skin, swim in the ocean, pat his older sister, or experience the love of all the people waiting to meet him. So we did what we could. We tried to fit memories in the short time we had."

Immi and her husband continue to make memories with Asher. They are one of the families who attended our Walk to Remember in Perth.

Immi - Asher's Mum



Red Nose Day

snapshot

In August we held our 34th Red Nose Day. Once again, our wonderful community got behind us, helping to raise over \$860,000 to fund new research, support services and education programs for Australian families. Our ambassadors and partners continued to support us to help raise funds to save little lives and support grieving families.

It was the first time since 2019 that supporters could host events in public and take part in Red Nose Day activities together within their communities – making it even more special!

Supporters like Peter and the other riders for Ride the Bellarine for SIDS ensure we can continue to provide our vital services

Thank you!

7.5 million

reached via news stories

488 million

reached via advertising

1.62 million

organic reach social media

OVER

\$860,000

raised overall

OVER

2,000

red noses and other items sold

1,200

fundraisers were held

Ride the Bellarine for SIDS

“

The work Red Nose does to support grieving families, as well as their education work for new parents to develop safe sleeping habits, is amazing. In 2019 beautiful friends of mine, Mark Maddocks and Rachael Fitzgerald, lost their little girl Lara, to SIDS. This hit home not only because my friends had lost their daughter but because my own daughter was very similar in age.

It was their loss that motivated me and a group of friends to help raise funds. First, we did a fundraiser for the Lullaby Trust in the UK, (They supported Mark and Rachael.) Then in 2022 we decided to support an Australian charity. Seeing the work Red Nose does, it made it easy to support them.

We decided we wanted to challenge ourselves, so we set out to ride 100kms around the Bellarine Peninsula. The goal was to raise \$5,000, which I felt was more than achievable.

We had 10 riders complete the ride in 2022, and with the support of our major sponsors, we were able to raise \$26,514 for Red Nose.

In 2023, we hope to go larger again, with more riders, and a greater amount of donations heading towards Red Nose.”

”

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.

Ambassadors

- The Wiggles
- Amie Rohan – Bereavement Ambassador

Preferred Partners



Supporting Partners



Media Partners



Pro Bono Partners

- Argon and Co
- Clayton Utz
- Minter Ellison
- Pinsent Masons
- RSEA Safety

Campaign Partners

- Red Dot
- Capital Chemist
- Nextra
- Shout for Good

Community Partners

- Sydney 2 CAMberra
- Fire Rescue Victoria
- Victorian Outboard Club
- IPN Medical Centres
- Sonic Healthcare Australia Clinical Services
- Eco Modern Essentials
- Phoebe Joan Foundation

Government Partners



Individuals and Families

Each year we are supported by thousands of individuals, families and organisations. We cannot thank you enough.

Every dollar donated to Red Nose goes directly to help fund research, support families and save little lives.

Your support ensures we can continue our vital work. Thank you, Thank you.



Clothing collections and recycling

Our social enterprise, The Red Nose Clothing Collections and Recycling program continued to run throughout Victoria and South Australia. Throughout August to December, a trial was held in New South Wales.

The team also created a partnership with Scape Australia, with over 20 Scape buildings having their own Red Nose Clothing collection bins. Twenty tonnes had been collected by the end of the Financial Year.

We also launched our clothing champions program, where we invited individuals to become a clothing collection champion. Our champions become a hub for friends, neighbours, school groups and sporting clubs to drop off donations.



Clothing collection by the numbers



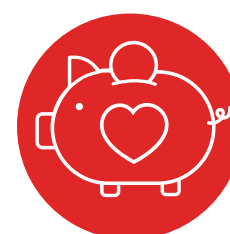
4035

of bookings made for pickups



1470

tonnes of items saved from landfill



31%

of our income generated by our commercial activities



“One time when I had a pickup booked one of my neighbours asked if they could add to the pile. And from then on, I became the local drop off point for all my neighbours, friends, and communities I’m involved in like the school, and sporting clubs.”

Fiona

Red Nose Australia's communications manager & clothing collection's champion

Say Their Name Day

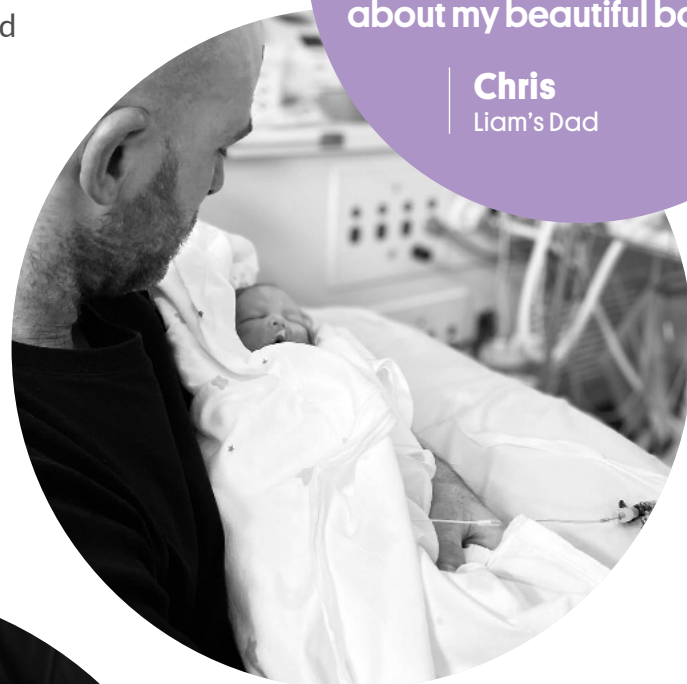
snapshot

This year we held the fourth annual Say Their Name Day on 25 March.

This is a day to help raise awareness of miscarriage, stillbirth, baby and child death. It aims to reduce the stigma of bereaved families and encourage more open conversations.

“Talking about him is an acknowledgement that he was here, and that you care and love me enough to talk about my beautiful baby boy”

Chris
Liam's Dad



“As a bereaved parent, I have found that people do not want to mention Katie for fear of upsetting me. So, if I don't instigate the conversations, then no one would speak about her.”

Samantha
Katie's Mum



This Say Their Name day we...

Reached
Millions
via media stories

Raised
more than
20K

Had
125
tribute pages
created

Had
1329
memory hearts
created

Shared
13
family stories

Said
1,000s
of names

Held
3
in-person
community events



Sophia
mum to
Huxley

“After finding out his heart had stopped beating at our 20-week scan which was a Monday, I had to go to the hospital twice before actually giving birth. It was traumatic enough losing our baby but having to walk through the maternity ward was hard.”

As part of Say Their Name Day we supported bereaved Mum, Sophie, to encourage more than 30,000 Australians to sign a petition for separate bereavement rooms in Australian hospitals. We will continue to advocate for better bereavement support for anyone affected by miscarriage, stillbirth, baby or child death in Australia. This includes advocating for community members to better support bereaved parents by encouraging and opening up conversations.

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)
- Simela Karasavidis (Deputy Chair)
- Andrew Kennedy (Treasurer)
- Ian Burgess
- Andrea Pearman
- Sérgio Brodsky
- Tracy Meredith
- Professor Paul Colditz
- Lyndy Bowden
- Nick Xerakias

Red Nose Staff - Monique Ferguson (Company Secretary from end October 2021)

Audit and Risk Committee

- Andrew Kennedy (Chair)
- Ian Burgess
- Simela Karasavidis (resigned 30 November 2022)
- Mark Jones

National Scientific Advisory Group

The National Scientific Advisory Group (NSAG) is made up of experts in the fields of pregnancy, infant and child safety.

- Professor Craig Pennell (Chair)
- Professor Adrienne Gordon (Deputy Chair)
- Professor Jeanine Young AM
- Professor Roger Byard AO PSM FAHMS (Emeritus member of NSAG)
- Professor Heather Jeffery AO (Emeritus Member of NSAG)
- Doctor Susan Arbuckle
- Associate Professor Jane Freemantle OAM
- Doctor Carrington Shepherd
- Cherisse Buzzacott
- Nicole Hasseldine
- Associate Professor Fran Boyle
- Melanie Robinson

Community Advisory Committee

- Nick Xerakias (Board Representative)
- Nicole Ireland (Chairperson)
- Aynur Turker
- David Brown
- Ari Magalhaes
- Samantha Jager
- Emma Hain
- Bonnie Carter (OAM)
- Scott Connolly

Marketing, Fundraising & Commercial Committee

- Andrea Pearman
- Nicky Robinson
- Hazel Tiernan
- Johanna Grieve

Executive Management Team

- Keren Ludski
CEO
- Andrew Hutchins
CFO & Head of Corporate Services
- Rachel Bailey
Director of Marketing, Communications and Fundraising
- Rachel Ficus
Director, Bereavement Services
- Margaret Polacska
Director of Prevention, Education and Prevention
- Kate Cowmeadow
Director of Community Engagement

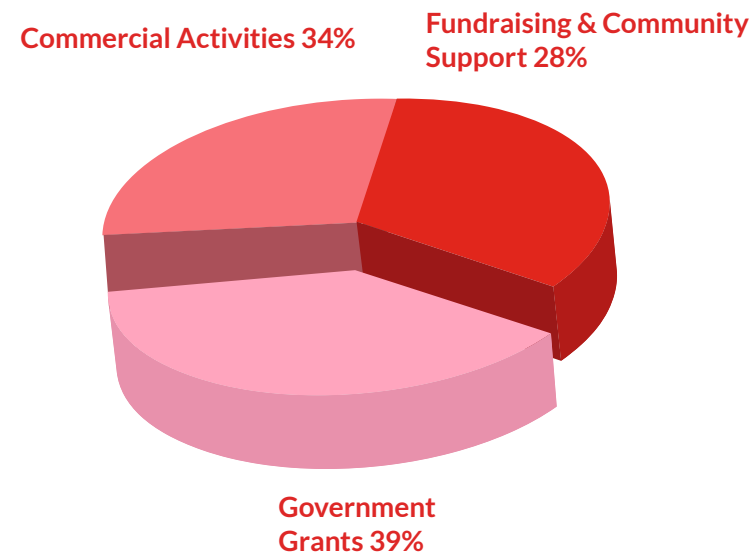
Financial snapshot

We are honoured by the trust the community, government, partners and supporters place in us to reach our goal to save little lives and support grieving families. We couldn't do this without such a dedicated team who focus on collaboration and sound financial management.

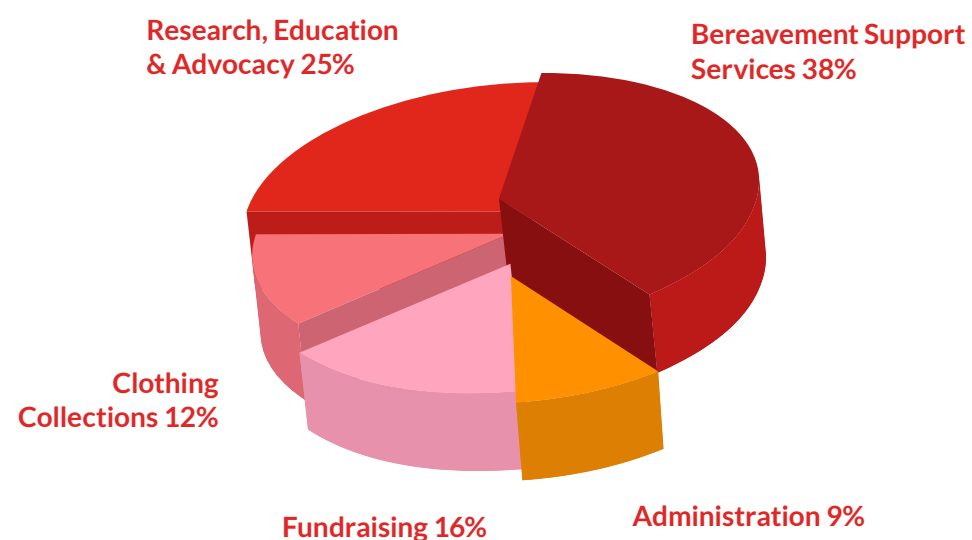
Our continued focus on building partnerships, leveraging support and working with the community helps us to keep costs manageable. For the year ended 31 March 2023*, Red Nose is proud to have delivered an operating surplus for the fourth consecutive year.

To view the full Red Nose Financial statements visit www.rednose.org.au

Where our income comes from



Where the money goes



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



Get involved

By supporting Red Nose, you are making a profound impact on the lives of thousands of Australian families. Whichever way you choose to get involved, we're behind you every step of the way. And we couldn't be more grateful!

Make a donation

rednose.org.au/donate

Your generous donation means we can continue our lifesaving research, education programs for new parents and carers and support services for grieving families.

Donate your pre-loved clothes or household items

rednose.org.au/recycle

By donating your pre-loved items in SA, VIC and NSW – you can help save little lives.

Leave a gift in your Will

redno.se/will

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

rednose.org.au

Fundraise

rednose.org.au/donate

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

rednose.org.au/volunteer

Join our wonderful volunteers and peer supporters who are instrumental to our success. Join the team who support families through our 24/7 Support Line, educate 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.

Create a Tribute Page

redno.se/honour

Celebrate and remember your little one and request donations from friends and family to help us continue to support other bereaved families.

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

redno.se/partner

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 and continue to support other bereaved families.



Contact us

Red Nose Safe Sleep Advice Hub

Red Nose Safe Sleep Advice Line 1300 998 698
(during business hours)

rednose.org.au/advice
education@rednose.org.au

Red Nose Bereavement Support Services

Red Nose 24/7 Support Line 1300 308 307
rednosegriefandloss.org.au
intake@rednose.com.au

Red Nose Supporter Relations Team

Supporter Relations
1300 998 698
fundraising@rednose.org.au

Red Nose Clothing Collections & Recycling Program

Collections Team 1300 473 366
info@rednose.org.au

Red Nose Community Engagement Team

1300 998 698
communityengagement@rednose.org.au

Red Nose Partnership team (including new partnership request)

1300 998 698
partnerships@rednose.org.au

Red Nose Marketing and Communications Team (incl media enquiries)

1300 998 698
marketingrequests@rednose.org.au

Red Nose Education Team

1300 998 698
education@rednose.org.au

Find us on Social Media

[@rednoseaustralia](https://www.facebook.com/rednoseaustralia)





With Thanks

Our community's impact is felt daily. Our collective goal of saving little lives and supporting grieving families is achievable thanks to your unwavering support.

Your belief in our mission and your generous actions, makes our work possible. Even the smallest contribution can help sow the seeds for something life changing.

You are an integral part of an extraordinary group of individuals across Australia.

Thank you!



**red
nose**

Red Nose

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