

**red
nose**

Annual Report

2021-22

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



In Brief	4
Our Impact	5
Chair Report	6
CEO Report	7
Our Research	8
Saving Little Lives	9
Delivering Education	10
Safe Sleep Week	11
Steps towards meaningful change	12
Supporting Families	14
Our Community	16
Red Nose Day	18
Working in Partnership	20
Clothing Collections and Recycling	22
Say Their Name Day	24
Our People	26
Financial Snapshot	28
Get involved	30

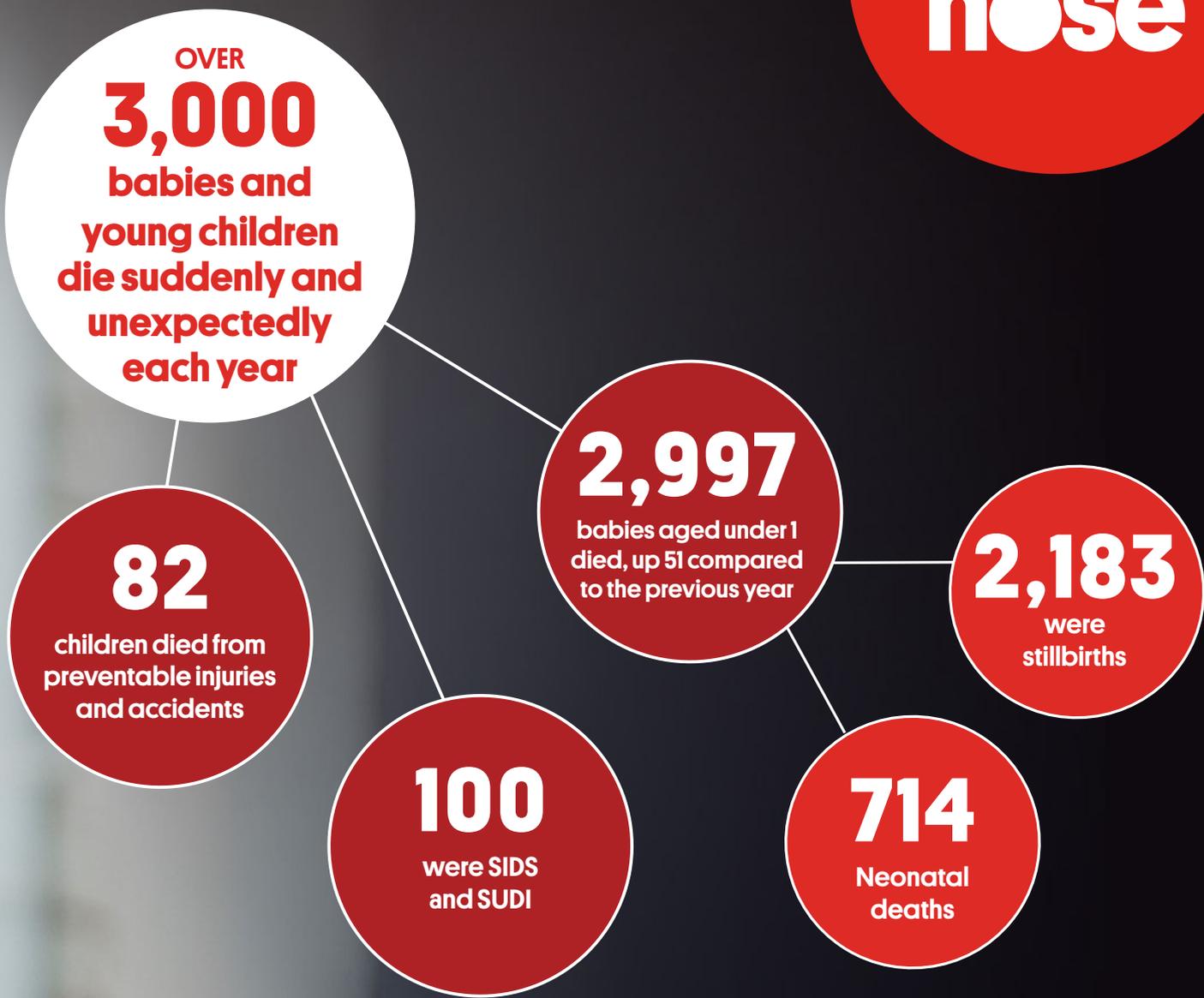
Red Nose Australia acknowledges the Traditional Custodians of the land in which our families, volunteers, staff, Board and committee members work, live and visit. We pay our respects to the Elders of those many nations from past and present, recognising their continuing connection to land, waters and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



An infographic with a central white circle containing the text "OVER 3,000 babies and young children die suddenly and unexpectedly each year". Four lines radiate from this central circle to four smaller red circles, each containing a specific statistic. The statistics are: 82 children died from preventable injuries and accidents; 2,997 babies aged under 1 died, up 51 compared to the previous year; 2,183 were stillbirths; and 714 Neonatal deaths. A separate red circle contains the text "100 were SIDS and SUDI".

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2,183
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100
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and SUDI

714
Neonatal
deaths

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.

Thank you for joining us. Together we can stop little lives being cut short.



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 and support 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 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.

Our 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:

11,112

babies saved
since 1989

\$18.2M

invested in
lifesaving research

80%

reduction in SIDS

Your support this year helped to fund:

- **20,000** counselling and support sessions
- **1,127** new families across counselling and Hospital to Home program
- **4,500** calls to our 24/7 Support Line for bereaved parents
- **1,600** calls to our Safe Sleep Advice Line
- **100,000** new parents to receive our lifesaving safe sleep information
- Training for over **6,000** healthcare and early learning professionals





Message from the Chair

It is with great pleasure and pride that I present the Red Nose 2021 Annual report covering the period 1 April 2021 to 31 March 2022.

Red Nose has a long and rich history. We were founded by bereaved parents, incredible, dedicated and committed people who wanted to make sure that no more families had to endure the pain of losing a baby or child. It is the legacy of these communities that drive us to do better every single day. It is these pioneers who drive our values of We Care – welcoming, caring, accountable, respectful and everyone together. As Chair of Red Nose, I have seen many changes over my years in this role and this past year has been no exception.

As Covid-19 continued to play havoc across the country, we were steadfast in our delivery of services. We continued 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. These were conducted both online and face to face.

Our Safe Sleep Advice Hub continued to support new and expectant parents with safe sleep advice, providing them with peace of mind that they were doing all they could to keep their babies safe.

In 2021 we welcomed Sergio Brodsky, a leading brand and foresight strategist, and Andrea Pearman, bringing expertise in the marketing and community investment space to the Board. We farewelled both Director, Rachel Green and Co-CEO, Jackie Mead during the period and thank them for their passion and contribution to delivering on our mission. We also welcomed Professor Karen A. Waters a researcher with expertise in Sudden Unexpected Death in Infancy to our National Scientific Advisory Group (NSAG).

The outstanding contribution of Fundraising and Marketing Committee member, Ness Wood should not go unnoticed. Ness stepped aside from

the committee this year. Heather Jeffery AO and Professor Roger Byard AO PSM FAHMS have been great champions and long-standing members of NSAG. In recognition of their work, they were awarded the title of NSAG Emeritus member. They have both agreed to continue to generously share their scientific expertise, guidance and knowledge, continuing our access to leading scientific experts.

During Reconciliation Week we launched the first iteration of our Reconciliation Action Plan (RAP). This is a formal statement of our commitment to ensuring that we are continually working towards being a culturally inclusive organisation, whose services and resources are developed and adapted to meet the needs of Aboriginal and Torres Strait Islander communities.

I am so proud of the Red Nose staff and volunteers who have navigated their own challenges throughout these Covid times to ensure that no bereaved family is left unsupported, that families are provided with up-to-date prevention and education messaging, and that research and advocacy stay front and centre in what we do.

I am truly humbled by the generosity of the Australian community, our corporate partners, foundations, and local, state and federal governments, whose ongoing support enable us to continue to fund research, support families and ultimately save little lives.

I would like to extend a heartfelt thank you to you all. Your support ensures we can be here for families whenever they need us and for as long as they need us.

With thanks and appreciation,

Craig Heatley
Red Nose Chair

“It is the legacy of these communities that drive us to do better every single day.”

“In a world full of uncertainty, you gave hope to devastated families, supported soon to be parents and new parents and helped us to expand our programs.”



Message from our CEO

Individually we are one drop, but together we are an ocean. I stumbled across this quote as I was reflecting on the year that was and how true it is.

Another year has passed and what a year it has been. I am honoured to be the CEO of Red Nose and to have the opportunity to connect with so many incredible families, to be part of networks that are truly making a difference in the baby and child space and to feel the support of our generous donors each and every day.

It has been such an exciting year. After the lockdowns and chaos of two years of Covid, where we had to shift all our programs online, it has been wonderful to return to more in-person activities. We have also continued our online and telephone support to those who prefer to be supported this way. Our monthly sessions with Chief Midwife Jane operated via Facebook live, and we continued to deliver our bi-monthly Ways to Be Ok sessions for bereaved families.

Representing and advocating for Red Nose families drives us in our collaboration and networking initiatives. Being known throughout the sector as the voice of bereaved families is a responsibility we take very seriously; as is our reputation for being front and centre in the safe sleep space. Red Nose has a seat at many national and international working groups, committees and networks; ensuring that bereaved parent voices are heard and that the research and science behind prevention messaging is consistent and incorporated into their parenting routines.

Our mission remains at the forefront of everything we do. The most recent statistics released by the Federal Government (for 2019) show that while the number of SIDS and SUDI deaths have dropped somewhat, the number of stillbirths has increased. However, we are still seeing our Aboriginal and Torres Strait Islander communities overrepresented in these statistics – we want to do everything we can to see these numbers decrease.

Demand for our services is still very high. During the first year of the pandemic, we saw a 40% increase in requests for bereavement support and a 20% increase in enquiries through our Safe Sleep Line, and these numbers remain relatively stable today. We have been able to ride this wave of demand through the generosity of so many people and we are so grateful for the support.

We are very proud of the Still Six Lives campaign which was funded by the Federal Government and was a partnership between Red Nose, Stillbirth Australia, Blue Hearts and The Stillbirth Centre for Research Excellence. Still Six Lives is a public awareness campaign teaching Australians three easy ways to reduce the risk of stillbirth.

Our world-first peer support program - Hospital to Home - continued to be funded by the Federal Government. This outreach program, the first of its kind in the world, provides vital support to parents in the immediate aftermath of the death of a baby or infant through stillbirth, termination for medical reasons, neonatal death or the sudden unexpected death of an infant. All bereavement outreach workers have lived experience, and their willingness to join the Red Nose team to support other families is a testament to the strength and support within our community.

It is truly humbling to lead this organisation. I am so proud of our achievements over the last 12 months, and I am committed to doing everything we can to save little lives and ensure that no families have to go through the devastation of losing a baby or child on their own. Thank you so much, from the bottom of my heart, to all of our staff, volunteers and supporters. It is your support that drives this organisation to be the very best it can be today and every day.

With gratitude,

Keren Ludski
CEO, Red Nose

Our research

Support from our community means we are able to fund research into the possible cause of pregnancy loss, including stillbirth and sudden unexplained death in infancy (SUDI) including SIDS and fatal sleeping accidents. Next financial year, for the first time, we will also invest in research into better bereavement care with the launch of the Red Nose Bereavement Support Research Grant Opportunity in May.

The advice we provide to families is research-based, and we will continue to invest in programs to help save little lives. Our National Scientific Advisory Group (NSAG) ensures that our information and advice for parents, carers and health professionals remains at the forefront of the latest evidence to help Australian families keep their babies safe.

This year, long-term members of NSAG, Professor Roger Byard AO PSM FAHMS and Professor Heather Jeffery AO were made Emeritus members of NSAG.

Research spotlight

In Australia, approximately 2,183 babies are stillborn each year, a tragedy for the parents and families and a major public health problem. The generosity of our supporters means we can work tirelessly to help reduce this number.

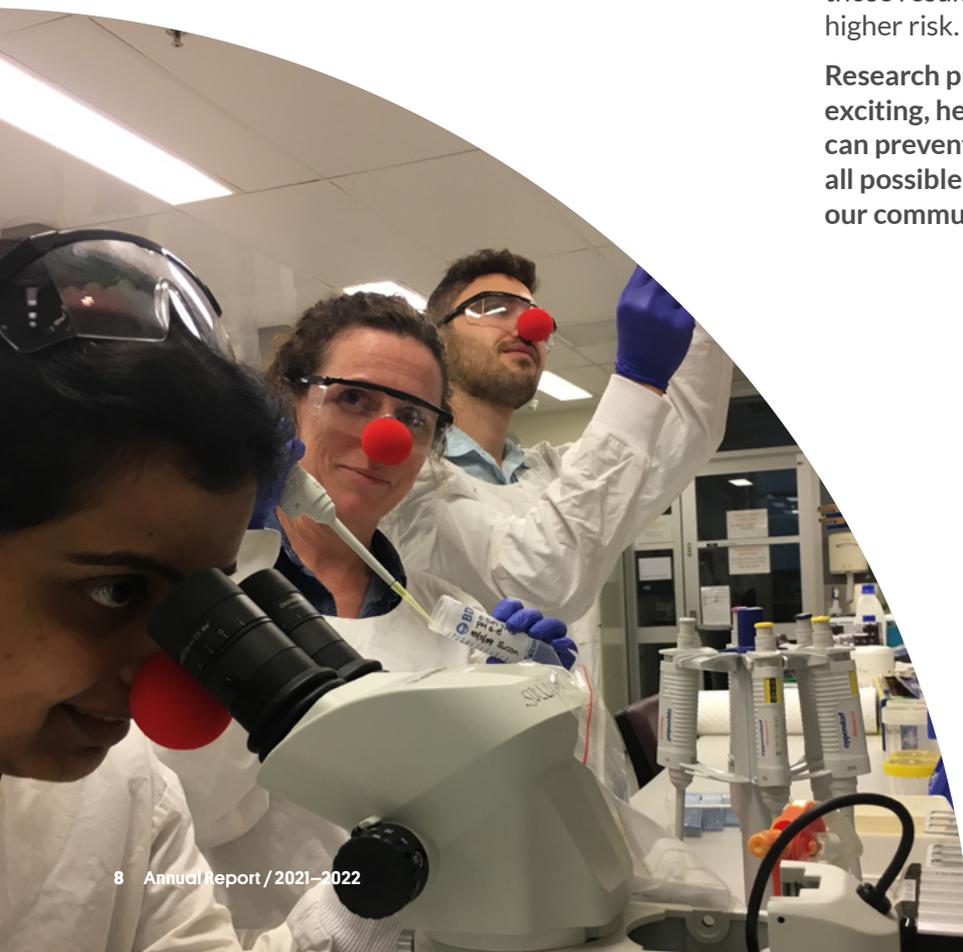
In the last two years, our researchers have been busy developing a specialised method for testing donated placentas and analysing their exosomes, tiny particles that a placenta releases into a mother's bloodstream.

Led by Laureate Professor Roger Smith AM, along with Professor Craig Pennell and Dr Kaushik, this exciting research is already making headway in the fight to save little lives.

Excitingly, researchers have confirmed that these exosome particles can indeed measure how well a placenta is working – the first step to predicting some stillbirths!

The next step for Professor Smith and his team, is to work out how to find and test these exosome particles in a sample of a mother's blood, and how to interpret those results to identify which pregnancies are at a higher risk.

Research projects like this one are incredibly exciting, helping to build a future where doctors can prevent a stillbirth from happening – and it's all possible because of the incredible support of our community!



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
1,600
calls to our Safe
Sleep Advice Line



Provided education to
100,000
new parents



Reached
Millions
of people with social
posts and media releases,
educating them on safer
pregnancy, safe sleep and
much more



Your support *helps* parents like Melanie & Chad keep their baby safe

“As first-time parents, Chad and I found ourselves in a world of the unknown when Madi was born.

We were advised by the hospital to be cautious of where we source our advice from, as there’s a lot of conflicting information out there these days.

And new research now suggests different and safer ways to look after baby than what was taught thirty years ago.

Thankfully, Red Nose’s expert advice is evidence-based and backed by the latest research.

I find the online Advice Hub easy to understand, with digestible pieces of relevant information to navigate through.

And whenever I feel overwhelmed or unsure about my specific situation, I reach out by email to Red Nose directly.

Red Nose are so lovely in their responses! I always get the sense that they genuinely care and they take the time to answer all my questions thoroughly.

They never make me feel silly or judged for asking questions - it’s a safe space to learn.

“Speaking with Red Nose ensured I have the knowledge on how best to keep Madi safe.”

There have even been occasions where I’ve shared Red Nose’s advice with my Mother’s Group when they’ve had similar questions.

Melanie
Mum to Madi



Safe sleep week



This year, Safe Sleep Week reached over

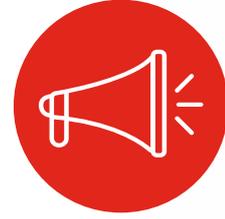
91,000

parents and caregivers, sharing practical advice to help reduce the risk of sudden and unexpected death in infancy



718

families registered to attend our free online workshop



369

health care professionals signed up for our free Safe Sleep Week forum



Steps towards *meaningful* change for First Nations Peoples

During Reconciliation Week we were proud to launch our Reconciliation Action Plan.

Our reconciliation action plan working group, in partnership with Reconciliation Australia, identified a number of goals and practical actions we can take to address the barriers that exist for Aboriginal and Torres Strait Islander communities to access safe sleep advice and best practice bereavement education and support.

This is just the first step in an ambitious plan that we hope will deepen and develop further opportunities within our services to improve outcomes for Aboriginal and Torres Strait Islander peoples and communities.

During Safe Sleep Week in March, we launched our Safe Sleep for Bubs brochure, which was adapted in consultation with community and included an Artwork commissioned from wonderful artist Tom Day. This Artwork is part of the action plan and was commissioned to build relationships and trust within community.

Artist Tom Day created the beautiful piece 'Harry.'

Artist's Statement



The night sky is glittering with stars representative of our babies lost but a monument to their spirits. My brother Harrison is there also.

The two circles are us, the community that grieves and remembers our loved ones. Our paths leading to each other providing love, comfort and resilience to each other. They also represent the two areas of Red Nose's work: prevention/education and bereavement support.

The red circles are to represent Red Nose, identifiable across the nation. They are coupled together to represent the Red Nose family and strength that comes from family.

Across this artwork is countless lines and designs. Each line represents us, the families who've lost a loved one.

But by being together we carry on. We never forget them but continue living to honour them.

This painting is for us all, both Indigenous and non - Indigenous who've been touched by our loss. I want it to signify our strength, our struggles, our resilience but most importantly our connection to each other.

The painting is titled Harry in honour of my brother who we lost 30 years ago. I often think about what would have been but I know he is with me always. So, in a way this is my monument to him also.

**TOM DAY 3rd
Gunditjmara
Yorta Yorta
Wemba Wemba**



Supporting grieving families

It has been a busy year for our Red Nose Grief and Loss Support Services. More families need us than ever before, and we've been there to support them.

This year we've been able to offer our families an extensive suite of programs designed for wherever they are in their grief journey. While we have been able to include face-to-face services again, we have also continued our online support groups, counselling and activities.

We aim to support all families across the country, and with our online services and Hospital to Home program, we are now able to offer support to families no matter where they live in Australia. This has been made possible due to funding from the Phoebe Joan Foundation to provide for regional support workers.

The Hospital to Home program operates throughout Australia and provides outreach support within three months of loss to bereaved parents who have experienced the death of a baby or infant through stillbirth, including termination for medical reasons, neonatal death or the sudden unexpected death of an infant.

We will also soon launch a grant for research into better bereavement care for families. We look forward to reporting on this grant and educating frontline hospital and medical staff to provide better support when families need it most.



Highlights



602

active individual clients per month



76

groups with over...

656

Participants signed up for our Ways to be OK online forums



OVER

20,000

counselling and support sessions provided



Natasha Walkerden
HOSPITAL TO HOME PARTICIPANT

“The Hospital to Home program supported me when I returned to work as a teacher. Red Nose advocated for me when I was lost for words, but also validated my requests and guided my transition back into the workplace.

“Red Nose has always welcomed me to share memories of my daughter, Leila, and created a space where I could honour her and express my thoughts and feelings openly.

“The Red Nose team have given me so much strength to tell my son all about his big sister and tell anyone that will listen about my treasured daughter Leila and her sassy attitude and courageous nature.”

our Community

Our community is unbelievably special. Spread far and wide across all corners of Australia. Families and individuals in our community are bound together by the collective desire to stop little lives being cut short, and make sure every grieving family receives the support they need.

Highlights for the year

- We launched our Footprints program and 24 members joined. These new volunteers will build meaningful connections with every birthing hospital and shared GP in Australia.
- We held our second National Remembrance Service in August at which we acknowledged the names of 460 babies and children who died.
- We supported families through journal workshops; memory-making workshops; bereaved parents' wellbeing sessions including the Lotteries West Wellbeing Series; open-houses and drop-in sessions; book groups and play groups.

Heart Strings

We are also excited about our new program connecting our community with each other – Heart Strings. Our Heart Strings membership program provides a space to connect and engage with other bereaved families, honour and remember your child among friends, and the opportunity to help to shape Red Nose programs and services for families. The program provides connections between families and our support programs, ensuring they know of our events, both online and offline.



Memorial Mural at the Todd Freemantle Centre

Local volunteers Renee, Loreena, Adam, Ben and Maynard have generously donated their time, art and gardening supplies and incredible skills to the Memorial Garden at the Todd Freemantle Centre.

They worked tirelessly to extend our memorial mural and renew our garden, so that our precious babies and children can be remembered and honoured in this peaceful courtyard.

Walks to Remember

This year, we were able to hold in-person Walk to Remember events again, while also retaining our National Virtual Walk to Remember. In total around 1,000 families participated in these events which are part of our acknowledgement of Pregnancy and Infant Loss Awareness Month and its special day Pregnancy and Infant Loss Remembrance Day (Oct 15).

Seeing families take the steps their babies never got to and supporting each other is what our organisation is all about. Loving parents of Jesse Peter, Amy and Naomi share how important joining their local Walk to Remember was for them.



In loving memory of Jesse Peter

“After a miscarriage at 7 weeks in January 2021, Jesse was meant to be our rainbow baby. Unfortunately, Jesse was born in July 2021 due to a placental abruption at 15 and 2 weeks.

We believe that no matter the gestation, all losses deserve recognition. Reaching out and establishing connection has been so important to help with our healing process. We have reached out and have had counselling with Red Nose, attended Open Houses at Todd Fremantle House and also placed a plaque for Jesse at the Mt Gravatt memorial garden.

For the first few days after we lost Jesse, our whole world was silent. But as we started talking about him and our story more, breaking the silence slowly made the days easier to bear. We had people in our lives remain distant thinking that silence was the right way to help us heal.

Those who are friends with parents who have experienced a pregnancy or infant loss, you need to get comfortable with being uncomfortable. If your friend named their baby, make sure you use their name. Be there for them. Don't be the friend who is afraid of upsetting them by saying their baby's name. They're already upset and not acknowledging their baby leads to further isolation.

To families experiencing similar losses, don't be afraid to break the silence and speak your truth. Remember to lean on your partner, family or friends, don't be scared to tell the same story over and over about your baby and don't be afraid to share how you truly feel, all of your feelings are valid.

Speaking about pregnancy and infant loss is important to us because our babies deserve to be spoken about and remembered by us and our family and friends. Their lives, no matter how short, had a major impact on a lot of people.”

“To join the community and walk with other families to take the steps our little Jesse Peter never got to, means more than we can put into words. Our story is our own, but it is not uncommon, and too many families across Australia go through the same thing every year”



Red Nose Day

snapshot

In August we held our 33rd Red Nose Day. Thanks to our wonderful community, Red Nose Day 2021 was a resounding success – together we raised over **\$850,000** to fund research, support Aussie families, and save little lives. What an amazing effort!

Over 1 million Aussies got involved in Red Nose Day this year – buying their red noses and silly socks, making donations, volunteering, telling their stories, supporting each other, and raising funds to help end the devastation that is nine little lives lost every single day and support grieving families.

A heartfelt thank you to our family ambassadors who bravely shared their stories of loss so that no bereaved parent feels alone. These are the stories of our community and the reason we are all here supporting Red Nose Day.



Supporters like you
& Harry ensure that
we can continue our
vital services within
the community.

Thank you!

4.2 million

reached via news stories

5.07 million

reached via advertising

1.62 million

organic reach social media

OVER

\$850,000

raised overall

OVER

5,500

red noses and other items sold

1,149

fundraisers were held.

of these

116

were fundraisers created
in special memory



Harry
RED NOSE DAY
SUPPORTER

“

Every year, since 2019, as Red Nose Day comes around in August, Harry helps to raise funds to save little lives and support grieving families.

Harry had just turned 6 when he saw a fire truck with a big red nose attached to its bumper and that was the beginning of it all. Asking what the nose was for when he was told what Red Nose does Harry wanted to help. “I decided to fundraise because I thought it would be something good to do and raise money for babies and help them to stop dying. I really think it would be nice for a change.”

“I just want to help families and researchers to find a cure for SIDS”

Harry has a little brother called Flynn who will no doubt want to help with his fundraising efforts as he gets older. Harry has come up with a range of ways to raise funds for including events like sausage sizzles at his school and selling red noses.

“I also made kids Covid masks that kids could colour in and these were sold at Flynn’s childcare and in the front yard at my house. But probably my favourite thing is setting up a bench and selling red noses to get a dollar or two”.

”

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.

Partner



Ambassadors



Supporting Partners



Media Partners



Campaign Partners

- Red Dot
- Nextra
- Capital Chemist
- NewsXpress
- Pharmacist Advice
- Soul Pattinson
- Club Premium
- PRD Nationwide
- Shout for Good

Pro Bono Support

- Boston Consulting Group
- Pinsent Masons
- Clayton utz
- RSEA Safety

Government Partners



Individuals and Families

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 you donate directly helps to fund research, support families and save little lives – none of our work would be possible without your care and kindness. Thank you from the bottom of our hearts.



Clothing collections *and* recycling

The Red Nose Clothing Collections & Recycling program is a social enterprise run by Red Nose operating throughout Victoria and South Australia with plans to expand.

We collect donations of pre-loved clothes and household goods in Victoria and South Australia and then resell or recycle them through our retail shops in partnership with Savers. Every dollar we make is invested back into our programs to support families and save little lives.

At Red Nose, we are committed to sustainability – which is vital for future generations and a cleaner planet for our children. The equivalent of one garbage truck full of clothes is burned or dumped in landfill every second. In fact, up to 85% of textiles go into landfill each year, that's enough to fill Sydney Harbour annually!

We are so grateful that our amazing community has supported this initiative. In fact, thanks to overwhelming community support through donations of clothes and bric-a-brac this year, the program has delivered some outstanding results.



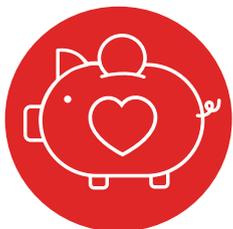
Clothing collection by the numbers



4,920
of bookings made
for pickups



**2.45
million**
tonnes of items
saved from landfill



31%
of our income
generated by our
commercial activities



Say Their Name Day

snapshot

Say Their Name Day was held on 25 March to help raise awareness of pregnancy loss, baby and child death.

It was a special day where we acknowledged many beautiful little ones held forever in the hearts of their families.

Visit > saytheirname.org.au

“We have always been afraid that people will forget about our son as the months and years pass. It’s so important to talk about Aish and say his name. Just because he isn’t here, doesn’t mean he shouldn’t be spoken about.”

Caitlyn & Chris
Aish’s Mum & Dad





8.2 million

reached via media stories

28K

raised overall

232

tribute pages
created

1583

memory hearts
created

Shared

16

family stories

Said more than

1,000

names



“Saying James’s name is important. His life was short, but his impact on us was enormous. He will live on in our memory and forever in our hearts.”

Kim
James’s Mum

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 (Company Secretary until Sept and current Deputy Chair)
- Andrew Kennedy (Treasurer)
- Ian Burgess (Deputy Chair to end Sep)
- Professor Paul Colditz
- Andrea Pearman
- Sérgio Brodsky
- Tracy Meredith
- Nick Xerakias
- Lyndy Bowden

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

Audit and Risk Committee

- Andrew Kennedy (Chair)
- Simela Karasavidis
- Ian Burgess
- 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 Karen A. Waters
- Doctor Susan Arbuckle
- Associate Professor Jane Freemantle OAM
- Doctor Carrington Shepherd
- Cherisse Buzzacott
- Nicole Hasseldine
- Associate Professor Fran Boyle
- Melanie Robinson
- Professor Jeanine Young AM
- Professor Roger Byard AO PSM FAHMS (Emeritus member of NSAG)
- Professor Heather Jeffery AO (Emeritus Member of NSAG)



Community Advisory Committee

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

Marketing, Fundraising & Commercial Committee

- Andrea Pearman
- Nicky Robinson
- Ness Wood (until November 21)
- Nadia Del Giudice
- Paul Roderique

Executive Management Team

- Keren Ludski
Co-CEO - CEO from January 22
- Jackie Mead
Co-CEO (until December 21)
- Andrew Hutchins
CFO & Head of Corporate Services
- Amy Johnston
General Manager, Fundraising & Communications (until October 21)
- Rachel Bailey
Director of Marketing, Communications and Fundraising (from January 22)
- Rachel Ficus
Director, Bereavement Services
- Bridget Sutherland
Director, Education & Advocacy (until February 2022)
- Margaret Polacska
Director of Prevention, Education and Research (from April 2022)
- Kate Cowmeadow
Director, Community Engagement

Financial snapshot

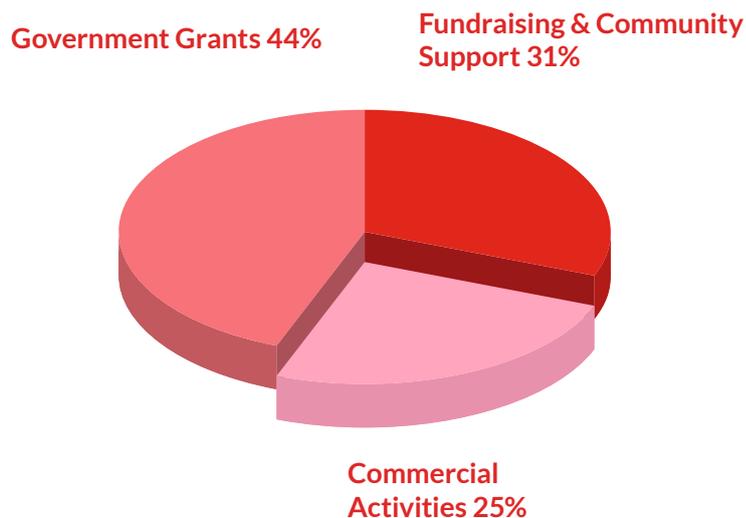
Our mission can only be achieved through focus, dedication, teamwork and sound financial management. This is why we are committed to making sure that we use every dollar wisely and maintaining a sound financial position, now and into the future.

This year, we have made every effort to minimise expenses wherever possible, and have worked to grow community support, increase engagement with our corporate partners and collaborate with our funders to ensure we could continue to deliver services. For the year ended 31 March 2022*, we are proud to have delivered an operating surplus for the third consecutive year.

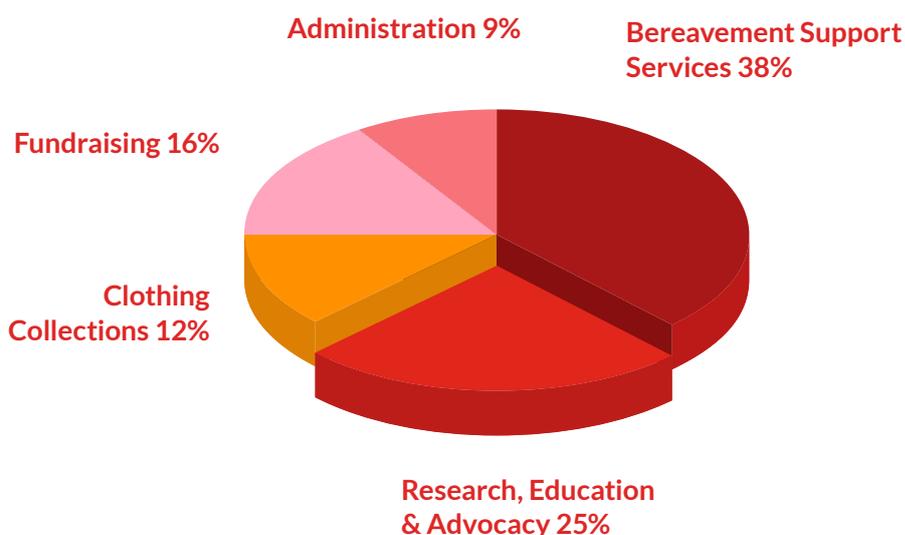
This places us in good position to meet future challenges in an uncertain environment. This excellent result is only possible thanks to the many people, companies, partners, staff, supporters, fundraisers and volunteers who support Red Nose every day. Thank you so much for your ongoing commitment to our mission, and your incredible support.

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 and education programs 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.

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 Service

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

rncc@rednose.org.au

Red Nose Community Engagement Team

1300 998 698

communityengagement@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

Get Social





Our community makes a difference, every day

Our shared vision of a future where no child dies suddenly and unexpectedly during pregnancy, infancy or early childhood, is only possible because of **you**.

Because you believe we must save these little lives, and because you act on this belief with your farsighted generosity.

Thank you for being there when we needed you the most. You are part of a special group of people around Australia, and having you on our team gives us great hope and renewed energy for the year ahead.

Thank you!





Red Nose

Suite 4, 670 Canterbury Road
Surrey Hills Vic 3127

rednose.org.au

info@rednose.org.au