



Impact Report

Saving Little *lives* & Supporting *bereaved* Families

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:



Research

Investing in world-leading research into the causes of sudden deaths during pregnancy, childhood, and best practice grief and loss support



Prevention

Our lifesaving Safer Pregnancy and baby Safe Sleep advice and education for parents, carers, health and early education professionals, and infant product manufacturers



Support

Professional and caring bereavement support services for anyone impacted by the loss of a pregnancy, 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.





A note from our CEO *and* Chair

Every family deserves the opportunity to bring their baby home safely, and every family experiencing the unimaginable loss of a pregnancy, baby or child deserves compassionate care and support. This purpose continues to guide everything we do at Red Nose.

On behalf of the Board and Executive team, we are proud to present the Red Nose Australia Annual Impact Report. This year has been one of significant achievement, strengthening our prevention, bereavement, research and advocacy programs while expanding our reach and impact across Australia.

Prevention remains at the heart of our work. More than 15,113 healthcare and early learning professionals completed Red Nose education and training, thousands of parents accessed trusted safe sleep information, and our Safe Sleep Advice Line responded to 1,073 calls. Together with education and awareness initiatives that reached more than 12.5 million Australians, these efforts continue to improve understanding of evidence-based infant care.

We were particularly proud to deepen our engagement with First Nations communities through the Yarning Safe Sleep with Mob program and to secure endorsement of our safe sleep resources from the Consultative Council on Obstetric and Paediatric Mortality and Morbidity (CCOPMM) and Safer Care Victoria.

Research and advocacy remain central to reducing preventable pregnancy, baby and childhood deaths. Working alongside researchers, clinicians and sector partners, we continue to strengthen the evidence supporting the prevention of stillbirth, SIDS, SUDI and SUDC, while ensuring lived experience helps inform policy, practice and future care.

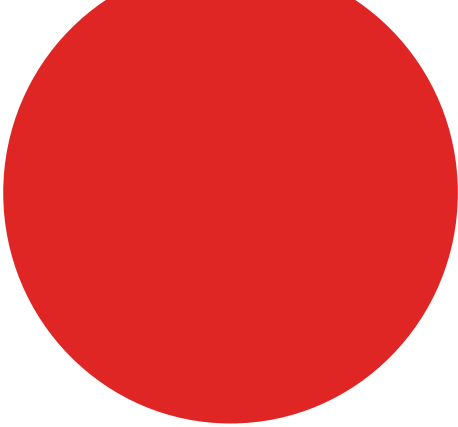
Supporting families through grief remains one of our greatest responsibilities. During the year, more than 11,000 families accessed Red Nose bereavement services, including 2,327 new referrals to counselling and Hospital to Home programs, more than 3,055 calls to our 24-hour support line, and over 1,950 Treasured Babies Packs distributed to hospitals nationwide. Behind every number is a family, and we remain committed to ensuring no one faces loss alone.

Another important milestone was the launch of our Healing Through Community resources. Co-designed with families, healthcare professionals and communities, and endorsed by the Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG) and the Australian College of Midwives, these resources provide compassionate, culturally responsive support for bereaved families across Australia.

This year also saw the opening of the new Red Nose Sydney Hub, creating greater opportunities for face-to-face support and community connection. We welcomed continued Federal and State Government investment in key programs and achieved accreditation under the National Digital Mental Health Standards while maintaining our commitment to the National Principles for Child Safe Organisations.

Building a sustainable organisation remains essential to delivering our mission. During the year, our Clothing Collections social enterprise expanded into New South Wales, diverting more than 1.5 million kilograms of clothing from landfill and generating more than 30,000 donor interactions. Every donation helps fund the programs that save little lives and support families through loss.





Community support continued to inspire us. Red Nose Day was revitalised through the Red, Set, Go challenge, engaging more than 30,000 donors and 3,600 fundraisers to deliver our strongest fundraising result in more than 15 years. Our Grief is 24/7 campaign also received national recognition, winning two Golden Target Awards and the Mumbrella Award for Best Media-Led Campaign.

These achievements reflect the extraordinary commitment of our staff, volunteers, peer supporters, healthcare professionals, researchers, partners, funders and donors. Together, you make it possible for Red Nose to support families, drive research, deliver education and advocate for lasting change.

As we look ahead, our focus remains clear: expanding access to prevention and bereavement services, advancing research, and strengthening evidence-based practice so every family can access the care and support they need.

As Red Nose approaches its 50th anniversary, we celebrate the lives protected, the families supported and the progress achieved over five decades. While we are proud of how far we have come, our work is far from complete. Together, we remain committed to a future where fewer families experience the tragedy of pregnancy, baby or childhood loss, and where every family knows they are never alone.

Amy Cooper, Red Nose CEO



Nick Xerakias Red Nose Chair





Saving little lives

Helping families make safer choices

Safe sleep and safer pregnancy remained at the heart of our work this year, through both public education and advocacy for systemic change. The Red Nose Research, Education and Prevention team work closely with governing bodies like ACCC and Standards Australia to ensure safety of infant and sleep products sold to the Australian public.

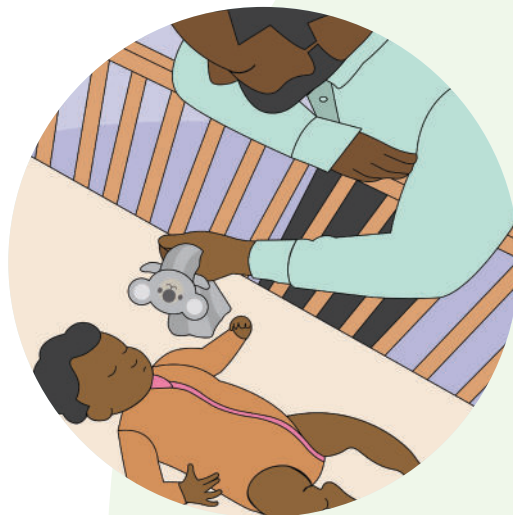
During Safe Sleep Week our campaign *Know the Why, Check the Space, Make it Safe* reached almost 130,000 impressions. We shared simple, practical safe sleep tips, real-life sleep scenarios, and everyday guidance for parents and carers. We continued to educate families year-round via our website, parenting and baby expos, online training for educators and Safe Sleep Support Line for parents and carers.

We advocated for evidence-based safe sleep training for childcare educators. Red Nose encouraged government to embed compulsory safe sleep training nationally, undertaken at induction and refreshed annually, consistent with First Aid training requirements.

We also continued our campaign speaking out against the risk of influencers sharing unsafe images and the rise in AI responding to parent's questions from non-verified sources.

“Without a
doubt parents
are getting
misinformation
from AI”

Loren Rushton
National Prevention and
Education Manager



Safer pregnancy for all

We also backed the Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG) and the Australian College of Midwives (ACM) call for Commonwealth and state and territory ministers to consider tightening the parameters around regulation for home births and those acting as birth advisors in Australia.

We support the steps being taken by regulators to ensure safety standards are consistent across Australia,

It is critical that families understand the difference between registered healthcare professionals, who are trained, insured and accountable, and unregulated birth workers who are not

Amy Cooper, Red Nose CEO

At the same time, Red Nose emphasises the need to ensure that all families feel heard, respected, and supported within the maternity care system and are well educated on the ways they can help reduce the risk of stillbirth.

It's not just counting kicks

A families' advocacy to reduce stillbirth

Bianca's Story: In Loving Memory of Angelo

In 2016, Bianca and Michael lost their son Angelo to stillbirth, a loss made more painful by a warning sign they didn't know to look for.

That night, Angelo's movements had suddenly increased. Bianca describes it as feeling like "a footy match in my uterus." She began to feel unwell too, but as her fifth baby, and with no risk factors, she wasn't immediately alarmed. A home doppler check found nothing, but she trusted a "niggling feeling" and went to hospital the next morning. An ultrasound confirmed Angelo had passed away.

Turning grief into advocacy

"It's not just about less kicks," Bianca says. "If your baby's movement suddenly becomes much more active than usual, that can also be a sign that something isn't right."

While reduced foetal movement is widely known as a warning sign, research, including the Auckland Stillbirth Study, found over 20 per cent of stillbirth cases involved a single episode of unusually vigorous movement.

Bianca now works with Red Nose to share her story, helping advocate for and supporting other pregnant women by reaching families and health professionals with a clearer message: know your baby's normal patterns, and trust your instincts, whatever the movement feels like.



red nose *by* the numbers

Our impact over the years



12,992

Babies saved since 1989*



80%

Reduction in SIDS

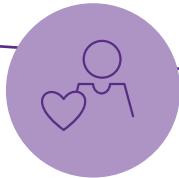
**But
there is
still more
to do**

Our Bereavement support *team*



2,327

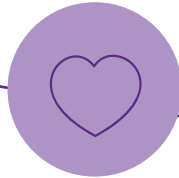
Referrals received



Supported

750

new counselling clients



Supported

922

new Hospital
to Home clients



Delivered

1,950

Treasured
Babies packs



Reached

1.63 Million

people on our
bereavement
social channels



Created

5,337

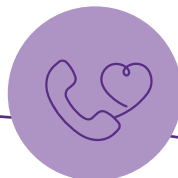
special
remembrance tiles



Provided

8,984

support sessions
with bereaved
families



Answered

3,055

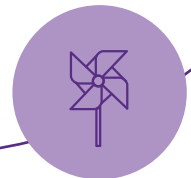
calls to our 24/7
Grief and Loss
Support Line



Supported over

1,300

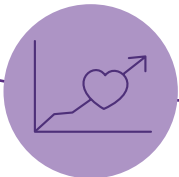
households, via
our Heart Strings
program



Hosted

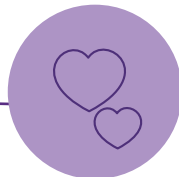
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Walks to
Remember



26%

referral growth



43%

of received referrals
from priority
population groups

Your support helped us care for families who have experienced the loss of a pregnancy, stillbirth, or the death of a baby or child.



* Estimate uses ABS Causes of Death 2022 data to determine the difference in expected and actual deaths due to Sudden and Unexpected deaths in Infants (SUDI) if the death rate had remained the same as when the campaign was introduced in 1989

** For references visit <https://rednose.org.au/media-centre/media-fast-facts/>

Our Education team



Answered
1,073
calls to our Safe
Sleep Advice Line



Provided training for
15,113
health care and early
learning professionals



107,618
new parents educated
through 13 Pregnancy,
Baby and Children's expos



Reached
25.1 Million
people on our
education social
media channel

**red
nose
day**

8,998
individuals
sign up to our
new Red,Set,Go
fundraiser

Red Nose Day has
a combined media
reach of over
4.3 Million
people

10,198
Red Nose Day
fundraisers



**Say their
name**
25 March

For the first time we partnered with
SANDS UK and went international with
our Say Their Name Day campaign

703
people
registered
for events across
the country

300
new memory
hearts created

Responded to
2,278
children's names
on our social
media channels

Our Clothing collections program



23,977
household pick ups and
3,150
via organisations



Saved over
**1.5 Million
Kilograms**
of items from landfill

Our wonderful volunteers

we are proud to have...

93
Peer support
volunteers

145
Community
Engagement
volunteers

343
Treasured
Babies
volunteers

84
Governance
Volunteers

10
Prevention
Education
volunteers

46
Fundraising
volunteers

19
Clothing
Collection
volunteers

739
Total
number of
volunteers



1,000's of hours of love poured into Red Nose Services
by dedicated volunteers across our programs



Bereavement support

Red Nose supports families across Australia who have experienced pregnancy loss, stillbirth, or the death of a baby or child. We offer a range of free services, including the 24/7 Grief and Loss Support Line, the Hospital to Home Lived Experience Support Program, counselling, peer support groups, live chat and family stories.

Walking beside families

In loving memory of Tei Cho's son

After losing my child, the sense of loss I experienced was overwhelming and all-consuming. There were moments when I felt completely lost, unable to imagine how I could continue living with this pain.

The Hospital to Home support I received truly saved me. In the support sessions, I was able to express even the heaviest and most painful emotions.

Before accessing support, I believed no one could truly understand my pain. But the bereavement outreach worker had lived through similar experiences. They fully accepted my grief, and, just as importantly, they accepted the existence of my son. Knowing there were people who remembered my child helped me feel less alone.

I want you to know this, too: you are not alone. There are people who will truly listen. You don't have to carry this grief by yourself.



Healing Through Community

The Healing Through Community project aims to improve bereavement support for families who have experienced miscarriage or stillbirth, particularly those who face barriers to accessing appropriate support.

This project is currently supported by the Commonwealth Government and Department of Health, Disability and Ageing. In October, the Healing Through Community resources were launched in Canberra alongside the Assistant Minister for Health and Aged Care, Indigenous Health and Women, the Hon Rebecca White MP. These resources were co-designed with community to best equip health professionals to tailor their expert care to specific community needs, bridging gaps in access and equity so that all families can access the help they need, when they need it.

"We are proud to stand alongside the Commonwealth Government in our commitment to reducing the tragedy of stillbirths in our nation. When loss does occur – particularly for those in our community who experience stillbirth and miscarriage at disproportionately high rates – Red Nose is there to assist."

- Amy Cooper, Red Nose CEO

"Families often tell us that all they received after their baby died was a pamphlet – with no clear path to care. Healing Through Community changes that."

**- Nick Xerakias
Red Nose Chair**



Our Community of supporters

From donors to fundraisers, volunteers and supporters, we couldn't support bereaved families and save little lives without you.



Red Nose Day

Red Nose Day is our annual major fundraiser where Australians join together to raise funds to save little lives and support grieving families. We celebrated our 37th Red Nose Day and launched a brand new fundraiser that was embraced by our community called Red, Set, Go. This is the story of bereaved mum Rebecca, one of our participants.

In *loving* memory of Teddy

Rebecca and her friends and family raised over \$20,000 as part of Red, Set, Go, a new fundraising initiative introduced as part of Red Nose Day. This new fundraiser had almost 9,000 participants. Every year 3,000 babies and children die suddenly. We were honoured to have so many families walk, run or even row 3km a day to represent the 3,000 little lives lost in Australia every year. This figure does not include the one in four pregnancies that are estimated to end in miscarriage.

“I decided to raise funds for Red Nose Day to honour my son Teddy.

I realised nothing I could do would bring him back, but I could try to honour him by raising funds and bringing awareness to loss of a child, especially in the case of multiple births. Also, the added benefit for me personally, was that nearly 12 months after giving birth I was still working on getting my strength back after being bed rested and wheelchair bound for most of my pregnancy, so I felt this challenge would help me achieve that also – and it did! I changed shape dramatically and have since been going on long walks and runs since the challenge!”

Volunteer recognition

We are so thankful to all our volunteers. We highlighted the meaningful difference our volunteers make during International Volunteer Day and brought our volunteers together to celebrate the opening of the Red Nose Sydney Hub during National Volunteer Week.

The impact

“It meant everything, in the middle of unimaginable grief, knowing strangers had taken the time to lovingly make something for our baby made us feel seen and supported. It brought comfort during the darkest days of our lives.”

Maddison and Luke – Mum of Teddy and Kai.
Only Kai came home from the hospital with her.

“My mother lost two babies, and I wanted to help ease the pain for others in a similar situation. I love the teamwork, the craft, and the companionship.”

Cindy - Volunteering for Treasured Babies for 26 years



Thank you

Ambassadors

- The Wiggles
- Dr Golly
- Rory H Mathers

Bereavement Ambassadors

- Paul Field
- Dominic Field
- Fiona Ellis Jones
- Amie Rohan
- Tracy Vo
- Irena Gilbert

Pro Bono Partners

- GRACosway
- Holding Redlich
- K&L Gates
- Landers and Rogers
- Magnolia Legal Pty Ltd
- Paradise Outdoor Advertising
- Parents you've got this
- 180 DC Consulting

Campaign Partners

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

Community Partners

- FRA Victoria
- Victorian Outboard Club

Trusts and Bequests

- Phoebe Joan Foundation

Preferred Partners



Supporting Partners



Government Partners

Funded by



- Red Nose acknowledges support of the Victorian Government
- Red Nose received funding from the Australian Government Department of Health, Disability and Ageing
- With assistance from the ACT Government under the Volunteer Peer Support Network and Bereavement Service
- Supported by NSW Ministry of Health

Individuals and Families

Each year, thousands of individuals, families, and organisations stand beside us - and we are deeply grateful. Your generosity powers everything we do, from funding life-saving research to providing critical support for bereaved families. Every dollar you donate helps save little lives and ensures no family walks the journey of grief alone.





A Groundbreaking Retrospective study

Red Nose's National Scientific Advisory Group (NSAG) received ethics approval for a national retrospective review of SUDI and SIDS cases over the last 2 decades.

This research aims to bridge a significant gap by analysing Australian coronial data to identify key risk patterns such as co-sleeping, smoking, and socioeconomic factors— offering a clear view of the latest trends behind infant deaths in Australia.

"We hope to create an evidence base that reflects Australian families and systems to guide future public health messaging and policy development that speaks directly to our communities" said Margaret Polacska, Director of Research, Education and Prevention.

The study will also engage with consumer workshops to ensure that future messaging and campaigns are relevant, accessible, and grounded in real-life experiences.

Finding answers through life-saving research

Red Nose continues to support research that brings us closer to understanding why babies and children die suddenly and unexpectedly, and how these tragedies can be prevented.

This year, researcher Melanie Andrew-Manning announced her team's discovery into the possible biological contributors to sudden and unexpected infant death, including the role bacteria may play in a baby's airway. Her research is helping build understanding of how factors such as sleeping prone may influence the bacteria present in the nose and upper airway, and why Safe Sleep recommendations remain so critical in protecting little lives.

For Melanie, this work is also deeply personal. Fourteen years ago, she lost her daughter Mylee suddenly at just 15 months old. She committed herself to finding answers that could help spare other families from the same heartbreak.

Through Red Nose-supported research like Melanie's, we are strengthening the evidence behind prevention, improving the way safe sleep messages are understood, and helping families affected by loss find hope in the search for answers.

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 First Nations 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 Safe Sleep Advice Hub
1300 998 698
(during business hours AEST/AEDT)
education@rednose.org.au
rednose.org.au/safesleep

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

For general enquiries
call **1300 998 698**
rednose.org.au
info@rednose.org.au

© Red Nose Limited 2026 Red Nose is a for purpose charity. 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 Fundraising Institute Australasia. Our Bereavement Services are also accredited via the National Safety and Quality Digital Mental Health (NSQDMH) Standards.



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