

Red Nose Day 2026

FRI
31st
JULY

Red Nose Day is Cure Kids biggest annual appeal!

As New Zealand's largest charitable funder of child health research, Cure Kids has been driving ground-breaking advancements in paediatric health for over 50 years.

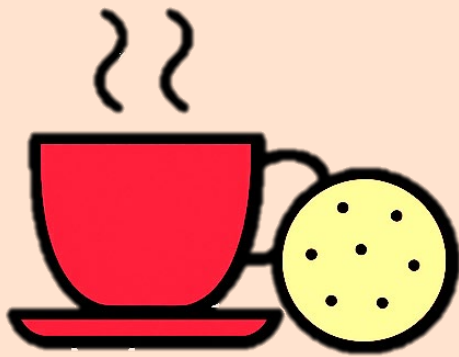
Our work has led to several major breakthroughs, from key insights into common and rare childhood health conditions, to better care for children battling serious diseases. We've also helped discover new ways to diagnose, treat, and even cure conditions affecting children.

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

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



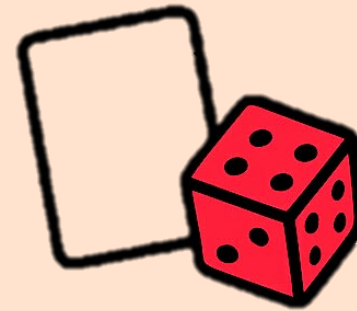
Top ways to Go Red for Red Nose Day...



HOST A MORNING TEA...



A BBQ OR POTLUCK... OR A GAMES NIGHT!



Ask for a donation to participate.



GIVE SOMETHING UP



OR CHALLENGE YOURSELF

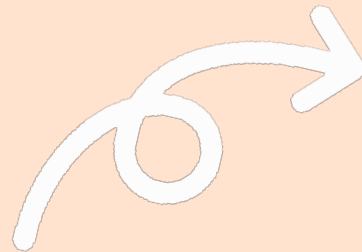
Set up a fundraising page and ask for donations in support.



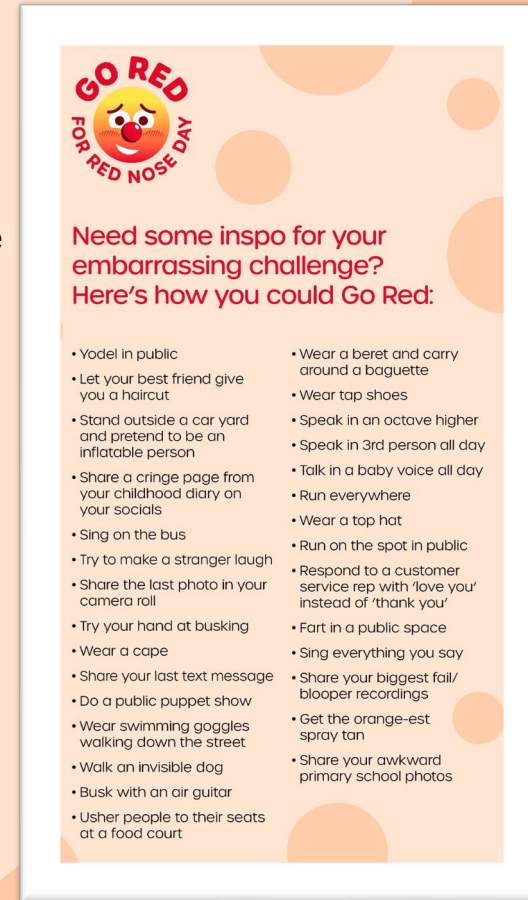
Or do something completely different...

Along with the tried-and-true methods of fundraising, we're challenging people to “**go red for Red Nose Day**” by pledging doing something a little **silly or embarrassing** if you reach your fundraising target.

- Share the last photo in your camera roll
- Reveal a page from your childhood diary
- Share your browsing history
- Let your best mate give you a haircut
- Share your awkward teenage photos
- Put together a real-life bloopers reel



Click the image to view more ideas



Tools & Resources.

Click on the links below to access...



[Posters](#)



[Social media tiles](#)



[Campaign logos](#)

Use our existing tools, or create your own!

Social media prompts

Let your friends and family know that you're supporting Red Nose Day to help Cure Kids fund much-needed child health research.

POST 1 - SPREAD THE WORD

I'm supporting Cure Kids Red Nose Day by *[let them know what you are doing]*.

[Tell people if you have a special personal connection to Cure Kids, or if you are doing the fundraiser in honour of anyone].

I would love you to get behind me! *[Provide details of how they can get involved including: Date, Time, Location, Entry \$, Link to your fundraising page]*.

For more information about Red Nose Day or to start your own fundraiser, head to www.rednoseday.co.nz!

#rednosedaynz #curekids #bigresearch #childhealth

POST 2 & 3 — THANK AND REMIND

A special thanks to everyone who has already supported my Red Nose Day fundraiser. *[Give a shout out to specific people]*.

All money raised goes to Cure Kids to support child health research, giving kiwi kids the best chance of a healthy, bright future.

It's not too late to get involved! *[State how they can get involved and donate. This could be a link to your fundraising page, in person, or through www.rednoseday.co.nz/donate]*.

#rednosedaynz #curekids #bigresearch #childhealth

POST 4 — WRAP UP

[Re-cap of the Cure Kids Red Nose Day fundraiser]

I'm delighted to share that we raised *[amount]*. This money will go to Cure Kids to support important life-changing child health research in NZ.

Thanks to everyone who took part. If you haven't already, there is still time to donate to Red Nose Day. Head to www.rednoseday.co.nz *[or provide the link to your fundraising page]*.

#rednosedaynz #curekids #bigresearch #childhealth

Share your photos or videos from the fundraiser

Tag Us!



@curekidscharity



@curekidsnz



@cure-kids



#curekids #rednosedaynz





Thank you for
participating in
Red Nose Day
2026

