



TOOLKIT

The Red Nose Day Joke-Ha-Thon encourages students to use the power of their voices to help kids in need.

Between April 1 and May 21 (Red Nose Day), students will tell and sell their best jokes within their classrooms, schools, and communities to spread some much-needed joy and raise some life-changing cash!

This kit provides all the resources you'll need to create your Joke-Ha-Thon fundraiser. The program is flexible enough to execute in a single classroom, schoolwide or the community.

All the money you raise will go to the Red Nose Day Fund, which supports programs that keep children in need safe, healthy and educated in the U.S. and around the world.

And this year, Hasbro will match the money raised by schools up to \$50,000!

Here's what's in your kit:

1. Joke-Ha-Thon How-to
2. Lesson Plan
3. Classroom Poster
4. Joke List
5. Promotional Poster
6. Joke Jar Labels
7. Decorations
8. Joke Cards
9. Email Copy
10. Case Studies of Children Helped
11. Fundraising Pay-in Slip



Double your classroom's donation! Hasbro will match up to \$50,000 for all Red Nose Day in School fundraising.



HOW-TO

Thanks for joining the Red Nose Day Joke-Ha-Thon!

Just follow these steps to create a fun and unforgettable experience for your students!

Join The Official Joke-Ha-Thon Team

In order for your dollars to be counted toward the Hasbro match and to receive email updates from Red Nose Day, you must join the official Joke-Ha-Thon team.

- Go to RedNoseDayinSchool.org/JokeHaThon and click on “Join the Team”. You’ll be taken to the official Joke-Ha-Thon team page where you will register your fundraiser, set a goal and create a page (you can modify your goal or page at any time).
- Once registered, you will receive regular coaching emails from Red Nose Day.
- If you’re doing a cash fundraiser, you will pay in your dollars via your fundraising page when you’re done (or pay by check using the Joke-Ha-Thon pay-in slip).
- If you’d like to fundraise online, personalize your page and share it with parents and friends.

Teach

Use the Scholastic lesson plan to help students explore joke-writing while building literacy skills, and watch the videos to learn how the funds you’re raising will help children in need.

Prep

First, pick your fundraising activity! We developed Joke-Ha-Thon to be flexible, so choose an activity that works for you. Here are a few ideas:

- Have a comedy show in the classroom, where students donate to tell a joke to the class, or hold an all-school comedy assembly and charge students to attend or participate.
- Ditch the lemonade stand and set up “Joke Stands” to sell jokes on campus or in the community.
- Have your class create and sell an illustrated book of their favorite jokes!
- Already have a favorite fundraising activity like a bake sale, dress down day or coin drive? Just add joke-telling to make it a Joke-Ha-Thon!



Once you've decided how to fundraise, use the resources in this kit to help you prepare. Write your jokes, customize your promo posters and "Joke Jars", personalize your team page, if you're fundraising online, and tell the world about your plans!

Fundraise: April 1 - May 21

- Track your progress on the classroom poster and watch the celebrity Joke-of-the-Day videos to keep kids laughing as they fill their Joke Jars with cash!
- Share the fun you're having on social media using #JokeHaThon and tag @RedNoseDayUSA. You could be featured on our social channels!

Pay In Your Dollars And Be Matched By Hasbro!

- If you've done a cash fundraiser, pay in your dollars online via the "Donate" button on your fundraising page. Your dollars will be counted toward the Hasbro match.
- If you've raised money online via your fundraising page, you're all set!
- Can't pay by credit card? You can send a check or money order along with the pay-in form in the fundraising toolkit.
- Pay in as soon as you can to be included in the announcement of our grand total shortly after Red Nose Day.

Noses On!

Jokes are funnier when wearing the official Red Noses!

Available nationwide, this April 2020, exclusively at **Walgreens**

Have a question? Email Us At:
Contact@RedNoseDay.org

LESSON 4 |

Literacy, Empathy, and Humor



Harness the power of humor to build students' literacy skills while exploring how comedy and creativity can make a difference.

Objective

Students will use multiple-meaning words and figurative language to write and deliver jokes for a cause. They will also read and speak expressively.

Time

40 minutes

Materials

- Make a Difference With Comedy activity sheet
- Age-appropriate joke books (see step 2)
- Videos about child poverty at rednoseday.org/videos
- Stories of children helped at rednoseday.org/stories
- Tell a Joke, Make a Difference family sheet

SHARE the family resource sheet with your students' parents. Fill in the details about your class fundraiser, so families can join in on the joke-telling fun!

1 **Invite** students to share what makes them laugh. Explain that many jokes contain:

- **puns** jokes based on multiple-meaning words (like *run*) or words that sound the same (like *I* and *eye*)
- **hyperbole** an exaggeration

2 **Direct** students to search for puns and hyperbole in kids' jokes. Use joke books from your library, or choose from the following:

- *101 Math Jokes* by Erin O'Connor
- *101 School Jokes* by Katy Hall
- *United Jokes of America* by Alan Katz and Caissie St. Onge

3 **Show** that every joke has a setup and a punch line.

- Setup: Why was six afraid of seven?
- Punch line: Because seven ate nine!

Ask students where the pun is. (Answer: The number *eight* and the word *ate* sound the same.)

4 **Have** students identify the setup and the punch line in their favorite jokes from step 2. Do their jokes contain any puns or hyperbole? (For advanced kids, ask: If not, what other aspects of humor can they identify?)

5 **Model** telling a joke without expression, then with expression. Have students practice delivering their favorite joke aloud to a partner.

6 **Hand** out the activity sheet. Have students write their own jokes.

Applying Writing and Speaking Skills

Humor is lots of fun, but it is also a tool that people can use to help others. Tell students they will use the power of their own voices—the writing and speaking skills they work hard to develop in school—to help children in need by participating in the Red Nose Day Joke-Ha-Thon. **Share** the videos and stories about child poverty to start the conversation and inspire them to get involved. Discuss the end of the activity sheet.

Kids Helping Kids: The Red Nose Day Joke-Ha-Thon

Join the **Red Nose Day Joke-Ha-Thon** for a fun, easy, and meaningful classroom experience that your students will never forget!

From April Fool's Day through Red Nose Day on May 21, students across the country will tell and sell their best jokes within their classrooms, schools, and communities to spread some much-needed joy and raise some life-changing cash. To get started visit RedNoseDay.org/JokeHaThon for free start-to-finish resources to create your fundraiser. Then (time for a math connection!), fundraise to help children living in poverty in the US and around the world. Every penny counts!

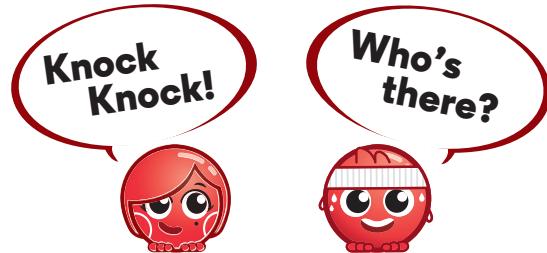


IN SCHOOL

Name _____

Make a Difference With Comedy

Plan out your own jokes, then answer the question about why you want to use jokes and comedy to help others.



1. Jot Down Ideas

2. Write Your Own Joke(s)

Types of Jokes

- Puns
- Hyperbole
- Silly situations
- Knock-knock
- (Add any others you can think of!)



Joke Tip

- Try "backwards planning": Identify your pun or punch line—then think of a situation that could end that way.

Make a Difference!

When you tell your jokes, you have people's attention. You can use that time to talk about other issues that are important to you, like helping other kids just like you. What facts about child poverty do you want your audience to know?

Tell a Joke, Make a Difference

Dear Parents,

Does your family like to joke around? Jokes are a fun way to build reading, writing, and speaking skills. Your child has also been exploring how humor and creativity can help make a difference for people in need. Now we are turning our learning into action by taking part in the Red Nose Day Joke-Ha-Thon, where we will tell and sell jokes to help children living in poverty.

HA HA!



Planning a fundraising event is a great way for students to practice goal-setting, build organizational skills, and practice empathy for others. Use this guide to start a conversation about child poverty and support your child's efforts to help end it.

DID YOU KNOW?



Nearly one in five children in the U.S. lives in poverty.



One dollar can provide nutritious food for a child after school.



Globally, 264 million children and adolescents do not have the opportunity to enter or complete school.



\$5 can vaccinate a child in the poorest countries against five deadly childhood diseases.

MAKE YOUR LAUGHS MATTER: JOIN THE RED NOSE DAY JOKE-HA-THON

Ways you can support our class fundraiser:

- Encourage your child to practice their jokes—everyone needs an audience!
- Ask your friends and family to donate to hear a joke or two.
- Help your child set up a joke stand (like a lemonade stand, but funnier!)
- Set up a family fundraising page and spread the word! It takes only a minute to register at RedNoseDay.org/JokeHaThon.

[More information about our class Joke-Ha-Thon fundraiser:](#)



NOSES ON!

Red Noses will be available at Walgreens nationwide in April 2020.



THURSDAY MAY 23

JOKE LIST

Borrow One of These or Write Your Own!

How many tickles does it take to make a squid laugh?

Ten-tickles!

What do you call a nosy pepper?

Jalapeño Business.

Why did the carpenter go to the beauty salon?

He needed his nails done!

Where do roses sleep at night?

In their flowerbed!

Why are eyeshadow, lipstick and mascara never mad at each other?

Because they always make-up!

Why was the shoe bad at gymnastics?

She was a flip-flop!

Which band never turns left or right?

One Direction!

What do ponies do when they fall in love?

They get mare-eed!

What should you do if you bite off more than you can chew?
Spit it out!

Why wouldn't the hermit crab give the mollusk a ride in his shell?
Because he didn't want to pull a mussel!

How do you cut a wave in half?
Use a sea saw.

Why did the genie get mad?
Because he was rubbed the wrong way!

What flower is the best kisser?
Tulips!

What is a good time to go to the dentist?
Tooth-Hurty

What did the balloon say to the pin?
Hi, Buster!

What do aliens like in their hot chocolate?
Martian-mallows.

What did one volcano say to the other volcano?
I lava you.

Where do horses live?
In neigh-borhoods

Why did the lawyer show up in his underwear?
He forgot his lawsuit!

How do trees get onto the Internet?
They log on!

How does the ocean say hello?
It waves.

What do ghosts use to wash their hair?
Sham-BOO!

Why can't your nose be 12 inches long?
Then it would be a foot.

What did the left eye say to the right eye?
Between you and me, something smells!

Why can't you tell a joke standing on ice?
Because it might crack up!

If seagulls fly over the sea, what flies over the bay?
Bagels.

What day do chickens hate most?
Fry-days!

What do you call a bear with no teeth?
A gummy bear.

What do you give a lemon in distress?

Lemonade!

What does a weiner dog say when he crosses the finish line?

I'm a weiner!

What do you call a bee that's having a bad hair day?

A Frisbee.

What's a ballerina's favorite type of bread?

A bun!

What is the corn's favorite music?

Pop!

What time of year do people get injured the most?

In the Fall!

Why was the politician out of breath?

He was running for office!

What is rain's favorite accessory?

A rainbow!

Why can't Monday lift Saturday?

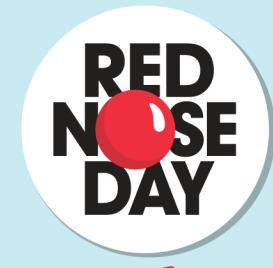
It's a weak day!

Why did the quarterback take the hardest classes?

Because he knew he would pass!

Jokes courtesy of our friends at...





JOKE **HA** THON



**We're telling and selling jokes to spread much needed joy
and to raise life-changing cash for children in need.**

EVENT:

WHEN:

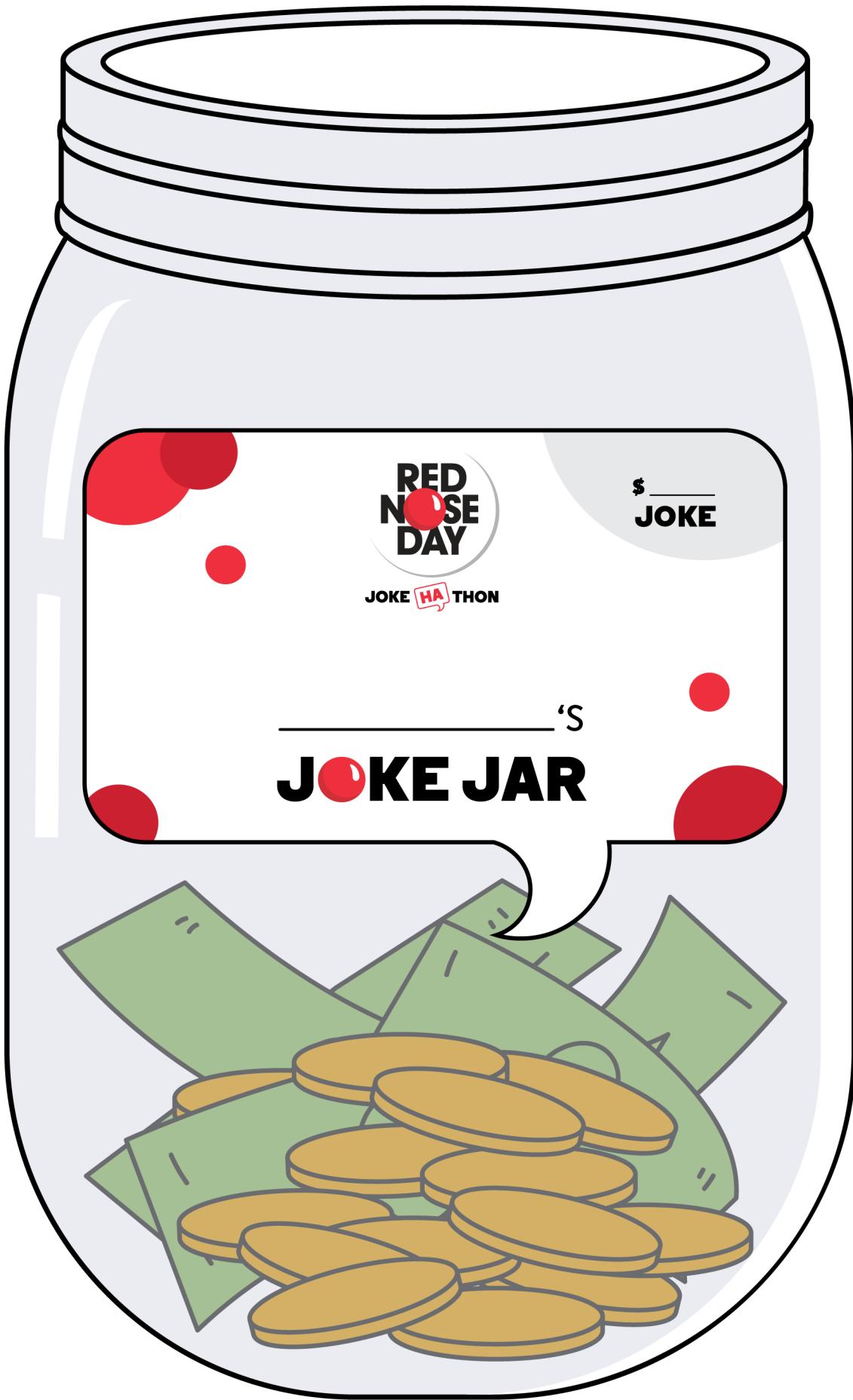
WHERE:

Let's come together to end child poverty, one nose at a time.

Joke Jar Labels

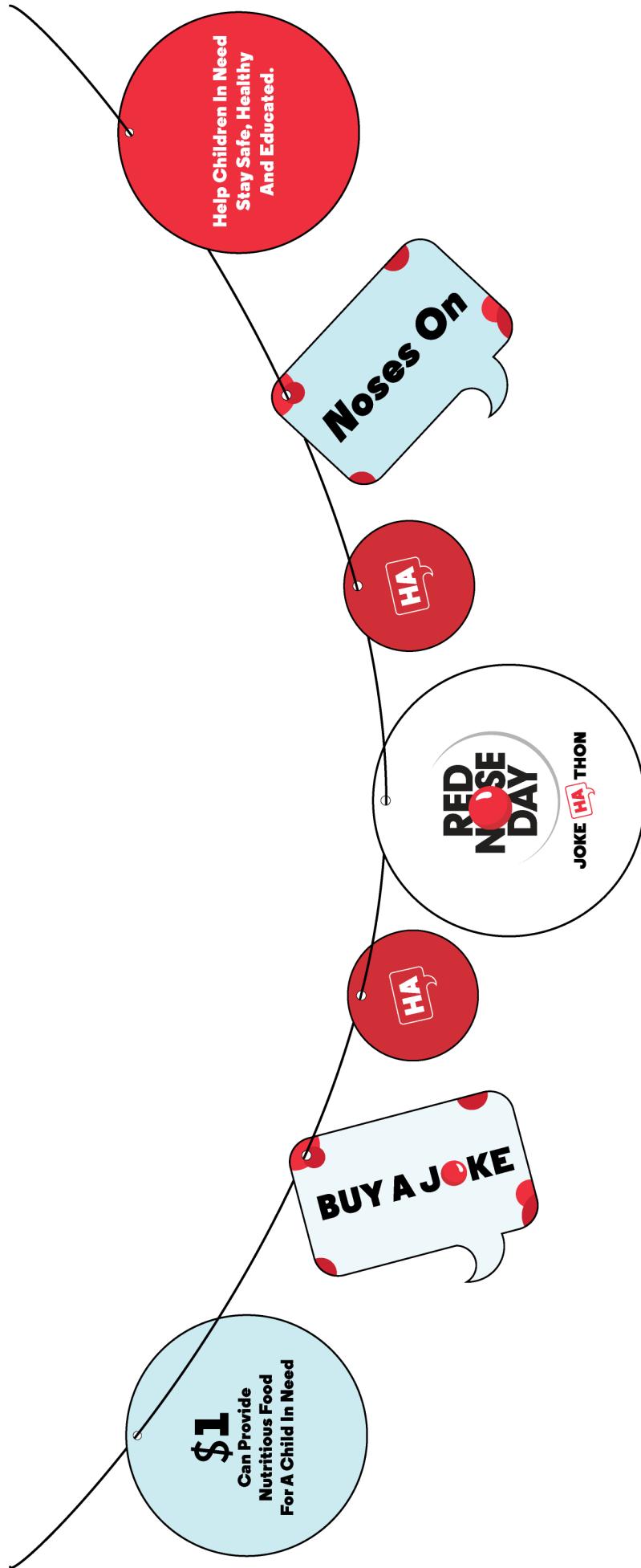
Print this label and attach to a jar to collect the money you raise





Decorations

The following elements can be cut out and strung together to decorate the classroom for your Joke-Ha-Thon.





**RED
NOSE
DAY**

The logo consists of the words "RED NOSE DAY" in a bold, black, sans-serif font. A large, solid red circle is positioned over the letter "O" in "NOSE". A small white outline of a nose is visible through the center of the red circle.

JOKE  THON

The text "JOKE" and "THON" are in a bold, black, sans-serif font. Between them is a red speech bubble containing the letters "HA".



**Let's come together
to end child poverty,
one nose at a time.**



returns
Thursday, May 21



**Help children in need
stay safe, healthy
and educated.**

Tag us!

@RedNoseDayUSA

#RedNoseDay



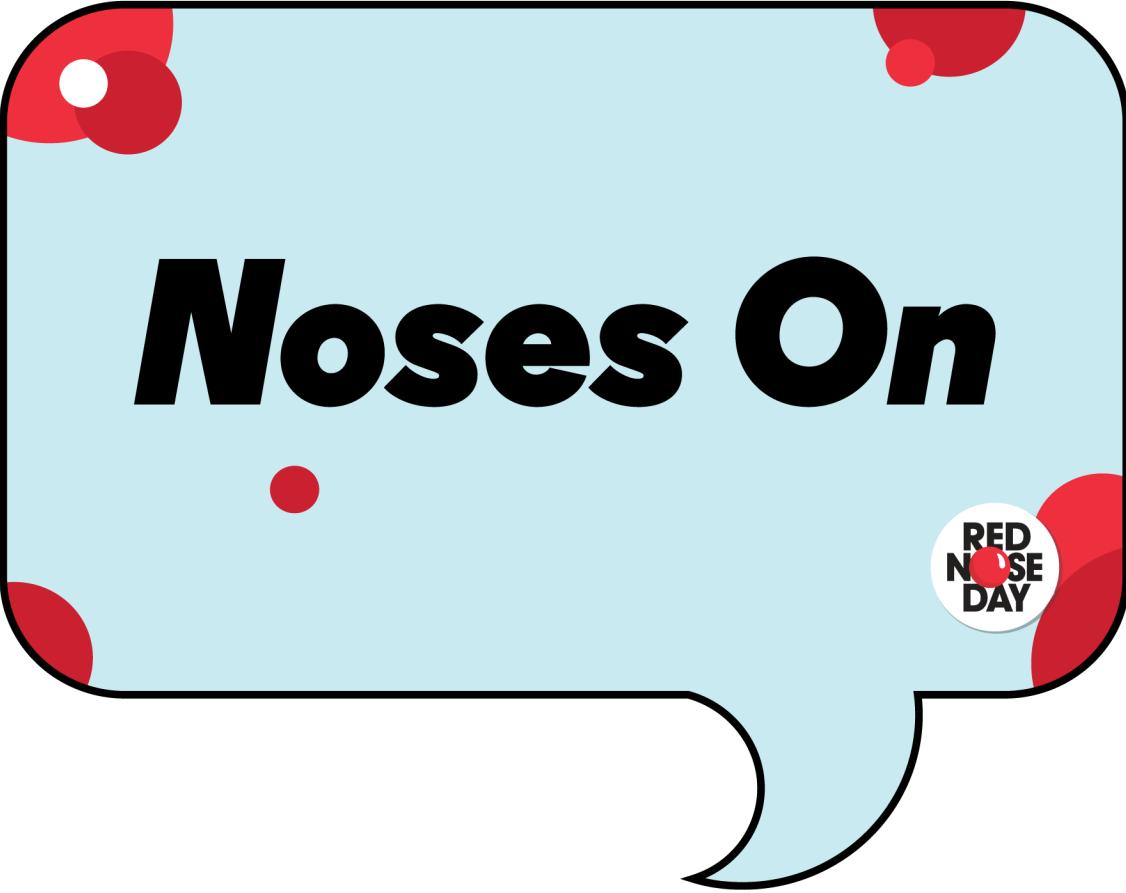


BUY A JOKE

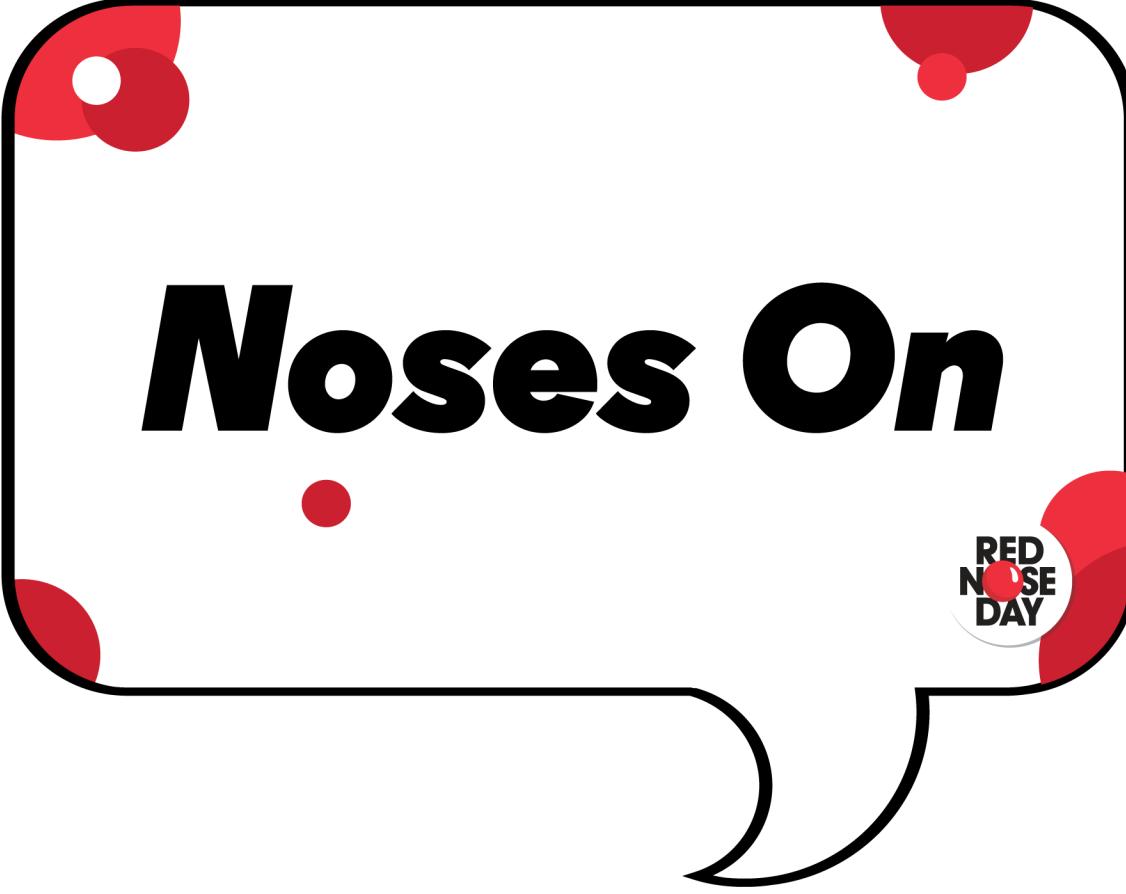


BUY A JOKE





Noses On



Noses On





HA



HA



HA

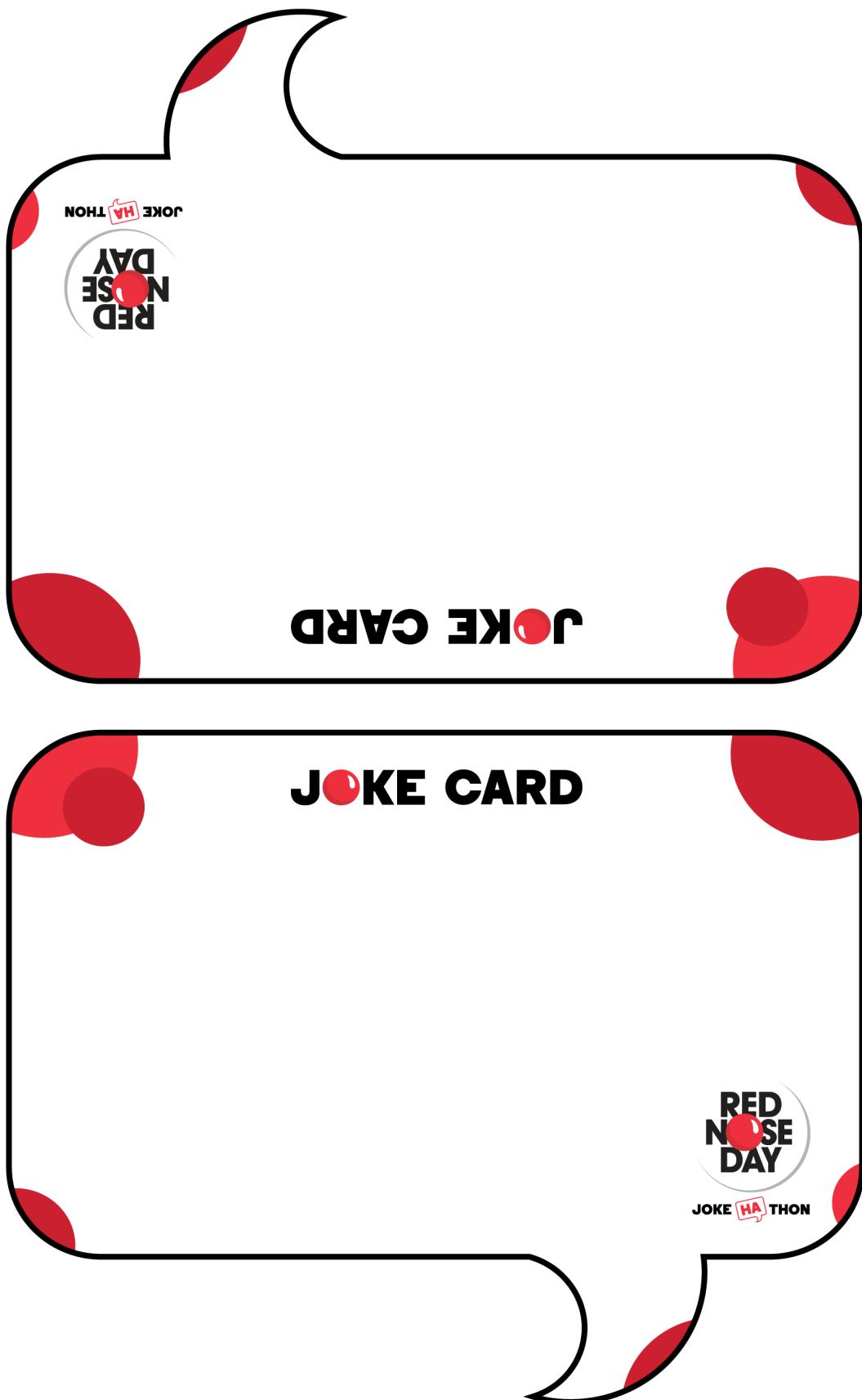


\$1

**Can Provide
Nutritious Food
For A Child In Need**

Joke Cards

Use these cards to encourage students to write their own jokes. Decorate the walls, bake sale tables, joke booths, and classrooms and snap photos of the kids holding up their jokes for social media.



EMAIL COPY

Here is helpful language about Red Nose Day that you can customize to help gain support for your fundraiser from Parents, Administrators, and the PTA.

Dear XXX,

In the U.S. and around the world, 1 billion children are deprived of basic needs like food, shelter and health care. But a small amount of change can make a world of difference for a child in need.

Our class has been exploring how humor and creativity can help make a difference for people in need, through a lesson developed by Scholastic and Red Nose Day in School.

Now we are turning our learning into action by taking part in the Red Nose Day Joke-Ha-Thon! My students will be telling and selling their best jokes to spread some much-needed joy and raise some life-changing cash for children living in poverty.

Planning a fundraising event is a great way for students to practice goal-setting and build their organizational skills while also learning empathy for others.

I am so excited that my students will be using the power of their voices— and the skills they work hard to develop in school—to help children who need it most.

Here's what we're doing for our Joke-Ha-Thon. [INSERT WHAT YOU'RE PLANNING FOR YOUR FUNDRAISER HERE]

Additional Language For Parents

You can get involved too! Here are a few ways that parents can support our fundraiser:

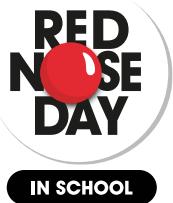
- Encourage your child to practice their jokes— everyone needs an audience!
- Ask your friends and family to donate to hear a joke or two.
- Help your child set up a joke stand (like a lemonade stand, but funnier!)
- Set up a fundraising page and spread the word! It takes only a minute to register at RedNoseDay.org/JokeHaThon.

Additional Language For Principals/Administrators

I'd love your permission to do the following: (e.g., I'd like permission to....fundraise for this great cause, hold a school comedy assembly, set up a joke stand on campus, get multiple classes or the whole school involved, etc.)

Additional Language For PTA

We would love the support of the PTA/PTO to help us make our fundraising efforts successful! [ADD SPECIFIC REQUEST TO PTA/PTO LEADERS HERE - e.g., purchase Red Noses for the school, spread the word to all parents to get their kids involved, share information about our event, etc.]



Stories Of The Children We Help

What is Red Nose Day?

Red Nose Day is a fundraising campaign that harnesses the power of entertainment to drive positive change and help create a just world free from poverty. Our goal is to end child poverty in the U.S. and around the world. We believe that every child deserves to be safe, healthy and educated and given the very best chance to grow, learn and thrive.

Real Stories Of Real Children

The following case studies tell the stories of real children helped by Red Nose Day. Students will learn about the different ways poverty impacts children around the world, and how Red Nose Day works with incredible partner organizations to transform both lives and communities.

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Food Insecurity In Missouri

Filling Backpacks And Hungry Tummies



One in six American children may not know where they will find their next meal.* Kitiana, a ten-year-old from Springfield, Missouri, is one of these children who faces hunger.

"When I was really young I walked in the kitchen thinking, 'what's for breakfast?' But there was nothing in the cabinets, and I thought, 'oh no,'" recalls Kitiana. "My mother caught me digging in the cabinets and said 'Sorry, we can't have anything for breakfast, lunch or dinner today.' So we just snacked a little. It made me feel so hungry. It felt pretty bad."

Now Kitiana and her brother Thomas, a first-grader, live with their grandma. Their grandmother used to work but had to stop after adopting her grandchildren. Kitiana and her brother take food home every week through a BackPack Program, one of the many child hunger-focused initiatives that Red Nose Day helps to fund through Feeding America®.

"My favorite thing in the backpack is the spaghetti and chocolate milk," Kitiana says. "It makes me feel fantastic to bring the backpack home!"

Kitiana explains that because her grandmother sometimes gets sick and can't cook a lot of food, she has the children grab something from their backpacks to help when they're

hungry. "I'm glad this is here [the BackPack Program] because we have enough now, but one day we could run out of money and run out of food, but at least we'll have things from our bags."

The Feeding America network is the nation's largest domestic hunger-relief organization, working to connect people with food and end hunger. A donation of a single dollar helps provide at least ten meals secured by Feeding



America on behalf of local member food banks. Money raised through Red Nose Day helps to support programs that specifically feed children who struggle with hunger in all 50 states and Puerto Rico.

*According to the USDA, Household Food Security in the United States in 2016

Clean Water In Nepal

Health Springs Forth



Thirteen-year-old Manita* is one of many kids in Ambote who has witnessed the impact of clean water firsthand.

"It's easier now than it was before," Manita shared. "The taps are much closer."

Three years ago, life was very different for this community in southeastern Nepal. Before they had access to clean water, families had to rely on streams and springs located high in the mountains. Not only did it require difficult

water and their local partner, Nepal Water for Health (NEWAH).

In 2013, NEWAH began constructing a massive, gravity-fed, piped water system in Ambote that would capture the natural spring water high up on the mountain and deliver it down to tap stands located throughout the community.

Instead of having to climb and search for water, families now have access right next to their homes. And because it's a protected source, the health of the community has transformed.

"Before the water project came in, we had more sick people in the village" Manita shared. "Now we know the importance of using toilets, keeping clean, and drinking clean water."

The resident doctor, Ram, who has been in Ambote for 18 years, went from treating over 2,220 cases of diarrhea in 2010 to fewer than 200 today.

For kids like Manita, restored health has meant the freedom to go to school. To study math, science, English, and Nepali with other 9th graders. To dream a little bigger.

Today, Manita is working to make sure that her community stays healthy for years to come. "I want to be a scientist," Manita boasted. "I want to make medicines to cure the ill."

climbing, but the unprotected water sources were also often the cause of illness for nearly everyone in the community.

In 2010, the local health clinic in Ambote was seeing more than 700 patients per month. But not anymore.

Today, that number is down to 60-65, thanks to you. Money raised through Red Nose Day is helping to fund charity:

* Name has been changed to protect privacy.

Escaping Child Labor In Peru

Laying A Strong Foundation



When we first met Julieth* in 2016, she was engaged in back-breaking child labor at an outdoor brick making factory in Huachipa, Peru.

Julieth is now 9 years old, and still lives in Huachipa with her mother and two younger siblings. She is a beneficiary of a new project launched by CESIP called 'Promoting the rights of children and adolescents in Huachipa,' a project supported by a grant from the Red Nose Day Fund.

Thanks to generous donations from the American public on Red Nose Day, Julieth is no longer engaged in child labor.

As you might imagine, Julieth's family continues to struggle financially. Her mother Dina works in landscaping, sowing grass, and sometimes the family cannot participate in school activities that require extra fees. Julieth's father abandoned the family four years ago and does not have contact with his children. Dina has begun a legal process in the hope that Julieth's father will take financial responsibility for his children.

Educating and engaging parents is a key part of breaking the cycle of child labor. Dina learned about the consequences of child labor and the rights of children through CESIP's project, and does not want her daughter to suffer the way she did from child labor. When CESIP first began to work with Julieth, she was a timid, quiet girl. She was often tired from working and didn't want to play. Her mother has seen a major change in Julieth ever since she entered CESIP's

project. She is now a playful, happy and affectionate little girl.

Julieth is in the third grade now, and she received good grades last semester. Her favorite class is math. She is a great big sister, and is very protective and loving towards her two younger siblings, José (age 8) and Flavia (age 5). Julieth also enjoys the art classes offered through CESIP. At the end of her school day, Julieth goes to the second-



grade classroom and picks up José so that they can walk home together. After they finish their homework, they like to play soccer.

Julieth's life has been radically transformed. She goes to school, plays with her siblings, and even participates in classes to educate children about their rights, increase self-confidence, and improve social skills.

Instead of making bricks, Julieth is now laying the foundation for her own future.

* Name has been changed to protect privacy.

Homelessness In New York

Finding A Place At Covenant House



Children and teenagers don't choose to be homeless. They take to the streets because adults have failed them or because circumstances beyond their control have left them no other choice.

In 2017, the number of homeless people in America increased for the first time in seven years,* and more than two million children in America will face a period of homelessness in their young lifetimes.**

Covenant House is using money raised through Red Nose Day to move young people from poverty and homelessness to a place of hope. While each young person served at Covenant House is unique, many of their stories are not unlike that of George.***

George was raised in the Bronx by his father and grandmother. He never knew his mother. His father was abusive, hitting him sometimes with his hands, sometimes with his belt. Unable to cope, George started acting out, getting in trouble, finally dropping out of school. When his grandmother died, George was kicked out of the house by his father.

He had no place to go, and no one to help him. While he did have a job, he did not have a place to live. He slept

anywhere he could find: on the subway, in parks, and even on sidewalks. Because he had nowhere to shower, he used wipes to wash, so no one at work would notice the dirt. He did not want anyone to know that he was homeless. He felt very alone, and was distraught about where his life had led him.

After a month on the streets, a friend referred him to Covenant House. When he arrived, he was given food, clothing and safe shelter in a caring environment. He felt supported and secure. At Covenant House, George participated in the Job Readiness employment workshop, learning essential skills to find and retain employment. He landed a job while working on his high school equivalency diploma, and moved into Covenant House's longer-term transitional living program, Rights of Passage.

"I am so thankful to the staff at Covenant House," says George, "because without their love and support, I don't know where I would be right now. It's been a really hard, long road, but I finally feel like I have a chance at being something great and accomplishing my dreams."

George is on his way, hoping to attend college and become a firefighter.

*According to the U.S. Department of Housing and Urban Development **According to Covenant House ***Name has been changed to protect privacy.

Healthcare In Kenya

Getting Life Saving Supplies To The Front Lines



When Millicent's young son started to show malaria symptoms, she and her family were understandably very worried. They called their local Community Health Volunteer in Ligega, Kenya named Dorothy.

"When I saw the child, the body was very hot and had fast breathing," Dorothy recalled the situation. "The child had two danger signs."

Unfortunately, at the time Dorothy had no supplies to be able to test and treat the case of Millicent's son. The only option she had was to advise the family to rush to the local hospital for help. At the hospital, Millicent's son tested positive for malaria and sadly, he passed away. The family was devastated.

"He was growing up well. He was active, happy and healthy. He fell sick. It was very, very sad." Dorothy recalled.

Then Millicent's second child, baby Isabel*, also came down with malaria symptoms. The family immediately called Dorothy who came to their home. This time, Dorothy had all of the necessary life-saving supplies she needed to effectively test and treat baby Isabel. Isabel is now healthy and malaria free. Dorothy was able to manage the case at home and continues to support baby Isabel and the family.

Millicent remarked, "In this village, Dorothy's role is very important."

Rapid Diagnostic Tests (RDT's) are the first and critical tool in the malaria response. They provide results in approximately twenty minutes and enable community-based care and start of treatment within hours, which can make the difference between life and death, especially in



a young child. Early diagnosis of malaria not only reduces disease and prevents deaths, but also contributes to reducing malaria transmission.

Through Global Fund to Fight AIDS, Tuberculosis and Malaria, Comic Relief USA supports 3,800 Community Health Volunteers like Dorothy with a monthly stipend that enables them to do this vital, life-saving work, as well as funds RDT's for more than 3 million children across Kenya.

* Name has been changed to protect privacy.

Educating In Indiana

Turning A Brain Drain Into A Gain



One of the many clubs benefiting from Red Nose Day's support is the Boys & Girls Club of Goshen.

Throughout the United States, Boys & Girls Clubs of America members are getting access to new learning opportunities thanks to support from Red Nose Day.

Children from low-income families often lack access to mental stimulation and learning opportunities during summer break. That too often means that children suffer from a "summer slide." That's the academic term for a really serious loss of learning, where kids leading tough lives often fall behind their peers.

Through Red Nose Day's partnership with Boys & Girls Clubs of America, we're helping beat summer slide through the Summer Brain Gain program. The program serves members who would otherwise spend the day at home or roaming the neighborhood. It's a safe place for members who are living in poverty to learn and grow throughout the months off between school years.

At the Boys & Girls Club of Goshen, Indiana, Red Nose Day helps fuel their Summer Brain Gain program for 180 to 245 members each day, including academic and recreational activities, as well as breakfast, lunch, and a snack.

This program has been particularly impactful for nine-year-old Joshua. Joshua struggles with school and impulsivity due to having ADHD. It's often difficult for staff to motivate him to come to our Learning Center to complete school work, or to engage in intervention opportunities.

Josh attended Summer Brain Gain regularly, and though his behaviors still presented challenges at times, it was clear that he wanted to be in the learning center and did not want to miss out on any of the activities. Through this program, he was also able to form meaningful relationships with staff who once struggled with him. He even joined a homework help group with one of his newfound mentors. Thanks to Red Nose Day's support, Joshua continues to grow in his academic achievements, character, and leadership development. He is now setting goals for himself. Joshua wants to be an astronaut when he gets older, and he has identified that to become an astronaut he'd have to learn a lot about science, and that he'd need a lot of math skills too. When he talks about being an astronaut, Joshua says he really wants to find out if there was life on other planets. "I'd be famous for making these discoveries!" Joshua exclaimed.

* Name has been changed to protect privacy.



About Red Nose Day USA

Red Nose Day is a campaign with the mission to end child poverty by funding programs that keep children safe, healthy, and educated. Through the power of entertainment, we bring people together to laugh and have fun, all while raising life-changing cash for the children that need it the most. Since our debut in 2015, we have raised over \$190 million and have positively impacted over 16 million children in the United States, and around the world.

Visit RedNoseDay.org for more information about Red Nose Day and its impact and follow @RedNoseDayUSA on Twitter, Instagram and Facebook.

About Red Nose Day In School

Red Nose Day in School provides free educational resources to help students in Grades 2-5 understand the issue of child poverty, develop empathy, and realize their power to create positive change. We believe that every child can make a difference, no matter how young.

Our fun and flexible classroom routines, lesson plans and videos are developed in collaboration with Scholastic and NBC Learn, and are available at RedNoseDayinSchool.org.