acon RED RIBBON APPEAL

1 December 2026

RED RIBBON APPEAL

CORPORATE ENGAGEMENT OPPORTUNITIES



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RED RIBBON
APPEAL

ABOUT THE RED RIBBON APPEAL

The Red Ribbon Appeal is ACON's flagship annual fundraising campaign, held around World AIDS Day (1 December).



The ribbon is one of the most recognisable symbols in the HIV community – representing solidarity with people living with HIV, and remembrance for those we've lost.

Through ribbon sales, donations, workplace and community fundraising, the appeal invites our people across Australia to support life-saving and life-changing health services for the LGBTQ+ community.

Every ribbon sold and every dollar raised supports the funding of HIV prevention, reducing stigma and supporting people living with HIV.

RED RIBBON APPEAL

GET YOUR WORKPLACE INVOLVED

Each year, thousands of employees show support for the Red Ribbon Appeal.

Here's four easy ways that your workplace can get involved.

1

Host a Ribbon Sale Site

Set up a stall in your workplace and sell red ribbons to colleagues.

A simple, visible way to raise funds and start conversations about HIV awareness.

2

Host a Red-Themed Event

Bring your team together – a morning tea, dress-red day, or team lunch – with proceeds going to the appeal.

A fun, low-effort way to build momentum and connection.

3

Purchase Ribbons for Your Employees

Buy ribbons and red ribbon merch in bulk to gift to your team.

A meaningful gesture that shows your workplace stands with the LGBTQ+ community and people living with HIV.

4

Make a Corporate Donation

Support life-saving and life-changing health services for the LGBTQ+ community with a direct contribution from your organisation.


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RED RIBBON
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LEGO Harry Potter
SMEG
PRIZES
1 SPIN AGAIN
PLAY & WIN
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HOST A RED RIBBON SALE SITE

Set up a Red Ribbon stall at your workplace or building lobby on World AIDS Day – over morning or lunchtime – and give your colleagues the chance to buy a ribbon and start a conversation. ACON will support you every step of the way.

HOW ACON CAN SUPPORT YOU

Providing a ribbon stall, red ribbons and pin badges

EFTPOS machines for easy, cashless giving

An ACON staff member
on the ground to support the day

Red Ribbon t-shirts for your volunteer sellers to wear

Assets to promote your activity
and help maximise your fundraising

WHAT WE'LL NEED FROM YOU

Permission from your employer and/or
building management to host the stall

A team of volunteers to sell ribbons
and collect donations on the day

A suitable space
(lobby, foyer or common area)
with good foot traffic


RED RIBBON APPEAL
RED RIB BON
WORLD AIDS DAY
1 DECEMBE
1,000,000 likes #Redribbon
1st prize

RED RIBBON APPEAL

GO RED FOR WORLD AIDS DAY

Bring your team together to show solidarity and raise funds by hosting your own red-themed event on World AIDS Day, 1 December.



FROCKS

Dress-red day
– colleagues wear red and make a suggested donation to take part



FUNCTION

Morning tea
or team lunch, with red-themed treats



FOOD

Bake sale
with a Red Ribbon twist



FRIENDS

Trivia
or games session with an entry donation

Ready to get involved?

Scan the QR code to register your fundraiser.
redribbonappeal.org.au/fundraise/redribbon-week-work


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THANK YOU
WORLD AIDS DAY
RED FRIDAY
FOOD
FROCKS
FRIENDS
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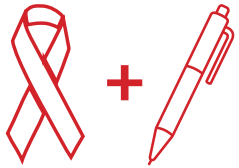
GIFT A RIBBON TO YOUR TEAM

Purchase Red Ribbon merchandise for your employees to wear this World AIDS Day. From satin ribbons and enamel pins to wristbands and tees, every item worn is a visible show of solidarity – and every purchase helps support life-saving and life-changing HIV health services for the LGBTQ+ community.



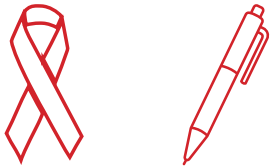
RIBBONS

Bulk buy ribbon and pin packs from $15+P&P



CORPORATE PACKS

Order a curated mix of Red Ribbon merchandise including ribbons, wristbands, pens for your teams and colleagues



INDIVIDUAL ITEMS

You can buy individual ribbons, pins, wristbands, tees and totes – just for you or for smaller teams

Order by Friday 20 November for delivery in time for World AIDS Day on 1 December.

Ready to order? Scan the QR code to shop online.
redribbonappeal.org.au/shop

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MAKE A CORPORATE DONATION

There are a few ways your organisation can give to the Red Ribbon Appeal this World AIDS Day:



DONATE DIRECTLY

Make a one-off corporate gift to support the appeal



BECOME A MATCHED GIVING PARTNER

Double the impact of every dollar donated on our Red Ribbon Appeal Matched Giving days



MATCH YOUR TEAM'S FUNDRAISING

If your are fundraising for the appeal, many employers consider matching every dollar you raise

Interested in becoming a matched giving partner?
Get in touch with Lance on fundraising@acon.org.au to arrange some time to chat.

Ready to donate? Scan the QR code to give directly.
redribbonappeal.org.au/get-involved/donate



THANK YOU
FOR YOUR SUPPORT

Thank you for taking the time to learn more about the Red Ribbon Appeal.

However your workplace chooses to get involved, you'll be helping support life-saving and life-changing health services for the LGBTQ+ community and people living with HIV this World AIDS Day.

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We'd love to help bring your workplace on board – get in touch to get started.

Contact:
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fundraising@acon.org.au
02 9206 2000

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