UNITE FOR WORLD AIDS DAY

1 December 2026

RED RIBBON APPEAL

FUNDRAISING INFO KIT

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THANK YOU FOR JOINING THE RED MOVEMENT

The Red Ribbon Appeal raises money for community-based initiatives that aim to eliminate the transmission of HIV in NSW and end HIV stigma. It is conducted by ACON, NSW's leading HIV and sexuality and gender diverse health organisation, throughout November, in the lead up to World AIDS Day.

FOOD **FROCKS** **FRIENDS**

HOW IT WORKS

Go red and make an impact! Your support will power efforts to end HIV stigma, prevent new HIV transmissions and support people living with HIV.

1 FIND AN IDEA

Come up with an idea and get involved on Red Ribbon Week. Host a trivia event, organise a morning tea at your workplace or set yourself a fitness goal – it's up to you.

2 REGISTER ONLINE

Register your fundraiser online and set up a fundraising page. You'll get access to a resources and collateral to help make your fundraiser a success! It's that easy.

3 START FUNDRAISING

You don't have to wait until your Red Ribbon benefit to start fundraising. Your friends and colleagues can donate online at any time – the earlier the better!

4 MAKE AN IMPACT

Host your fundraiser and make a difference! After your event or challenge, send back the donations you have raised. Every dollar goes towards ending HIV stigma, preventing new transmission and supporting those living with HIV in NSW.

DON'T FORGET TO WEAR RED!

ABOUT RED RIBBON APPEAL

The Red Ribbon Appeal is ACON's most iconic and much-loved campaign that raises vital funds to end HIV stigma, prevent new HIV transmissions and support people living with HIV in NSW. It is held throughout November, in the lead up to World AIDS Day on December 1 – an internationally recognised day that raises awareness of HIV, and remembers those we have lost to an AIDS-related illness.

ABOUT ACON

ACON is Australia's largest organisation specialising in community health, inclusion and HIV responses for people of diverse sexualities and genders. Established in 1985, we work to create opportunities for people in our communities to live their healthiest lives.

ABOUT WORLD AIDS DAY

Founded in 1988, World AIDS Day on the 1 December is an opportunity to raise awareness on HIV, remember those we have lost to an AIDS-related illness and support people living with HIV. We now have the tools to prevent new HIV transmissions, but we still need your help. Support the Red Ribbon Appeal and raise vital funds and awareness for World AIDS Day.

YUM!

THANK YOU FOR GETTING INVOLVED THIS WORLD AIDS DAY

Recent advances in HIV treatments and testing mean we can now end the HIV epidemic by getting people to test more, treat early and stay safe.

But unfortunately, some attitudes haven't changed. Stigma can have profound impacts on those living with HIV, and it can prevent others at risk from seeking resources and getting tested.

The Red Ribbon Appeal allows communities across NSW to be part of the movement to end HIV stigma, prevent new HIV transmissions and support people living with HIV.

Funds raised from the Red Ribbon Appeal helps ACON continue it work in HIV prevention, support, education and advocacy.

Your fundraising activity or event during Red Ribbon Week will help us reach our goal and make a difference. You can also help by buying Red Ribbon merchandise, volunteering to sell ribbons on the street or shaking a bucket to collect donations.

Join us and help make history by ending HIV.

FUNDRAISING IDEAS

RED SITE

Transform your workplace into a Red Ribbon site. Sell ribbons at your office, building lobby or work precinct. We provide the ribbons and boxes – all you need to do is sell and raise funds!

RED TRIVIA

Gather up your friends and/or colleagues for an red-themed trivia event. Have participants wear red, come up with red-themed team names and let the quiz begin.

RED MORNING TEA

A red-themed morning tea is a great way of getting everyone together for a good cause. Get attendees to wear red with shout outs for the best red outfit / accessories.

RED BAKE SALE

Organise a bake sale at your work or in your local community. Make it easy by inviting friends to bring treats in support of the Red Ribbon Appeal.

RED PARTY

Host a red-themed party at home, your work or at your local pub. Get everyone to wear read and make a donation. Everyone will look great and it's all for a good cause.

RED PANEL

Bring your colleagues together for a panel discussion on World AIDS Day. Encourage participants to donate $5 or $10 to the Red Ribbon Appeal.

HOW TO MAKE YOUR FUNDRAISER A SUCCESS

SET A GOAL

Set a goal for how much you want to raise from your fundraiser and share it with your friends, family and colleagues.

START PREPARING

Your fundraiser doesn't have to be a big production. Often, it's best to keep it simple. Get others to join in – you'll find people will be happy to help.

ASK, ASK, ASK

Ask people to participate and donate – the more you ask, the more you will get! Every dollar you raise will make a difference!

SPREAD THE WORD

Get your message out there! Set up a Facebook event page for your fundraiser. Personalise your online fundraising page and share it on social media. If you have a personal connection to the cause, share it!

HOW YOUR MONEY HELPS

Every dollar raised through ACON's Red Ribbon Appeal help us continue our work in prevention new HIV transmissions, tackling HIV stigma and supporting people living with HIV.

$20 Pays for a free lunch at our meal service for people living with HIV

$50 Pays for a session with a trained counsellor

$250 Covers six months of support for a person recently diagnosed with HIV

$500 Helps us deliver training to service providers to improve HIV knowledge and awareness

$1000 Allows us to develop health promotion workshops on HIV prevention and stigma

AFTER YOUR EVENT

BANKING YOUR FUNDS

Credit Card

Bank your funds you've raised for the Red Ribbon Appeal via credit card. Go to: redribbonappeal.org.au/bank-your-funds

Direct Transfer

Deposit funds you've raised directly into our account.

Name: ACON RED RIBBON
BSB: 062-016
Account: 10771364
Ref #: Your Name/Business

Post

Post a cheque or money order to:

ACON Red Ribbon Appeal
414 Elizabeth Street
Surry Hills NSW 2010

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THANK YOU
WORLD AIDS DAY
RED RIBBON FRIDAY
FOOD
FROCKS
FRIENDS
REDRIBBONAPPEAL.ORG.AU
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SIGN UP

Register your event, start organising and make an impact. Go to redribbonappeal.org.au

GET IN TOUCH!

Contact us via redribbonappeal.org.au or call (02) 9206 2000 and one of our friendly fundraising officers will provide you with all the support you need!

THANK YOU

Every dollar you raise goes towards preventing new HIV transmissions, tackling HIV stigma and supporting people living with HIV.

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redribbonappeal.org.au