



RED SOCKS CHALLENGE

Your 2026 Team Fundraising Guide

Fighting for the future

Kidney Health Australia is committed to our vision of healthy kidneys for all Australians.

As the leading voice for kidney disease in Australia, we fight for increased awareness, early detection, better treatment, and support for those impacted by this incurable disease.

We are a non-profit that's advocating for urgent change and more focused research while being a life-long support for people living with kidney disease at every stage of their journey.

Whilst we have supported kidney patients for over 55 years, we know there is more we can all do. In 2026, we are showing up for Australians living with kidney disease and saying ***we see you, we support you and we're moving with you!***

Your fundraising helps create a future of stronger outcomes and healthier lives.



Where your funds go

The Big Red Kidney Bus

Mobile dialysis units that provide lifesaving treatment at various locations around Australia, meaning haemodialysis consumers can travel with family and friends while maintaining their regular in-centre dialysis routines.



The Free Kidney Helpline

The free Kidney Helpline provides free support and information for anyone who has questions or concerns about their kidney health or diagnosis.



Transplant Houses

Our Kidney Transplant Houses provide a home away from home for regional and rural Australians traveling to major cities for kidney transplants and related procedures.



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Where your funds go

Peer Support Programs

Our Kids and Youth Program and Kidney Buddies aim to help provide opportunities for connection and community for those experiencing kidney disease or their carers.



Research

Our Kidney Transplant Houses provide a home away from home for regional and rural Australians traveling to major cities for kidney transplants and related procedures.



Your impact in action

Here's what your fundraising makes possible:

\$20: Call to a health professional for general info & kidney health advice

\$60: A information pack to parents/carers whose child has kidney disease.

\$97: A dialysis session on the Big Red Kidney Bus

\$140: 1 nights' accommodation while recovering from transplant surgery

\$300: Early Detection & Awareness training for a GP

\$750: A Kidney Kid attending an Es-capers weekend event

Real people, real impact

Your fundraising supports people like Sarah.

Sarah was born with Kidney Disease – reflux nepro, after being unwell for much of her early years, she was rushed to the hospital at 8yrs old and it was finally discovered that Sarah had the condition. When Sarah an adult she was told she couldn't have children, she sought a second opinion and now has two happy and healthy adult children.

Four years later, Sarah started dialysis, being on dialysis with very young children is extremely challenging, so Sarah had to stop work and was living on very little money from government benefits. Over 5yrs 6 different people when through the process of donating a kidney, but not one was successful. Finally, in 2012, she found a match and had a kidney transplant.

"Since then I have been incredibly well. A transplant is not a cure but it extends my life, allows me to work again, be somewhat confident in my future and travel. I have visited countries that I could never believe I would get to. My kids are now in their 20's and I have watched them become adults and study and get partners. It is a full life that I am incredibly grateful for."



Fundraising tips and tricks

- 1. PERSONALISE YOUR PAGE.** Put up a photo of yourself and share a little bit about why you have chosen to raise funds for Kidney Health Australia.
- 2. MAKE THE FIRST DONATION.** People will be encouraged to see that you are supporting your own fundraiser by making the first donation. It doesn't need to be a large gift – it's more about the gesture of leading the way.
- 3. PULL UP YOUR RED SOCKS.** Wear your red socks with pride, in fact, wear them all month! Share selfies of your red socks and why you're wearing them with a link to your fundraising page.
- 4. GET SOCIAL.** It's one of the most powerful tools in fundraising today. Spread the positive news on Facebook, Instagram, Ticktok ect and let your network know you are fundraising for Kidney Health Australia. @kidneyhealth and #redsockschallenge Don't forget old school email and SMS – a personal message will help you reach your fundraising goals sooner.



Team tips and tricks

- 1. WORKPLACE ACTIVITIES** - Come together as a workplace to hold a morning tea or bake sale, host a trivia night!
- 2. GET COMPETITIVE** - Print and display a km's & \$ raised leaderboard and see who's winning!
- 3. FUNDRAISING INCENTIVES** - What motivates your staff? Is it free coffee for a week or day off? Whatever you choose, make it a prize for an employee who raises the most and watch your team engagement grow.
- 4. CELEBRATE YOUR ACHIEVEMENT TOGETHER** - Working together to help combat kidney disease is something worth celebrating. Organise a team run or walk for your final day and come together to reflect on your incredible achievement and all the hard work you do, year-round.



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Frequently Asked Questions

WHAT IS THE RED SOCKS CHALLENGE?

People on dialysis spend around 60 hours every month connected to a machine—just to stay alive. The Red Socks Challenge invites you to take on 60k your way to stand with Australians living with kidney disease.

WHAT ACTIVITY CAN I DO?

Walk it, run it, swim it, ride it! Any activity, any pace - however you move, every kilometre helps raise awareness and funds for better care and support.

DO I NEED TO DO 60KM?

No, you can choose your own goal, it can be higher or lower than 60km.

ARE DONATIONS TAX DEDUCTIBLE?

All donations over \$2.00 are tax deductible. Anyone who donates through your online fundraising page will automatically be emailed their receipt.



Frequently Asked Questions

WHERE DOES THE MONEY I RAISE GO?

Your fundraising goes directly to offering services and support to those people living with kidney disease, while the search for a cure continues. It allows us to fund services like our Helpline, providing free support and information for anyone who has questions or concerns about their kidney health or kidney disease diagnosis.

HOW DO I BANK CASH DONATIONS?

The easiest way is to make the payment yourself to your online fundraising page using your credit card with their cash. Remember to make it in the name of the person who donated through, so they get the receipt. If you do not want to pay donations online, or you receive a cheque please complete the offline donations form and follow the steps on the form to return to us. This can be found in the resources section on the website.



**RED
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Fresh 2026 Red Socks merch!

T-Shirt



Bucket Hat



Billy Socks



Hoodie



Mug



Exclusive 2026 Fundraiser Rewards

Signature Sports Socks



'Sock Squad' Hat



'Sock Squad' Hoodie



'Sock Squad' T-Shirt



'Sock Squad' Tote Bag



Thank you and good luck!

We're here to support you every step of the way.
Please reach out if you need support or have any questions.

1800 454 363

redsocks@kidney.org.au

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