

A black and white photograph of several runners on a rocky trail. The runners are wearing black athletic leggings and various styles of black running shoes. They are all wearing bright red socks with white stripes and a white logo. The background shows a hilly landscape with trees and a fence.

**RED  
SOCKS  
RUN**

**RUN LIKE A LIFE DEPENDS ON IT..  
Your 2024 Fundraising Guide**

# THANK YOU FROM LESLEY

I was diagnosed with kidney disease when I was 29 years old, not long after my honeymoon. I have now been on dialysis for 13 years and had over 100 visits to hospitals, while I wait for a transplant.

Thanks to your generosity Kidney Health Australia's services have impacted my life significantly and been a huge support throughout my journey.

By taking part in the Red Socks Run, you are raising funds so Kidney Health Australia can continue to provide resources and support for people managing kidney disease.

## KIDNEY HEALTH AUSTRALIA

Kidney disease doesn't discriminate by age, ethnicity or gender. It is a life sentence, impacting those living with it, their families and carers. Treatment can be life-consuming, taking people away from their jobs and drastically limiting their activities.

As the leading voice of the kidney community, we have made great strides in increasing public awareness, encouraging early detection, educating healthcare practitioners, and providing invaluable support at all stages of kidney disease.

Our strength is in connecting all the members of our kidney community to work together, support each other and advocate for better kidney health. **Now we need your help!**

We rely on the generosity of everyday Australians, businesses and foundations to create a healthier community through increased awareness and increase early detection of kidney disease.



# WHAT IS CHRONIC KIDNEY DISEASE? (CKD)

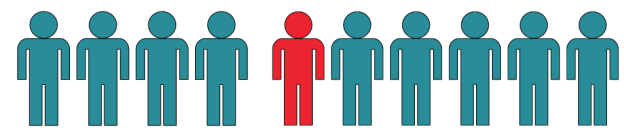
Chronic kidney disease refers to all conditions of the kidney affecting the filtration and removal of waste from the blood.

There are 5 stages of CKD, with Stages 1-2 being mild disease and stage 5 referred to as 'kidney failure' which people require dialysis or a transplant to survive.

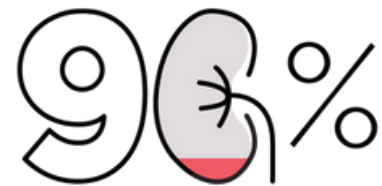
Living with CKD has a profound impact on the health and quality of life of Australians, with those on dialysis reliant on a machine to keep them alive. Australians undergoing dialysis spend an average of 60 hours per month strapped to a life-saving machine that cleans their blood of toxins.

## A SILENT KILLER WITH NO CURE

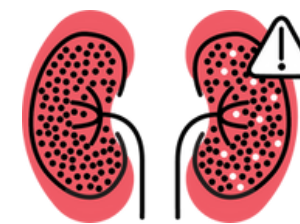
The number of people presenting with kidney disease and the cost of managing the condition is increasing rapidly.



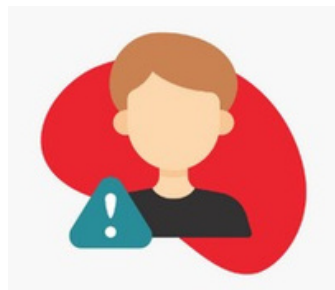
**1 in 10 Australians have signs of kidney disease**



**90% of kidney function can be lost without any symptoms**



**1.8 million Australians are unaware they are living kidney disease**



**On average, 66 people die a day from kidney disease**



**1 in 6 Hospitalisations are kidney disease related**



# Your fundraising can help save lives

## **THE KIDNEY HELPLINE**

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



## **BIG RED KIDNEY BUS**

The Big Red Kidney Buses are mobile dialysis units that provide free dialysis sessions at holiday destinations in VIC, NSW, and QLD. They allow people living with kidney disease the opportunity to take a holiday while keeping their strict hemodialysis treatment regime.



## **PEER SUPPORT PROGRAMS:**

For those experiencing kidney disease, diagnosis and treatment can be incredibly isolating experiences. 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.



## **TRANSPLANT HOUSES**

These houses are designed to help people in rural areas to recover after receiving a lifesaving transplant.

## **RESEARCH**

We fund research dedicated to developing treatments, improving outcomes and finding a cure.



## **MAKING A POSITIVE IMPACT**

**\$36** can fund a life-saving call to the Kidney Helpline

**\$55** can help provide welcome packs for children and young people newly diagnosed with kidney disease

**\$80** can help fund the Kidney Health Resource Hub to help guide people through their journey with kidney disease

**\$125** helps towards the training costs of the Kidney Buddy Program

**\$360** can help cover the running costs of the Big Red Kidney Bus which provides lifesaving holiday dialysis

**\$990** can help train a health professional in early diagnoses and recognition of the early signs of kidney disease.





## MEET SHELLEY

Shelley has lived with IgA Nephropathy for over 30 years. It's an autoimmune disease that takes away the kidney's abilities to filter and remove waste from the blood.

When she was 41, she became very un-well and they discovered she was in Stage 5 (End Stage) Renal failure and needed to start dialysis immediately. Shelley underwent the hard journey of Peritoneal dialysis for 4 years then in 2020, that stopped efficiently removing the toxins and fluid from her body and she again became unwell and switch to Haemodialysis.



*“ I've been on Haemodialysis for nearly 4 years now, and it's working really well. In the last year or so I've been trying to be the best I can be while fighting this disease. ”*

This is Shelley's 3rd year participating in the Red Socks Run, she started doing it because she really felt like there was not enough public knowledge about kidney disease and dialysis and she wanted help change this. She wants to show people that kidney disease exists and needs more support and funding.

Shelley wants everyone to get themselves checked for kidney disease. "It's a sneaky one that can become life threatening with no warning. Life on dialysis is really hard and I wouldn't wish it on anyone. "



# FUNRAISING 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 **#redsocksrun** Don't forget old school email and SMS – a personal message will help you reach your fundraising goals sooner.
- 5. BETTER TOGETHER** Reach out to family friends, colleagues and the wider community and invite them to take part in the challenge with you. We know everyone's idea of a challenge is different, so remind people that as a team you can choose to pool your KMs to reach your goal. Remember you can also choose to walk, run or ride to reach your overall goal.
- 6. CREATE A CHALLENGE** Use your workplace as a fundraising hub! Ask your team or boss to hold a Red Sock competition or Red Socks Day. See if your workplace can dollar match.
- 7. BE SPECIFIC** Ask your network for a \$60 donation for the 60 hours a month a person spends on dialysis.
- 8. SAY THANK YOU** It's really important you thank the people who donate to your page.



# FREQUENTLY ASKED QUESTIONS

**WHAT IS THE RED SOCKS RUN?** A free virtual campaign to raise awareness and funds that can lead to life-changing research, vital support services and treatments for kidney disease. RUN, WALK or RIDE 60km in October while wearing your red socks.

**DO I NEED TO COMPLETE THE 60KM?** No, you can choose your own goal whether it's lower or higher than 60km. No matter how far you walk, run, or ride, every kilometre will help raise awareness and vital funds for kidney disease.

**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 sponsorship form and follow the steps on the form to return to us. This can be found in the resources section on the website.

**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

Still have questions?  
Find answers on the website  
by scanning the QR Code



Purchase your socks today



# WEAR A PAIR TO SHOW YOU CARE

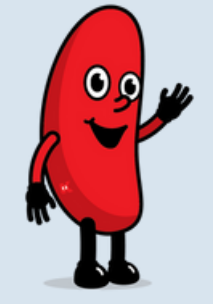
## Don't forget to buy your red socks!

There are currently 31,000 Australians living with kidney failure. Dialysis or kidney transplants are needed for them to stay alive.

For those on dialysis, they spend an average of 60 hours per month strapped to a life-saving machine that cleans their blood of toxins.

Dialysis can make them feel cold, so blankets and warm socks are a must. Hence, the idea of red socks was born.

Proceeds made from the socks will help to fund research and vital support services.



**\$20 each!**





# 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.

**Kat Crowley**

Community Fundraising Manager

**Elias Graydon**

Events Coordinator

**Email us:** [redsocks@kidney.org.au](mailto:redsocks@kidney.org.au)



**#redsocksrun**