



# RED SOCKS CHALLENGE



**Your 2026 Fundraising Guide**

# Fighting for the future

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

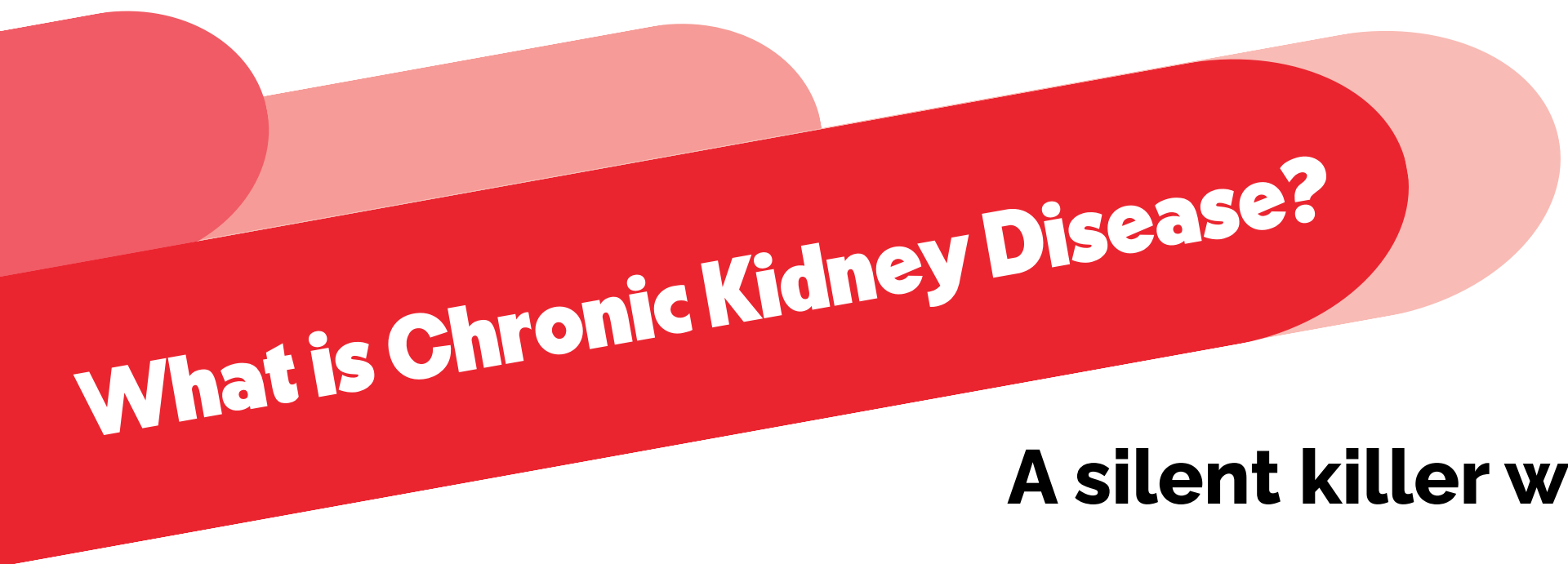
As the leading voice for kidney disease in Australia, we fight for increased awareness, early detection, better treatment, and support for those impacted by this incurable disease.

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.**





# What is Chronic Kidney Disease?

## A silent killer with no cure.

Your kidneys are a vital part of your body. The kidney's main task is to clean your blood and filter waste out through your urine. When your kidneys aren't functioning as they should, waste gradually builds up in your body, and this can have a devastating impact on your health.

This condition is called kidney disease - the loss of normal kidney function over time. It can also be called kidney failure, which is the end-stage of kidney disease.

**There are 2.7 million Australians living with markers of kidney disease.**  
**There is no cure.**

Living with kidney disease 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.



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# 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 Adam.**

In 2012, he was diagnosed with IgA Nephropathy, and by 2019, he began dialysis while waiting for a kidney transplant. He received his transplant in December 2019, but sadly a few months later he was diagnosed with aspergillus, a severe fungal mould infection that had spread to his lungs, skin, brain and heart.

He then spent the next seven months in hospital, undergoing seven complicated surgeries to remove the infection that was rapidly taking hold of his body. Finally in August 2020 he was able to return home on a trial antifungal medication whilst remaining on dialysis three times a week.

Despite this, earlier this year, Adam set and achieved the goal of running the Brisbane marathon while on Dialysis. He wanted to complete the run with a time of 5 hours, to represent the time he spends dialysing at home. Adam is one of the only people in the world to complete this feat and likely the first in Australia.

***“Getting up from blow after blow, fighting every day in hospital to survive then out of hospital to recover, I have experienced 10 lifetimes worth of incredible physical pain.”***



# 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.



# Fundraising tips and tricks

**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 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.



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# 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.



# Fresh 2026 Red Socks merch!

**Hoodie**



**Billy Socks**



**T-Shirt**



**Bucket Hat**



**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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