



RED SOCKS RUN



Your 2025 Fundraising Guide

Fighting for the future

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

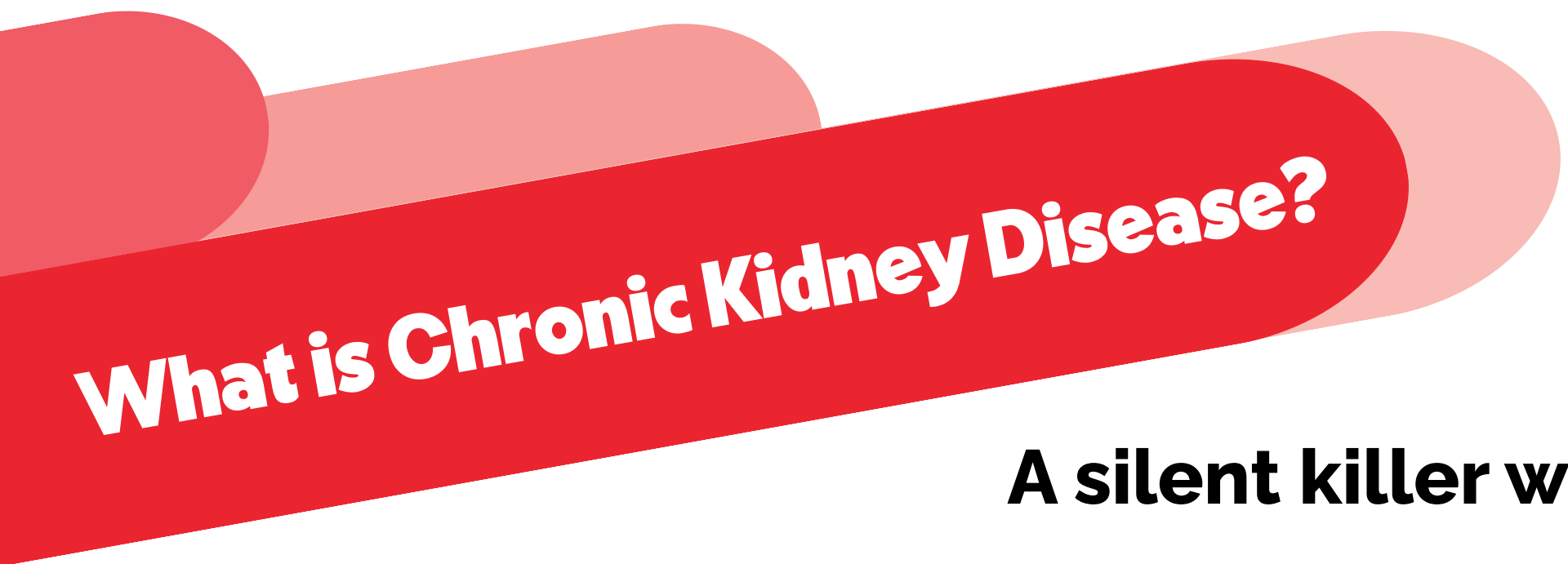
As the leading voice for kidney disease in Australia, we fight for increased awareness, early detection, better treatment, and support for those impacted by this incurable disease.

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 2025, we are focused on making greater advances in kidney diagnosis and treatment and are committed to **End Dialysis by 2050.**

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





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 kidney disease. There is no cure.

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.



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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.



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Your impact in action

Here's what your fundraising makes possible:

\$20: A call to the Kidney Helpline for free information & support

\$60: A welcome pack for a newly diagnosed child or young person

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

\$120: An information pack to two newly diagnosed families

\$280: Two nights' accommodation at a Transplant House for a family post-surgery

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

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

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Real people, real impact

Your fundraising supports people like Hayley.

Hayley was diagnosed with kidney disease while 14 week pregnant with her daughter, Sage. After giving birth, she began to experience severe post-natal depression.

"Feeling scared and lonely in early diagnosis was the worst. Prior to connecting to Kidney Health Australia and sharing my story, I had no contact, no way of interacting with people who understood. Now I've met other young women who have kidney disease, and young mums too."

"The website is amazing and there is so much information. I am determined to speak out, do more and have an impact on the community. Next year I hope to use the Big Red Kidney Bus too!"

"I cried relentlessly, trying to fathom that there was no cure for this disease, and it was long lasting and permanent. I had no symptoms of kidney disease until it was too late. While the dialysis machine sustains life, it takes away so much from us."



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 #redsocksrun 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 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 weather 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.



Frequently Asked Questions

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.



Fresh Red Socks Run merch for 2025!

Signature Red Socks



Limited-edition hoodie



Shirts for the whole family



New accessories!



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

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