

# WHERE YOUR MONEY GOES



Friday 13 March

Whatever you do this Red Nose Day, however much you raise, your money will be put to work helping those that need it most, in the UK and across Africa. Your fundraising really will transform people's lives, and this handy guide will enable you to tell people just how much of a difference they could make by supporting you, and maybe encourage them to give that little bit extra.

## DID YOU KNOW?

We don't only help in Africa. Of all the money raised by the public through Red Nose Day, 40% is spent on grant-making in the UK. Whether it's giving shelter to young people living on the streets or providing protection for those living with domestic abuse, your fundraising could make a massive difference, right here at home. In the UK, Comic Relief helps to fund 2,028 projects.



## FUNDING IN THE UK

### JUNE'S STORY



June's father, George, was diagnosed with Alzheimer's in 2009. It was devastating news. No one in their family knew much about the condition or how best to deal with it so, to try and better understand the disease, June and her parents joined a memory loss research project. After greatly benefiting from it, June decided to start her own support group.

Funded with Red Nose Day cash, Butterflies Memory Loss Support Group provides a safe space for dementia patients and their carers to share experiences and vital information.

**"A lot of people with dementia don't get out much because they don't have the confidence to travel. With us supporting them, they know we are there so it stops them becoming so isolated."**

### JUST £50

could pay for 20 people with dementia to take part in a therapeutic workshop to enhance their self-confidence and communication skills.



## FUNDING IN AFRICA

### MARRIUM'S STORY



Mother of two, Marrium, lives in rural Uganda. In order to get to school, her children had to walk five kilometers in blistering heat, arriving hungry, thirsty and exhausted. Driven to create a better future for all the children in her village, Marrium decided to build her own school.

Using Red Nose Day cash, the Bukomero Development Foundation gave Marrium a small business loan to help her achieve her dream. Today the school has 120 pupils and seven teachers, including Marrium, whose confidence and initiative is typical of so many in Africa who are striving to build a better future for their children and their country.

**"I didn't want to sit at home doing nothing, so I decided to set up my own primary school as there wasn't one nearby."**

### JUST £35

could enable a group of women in Uganda to set up their own savings and loans scheme, helping them to gain financial independence and provide for their families.



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Here are some more examples of how much difference even small amounts of money can make.

**£10** could provide a young carer in the UK with a fun activity day, giving them a much-needed break from their huge responsibilities at home.



£10

**£30** could pay for a young woman in the UK who is experiencing domestic violence to get professional help from a specially trained advisor.



£30

**£100** could enable a young person in Uganda to set up a farming business and work their own way out of poverty.



£100

**£200** could pay for a year's worth of home visits for an isolated older person in the UK, giving them company, friendship and support.



£200

**£500** could pay for eight Zambian orphans to go to school for a whole year, offering them hope, safety and life-changing access to education.



£500

**£1,000** could train ten community health workers to give life-saving maternal advice to 1,000 women-per-year in Kenya.



£1000