



By Michelle Smith

Red Nose Day



Goals and Aims

Overall, Comic Relief has three main objectives. The first is to continue to deliver popular fundraising campaigns to raise money, which can also demonstrate broad public support for the fight against poverty and social injustice at home and across the world. The second is to be an effective grant maker and create real and lasting change for poor and vulnerable people in the UK and internationally. The third is to raise awareness of issues around poverty and social justice, to promote understanding of the changes needed to help the poorest and most vulnerable people

1985



WE HAVE LIFT OFF!

Richard Curtis, Jane Tewson and friends come up with the idea to use comedy to raise money and change lives in Africa and the UK. On Christmas Day, Comic Relief is launched live on BBC One from the Safawa refugee camp in Sudan during Noel Edmonds' Late Late Breakfast Show



1985

BT THE BRILLIANT!

BT has supported us from day one, making them a huge part of our success. They provide the telephony, call centres, network management and volunteers that enable us to receive millions of pounds of donations.



1985

OXFAM THE OUTSTANDING
Oxfam has been a partner of Comic Relief since the very beginning. They've worked closely with us on projects to tackle social injustice and inequality in Africa, and sold millions of Red Noses in their shops and online.



1986

TOP OF THE POPS

In February, Cliff Richard and The Young Ones release *Living on a Prayer* to an unsuspecting but, thankfully, very generous public. It sells more than half a million copies and goes straight to number one.



1987

A SONG FOR CHRISTMAS
In December, our second single, *Rockin' Around the Christmas Tree* by Mel Smith and Kim Wilde sees more money raised and peaks at number three in the charts.



1988

FIRST RED NOSE DAY

Lenny Henry and a group of children in Ethiopia celebrate the first ever Red Nose Day. Over 150 celebrities and comedians take part as 30 million viewers watch a huge night of TV on the BBC and raise over £15 million.



1991

RIGHTS NOT CHARITY

We hold an event to give disabled people in the UK a voice in the decisions affecting their lives; “rights not charity” becomes the watch-word and marks a turning point in securing rights for disabled people in the UK.

2002

OUT OF THE BLOCKS

The first ever Sport Relief kicks off and the great British public prove they're great sports by raising more than £14 million.



2008

EDUCATION FOR ALL

We head to the UN in New York to launch a £10 million match-funded project with the UK government in support of the Class of 2015 – a global Millennium Development Goal to help every child in the world get an education.



2015

COMIC RELIEF HIT
£1 BILLION

Red Nose Day
2015 was special.
If the end-of-night
total of
£78,082,988
wasn't impressive
enough, it brought
the amount raised
by Comic Relief,
over the last 30
years, to more
than £1 billion.
And it's all thanks
to the
extraordinary
generosity of the
British public.



What's wrong with Comic Relief

Comic Relief had incompetently lost £20m over the past 10 years because of poor investments. Or suppose the scandal was that the charity had dished out all its money in a hurry and that significant amounts of the cash had been wasted or trousered by corrupt recipients.

Its investment in tobacco companies, however, is deeply controversial. It has £2.7m invested in an industry that heavily promotes cigarettes in the developing world. Comic Relief supports a charity called Target Tuberculosis, which calculates that smoking may be responsible for more than 20 per cent of TB cases worldwide. Hence the red faces behind the red noses.

Red nose t-shirts where been made in sweat shops unbeknown to the charity they were unaware that merchandising had changed suppliers but the question of accountability is important

David Lammy

Of course the fundraising is worthwhile, but the Red Nose Day formula is tired and patronising to Africans. This year things must be different. We must have voices debating debt and dictatorship, trade agreements and climate change, education and entrepreneurship – not just appeals for people to phone in and pledge a few pounds. Otherwise another opportunity will be missed.



‘White saviours’ belong in the 1980s. Let’s keep them there by

[Gaby Hinsliff](#)

- Bare-faced and clad in jeans, clutching a rather uncertain-looking black toddler on her hip, [Stacey Dooley stands beaming](#) in the dust of a parched African landscape. At first glance you could mistake it for a gap year snapshot, destined to be pinned up somewhere in a student bedroom. Dooley is, of course, [one of the breakout stars of this year’s Strictly Come Dancing](#), and the picture was taken in Uganda, where she is making a film for the upcoming [Comic Relief](#). Yet as with so many gap year experiences, it isn’t entirely easy to tell who is having the more emotionally rewarding time here: the volunteer who feels privileged to have seen what they’ve seen, or the children they’re actually supposed to be helping.



Comic Relief was 'TV ad for Corbyn': BBC is accused of breaching neutrality by 'peddling socialist nonsense' on Red Nose Day and making 'absurd' claims about poverty in Britain

- **Tory MPs blasted BBC bosses for painting a bleak picture of deprivation in UK**
- **Comedian Lenny Henry likened hunger in UK with developing world in the 1980s**
- **Olivia Colman supported charity run by the daughter of a key Corbyn ally**
- **Ed Sheeran called hypocrite after making plea about plight of homeless people**
- **Comes after singer sought to put up railings to stop people sleeping outside his £8m home**

SNOUT OF ORDER

Comic Relief's £1.25 plastic red noses BOYCOTTED by parents – as only 65p goes to charity and they may be 'killing the planet'

Some UK schools are offering to paint red noses on children for a charity donation due to the novelty noses being made from single-use plastic

Some UK schools are instead offering to paint red noses on children for a charity donation to ensure more money is raised for the charities.

"For those who don't want to keep their Noses, Sainsbury's offers the opportunity to bring them back into store to be recycled

The charity has pledged to up their recycling efforts this year and it is rumoured they are aiming to sell eco-friendly noses by 2021.

There is criticism why don't celebrities give a tithe of their earnings 10% and what a difference that would make.



someone commented to me, the most offensive thing is the continuing existence of hunger and poverty, when globally we continue to [throw away between](#) 30% and 50% of our food, and in the West [we play our part](#).

More radical approaches are needed to tackle poverty, rather than simply spending money.

Comic Relief raises millions of pounds which is spent on infrastructure and education, which Prof McEwan thinks encourages "donors to believe that throwing money at a problem solves it, while pervasive structural problems remain in place".

We were given a single picture of poverty in general, and Africa in particular that it was a continent full of poor and helpless people who need our aid. This is just one small part of this remarkable, vibrant world, and such a picture does not do it justice.



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