Dates to Make a Difference

Red Nose Day makes it fun to come together to raise money and awareness for children who need our help the most. To date, the campaign has raised over $145 million, impacting nearly 17 million children. Red Nose Day 2019 is May 23, but you can start now with this flexible program.

The program introduces students to the Red Nose Day Everyday Heroes—Red, Scarlet, Rojo, Ruby, and Rusty—who use their powers to help end child poverty and keep children safe, healthy, and educated.

Help your students be Everyday Heroes, too, and develop empathy all year long while practicing core ELA and math skills, using these teachable moments and the lessons on RedNoseDayinSchool.org. Join us for learning, fun, and action!

NOVEMBER AND DECEMBER

Holiday Season
Discuss being thankful for the food we have and how we can work together to make sure other kids have food to stay healthy. Plan a classroom food drive to support your local food bank.

JANUARY 2

New Year
Sign a class pledge resolving to treat classmates and members of the school community with more kindness and understanding.

LATE JANUARY/EARLY FEBRUARY

100th Day of School
Guide students to practice letter-writing skills by asking a local elected official for more action to fight child poverty locally.

FEBRUARY 9–15

Random Acts of Kindness Week
Create a Red Nose poster: Draw Earth and cover it with red stickers—one for each act of kindness or empathy your students see.

MARCH

National Reading Month
Have students read about the impacts of poverty on children and how kids can help.

APRIL 1

April Fool’s Day
Time for students to let loose and perform their unforgettable Red Nose Day comedy fundraiser at your school to help end child poverty!

APRIL 7–13

National Volunteer Week (Community Service Month)
Students can volunteer in the classroom or school by cleaning up, tutoring younger students, or implementing their own ideas.

MAY 23

Red Nose Day
Join classrooms across America and show the difference that kids can make when they come together to end child poverty—one nose at a time. Learn how you can take part at RedNoseDayinSchool.org.

TEACHERS, WE’D LOVE TO HEAR FROM YOU!
Tell us how your class is making a difference for a chance to be featured on the Red Nose Day blog. Be sure to tag @RedNoseDayUSA and #RedNoseDayinSchool #FeatureMe.

NOSES ON!
The Red Nose Day Everyday Heroes noses will be available for purchase in bulk on Walgreens.com in March, and at Walgreens stores nationwide on April 22.

NEW LESSONS ALERT! Get an email when new content is released. Go to scholastic.com/rednoseday/notify.