



**Australian
Red Cross**

#thehumanrace

IT'S YOUR RACE FOR HUMANITY.

In a time of increasing risk of crisis, The Human Race puts the power in the hands of passionate, caring people – people like you. By racing 26km for humanity this March, you'll be helping the 26 million people in Australia who are experiencing crises, displacement or isolation.

When you join the Human Race, the money you raise will go towards helping Australian Red Cross be there for people and communities affected by extreme weather events, emergencies, conflict and isolation. Because no one should face a crisis alone.

HOW DO I GET INVOLVED?

The Human Race is open to every human in Australia who is passionate about helping others. Runners, walkers, swimmers, people racing on two wheels, three or four.

Over the month of March, all you need to do is cover 26km, in the way that challenges you best. Race a kilometre a day, or tackle the whole distance at once. Race 26km as fast as you can, or as many times as you can. The challenge is yours – just know that every dollar you raise will be helping Red Cross be there, when we're needed most.



MAKE YOUR HUMAN RACE THE MOST EXCITING CHALLENGE YET.



Where will you be racing for humanity? Along the local bike path, in the park or at the pool? Maybe you're an open water swimmer, or planning to hike in the mountains. Here are some tips to make your human race as fun as it is challenging.

01 | GET TOGETHER WITH FRIENDS

Like your cardio with a side of chat? Running and walking is fun with company, so why not get your family or mates together for a group run or walk? With a good crew, the k's will fly by in no time – you might even get a few more donations!

02 | CREATE YOUR OWN RACE-EVENT

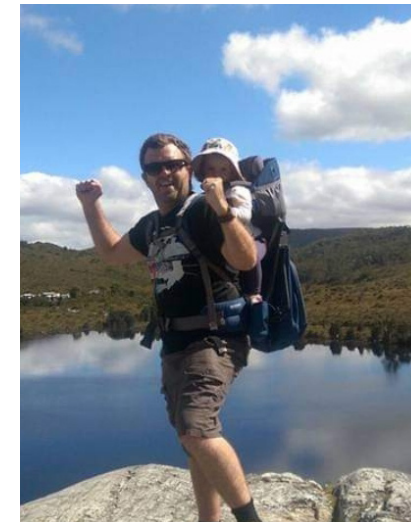
Planning to run your 26km all at once? Why not hold your mini-event? Map out your course, and rally some friends and family to cheer you or your team on at the halfway mark and the finish line.

03 | HAVE A RELAY

A challenge shared is a challenge halved... or quartered...or sixth-ed! If 26km isn't your jam, a relay could be the perfect solution. Challenge five or six of your mates to take on a leg of the distance, and you'll inject even more community spirit into your race.

04 | MAKE A DAY OF IT

The Race for Humanity is the best excuse to enjoy the rugged outdoors – whether it be a day-long bushwalk, an open water swim, or a long bike ride with your family. After all, nobody said you can't soak up some beautiful views in your race.



INCREDIBLE IMPACT... INCREDIBLE PRIZES!



<p>●</p> <p>LEVEL 1</p> <p>\$250</p> <p>Could provide daily welfare phone calls to three isolated older people for a month.</p> <p>Go into the major prize draw to win a \$5,000 Flight Centre Travel Voucher. You'll also have the chance to win one of 350 Red Cross t-shirts!</p>	<p>●</p> <p>LEVEL 2</p> <p>\$500</p> <p>Could help run an emergency operations centre to coordinate our volunteers.</p> <p>You'll also receive two entries into the major prize draw, and you'll also go into the draw to win one of five \$100 Kathmandu e-vouchers!</p>	<p>●</p> <p>LEVEL 3</p> <p>\$750</p> <p>Could cover the cost of three visits from a volunteer or Red Cross team member to a person in detention to monitor their safety, health and wellbeing.</p> <p>It'll also get you three entries into the major prize draw, and one entry into the draw to win a Pedal e-bike thanks to 99 bikes!</p>	<p>●</p> <p>LEVEL 4</p> <p>\$1000</p> <p>This can help four families who have no other support with groceries and medicine.</p> <p>You'll have five entries into the Major Prize. Plus you'll have a ticket in every draw going...so good luck!</p>
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TIPS FOR A STRONG FUNDRAISING FINISH

01 | SHARE YOUR 'WHY'

Let others know why you're racing for humanity, and what their donations will help achieve. The easiest way to do this is by telling your story on your fundraising page, and sharing it on social media.

02 | ASK FOR SUPPORT...AND ASK AGAIN

Even your nearest and dearest may need a gentle reminder to donate. So keep sharing your fundraising page (and your race progress) throughout the month of March, so everyone has the opportunity to support you.

03 | SUGGEST AN AMOUNT

People might hesitate if they aren't sure how much to give. You can set the benchmark with a self-donation at the start of your race, and share how much you're hoping to raise.

04 | CREATE A TEAM

...and invite everyone! Friends, family, housemates, colleagues – the bigger your race crew, the bigger your fundraising impact will be.

05 | THANK YOUR DONORS!

Your supporters deserve praise. Thanking them on social media can also inspire others to support your cause.





FAQs

HOW MUCH DOES IT COST TO PARTICIPATE?

There is no cost to join The Human Race. All you need is your race gear, and your passion for helping people facing hardship and crisis.

HOW MUCH DO I NEED TO RAISE?

There isn't a set minimum amount you have to raise to take part, however we ask our challenge participants to do their best to raise as much as possible. The more money we can raise together, the more support Australian Red Cross can give to people going through tough times around Australia and overseas.

WHERE DO THE FUNDS I RAISE GO?

Your donation makes our everyday work possible. You can give safety to a family fleeing conflict overseas. Opportunity for someone starting a new life in Australia. Friendship to keep elderly people feeling connected and valued. Hands-on help to people facing disaster in Australia. You'll be giving people facing conflict, disaster and isolation somewhere safe to turn.

WHERE CAN I DO MY CHALLENGE?

The official month for The Human Race is March, however if you're unable to commit to March, you can still fundraise at another time of year. Just reach out to the Australian Red Cross team.

FOR MORE INFORMATION, HEAD TO
THEHUMANRACE.ORG.AU

**WE
CAN BE
THERE,
BECAUSE
YOU ARE.**

Thank you for
joining the race to
protect humanity.