This report represents Comic Relief Inc.’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

**Comic Relief Inc.**

488 Madison Avenue 10th Fl, New York, NY
10022
http://www.comicrelief.org

**Mission:**

Comic Relief Inc., a registered U.S. 501(c)(3) public charity that operates the annual nation-wide fundraising campaign, Red Nose Day. Red Nose Day is on a mission to end child poverty, one nose at a time. Money raised supports programs that ensure children in need are safe, healthy and educated. Half of Red Nose Day’s grant money will be spent right here in America on projects close to home. The other half will be spent in some of the poorest communities in Latin America, Africa and Asia. Beneficiaries of Red Nose Day grants include charity organizations such as Boys & Girls Clubs of America; charity:water; Children's Health Fund; Feeding America; Gavi, the Vaccine Alliance; National Council of La Raza; Save the Children; and The Global Fund.
The content of this Charting Impact Report is the sole product and responsibility of Comic Relief Inc.. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s *Standards for Charity Accountability*. For more information on Charting Impact, visit [www.guidestar.org/chartingimpact](http://www.guidestar.org/chartingimpact)
1. What are we aiming to accomplish?

Comic Relief, Inc. is a 501(c)(3) public charity and grant making organization. The Vision of Comic Relief, Inc. is a just world, free from poverty, and its Mission is to drive positive change through the power of entertainment. In order to do so, Comic Relief, Inc. focuses its attention and resources on addressing the basic needs and aspirations of children and young people living in poverty in the United States and internationally. Comic Relief, Inc. raises money through a variety of fundraising campaigns, corporate partnerships, and events, including the Red Nose Day Special on NBC, and distributes funds primarily in the form of grants to organizations whose work addresses various poverty-related causes—effectively connecting donors to those organizations driving positive change.

2. What are our strategies for making this happen?

Comic Relief, Inc., through Red Nose Day, harnesses the power of high-profile celebrities and mass media to raise awareness of poverty-related causes and money for poverty-focused charities working both in the United States and around the world, and in so doing, changes and saves lives. Throughout the live TV Special and accompanying pre-promotional campaign for Red Nose Day, the public across the U.S. will be encouraged to make donations by phone, text and online. Money raised will go to the Red Nose Day Fund and will be used to address the basic needs of children and young people living in poverty in the U.S. and internationally in Africa, Asia, and Latin America. Through grants available to our pre-selected charity partners, funds raised will be dispersed between domestic and international causes—50% of grants will be allocated towards implementing programs which help lift children and young people out of poverty here in the United States and 50% of grants will do the same internationally in some of the world's poorest communities. The two main charitable objectives of the Red Nose Day Fund are: 1. TRaise meaningful funds to create real and lasting change in the lives of children who are most in need in the US and the poorest communities of the world through effective grant making 2. Engage the nation in a new giving movement and corral public support for the fight against childhood poverty

3. What are our organization's capabilities for doing this?

The work of Comic Relief, Inc. in the U.S. is modelled on the success of Red Nose Day UK, an established and highly successful fundraising event in the U.K. and one of the biggest of its kind in the world. Comic Relief UK, an independent sister organization of Comic Relief, Inc., has distributed over one billion dollars in grants from funds raised by Red Nose Day since it began in 1988. The team who created Red Nose Day UK is working in partnership with NBCUniversal to produce the inaugural Red Nose Day US in May 2015. Members of the U.K. team are providing strategic and practical guidance and direction to the organization in the U.S.. One of the most important strengths of Comic Relief, Inc. is our ability to leverage our heritage and relationships in order to develop a wide range of partnerships with the media, comedians, musicians and other celebrities, philanthropists, design and PR agencies, and corporations and businesses. Comic Relief, Inc., through the inaugural Red Nose Day US, will engage a massive audience on poverty-related causes, possible solutions, and the organizations working towards them. Our pre-selected charity partners, chosen by a team of experts based on specific criteria to ensure their ability to deliver against the Vision, Mission, and Campaign objectives of Red Nose Day, have proven track records of programmatic success and positive impact in the communities which they serve. The Red Nose Day Fund empowers charity partners to invest in and implement poverty-focused programs. Each charity partner will submit proposals against a set of grants guidelines jointly created by Comic Relief, Inc. and our partners at NBCUniversal in order to receive money from the Red Nose Day Fund. Proposed programs must address the basic needs of children and young people living in poverty, reach a number of communities, work with local people wherever possible in order to strengthen local capabilities and organizations, and demonstrate clear, measurable results within twelve months of initiation. Monitoring and evaluation processes are agreed upon with the charity partners to ensure learning and continued efficacy.
4. How will we know if we're making progress?

The success of Red Nose Day US in the short term contributes to the attainment of Comic Relief, Inc.’s goals in the long term, as increased viewership of the live broadcast directly correlates to increased donations, which subsequently correlate to the increased capacity of Red Nose Day US and its charity partners to reach children and young people living in poverty in the United States and around the world. The key success indicators which will be evaluated following the Red Nose Day US event include: Viewing figures for the TV broadcast; Media coverage during the campaign period – including across social media; Donations raised online and over the phone through credit card donations; Support from corporate partners, philanthropists, and high-net-worth individuals; Audience appreciation index; Percentage of the audience who make a donation; Average donation; and Public awareness of the Red Nose Day brand and of issues of child poverty in the U.S. and other countries.

5. What have and haven't we accomplished so far?

Red Nose Day co-founder, Richard Curtis, said, of launching the iconic event in the U.S.: "For many years, I have dreamt of bringing Red Nose Day to the US, and I am so excited that we have teamed up with NBC, who will do such a brilliant job on this. Experience has taught me how extraordinarily compassionate and generous Americans can be, and I've lived my life in awe of American comedy talent. So putting those two things together will, I hope, create an amazing event that will really make a massive difference to the lives of millions of children and their families in the US and in the poorest countries around the world." The inaugural Red Nose Day US in May 2015 introduced Comic Relief, Inc., and the poverty-related causes it champions, to millions of Americans who donated on the night of the TV Special, bought and wore Red Noses, and participated in fundraising activities organized through groups and associations. Ultimately, Red Nose Day US is all about how together we can Have Fun to Raise Money and Change Lives. So far our accomplishments include: -The launch of a successful inaugural Red Nose Day in 2015, raising $23m and using the funds raised to change the lives of millions of children and young people in the US and around the world. - Securing a second Red Nose Day event with support from major broadcast partner – NBCUniversal, due to take place on May 26th 2016. - Successful on-going fund called Flying Start in partnership with British Airways; - Generous support from the Bill & Melinda Gates Foundation - Secured commitment from a number of high profile celebrities - Partnerships with twelve major national charities working domestically and around the world in Asia, Africa, and Latin America What we intend to accomplish in the short term: -Executing a successful second Red Nose Day US event and further establishing national awareness of the brand - Developing the capacity and membership of the Board of Comic Relief, Inc.;