

#MAKEITRED

LET'S DO IT FOR ALL AUSSIE HEARTS



The #MakeItRed campaign continues to grow as a powerful national movement, uniting sporting clubs and community groups around one simple but life-saving idea: awareness leads to action.

Every year, thousands of Australians are impacted by heart disease and sudden cardiac arrest—often without warning and often in community settings like local sports grounds. #MakeItRed exists to change that. By turning clubs and communities “Red” for heart health, the campaign sparks conversations, increases visibility, and most importantly, drives support **for more research, education and prevention programs.**

We invite you to join us in this movement, as signing up to #MakeItRed in 2026 is more than just participation—it’s leadership. It shows a commitment to player and officials welfare, to families on the sidelines, and to the broader community. It sends a clear message: “We are ready. We care. We take heart health seriously.”

Be part of the change.

Let’s work together to save lives and strengthen our communities.



KEY DATES

#MAKEITRED CAMPAIGN PERIOD

From Wednesday 22 April to (and including) Sunday 30 July 2026

#MAKEITRED ACTIVATION PERIOD

From Friday 5 June* to (and including) Sunday 12 July 2026

FUNDRAISING PERIOD

All funds raised need to be finalised and deposited by Friday 31 July 2026

**Fri 5-Jun to Sun 7-Jun is the designated “Heart Health Round” of Football across NSW*

HOW YOUR CLUB CAN MAKE A DIFFERENCE

PARTICIPATE

Sign up – Simple & free
<https://makeitred.org/signup>

<https://makeitred.org/>

ACTIVATE

Choose your Weekend and plan your event – #MakeItRed

<https://makeitred.org/>

CELEBRATE

Let your teams, players, families and sponsors know. Get everyone involved.

<https://makeitred.org/>

STRONGER TOGETHER: #MAKEITRED IMPACT

What makes #MakeitRed so impactful is its simplicity. A splash of red—on jerseys, socks, armbands, or social media—becomes a symbol of solidarity and a reminder that anyone, anywhere, can play a role in saving a life. It transforms game day into something bigger than sport; it becomes a platform for awareness, preparedness, and community connection.

And the ripple effect is real. One activation can lead to a new AED installed. One conversation can lead to someone learning CPR. One moment can save a life.

In 2026, #MakeitRed isn't just a campaign—it's a movement every club and community group can be proud to stand behind.

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#MAKEITRED OBJECTIVES

POWER OF SPORT FOR CHANGE - "Sport is not about winning, it's about helping build stronger, healthier, happier, and safer communities."



ENGAGEMENT - Create a fun environment to tackle a serious issue.

#ShowSomeHeart
#MakeitRed
#HeartHealthMatters



AWARENESS - Spark conversations and foster greater awareness.

#KnowYourNumbers
#PreventionistheBestDefence
#HeartHealthAwareness



ACTION - Funds for more programs - research, education and preventative

#CallPushShock
#MinutesMatter
#HeartHealthCheck

WHY YOUR CLUB SHOULD GET INVOLVED

Let's tackle the largest killer of all Australians together. Heart disease and cardiac arrest impact us all and through #MakeitRed we can make a difference.



Support your community - Engage players, volunteers, families, and supporters in a meaningful cause and by showing leadership in player and community safety.



Demonstrate collective impact - Support a national, life-saving movement and strengthen your club's community impact and reputation.



Amplify the Impact - Communicate your club's role in supporting local health and wellbeing to members, media, and local MPs to drive greater awareness of heart health, the program itself and the clubs commitment to community health.



Prizes to be Won - as a bonus the top 10 clubs who raise the most funds will win a prize - AEDS, CPR & AED sessions., Heart Health Days plus more - \$20k+ of prizes to be won.

READY TO TAKE ACTION? HERE'S WHAT TO DO!

Register Your Club -
<https://makeitred.org/signup>



Choose Your Weekend -
Select a weekend that suits your club.



Schedule & Promote -
Let everyone know what & why.
Share plenty of pics

Contact information: makeitred@heartbeatoffootball.com.au
Questions: <https://makeitred.org/faqs>



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MAKEITRED.ORG/SIGNUP

Below are some tips to fundraise

Over the years clubs and community groups have raised funds in many different yet simple ways Up to you what and how you raise awareness & funds to support #MakeitRed. **Our 2026 target is \$80,000** - let's work together to save lives and strengthen our communities.

More information at <https://makeitred.org/howtofundraise>

'FUN'RAISING BITES BOXES

Our friends **Bite Size Group** offer you a simple yet highly effective 'FUN'raising solution. Raise funds for your Club and for #MakeitRed - it really is a WIN-WIN!

MERCHANDISE

Show your support by wearing **RED** and help Aussie Hearts! Wristbands, caps, glasses and many other options available head to <https://shop.makeitred.org/> - nothing over \$20!

ACTIVITIES AT YOUR CLUB

From face-painting, hairspray, BBQ and canteen proceeds. Consider painting your field red for the weekend or even donate \$20 for every goal, try or basket scored - all great ideas to raise funds

ASK SPONSORS




Ask sponsors, local businesses or even council to match donations raised by your club/group. A great way to turbocharge your fundraising total and grow your chance to win a prize

SHARING IS CARING

#MAKEITRED CAMPAIGN

#ShowSomeHeart | #MakeitRed | #HeartHealthMatters

SOCIALS

 HeartbeatOfFootball | HeartbeatofSportAU
 heartbeatoffootball | heartbeatofsportau
 heartbeat-of-football

