



**RED NOSES**  
**CLOWNDOCTORS**  
International



International

# Annual Report 2020

RED NOSES Clowndoctors International



**Thank you**

for your unfailing **Support!**

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As we reflect on last year's events, we are extremely proud of how much RED NOSES group accomplished against the most challenging circumstances. Our primary habitat, the hospitals and geriatric institutions, was completely shaken by the pandemic leaving more than ever, children and elderly people in extremely vulnerable conditions.

It has been a year marked by turmoil and, as a consequence, transformation. We saw a growing need for our work and we successfully adapted to rise to the challenge. What did not change was your steady support of RED NOSES and the thousands of people we help every day. For that, we are ever grateful. Your commitment allowed us to deliver much needed joy and human connection during these strenuous times.

To prepare for the challenges ahead, we built a solid strategy that highlights RED NOSES's commitment to advancing the healthcare clowning movement into an indispensable part of the healthcare and humanitarian aid sector. With this goal in mind, we reinforced the international office with a new structure and appointed a new executive management.

Over the next five years, we wish to develop and expand our programmes to better understand and meet the needs of our beneficiaries on the individual, the institutional and the systemic level. We want to strengthen our international organisation and develop our artistic quality in order to reach more beneficiaries with even higher standards.

The safety of these children and vulnerable people is our utmost priority. Therefore, last year, RED NOSES strengthened its safeguarding mechanisms by introducing an improved safeguarding policy and by joining the Keeping children safe (KCS) network to exchange and connect on this pressing issue. With these steps, we want to emphasise our commitment to minimise the risk of any kind of violence and abuse within our daily work.

Every year, we celebrate the changes we have helped to make for thousands of children, elderly people and people in crises. In 2020, with the help of our supporters, donors, partners, staff and most of all, our professional healthcare clowns, we are proud to say that we were able to impact, bringing joy and laughter, the lives of over 400,000 people.

We invite you to discover in this report, our much-needed work, and our activities across 11 countries. We are so grateful to all our donors for, despite all odds, continuing to support our beautiful mission, and to our 430 healthcare clowns and staff members who make it happen every day.

Giora Seeliger

Artistic Director and Founder  
RED NOSES Clowndoctors  
International

Monica Culen

CEO and Founder  
RED NOSES Clowndoctors  
International

Dr. Franz Haimerl

CFO  
RED NOSES Clowndoctors  
International



*“For the children in the Sedra camp, the lockdown and isolation was very difficult to handle, so the clown online sessions are something that really brings joy and childhood back to children. Even when the session is over, you can see many children smiling and walking around the camp with the red noses on. After every session, the children are asking when will they see the clowns again; they are really looking forward to seeing the RED NOSES clowns again. The positive impact goes beyond the sessions, afterwards the kids are very cheerful and it reflects on other activities they do... it really brings a lot of smiles in the camp.”*

**Dubravka Vranjanac**, Emergency Response Team Leader for Save the Children in Sedra Camp, Bosnia and Herzegovina





## Flexibility, Innovation and

## Creativity

### Adapting resources and expertise

*Last year, our entire sector knew how to draw on the creativity, flexibility and resilience that is innate of our work and helped our beneficiaries overcome challenges in the past, and used it to face, in the best way we know, the pandemic and the terrorist attack in Vienna.*

#### Impact of Covid on the European Healthcare Clown sector

COVID-19 has affected societies at all levels, with health- and elderly care finding itself in the centre of the pandemic. The cultural sector also became one of the most affected areas as a consequence of the restrictive measures.

In March 2020, the daily mission of healthcare clowns to bring joy and laughter to vulnerable groups in different sensitive settings, such as hospitals and elderly homes, was suddenly halted in facilities all across Europe. Working at the cross-section between culture and health, Healthcare Cloning Organisations were in the middle of those sectors most affected by COVID-19. To understand and gather some insights into how organisations dealt with the unprecedented situation and disruption of their work, RED NOSES International

and the European Federation of Healthcare Clown Organizations (efhco), conducted a survey\* in June 2020 to determine the initial impact of COVID-19 on European Healthcare Cloning Organisations.

The most important findings that we would like to share with you are the following:

1. Healthcare Clowns work in a field where the need for the offered services was bigger than ever, so alternative solutions were warmly welcomed.
2. Healthcare Clown Organisations are flexible and creative: 34 of the 40 responding organisations adapted and innovated their artistic work to meet the needs of the crisis.
3. Most Healthcare Cloning Organisations operate as Non-Profit Organisations, financing their operations from a mix of individual-, corporate- and, in a smaller part, institutional donors. Therefore, for most of them, a drop in the number of visitors/audiences did not cause a full collapse of their finances.

\* <https://www.rednoses.eu/news-stories/news/detail/press-release-impact-of-covid-19-on-european-healthcare-cloning-organisations/>

### Smiles 4 Vienna

Last year, our beloved city of Vienna suffered a shocking terrorist attack. The values of the vibrant European capital were hit hard and shook its multicultural spirit and active diversity in the core.

As a response to hate, and because we are convinced that a genuine smile is a great source of strength, RED NOSES stepped up to support its citizens in the best way we know, bringing laughter and positive feelings. More than 25 years ago, RED NOSES was founded in Vienna and since then we never stopped bringing joyful moments to its people, especially in the difficult times. Therefore, the international RED NOSES community, showing its solidarity with the citizens of Vienna, brought smiles back through the art of clowning. We wanted to remind everyone about the beauty of human emotions, connection and inspiration even during challenging times. We were proud to host, for all citizens of Vienna, virtual clowning visits in 18 different languages, all used in our colourful RED NOSES world. The project allowed us to work across borders and language barriers to promote the very essence of RED NOSES. To bring joy and laughter to those in need. With this beautiful project, we showed the world the importance of international collaboration and coming together in times of crisis.



For this remarkable endeavour, and their selfless support, we want to thank our 11 RED NOSES Partners and the European Healthcare Clown organisations: Dottorsorriso, Le Rire Médecin, Operação Nariz Vermelho, Pallapupas and Soccorso Clown, without which none of this would have been possible.



# Facing new Challenges

The COVID-19 pandemic and associated social-distancing measures have increased loneliness and stress throughout society, but the populations targeted by healthcare clowns – hospitalized children, elderly people and healthcare staff – have been particularly affected. The measures taken to prevent the spread of the virus put the mental health of these populations at even higher risk and in an even greater need of our support.

## Impact of Covid-19 on our beneficiaries

Children and young people are likely to suffer negative effects from loneliness, such as higher levels of anxiety, suicidal ideation and self-harm (Loades & Chartburn, 2020). Yet hospitalised children have been affected by health and safety restrictions that limit visitors, creating ethical dilemmas that weigh physical risk against the emotional and psychological risk of isolation. Meanwhile, senior care facilities have tried to protect elderly residents by keeping human contact at an absolute minimum, despite the well-established

importance of social interaction to the physical and mental health of the elderly. As one physician described the situation in long-term care facilities, “my patients have become prisoners in their one-bedroom homes, isolated from each other and the outside world” (Eghtesadi, 2020). Moreover, the staff members who have had to navigate and implement these policies while also worrying about their own safety have suffered from high levels of anxiety and demoralization.

Every single one of our target groups has been highly affected by the measures taken to prevent the spread of COVID-19, including the medical staff.



Through clown visits at the bedside, children are empowered to return to their natural playfulness giving them impetus for self-confidence and courage.



Regular clown visits by RED NOSES contributes to an increase in the quality of life of the elderly and people in need of care.



Healthcare Clown Organisations use humour to increase social inclusion and raise emotional well-being for vulnerable populations such as children and elderly people in senior care facilities. Children who suffer from pre-existing physical health problems are more likely, than healthy children, to report that their mental health has worsened during the pandemic (Hawke et al., 2020). There is also ample evidence demonstrating that, for the elderly, social isolation and loneliness are associated with an increased prevalence of disease and premature mortality, as well as higher risks of cognitive impairment and an accelerated progression of Alzheimer’s disease (Plagg et al., 2020). Total isolation could be, for some, even more detrimental than the virus itself.

Joy and human connection is our field of expertise so it became evident to us that, despite the circumstances, we had to keep reaching our beneficiaries throughout the crisis.



Despite the pandemic, our clowns managed to reach the elderly in the most creative and safest ways.

## RED NOSES' response to COVID-19

*As COVID-19 forced most hospitals and healthcare facilities to close to all but essential personnel, RED NOSES group had to quickly adapt and move their performances to the virtual world and to the outside. The other possibility, the one of not reaching our beneficiaries was unimaginable; the world needed joy and human connection more than ever. With the certainty that our work is valuable, even more in times of crisis, our 11 partner organisations, with creativity and courage, kept the mission alive bringing hope to the loneliest places.*

### E-visits: endless possibilities

Just a few months before COVID-19, clowns were sometimes limited to certain floors, certain rooms and even certain hospitals by disease, symptoms and geography. Then the pandemic came to cut off even that somewhat limited access. Although this new setting changed the challenges, shifting our performances to the virtual world, removed all those barriers which we faced before. It gave us the opportunity to go to places we were not reaching in the past and start new cooperations with medical staff and caregivers. Now we can perform for patients anywhere we want, including those in elderly-care facilities, which have been most affected by COVID-19. The online clown visits gave us the possibility to reach children not only in hospitals but in their homes as well.

The new setting, allowed our artists to see that there are certain advantages in performing remotely. For the virtual encounters, healthcare clowns still dress in full costume, wear a red nose and use the same props,

but with the online visits, they can also change their background, manipulate the camera angle, play with the light and bounce between screens. With a little bit of creativity, the possibilities became endless.



With online visits, we succeeded to lift our beneficiaries' spirits through the hardest times.

### New Stages

In everyday work, RED NOSES clowns are crisis experts. Their specialty is to focus on the bright side despite difficult situations. Therefore, during the pandemic, they found other ways to reach the hearts of their beneficiaries. Our healthcare clowns, like the rest of society, had to come up with creative ways to fulfill their mission and keep bringing joy to thousands of people every day.

Facing the pandemic, all of our 11 partner organisations created new programmes and explored new ways of clowning. Courtyards and gardens became our stages and lifters, otherwise used for construction, became a way of reaching people in higher floors.

With technology and social media, the clowns ventured new paths: They turned their homes into studios and produced personal videos for children in hospitals, delighted elderly people in senior homes with shows in front of their windows or balconies, stayed connected through beautiful letters and rose the spirits of people in many cities while parading through the streets. No idea was too crazy if it allowed us to keep bringing joy to the world. Now that we reflect on the year of 2020, we acknowledge that our healthcare clowns never seized to fulfil our mission, and of that, we are extremely proud.



Our partner organisations came up with original ways to reach our beneficiaries despite the pandemic. Hydraulic lifts were one of the many creative approaches we used to fulfil our daily mission.

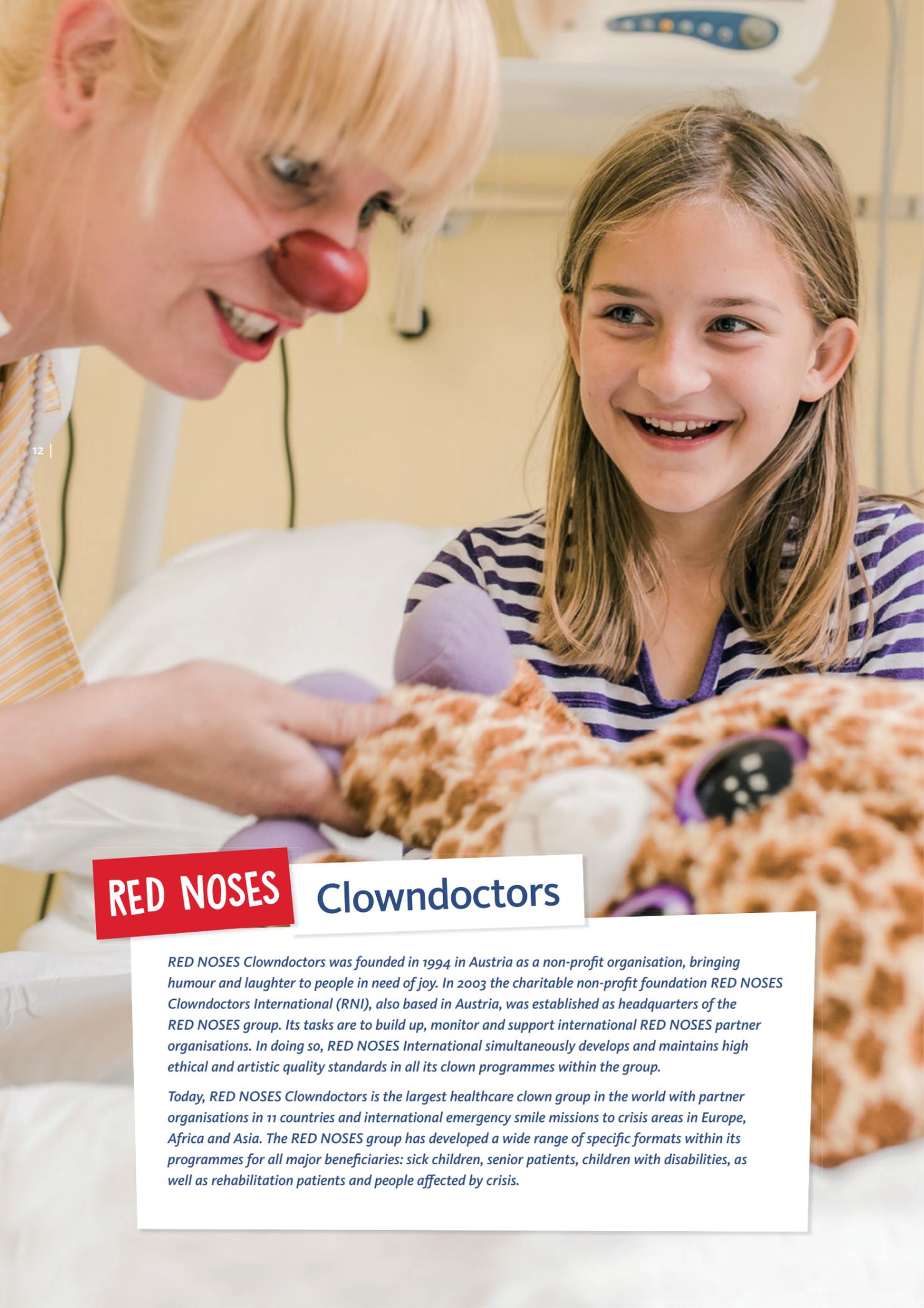


Performing outdoors was, in many cases, the only safe way we had to keep bringing joy to those who needed most.

### Clowning through a pandemic

The long-term cooperation with hospitals, elderly homes and other institutions allowed us to, in some places, go back rather quickly. The trust the healthcare staff place in us, and the importance of our work in these difficult times, made it possible for us to progressively return to clowning live. This, on the other hand, did not come without its own challenges. Now that we are allowed to go back to certain medical facilities, healthcare clowns have to work extra hard to stand out. In some places, like doctors and nurses, they too must wear hazmat suits and face shields to work in the hospital and geriatric homes. In most cases, they have to forego parts of their costumes and therefore, reinvent themselves.

To face these new challenges, we have implemented even stricter hygiene protocols and we are constantly giving workshops and training to our professional healthcare clowns.



# RED NOSES

## Clowndoctors

RED NOSES Clowndoctors was founded in 1994 in Austria as a non-profit organisation, bringing humour and laughter to people in need of joy. In 2003 the charitable non-profit foundation RED NOSES Clowndoctors International (RNI), also based in Austria, was established as headquarters of the RED NOSES group. Its tasks are to build up, monitor and support international RED NOSES partner organisations. In doing so, RED NOSES International simultaneously develops and maintains high ethical and artistic quality standards in all its clown programmes within the group.

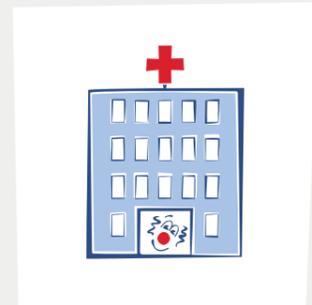
Today, RED NOSES Clowndoctors is the largest healthcare clown group in the world with partner organisations in 11 countries and international emergency smile missions to crisis areas in Europe, Africa and Asia. The RED NOSES group has developed a wide range of specific formats within its programmes for all major beneficiaries: sick children, senior patients, children with disabilities, as well as rehabilitation patients and people affected by crisis.

# Facts and Figures

RED NOSES group evolved into one of the leading organisation in the healthcare clown sector, not only by setting benchmarks in both artistic performances and professional structures, but also by reaching a great number of beneficiaries despite the challenging circumstances. Take a look at the positive impact of our daily work in 11 different countries.



**411,869**  
young and elderly patients



**583**  
medical and social institutions



**11**  
countries of operation



**13,885**  
clown visits



**430**  
professionally trained clowns



**25+**  
years of expertise

# Our Year

## in Pictures

Although last year most of our partner organisations had to work physically distanced from our beneficiaries, they managed to reach over 400,000 children, elderly people and people in crisis areas in the most creative ways. Here is a beautiful glance of the highlights of our past year.

Austria



▫ The Mayor of a town in Styria personally requested ROTE NASEN clowns to come by and distract her neighborhood from their lockdown routine. Singing clowns went through the town cheering up residents behind windows and balconies.

Croatia



▫ As Covid-19 hit, CRVENI NOSOVI had to adapt and shift their 10th anniversary celebration to an online event. They had the honor of hosting a panel discussion with the support of the Ministry of Health on how clowning connects arts and healthcare.

Germany



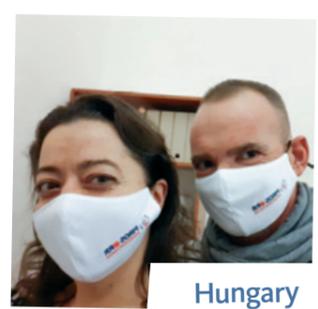
▫ ROTE NASEN clowns paid a visit to people with dementia while performing on a hydraulic platform up to 10 meters high. Together with the elderly people, sitting at their windows or on their balconies, they sang Beethoven and lifted their spirits.

Czech Republic



▫ Thanks to the great relationship with doctors, and the trust they put in our work, the clowns from ZDRAVOTNÍ KLAUN were able to work in the intensive care ward even through the pandemic.

Hungary



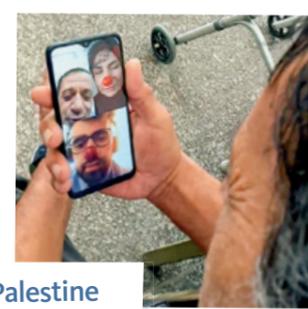
▫ In March 2020 Bence Mattyasovszky-Zsolnay joined PIROS ORR as a new managing director, 2 weeks later the pandemic started. As one team they managed the situation successfully and kept smiling under the masks.

Jordan



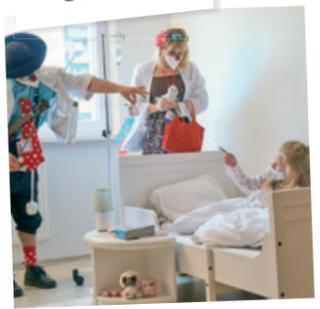
▫ During the pandemic, a little girl conquers her pain and fear as she plays along with RED NOSES Jordan's healthcare clowns Dr. Naghmeh and Dr. Jabseeneh in the Jordan University Hospital.

Palestine



▫ To overcome the wave of bad news during the pandemic, RED NOSES Palestine developed a series called "RED NOSES News", to discuss newscasts in a joyful and funny way. Thanks to this creative idea, they were able to bring joy to thousands of elderly people in care.

Slovakia



▫ When the second wave of the pandemic hit, ČERVENÝ NOS managed to get the support of the medical staff to continue their work in the children's wards because they recognize their importance for the well-being of the little patients.

Lithuania



▫ The biggest achievement of the year for RAUDONOS NOSYS was the opportunity to reach the heart of little patients even remotely. In the picture, their clowns are lifting the spirit of a child in the children's hospital of Vilnius.

Poland



▫ The pandemic gave CZERWONE NOSKI the possibility to innovate and think of crazy ways of reaching their beneficiaries. In the picture, we can see how the clowns were able to bring joy to children in the higher floors of the hospital thanks to the hydraulic lift.

Slovenia



▫ Last year, to cope with Covid-19, RDEČI NOSKI developed several new programmes. "Through the window" was one of them. In a snowy winter, the photographer caught a tender moment between Leopold and a lady from an elderly home.





## What we do in the field

### Children

*No matter how good the medical care is, emotional needs and personal interaction are sometimes coming up short in everyday hospital routine. Most children struggle to deal with the aseptic hospital environment. The pain, monotony and separation from their families and homes, associated with medical treatments may lead to severe stress, which can have long-term effects on a child's physical and mental health. For children, hospital stays, surgeries and examinations are associated with fear, insecurity, and boredom.*



Children who receive a clown visit at the hospital have less anxiety, feel less pain and report higher levels of general well-being.

#### Regular Bedside Visits

RED NOSES clowns can help the children forget the fear and the pain during their brief encounters. The healthcare clown enables the child to be a creative partner in play experience and engages the child in a pleasurable interaction. In this way, the child is able to disconnect her- or himself from the stressful situation and reconnect with pleasant childhood emotions. They give comfort and hope whilst bringing a new zest for life. As soon as RED NOSES clowns appear in the pediatric ward, the air fills with joy and the children become children again, carefree and happy.



Doctors include healthcare clowns in their treatments to reduce the stress and fear of the little patients.

#### Intensive Smile

This format aims at deepening the relationship of the healthcare clowns with their largest audience, hospitalised children and youth. The goal of these visits is to support the little patients before and during treatments and surgeries to better cope with the procedure. To achieve an optimal impact, the clown is informed in advance about the steps of the medical procedure and can react as a team with the doctor. Parents and medical staff equally benefit from healthcare clown interventions as the visits lighten the mood, provide relief from the anxious situations and make it easier for medical staff to work with the children.

#### Circus Patientus

This format runs for up to a week, and it is focused on children who have been detached from their natural environment for a long time due to a long-term health condition or disability. This format is also used in the work with refugees, internally displaced persons and other vulnerable communities, under the name of Circus Smile. The purpose is to remind them of happier times, bring them hope and awaken an interest in artistic activities (in this case, circus art and magic tricks) by encouraging an active approach to life and an overall desire for self-realisation.



Circus Patientus: long-term paediatric patients are excited about their newly discovered skills and talents.

#### Coma and Rehabilitation

RED NOSES clowns also visit children in coma and rehabilitation wards. In these sensitive settings, healthcare clowns provide an important and powerful stimulus, not only for comatose children, but also for those who have come out of a coma, or an accident, and gone into rehabilitation. Even if it seems that the children do not notice or respond to anything, there is ample evidence that shows that healthcare clowns contribute greatly to the waking up process with their sensitive, poetic and musical visits. They are valuable companions, especially when the little ones gradually regain consciousness and have to undergo painful treatments.



In rehabilitation centres, clowns have a positive effect on the recovery process of children.



Caravan Orchestra: the clowns sensitively engage multiple disabled children in a playful and sensitive manner.

#### Children with special needs

The Caravan Orchestra is a tailor-made musical theatre, specially conceived and dedicated to the needs of children with multiple disabilities. With a subtle approach, clowns interact with children, giving them space to comprehend and express their feelings in their own time and in their own way. It is a musical story in which three healthcare clowns search for new musicians for their orchestra, finding them in rehabilitation institutions. With this approach, we give children with specific needs the possibility to experience cultural and artistic activities specially designed for them.

# Elderly

*RED NOSES seniors' programmes wish to contribute to the development of compassionate, respectful and person-centred care, as we understand the need to provide the highest standards of healthcare and well-being at all ages. Through humour, the healthcare clown conveys respect for human dignity and for the personal history of the other. Our personalised programmes for elderly people, aim to acknowledge them as valuable members of society who deserve to receive empathetic attention and a space for self-expression.*

Elderly people who live in a facility for inpatient long-term care usually experience a disconnection from the outside world and have little to look forward to. A feeling of hopelessness and the loss of the previous social role can be challenging for the elderly living in care facilities. In addition, they often suffer from the restriction of their mobility and their ability to remember or communicate. The remaining skills and special talents often have no place in the overloaded life of a nursing station and are therefore little or not encouraged at all. The deficit orientation and the associated daily experiences of residents in care facilities make life

seem like a monotonous sequence of the same routine everyday, intensifying depressive moods. In engaging elderly people in a range of artistic activities, clowns help uncover long-forgotten abilities and create a sense of agency and belonging. Healthcare clowns meet the senior citizens individually at their bedside, with respect and empathy, integrating their personal history and activating all their senses. That means singing songs together, recalling familiar smells, sharing recipes, connecting with memories from their "golden years" or dancing to a song they like. These visits increase their wish to actively participate in life.



Regular clown visits by RED NOSES contributes to an increase in the quality of life of the elderly and people in need of care.



In engaging elderly people in a variety of activities, clowns reveal long-forgotten abilities and create a sense of belonging.



## Variété

To motivate the participation of senior citizens in artistic activities and help them regain enthusiasm, we developed a format that seeks to tackle the biggest challenges of the elderly people such as reduced mobility and social isolation. This format consists of a three to five days workshop adapted to the individual skills and capacities of the participants. The clowns help the seniors to rediscover lost artistic talents or help them learn new ones, like tricks, magic, dance and acrobatics. Participants get the chance to develop a small "circus act" that they will perform at the end of the workshop for their family and caregivers. RED NOSES Variété provides a space for recognition and appreciation of this, often disregarded people. The successful performance and the applause of the public and peers fill the participants with pride and strengthen their self-confidence.

Some of the stage numbers require physical movement; therefore, the RED NOSES Variété also offers a health promoting effect. In this format, RED NOSES healthcare clowns are colleagues and partners of the people in need of care. Together, as a team, they present the act in front of an audience (residents, relatives, medical staff), and the clowns step back, to take on the role of assistants to the stars of the show.



Together with the clowns, the elderly people proudly show their rediscovered talents in a circus style performance.



## People in crisis areas

People affected by crisis and/or facing acute emergencies require special care. Too often, this people receive the immediate aid to survive, but frequently their emotional and mental well-being is overlooked. In RED NOSES, we envision that essential feelings like joy, optimism and happiness are in the spotlight of humanitarian aid and crisis relief work; not only for the people affected by it but also for the staff working in such challenging circumstances. We are convinced that the power of humour and laughter, despite adversity and trauma, makes people more resilient. Therefore, RED NOSES also brings the gift of laughter and human connection to places of acute hardship.



▀ The shift of focus to something positive is crucial in difficult, and seemingly hopeless, situations to regain resilience and hope.

### Emergency Smile

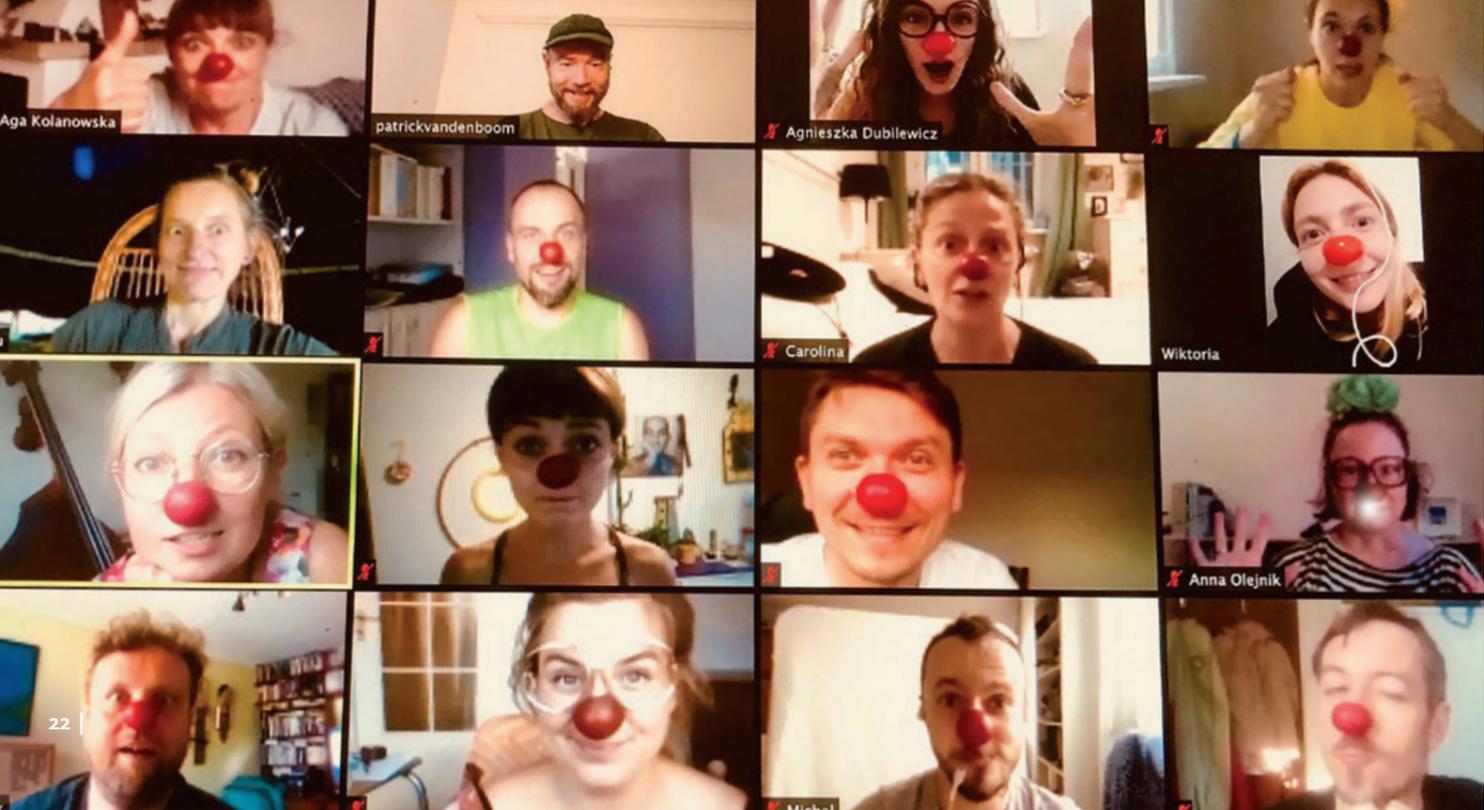
RED NOSES international developed an emergency response programme called Emergency Smile, allowing us to reach beyond the borders of our 11 partner's countries to provide joy and stress relief to people affected by crisis and natural disasters.

This programme, established in 2013, sends specially trained healthcare clowns into areas of crisis in cooperation with international aid organisations. The tailor-made Emergency Smile activities provide a sense of normality in abnormal situations through humor and self-expression, which can help alleviate fear and distress and thus promote well-being.



We reconnect these people with joyful emotions in order to rekindle hope, transform their focus by concentrating on positive aspects of life, and show that life still has happiness in store for them. By engaging the beneficiaries in active, playful interactions, we create a supportive environment and long-lasting memories of joy, that are a source of hope and optimism.

Last year, the pandemic prevented us to travel physically to the places we planned to assist but, with the help of aid workers as facilitators, we managed to successfully complete two online missions to Ukraine and Bosnia, reaching dozens of children in refugee camps.



## Capacity building & training

*Regular training is an essential part of our professional healthcare clowns work. As we operate in sensitive environments and with vulnerable groups, the artists have to bring a set of skills that combine both artistic talents and empathetic approaches. In order for the artists to develop the necessary expertise, RED NOSES provides comprehensive training that not only includes artistic development, but also disciplines from other sectors that are interconnected with our work in the hospitals and crisis areas.*

### ISH Online

The International School of Humour (ISH) in the RED NOSES group's headquarters in Vienna offers our healthcare clowns from 11 different countries a unique opportunity to meet and create a common "clown language" that is used by all the clowns throughout our international group. With the implementation of a solid curriculum, the RED NOSES group seeks to remain in the vanguard of artistic quality, providing the best possible training and education for its artists. By creating a uniform process of certification for healthcare clowns across borders, an educational foundation has been established that enables the artists to work in the sensitive healthcare environment with the highest artistic standards.

Last year, the pandemic made it impossible to facilitate these encounters physically, and although at the beginning it was challenging and we had to adapt

the duration and sometimes the topics of the lectures, 27 online courses were organized to maintain the training and education of our healthcare clowns throughout the year. The online setting had its advantages and throwbacks. The clowns did not have the opportunity to meet each other and exchange, the energy was evidently different but since the logistics of the online workshops and lectures were simpler, we were able to host much more training sessions than ever before and with a larger capacity for participants. The online lectures, on non-artistic topics, were so successful that we will most certainly be offering them in the future as a complement of the physical workshops. By keeping the training going during the pandemic, we showed our healthcare clowns that they can count on our support, no matter the challenges, and that we are a big international family, helping them feel more connected to the group's vision.

## Humour Workshops

RED NOSES Clowndoctors International is using an integrated and sustainable approach that not only focuses on children and elderly people, but also seeks to support medical staff and aid workers in their daily work. Humour has the potential to create a powerful emotional connection between people, enhancing and stimulating social interactions. It also plays a vital role in reducing stress and anxiety, and in fostering a better working environment. By offering tailor-made workshops and

sharing knowledge on how humour works, professionals in the field can find new ways of connecting with beneficiaries, especially in very stressful and tense situations. With this approach, we seek to make our impact sustainable in time, allowing medical personnel and aid workers to draw from our expertise and use the newly acquired tools to improve their own psychosocial well-being and resilience in the face of a very stressful and demanding work environment.



# One mission, one vision, one strategy

Each year, our 11 partner organisations and our international emergency teams, work untiringly to spread humour and laughter to people in much need of joy. Each country contributes to push forward our strong common vision and our impactful work from the most precarious places on earth to the clinic down the road.

Here is how, one smile at a time, we are improving the lives of thousands of people around the world.

# Our Group in Numbers

-  RED NOSES Partner Organisations 2020
-  Emergency Smile missions in 2020
-  ..... Number of patients
-  ..... Number of clown visits
-  ..... Social and medical facilities
-  ..... Number of clowns
-  ..... Established



↳ Vaccination campaign with MSF 2019: Our clowns support other humanitarian organisations to fulfil their work in a smoother way.



↳ Ukraine: Our interventions are loved by internally displaced kids because we give them space where they feel safe to play again.



↳ Lesbos: By engaging the beneficiaries in active, playful interactions, we create a supportive environment and long-lasting memories of joy.



Online Missions  
Emergency Smile  
Ukraine, November 2020  
Bosnia Herzegovina, December 2020



**Contributing**

## safe Environments for our Beneficiaries

### Safeguarding

*In RED NOSES we seek to create safe and nurturing environments for children and vulnerable adults allowing them to enjoy the highest quality of professional art of clowning in all our programmes and countries where we work. Children and vulnerable adults in healthcare, social institutions or those affected by crisis, face special risks being more prone to become victims of violence, abuse or neglect. As an organisation working in close contact with these target groups, we want to raise awareness of the importance of keeping children and vulnerable adults out of harm's way and safe from abuse.*

#### Its importance

RED NOSES recognises the utmost importance of keeping children and vulnerable adults safe and ensuring that they are protected from maltreatment or any kind of violence, that is detrimental to their health and development. Within our organisation as well as with our partners, we do not tolerate any form of child abuse, exploitation, neglect or violation of a child's and vulnerable person's privacy and rights.

This is why: RED NOSES strengthened its safeguarding mechanisms by introducing an improved safeguarding policy. This moral compass, guided by two of RED NOSES' seven core values: respect and accountability, aims to

minimise the risk of violence and abuse within our organisation's work. Another important step in this direction was joining the Keeping Children Safe (KCS) network. We believe it is a significant measure to learn, exchange and connect on Safeguarding mechanisms and also to learn from the latest trends and research papers to do the best possible to keeping children, all vulnerable persons and our staff, safe.

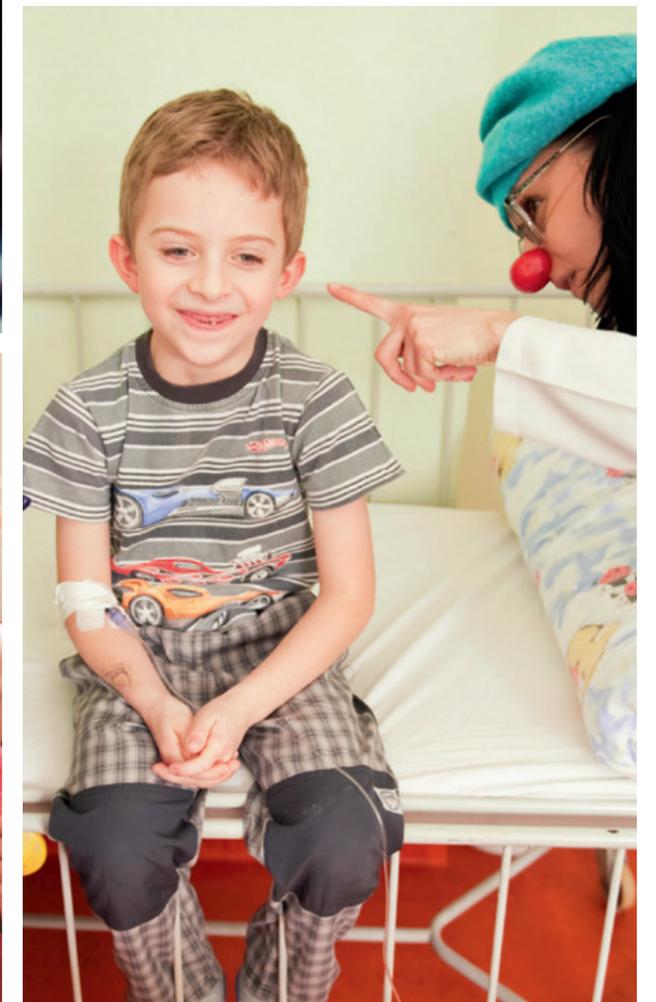
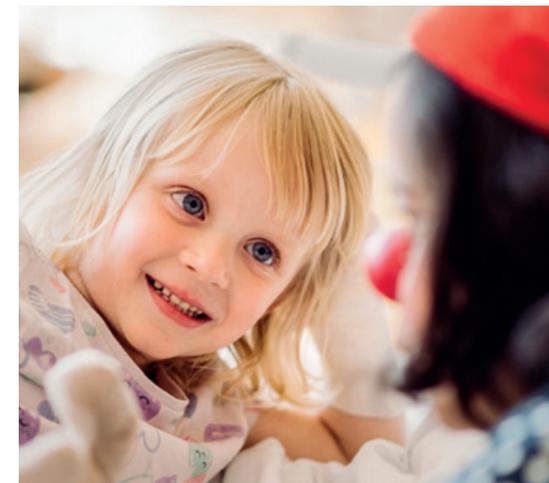
In RED NOSES, the voices of children and vulnerable adults, regardless of origin, gender or religion, will always be taken into consideration in creating any measures affecting them to ensure their best interests.

### Children and Vulnerable Persons Safeguarding Policy (CVPS)

The artistic programmes and formats carried out by RED NOSES include activities where physical contact is used with discretion in the context of working with children and vulnerable persons. We have, therefore, reinforced our measures and regulations that respect the boundaries of each individual and keep the safety of our beneficiaries in mind at all times.

The main focuses of our CVPS policy

- **Awareness:** strengthen the capacities of RED NOSES artists and staff members to prevent abuse and recognise signs of it
- **Prevention:** teach tools and mechanisms to prevent abuse
- **Reporting:** any reported safeguarding concern is carefully and responsibly assessed by a trained Safeguarding Team
- **Responding:** mechanisms to take concrete actions and decisions to respond to the results of the assessment



➤ The safety of the beneficiaries is RED NOSES group upmost priority.



# Arts for Inclusion



*Full access to arts and participation in cultural life is a right of every one of us. Too often, people with special needs face barriers to enjoy an active cultural life, may this be due to physical barriers to enjoy and participate in mainstream culture or a lack of tailor-made approaches that take into account special needs, talents and wishes. Participatory performances offer the audiences possibilities for creative self-expression, which in turn has a positive effect on their life-quality, well-being and mental health. Additionally, artistic activities can support the connection between vulnerable groups and their environments, such as family members and carers.*



RED NOSES clowns give children with special needs the possibility to experience cultural and artistic activities designed specifically for them.

## Healthcare clowning for the inclusion of persons with disabilities

We strongly believe in the power of humour and the art of clowning as invaluable tools to connect to those that feel socially disconnected and to improve their emotional well-being. Additionally to the effect on the individual being, our artistic activities seek to create more supportive environments in care settings. The use of humour and art, if embraced by care providers, can lead to more empathetic interactions. As such, we started a cooperation with the NGO Light for the World in 2020. The aim of the collaboration is to put a stronger focus on the emotional needs of children with disabilities that undergo rehabilitation processes in South Sudan, Burkina Faso and Mozambique. While the pandemic did not allow our artists to engage with children and Light for the World rehabilitation workers in person, a series of tailored videos allowed making first connections nevertheless and we plan to continue this collaboration in the future.

## Clowning Connects Us (ClowNexus)

With our project, “ClowNexus” we want to improve access to interactive artistic performances and contribute to the social inclusion of children and teenagers with Autism Spectrum Disorder (ASD), as well as People with Dementia. The structures and artistic vision of “ClowNexus” are designed to connect audiences, family members, carers and artists through the creative process.

People with dementia as well as children with ASD, are often confronted with feelings of being left out, of not fitting into society and of failing to meet the expectations put forward by social norms. Healthcare clowns are trained to understand, support, and encourage hard to reach audiences by recognising their needs and engaging with them on an individual level. Clown artists have the unique ability to connect to people and break down barriers through the performances they create. The clown figure operates outside of social norms and conventions, and celebrates failures as well as successes,

therefore helping people to accept themselves the way they are, through a deeply humane and humorous approach. Additionally to its impact on the well-being of vulnerable groups, “ClowNexus” aims to build the capacity and expertise of the participating partners to collaborate internationally, explore new methods of artistic co-creation and expand the knowledge on how to creatively measure and learn about the impact of our work. The results from the project will create more awareness for the value of arts for well-being and social inclusion.

*This project is conducted by eight European Healthcare clown organisations from seven countries and is co-funded by the Creative Europe programme of the European Union and the Austrian Ministry for Arts, Culture, Civil Service and Sport.*



photo by pallapapas

ClowNexus: Our professionally trained clowns help with the inclusion of vulnerable people through arts.

# Financial Overview 2020

## of the RED NOSES Group

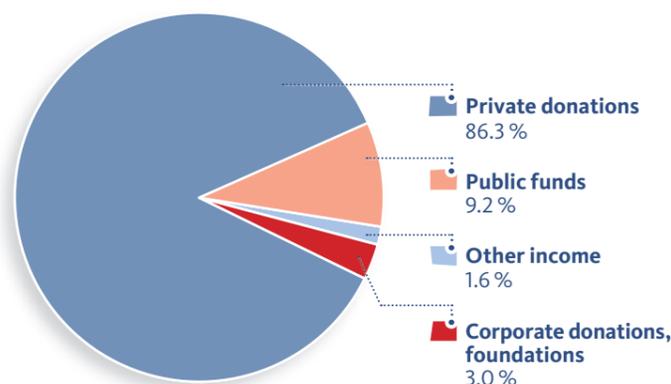
RED NOSES is an international group working locally in 11 countries. In our overall strategic ambition, strong financial stability is a key element, as it defines our objective of working in a sustainable manner and having a long-term impact on our beneficiaries.

The following page provides an overview of our sources of income internationally and our programme expenses for 2020. RED NOSES programmes all run on a regular basis during the year. This requires steady and sustainable sources of income. To finance their respective programmes, all our organisations raise their own funds locally. Independent and reputable national auditors according to internationally accepted accounting standards audit their financial reports annually. The percentages shown below are based on the collectively generated revenue streams from all our local partner organisations as well as from the headquarters of RED NOSES International.

### Our Sources of Funding

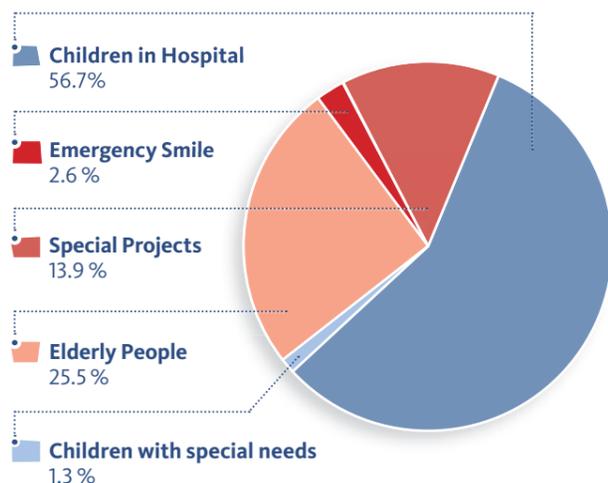
RED NOSES group income of more than 21 million Euro relies heavily on private donations to guarantee our independence and strengthen the organisation's connection with the public. In 2020, private donations amounted to 86.3 % of the total RED NOSES income.

In the effort to strengthen our financial co-operations with other foundations and international organisations that share our values and goals, we envision reaching an even greater number of beneficiaries in the future.



### Distribution of costs on programme level

Since our founding in 1994, children in hospitals have always been the core focus of our work, resulting in the fact that 56.7 % of our expenses are dedicated solely to activities concentrating on this target group. Here we would like to highlight our delicate responsibility of providing support to children with special needs, which accounted for just 1.3 % of our total spending last year. The second major expenditure of 2020 was on the elderly programme, with 25.5 % of our activities dedicated to improving the quality of life for senior citizens in geriatric wards and care facilities. We have been increasingly working with people in crisis areas and implementing additional emergency missions every year. Although, in 2020, we were unable to physically travel, our Emergency Smile programme benefitted from 2.6 % of our total expenses to support our online missions.



# RED NOSES Clowndoctors

## International

### Managing Board of Foundation:

**Monica Culen**, CEO, Founder  
**Giora Seeliger**, Artistic Director, Founder  
**Dr. Franz Haimerl**, CFO, Haimerl Hörler Wirtschaftsprüfer Steuerberater GmbH

### Executive Management

**Natalie Porias**, Managing Director  
**Christophe Dumalin**, Artistic Development Director  
**Eric Pflanzner**, Director Of Finances And Legal Affairs

### Advisory Board:

**Dr. Rainer Reich**, Reich Development GmbH  
**Silvia Richter CFP**, Director Private Banking Zürcher Kantonalbank Österreich AG  
**Dr. Hannes Porias**, former Austrian Ambassador

[www.rednoses.eu](http://www.rednoses.eu)

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Thank you for your support:



RED NOSES is an artistic organisation bringing humour and laughter to people in need of joy.

For 25 years, RED NOSES has been making a difference for patients, families and medical staff in countless health and care facilities in Europe and beyond.

RED NOSES International (RNI) empowers vulnerable audiences, such as children in hospitals, people in geriatric centres, patients in rehabilitation centres, youth with mental and multiple disabilities, refugees and other displaced persons.

The figure of the clown is extremely human and touches individuals deeply by bringing them relief and hope in moments where they cannot connect to their positive emotions.

RNI is based in Vienna, Austria, and is the headquarters for the largest clown doctor group in the world.

[www.rednoses.eu](http://www.rednoses.eu)



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