

# Hi! we're the RED FROGS.



## OUR STORY

It all started in 1997 when founder Andy Gourley saw a need to look out for young people at Schoolies celebrations on the Gold Coast - hitting the streets with his skateboarding mates armed with a small team and even smaller red lollies, they started simple - offering kindness one person at a time.

Watch the true story here!



Over the years, what started as small acts of care grew into a nationwide, then international movement. Today, throughout Aotearoa, Red Frogs makes a big splash through small, meaningful actions - whether it's a chat, a pancake, or a frog-shaped lolly - fostering lasting relationships that have a big impact for thousands of young Kiwis.

## OUR PURPOSE

To reduce suffering and **SAFEGUARD** a generation of young people, acting as a positive peer presence to **EMPOWER** them to make **POSITIVE** life choices and become a voice of change within their **CULTURE**.

## SNAPSHOT

Every young person deserves to feel safe and like they truly belong. That's why Red Frogs is all about having their backs when they need it most. Festivals, New Years, uni events - you'll find us there, ready with a friendly face, a helping hand, and maybe even a stack of pancakes. Our mission is to combat a culture that is largely dominated by alcohol and other substances, often leading to dangerous and life-altering behaviours for young people.



\$212,000+  
volunteer hours



744,000+  
people reached



183,000 people  
supported at New Years



26 festivals & concerts  
supported



52,300+  
pancakes cooked



3000+ students educated on safer  
partying behaviours, mental health  
and self-leadership



500+  
volunteers



277+ uni/polytech social  
events supported



25,450+ sports fans  
supported

HIGH SCHOOL EDUCATION

# LEVEL UP PROGRAMME



Inspires students to build confidence in who they are, discover their purpose in life and strengthen resilience.

'Level Up' is an interactive and inspiring presentation designed to help students build confidence, discover purpose, and strengthen resilience — in a way that is real, relevant, and empowering. Through engaging activities and honest conversations, this session creates a space for students to reflect on their story, identify what drives them, and learn how to bounce back from challenges. It's not about having it all figured out — it's about choosing to take one step forward, even when life feels hard. By the end of the session, students will walk away with practical tools for their mental, emotional, and social wellbeing — and the belief that who they are matters. A new level unlocked.

In a world full of pressure, comparison, and constant noise, it's never been more important for young people to know who they are and what they stand for.

## TOPICS INCLUDE:

- Introduction to self-worth, value and uniqueness
- Discussion on the unrealistic standards and expectations set by society and media
- Managing peer pressure and comparison
- Evidence-based strategies students can apply immediately to build confidence, strengthen resilience and discover purpose

## PROGRAMME DETAILS:

'Level Up' builds Personal and Social Capability, Critical and Creative Thinking, and Ethical Understanding skills, plus Health and Physical Education outcomes empowering teens across Years 7-13

**Running time:**  
To get the most out of this programme we recommend allowing at least 1 hour.

**Interactive format:**  
Videos, activities and targeted questions.