

# 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

# NEW YEARS & SUMMER FESTIVALS PROGRAMME

## HIGH SCHOOL EDUCATION

### Preparing students for a safe celebration at New Years & summer festivals

Red Frogs has been keeping young people safe at New Years since 2016 (and in that time, we've seen it all). The New Years & Summer Festivals programme is an interactive presentation in which we prepare young people for what they might experience at Aotearoa's biggest party scenes. These parties have become infamous for drugs, alcohol, violence, and an all-round wild environment. Our aim is to equip and empower students with a top-to-bottom rundown of what to expect and what to be wary of during these parties so that they come home safe.

This programme encourages and empowers students to make positive choices within various party environments. With a particular focus on New Years celebrations & summer festivals.

#### TOPICS INCLUDE:

-  Tips on staying safe at New Years & Summer Festivals
-  Alcohol, drugs & drinking culture
-  Violence, sexual assault & criminal convictions
-  Looking after your mates: depression, anxiety & suicide ideation
-  How not to get evicted from your accommodation

#### PROGRAMME DETAILS:

**Audience:**  
Year 11-13 students

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

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

\*This programme also has a New Years Safety Parents Info Seminar to equip the adults looking after young people in these spaces.