



Pink Shirt Day reminds us of the power of coming together to end bullying, harassment and discrimination in Aotearoa New Zealand.

By fundraising for Pink Shirt Day, you're helping create an Aotearoa where everyone feels safe, valued, and unafraid to be themselves.

Will you help us make Friday 15 May 2026 our biggest Pink Shirt Day yet?



Scan to fundraise for Pink Shirt Day



Kōrero mai Kōrero atu  

**SPEAK UP
STAND TOGETHER
STOP BULLYING**

Mauri tū Mauri ora    

PINK SHIRT DAY
Friday 15 May 2026

At our school, the whole place turned pink – it was amazing to see tamariki and staff fully embracing the kaupapa. We linked Pink Shirt Day to our school values, using it as an opportunity to teach important lessons about kindness, respect and standing up for others.

– Pink Shirt Day 2025 school participant

JOIN THE MOVEMENT

The Mental Health Foundation is proud to bring you Pink Shirt Day on Friday 15 May 2026, the day Aotearoa comes together to spread kindness and take a stand against bullying.

An independent Ipsos survey on 2025's campaign showed that Pink Shirt Day reached 83% of New Zealanders. As a result of Pink Shirt Day, 67% of those who saw the campaign did something to stop bullying when witnessed, and 70% did something to increase kindness and inclusion.

In Aotearoa, bullying happens in the workplace, online, at kura or school, and in the community. Did you know that:

- One in five workers have experienced bullying behaviour in the past 12 months.
- Aotearoa has the third highest rate of school bullying out of 38 OECD countries.
- People who are bullied are more likely to experience poor mental health, including depression, anxiety, and suicidal thoughts.*

Will you join us in 2026 and help change this?

By holding a Pink Shirt Day fundraiser, you're supporting your kura, school, workplace or community to become a kinder and more inclusive place, where everyone feels that they belong.

Funds raised on Pink Shirt Day help the Mental Health Foundation to deliver innovative programmes that lift mental wellbeing, provide free resources for schools and workplaces, support rainbow rangatahi, and grow the Upstander movement.

Always a great way to bring up the conversation around bullying, both in and outside of the workplace. It is a relevant, wide-reaching theme to rally lots of different groups of people for a collective conversation, regardless of background or role.

– Pink Shirt Day 2025 workplace participant

It's easy to hold a Pink Shirt Day fundraising event

Hold an event where kaimahi/staff or taurira/students can participate, in exchange for a donation. You could:

- Have a 'pink' casual Friday, or a non-uniform or dress-up day.
- Hold a fashion show or an art exhibition displaying pink t-shirts.
- Have a shared 'pink' morning tea or organise a bake sale. Download our free cupcake toppers and bunting from pinkshirtday.org.nz/resources.
- Head to pinkshirtday.org.nz and click the 'get involved' button for more ideas.

You could also:

- Promote the official Pink Shirt Day t-shirt to your staff or school community. T-shirts will be available to purchase from select Cotton On, Cotton On Body, Cotton On Kids and Typo stores a few weeks prior to the day. Tote bags and pins will also be available. **100% of net proceeds support our mahi.**
- Give your customers an opportunity to donate by making a cash donation, or create a pink treat to sell on the day and donate the proceeds.

Amplify your impact

Online donations are easiest for us to process, and you'll get your receipt instantly. To ensure your donation has the most impact, please use our website to reduce our administration costs. Simply:

- Visit fundraise.pinkshirtday.org.nz to create a fundraising page or scan the QR code on the back page.
- Share your fundraising page with your kura, school or work communities, and encourage people to donate online.
- If you collect cash, bank it and transfer the total amount raised to us via your fundraising page.

Spread the word

Don't forget to sign up at pinkshirtday.org.nz/register to stay up to date with the latest campaign updates.

Promote Pink Shirt Day by using the free resources in your event pack or download more at pinkshirtday.org.nz/resources.

We love to see Aotearoa turn pink! Share your photos and videos on social media by tagging us @pinkshirtdaynz. Don't forget to use the hashtag #pinkshirtdaynz.

Ngā mihi

By supporting Pink Shirt Day, you're helping to create positive and respectful environments where bullying can't thrive. Your kind donation will have long lasting impact and help create a safer, kinder and more inclusive Aotearoa. Thank you!

We look forward to seeing you in pink on Friday 15 May!

*For free tools, information and to learn more about Pink Shirt Day, visit pinkshirtday.org.nz