



Pink Shirt Day is the day Aotearoa New Zealand comes together to take a stand against bullying by celebrating diversity in all its forms.

New Zealanders have been celebrating Pink Shirt Day since 2009 to:

Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora
– Speak Up, Stand Together, Stop Bullying!

Funds raised on Pink Shirt Day support the Mental Health Foundation's initiatives that reduce bullying and its harmful effects.

Will you help us make Friday 16 May 2025 our biggest Pink Shirt Day yet?

*Join the movement and stand with us to end bullying,
harassment, and discrimination in Aotearoa.*



←
**SCAN TO FUNDRAISE
FOR PINK SHIRT DAY**

PINK SHIRT DAY

Take part in Pink Shirt Day and help us create a movement of Upstanders who call out bullying when they see it, and support people who are being bullied.

FRIDAY 16 MAY 2025

"I love how it brings people together in support of a very important cause. It helps our people understand that bullying does occur in the workplace and it's important to be kind and create an environment of positivity and inclusivity."

- Pink Shirt Day 2024 workplace participant

JOIN THE MOVEMENT

Pink Shirt Day is about reducing bullying by celebrating diversity in all its forms. It supports workplaces, schools and communities to be safe, supportive, welcoming, and inclusive of all.

An independent Ipsos survey on 2024's campaign showed that Pink Shirt Day reached 85% of New Zealanders, and 73% of those who saw the campaign said it helped them to do something to stop bullying when witnessed.

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

- One in five workers feel bullied at work.
- Aotearoa has the third highest rate of school bullying out of 36 OECD countries.
- People who are bullied are far more likely to experience mental health issues like depression, anxiety and suicidal thoughts.*

WILL YOU JOIN US IN 2025 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 people feel safe, valued and aren't afraid to be themselves.

Funds raised on Pink Shirt Day help the Mental Health Foundation deliver a wellbeing initiative for high schools, supply schools and workplaces with free tools and information to create positive environments, provide support to rainbow rangatahi across Aotearoa, and continue to grow the Upstander movement.

THANK YOU FOR YOUR COMMITMENT TO STAMPING OUT BULLYING.

"Just love the whole vibe that happens at our school (on Pink Shirt Day). We really get behind it."

- Pink Shirt Day 2024 school participant

IT'S EASY TO HOLD A PINK SHIRT DAY FUNDRAISING EVENT

Hold an event where kaimahi/staff or tauira/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 lunch 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 from Cotton On to your staff, or kura or school community (available a few weeks prior to the day). **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 www.pinkshirtday.org.nz and click 'fundraise' to create a fundraising page or scan the QR code on the back page.
- Share the 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 register 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 resources at pinkshirtday.org.nz/resources.

We love to see Aotearoa turn pink! Share your photos and videos on social media by tagging us [@pinkshirtdaynz](https://twitter.com/pinkshirtdaynz). Don't forget to use the hashtag [#pinkshirtdaynz](https://twitter.com/pinkshirtdaynz).

NGĀ MIHI

Practising kindness and inclusion is powerful. It helps create a world where we can all feel safe and valued, and bullying can't thrive.

By supporting Pink Shirt Day, you're contributing to initiatives that reduce bullying and its harmful effects. 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 16 May!

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