

Annual Report 2022



RED NOSES
In Laughter there is Hope



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Imprint:

Content Editor: Melissa Garin, **Graphic Design:** Beate Hecher
Photos copyright: RED NOSES International - Ben Kaulfus, Craig Russell, Simon Madol, Viltautė Žemelytė, Eric Pflanzner, Evamaria Freinberger; ROTE NASEN Austria - Juergen Hammerschmid, H. Kellner (Wiener Rotes Kreuz); ZDRAVOTNÍ KLAUN - Jaroslav Bouzek, Sylva Koliskova; CRVENI NOSOVI - Branko Drakulić; RDEČI NOSKI - Ziga Zivulovic jr., CZERWONE NOSKI - Tomasz Wilczkiewicz; PIROS ORR - Csontos Szabolcs; RED NOSES Palestine; RED NOSES Jordan; ROTE NASEN Germany - Gregor Mattias Zielke; ČERVENÝ NOS - Petra Bosanska, Michal Svitok; RAUDONOS NOSYS - Saulius Aliukonis; PALLAPUPAS; Sairaalaklovnit - Amanda Aittamäki
Publisher & media owner: Non-profit Foundation RED NOSES International, Wattgasse 48, A-1170 Vienna, FN 233747X, T: +43 1 318 03 13-66, F: +43 1 318 03 13-20, E: smile@rednoses.org, W: www.rednoses.org
Bank: ERSTE Bank, BIC: GIBAATWWXXX, IBAN: AT89 2011 1822 2424 5903

The art of clowning

in an ever-changing world

When we reflect on the events of the past year, which were marked by trying times and multiple crises, we are reminded of the profound importance of our mission. The art of clowning can be a powerful tool for promoting systemic change by raising awareness, fostering empathy, and creating opportunities for dialogue and collaboration.

Last year, in the face of crisis, we expanded our crisis response programme, Emergency Smile, to provide psychosocial support to vulnerable children and families affected by conflict in places like Greece, Moldova and South Sudan, making our Greek interventions a more permanent mission. Thanks to the collaboration with our partner organisations and the strengthening of our Emergency Smile programme we were able to provide support to people affected by the conflict in Ukraine. As soon as the crisis began, all RED NOSES organisations collaborated with local partners to send teams to the affected neighbouring areas of the country. Our clowns worked in reception centres, refugee camps, and other settings to provide emotional support to the children and families experiencing displacement and emotional distress.

These events also served as a stark reminder of the vital importance of preparation and adaptability. Last year, our organisation took a big step by transitioning to a new era of leadership. Management changes can be complex and challenging, but we are pleased to say that our transition was well-managed and has positioned our organisation for further success moving forward. Our founders, Monica Culen and Giora Seeliger, recognised that it was essential to prepare for the future by ensuring a smooth handover. To drive the organisation into its ambitious future, they selected Natalie Porias

as CEO, Christophe Dumalin as Chief Artistic Director and Eric Pflanzler as CFO. A management team that is aligned with the organisation's mission, vision, and values, and that has been working by their side for over a decade. The successful transfer of leadership from our founders to the new team has ensured continued growth and excellence for RED NOSES. We are grateful for the contributions of our cherished founders and excited about the opportunities that lie ahead under the guidance of our new management team. With this in mind, we designed our new brand image to reflect the transition, representing a fresh start, a new direction, and the opportunity to clearly communicate our organisation's purpose, values, and goals for the future.

Despite the challenges, our teams were able to reach over 500 thousand children and elderly people in more than 11 countries. We managed to do so, as you will read in this report, by embracing transformation, strengthening our programmes, and improving our international brand. None of this would have been possible without our dedicated and resilient RED NOSES Partner Organisations, our supportive partners, and you, our loyal and generous donors. We are deeply grateful for your trust and commitment to our mission.

As we look ahead to 2023, we recognise that our work is far from over. The need for healthcare clowning continues to grow and we are determined to carry on our mission with passion and the utmost professionalism. We hope that this report will give you a clear and comprehensive picture of our organisation's strategic goals, and we invite you to join us in our journey ahead, creating a positive impact in the world.

RED NOSES



Framework of change

- › Higher emotional well-being
- › Greater social inclusion
- › More supportive environments

- › More positive memories
- › Improved self-image
- › Strengthened ability to cope with difficulties

Long-term impact

- › Increased use of humour and art
- › More empathetic interactions
- › More efficiency and success in work

Institutional impact

- › Greater access to humour and art
- › Greater access to empathetic interactions

Systemic impact

- › Greater support for access to humour and art
- › Greater support for empathetic interactions

- › Improved attention and energy
- › More empathetic interactions
- › More access to humorous play
- › More pleasurable emotions
- › Less painful emotions

Immediate impact

Clowns encounter people in need of joy through artistic formats

- › Improved cooperation with people in need
- › Improved cooperation with clowns
- › Improved cooperation with colleagues
- › More pleasurable emotions
- › Less painful emotions

Clowns influence care providers through training and partnerships

- › Greater understanding of the positive impact of humour and art on people in need

RED NOSES transforms systems through advocacy and research

„People in need of joy are better able to reconnect to themselves, each other and the beauty of all human emotions.“

RED NOSES NURTURES THE ART OF CLOWNING



Clowning in emergency contexts:

Ukraine response

While it may seem unusual to associate clowning with serious or emergency situations, the art form has been recognised as a valuable tool in crisis settings to help improve people's well-being and mental health. The primary goal of healthcare clowns in crisis contexts is to bring joy, laughter, and emotional relief to people facing stressful or traumatic situations. Clowns use humour, playfulness, and improvisation to create a positive and safe environment fostering a sense of agency and connection with children, families, medical staff, and aid workers.

Healthcare clowning is a specialised field that requires a unique set of skills, combining performance art with a deep understanding of the emotional and psychological needs of individuals in crisis situations. With care and professionalism, RED NOSES healthcare clowns contribute to the overall well-being of those they come into contact with by fostering a sense of community, providing opportunities for self-expression, and promoting joy and laughter. Our artistic interventions can also serve as powerful tools to enhance the working environment for humanitarian aid workers. RED NOSES clowns help alleviate stress and burnout among healthcare providers. They offer a light-hearted break from the intensity of their jobs and foster a positive work environment.

Since the beginning of the ongoing conflict in Ukraine, RED NOSES partners have been working around the clock in the neighbouring countries

of Ukraine. Our healthcare clowns from Austria, Croatia, Czech Republic, Germany, Hungary, Lithuania, Poland, and Slovakia have already visited thousands of children in reception centres, refugee camps, medical institutions and accommodation houses for people fleeing the war.

Understandably, this requires close collaboration and coordination with organisations already working in the field. Our clowns work as part of a multidisciplinary team, respecting protocols, guidelines, and the unique dynamics of these environments. They communicate with healthcare staff and aid workers to understand people's overall conditions, mental states, and emotional boundaries. RED NOSES healthcare clown interventions are conducted with cultural sensitivity and respect for the unique experiences and backgrounds of each individual. They adapt to cultural norms, local languages, and the specific needs of the community. Besides the close collaboration with other organisations, ongoing evaluation and regular feedback are essential to ensure the effectiveness and appropriateness of our interventions as part of our crisis response interventions to the conflict in Ukraine.

Whether through clown performances in crisis settings or other cultural initiatives aimed at promoting health and well-being, the arts play a vital role in supporting mental health and well-being for vulnerable individuals and communities in crisis situations around the world.



Emergency outreach mission to Moldova

Since the conflict in Ukraine escalated, Moldova, a neighbouring country of only four million people, has received more than half a million refugees, of which over a hundred thousand have chosen to stay.

Last year, our Emergency Smile team, in cooperation with the organisations Concordia and Moldova for Peace, worked near the conflict zone for over three weeks, providing psychosocial support to Ukrainian children and, on this occasion, their mothers.

The team hosted a Circus Smile workshop in the community centre of Chisinau, operated by the organisation Moldova for Peace. As the days went by, the mothers continued to attend and participate in the workshops. It was very touching to see how they

were also spinning the plates or playing with props with their children. The team therefore had the idea to involve them in the final performance.

On the last day of the mission, there was a beautiful show in the community centre, the highlight of which was the mother's performing for their kids. The children were speechless, and everybody was full of positive emotions. It was the best ending for a very demanding, but altogether wonderful mission.

Christopher Bailey, the Arts and Health Lead at the World Health Organisation (WHO) joined the team for this part of the mission. Christopher was constantly acknowledging the positive impact of the work taking place, and the joy that radiated from people facing such difficult circumstances.

Supporting innovative impact

RED NOSES Innovation Fund

The RED NOSES Innovation Fund is an engine to accelerate shared creative forces within the organisation. We consider innovation as the development, testing and implementation of new methods and approaches that contribute to the fulfilment of our strategic goals and mission, higher emotional well-being and greater social inclusion of vulnerable groups.

The RED NOSES innovation fund supports innovative artistic projects that stimulate creativity, encourage experimentation, and amplify the impact of healthcare clowning interventions. Ultimately, we hope that the granted projects inspire healthcare clowns, drive advancements in the field, and eventually enhance the well-being of people through the transformative power of the arts.

The chosen projects reflect a wide spectrum of artistic interventions, from immersive performances to interactive experiences, from music and movement, to human connection and storytelling initiatives. These projects also address various healthcare contexts, including hospitals, specialised care facilities, geriatric houses and other community settings, catering to the specific needs and challenges of different target groups. Beyond their artistic prowess, the selected projects have shown a strong commitment to collaboration, research, and evaluation. They aim to build partnerships



with healthcare professionals, researchers, and other organisations to ensure the integration of their innovative interventions into existing healthcare and social practices. By collecting data, measuring outcomes, and sharing insights and testimonies, these projects will contribute to the growing body of knowledge in healthcare clowning and pave the way for future advancements.

We are excited to witness the journeys of these projects as they unfold and make a tangible impact in the lives of many people. They embody the spirit of creativity, compassion, and dedication that defines healthcare clowning as an art form. We acknowledge its ability to bring joy, healing, and transformation to children, elderly, and communities around the world.

New granted projects

Last year, we were delighted to introduce two newly granted projects supported by the RED NOSES Innovation Fund. The selected projects represent artistic innovations that have the potential to make a significant impact on the lives of children and the elderly. Through this fund, we are proud to support projects that push the boundaries of healthcare clowning, embracing new artistic techniques, interdisciplinary collaborations, and creative approaches. Each project has been carefully evaluated for its innovation, artistic merit, feasibility, and potential for creating meaningful impact in the lives of people.

Croatia: Before the dream

With this project, once a month, nine healthcare clowns visit geriatric homes in four different cities of Croatia. These visits, which take place just before bedtime, provide a unique and uplifting experience for the elderly residents, bringing joy and companionship to senior citizens who do not have regular family visits. When visiting the geriatric facility, the healthcare clowns wear pyjamas, slippers and a night cap, to capture the attention and engage the seniors in a playful manner. The clowns tailor their interactions to the specific needs and preferences of the elderly residents. They engage in various activities, such as singing lullabies, playing musical boxes, using lights with different shapes and colours, or engaging in gentle physical movements.

One of the key aspects of these visits is to bring back happy memories. Healthcare clowns use humour and light-heartedness to alleviate the loneliness often experienced by older adults. By creating a space for the residents to reminisce about their younger years, clowns help create a positive and enjoyable atmosphere. Moreover, during the visits, healthcare clowns foster a sense of community and social interaction among the residents, helping combat feelings of isolation and fostering a sense of belonging within the geriatric home.

This project offers a delightful and therapeutic experience for the elderly residents. Through their playful and compassionate interactions, the clowns bring light and a sense of self-worth to the lives of the senior citizens.

Jordan: Blue circus

Blue circus is a circus skill workshops for children with Autism Spectrum Disorder (ASD). In a safe and enabling environment, this project integrates ASD children with their neurotypical peers in circus training. ASD children from different centres in remote areas in Jordan are selected, after the evaluation of an autism expert partner, and are then accompanied to the workshops by their shadow teachers. The overall goal of the project is to enhance the inclusion of ASD children and raise awareness in their local communities. As RED NOSES healthcare clowns work with children with ASD, they are continuously trained to deepen their knowledge and refine their skills. RED NOSES clowns learn to assess and adapt their interactions based on the specific needs, preferences, and developmental level of each child. Children with ASD are unique and deserve and require individualised approaches.

These circus workshops are designed to create a safe and inclusive space where children with ASD can explore and express themselves through the playful world of the circus, while their parents and caregivers participate in humour-focused activities to enhance their understanding and engagement. These workshops provide a rare space for parents and caregivers to explore the therapeutic aspects of humour and learn techniques to incorporate them into the interactions with their children. The workshops also offer an opportunity for parents and caregivers to connect with others who share similar experiences, fostering a sense of support and community. By integrating play, humour, and therapeutic techniques, this project aims to raise awareness in the local community, enhance the well-being of children with ASD, and provide tools to parents and caregivers.

Raising awareness

The CultureForHealth project

Art has a long history of being a catalyst for social change and advocacy. Through art, vulnerable individuals and artists can raise awareness about social issues, challenge and inequalities, and advocate for the rights and needs of marginalised groups. The arts have the power to shift perspectives, mobilise communities, and influence policy and decision-making, ultimately leading to more inclusive and equitable societies. The art of clowning has the power to challenge stereotypes, break down barriers, and foster understanding and empathy among different groups of people. Artistic creations can provide insight into the lived experiences, struggles, and triumphs of vulnerable individuals, promoting empathy and compassion within society. Through exposure to diverse artistic expressions, people are more likely to recognise the value and worth of individuals from vulnerable groups, leading to greater inclusion and acceptance.

RED NOSES therefore advocates for making the art of healthcare clowning an integral and indispensable element across health, social care, humanitarian policies and institutional practices. Last year, RED NOSES continued with its efforts to advocate for making artistic and humorous approaches, including the art of healthcare clowning, an essential part of health and social care settings. RED NOSES Advocacy Strategy aims to improve health and mental well-being and transform challenging environments. There is an increasing level of awareness regarding the benefits of the arts on health promotion, prevention, treatment and management.



In 2022, several projects, events and publications gathered knowledge on the topic and collected inspiring practices. RED NOSES participated in two study visits on the topic organised by the European project CultureforHealth, one in Aarhus in Denmark, and one in Cluj in Romania. The study visits provided opportunities to deliver presentations on European best practices in the area of arts and health, connect to and exchange with other European initiatives, and to develop policy recommendations together to further promote the cross-disciplinary sector of arts and health.

CultureForHealth also released a scoping review, to complement the report on Arts and Health published by the World Health Organisation in 2019. The newest publication on the topic gathers evidence on the benefits of artistic approaches on health, as well as policy recommendations to provide the right public framework to use artistic approaches systematically in our health and care systems. Healthcare clowning is mentioned several times throughout the publication as an approach that can support to overcome current health challenges.

Art and mental health

Last year was not only the year when public awareness increased in terms of the benefits of arts in healthcare, but also in the larger scope of community and crisis settings. In a recent WHO publication, you can read more about how arts support the mental well-being of forcibly displaced people, mentioning RED NOSES Emergency Smile programme as a best practice.

Another focus was the mental health of young people and the positive benefits of arts and culture. In October and December, social, cultural and youth organisations came together in Brussels to create a brainstorming report entitled “Youth, Mental Health and Culture”. RED NOSES was selected as a participant, having many years of experience in working with artistic and humorous approaches and young people. The brainstorming report and its recommendations were presented by the participants to representatives of the European Commission in Brussels in December.

The increased recognition of the impact of arts on health was also reflected in two events that were organised on the topic in the European Parliament. For both events, the organising members of the European Parliament invited our CEO, Natalie Porias, to give a presentation on the work of RED NOSES in healthcare and crisis settings.

Together with all actors in the area of arts and health, including artists, health and social care providers, as well as decision makers, we want to continue our work to make sure that we utilise the full benefit of arts on health and that these approaches are increasingly included in policies, guidelines and practices in health and care settings. The right to a complete state of health, as well as to the access to artistic activities, are enshrined in international conventions. Our task in the future, as an artistic organisation, lies in ensuring that everyone, and especially children, have equal access to these vital rights.



RED NOSES is one of the largest and leading healthcare clown organisations in the world. Founded in Austria in 1994, RED NOSES is a non-profit foundation on a mission to share the healing power of laughter through the art of clowning. Today, RED NOSES partner offices operate in Austria, Croatia, Czech Republic, Germany, Hungary, Jordan, Lithuania, Palestine, Poland, Slovakia, and Slovenia.

Across these numerous locations, RED NOSES healthcare clowns work together with vulnerable audiences such as children in hospitals, senior people in geriatric facilities, children with disabilities and people affected by crisis. We envision that those we work with experience an improvement in their overall mental and emotional well-being through our artistic interventions.

RED NOSES International, based in Vienna, acts as the headquarter and supports the activities of the locally led organisations by monitoring their overall impact, developing new programmes, setting up quality standards, facilitating capacity building activities, and ensuring the implementation of the organisation's strategic goals.

Art and humour have the potential to help develop compassionate and person-centred care for all, and RED NOSES is on a mission to share the restorative power of laughter with those who need it most.

**RED NOSES
International**



2022 in numbers

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



566,661
young and elderly
patients



729
medical and social
institutions



11
countries
of operation



19,199
clown visits



476
professionally
trained clowns



25+
years of
expertise

ROTE NASEN: As soon as the crisis in Ukraine started, within a short period of time, ROTE NASEN organised visits to refugees fleeing the war. In these Emergency Smile missions, clowns supported refugees in arrival centres, welcome-coffee shops, and eventually in long-term shelters.



Austria

CRVENI NOSOVI: CRVENI NOSOVI celebrated 'Laughter Day' with a panel for the press and a flash mob on the main square in Zagreb with over 200 dancers, including children, elderly, institutional representatives and corporate donors. It was a beautiful community celebration.



Croatia

ZDRAVOTNÍ KLAUN: The war in Ukraine affected the lives of all neighbouring countries. ZDRAVOTNÍ KLAUN was able to immediately support people fleeing the war in Ukraine. Their clowns, were first hand witnesses that humour, laughter, and hope have no boundaries.



Czech Republic

ROTE NASEN: ROTE NASEN clowns welcomed children and their families fleeing Ukraine in reception centres at Berlin's main train station. The world-renowned operatic tenor, Rolando Villazón, joined the clowns at the welcome centre in the former airport in Berlin-Tegel.



Germany

PIROS ORR: PIROS ORR celebrated its 25th anniversary. To mark this huge milestone, they published a story book in which well-known Hungarian writers wrote heart-warming stories on sensitive topics such as death, adoption, dementia, old age, and permanent physical and mental disabilities.



Hungary

RED NOSES Jordan: RED NOSES Jordan clowns visited kindergarten children in refugee camps in the Early Child Centre Development of Save the Children. They engaged in their daily schedule which boosted the overall atmosphere and made their learning journey full of joy, laughter and hope.



Jordan

RAUDONOS NOSYS: In 2022, the new RAUDONOS NOSYS programme 'Clowns on Wheels' evolved to its full potential. Healthcare clowns visit lonely elderly people at their isolated and remote homes each month, becoming the most loved and awaited visitors.



Lithuania

RED NOSES Palestine: In December 2022, RED NOSES Palestine started implementing the Intensive Smile Programme at An-Najah National University Hospital. The programme aims to provide psychological support to hospitalised children before and after medical surgeries.



Palestine

CZERWONE NOSKI: In 2022, CZERWONE NOSKI opened the Intensive Smile Programme in two additional hospitals in Krakow and Poznan. Currently, Intensive Smile runs successfully in two other hospitals, being the only healthcare clown organisation in Poland allowed to enter operating rooms together with medical personnel.



Poland

Our year in pictures

Our professionally trained healthcare clowns, from 11 countries, managed to reach over 500 thousand children, elderly people and people in crisis areas in the most creative ways, bringing human connection to each environment. Here is a beautiful glance at the highlights of our past year.

ČERVENÝ NOS: After the war broke out in Ukraine, ČERVENÝ NOS healthcare clowns went to the Slovakian-Ukrainian border to support the incoming refugees. Since October 2022, they have regularly visited patients in the medical facility for refugee families.



Slovakia

RDEČI NOSKI: RDEČI NOSKI's Intensive Smile programme is thriving in the allergology Unit, at the Paediatric Clinic in Ljubljana. The collaboration is so successful, that together with the medical staff they decided to do research about the influence of the clowns on children, parents, and medical staff.



Slovenia



Our contribution to the world today

Healthcare programme

No matter how good the medical care is, responses to emotional needs and personal interactions are often coming up short in everyday hospital routines. Many children struggle to deal with the aseptic and unfriendly 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.

Regular bedside visits

RED NOSES healthcare clowns enable children to be creative partners in play experiences. In this way, children can reconnect with pleasant emotions and the healthcare environment becomes

a more supportive place where their feelings are respected and potentially traumatic situations can be reduced. RED NOSES clowns give comfort and hope whilst bringing a new zest for life. As soon as RED NOSES clowns appear in the paediatric ward, the air fills with joy and children become children again, carefree and happy.

Intensive Smile

This format aims to deepen our work in the healthcare sector by contributing to a more supportive environment where the pressure is the highest. The goal of these visits is to assist the little patients before and during treatments and surgeries so that they can better cope with complex procedures. To achieve an optimal impact, the clown is informed in advance about the steps of the me-

dical treatment 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.

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 children gradually regain consciousness and must undergo painful treatments.

Circus Patientus

This format is a workshop that runs for up to a week and ends with a final performance. It focuses on children who have been detached from their natural environment for a long time due to a long-term health condition or disability. Through this format, the clowns teach the children circus skills like juggling with scarves, plate twirling, acrobatics, ribbon choreography and magic tricks. The purpose of this workshop is to remind them of happier times, bring them hope and awaken an interest in artistic activities by encouraging an active approach to life and an overall desire for self-realisation.



Disability inclusion programme

RED NOSES disability inclusion programme is designed to ensure that individuals with disabilities receive equal access and participation to artistic interventions. This programme focuses on creating an inclusive environment where people of all abilities can engage with healthcare clowns and benefit from the therapeutic healing of the arts.

Our professionally trained healthcare clowns undergo comprehensive training to understand the needs and challenges faced by individuals with disabilities, as we recognise that each individual with a disability is unique. Healthcare clowns work closely with individuals, their families, and healthcare professionals to understand specific requirements, adapt their performances, and customise their interventions accordingly. They also collaborate with healthcare professionals, therapists, and care givers to ensure coordinated care for individuals with special needs. By implementing a disability inclusion programme, RED NOSES aims to provide an inclusive and enriching experience for individuals with disabilities, promoting their well-being and enhancing their quality of life through the therapeutic power of healthcare clowning.

Caravan Orchestra

Caravan Orchestra is a tailor-made musical theatre, specially 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.

Through this approach, we give children with specific needs the possibility to experience cultural and artistic activities specially designed for them.



Senior Citizens programme

RED NOSES Senior Citizens programme aims to contribute to the development of compassionate, respectful, and person-centred care, and advocate for the need to provide the highest standards of healthcare and well-being for all ages. Through humour, the healthcare clown conveys respect for human dignity and for the personal history of those they interact with. Our personalised programmes for elderly people acknowledge them as valuable members of society who deserve empathetic attention and a space for self-expression.

Elderly people who live in a facility for inpatient long-term care usually experience a disconnect from the outside world and have little to look forward to. A feeling of hopelessness and the loss of their previous social role can be challenging for elderly people 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 everyday life seem monotonous, intensifying depressive moods.

By 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. This includes 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.



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 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 families and caregivers. RED NOSES Variété provides a space for recognition and appreciation of this often-disregarded group of 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; the RED NOSES Variété therefore also encourages health promotion. In this format, RED NOSES

healthcare clowns act as 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.



Crisis response programme

People affected by crisis and/or facing acute emergencies require specific care. Too often, these people receive the immediate aid to survive, but their emotional and mental well-being is frequently overlooked. At RED NOSES, we envision feelings such as joy, optimism and happiness 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, makes people more resilient. Therefore, RED NOSES also brings the gift of laughter and human connection to places of acute hardship.

Emergency Smile

In 2013, RED NOSES developed a crisis response programme called Emergency Smile. This programme is a holistic intervention which aims to promote emotional well-being, greater social inclusion and address the psychosocial needs of vulnerable people in crisis settings. Emergency Smile allows RED NOSES to go beyond the borders of its eleven partner countries by sending specially trained healthcare clowns to areas of crisis in cooperation with international aid organisations already working on the ground.

By engaging in playful and empathic interactions, healthcare clowns create meaningful connections and establish a safe space for individuals to express their emotions. In doing so, they help alleviate the emotional burdens faced by the people

they come into contact with, fostering a sense of resilience and hope. By understanding the specific needs of each individual case, they tailor their clowning interventions to complement aid workers in the field, thereby contributing to the holistic healing process. Through this constructive collaboration, the healthcare clowns and humanitarian aid professionals form a formidable team, working hand in hand to provide the best possible support to people.

Humour relief workshops

Healthcare clowns are artists that have been professionally trained to work in sensitive environments. Clowns can play a vital role in helping aid workers deal with stress and process the challenging situations they face daily.



The Humour Relief Workshop is a workshop designed for aid workers, medical staff and volunteers working in crisis settings. Humour Relief Workshops can also be organised for groups of parents, women, or unaccompanied men. Participants are provided with knowledge on how humour can create powerful emotional connections between people, enhance and stimulate social interactions, and reduce stress and anxiety. The workshop focuses on using humour as a tool to improve working relationships thus fostering a better professional environment.

Before each workshop, a questionnaire is shared so the artists can adapt the exercises to the specific needs of the participants. By the end of each workshop, the participants should have learned

new coping strategies for stress and feel energised and more connected to their fellow team members. Throughout the years, RED NOSES has provided Humour Relief Workshops to major humanitarian aid organisations such as Doctors Without Borders (MSF), the International Organisation for Migration (IOM), the International Red Cross and Red Crescent, and SOS Children's Villages and many others.





Our Crisis Response missions in 2022

In 2022, our professional team of healthcare clowns embarked on a series of crisis response missions, spreading joy, laughter, and emotional support to those facing challenging circumstances in various places around the world.

Through their unique blend of humour, compassion, and creativity, healthcare clowns brought light into the lives of children, families, and humanitarian aid workers alike.

Crisis situations demand adaptability and quick thinking, and our healthcare clowns rose to the challenge. They constantly innovated their approaches to suit the ever-changing circumstances they encountered. From devising creative ways to distract children during medical procedures to designing interactive performances for specific target groups, they showcased their ability to think outside of the box. Their resourcefulness and flexibility allowed them to tailor their interventions to the unique needs of each crisis situation, having a lasting impact on all those involved.

As we reflect on the humbling work accomplished in 2022 through our Emergency Smile programme, we look forward to the future, where our team of international healthcare clowns continue to inspire and make a difference in the lives of children, families, and entire communities.



Children with disabilities in crisis areas

additional emotional and psychological challenges due to their unique circumstances. Through their performances, interactions, and artistic interventions, clowns create a nurturing and inclusive environment and provide a much-needed source of emotional support, laughter, and companionship.

Many children with disabilities benefit from sensory stimulation, and healthcare clowns are skilled sensory stimulators. By using music, movement, visual arts, and tactile experiences, clowns create stimulating and interactive environments that help children with disabilities explore and engage their senses. These activities promote cognitive development and sensory integration. Healthcare clowns facilitate social interaction among children with disabilities in their communities. They create opportunities for children to engage with each other, promoting friendship, play, and socialisation. By breaking down barriers and creating an inclusive and accepting atmosphere, clowns help children with disabilities build social skills, develop relationships, and reduce feelings of isolation.

Healthcare clowns provide valuable support, care, and a source of joy for children with disabilities in crisis settings. In such environments, the art of clowning serves as a means for promoting well-being, inclusion, and human connection. Children with disabilities in vulnerable areas may face



Healthcare clowns understand that each child with a disability has unique needs and abilities. By recognising and respecting the specific needs of each child, clowns can create meaningful and personalised experiences that promote the child's well-being and engagement. Healthcare clowns always work as part of a multidisciplinary team to ensure the holistic well-being of the children. Through their dedicated efforts, healthcare clowns play a vital role in bringing joy, healing, and a sense of normalcy to the lives of these unique children.

Emergency Smile mission in South Sudan

Last year, our team worked with this target group during a mission to South Sudan. South Sudan is a young country that, since their independence in 2011, has frequently dealt with internal conflict, forcing the displacement of more than four million people. The Mangateen camp, located in the northwest outskirts of Juba, the country's capital, hosts around 14,000 internally displaced people who found refuge after the ongoing conflicts in the country. It is in this camp with the collaboration of the organisation Light for the World, that the Emergency Smile team had the privilege to conduct a successful mission focused on children with disabilities.

Due to the school break that was taking place at the time, the team managed to establish intensive contact and exchange with the Disability Inclusion Facilitators (DIF) from Light for the World, as well as the children and their mothers. Everyone was able to learn more about how to work inclusively and get the space to develop the skills they learned.

At the end of the three weeks, the children made a presentation in front of over 200 people. Families and field workers were there to watch the children with disabilities, and other kids from the camp, dance and do acrobatics with scarves and ribbons. The children were incredibly talented, and seeing the entire audience cheering them on helped raise their self-confidence and supported their integration within their community.



In focus: Greece

Following numerous Emergency Smile missions to Greece, we were left with the overwhelming feeling that the need in Greece was too great and the resources too short. Therefore in 2022 we started the process to making our structures more sustainable and integrated in Greece. These missions aim to uplift the spirits of the children and families facing particularly challenging situations such as displacement, isolation, confinement and even hostility.

RED NOSES dedicate resources and efforts to ensure the successful implementation of a permanent situation to better support refugees constantly arriving in Greece. We work in collaboration with local organisations, NGOs, and humanitarian agencies to ensure the missions are coordinated effectively and aligned with the specific needs and sensitivities of the refugees and vulnerable populations in this area. This collaborative approach allows for a more comprehensive and impactful response to the unique challenges faced by these communities.



The missions take place in refugee camps, temporary shelters, community centres, and other locations where refugees and vulnerable individuals seek refuge and support. RED NOSES healthcare clowns engage in interactive performances, using their artistic skills and humour to create a more nurturing environment and safe spaces. Through the art of clowning, they aim to alleviate stress, anxiety, and boredom, while also fostering emotional connections and social interaction among chil-



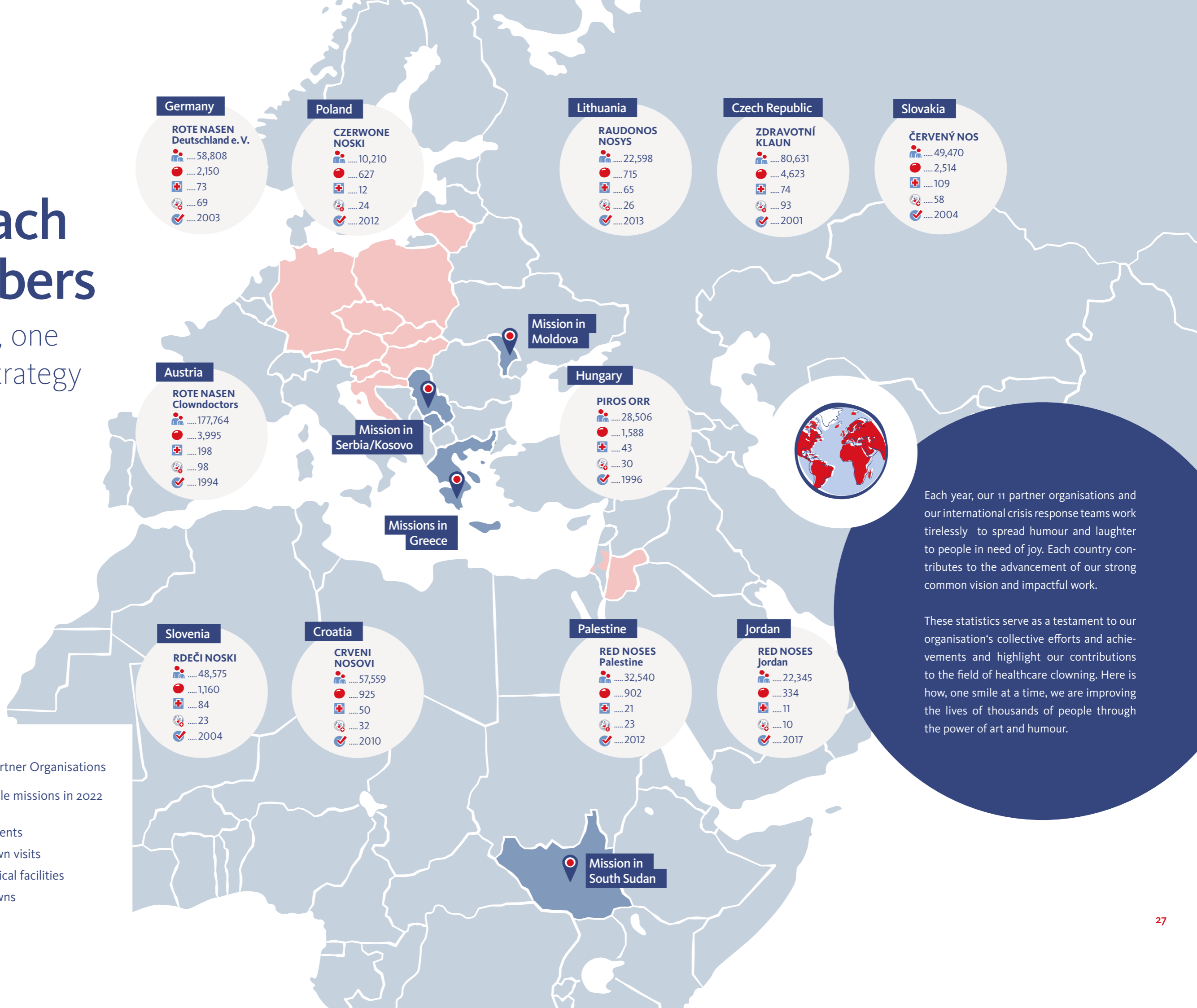
dren, families, and humanitarian aid workers. Our professionally trained clowns ensure that their performances resonate with the local community and respect the cultural nuances and traditions of the people they encounter.

Play is an essential part of childhood development, and healthcare clowns frequently incorporate play into their artistic interactions with vulnerable children. Through imaginative and playful activities, clowns help children enhance their motor skills, cognitive abilities, and emotional regulation. Play also offers a safe space for children to express themselves, build confidence, and improve their overall well-being.

In addition to the direct impact on the children, RED NOSES missions to Greece have broader objectives. These include raising awareness about the therapeutic benefits of healthcare clowning within the local humanitarian community and advocating for the integration of clowning as a complementary service in their humanitarian aid systems. By sharing success stories, engaging in knowledge exchange, and building relationships with aid workers, RED NOSES aims to contribute to the long-term sustainability and acceptance of healthcare clowning as an important tool for the overall mental improvement of refugees and other vulnerable people.

Our reach in numbers

One mission, one vision, one strategy



Germany

ROTE NASEN Deutschland e.V.
 👤58,808
 🎪2,150
 🏥73
 🎭69
 📅2003

Poland

CZERWONE NOSKI
 👤10,210
 🎪627
 🏥12
 🎭24
 📅2012

Lithuania

RAUDONOS NOSYS
 👤22,598
 🎪715
 🏥65
 🎭26
 📅2013

Czech Republic

ZDRAVOTNÍ KLAUN
 👤80,631
 🎪4,623
 🏥74
 🎭93
 📅2001

Slovakia

ČERVENÝ NOS
 👤49,470
 🎪2,514
 🏥109
 🎭58
 📅2004

Austria

ROTE NASEN Clowndoctors
 👤177,764
 🎪3,995
 🏥198
 🎭98
 📅1994

Hungary

PIROS ORR
 👤28,506
 🎪1,588
 🏥43
 🎭30
 📅1996

Slovenia

RDEČI NOSKI
 👤48,575
 🎪1,160
 🏥84
 🎭23
 📅2004

Croatia

CRVENI NOSOVI
 👤57,559
 🎪925
 🏥50
 🎭32
 📅2010

Palestine

RED NOSES Palestine
 👤32,540
 🎪902
 🏥21
 🎭23
 📅2012

Jordan

RED NOSES Jordan
 👤22,345
 🎪334
 🏥11
 🎭10
 📅2017



Each year, our 11 partner organisations and our international crisis response teams work tirelessly to spread humour and laughter to people in need of joy. Each country contributes to the advancement of our strong common vision and impactful work.

These statistics serve as a testament to our organisation's collective efforts and achievements and highlight our contributions to the field of healthcare clowning. Here is how, one smile at a time, we are improving the lives of thousands of people through the power of art and humour.

- RED NOSES Partner Organisations
- Emergency Smile missions in 2022
- ... Number of patients
- ... Number of clown visits
- ... Social and medical facilities
- ... Number of clowns
- ... Established

Capacity building and training

Strategic organisational development, as well as the education and ongoing training of our healthcare clowns and support staff, are crucial components required for the healthy growth and adaptability of the organisation. RED NOSES International ensures the implementation of the vision, mission, and strategy of the organisation, by continuously facilitating exchange and capacity building activities throughout the year. Fostering leadership potential, quality monitoring, as well as continuous training for our clowns and support staff, is essential for the growth and development of the organisation. Most importantly, it guarantees that the vulnerable people we work with receive our services in the highest excellence possible.

Clowning, music & movement: Artistic Research Lab

As this report has highlighted, healthcare clowning uses humour, improvisation, and empathetic connection to boost emotional well-being, strengthen social inclusion, and make environments more supportive. Among other tools, healthcare clowns use music, rhythm, and movement to achieve these outcomes.

Music and movement have also been shown to have a positive impact on emotional and physical well-being. For people with different cognitive styles and abilities, such as people with dementia and children with mental disabilities, encounters with all three of these creative disciplines can be particularly transformative. And, while there is an extensive body of research on music and dance, including its impact on vulnerable populations, there is little work done on the interface between healthcare clowning and these other disciplines.

This is why, last year, RED NOSES hosted an interdisciplinary artistic research laboratory, where musicians, dancers, and clowns working in the healthcare field stepped into the unknown and worked towards articulating the similarities and differences between their respective disciplines. The Artistic Research Lab proceeds on the princi-

ples of action research, which means the artists themselves lead the exploration through reflective and creative practice. By observing and describing one another and their internal phenomenology, the research team developed rich qualitative answers. The combination of artists from different backgrounds allowed for surprises and discoveries, taking the team members out of their usual perspectives and terminologies.

The participants got to deepen their knowledge of musicality and movement in clowning, both in general and within the ecosystems of people with different cognitive styles and abilities. They were also able to reflect on their own artistic processes and integrate that reflection into their artistic development.



Artistic quality management

The fast-growing artistic teams in all RED NOSES partner organisations require a new approach to guarantee the overall artistic quality and training of our healthcare clowns.

With the need to guarantee the transfer of knowledge and to draw upon the great artistic expertise within RED NOSES, and the expressed wish to share this responsibility, new instruments were needed to guarantee quality throughout our organisation and to monitor the Artistic Criteria agreed upon in 2021. For this purpose, last year, the Artistic Criteria Committee was born. A group of experts that will push forward and enhance artistic quality throughout RED NOSES.

A healthy organisation knows its strengths and its weaknesses, and so, with the Artistic Criteria as common ground to guarantee our artistic quality, the Artistic Criteria Committee seeks to become the facilitator of its implementation.

More specifically, the committee aims to:

- Monitor and support the implementation of the Artistic Criteria.
- Collect best practice examples among partner organisations and detect areas in need of improvement.
- Help to prevent crisis in any partner organisation through continuous support.
- Strengthen, maintain and improve the overall artistic quality of the organisation.
- Select and educate high-potential healthcare clowns and strategically nurture their talents.

Through a rotating membership in the Committee, all Artistic Directors are to become experts and advocates in the use of the Artistic Criteria. Professionalism is crucial in establishing trust and credibility within healthcare institutions and among all other professionals we work with. With the Artistic Criteria Committee, we will have systems and procedures in place to systematically reflect, develop and grow in our artistic quality.



Arts for inclusion:

ClowNexus project

Full access to arts and participation in cultural life is a universal right. Too often, people with special needs face barriers in the way of enjoying an active cultural life. This may be due to physical barriers or a lack of tailor-made approaches that consider their needs, talents and wishes.

The arts provide a means of communication that goes beyond language barriers. For vulnerable groups who may have difficulty expressing themselves verbally, such as individuals with disabilities, the elderly, or those with cognitive impairments, artistic expression offers an alternative and an accessible form of communication, which, in turn, has a positive effect on their quality of life, well-being, and mental health.

Engaging in artistic activities allows individuals from vulnerable groups to express their unique identities, experiences, and perspectives. This fosters a sense of empowerment and self-worth, as they have the opportunity to showcase their creativity and talents.

The arts provide a platform for individuals to share their stories, struggles, and dreams, challenging societal stereotypes and promoting acceptance and respect. Through creative expression, vulnerable people can discover and develop their abilities, leading to a sense of accomplishment and pride. Artistic activities can also provide a supportive environment where individuals can take risks, and experiment and learn from both successes and failures, fostering personal growth and resilience.

With our project 'ClowNexus' we explore how artistic and humorous activities can create moments of connection with children and teenagers with autism spectrum disorder, as well as people with dementia. The three-year project (2020-2023) is implemented by eight European Healthcare Clowning Organisations to improve access to interactive artistic performances and support social inclusion.



"When we are left without the ability to do math or remember history, or language, or our own memories, what is left? The first things we learn in life are the last things we forget. And what we never forget is love, creativity and humour. And this is where we meet." Sendi Bakotić, clown from the ClowNexus partner in Croatia working with elderly with dementia.

"It doesn't matter how small or short or through which channel the contact is found, the contact itself, the momentary sharing of connection, is the essence of everything in the encounter between people... Each individual should be treated with empathy, respect and in their own language". Elina Reinikka, clown from the ClowNexus partner in Finland working with children with autism.

Federal Ministry
Republic of Austria
Arts, Culture,
Civil Service and Sport

Co-funded by the
Creative Europe Programme
of the European Union



Clowning Connects Us is being implemented by RED NOSES and seven other international partners from the healthcare clowning field between 2020 and 2023. As a European cooperation project, the action is co-funded by the Creative Europe programme of the European Union and supported by the Austrian Ministry for Arts, Culture, Civil Service and Sport.

ClowNexus laboratories

'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 for its two main target groups. To go deeper into the subject and to develop new ways of working and learning from each other, several laboratories were organised. Last year, two laboratories took place, one in Lithuania and one in Spain.

Laboratory in Lithuania

The laboratory in Lithuania focused on deepening the work with the senses. As such, the artists exchanged through the 'Theatre of Senses' in Vilnius and explored how different sensory objects can be used to spark the interest of children with autism and turn these into common activities that foster play and connection. The artists also worked with music therapists and other experts. One topic was how rituals like circle songs and folklore music can

be used when working with groups of children with autism. The artists meet their audiences in different local contexts, such as special schools, kindergartens, or medical environments. Despite these differences, the exchange proved one more time to be very fruitful, as the artists share a common artistic language and tools and observe a similar impact when engaging with children with autism.

Laboratory in Barcelona

In Barcelona, the host clown organisation Pallapupas invited experts to share information on two key areas when working with people with dementia: communication and how to deal with the topics of grief and mourning. Healthcare clowns cannot only accompany fun and joyful moments, but they can also support other emotions in a meaningful way, such as sadness or anger. Creating a connection through imagination and sensitive humorous approaches can provide companionship in these difficult moments. Telling, showing, and exchanging the artists local experiences working with this target group in their local context rounded off a full five days of learning together.

Arts for well-being:

The science behind it

In the last decades, numerous studies have focused on the positive impact that the arts and creative artistic activities have on mental health and well-being. Among these studies, many explore how healthcare clowning, a well-established form of creative and humorous activity, has proven not only to decrease many negative feelings including distress, anxiety and perceived pain; but also increase positive feelings in people going through difficult situations, such as children in hospitals and people facing forced migration.

To support these statements, last year, RED NOSES launched a research database. The first collection of evidence-based, scientific studies that prove the impact of healthcare clowning through rigorous research. The database contains more than 270 scientific articles. In order to keep the collection up to date with the most recent scientific findings, new articles are added on a regular basis.

The database features a series of filters that are useful to explore articles. Users can filter according to specific target groups, such as children in hospitals or the elderly, or the type of impact healthcare clowning has on different vulnerable groups, such as reducing anxiety and stress, or improving the atmosphere in hospital wards or refugee camps. Additional filter options allow the option to explore the different research methods used for a specific study, either qualitative or quantitative, or even the country where the study was carried out.

The research database aims to raise awareness among healthcare institutions and policy makers on the proven impact healthcare clowning has on the mental health of people in vulnerable situations. It sheds light on the power of healthcare clowning in improving people's lives on many distinct levels. It is a powerful tool that we hope will serve to establish healthcare clowning at the core of the national and international mental health agenda.



Our
impact

“I’ve never seen the kids laughing so much and being that happy and engaged. In a humanitarian context, it is easy to forget that this is as important as providing for material needs, or even more important. Giving the children the chance of being children again is something they all need and deserve”.

Warehouse and Distribution Coordinator, Lesvos, Greece

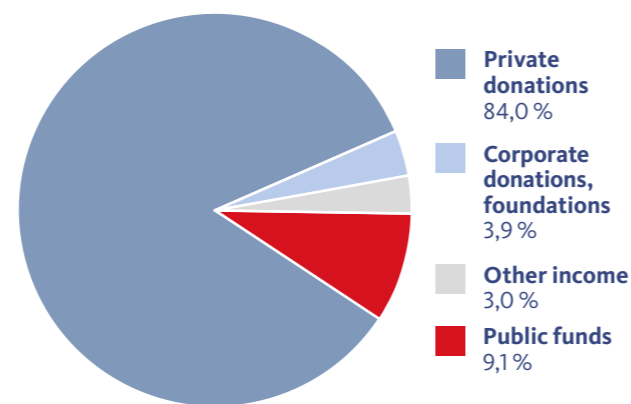
Financial overview

RED NOSES is a non-profit foundation 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. The following page provides an overview of our sources of international income and our programme expenses for 2022.

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.

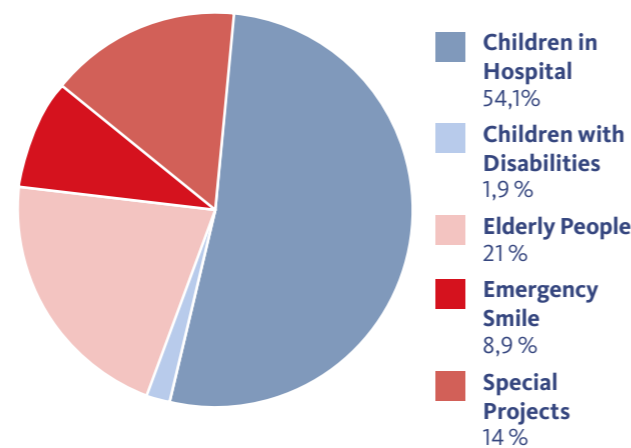
Our sources of funding

RED NOSES' income of more than 28 million Euro relies heavily on private donations to guarantee our independence and strengthen the organisation's connection with the public. In 2022, private donations amounted to 84% of the total RED NOSES income. In an 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 people 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. Therefore, 54,1% of our expenses are dedicated solely to activities concentrating on this target group. The second major expenditure of 2022 was on the senior citizens programme, with 21% 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 outreach missions every year. In 2022, our Emergency Smile missions benefitted from 8,9% of our total expenses.



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 Christophe Dumalin, Chief Artistic Director
 Eric Pflanzner, CFO

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 Giora Seeliger, Artistic Director, Founder
 Dr. Franz Haimerl, CFO, Haimerl Hörler
 Wirtschaftsprüfer Steuerberater GmbH

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Printed in accordance with the guideline „Low pollutant print products“ of the Austrian ecolabel, Michael Schalk Ges.m.b.H., UW-Nr. 1260



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 Lna Dahdal
info@rednoses.jo

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 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.

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

RED NOSES International

Non-Profit Foundation

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E: smile@rednoses.org | W: www.rednoses.org



RED NOSES
In Laughter there is Hope