



OFFICIAL WALKER GUIDE

Sunday, July 23, 2017

Riverside Park, NY

myFace.org • RacesforFaces.org





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WHY WE WALK

myFace offers the gift of confidence and hope to children and adults with craniofacial conditions and their families by assuring them access to cutting-edge care from the world-class practitioners from The myFace Center at NYU Langone Medical Center.

myFace founded and provides sustaining support for this center. With the support of myFace, the department has grown from a small facial clinical team, assembled in 1955, to an internationally renowned center of excellence, treating over 65,000 patients since its inception.

By walking with us at Races for Faces, you allow us to continue to support the miracle treatments offered bringing thousands of children and families hope for a brighter tomorrow while enabling them to lead more fulfilling lives.

FACIAL DIFFERENCE

Each year in the U.S., 250,000 children are born with some form of facial disfigurement, which averages 710 children per day. Accident or disease accounts for an additional 100,000 individuals with facial disfigurement per year. One in every 750 children is born with a cleft lip or palate; one in 2,000 with craniosynostosis (premature fusing of skull bones); one in 3,500-5,600 with craniofacial microsomia (incomplete development of the face).

The effect of a facial difference goes well beyond appearance: it can lead to social isolation, humiliation, severe depression, and functional difficulty in seeing, hearing, breathing, eating, and speaking. In addition to reconstructive surgery, children with facial deformities require years of multiple pre-operative procedures, orthodontic treatment, post-operative treatment, secondary surgery, and counseling.

OUR FUNDRAISING GOAL

\$175,000 in Donations
1,000+ Walkers
100 Teams

Is there a minimum pledge to participate?

Races for Faces is a fundraising event. Although there is no cost to participate and there is no minimum pledge, we ask that all registered participants raise pledges for the cause! Our goal for each walker is to raise at least \$250 and for each team to raise at least \$1,000.

For easy fundraising tips, make sure to check out page 7 of this guide!

HOW WE HELP



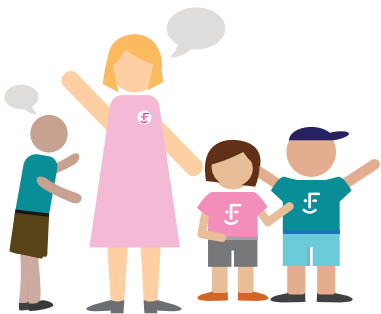
myFace is a non-profit organization dedicated to transforming the lives of patients with facial disfigurement.

With a special focus on children and their families, myFace funds medical, surgical, dental and psychosocial services as well as research and public awareness.



WHO WE ARE

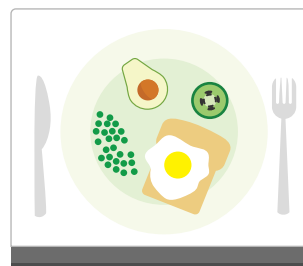
We are the Global Model for Craniofacial Care and Treatment. We recognize the critical need for family support groups designed to provide much needed guidance for our patients, siblings and their parents. myFace's Newman Family Support center addresses all of the psycho-social needs of our patients and their families. Some of the services we offer include:



**INDIVIDUAL & GROUP
COUNSELING**



**STATE-OF-THE-ART
DENTAL CARE**



**NUTRITIONAL
COUNSELING**



**SPEECH EVALUATION
& THERAPY**

If you would like to know more information about myFace and the services we provide for the Craniofacial Community, please visit myFace.org, email your questions to info@myFace.org or call us at 212.263.6656!



WALKER CHECKLIST

Here are some helpful tips to make sure
you are prepared for Races for Faces!

- **Follow up with all your donors**
If someone has pledged to make a donation but has not yet done so, remind them to go online, or mail in their check.
- **Log on to your website profile page**
Track donations and see who has donated to you online so that you can thank them.
- **Matching Gifts**
This is an important part of fundraising. When thanking each donor, make you inquire about matching gifts at their company in order to maximize their donation. If their HR department has a form we need to sign or online process, bring this with you to the walk.
- **Donation Record**
This is found in the fundraising guide. If you have cash or check donations, make sure to track them on the donation record and bring this along with the donations to the walk.
- **Contact your fellow teammates**
Make sure you have a meeting place that morning.
- **Dress the part!**
We encourage you to make shirts, signs or anything else to make your team stand out! The walk will happen rain or shine so please keep the weather in mind and dress appropriately.



TEAM CAPTAINS

If you have registered to be a Team captain and start a team, thank you and welcome to Races for Faces! Teams make the biggest impact on our mission. By working together to raise money, team members increase their effectiveness in helping us transform lives.

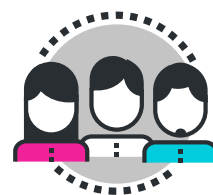
Enhance your Races for Faces experience by sharing it with your friends, family or co-workers. As a captain, your goal is to recruit fellow team members to walk with you and to raise at least \$1,000. We, of course want you to set your own team and personal goals!

Any amount makes a difference in the lives of our children and families. Your main role after recruiting your team is to be a motivator! We will contact you leading up to the walk with fundraising tips, team challenges and current walk details for you to share with your team.

We are here to assist you in this important role as you help us to change faces and transform the lives of those living with craniofacial conditions. Thank you for stepping up to the plate and leading your team!



RECRUITING YOUR TEAM



Start by approaching those closest you, your family & friends! Tell as many people as you know that you are participating in Races for Faces to benefit myFace and encourage them to walk with you. Family, friends, co-workers, fellow students and anyone else is welcome to walk with you. Make sure you have created your team at racesforfaces.org and then spread the word online or in-person! Let friends and family know how to log on to the website and join your team!

Once you have walkers, encourage them to recruit more walkers! Once you have everyone you know, encourage team members to ask people as well. The more walkers the easier it is to fundraise and meet your goals.

Look at your company for support. Many companies, through HR or Community relations participate in walks and could make your team an official company fundraiser. This opens your recruitment by allowing reminders to go out in company emails, newsletters and more.

INCENTIVE LEVELS

Raising money to transform lives is its own reward but we think your fundraising efforts should be rewarded as well! At Races for Faces, we have several prizes and incentives offered for those of you who achieve fundraising levels.

LEVELS

\$100 myFace hat
\$500 myFace hat, myFace Sports Bottle
\$1,000 365 Days of Wonder by R.J. Palacio, myFace Hat, myFace Sports Bottle, myFace Fan!

Prizes will also be given to:

Top Fundraising Team
Top Fundraising Individual
Mightiest Team (Team with the most walkers)
Most Spirited Team
Top Fundraising Virtual Walker
Top Volunteer

Online fundraising totals will be combined with cash and check donations turned in at registration to determine prize and trophy levels.



TOP FUNDRAISERS

We love our top fundraisers because

you are the leaders of the pack and motivation for all teams and walkers! Top fundraising teams and walkers will be displayed on the Races for Faces homepage each day and recognized for their extraordinary efforts. Make sure to check in and see if you or your team, have made the top fundraising list!





USING TECHNOLOGY

To register for Races for Faces you can: either create a team, join a team, register as an individual or a virtual walker at racesforfaces.org. During the registration process you will create a username (your email address) and create a password. Remember both of these as they become your log in for your profile.

Once you have logged in to your profile using the name and password you provided when you registered, you can see all donations that have been given in your name online, fellow team members and have access to template emails to send out to family and friends. Be sure to utilize these tools to maximize your fundraising!

Technology Tools:

Today it is easy to utilize technology to make fundraising quick and easy. When logged in to your profile you will see a unique url (website link) that links to your fundraising page. Make sure to include this in any communication you have with potential donors so they can easily sponsor you.



Spread the word through social media! If you are on Facebook or Twitter, post your link there and let your friends know that you are walking.

Include the link in your email signature on personal or work emails.

Text your friends and family and let them know how they can support you in Races for Faces.



myFace Foundation



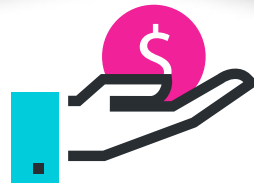
+



ThisIs_myFace

It is exciting to watch the fundraising totals grow for Races for Faces. With each donation, know that you are a part of making a difference in the lives of thousands of children and their families.

*You can view your fundraising total anytime by visiting racesforfaces.org and logging in.
For the overall Races for Faces total visit the Races for Faces homepage.*



FUNDRAISING TIPS

We often find that fundraising is as simple as just simply asking.

Tell anyone and everyone that you are walking in Races for Faces and about myFace's mission to serve the craniofacial community. Not only will this make fundraising easy but also bring awareness to myFace, our mission and those living with a craniofacial condition!

Ask, Ask, Ask! Don't be afraid to ask your friends, family, co-workers and local businesses you support. The worst anyone can do is say no.

Research if your company has a matching gift program, or if they will make a one-time donation. Don't forget to ask your sponsors if their companies have a matching gift program.

Hang a sign or poster in front of your desk or office that reads "Races for Faces Donations accepted here!"

Hold a raffle! Ask a local business or vendor to donate a prize. Encourage friendly competition between departments or store/school locations. If you can, "sell" tickets for a popular reward: dress down privileges, early dismissal, comp-time, best parking space, etc. Think of something fun for your co-workers.

Piggy Bank! Try putting a jar or container in a safe location for people to put their spare change in. Every penny counts!

Barter your talents for donations. Have a knack for massage, haircutting, dogwalking, babysitting, landscaping or cleaning? Offer these skills (or others) in exchange for a donation to Races for Faces.

Everyone loves to eat! Try selling (homemade/store-bought) cookies, pastries or bulk candy. Or, hold a breakfast or lunch and ask for donations.

Host a dinner or cocktail party and ask for donations for your team.

Add a tag to your personal email signature, business email (if appropriate) and/or voicemail message mentioning how to support your participation in Races for Faces.

Have a garage sale or lemonade stand and donate the proceeds.

Create a thermometer to track your team's fundraising progress. Display it in the lobby or break area so everyone can watch your team's process.



Q: When is Races for Faces 2017 and where does it take place?

A: Sunday, July 23, 2017 at Riverside Park

Q: How long is Races for Faces?

A: The walk is approximately 2 miles and includes a family carnival. We will walk through beautiful Riverside Park starting at the Warsaw Ghetto Memorial at 83rd Street, walk up to 101st Street, walk down on the waterfront and head back to 83rd Street where we will enter back into the park for closing ceremonies.

Q: Where does the money go?

A: All funds raised go to myFace which serves as the funding arm of The myFace Center at the renowned Hanjörg Wyss Department of Plastic Surgery at NYU Langone Medical Center. All donations are tax deductible to the fullest extent.

Q: What is a team?

A: A team can be any group of co-workers, students, congregation members, friends or families who raise money and walk together to support the craniofacial community. While there is no minimum number of people or money raised needed to form a team, we encourage each team to consist of at least 10 individuals and for each team member to raise at least \$250.

Q: How do I arrive to the Races for Faces walk?

A: Enter Riverside Park at 83rd Street and Riverside Drive.

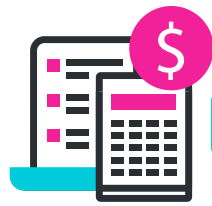
Q: What do I do with my donations?

A: Friends, family and supporters can donate and sponsor you by donating only. Visa, Mastercard and American Express is accepted. If you have individuals who do not wish to donate online via the website, you can collect cash/check donations and bring it with you on the day of the walk.

Q: Can I bring my dog?

A: YES! The walk is dog-friendly and your pet can even fundraise as well!





DONATION LOG

NAME	CASH AMOUNT	CHECK AMOUNT

Thank you for supporting myFace
and Races for Faces in our mission to continue
Changing Faces and Transforming lives!

