



my·Face

# Races for Faces

## OFFICIAL WALKER GUIDE

Sunday, September 15, 2019

Randall's Island Park, NY

[myFace.org](http://myFace.org) • [RacesforFaces.org](http://RacesforFaces.org)





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# WHO WE ARE

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

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



## HOW WE HELP



myFace's Newman Family Support center addresses all of the psychosocial needs of our patients and their families. We also recognize the critical need for family support groups designed to provide much needed guidance for our patients, siblings and their parents.

### Some of the services we offer include:



Pre and post-natal counseling, feeding & home care instruction



Emotional, behavioral, developmental, family & genetic counseling



Networking of families and patients



Hospital admittance, bedside, waiting room & discharge support



Speech evaluation therapy, medical assistance & referrals to local professionals

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



# WHY WE WALK

In the U.S., approximately 600,000 individuals have been diagnosed with a craniofacial condition.

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

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

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

## OUR FUNDRAISING GOAL

**\$175,000** in Donations

**500+** Walkers

**50+** 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 funds for the cause! Our goal for each walker is to raise at least \$250 and for each team to raise at least \$2,500.

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



# 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 sure 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 process online, 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.

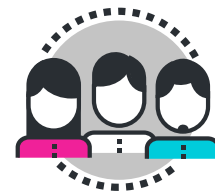
Enhance your Races for Faces experience by sharing it with your friends, family or co-workers. As a Captain, your goal is to recruit fellow team members to walk with you and to raise at least \$2,500. We, of course, want you to set your own team and personal goals!

Any amount makes a difference in the lives of our patients 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 to 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](https://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 individuals who achieve certain 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 and myFace Mini-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.*

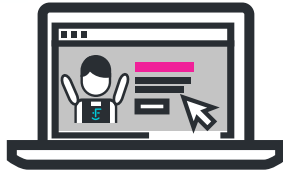
## TOP FUNDRAISERS



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!








# TECHNOLOGY TOOLS

Utilize your social media platforms to help get word out about your team/campaign! Once you've shown your personal commitment by donating to your campaign and reaching out to your closest contacts, officially launch your campaign on your social media pages.

myFace Social Media Handles:  myFace Foundation  +  thisis\_myFace

## Example Social Media Posts:


-  Every hour, a child in the US is born with a craniofacial difference. These are myFace's children. Join my campaign: **[your team link here]**
-  In the U.S., 600,000 individuals have been diagnosed with a craniofacial condition. Together, we can help. **[your team link here]**
-  myFace transforms patients' lives by providing comprehensive care at the myFace Center at NYU Langone Health. **[your team link here]**

## Keep your network updated.

Post on your social media pages once a week but vary your posts. Thank donors, provide updates, talk about your passion for helping the craniofacial community, and ask others to get involved.



## Email Example:

 Dear **[Friend]**,

In the U.S., approximately 600,000 individuals have been diagnosed with a craniofacial condition. Together, we can help the craniofacial community with myFace, an organization dedicated to transforming the lives of patients with facial differences. With a special focus on children and their families, myFace funds medical, surgical, dental, speech, and psychosocial services as well as research and public awareness.

Help me raise money for myFace by donating to my **[RFF]** team. My goal is to reach **[\$Goal Amt]** to help sustain their programs. You can find my campaign here: **[your campaign link here]**

Check it out and together, we can make a difference. Thank you for your support!

Cheers,  
**[Your name]**



# 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.

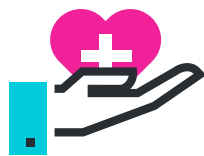
**Add a tag to your personal email** signature, business email (if appropriate) and/or voicemail message mentioning how to support your participation in Races for Faces.

**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 progress.

# YOUR IMPACT

In the past year, you've helped us with...



**7,000+**

Patient Consultations  
& Procedures



**458**

Psychosocial  
Consultations



**5,108**

Dental and  
Orthodontic Procedures



**192**

Nutrition  
Consultations



**174**

Social Work  
Evaluations



**1,077**

Speech  
Consultations



**30**

Support Groups



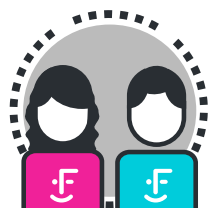
**121**

myFace  
Apartment Stays



**167**

Complimentary  
Flights



**16,274**

Students Reached through  
Anti-Bullying Presentations



**71**

Schools Reached



**Q: When is Races for Faces 2019 and where does it take place?**

A: Sunday, September 15, 2019 at Randall's Island Park

**Q: How long is Races for Faces?**

A: The walk is approximately 3 miles and includes a family carnival.

**Q: Where does the money go?**

A: All funds raised go to myFace to help support medical, surgical, dental, speech and psychosocial services as well as research and public awareness to support children and adults with craniofacial differences. 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: **Bus:** The M35 bus runs to the Island from the Northwest corner of 125th Street and Lexington Avenue. Transfer is available from the Lexington Avenue 4, 5 or 6 subway at 125th Street. *myFace shuttle buses may be available in the morning of the event, for more information, please contact us at 212.263.6656 or [events@myface.org](mailto:events@myface.org).*

**Car:** All vehicular access is via the RFK Triborough Bridge. Once on the RFK Triborough Bridge follow signs to Randall's Island. \*Parking is extremely limited, please arrive early.

**Walk/Bike:** From Manhattan: 103rd Street Footbridge. From the Bronx: The Randall's Island Connector or the RFK Triborough Bridge. From Queens: RFK Triborough Bridge.

For more info, please visit: [randallsisland.org/visit/general-information](http://randallsisland.org/visit/general-information)

*myFace will be offering 5 extra tickets for those who choose to bike or walk across the pedestrian bridge.*

**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!














# myFace Races for Faces Route Map

Sunday, September 15, 2019  
Randall's Island Park, NY



**RFF SHUTTLE BUS  
116TH AND LEXINGTON  
AT THE 4/6 STOP**

**myFace  
Races for  
Faces**

-  SHUTTLE BUS PICK-UP
-  CHECK-IN / REGISTRATION
-  FIRST AID
-  CARNIVAL / RAFFLE STATION
-  RFF START POINT
-  RFF PATH
-  GENERAL PEDESTRIAN ROUTE
-  BIKE ROUTE
-  RFF END POINT

Walking Distance: 5 Minutes

Cyclists are required to walk bikes across RFK bridge crossings. Please be courteous on shared pathways.

