



Transforming Lives, One Step at a Time

Sunday, July 22, 2012
Riverside Park
www.racesforfaces.org

Official Walker Guide





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Why We Walk

The National Foundation for Facial Reconstruction (NFFR) offers the gift of confidence and hope to children and adults with craniofacial differences and their families by assuring them access to cutting-edge care from the world-class practitioners at the Institute of Reconstructive Plastic Surgery (IRPS) at NYU Langone Medical Center.

The NFFR founded and provides sustaining support for the Institute of Reconstructive Plastic Surgery (IRPS). With the support of NFFR, the IRPS has grown from a small facial clinical team, assembled in 1955, to an internationally renowned center of excellence, treating 60,000 patients since its inception.

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

Our Fundraising Goals

\$200,000 in donations
1,000+ walkers
100 walker 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 \$100 and each team \$1,000

For easy fundraising tips make sure to check out our Fundraising Guide!

The Needs of the Facially Different

Each year in the U.S., 250,000 children are born with some form of facial disfigurement. That is an average of 710 children a day. The faces of another 100,000 individuals are disfigured through accident or disease.

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.



How Do We Help



The NFFR funds the patient care, research and operating costs at the Institute for Reconstructive Plastic Surgery at NYU Medical Center in New York City for both children and adults. Many patients require an entire team of doctors, nurses, pediatricians, dentists, psychologists, and support staff to correct facial differences that can impair breathing, eating, and hearing and lead to psychological distress.

NFFR founded and remains the nonprofit fundraising arm of the Institute. NFFR's support is essential to the IRPS's ability to provide comprehensive treatment, train the specialists of tomorrow, and conduct advance research.

Who We Are

Last year, the Institute treated 2,000 patients with craniofacial differences in its clinics.

Over 800 patients and families received psychosocial counseling.

49% are age six or younger; 36% ages 6-18; 15% ages 19 or older.

70% are from families living at or below the poverty level and receive treatment at little or no charge.

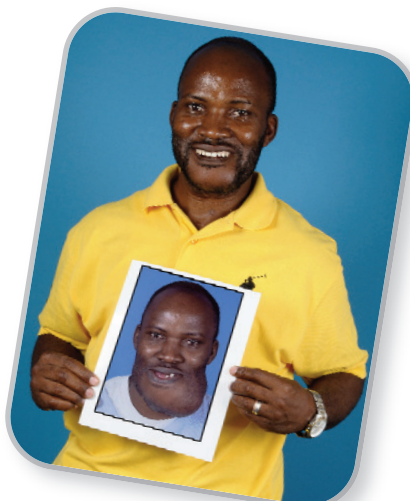
95% remain in care that spans an entire childhood.

60% are African-American, Hispanic, Asian, Arab, East Indian, or Caribbean

94% are from the Tri-State area.

95% remain in care that spans an entire childhood.

We are available to answer your questions at 212-263-6656
or you can email questions to julie@nffr.org





Walker Checklist

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

Follow up with all of your donors. If someone has pledged to make a donation, but has not done so yet, remind them to go online or mail in their check

Log on to your website profile page to track donations and see who has donated to you online so that you can thank them.

Matching Gifts are an important part of fundraising. Make sure you speak with each donor when thanking them 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 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 who are walking and 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 wear comfortable shoes!





Team Captains

If you have registered to be a Team Captain and start a team, thank you and welcome to Races for Faces! Taking this first step to join as a team captain will be an experience like no other. 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 fundraise together to meet a common goal. Our goal for each team is a least 10 walkers 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 the motivator! We will contact you leading up 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 facial differences. Thank you for stepping up to the plate and leading your team!



How to Recruit 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 the NFFR and encourage them to walk with you. Family, friends, co-workers, fellow students, anyone can walk with you. Make sure you have created your team at www.racesforfaces.org and then spread the word. Whether through email, direct mail letter, facebook, phone or in person, let friends and family know how to log on to the website and join your team! It is that easy!

Once you have walkers, encourage them to recruit more walkers! Your friends may have friends you do not know. Once you have asked 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 to your company for support. Ask your company to support your team. Many companies, through HR or Community Relations, actually participate in walks and could make your team an official company fundraiser. This opens up your recruitment by allowing reminders to go out in company emails, newsletters, dress down days and more.



Incentive Levels

Raising money to transform lives is its own reward but we of course 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.

\$100- Custom water bottle

\$500- Custom water bottle and NFFR pin

\$1,000- Gift Card, Water Bottle and NFFR pin

Trophies will also be given to:

Top Fundraising Team
Top Fundraising Individual (adult and child)
Team with the Most Walkers
Most Spirited Team
Top Fundraising Virtual Walker
Top Fundraising 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 our website 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!

www.racesforfaces.org





Using Technology

To register for Races for Faces you either create a team, join a team, register as an individual or a virtual walker on www.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 into 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:

These days it is easy to utilize technology to make fundraising quick and easy. When logged into 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 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.

It is exciting to watch the fundraising totals grow for Races for Faces and 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 www.racesforfaces.org and visiting the walker login.

For the overall walk total visit the homepage.



Find us on:
facebook®

“Like” the NFFR at

www.facebook.com/nationalfoundationforfacialreconstruction



Fundraising Tips

We often find that fundraising is as simple as just simply asking. Telling anyone and everyone that you are walking in Races for Faces and about the NFFR's mission to address the plight of children with facial differences. This not only will make fundraising easy but also brings awareness to the NFFR, our mission and those living with facial differences!

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 the people sponsoring you if their companies have a matching gift program.

Hang a sign or poster in front of your desk or office saying "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; leave work early; comp time; best parking space...think of something fun for your co-workers.

Piggy Bank! you might try putting a jar or container in a safe location for people to put change in. Every penny counts!

Barter your talents for donations. massage, haircutting, dog walking, babysitting, landscaping, and 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 or bulk candy. 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 e-mail signature both personal and business (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 teams fundraising progress. Display it in the lobby or break area so everyone can watch your team's process.

Download our fundraising guide for more tips and information

www.racesforfaces.org



Frequently Asked Questions

Q: *When is Races for Faces 2012?*

A: Sunday, July 22, 2012

Q: *Where does Races for Faces take place?*

A: Riverside Park

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

A: The walk is approximately 3 miles and can be walked or run. There will be separate starting times for runners and walkers so all people regardless of age or athletic ability are encouraged to participate.

Q: *Where does the money go?*

A: All funds raised go to the National Foundation for Facial Reconstruction (NFFR) which serves as the funding arm of the renowned Institute of Reconstructive Plastic Surgery (IRPS) 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 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 people and for each team member to raise at least \$100.



Q: *How do I arrive at the walk?*

A: Walk route and transportation details are coming soon.

Q: *What do I do with my donations?*

A: Friends, family and supporters can donate and sponsor you by donating online. We accept visa, mastercard and American Express. If you have people who do not want to donate online via the website, you can collect cash/check donations in your walker envelope (available from the National Foundation for Facial Reconstruction) 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! Make sure to register your pooch so they are included in all the action.

Thank you for supporting Races for Faces and the NFFR in our mission to continue
Changing Faces, Transforming Lives