



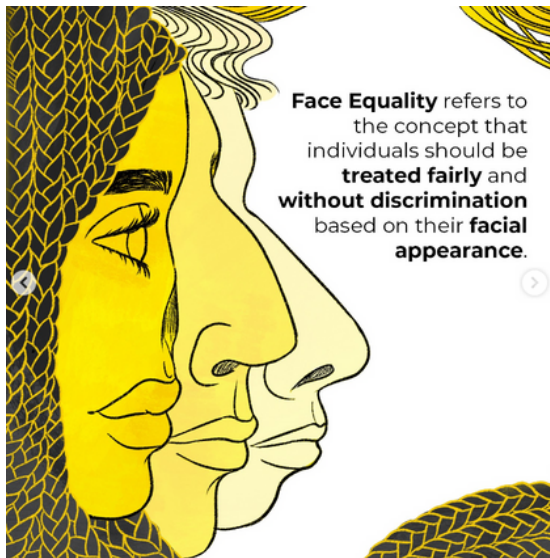
FACE EQUALITY
INTERNATIONAL

FUNDRAISING TOOLKIT

Whether you're an ally or someone living with a facial or visible difference, you can join the movement.

Face Equality International (FEI) is a global alliance dedicated to combatting appearance-based discrimination.





Illustrations for FEI by Activist,
Elizabeth Russo

WHAT IS FACE EQUALITY?

10%

Of the population live with a facial difference.

Of the population live with a disability.

20%

"There are two types of people in this life; those who are born disabled, and those who become disabled" - Adam Pearson

80%

Of visible differences seen in Bond films are depicted as the villains.

Of persons with a facial difference received negative comments on dating apps.

92%

WHY FACE EQUALITY?

Together, we can create a world where everyone is treated equally, regardless of their appearance.

Thank you for being a champion for change!

“Everything has its beauty, but not everyone sees it.” – Andy Warhol

The stories of the facial and visible difference community are often portrayed with pity and prejudice. When this is a vibrant and diverse community that should be seen, heard, and celebrated.

Anyone can get involved in face equality, whether you have a facial difference or not. Help us to champion a world of equity and inclusion for the facial difference community.



HOW CAN YOU TALK ABOUT FACE EQUALITY?

Here are some prompts to spark up some meaningful conversations.

What do you think about the representation of visible/facial difference on our screens?

“I prefer to focus on what I can do and not the details of my condition”

“Thank you for sharing that.”

“I’m here to support however I can.”

How do you feel about appearance/beauty standards in society?

“That’s a personal topic, but thank you for your concern”
“I’d rather focus on [another subject].”

Here’s how you might respond to inappropriate or intrusive questions:

“Thank you for your comment but it isn’t helpful. Here’s a better way to approach it.”

“I like to educate others about my condition or experience by...”

How can I ensure my language is respectful, inclusive?

“a person with a visible/facial difference” - *unless they express a preference for identity-first language*

FUNDRAISING IDEAS TO DO ALL YEAR ROUND

Community Events

- Bake Sales: Host one at your workplace, school, or local community centre.
- Quiz Nights: Organise a fun evening at a local pub or online.
- Car Washes: Gather volunteers to host a charity car wash.

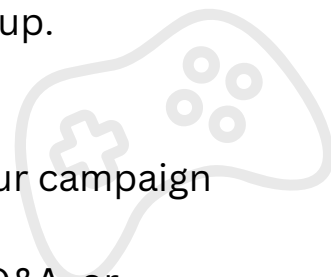


Challenges

- Sponsored Runs/Walks/Rolls: Sign up for a local Park Run, 5K, 10K, or marathon.
- Auction or Raffle: Do you have event tickets, or a designer bag or book? Sell raffle tickets and draw a winner for your item.
- Virtual Challenges: Pledge to walk 10,000 steps a day for a month.
- Give Something Up: Find your vice, swearing/chocolate/alcohol etc. and get sponsored for a period of time to give it up.

Digital Fundraising

- Social Media Campaigns: Share your story and use our campaign hashtags (#FaceEqualityMatters).
- Livestream Fundraising: Host a gaming session, live Q&A, or tutorial.
- Birthday Fundraisers: Ask for donations instead of gifts on your special day.



Workplace Fundraising

- Dress-Down Days: Encourage colleagues to donate in exchange for wearing casual clothes.
- Matched Giving: Ask your employer to match your fundraising total.
- Lunch & Learn: Invite FEI to host a paid awareness and training session about facial differences.



PLANNING CHECKLIST

Before Your Event

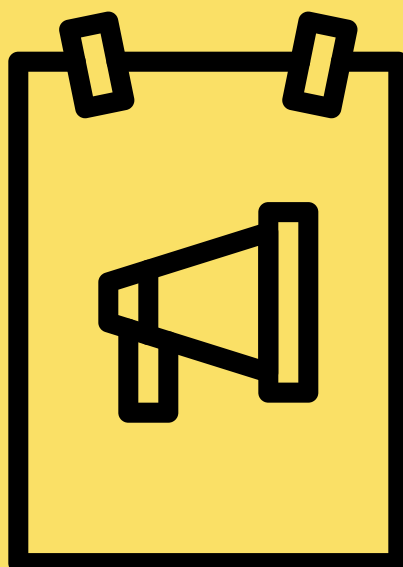
1. Choose Your Activity.
2. Aim for a realistic and inspiring fundraising target.
3. Let us know about your plans so we can support you.
4. Use social media, posters, emails, whatsapp etc. to spread the word and invite friends and family to support you.

During Your Event

1. Let people know why you're fundraising for Face Equality International.
2. Collect Your Donations.
3. Post photos and regular updates to keep people involved and engaged.

After Your Event

1. Thank Your Supporters.
2. Celebrate Your Impact and share the results.
3. Send in Your Funds: [Donate via Link](#)



ASSETS

- FEI Resource Hub
- Downloadable Social Media Graphics
- Email Templates with pre-written messages to invite and thank donors.
- Downloadable Posters and Flyers templates customisable for your events.
- Banners/Bunting: Use at events for extra visibility.

For any help or advice please contact us:

fundraising@faceequalityinternational.org

“I never paint dreams or nightmares. I paint my own reality.” – Frida Kahlo

Useful Links

- [Donate via Link](#)
- [Paypal Giving](#)
- [FEI Resources](#)
- [JustGiving](#)
- [Instagram](#)
- [Facebook](#)
- [Workplace Training](#)

