



FACE EQUALITY
INTERNATIONAL

JOIN THE FIGHT
FOR FACE EQUALITY
THROUGH FUNDRAISING

Together we can create a world free of barriers,
where people with facial differences are **thriving**
and **proud to be themselves.**





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ABOUT US



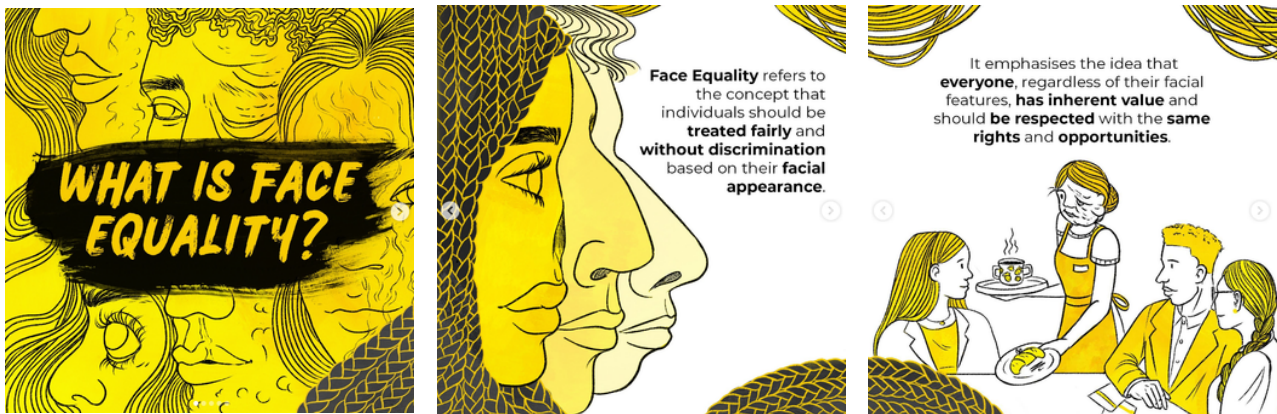
Our vision is a **world free of barriers**, where people with facial differences are **thriving** and **proud to be themselves**.

We do this by **working together** to ensure the global facial difference community is **seen, protected and respected**.

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- We **celebrate** difference
 - We value **every face**, without judgement
 - We are **stronger together**
 - Face equality is a **human right**
 - **Support** for the facial difference community goes **beyond the medical**
 - We are **creative, passionate** and **peaceful** in our approach

“Face equality, impossible? I think not. Liberating? Doable? Essential? I think so. None of us, on our own, can make this happen – but together we can.”

- DR JAMES PARTRIDGE OBE, FEI FOUNDER



Illustrations for FEI by activist Elizabeth Russo

'Face equality' is a term originally coined by FEI's late founder, Dr James Partridge OBE. James was instrumental in lobbying for the protection of those with facial disfigurements in current UK law.

As an organisation, we commonly use the terms facial difference, and disfigurement. Both terms describe an appearance-affecting mark, scar or condition that someone is born with or acquires, whether permanently or temporarily.

"One of the hardest parts of having a facial difference is feeling out of control of your own identity. Society shapes it for you. Society feels so scared of difference.

We're all whole people."

- NIKKI LILLY, FEI PATRON



WHY FUNDRAISING MATTERS

Every person, every conversation, every single donation – no matter its size – helps ensure that we can keep making a difference, together. We can ensure that progress is faster and change is widespread.

Prejudice can impact how someone is treated in their local community, their access to safe housing, and the relationships they have with others. It can impact whether someone can travel safely, and how they're treated in public spaces.

We're working to change all of that. But we can't do it on our own...

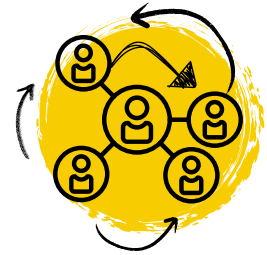
"I realise it may take a while for the world to recognise this, as it has with various other human rights issues.

Still, we have to start somewhere, and the more we speak, the louder its echo will reach everybody."

- CRYSTAL



We support a network of face equality organisations around the world, coming together as a powerful unified alliance to ensure no one is working in isolation. **Your donation makes that possible.**



We're collaborating on campaigns with household name brands, training workplaces on inclusive best practices, and conducting research into lived experience, so that barriers are being broken across the board.

Your fundraising supports:

- Shared global advocacy
- Capacity building
- Co-produced campaigns 
- A unified, representative voice



WE ARE STRONGER TOGETHER!



OUR TOP TIPS FOR FUNDRAISING ONLINE

- Keep event pages short and simple
- Use clear, simple language
- Make sharing easy (*i.e. is your link too long to share on socials?*)
- Use QR codes at in-person events, printed or on your phone!
- Share **why** face equality is important to you
- Link directly to FEI's donate page or to your own fundraiser
- Share links to become a Regular Donor, and 'Join The Fight'
- Utilise all your apps to help spread the word: email, whatsapp, social media...



Example Social Post

“I’m fundraising for Face Equality International because appearance-based discrimination is still a reality worldwide. Join me in building a world free of barriers - just £5 a month, a cup of coffee, makes a difference.”

**FOCUS ON BELONGING.
FOCUS ON COLLECTIVE CHANGE.**

INSTEAD OF

“Help us reach £1,000.”

“Give what you can.”

WHY NOT TRY

“Join the movement for face equality – whether a one-off or a small monthly commitment creates lasting systemic change.”

“Become part of a global alliance working to end appearance-based discrimination.”

HOW CAN YOU FUNDRAISE?

DIGITAL FUNDRAISING

Social Media Campaigns:

- Share your story and use the free donate buttons

Virtual fitness challenge:

- Pledge to walk 10,000 steps a day for a month
- Couch-to-5k

Livestreaming:

- Host a gaming session
- Live Q&A
- Tutorial
- 24-hour livestream

MILESTONE GIVING

Birthday Fundraisers:

- Donate on someone's behalf for their birthday. This works well on Facebook too.
- Collect donations in place of your own birthday presents

Wedding Gifts:

- Share the love and create a fundraiser in place of gifts

In Memory:

- Legacy gifts in memory of a loved one / family or friends



Photo credit: Rick Guidotti, Positive Exposure

HOST AN EVENT

Arts and Crafts:

- Sip & Paint
- Private view exhibition
- Paint-a-thon, or Pictionary!

Sell it:

- Bake sale
- Auction or Raffle
- Wardrobe clear out

Food and Drink:

- Coffee morning
- Hosted Breakfast, Lunch, or Dinner
- Cocktails (instead of happy hour make it equality hour!)
- Face-Equali-TEA party

Music:

- Open mic night
- Karaoke

Community building:

- Panel talk event
- Roundtable discussion



WORKPLACE AND CORPORATE FUNDRAISING

One for HR:

- Payroll giving
- Matched giving
- Charity of the year awards
- Seasonal gift charity donation
e.g Christmas

Lunch & Learn:

- Invite FEI to host a training session about facial differences
- Awareness + fundraising days



Team Building:

- Sponsored team challenges
- Dress-Down or Dress-Up Days

Skills Drive:

- Create a Face Equality flash sheet, and donate a % of tattoo sales
- Schedule one day in a month where all haircuts are 'free', customers donate in place of payment

TAKE ON A CHALLENGE

Run, walk, or roll into your local park run and get friends and family to sponsor you!

Give Something Up:

- Find your vice, and get sponsored for a period of time to give it up.
Swearing/chocolate/alcohol etc.

Go The Distance:

- Endurance cycle
- Triathlons or Marathons
- Skydiving!

Just For The Weekend:

- Car wash, can you and your family take on your whole street for a tenner each?

CAMPAIGNS TO INSPIRE YOUR FUNDRAISER

INTERNATIONAL FACE EQUALITY WEEK

Every year organisations and individuals from around the world come together in May to campaign for Face Equality.

This is a key moment in the year to celebrate facial difference, raise awareness, funds, and drive change for key issues facing our community.





Shining a light on the experiences of the facial difference community in hospitality settings; such as restaurants, cafés, bars and retail spaces.

For most people, socialising with friends at a café and bar or going for a meal with loved ones is an enjoyable part of everyday life.

Now imagine how you would feel if a café refused to serve you because of the way you look; or a restaurant asks you to leave because your appearance might upset the other diners. Bars are often a place where the facial difference community face comments and abuse from strangers but often staff too. Let's change that.

We're reclaiming public spaces, ensuring everyone has a seat at the table.

MY FACE IS A MASTERPIECE

Art transcends barriers. Whether or not you have a visible difference, unleash your creativity as a powerful tool for social change; from drawing and painting, to photography, poetry or make up, the ideas are endless.

All faces and all bodies are masterpieces. Each illustrates a unique and important story. Now that's what we call art.

Every masterpiece tells a story. What's yours?

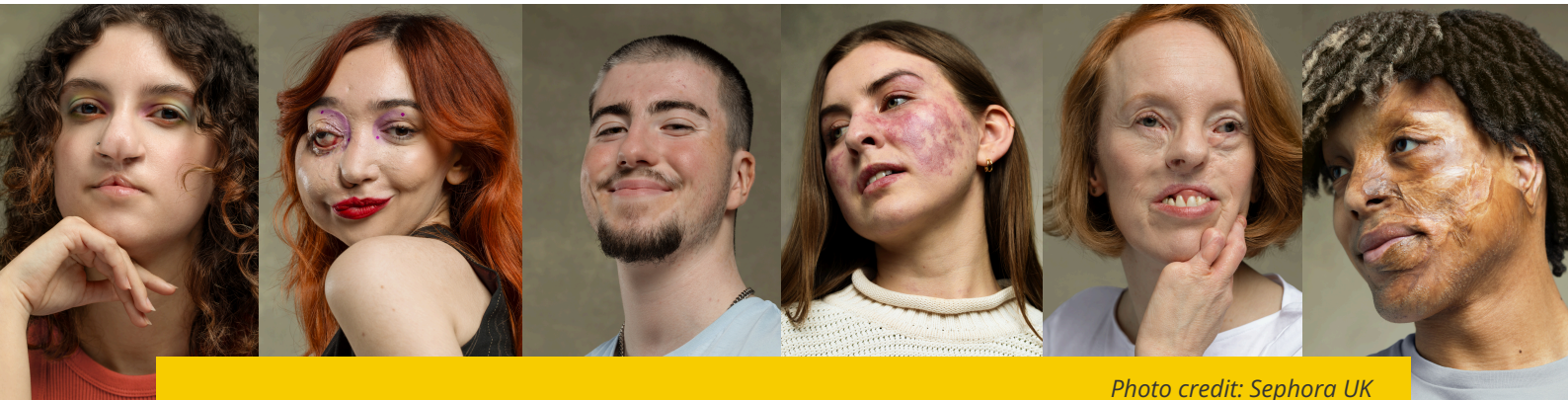


Photo credit: Sephora UK

"My face is a masterpiece because it's unique and it's something that I've had to learn to love and I think that journey is so beautiful. Now that I can see that, it makes me appreciate beauty that I haven't seen before."

- BO



VISIBLY **INVISIBLE**

From being constantly overlooked by equality laws, absent from policies, or ignored in moves towards diversity and inclusion.

From being erased by artificial intelligence, through to being passed up for a job with no explanation or kept to the 'back office'. Why does this overt inequality remain in the shadows? Failure to recognise our faces is far more than just an inconvenience at a passport gate.

We must ensure this community is seen, heard and valued in the world of tech, work and policy.



USEFUL LINKS

Donating:

[JustGiving](#)

[One-off Donation](#)

[Regular Giving: 'The Fight'](#)

Resources:

[Schools Pack](#)

[Workplace Training Program](#)

[Webinar 'How To Plan Your Event'](#)

[Partner With Us \(corporate\)](#)

[Social Media Assets](#)

Policies:

[Impact Report](#)

[Safeguarding Policy](#)

[Community Guidelines](#)

Social Media:

[Instagram](#)

[TikTok](#)

[Facebook](#)

[LinkedIn](#)

**WHETHER OR NOT YOU HAVE A FACIAL DIFFERENCE
YOURSELF, NO MATTER WHERE IN THE WORLD YOU
ARE - YOUR CONTRIBUTION MATTERS. THANK YOU!**