

Facing Forward



A B O U T F A C E

Adventures in Fundraising! **By Amanda Lizon**

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Fundraising often seems intimidating; however, it doesn't have to be. I have fundraised for AboutFace on a few different occasions, and I'd like to share my story and provide some tips and ideas!

While studying to become a Communicative Disorders Assistant during my first semester at Georgian College, we were deciding as a class which charity to raise money for. I took this as an opportunity to mention AboutFace to my fellow classmates. Even if my classmates decided not to choose AboutFace as their charity of choice, I knew that I would be raising awareness for AboutFace at the very least! Two friends, Catherine Hayhoe and Casey Digby, decided to co-lead the AboutFace fundraising initiative with me!

On December 4th, 2014, we hosted our first fundraiser for AboutFace, a drop-in dinner at Boston Pizza. It was a very successful evening with 35 people in attendance and \$540 raised for AboutFace!! This was a very EASY fundraising idea that I would recommend to anybody if they want to raise money while having a lot of fun.

First, we approached a local Boston Pizza in Barrie, asked if they would be willing to support us and they agreed. Next, we created a flyer to advertise around the school and on social media. Then, we sold tickets for the evening. The cost was \$20 which included an individual pizza and refillable pop, as well as a \$10 donation for AboutFace! That evening, we also had a raffle and a 50/50 draw to bring in some extra easy money. All in all, it was a great evening of FUNdraising!

You don't have to be in college or university to fundraise, either. While in high school, I held three fundraising initiatives for AboutFace. One initiative was a party at my house, where I invited a bunch of friends and charged a per-head fee with the money raised going towards AboutFace. I took advantage of the Christmas season and had some fun while raising money for a great cause!

A second initiative was a 'dress-down' day at my high school. For these days, everyone who participated had to donate \$2 in order to wear non-uniform clothes. All it took was mentioning AboutFace to the student council and AboutFace was chosen as the month's charity of choice! This is easily adaptable to workplace dress down days, as well!



Amanda speaking at her highschool "Dare to be Different" Day – April 2010



Amanda Lizon and CDA students at Boston Pizza Fundraiser – December 2014

In 2010, when I was in Grade 12, I did another fundraising initiative. For my leadership class, one of our projects was to lead an event for our school. I suggested to have a day designated to being proud of yourself, or to be 'different' for the day. We titled it 'Dare to be Different Day' and raised money for AboutFace. On this day, we had a \$2 'buy out,' where students got to miss class for the assembly as well as dress up in something that made them unique or something they were proud of. We had an event in the gym where male teachers shaved their legs, female teachers died their hair, and students got to pie their favourite teachers in the face! We also had a guest speaker talking about growing up with a facial difference, a slideshow of pictures of different events at AboutFace, and a whole lot of spirit and energy! We raised close to \$1500 for AboutFace and it was an amazing day!

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As you can see, fundraising doesn't have to be as intimidating as it seems. Try and remember these few tips when thinking about fundraising!

Tip 1: Be conscious of fundraising opportunities in your surroundings: school, work, etc. Take the opportunity to suggest AboutFace! At the very least, you'll be raising awareness!

Tip 2: Think of FUN and/or EASY ideas to fundraise... They don't all require a lot of work or money.

Tip 3: Have fun and think positively! Every dollar you raise is a dollar more than you had before!

Do you have an idea for a fundraiser? You can easily set up your own personal fundraising page for AboutFace [HERE](#).

For more information on fundraising for AboutFace, [CLICK HERE](#).



Christmas Party/Fundraiser at Amanda's house – December 2009