

2015 Beard Off ToolKit



THINGS TO KNOW...

...BEFORE YOU GROW

Thank you for joining the 2015 Beard Off Challenge! If you're reading this, it means you've already taken the first step in helping us raise funds and awareness for The Ulman Cancer Fund For Young Adults and the young adult cancer fight.

LET'S GET GROWING

The process is simple: Starting with a clean-shaven face, you'll commit your beard growing efforts to raising funds and awareness for young adult cancer. Register online at www.ulmanfund.org/beardoff, set up your personal fund-razor page, share your story and help us reach our goal!

Strict dress code at work? No stress! Grooming and trimming are perfectly acceptable.

When does the Beard Off start?

The official start date of the 2015 Beard Off is November 7th. Join us at The QG in Baltimore for a Beer & Beard Off beer tasting and kick-off party, featuring beer from Jailbreak Brewing Company. Can't make the kick-off? Shave down at home and share your photos on your social media page. Growing continues until you reach your personal fund-razing goal!

A brief history of the Beard Off

The Beard Off Challenge began as a bet among a group of friends who wanted to see who could grow the best beard. It grew gloriously and in just three years has "fund-razed" over \$40,000 for the Ulman Cancer Fund for Young Adults. This year we're growing for the gold and aiming to raise \$70,000.

Who Can Join The Beard Off?

Anyone can join Beard Off! Men, women and children alike can all help spread the Beard Off message, whether you're capable of actually growing a beard or not. Newborn baby? Photoshop a Beard! The possibilities are limitless.

When does the Beard Off end?

Anytime you want it to end! Some Bearders keep it going until February, while some shave down when they meet their personal fund-razing goals. The choice is yours.



How to set up your personal fund-razor page:

- Step 1: www.ulmanfund.org/Beardoff
- Step 2: Create a new account (or log into your existing UCF account)
- Step 3: When prompted with the text, "What do you want to do?" Select "Social Fundraising."
- Step 4: From the dropdown menu of "Campaigns," find and select "2015 Beard Off."
- Step 5: Personalize your fund-razing page!
 - Set your personal goal to help us reach our \$70,000 total goal. Need help deciding how much to raise? See the next section on how to set a fund-razing target
 - Add a photo
 - Share your story- For whom or what reason are you growing your beard?
 - Donate to yourself! Any cause worth growing for is worth donating to, show the world your commitment by donating to your page.
- Step 6: Share your online fund-razing page with your networks!

How to set a fund-razing target

Having trouble picking your personal goal? Here are some numbers to help you visualize what your money will go towards.

- \$70 is representative of the 70,000 Young Adults who will be diagnosed with cancer this year
- \$200 will pay to help preserve a young adult's fertility prior to starting treatment
- \$500 will pay for our Navigator to meet and work with five new patients and their families
- \$1,000 will pay for gas cards to help 40 patients get to treatment
- \$2,500 will pay for a scholarship to send a young adult facing cancer to college

HOW TO GET GROWING



Give your face a thorough cleaning

This is going to be the last time you're completely shaven so do yourself a favor and give your face a thorough cleaning before you begin your bearded journey. The same goes for growing a mustache, but you have less skin to worry about being covered up by your soon to be epic beard. Either way, cleanliness is key. Get used to it for the months ahead.

Learn How To Maintain

Don't lose focus. You made a goal – now stick to it! Initially your face will be itchy as your freshly shaven beard hairs decide to make their appearance on the outside of your epidermis. Exfoliation is key to keeping the itchy skin at bay.

Once you start to fill in a bit (be patient, it will happen), there is some crucial up keep that is needed before your beard reaches it's peak. Don't get too excited with that razor – most of those hairs deserve to be there! Trimming the neckline, upper cheeks, and mustache lip are necessary to keep your boss from kicking you out of your next sales meeting.

- Trim the neckline only to where the head meets the neck
- Take out the few stragglers on your cheeks, but don't go lower than the bottom of your nose.
- To have more control over what you're removing, use scissors to trim the 'stache.

If you're not sure how or are having trouble, ditch the at home maintenance and let our partner, The QG take care of it for you. From trims to outlines, and even exfoliating, the QG is here for you.

Choose Your Style

Stubble, scruff, goatees, and mutton chops... everyone has their own style. Consider what works with the shape of your face; choose one and choose wisely. You will be living with this new accessory for some time.

Be Beard Proud!

You will experience an uptick in the amount of people that notice your new look. Let them know why you're growing it out and how they can help too! Hey – you can even get a group together to support each other along the way.

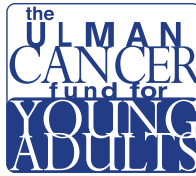
KNOW WHY YOU GROW



Each year in the United States, roughly 70,000 young adults, ages 15-39, are diagnosed with cancer. That's enough to fill M&T Bank Stadium and why we've committed to "razing" \$70,000 for The Ulman Cancer Fund for Young Adults.

OUR MISSION

We change lives by creating a community of support for young adults, and their loved ones, impacted by cancer.



Our Vision

We envision a world in which no young adult faces cancer alone.

How We Change Lives

UCF's Young Adult Patient Navigation program provides individualized, patient-centered support to young adults with cancer to address their unique medical, emotional, practical, financial, educational, and physical needs.

Patient Navigation

Primary Areas of Support

Emotional / Psychosocial Support



Financial Assistance



Young Adult-Specific Meet Ups & Socials



Health & Wellness Programming



Higher Education Scholarships



Individual or Family Counseling



Fertility Preservation Assistance & Guidance



Advance Care Planning



Medical Team Communication



Assistance Returning to Work or School



Peer Connections



Survivorship Programming



Onsite Patient Navigation Program Locations

Community Hospital:



Pediatric Hospital:



Military Hospital:



NCI-Designated Comprehensive Cancer Center:



5 NCI-Designated Cancer Center:



UCF Scholarships

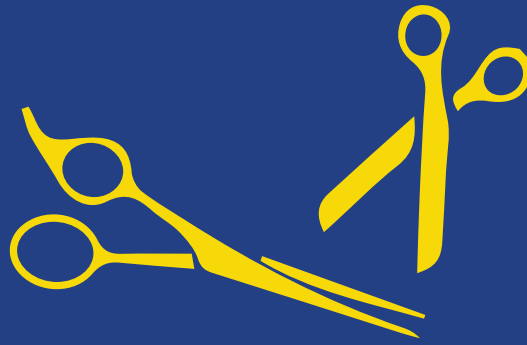
UCF's Scholarship Program aims to help young adults continue their education after being affected by cancer through their own diagnosis or the diagnosis of a loved one.



Total Scholarships Awarded in 2015: 31
Total Amount Awarded in 2015: \$77,500
Number of Applicants in 2015: 772

UCF Patient Navigators work with over **800** young adults and **200** family members or loved ones per year.

HOW TO FUND-RAZE



Fundraising 101: Don't be afraid to ask!

The most important thing to remember when fund-razing is why you chose to join The Beard Off Challenge. Why are you committed to the cause of the Ulman Cancer Fund? Who you are fighting for? Tell everyone you ask to donate why this cause is so important to you. Try some of our fund-razing ideas below to get you on your way to reaching your fund-razing goal

Online



Set up your social fundraising page!

Instructions for how to set up your individual fund-razing page are located in the welcome email you received from program coordinator, Amy Young. Take the time to personalize your page by uploading a picture and sharing your own story of why you GROW.



Social Media

Share your fund-razing page on social media. Utilize Facebook, Twitter and Instagram to let friends and family around the world know why you are fundraising for The Beard Off. Keep posting updates on your progress as you get closer to race day!

Social Events



Auctions

Set up your own live or silent auction! Ask local businesses if they would be willing to donate prizes and have all the proceeds go towards The Beard Off.

What's in this guide

- How To Fund-raze
- Fund-razing Policies
- FAQ



Email

Include a link to your fund-razing page in your email signature. For example: "I GROW for _____", "Join me in The Beard Off Challenge" or "Support my beard and the 70,000 young adults in the US diagnosed with cancer every year."



Birthday/Holiday Party

Invite friends and family over to celebrate a special occasion. Instead of gifts, ask for donations to your Beard Off fund-razing campaign.

HOW TO FUND-RAZE



Social Events, cont.



Restaurant Proceeds Night

Ask local restaurants if they would be willing to have a proceeds night. A certain percentage of each the sales will go towards your Beard Off fund-razing efforts. See if you can advertise The Beard Off and the Ulman Cancer Fund by placing posters and brochures around the restaurant leading up to the proceeds night.



Game Night

Break out the snacks and have a good old-fashioned game night! Play traditional games and charge an entry fee for each player. Or try a poker tournament with half of the winnings going to The Beard Off.



Movie Night

Host a movie night in a local park, school auditorium or your own house. Sell popcorn, homemade treats, drinks, and candy to raise money towards your commitment – don't forget to sit out a donation bucket!



Trivia Night

Hold your own trivia night at a local restaurant. Ask if they would be willing to donate a gift card to the winner and a portion of the night's proceeds to The Beard Off.



Raffles

Ask local restaurants or business to donate raffle prizes and raffle them off at the office or your own Beard-Off event. You could also try a 50/50 raffle, where the pot is split (50% goes to the winner, 50% goes towards Beard Off)

Work



Casual Dress Day

Ask if you can have a casual dress day to promote awareness for Beard Off. Anyone who wants to dress casually has to donate at least \$5 towards your fund-razing commitment!



Jail-and-Bail

Kidnap your boss for the day! Solicit bail money from your coworkers or have your boss post his/her own bail.



Ice Cream Break

Cool off with an ice cream sundae break at the office. Bring ice cream and toppings in to share with coworkers – charge per bowl!



Lunch with the CEO

Start an office auction and ask your boss/CEO if he or she would be willing to take the employee that bids the highest out to lunch.



Matching Gifts

Inquire if your company has a matching gift program. Double your funds by asking if they will match the overall amount you fund-raze.



Breakfast for Coworkers

Pancakes, waffles, eggs, and bacon – get to work early one morning and make a delicious hot breakfast for your coworkers. Ask each person that digs in to make a donation towards your fund-razing efforts.

HOW TO FUND-RAZE



Family Involvement:



Change Jar

Every penny counts! Keep a change jar at your house and ask family members to fill it up with loose change that can go towards your fund-razing goal.



Garage/Yard Sale

Ask family, friends and neighbors if they would be willing to sell old items at a yard sale to raise money for The Beard Off. Advertise the sale in the newspaper, online or make signs to hang around the area – draw people in by including where all of the money will be going.

Tip: Keep a donation jar out for people who do not want to buy anything, but still want to help the cause!



Lemonade Stand

Get the kids involved by setting up a neighborhood lemonade stand. Make sure to advertise on posters where all the proceeds are going – spread the word about The Beard Off to everyone that stops by.

Hobbies/Talents:



Bake Sale

Do you make irresistible cookies or cupcakes? Share your treats at a bake sale to raise money for The Beard Off!



Cook off

Gather family, friends, or coworkers together for a chili, mac and cheese, or other delicious cook off. Charge each judge an entry fee that goes towards your fund-razing commitment.



Craft Sale

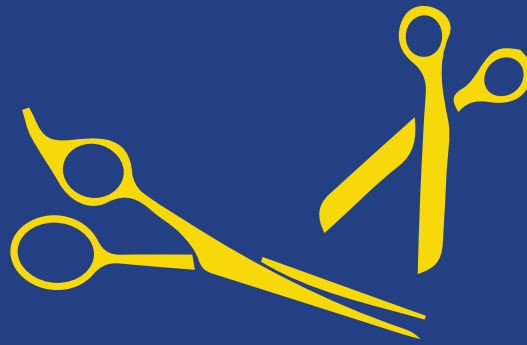
Sell your work of art at a local craft show or online – advertise that the money from each sale is going towards your Beard Off fund-razing goal.



Housework/Yard Work

Offer to spend the day doing housework or yard work for friends and neighbors in exchange for a donation to your Beard Off commitment.

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