



RUNWAY  
to HOPE

**2017 SPRING FASHION SOIRÉE  
VOLUNTEER INFORMATION AND  
EVENT DETAILS**



## THE VISION & MISSION

Founded in 2010, Runway to Hope's mission is to provide support and direct assistance to Central Florida children and their families who have been impacted by pediatric cancer. Mark and Josie NeJame, the founders of Runway to Hope, envisioned a charity that would keep funding centered to local families as well as devoting resources to new and innovative programs and initiatives to the Central Florida pediatric cancer community.

Through the Runway to Hope Family Assistance Program, direct aid is provided to families who are in desperate need of assistance. Runway to Hope helps cover expenses such as gas, water, electricity, mortgage, car payments, and sadly, at times, funeral and end-of-life expenses.

Additionally, through partnerships with Arnold Palmer Hospital for Children, Florida Hospital for Children, and Nemours Children's Hospital, Runway to Hope brings new programs and initiatives to the pediatric oncology programs in each of these hospitals by its contribution of a \$3 million pledge.

Our beloved event has been named "Best Charity Event" a combined total of thirteen times in its seven year existence by the *Orlando Business Journal*, *Orlando Magazine*, and *Orlando Style*. Runway to Hope was also the recipient of the Award for Excellence in Fundraising by a Non-Profit Organization from the Association of Fundraising Professionals and Mark and Josie NeJame were honored to be awarded "Outstanding Philanthropists" in 2014 on National Philanthropy Day.

## RUNWAY TO HOPE'S SPRING FASHION SOIRÉE

The Runway to Hope Spring Fashion Soiree is the organization's signature fundraising event of the year! The highlight of the evening is an inspiring and heartwarming fashion show featuring more than 150 incredible and brave children, all of whom are currently battling or have overcome their pediatric cancer. Modeling much more



than clothing, these courageous children walk the runway hand-in-hand with one of our national and local celebrity escorts. The models who take the stage are all between the ages of 2 to 18. It is incredible to watch all of them show off their strength and unwavering spirits as they strut and smile down the runway. The Runway to Hope Spring Fashion Soiree is a celebration of these children and their incomparable courage.

The annual Spring Fashion Soiree is also a true testament to the support and passion the Central Florida community has shown towards this inspiring cause. Since Runway to Hope's inception in

2010, the Soiree has soared. In May 2016, the event hosted approximately 2,400 guests and an outstanding amount of \$1.3 million was pledged during this single, spectacular evening! Over \$5.5 million has been raised by Runway to Hope since its inception. Being Central Florida's largest charity event and its most highly anticipated evening, the Runway to Hope Spring Fashion Soiree takes place at the luxurious Rosen Shingle Creek Resort, one of our most valued corporate sponsors.

## WHEN AND WHERE

May 20, 2017  
Rosen Shingle Creek  
9939 Universal Boulevard  
Orlando, FL 32819

## OUR PARTNERS

Runway to Hope Partners and Donors have the unique opportunity to not only save children's lives, but to also provide these amazing kids with some of the most joyous and happy memories of their childhoods. Unfortunately, pediatric cancer only receives a relatively small percentage of money provided for cancer research, treatment, and cures. This is why private donations are incredibly essential and necessary to curing and treating pediatric cancer.



## THE \$3 MILLION PLEDGE

The funding and proceeds raised for the annual Spring Fashion Soirée contribute to Runway to Hope's \$1 million dollar pledge to each of the three Central Florida local children's hospitals.

### ARNOLD PALMER HOSPITAL FOR CHILDREN:

Runway to Hope funds support Central Florida's first-ever comprehensive Pediatric Neuro-Oncology Program, comprised of a team that provides the full range of medical and emotional support specific to pediatric brain tumor patients during and after treatment. The donation made by Runway to Hope helps fund the Pediatric Brain Tumor Program. Nationally recognized brain tumor expert, Dr. Amy Smith, MD., leads this comprehensive, multidisciplinary program focused on pediatric brain and spinal cord tumors. This is one of the only programs in Florida that has a dedicated Pediatric Neuro-Oncologist. In the state of Florida, there are about 220 children who will be diagnosed with a brain tumor every single year.

### FLORIDA HOSPITAL FOR CHILDREN:

Runway to Hope funds the Pediatric Palliative Care Program. Pediatric palliative care (PPC) is specialized medical care for children with life-threatening conditions. It focuses on providing relief from the symptoms, pain, and stress of a serious life-threatening condition—whatever the diagnosis. PPC is provided by an interdisciplinary team of doctors, nurses, social workers and other health care specialists. Its purpose is to develop a plan of care with families that meets the medical, spiritual and emotional needs of the child and family in an effort to enhance quality of life. Runway to Hope's 2016 support of our Pediatric Palliative Care Program is allowing our team to expand and grow to meet the needs of our pediatric oncology patients.

### NEMOURS CHILDREN'S HOSPITAL:

Runway to Hope funds the National Cancer Institute Community Oncology Research Program (NCORP). This program is led by a team of physicians including Dr. Andrew Kolb, Chief Hematology/Oncology Director, Dr. Eric Sandler, Division Chief of Hematology/Oncology, as well as Dr. Ramamoorthy Nagasubramanian, Division Chief of Hematology/Oncology. Nemours provides a leadership role in cancer control clinical trials and is one of only two designated pediatric NCORPs in the country. Runway to Hope also funds the Interventional Radiology (IR) Program. Nemours has the second largest pediatric IR group in the country, and currently has the only pediatric interventional radiologists in Central Florida.

*Photo Credit: The Nielsen's Photography and Design*

## FAMILY ASSISTANCE PROGRAM

In addition to its \$3 million pledge to our children's hospitals, Runway to Hope provides desperately needed direct assistance to children and their families affected by childhood cancer. When a child is diagnosed with cancer, the entire family is put to the test and faces incomprehensible, life-altering situations. Families of childhood cancer patients often experience a dramatic drop in income when caring for their children. Often one parent has to quit work to care for their child. Their entire schedule is often quickly devoted to being bedside in a hospital setting or dedicating all of their time and resources to their child's care. Added to this is, the additional stress and inability to afford the bills and expenses related to medical treatment can be very overwhelming.



The contributions made to Runway to Hope assist with many necessities including hospital meals, transportation to travel to and from the child's life-saving treatments, insurance, mortgage and car payments, as well as frequent requests to maintain the essentials in a home such as electricity and water. Tragically, as aforementioned, end of life and funeral costs and expenses are sometimes a reality for these families who have been both emotionally and financially devastated. The needs are endless and solely funded by philanthropy. Childhood cancer is not a battle these families can or should fight alone.



## **VOLUNTEER RESPONSIBILITIES**

All volunteers will be expected to arrive at Rosen Shingle Creek promptly at their designated time.

### **CHECK-IN VOLUNTEERS: 30 Volunteers: Arrive at 4:00pm**

- Volunteers will be stationed at the check-in locations equipped with guest names and table assignments. Upon guest arrival, volunteers will assist them with any questions they may have as well as be prepared to share their ticketing and/or seating information with them.
- A small group from this volunteer section will scan tickets for guest entry into the pre-function area.
- There will also be volunteers from this group stationed as floaters throughout the ballroom area to help direct guests and assist with any questions that arise.
- All check-in volunteers will encourage guests to register with Qtogo. This is the auction bidding service used for our Spring Fashion Soirée. There will be a brief training session on how to register guests prior to guest arrival.
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### **AUCTION VOLUNTEERS: 20 Volunteers: Arrive at 5:00pm**

- Volunteers will meet with Qtogo Representatives in order to explain frequently asked questions in regard to this auction bidding service. This will allow all of the volunteers in this group to answer the majority of questions the guests may pose.
- Volunteers will be stationed throughout the silent auction tables in front of the ballroom. The volunteers will be responsible for watching over the silent auction items as well as encouraging guests to register, if they have not already, and most importantly to bid on items.
- Once the silent auction closes for bidding, these volunteers will assist in the breakdown of the auction items, which includes the following: moving all items swiftly and efficiently from the silent auction table to the guest checkout location, clearing the decorations off the tables and directing guests to the auction checkout location.
- Once the breakdown of the silent auction area is complete, the volunteers will assist the Qtogo staff with the distribution of the auction items to the winners.

## **CHILDREN AND FAMILIES: 75 Volunteers: Arrive at 5:00pm**

(Nurses, Social Workers, and Hospital Personnel Only)

- Children will arrive in increments beginning at 6:00pm. Children and families volunteers will arrive at 5:00pm and attend a training session promptly at 5:15pm. This session will provide volunteers with comprehensive information needed for the evening as well the groups of children they will be responsible for. All children and families volunteers will be provided with a map and outline of the backstage area.
- At 5:45pm, all children and families volunteers will need to be stationed in their first positions for the evening. The first group of models will arrive at 6:00pm. Children will have a predetermined arrival, group and check-in time based on their age starting at 6:00pm.
- Each of the children will be divided into groups of 10 upon arrival, with three leaders per group. Each group will be labeled with a number and assigned a table to serve as a central meeting point for that group.
- Group leaders will have a check-in sheet with the child's name and age. This will include the group's schedule for the evening. The packet received during training will include a map and outline of the backstage model area.
- Group leaders are responsible for their children and their group's schedule. Any variation of the schedule needs to be relayed to upper management. Group leaders will assist pairing celebrities with their child only if the child has been preassigned to that celebrity.
- Groups will have a predetermined order to walk the runway, with the youngest taking priority to go first, and the older children going last.
- Before walking backstage, volunteers will check to make sure each child has their informational card to give to the celebrity. Each card will be in their lanyard.
- Group leaders will remove the lanyard once the child is paired with a celebrity, and give the card to the celebrity to hold until they go onstage.
- All models are invited to walk the runway for a "Final Walk" at the end of the show. Models are not required to stay and can be released to their parent should they choose not to wait for the final walk.
- At the end of the evening, we ask that the volunteers remain backstage to be sure each child finds their parent. Once all of your children in your group have been returned to their parents, you are dismissed for the evening.



## SEATING AND LIVE AUCTION VOLUNTEERS

### 50 Volunteers: Arrive at 6:00pm

- Volunteers will assist guests in finding their ticketed table once doors to the ballroom have opened. Guest will have their ticketing information printed out or available on their mobile device. Volunteers will be provided with a seating map of table numbers prior to door opening.
- Volunteers will remain in the ballroom once the seating process is completed and show has started. Volunteers will assist with the cash call by collecting cash, checks and bid cards into provided boxes. It is very important to move swiftly in order to make it to all of the guests offering a contribution. Each volunteer will be responsible for a section of tables. All of the boxes will be returned to Security Personnel at the entrance doors to the ballroom. Volunteers should not leave the ballroom with the cash call boxes.
- Volunteers will also assist with the live auction in the ballroom by pointing out the bidders to the auctioneer. Several Qtego representatives will be present in the ballroom to collect information from the auction item winners.

### ADDITIONAL VOLUNTEER INFORMATION:

- Rosen Shingle Creek Self Parking will be complementary.
- A room will be available for volunteers to safely and securely store their personal items. Runway to Hope is not responsible for any lost or stolen items and we do strongly encourage leaving valuable items at home.
- Upon arrival, please report to designated check-in area. This information will be provided by email the week of the event.
- It is requested that all volunteers dress in all-black professional business attire. Please come dressed appropriately at your designated arrival time. We do encourage comfortable shoes as there will be quite a bit of walking throughout the evening.

## MODEL FAMILY TESTIMONIALS

Runway to Hope has been a blessing to our family! It has allowed Eden to blossom right before our eyes into a superstar. She has been given the opportunity to show everyone watching that cancer doesn't get a chance to win and that the battle is being won in every step she takes across the runway!!! As her family, we look forward to celebrating those milestones, those steps, every year!" —Tashas Wilson, Mother of Eden Daniels



"Perez really enjoyed being a part of the Runway to Hope family! He cannot wait to participate in the next Spring Fashion Soirée. You guys really turned things around for him. He never stopped talking about all the great things he experienced! Keep up the great work." —The Simonvil Family

"Runway to Hope is such an exciting night for Dylan! He truly enjoys all of the activities and quality time with his fellow fighters and survivors. We look forward to this event each year and are deeply inspired by all of the love, support and awareness it brings to childhood cancer." —Trish Leslie, Mother of Dylan Leslie



"We are extremely grateful and amazed with all the work you have done to raise funds for cancer research. The research has led to the development of an experimental drug that saved our little girl's life." —2016 Model Family

## BEAUTY & BOYS BASH WEEKEND



By participating in the 2017 Runway to Hope Spring Fashion Soirée, our models will not only enjoy a sparkling moment in the spotlight as they walk the runway, they will also have the unique opportunity to share a day of absolute indulgence at the Beauty & Boys Bash Weekend! This event was created to give our models and their families impacted by pediatric cancer a much-needed break from hospitals, doctors, treatment, medicine and the other challenges they endure every day. This day creates a moment where cancer does not have to take center stage in their lives.

April 1 & 2, 2017  
Bloomingdale's, The Mall at Millenia  
4152 Conroy Road, Orlando, FL 32839

“Children and fashion...I knew it would be so much fun! The two days of Bashes became a real-life day of their dreams—the girls became beautiful princesses and the boys got to be their superheroes pal! And then the world got to see them shine at the runway show! Their energy was astounding—and for that night their spirit defeated their illness! Volunteering for Runway to Hope became an incredible, emotional, and spiritual time that is forever etched in my mind.”

— Tameiko, 2016 Backstage Volunteer

To sign up as a Bash Volunteer, please visit  
[www.runwaytohope.org](http://www.runwaytohope.org).



Please visit [www.runwaytohope.org](http://www.runwaytohope.org) to fill out the required volunteer application form. Please ensure all information entered is accurate. Once the form is filled out and submitted, please assume you will be participating. A member of Runway to Hope staff will be in touch with area assignments and event details as we move closer to the event. Please email [volunteer@runwaytohope.org](mailto:volunteer@runwaytohope.org) if you have any questions!



LETS HOLD HANDS.  
LETS WALK TOGETHER.  
LETS END CHILDHOOD CANCER.



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