



1015 Atlantic Blvd #297 Atlantic Beach, FL 32233

Kirk Farber  
Executive Director

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A 501 (c) (3) Nonprofit Organization

Dear Potential FACE4Kids Partner,

We are excited that the FACE Program is starting its new journey by expanding across the Southeast and across the country! We are inspired by the work that we do and we know that with your help, we can change lives! Thank you for your interest in helping FACE reach its fullest potential.

By partnering with FACE4Kids, you have the ability to make a substantial difference in the lives of children and impact them positively for life-changing benefits as well as create revenue for yourself or for your existing business.

With the FACE Program, you can:

- Made a difference in a child's life
- Make a difference in your community
- Invest in the future leaders of tomorrow
- Start & grow your own business

By becoming a FACE Partner, you have a proven business model to make a return on your investment while helping change lives! With FACE in every community across the country, every child can have access to fitness, leadership and character skills that will last a lifetime. Please help us make a difference by contributing to the success of this program.

Thank you for considering this opportunity.

Sincerely,

***Kirk Farber***

Kirk Farber  
Executive Director

**Testimonial from our First Co-Partner!**

"I implemented the FACE Program in my community and I am already reaping the rewards of changed lives, happy faces and a new income stream for my existing Karate business. The FACE Program is one of a kind and I am proud to have been asked to be the first Partner and exposing it to the Northeast Region"

~Joe Varady, FACE of Phoenixville, PA

[www.face4kids.org](http://www.face4kids.org)

Help today's youth become tomorrow's successful



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**Bring the FACE Program to your community and change a child's future.**

**Have you ever wanted to make a positive difference in a child's life?  
Do you want to help break the cycle of negativity and  
be a positive role model for children in your community?  
The FACE Program can help.**

### **About the FACE Program**

Since its inception in 2003, the FACE program has reached and influenced more than 25,000 students building self-confidence, nurturing broken spirits, growing moral character, and instilling a non-defeatist attitude. With a focus on fitness, to help reduce obesity, the FACE program combines hand-eye coordination, physical fitness, and public speaking to build fitness, self-esteem, and character before it is too late.

FACE is a (multi) class/session consisting of:

- juggling (coordination of hands and eyes)
- jumping rope (timing of feet and body with cardio)
- fitness & coordination games (agility, animal games, etc.)
- martial arts (focus on proper technique, balance and discipline of movements)
- public speaking with character education themes

FACE has endless possibilities but is conducted primarily during:

- after school programs
- in-school programs
- camps during school breaks
- school assemblies
- birthday parties

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## Goals of the FACE Program

- To target elementary school aged children and positively enhance their character, fitness level and leadership qualities
- To increase self-esteem, self-confidence and manage aggression and disciplinary problems effectively (with exercise, mental stimulation, and accomplishment)
- To build a “community” one leader at a time by teaching confidence, self-esteem and respect
- To nurture a student’s ability to achieve academically by growing areas of the child’s character and confidence
- To help today’s youth become tomorrow’s successful leaders by introducing positive social interaction

## Why We’re Different

The FACE Program is unique in that it not only increases physical fitness but also addresses and builds areas of the child’s **character**, **self-esteem**, and **confidence**. Fitness training is essential, but character building is priceless and can leave an imprint that lasts a lifetime. With most students, they not only meet their own expectations but excel way beyond them!

FACE inspires values and qualities that other programs do not offer:

- Respect and courteousness
- Public speaking & eye contact
- General friendliness
- Openness to making new friends
- Understanding the importance of education and homework
- Developing & understanding physical fitness

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## Our Partner Program

### FACE4Kids Partners

As we look to grow the FACE program nationwide, our focus is on getting FACE in every community to **grow every child**. As a FACE4Kids Partner, you will motivate children, primarily ages 7 to 11, build life skills through fun and dynamic physical games and character education vignettes. You will become a highly-trained facilitator to get kids moving, smiling and learning how to become great teammates and future leaders.

### Why Partner with FACE?

**Great business model** – FACE has impacted the lives of over 25,000 children to date in only one region of the country. It has huge potential to grow in every community. You can even grow several regions at the same time.

**Great add-on to your existing business** – FACE is a great addition to your existing business that involves teaching kids of all ages. It's a great additional revenue stream and enhances the services you already offer!

**Low Investment cost** - Since it is a service-based business, your initial investment is low. You travel directly to the children at their location, which means you don't need a retail location for your business. You can operate from your home or a small office rental.

**Rapidly growing demand** - The world keeps getting more competitive and parents want their children to have all the tools necessary to succeed. FACE services are specially designed to grow future leaders with character development as well as impact the children's health crisis.

**Superior business advantages** – FACE Inc. will supply you with all the innovative programs to grow the future leaders in your community. Our curriculum and training will help you run your business, streamline your operations and generate revenue. We will teach you how to promote, operate and build your business from the ground up.

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## Ways to Partner with FACE4Kids?

**Co Partner Program (similar to Franchise model):** This is a fully invested interest to purchase the program and grow it in your own community (includes training and ongoing support for growth & success). The following is what a typical Co-Partner revenue should be for Year 1 (with average estimates):

Purchase Price: \$150,000  
\$63,000 (Estimated) Annual Revenue Year 1 (sum of below)

- 3 Schools with After School Programs: \$15,000 revenue
- 2 Schools with In-School Programs: \$10,000 revenue
- Grants and Sponsorships: \$30,000 revenue
- Summer Camps: \$8,000 revenue

**Teach the Teacher Program (In School Option – Schools Only):** If you are a school, or a teacher, this Program allows you to purchase the program (grant driven) and run it yourself inside your school. This program has limited support but full training to launch your program.

Purchase Price: \$5,000 per school (includes training for up to 2 Teachers)  
\$4,000 per school (3 schools or more)  
\$3,000 (5 schools or more)  
\$25,000 per district (up to 15 schools)

**Angel Investor Option (Donation to Program):** If you are interested in helping without running a program yourself, this is the opportunity for you to be an angel investor and help the entire FACE family grow all over the country. Investment includes Teach the Teacher training.

Investor Options: \$2500 (School Sponsor, FACE program and lunch bunch follow-up)  
\$9500 (Growth Sponsor, all students in a certain grade level)  
\$9000/year x 3 years (Mentor Sponsor, following students for 3 yrs.)  
\$\_\_\_\_\_ Other Amount (donated to the General Fund)

Equipped with **FACE4Kids** unique programs, detailed training, and outstanding business tools, you will be on your way to the personal, professional and financial success while making a difference!

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