



New England Breast Cancer Alliance

Runway for Hope 2027

Comprehensive Model Information, FAQ & Participant Agreement

Welcome! Runway for Hope is an annual runway fashion and costume show featuring breast cancer survivors as models wearing creative and fun designs crafted and styled by local artists, volunteers, friends, family members, and other members of our community. As the New England Breast Cancer Alliance's (NEBCA) signature and biggest fundraising event, it serves two equally vital purposes: raising essential funds to support our mission, survivor programs, and breast cancer research; and empowering, connecting, and celebrating breast cancer survivors by highlighting their strength, resilience, courage, creativity, and individuality.

Most participants begin this process feeling nervous and have no prior modeling or fundraising experience. By the end, they frequently describe it as one of the most meaningful and empowering chapters of their survivorship journey. Due to high email volumes, please read this document in its entirety before reaching out.

Event Date:	Saturday, April 24th, 2027
Location:	Sable Oaks — South Portland, Maine
2027 Design Theme:	"Flora and Fauna" (Plants and Animals)

1. Guidelines & Participant Expectations

Runway for Hope is a volunteer-driven, mission-focused community celebration. To help clarify the nature of the event, please keep the following distinctions in mind:

What Runway for Hope IS:

- A fundraiser supporting NEBCA's vital mission:
 - Funding breast cancer research
 - Building community for survivors
- A pure celebration of survivorship and resilience
- A collaborative process between participants and designers, hair stylists, and makeup artists
- A supportive space to build connections and try something new

What Runway for Hope IS NOT:

- A professional modeling competition
- A traditional beauty pageant
- A custom couture commercial fashion show

General Requirements for All Participants:

- **Survivorship:** You must be a breast cancer survivor, defined as anyone who has received a breast cancer diagnosis of any stage, regardless of where they currently stand in their treatment or post-treatment life. Modeling experience is absolutely not required.
- **Medical Waivers:** If you are currently undergoing treatment or have recently completed it (less than three years from date of show), you will be required to submit a completed Physician Waiver.
- **Deadlines & Paperwork:** You must fill out the 'Model Onboarding Form' and all required paperwork responsively and by established deadlines.
- **Model Story & Introduction:** Runway Models will be asked to participate in a recorded conversation with a member of the NEBCA team prior to the event to share their breast cancer experience and survivorship story. Portions of the recorded audio may be used as part of the model's introduction during the runway show.
- **Presence:** You must commit to making your best attempt to attend rehearsals at Sable Oaks in South Portland, Maine (date TBD, typically in late March); exceptions considered for extraordinary circumstances; and remain fully available for the duration of event-day activities on April 24th, 2027.

2. Model Roles & Selection Process

Any person of any age or gender who has experienced a breast cancer diagnosis may apply. While we actively prioritize accommodating new faces, alumni models are also welcome to apply. The selection process takes into account factors such as previous participation, alignment with the mission, costume capabilities, past fundraising activity, organization involvement, responsiveness, and a positive attitude.

To safely accommodate as many applicants as possible, participation is divided into two meaningful roles:

Runway Model

Models walk the main runway show individually in their designated costumes. They participate in the full backstage preparation experience and receive a 'Model Welcome kit' and event gift bags.

Hope Ambassador

Hope Ambassadors wear costumes, walk the runway together in a special group sequence at the end of the show, and play an essential public role. They build excitement, escort guests to their seats, share their survivorship experiences with attendees, and take photos with guests. They receive the exact same 'Model Welcome kit,' gift bags, and access to free hair/makeup services (subject to stylist availability).

3. Fundraising Commitments & Support

Because Runway for Hope is the primary source of funding for NEBCA's community programs, grants, and research initiatives, active fundraising is a mandatory condition of participation. Information on how to set up your own personal model/Hope Ambassador fundraising page will be sent to all participants. Minimum targets must be achieved by the day of the event:



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- **Runway Models:** Minimum fundraising target of \$500.
- **Hope Ambassadors:** Minimum fundraising target of \$300.

Accountability: To ensure fairness and support our mission, if a participant does not meet their fundraising minimum, the outstanding balance will be automatically charged to the credit or debit card utilized during their fundraising account registration. This charge occurs several weeks post-event, and advanced email notification will always be provided.

Fundraising Support: We provide comprehensive assistance, including specialized 'Fundraising Tips' and 'Fundraising FAQs' on our website, structural support to link pages to social media, and group strategy calls led by our team. While we cannot personally staff individual outside fundraisers, we gladly publicize them on NEBCA's official social channels. Please submit independent event proposals to info@newenglandbreastcanceralliance.org.

Sponsored Spots & Rewards: NEBCA offers two business-sponsored runway spots for individuals whose immediate circumstances (such as active medical treatment) make fundraising unfeasible. Reach out via email to request an application. Additionally, as an incentive, the top three fundraisers each year—along with anyone who individually raises over \$5,000—will automatically be granted a model spot in the 2028 show alongside special prizes.

4. The Costume Design Process

The costume design process is an intimate, unique collaboration built on mutual respect and open communication. Volunteer designers generously donate their personal time, artistic talent, and often their own funds to bring these creations to life. Because they work within tight material, budget, and stylistic parameters, models must approach the relationship with flexibility and grace.

Key Costume Guidelines:

- **Onboarding and Matching:** In late October and early November, models complete an onboarding form capturing sizing, accessibility needs, style preferences, and comfort boundaries. Pairings are established on a rolling basis as designers sign up, starting in October. This gives designers several months to execute the original look, leaving an additional 1–2 months for fittings, finishing touches, and glam coordination.
- **Design Constraints:** While designer-model communication is highly encouraged, final designs, specific materials, or precise color execution cannot be guaranteed. Models who require strict creative control over their runway look are strongly encouraged to design their own costume or recruit a trusted friend or family member.
- **Designer Communications:** Models and designers are encouraged to communicate directly by email, phone, video call, or in person as needed. If you experience communication issues or have concerns about your costume or designer relationship, please contact NEBCA so we can help.
- **Deadlines & Delivery:** Designers have until February 28th, 2027 to finalize costumes and deliver them to the model or a NEBCA board member. Try-ons are encouraged immediately upon completion to resolve any fit or other issues well in advance.



- **Alterations Support:** Dedicated volunteer seamstresses work closely with the NEBCA team to address fit corrections, adjustments, and accessorizing needs so that every model feels secure and beautiful. Unless a designer explicitly states otherwise, models are responsible for sourcing their own footwear and jewelry.
- **Designer Incentive:** Anyone who designs or styles a costume (including a model designing for themselves or a friend/family member acting as a designer) receives one complimentary ticket to the show per completed costume. If multiple people work on a design, only one in-person ticket is given. In cases where designers cannot attend in person, they are offered a virtual ticket.

5. Hair, Makeup, and Runway Coaching

- **The Glam Squad:** On the day of the event, volunteer hair stylists and makeup artists provide free styling services to all runway models (and Hope Ambassadors, pending total stylist counts). Participation in Glam Squad services is optional; models may choose to do their own hair and/or makeup. Detailed registration forms and scheduling assignments will be distributed in early 2027. If you do not request hair or makeup or complete related forms on time, NEBCA may not be able to place you with a hair stylist or makeup artist.
- **Schedule Discipline:** The Glam Squad manages a tight operational schedule—frequently styling up to 70 participants with 30 volunteer artists. Attendance at your assigned time slot is mandatory and a critical sign of respect to our volunteers.
- **Runway Coaching:** No prior runway experience is necessary. To build confidence, NEBCA coordinates 1–2 preparation clinics prior to the show where professional runway coaches work on posture, pacing, and choreography. A final technical rehearsal is also held at the venue on the day of the event. Very few participants come to Runway for Hope with prior modeling experience. The goal is to help you feel comfortable and confident—not to turn you into a professional runway model!

6. Day of the Event Schedule & Logistical Details

The event itself is a rewarding but long and intensive day. Please review the planned logistics carefully:

- **Arrival & Parking:** Participants are encouraged to arrive as early as possible to ensure smooth preparation. Parking is available on site at Sable Oaks.
- **Backstage Environment:** A large, comfortable backstage area is provided with dedicated food, refreshments, and a live-viewing area. To preserve the element of surprise and maintain professional show production, runway models must remain strictly backstage for the entire duration of the public show, even after completing their specific walk.
- **Guest Interactions:** The public event doors open at 6:00 PM, features community speeches, a raffle, appetizers, a cash-only bar, and moves into the formal runway presentation. The evening concludes with fundraising and other announcements around 10-10:30. Models are able to mingle and take photos with family and friends after the show.
- **Guest Tickets:** Because Runway for Hope is fundamentally a nonprofit fundraiser, all guests—including spouses, partners, family members, and friends—must purchase tickets to attend. Participation as a model does not include complimentary guest tickets. Ticket revenue aims to cover the direct costs of the event (venue, food for 500-700 people, and audio visual expenses, including set-up, equipment, and personnel charges).



- **Hotel Accommodations:** For participants traveling a distance for the show or seeking extra privacy or a convenient place of rest, NEBCA has secured a block of rooms at the Holiday Inn By the Bay at a generous discount. These are available on a first-come, first-served basis and must be booked before the block is released to standard rates approximately one month before the show. NEBCA will e-mail models and Hope Ambassadors about the room block as soon as finalized information becomes available.

7. Behind-the-Scenes & Volunteer Opportunities

If you or your contacts prefer to support our mission outside of the spotlight, there are several essential ways to contribute behind the scenes:

- **Costume Design & Outreach:** Act as a designer or distribute our 'Designer FAQ' and flyers to crafty friends, local artists, and businesses. Interested designers can contact us at info@newenglandbreastcanceralliance.org.
- **Professional Services:** Direct professional connections (hair stylists, makeup artists, emcees, photographers, florists) who wish to donate services to our team email.
- **Raffle & Corporate Sponsorships:** Assist in gathering items for our event raffle or approaching local businesses regarding official corporate sponsorships. Please reach out to Jen Libby for information on this, at info@newenglandbreastcanceralliance.org with the subject line: 'ATTN: Jen Libby'.
- **Other volunteer roles** (day of or on one of NEBCA's Runway for Hope committees; please contact info@newenglandbreastcanceralliance.org if you are interested in these roles)

8. Application Timeline & Next Steps

NEBCA utilizes email, direct mail, and a private, model-only Facebook group to issue critical updates. Please ensure your contact details remain completely accurate throughout the cycle.

Step / Action Item	Timeline / Deadline
1. Submit Model Application Linked on NEBCA's Facebook and Instagram and accessible via the website's 'Runway for Hope' tab under 'Model Forms'	September 25th, 2026
2. Application Review & Selection Window Formal applications for the main show are accepted and processed	Early October
3. Role Notification & Selection Delivery Selected Models and Hope Ambassadors notified via email	Mid October
4. Secure Your Spot Complete the Model Onboarding Form and 'Model Agreement' and register your fundraising page	Within 2 Weeks of Notification

Note: Failure to submit the Model Agreement or create your Fundraising page within the two-week window will result in the forfeiture of your spot to waitlisted applicants.



9. Participant Acknowledgement Checklist

Before submitting your application, please carefully review and check each item below to acknowledge your understanding of the commitment:

- ☐ I understand that Runway for Hope is a fundraiser first and foremost, and I am expected to actively participate in fundraising to support NEBCA's mission.
- ☐ I acknowledge that all family members, friends, and supporters must purchase event tickets to attend, and that participation does not include complimentary guest tickets.
- ☐ I understand that ticket prices are determined annually to directly offset venue, food, audio/visual production, and essential survivor programming costs.
- ☐ I recognize that Runway for Hope is not a professional modeling competition or beauty pageant, and that any awards or audience voting are strictly for entertainment.
- ☐ I understand that this is not a custom couture fashion show. Volunteer designers donate their personal time, talent, and resources to support survivors.
- ☐ I understand that my style, color, and comfort preferences will be fully considered during the design phase but cannot be guaranteed.
- ☐ I acknowledge that if I desire complete creative control over my look, I should design my own costume or recruit my own designer.
- ☐ I understand that I will be asked to participate in a recorded conversation about my breast cancer and survivorship experience, and that portions of this recording may be used as part of my introduction during Runway for Hope.
- ☐ I grant permission to be photographed and recorded during rehearsals and event activities for NEBCA's promotional and marketing purposes.
- ☐ I recognize that participation requires a significant time commitment, including onboarding forms, prompt communication, fundraising, rehearsals, and full event-day presence.
- ☐ I understand that clear communication, personal flexibility, and mutual respect are foundational to a successful Runway for Hope experience.
- ☐ I am applying out of a genuine desire to celebrate survivorship, build community, and passionately support the mission of the New England Breast Cancer Alliance.

