



Toolkit

BENEFITTING

serioüsfunSM
children's network
founded by paul newman



Every child deserves the chance to be a kid...

More than 30 years ago, actor and philanthropist Paul Newman envisioned a place where **children facing some of life's toughest medical challenges** could go to simply be kids, or as he put it, **"kick back and raise a little hell."**

Paul instinctively understood then what the science today backs up: that **positive childhood experiences (PCEs)** for kids facing adverse life events, like illness, **are critical**. His dream **sparked a movement**.

Today, SeriousFun Children's Network is a global community of 30 camps and programs helping children with serious illness and their families **unlock joy, find belonging, and build resilience—always free of charge**.





Spaghetti Face-Off is a playful, spaghetti-eating challenge: eat your plate of spaghetti face-first, no forks!

Born out of a **longtime SeriousFun camp tradition**, Spaghetti Face-Off embraces founder Paul Newman's philosophy: a little mischief, a little mess, and a whole lot of fun. **All for a good cause.**

Spaghetti Face-Off is proudly sponsored by **Newman's Own**. At Newman's Own, 100% of profits help kids facing adversity, including SeriousFun campers.

Newman's Own will supply pasta sauce for your event. Please contact Aline Kara (akara@seriousfun.org) to coordinate!





How to Host

Activate your chapter and members!

For example...

- **Host a Spaghetti Face-Off on campus with your local chapter!** This is a fun way to introduce students to your philanthropy, fundraise for SeriousFun, and engage students on campus. Like a dance-a-thon... but with food!
- **Challenge friends and fraternity brothers/sorority sisters to a Spaghetti Face-Off with a donation to SeriousFun Children's Network.** Share a post on social media and tag friends and family to join you!





How to Amplify

Gather photos and videos of your Face-Off and share them!

Post about your Spaghetti Face-Off on your social media channels and challenge your community to join you. Tag SeriousFun's handles below:

- **Instagram:** @seriousfun_camps
- **X:** @SeriousFunCamps
- **Facebook:** @SeriousFunCamps
- **LinkedIn:** SeriousFun Children's Network
- **TikTok:** @seriousfuncamps

Plus, share your photos and videos with the SeriousFun team for a shoutout on SeriousFun's social media channels!





How To Talk About It

Sample Messaging

[This day and/or date], Spaghetti Face-Off is coming to [organization]! Forks down, faces in. It's going to get messy.

Don't miss the fun! Grab your tickets, support SeriousFun Children's Network, and join us for the best meal ever at [link].

@seriousfun_camps @newmansown

#SpaghettiFaceOff #SeriousFun

We had some serious fun with #SpaghjettiFaceOff for @seriousfun_camps!

I challenge [tag, tag, tag, tag, tag] to a Spaghetti Face-Off! Let's give kids with serious illnesses the joy, belonging, and support they deserve.

@seriousfun_camps @newmansown

#SpaghettiFaceOff #SeriousFun

Get ready for messiest and most iconic charitable event yet! We're hosting a Spaghetti Face-Off to support SeriousFun Children's Network. No forks, no problem. Just good vibes, great friends, and a whole lot of pasta. All tickets benefit camp! Go to [link] to grab your tickets.

@seriousfun_camps @newmans_own

#SpaghettiFaceOff #SeriousFun

We had some serious fun with a Spaghetti Face-Off to support children with serious illnesses and their families at @seriousfun_camps. Great laughs, great company, and plenty of pasta. Can we do it again?!

Thanks @newmansown for the awesome sauce! @seriousfun_camps

#SpaghettiFaceOff #SeriousFun

seriousfun

SPAGHETTI FACE-OFF

GRAPHICS

LOGOS

PHOTOS

MEDIA RELEASE

