

Operation  Smile

**SMILE FUND CHAMPION
FUNDRAISING TOOLKIT**



WELCOME!



Thank you for becoming a Smile Fund Champion!

Smile Fund fundraisers are a vital part of Operation Smile's mission to bring new smiles and new lives to children across the globe. Whether you are a part of a team or an individual, we appreciate your passion to help the children of Operation Smile!

We have assembled this toolkit to help you in your efforts to raise funds and awareness. Inside, you will find some great information and hopefully lots of inspiration to begin fundraising.

You will find general information about cleft conditions, and about how Operation Smile is working to provide sustainable ongoing care for these children. We've also included documents and information you can use to help make your fundraiser as successful as possible.

Of course, if there is anything you need, or questions we haven't answered, you can always reach me by email at simlefund@operationsmile.org or by phone at 877-240-7196.

So thank you again for helping to give these children the best gift of all, the gift of a smile!

Best,

The Smile Fund Support Team

Operation Smile Global Headquarters
simlefund@operationsmile.org
877-240-7196

FREQUENTLY ASKED QUESTIONS

GENERAL

What is 'Smile Fund'?

Smile Fund is a platform to raise funds and awareness for Operation Smile. When you create a campaign, you're joining Operation Smile and our mission to bring smiles and renewed hope to children around the world born with cleft lip, cleft palate and other facial deformities. You can participate in any way you'd like: run, walk, hold a bake sale, ask for donations in lieu of gifts for your birthday or wedding, or create your own fundraiser! It's easy to get started and be successful – simply sign up today and we'll be there every step of the way.

How do I set up a fundraising campaign?

It only takes a minute to set up your fundraising page. Once you register, you'll have access to your fundraising dashboard – where you can personalize your page, send emails to friends and family, share your campaign and track your tips. You'll also have access to your very own support representative if you have any questions along the way.

I want to fundraise, but I'm not sure what I can do. Any ideas?

Whether it's taking donations in lieu of gifts for your birthday or wedding, running a 5K, commemorating someone or something special in your life or holding an event there's a ton you can do to raise funds and awareness! Still unsure? [Contact us and we'll brainstorm together – we're here to help.](#)

How will the money be used?

A gift made through your fundraising efforts represents a gift to the entire Operation Smile mission. To help the most children, we use your gift where it can do the most good by pooling it with the gifts of others.

I don't remember my username or password – what do I do?

Hey, we all forget, no worries! It's easy to recover your login-credentials. Simply visit the login page and select the “[forgot password](#)” or “[email me my username](#)” and follow the instructions. If you're still having trouble, you can always [contact us](#).

I would like to invite Operation Smile supporters to my event. Can Operation Smile provide me with a list?

To protect our donors' confidentiality, Operation Smile does not share our donor list.

Can I fundraise for Operation Smile by selling a product?

Yes. Please see Operation Smile's [Corporate Partnership Guidelines](#).

DONATIONS

Do I need to receipt the donors who make donations at the event?

Donations will be receipted by Operation Smile Headquarters. In order to provide a receipt which is required for tax purposes, the event organizer must provide Operation Smile with a completed Donation form (included in this Fundraising Toolkit). The completed Donation form should be forwarded to Operation Smile Headquarters within 14 days after the event:

*Operation Smile
ATTN: Smile Fund
3641 Faculty Blvd
Virginia Beach, VA 23453*

I have sold tickets to the event. Is the ticket price tax deductible for the person who purchased the ticket?

Tickets sold to third-party fundraising events to benefit Operation Smile are not tax deductible.

I'm planning on attending a mission with Operations Smile and would like to raise money for my team fee. Will I be able to provide tax receipts for those who give toward my team fee?

Due to IRS regulations, Operations Smile is not able to provide tax receipts for money raised toward mission team fees.

Can I get a digital version of my donation form?

Yes, you can find an editable PDF of your offline donation form in your Champion Center.

If someone wants to donate money, but not participate in the event, should I collect the money?

It is fine for you to collect any donation prior to the event and forward it to Operation Smile with the remainder of the money you collect.

If I collect checks or cash, who should I send it to?

You should send checks to Operation Smile Headquarters. See address above. Bundle donations together with the completed Donations form found in your Champion Center and send via a traceable method.

Can I keep some of the funds collected for expenses I incur?

Expenses should be paid before submitting donation and should not exceed 25% of total raised. Operation Smile cannot reimburse you for expenses. Total donation amount and total expenses must be reported to Operation Smile.

Can Operation Smile sponsor my event or reimburse me for the cost of holding my event?

No. Operation Smile cannot sponsor, solicit sponsorship or reimburse expenses for your fundraising event.

Can I keep the cash collected and forward a check from my own checking account?

Yes, however names and addresses and the amount they gave in cash must be entered on the donation form in order for them to receive a receipt. Please note any additional amount that you are including as your own donation so you can be receipted as well.

For all other questions, please email smilefund@operationsmile.org.

FUNDRAISING GUIDELINES

GENERAL GUIDELINES:

1. All fundraising events and activities must fit the mission and support the image of Operation Smile.
2. Operation Smile does not endorse any events that include telemarketing, door knocking, violent or dangerous activities, or the sale or promotion of tobacco products or illegal drugs.
3. If another organization, in addition to Operation Smile, will benefit from the fundraising event, we require notification in advance.
4. A gift made through fundraising represents a gift to the entire Operation Smile mission. To help the most children, we use your gift where it can do the most good by pooling it with the gifts of others.
5. To protect our donors' confidentiality, Operation Smile does not share its donor list.
6. Operation Smile cannot guarantee a speaker, representative, or celebrity for your event because of the number of requests we receive.
7. Operation Smile cannot sponsor, solicit sponsorship or reimburse expenses for your fundraising event. Please let us know if you recruit underwriters/sponsors for your event to avoid any conflicts with our own solicitation efforts.
8. Operation Smile will not provide a tax receipt for the donation of goods or services to your event.
9. Operation Smile reserves the right to approve the use of our name and logo on all promotional materials, including items such as flyers, posters, websites, etc.
10. Fundraisers must have promotional materials reviewed and approved by

Operation Smile before they can be used. All of your promotional materials must indicate:

11. Operation Smile is not the event sponsor.
12. Funds are being raised by you/your organization to benefit Operation Smile.

EVENT ORGANIZER'S RESPONSIBILITIES:

1. A **Fundraising Application form** must be submitted a minimum of 45 days prior to your event or activity.
2. The Fundraising Approval Form must be signed and returned to Operation Smile for approval at least 14 days prior to your fundraising event.
3. A new application must be submitted for each new event or activity.
4. The fundraising event or organizer/sponsor/organization agrees to indemnify, refund and hold Operation Smile harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities, damages, recoveries and deficiencies, including interest, penalties and reasonable attorney's fees that shall be incurred or suffered by Operation Smile which arise, result from or relate to the fundraising event or appeal, the organizer/sponsor/organization's performance of its agreement as specified in these guidelines.
5. All expenses associated with the event are the responsibility of the fundraiser of the event. Expenses should not exceed 25 percent of the gross revenue.
6. The event organizer will notify Operation Smile of the portion of donation, event ticket price or amount of proceeds (either the percentage or actual amount) that will be directed to Operation Smile.
7. The event organizer is responsible for obtaining all necessary permits, licenses or insurance.
8. Operation Smile must be notified if there are any significant changes to the event/campaign once it has been approved. If circumstances warrant, Operation Smile may at any time direct you to cancel the event or fundraising activity. You must abide by the decision of the organization and agree to cancel if directed.
9. Review the **Fundraising Donation FAQ**. We have very specific information on how participants in your fundraising activity can receive a tax receipt for their donation to Operation Smile.
10. Within 14 days of your completed fundraising event or activity, please send a final accounting of income and expenses along with your proceeds to Operation Smile. Please include the contact information for individuals and organizations that need receipts for tax purposes. Details can be found in the Fundraising Donation FAQ.

GET SOCIAL



Social media is one of the most effective ways to engage with our audiences from around the world.

PERSONAL BLOG

A blog is the perfect forum to post your stories and pictures that help convey your relationship to Operation Smile. Blogs are also a great way to raise awareness for Operation Smile – your firsthand stories may encourage others to get involved and help more children in need.

You can start blogging directly on your Smile Fund page! To get started, log into your Champion Center and click the “I Want to Edit My Smile Fund Page” box. Once on your editable page, click the “Post a New Topic” link under the “Champion Update” section of your page. Updating your page with new blog content is a great way to keep your donors engaged in your fundraising efforts!

SOCIAL MEDIA CONTENT IDEAS

The following messages can be adjusted for use on any social media channel. Consider including a photo or a video as part of your post to help increase awareness and engage your audiences. For example, incorporate our Vision video into one of your posts (linked here: <http://bit.ly/visionCV>). Other videos can be found on our YouTube page, /CreateSmiles.

Advocacy

- Every child deserves the right to smile. Support @OperationSmile
- It takes as little as \$240 to change a child's life. Support @OperationSmile
- Every 3 mins, a child is born with a facial deformity. Support @OperationSmile
- Today's Challenge: Make someone #smile! How will you brighten someone's day?

Facts

- Thanks to the generosity and spirit of volunteerism shown by our supporters, @operationsmile heals thousands of children per year.
- At @OperationSmile, we believe every child — no matter where they are born — has the right to smile.
- Every child deserves access to safe, quality surgical care. Every child deserves a future filled with hope.
- We are thankful for our volunteers, donors, & supporters, who work tirelessly to save and change children's lives.

Quotes

- "The best way to find yourself is to lose yourself in the service of others." -Mahatma Gandhi
- "We shall never know all the good that a simple #smile can do." -Mother Teresa
- "To the world you may be one person, but to one person you may be the world." -Unknown
- "A warm #smile is the universal language of kindness." -William Arthur Ward
- "If you see a friend without a smile; give him one of yours." -Proverb
- "You make a living by what you get. You make a life by what you give." -Winston Churchill
- "A warm #smile is the universal language of kindness." -William Arthur Ward
- "Too often we underestimate the power of a touch, a smile, a kind word... which have the potential to turn a life around." -Leo Buscaglia
- "Reason leads to conclusion. Emotion leads to action." A favorite quote from Co-Founder Dr. Magee!

OPERATION SMILE SOCIAL NETWORKS

Facebook - /operationsmile
Instagram - @operationsmile
Twitter - @operationsmile
YouTube - /CreateSmiles

PATIENT STORIES

ANGELINE



Two-year-old Angeline Sanipa gently wakes from anesthesia and opens her eyes to a small handful of family and medical volunteers circled around her bed.

As she gains focus and begins to see familiar faces, she attempts to raise her arm and wave. But realizing that she's still a bit too weak from her cleft lip surgery, she instead curls her tiny fingers toward her palm, extending her thumb upward, all in an effort to give us comfort. Those of us surrounding her bed enthusiastically return her gesture of success.

Tessie Sanipa rests her forehead to her daughter's, relieved that she is out of surgery and doing well. Tessie never imagined this day for her daughter. When Angeline was just two months old, Tessie found her crying, screaming, covered in ants and left without any clothes or blanket in an empty pig pen. "I was so scared, this tiny baby thrown away. She was left to die," said Tessie, who has three other children ranging in age from 14 to 22. "I picked her up and took her to the hospital. She drank five bottles immediately. Since then, she's my daughter. I adopted her."

Jovelito, Tessie's husband, said he was away for work when he came home to see the new addition to his family. "Tessie, her heart is so big. I'm very happy, very happy for my daughter, very happy for surgery," he said, pausing to keep back tears.

Tessie and Jovelito hope to bring Angeline back to the next Operation Smile medical mission in Cebu for surgery on her cleft palate. She and Jovelito said it was fate that Angeline came into their family before it was too late, and that Operation Smile operated on their daughter.

"I'm not her blood father, but I love her like my blood," Jovelito said. "This is our baby. She's a survivor."

<http://www.operationsmile.org/patient-stories/angelines-story>

OSCAR

"The first day I saw my baby I was scared. And then I was ashamed," said Marcela Silva Franco, looking at the ground and scuffing her sandal in the sun-baked earth. She wasn't ashamed of her newborn, she said, she was ashamed of herself.

Delivered by his uncle, Oscar came into this world a quiet little boy who barely made a whimper. "They gave him to me and I noticed his lip first. Then I noticed the inside of his mouth. It was open to his nose. But what I noticed most was that he was so still."



Oscar is now 9 years old. It's difficult to reconcile the image of the newborn with the young boy he is now. Eating great spoonfuls of rice while trying to explain what he wants to be when he grows up, Oscar is your average little boy - scuffed knees, naughty grin and playful energy.

Although traumatized by her reaction to Oscar's appearance at birth, Marcela says she feels privileged that her brother was the doctor at her side and could immediately explain explain to her son's cleft lip and cleft palate would mean for his future. Her brother explained there is a solution and both Oscar's cleft lip and cleft palate could be corrected, and she needn't sell her land to pay for the care he needed. Marcela said her brother explained to her there is an organization, Operation Smile, and they would help.

Over the next decade, mother and son travelled from Chinandega to Betania to Managua to attend a total of six Operation Smile medical missions in Nicaragua. It has been a long road from Oscar's first surgery at just six months of age in 2004, to his last examination, both here in Chinandega.

But Marcela says it has not been too difficult. "Every time we come, we see people we know. They smile at Oscar and play with him and are kind. I know that they care about him and want him to live a good life. There are many people in life that don't get the opportunity we have been given. We are so grateful for that. We are so grateful for Operation Smile's efforts."

How has Oscar's life changed over the years? "Oscar was afraid to go to school, but now he loves to study. The children used to tease him. They laughed and called him ugly names. But now he looks like everyone else in his class. He looks better," Marcela said.

And what does Oscar want to be when he grows up? "A carpenter", he says, "like my dad. My dad is very good." Marcela laughs at her son's response. "His dad is gifted," she admits. "He makes beautiful things. Oscar wants to make beautiful things, too. It is the way we can give back."

Oscar continues to see Operation Smile dental professionals in Managua for orthodontic care and follow up.

<http://www.operationsmile.org/patient-stories/oscars-story>

CHISOMO



Christina anxiously waited, cradling her son Chisomo outside the Chinsapo Secondary School, in Lilongwe, Malawi. Christina and her husband, Viktor, hope this could be their son's second chance at a new life.

About a year ago, when Chisomo was only 2 weeks old, Christina and Viktor brought their son to Kamuzu Central Hospital, hoping Operation Smile could help their tiny infant during that surgical mission. But Chisomo was visibly malnourished – his cleft lip and cleft palate made feeding him difficult, and he was not getting the nutrients necessary for healthy babies. Doctors had no choice but to turn Chisomo away from surgery that day. He was too young and too malnourished to receive safe surgery.

Instead of sending the family home defeated, the volunteer medical team left Christina and Viktor with renewed hope. Speech pathologists and nurses helped educate the new parents on nutrition to ensure their son would be healthy enough for surgery at the next Operation Smile surgical mission less than a year away. A local teacher, Tracy Elliott, helped monitor Chisomo's progress through the next year until Operation Smile returned. Viktor and Christina grew more and more hopeful as they saw their son gain healthy weight. They continued to work with Tracy until Operation Smile returned.

Here again at their second attempt to get their son the help he needs, Viktor and Christina stood among a crowd of other families at the Kamuzu Central Hospital. The sun beamed off the faces of hundreds of children and their families as they huddled together to hear whose name would be called for surgery. As with every parent there, Viktor and Christina eagerly waited for a medical volunteer to call out their son's name.

Moments later, they heard Chisomo's name and the two rejoiced. This is the moment they have been waiting for since the day Chisomo was born. He was scheduled for surgery the very next day and was on his way to the start of a new life.

Through a translator, Viktor and Christina said they were forever grateful to Operation Smile not only for the life-changing surgery, but foremost for the continued help to nourish Chisomo when he was just 2 weeks old.

<http://www.operationsmile.org/patient-stories/chisomo's-story>

SMILE FUND CHECK DONATION FORM

Every child should be able to smile. With your help, we can reach all the kids who need us. Your gift can help heal them, offering a future filled with light and laughter.

Please print this form and complete the information, then mail with your donation to:

Operation Smile
3641 Faculty Blvd.
Virginia Beach, VA 23453

Date _____

I Want to Give New Smiles to Waiting Children!

Name of Smile Fund you wish to donate to: _____

☐ I have enclosed my check in US dollars made payable to Operation Smile

Total number of enclosed checks: _____

Total dollar amount of all enclosed checks: \$ _____

Your Information

Full Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (Home) _____ (Office) _____ (Cell) _____

E-Mail: _____

A Tribute of Smiles

Honor a friend or member of your family with a donation in their name to Operation Smile. We will send a tribute letter to inform your designated recipient of your generosity and forward a receipt to you for your donation.

This gift is given:

☐ In honor of (recipient's name) _____

☐ In memory of (recipient's name) _____

Please send tribute letter to:

Full Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Give Extra Smiles with Matching Gifts

☐ My employer has a matching gift program. Employer: _____

Please enclose your matching gift form and employer contact information.

We strive for accurate, respectful and relevant communications with our donors. We occasionally exchange mailing addresses with select non-profit groups. We will not sell, rent or share your email address or telephone number. If you would like to correct or update your personal information, modify your mailing preferences, or if you do not wish to participate in mailing address exchange activities, please call 1-888-OPSMILE (1-888-677-6453) or email drelations@operationsmile.org. A gift made through this appeal represents a gift to the entire Operation Smile mission. To help the most children, we use your gift where it can do the most good by pooling it with the gifts of others.

Operation Smile is a 501(c)(3) organization. Contributions are tax deductible in accordance with IRS rules and regulations.

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