WHAT IS SMILE TRAIN?

Smile Train is an international children’s charity with a sustainable approach to a single, solvable problem: cleft lip and palate. Millions of children in developing countries with untreated clefts live in isolation, but more importantly, have difficulty eating, breathing and speaking. Cleft repair surgery is simple, and the transformation is immediate. Our sustainable model provides training, funding and resources to empower local doctors in 85+ developing countries to provide 100%-free cleft repair surgery and comprehensive cleft care in their own communities.

Smile Train aims to work in the poorest places, with the largest populations. Nearly half of the countries where Smile Train currently works have a population of 50% or more living on less than $2 per day.

Cleft repair surgery can be provided for as little as $250.

Smile Train is committed to providing comprehensive care to fully treat children with clefts so that they are able to lead full and productive lives. Comprehensive cleft care includes related treatment such as follow-up surgeries, speech therapy and orthodontic assistance.

Clefts are one of the most common birth defects in the developing world. Worldwide, clefts are estimated in 1 out of every 700 new births.

Clefts can involve the lip and/or the roof of the mouth.

Research is on-going, but experts believe clefts have multiple causes. Some experts note inadequate vitamin B, folic acid or a reduced ability to process folic acid, drug and alcohol use, or exposure to harmful chemicals can lead to the development of clefts. Clefts are also often genetic/hereditary.
Smile Train has worked in 85+ countries around the world.

*Smile Train has provided support for cleft organizations in the U.S. and U.K. Map as of June 2015*
THERE ARE LOTS OF WAYS TO GET INVOLVED

Young Leadership Circle
Attend social and educational events

Memorials
Support Smile Train in memory of a loved one

School
Join our Students for Smile Train program

Business of Smiles
From Fortune 500 companies to Mom and Pop shops, any business can fundraise for smiles

Special Occasion
Celebrate anniversaries, baby showers and retirement by supporting Smile Train

Weddings
Share your special day with Smile Train

Faith
Support Smile Train with your religious community

Get Creative
Anything can be a fundraiser

Journey of Smiles
Visit partner hospitals and patients in the field

Birthday
Celebrate your birthday with Smile Train
ANYTHING CAN BE A FUNDRAISER

When deciding what fundraiser to hold—think about doing something that both interests you and uses your skill-set. In the past, we have had supporters do everything from bake sales, to marathons, barbeques, talent shows, and even ascensions of Mt. Kilimanjaro!

Cleftopedia

Pennsylvania - How one mother’s experience inspired her to create a nationwide cleft support group while fundraising to help those children less fortunate than her son.

Fredericksburg Dining For Smiles

Fredricksburg, Virginia - Cullen was born with a cleft lip and palate. His difficult journey has inspired his mother Myandi to give back and support families who are less fortunate than her own.

Dancing For Joy

Chuluota, Florida - Nina Kumar focused her knowledge of Indian dance skills and culture to get her community fit and raise money for children in need of a cleft repair.

Lucinda Faith Pledges Smiles for 42 Kids

Illinois - Holly Orcutt’s daughter Lucinda was born with a cleft lip and palate in 2007. The experience led the Orcutt family to sympathize with Smile Train patients of lesser means.
CREATING A FUNDRAISING PAGE

Personalize the page by including your story and photos

Create a customized link that can be shared with your supporters on social media

Supporters can donate right on your page with a credit card or personal bank account

Easily track all donations made to your page as well as the grand total

You will receive an email notification every time a donation is made. Supporters will automatically receive a thank you letter and tax receipt from Smile Train.

You can easily send out emails to friends and family about your fundraising page and update them on your progress.
MATERIALS AND RESOURCES

In order to ensure that your Smile Train fundraiser is a success, we offer complimentary materials that can be used at your event.

**Donation Box**
A convenient way to collect donations at your event.

**Wristbands**
Help raise awareness of your fundraiser, and unite all of your supporters.

**Posters**
Great for announcing your event and for inviting others to participate.

**Brochures**
These small brochures help educate your supporters about our cause. They also have an attached donation envelope and credit card form for easy fundraising.

**Smile Pinki DVD**
Watch our Academy Award® winning documentary of a little girl who waited six long years for a simple surgery that would change her life.

All available materials can be ordered here

**Additional downloadable materials:**
- Printable Flier
- Printable Poster
- Sponsorship Form

Visit our Media and Communications center to access Smile Train logos, high resolution photos and more. [smiletrain.org/media](http://smiletrain.org/media)
ONE-ON-ONE STAFF ASSISTANCE

Don’t hesitate to reach out to our Community Fundraising team at community@smiletrain.org or 212.689.9199. We are happy to answer any questions, provide advice and brainstorm new ideas with you!

Donation Information

There are several ways that donations can be made to Smile Train:

General donations can be made online [here](#).

You can create a [fundraising page](#) and share your personalized URL. By clicking the ‘Donate Now’ button on this page, supporters can give directly to your fund.

Donations can be mailed to:

Smile Train  
Attn: Community Fundraising  
41 Madison Ave, 28th Floor  
New York, NY 10010

A downloadable donation form can be found [here](#).

Donations can be made over the phone at 800.932.8541.

*Please ask supporters to include the name of the fundraiser on any donation that is made by mail or phone.
SUPPORT SMILE TRAIN ON SOCIAL MEDIA

Make sure to check our social media sites throughout the year for ways to help with special Smile Train campaigns! Whether it’s a contest, a chance for you to upload your own smiles or simply the opportunity for you to tag a certain phrase, your help ‘spreading the word’ is especially important during these times.

LIKE SMILE TRAIN ON FACEBOOK! facebook.com/SmileTrain

Whenever you mention Smile Train on Facebook, make sure to tag Smile Train in the post. You can do this by typing the ‘@’ symbol before you type the words ‘Smile Train’. This way- in addition to everyone in your network seeing the post- Smile Train’s fans will also see what you have to say.

We want to see YOUR smile too! Make sure to post photos of your fundraising events and tag Smile Train. Do you identify with one of the stories, pictures or posts on Smile Train’s page? Share it! This can be done by clicking the ‘Share’ button on the bottom of each item. The more ‘Shares’ a story gets, the more people are able to see it.

Need Inspiration? Feel free to copy and edit the post below:

“I support @SmileTrain! Smile Train is the world’s leading cleft charity with 1,100+ programs in 80+ of the world’s poorest countries. Join me in changing the world one smile at a time! smiletrain.org”

FOLLOW SMILE TRAIN ON TWITTER! twitter.com/SmileTrain

Do you like any of the stories or photos that Smile Train has tweeted? Retweet or Favorite the story to make sure that all of your followers are able to see the story too.

Are you holding a Smile Train fundraiser? Tweet the details and tag Smile Train. Do you have a photo or story to share? Tag Smile Train. Make sure to add the hashtag #smiletrain or @SmileTrain whenever you mention us in a post!

Need help tweeting? Feel free to copy or edit the following:

“Support @SmileTrain: Changing the World One Smile at a Time! Visit smiletrain.org”
Smile Train Key Messaging

Below are some important facts about Smile Train’s programs which will help guide you in discussions about our work.

Millions of children in developing countries suffer with unrepaired clefts, but the surgery is simple and the transformation is immediate. Smile Train provides the training and funds doctors in developing countries to perform free cleft surgery in their own communities.

Children with unrepaired clefts not only live in shame and isolation, but more importantly, face physical difficulties with eating, breathing and speaking.

We use the “teach a man to fish” model focusing on training local doctors to perform cleft repairs in their communities. Those doctors then go on to train other doctors creating a long-term, sustainable system.

As a result of our efficiency, Smile Train has surpassed its 1 millionth smile, but there are still millions of children with unrepaired clefts in need to help.
WE WANT TO SHARE YOUR STORY!

Let us know about your fundraising efforts by emailing: community@smiletrain.org

We can share your story on our Community site, post your photos to Pinterest or feature you on our other social media sites. We may even share your story in a Smile Train email!

The more you promote your fundraiser, the more awareness you can raise for children living with unrepaired clefts.

Supporter Andi Kezh donated her birthday to Smile Train:

My Birthday!

I was born with a cleft lip and palate 14 years ago, and I have had 10 surgeries so far. I am so lucky to live in a country where this is possible. I have wonderful surgeons and an entire craniofacial team at Children’s Hospital of Atlanta. When I was 4 years old, I discovered that this is not the case around the world. In fact, many children are not able to get life-changing surgeries. I decided to do something, and I began raising money for Smile Train so that kids around the world kids I will never meet can get surgery.

Children born with cleft lips cannot eat or speak properly, and they are often forced to attend school or hold a job and live a very difficult life of shaming and isolation. Some children are abandoned—which is one of the ways they look. Their clefts usually go untreated because they are too poor to afford the simple repair surgery that takes as little as 45 minutes and costs as little as $250 dollars.

This year I am dedicating my birthday to Smile Train to help give smiles to children in need. Smile Train is an international children’s charity that provides free surgery to poor children suffering from cleft lip and palate conditions. Can you help me raise money so that kids like me can get a second chance at life?

Thank you for celebrating my birthday with Smile Train—together we can change the world one smile at a time!

Thank you!

Andi

Help me celebrate my birthday!

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Contact Us

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41 Madison Ave, 28th Floor
New York, NY, 10010
212.689.9199
community@smiletrain.org

Be sure to visit our community fundraising site at:

smiletrain.org/community