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 unrepaired clefts live in shame, but more importantly, have difficulty eating, breathing and speaking. Cleft repair surgery is simple, and the transformation is immediate. Our sustainable model provides training and funding to empower local doctors in 85+ developing countries to provide 100%-free cleft repair surgery in their 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

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 cleft repair.

St. Louis Families for Smile Train Hold Annual Trivia Fundraising Event
St. Louis, MO - Families with a personal connection to cleft lip and palate held a community-wide fundraiser for Smile Train.

Beauty and the Beads: Creating Jewelry and Smiles
New York, NY - Through their growing jewelry business, Beauty and the Beads, Samantha Mardelin and her family are helping children born with cleft in the developing world.

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.

Sylvan Avenue Elementary School Fundraiser
ORGANIZE A FUNDRAISER

**Smile Pinki Fundraiser**
Hold a viewing of the *Academy Award® Winning Documentary Smile Pinki*. This 45-minute film follows Pinki Sonkar and her family as they travel from their small village in India to a Smile Train partner hospital to receive her life-changing cleft surgery.

**Competing for Smiles**
Any sporting event is a great opportunity to raise funds and awareness about Smile Train. Meet with your coach at the beginning of the season and pick one game to dedicate to Smile Train. Use Smile Train posters and e-mails to publicize the game ahead of time.

**Miles for Smiles**
Organize a Miles for Smiles Race at your school track. Use our *Sponsorship Forms* and ask your friends and family to support each lap. This is a great way to involve your entire community in your fundraising event!

**Smile Train and BioDigital Inc. Partnership**
As a class, watch a short video about Smile Train's Virtual Surgery Simulator. This is the first free, open-access, interactive surgical teaching tool designed to provide users with essential information and training on cleft anatomy and cleft surgical repair techniques. Have a group discussion about the physical and emotional effects of living with an unrepaired cleft in the developing world. In addition to the video, Smile Train will provide you with discussion prompts about the program.

**Cents for Smiles**
Your change can change a child's life forever! Challenge your students to bring in their spare change and to ask their family and friends to donate any change they have. Whether there is a class goal of $250 or the aim is to simply collect as much change as possible, this is a fundraiser that everyone can participate in!

**Service for Smiles**
Everyone loves service with a smile. And for a smile! Get a group of friends together and provide a service for donations. Whether you shovel snow, rake leaves, pick weeds, move boxes, mow lawns or run errands, you can help your community and cleft children at the same time.

**Sweets for Smiles**
Either bake together as a class or challenge your students to find a way to incorporate smiles into their favorite (healthy!) baked good. Students can vote on their favorite recipes/smiles. Ask students to share what their smile means to them. How would their lives be different if they were not able to smile?
START A STUDENTS FOR SMILE TRAIN CLUB

1. Gather together a group of friends who support Smile Train's work. See if your new club can be promoted in the morning announcements, in your student paper or by your teachers in class. Spread the word to as many students as possible. You never know who may be interested in participating!

2. Choose a teacher or faculty member who is willing to serve as your club advisor. Your advisor should support your club and make sure that you comply with any club regulations at your school.

3. Register your club here. Once your club is registered, you can create a personalized URL and will be able to customize your page with photos and updates. Your club’s fundraising goal will be displayed there, and your supporters can donate to this page directly.

4. Hold an informational meeting. The Our Model video is a great tool to share at this meeting. Page 7 of this guide includes important facts about Smile Train’s programs that should answer any questions other students have. Visit smiletrain.org to learn more.

Agenda for initial meeting:

What are your goals for the year? Consider goals in two different areas: fundraising and creating awareness of Smile Train’s cause.

What type of events do you want to hold? See our School Fundraising Ideas section at the end of this guide for some fun tips!

How are you going to engage and involve the student body and your community?

Who is going to have a leadership position in the club? What will the different positions be? How often and where will your club meet? Suggested leadership positions are President, Vice President, Treasurer, Event Manager and Social Media Coordinator.

Create a timeline for the school year and make sure to allocate enough time to plan each event. Brainstorm exciting and fun ways to publicize your events.
CREATING A FUNDRAISING PAGE

Check out our School Fundraising site to create an online fundraising page—it’s the perfect way to get started!

**Star Wars Week Fundraiser for Smile Train!**

I have decided to Fundraise for Smile Train to help provide surgery for children around the world affected by cleft lip and palate.

Join me for our charity event, **STAR WARS DAY**!

**WHERE:**
Surprise Dental & Denture 11033 W. Grand Ave. #302.
Surprise, AZ 85374

**WHEN:**
October 24th 2014 from 4:00pm to 7:00pm

**WHAT:**
STAR WARS THEMED CHARITY EVENT

There will be:
FOOD, GAMES, TRICK OR TREAT, AND A PHOTO BOOTH.

Also, expect an appearance from the 501st. They are a STAR WARS costuming organization that dress as ‘JAR JAR RIFFERS’ for charity! We are honored to have them.

**MORE AWESOME NEWS:**
Children born with cleft can not eat or speak properly. They aren’t allowed to attend school or hold a job and face very difficult lives of shame and isolation, pain and heartache. Some children are even abandoned—just because of the way 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.

But with your help, we can save these children and give them the life changing surgery they both need and deserve.

Thank you for joining me in Fundraising for Smile Train—together we can change the world one smile at a time.

**FUNDRAISING PAGE**

Help me Fundraise for Smile Train!

- 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
To give students an even more in-depth look at our programs and an understanding of why Smile Train is unique, we have developed lesson plans for elementary, middle and high school students.

In addition to being a great way to introduce Smile Train to students, these lesson plans highlight important themes such as social justice and giving back.

Each lesson plan focuses on a country in which Smile Train has programs.

India

China

Ethiopia

Mexico

Philippines
**ONE-ON-ONE STAFF ASSISTANCE**

Don’t hesitate to reach out to our Student Fundraising team at students@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: School 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.*
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.

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”

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 cleft lip and palate, but the surgery is simple and the transformation is immediate. Smile Train provides the training and funds to doctors in developing countries to perform free cleft surgery in their own communities. Our sustainable approach means donations have an immediate and long-term impact in these 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: students@smiletrain.org

We can share your story on our Students for Smile Train 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:

Social media is a great way for student supporters to promote fundraisers:
Together, we can change the world one smile at a time!