TABLE OF CONTENTS

Welcome from the Student Programs Team
Philanthropic Pillars of Student Programs
Get Involved
Host a Fundraiser
Schools & Clubs
Organize a Service Project
Create Awareness
Parents & Educators
Student Programs Patient Stories
Frequently Asked Questions about Cleft
OneSmile Donation Page
Donation Log
Donation Submission Form
Fundraising Guidelines
Thank you for becoming a student fundraiser!

Student 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 club, a community group 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 support Operation Smile by healing smiles. Inside you will find some great information about education, leadership, service and awareness which will hopefully answer many of the questions you have.

You will find general information about cleft condition, 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 us by email at student.programs@operationsmile.org or by phone at 757-321-7645.

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

Best,

Student Programs Team

Student.Programs@operationsmile.org
757-321-7645
PHILANTHROPIC PILLARS OF STUDENT PROGRAMS

1. EDUCATION

Operation Smile Student Programs instills the value and power of learning and provides youth with real-life opportunities to use that knowledge to make a positive difference in themselves and the lives of others. Operation Smile offers education driven conferences, workshops and fostering ongoing opportunities for students to connect to global networks of likeminded peers. Through education, students are exposed to authentic experiences, diverse cultures and practical facts about facial deformities and global healthcare.

2. LEADERSHIP

Operation Smile Student Programs empowers youth to be an active voice that advocates for children around the world and guides individuals to be champions and leaders within their own community. We encourage and cultivate leadership through innovative and inspiring programs and provide the tools and experiences that can help youth realize and share with others their impact in helping transform children’s lives.

3. SERVICE

Operation Smile Student Programs helps youth understand the value of service, both locally and globally, and the importance of being an active participant in supporting and alleviating suffering for those living in vulnerable and impoverished conditions around the world. We provide platforms for students to take personal ownership of a cause and encourage and promote opportunities to volunteer, raise funds, and educate others about the power of uniting as advocates.

4. AWARENESS

Operation Smile Student Programs helps provide youth with greater insight and a more rounded global perspective especially as it relates to the economic, social, and healthcare implications of children and families living with facial deformities. We empower students to engage their leadership skills and use their voice to educate others so they too can recognize the importance of advocating for those in need.
GET INVOLVED

Operation Smile Student Programs seeks to inspire students to get involved in their local and global community. Through our events, activities, student clubs and programs, we offer elementary school, middle school, high school and university students, as well as parents and educators, the opportunity to give back to people in need and to learn about themselves and the world. There are many ways to get involved, and we are always looking for new and creative ways to reach out to more students. Here is how you can get involved today!

Create awareness
1. Follow Operation Smile Student Programs on social media, and share our cause and campaigns with your friends!

Educate
1. Use our educational material to take Operation Smile into the classroom!
2. Host an event to talk about Operation Smile and teach others about cleft lip and cleft palate.

Serve
1. Complete a service project to benefit Operation Smile.
2. Organize a collection drive.
3. Apply for our programs:
   a. College Students: U-Voice Training
   b. High School Students: Mission Training Workshop
   c. Adult Student Sponsor: Mission Training Workshop

Lead
1. Attend an International Student Leadership Conference as a student or an adult chaperone.
2. Start a school or community club.
3. Expand your event to include others within your community.
4. Become a Student Programs Student Leader! Join our high school Executive Leadership Council or the College Council.

Encourage your friends to do the same!

To learn more about how you can get involved with Student Programs click here:
www.operationsmile.org/students
HOST A FUNDRAISER

Operation Smile, being a non-profit organization, depends solely on donations. Student fundraising generates a significant amount of money to Operation Smile each year. Fundraisers can range from a small bake sale that raises $40 to an auction or fashion show that raises hundreds to thousands of dollars. On average a surgery costs $240, so even the smallest fundraisers add up. If you're a part of an Operation Smile Student Programs Club, combine a variety of fundraisers (some small and some big, some simple and some complex) to make your club successful.

A few basic tenets:

1. Inform, solicit, acknowledge.

2. Set tangible goals. We recommend using $240 as a benchmark, as this provides the opportunity for one surgery, one smile, one life changed.

3. Keep it simple. Work with already established clubs or committees within your school or your community. If you want to start an Operation Smile Student Club, learn more here.

4. Make your campaign more appealing by working with something popular.

5. Plan activities well in advance.

6. Approach corporations and try to establish sponsorship deals where a corporation will match the amount raised by students, or cover some of your expenses.

7. Make sure to advertise your event well in advance. Posters and pamphlets are helpful with this; also, radio stations are required by law to provide free public service announcements, which can prove helpful as well.

Contact a member of the Student Programs Staff for materials if needed. (link to contact us page)

SET FINANCIAL FUNDRAISING GOALS

1. Establish a financial fundraising goal: Once club members decide to share a common goal and combine their collective energies, they can change the world. Think in terms of sponsoring surgeries! $240.00 pays for one child's surgery. Each fundraiser should strive to cover the cost
of at least one surgery. You are changing a child’s life forever, and the ripple effect of your generosity is amazing: you touch a family, a community.

2. **Low investment – high return:** Consider the time and money that may be invested in your fundraiser before you begin planning it and before you set a goal for it. If you are attempting to raise enough to sponsor a surgery but have decided upon a fundraiser that may require an initial supplement, set the goals high enough to cover all costs. If you are conducting a supply drive, please contact Student Programs to obtain a complete list of currently needed supplies. Do not underestimate the generosity of students alike. They will donate money if they are moved by Operation Smile’s mission. Your club’s communication needs to convince everyone how much Operation Smile’s kids need their help.

AFTER YOU’VE ESTABLISHED YOUR FINANCIAL FUNDRAISING GOAL

1. **Develop a strategy and decide HOW you will raise funding:** The scope of your fundraiser should reflect the amount of money you intend to raise. For instance, if you set your goal at $200, a bake sale might suffice. However, if your goal is more ambitious (e.g. $5000), you might consider organizing a school dance or similar, larger event.

2. **Set up committees to handle the different elements of fundraising:**

   a) **Budget Committee:** Consider costs incurred to set up fundraiser (advertising materials, supplies, rented space, etc.), prize/incentive expenditures, price tag for resellable items (e.g. sell 100 Blow Pops at $1 a pop, to raise $100), incidentals...

   b) **Marketing Committee:** Considers range of target audience (who this fundraiser appeals to), how best to draw that audience in (slide presentation, guest speaker), what materials will be needed (flyers, banners, posters, buttons, t-shirts, etc.), local media coverage.

   c) **Logistics Committee:** Considers the plan of attack of the fundraiser! When to hold it, where, duration, how many volunteers to support it.

POST-FUNDRAISING EVALUATION

1. **Consider the successes of the fundraiser:** Did you reach your goal, was the goal too high/too low, how did your participants respond, how could you have drawn a greater response (more participation, interest in Operation Smile outside money donations, etc.), what other fundraisers could have accomplished your goals?

2. **Consider the operation of the fundraiser:** Were the separate committees helpful or hindering, did you exceed your budget, would the fundraiser have been more/less successful if held at a different time, at a different location, for shorter/longer period?
3. **Consider the personal investment in the fundraiser:** Are you pleased with the outcome, did you enjoy the planning and follow-through, do you feel Operation Smile appreciates your efforts; would you do the same/another fundraiser for Operation Smile again?
SCHOOLS & CLUBS

More than 900 Operation Smile Student Clubs and associations around the globe build awareness, raise funds, and empower youth to create positive change through our four pillars of philanthropy: Leadership, Education, Service, and Awareness. Elementary, middle, high school, and university students are actively involved in clubs and associations around the world. Register your club today to stay connected.

How do student clubs get started?
With students like you! Students in over 38 countries have started Operation Smile Student Clubs in their schools and communities. Get started (this should link to the "give us your email")
ORGANIZE A SERVICE PROJECT

More information can be found about these projects on the main website (including some photo ideas): http://www.operationsmile.org/content/community-fundraising-and-service-projects

Coordinate with friends and family to sew or prepare specific supplies that we need for our medical missions.

SMILE DOLLS

Our Child Life Therapy areas are a unique feature of Operation Smile medical missions. Smile Dolls are used by Child Life therapists to help alleviate fear of the unknown while communicating about upcoming medical procedures. Students who make Smile Dolls are directly helping our medical volunteers assist children waiting for surgery around the world.

Smile Dolls of all shades of skin-toned fabric are needed. Our international medical missions take place all over the world – from South America, Europe, to the Middle and Far East. Fabric in white, muslin, tan and light brown can be used. Do not use dark brown or black fabric.

SMILE BAGS

After receiving surgery, each child receives a Smile Bag, the perfect gift to cheer up a healing child. Smile Bags are filled with small personal care items as well as toys, stickers and a mirror to see their new smile. We need students to collect personal care items and sew cloth Smile Bags.

QUILTS, BLANKETS AND AFGHANS

Students can help craft blankets, sew quilts or knit/crochet afghans. This project is a wonderful way to provide warmth and comfort for our patients worldwide.

All quilts, blankets and afghans need to be appropriately sized for a child: 45" x 45" or 54" x 54". Quilts should be made from lightweight cotton and must include light batting. Blankets can be made from lightweight fleece. Light to medium weight cotton or acrylic yarn is preferred for afghans.

NO-NO ARM BANDS

Students can help create comfortable splints to prevent children from bending their arms and touching their face. These simple arm bands help keep the surgical incision clean and promote healing of a child’s new smile. No-No Arm Bands use tongue depressors to create the splint. Donations of boxes of tongue depressors are needed and can be sent along with the arm bands.
CREATE AWARENESS

At Operation Smile Student Programs, we know that students are the future of the world. We want to empower you to better understand the deformity of cleft lip and cleft palate, and to provide opportunities for you to share that knowledge with your friends, family and community. By creating awareness about these deformities, we can work together to make sure that there is continuing support available to children who are born with a cleft lip or cleft palate. As a student, there are many ways to share this information with those around you.

SOCIAL MEDIA TIPS FOR STUDENTS
Social media sites, such as Facebook, Twitter, Instagram and Snapchat are great tools for sharing Operation Smile’s cause. Students can use social media to promote Operation Smile during fundraising events, student club meetings, at the International Student Leadership Conference (ISLC), or while volunteering on medical missions. Students are encouraged to follow and tag the Operation Smile accounts and Operation Smile Student Programs accounts in their posts to spread awareness about children born with cleft lip and cleft palate.

SOCIAL MEDIA CONTENT IDEAS
The following messaging can be adjusted for use on any social media channel.

ADVOCACY
- Every child deserves the right to smile. Join @OSStudPro & support @OperationSmile. Visit www.operationsmile.org
- It takes as little as $240 to change a life forever. Support @OSStudPro and #HealSmiles w/ @OperationSmile. Visit www.operationsmile.org
- Every 3 mins, a child is born with a facial deformity. Join the movement & support @OSStudPro to #HealSmiles w/ @OperationSmile.
- @OperationSmile brings hope and transformational change to children, families & communities. You can get involved by joining @OSStudPro!
- It makes me smile knowing I’ve had an impact on a child’s life forever. Join @OSStudPro & support @OperationSmile by #HealingSmiles.
- I believe every child has the right to smile, just like you and me! Join @OSStudPro and me to help #HealSmiles w/ @OperationSmile.
- It takes as few as 45 minutes to give a child a new smile. Take less than 1 minute to follow @OSStudPro & help @OperationSmile #HealSmiles!
- There’s nothing like seeing a child #smile. Join @OSStudPro and help #HealSmiles worldwide with @OperationSmile!

FACTS
- Thanks to the generosity & spirit of volunteerism shown by students & supporters, @OperationSmile heals thousands of children per year.
- At @OperationSmile & @OSStudPro, we believe every child — no matter where they are born — has the right to smile.
- It takes as little as 45 minutes to give a child a new #smile w/ @OperationSmile — about the same length of time as some of our classes!
- Students make a difference in the lives of children across the world through @OperationSmile. Learn more: youtu.be/PP6Z2Gr0EDs
• Every child deserves access to safe, quality surgical care. Every child deserves a future filled with hope.
• At @OperationSmile & @OSStudPro, we dream of a world where no child suffers from access to safe surgery.
• How can YOU get involved and change the lives of children forever? Find out here: bit.ly/1GiYM10

QUOTES
• “The best way to find yourself is to lose yourself in the service of others.” - Mahatma Gandhi #OperationSmile
• “We shall never know all the good that a simple #smile can do.” - Mother Teresa #OperationSmile
• “To the world you may be one person, but to one person you may be the world.” – Unknown #OperationSmile
• “A warm #smile is the universal language of kindness.” - William Arthur Ward #OperationSmile
• “No act of kindness, no matter how small, is ever wasted.” - Aesop #OperationSmile
• “If you see a friend without a smile; give him one of yours.” – Proverb #OperationSmile
• “You make a living by what you get. You make a life by what you give.” - Winston Churchill #OperationSmile
• “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 #OperationSmile
• “Reason leads to conclusion. Emotion leads to action.” - #OperationSmile Co-Founder Dr. Magee
• “What sunshine is to flowers, smiles are to humanity.” – Joseph Addison #OperationSmile
• “Love by definition is self-sacrifice. Love is a decision to make someone else’s problem your own.” - #OperationSmile Co-Founder Dr. Bill Magee

OPERATION SMILE GLOBAL HEADQUARTERS SOCIAL NETWORKS
• Facebook: https://www.facebook.com/operationsmile
• Twitter: https://twitter.com/operationsmile
• Instagram: http://instagram.com/operationsmile
• YouTube: http://www.youtube.com/user/CreateSmiles
• LinkedIn: https://www.linkedin.com/company/operation-smile
• Pinterest: http://pinterest.com/operationsmile/

OPERATION SMILE STUDENT PROGRAMS SOCIAL NETWORKS
• Instagram: http://instagram.com/osstudpro
• Snapchat: @opsmilestudpro
• Twitter: http://twitter.com/osstudpro
PARENTS & EDUCATORS

To learn more about how you can get involved with Student Programs as a parent and educator click here: www.operationsmile.org/students.
PATIENT STORIES

JINDEN FROM THE PHILIPPINES

Eden Rose and Eugene’s excitement at the birth of their first child turned to despair when their daughter, Jinden Juriz, was born with a cleft lip. Both parents had seen people with cleft lips through their work in the fish industry in Negros Occidental, Philippines, but never imagined that it would happen to them.

The tears came and the new parents turned to each other for comfort and looked for support from their parents and the hospital staff. The nurses at the hospital were able to give them some hope by telling them that surgery was possible for their daughter and that they should check regularly with their local health center for news of a medical team coming to the area to help children like Jinden. Eden Rose contacted several organizations before learning about Operation Smile from a local community leader. Everyone on the Operation Smile medical team fell in love with beautiful little Jinden, and soon after successful surgery to repair her cleft lip, she was back in her mother’s loving arms. After 24 hours in the hospital, Jinden and her doting parents were ready to return home to start a new life.

ADELINE FROM RWANDA

When Adeline’s mother heard on the radio that Operation Smile was coming to Rwanda, she traveled a full day by bus to take her daughter to the medical mission site with the hope that the cleft lip she was born with would finally be repaired.

Adeline’s mother, who works in a neighbor’s field for eight cents an hour, feels guilty that she does not have the means to provide the treatment that her daughter desperately needs. Although Adeline bravely attends school, she is bullied by the other children for the way she looks. For this reason, she is extremely shy and often covers her mouth in public. Her only dream is to be like the other children at school.

At the medical mission site, her dreams come true when she receives surgery to repair her cleft lip. When Adeline’s mother sees her daughter for the first time following surgery she is not even sure she is looking at the same girl and Adeline is equally fascinated by her new appearance when she looks in the mirror for the first time. Three months later, Adeline is completely transformed—she is happy, confident, and no longer covers her face in public.

ROGÉRIO FROM BRAZIL

Rogério is one of five siblings, and the second child in his family to be born with a cleft lip or cleft palate. His mother Maria can’t read or write, and struggled greatly to understand her children’s misfortune.

When Rogério was nearly two years old, Maria learned about an Operation Smile medical mission in Fortaleza, Brazil. She traveled eleven hours by bus for the chance to change his life.

Today, after his surgery, Rogério is all smiles. And Maria has renewed hope for all of her children.
FREQUENTLY ASKED QUESTIONS ABOUT CLEFT

What is a cleft lip and what is a cleft palate?

A cleft is an opening in the lip, the roof of the mouth or the soft tissue in the back of the mouth. A cleft lip may be accompanied by an opening in the bones of the upper jaw and/or the upper gum. A cleft palate occurs when the two sides of a palate do not join together, resulting in an opening in the roof of the mouth. A cleft lip and cleft palate can occur on one side or both sides. A child can suffer from a cleft lip, a cleft palate or both.

What causes cleft lip and cleft palate?

The exact cause is unknown. However, scientists believe it’s a combination of genetic and environmental factors. Maternal illness, drugs and malnutrition may also contribute to the development of cleft lip and cleft palate.

Can cleft lip and cleft palate be prevented?

Though still being researched, findings indicate that mothers who take multivitamins containing folic acid before conception and in the first few months of pregnancy can reduce the risk of their babies developing a cleft lip or cleft palate.

Does a cleft lip or cleft palate cause problems for a child?

Ear disease and dental problems occur frequently, as do problems with proper speech development. Children who suffer from a cleft lip or cleft palate may have difficulty eating. To address these issues, a child may work with a team of specialists – a pediatrician, a plastic surgeon, dental specialists, an otolaryngologist (ear, nose and throat specialist), a speech-language pathologist and audiologist, a geneticist and a psychologist/social worker.
Can cleft lip and cleft palate be repaired?

These facial deformities can often be repaired easily with surgery – with excellent results. Of course, any surgical procedure is dependent on the child's general health and the nature of the cleft lip and cleft palate.

How frequently do cleft lip and cleft palate occur?

Every three minutes, a child is born with a cleft lip or cleft palate and may suffer from torments, malnourishment and difficulty with speech. Cleft lip and cleft palate affects one in approximately every 500-750 newborn babies worldwide.

Where can I get additional information?

If you would like additional information regarding cleft lip and cleft palate, statistics and treatment, please contact us.
CREATING A ONESMILE PAGE

OneSmile begins with you. A smile not only impacts a child, but also his or her family and community. That’s the same kind of ripple effect you can have by launching your own OneSmile fundraising webpage. And it’s easy!

Follow our steps online at www.operationsmile.org/studentfundraising to create a fundraising webpage in just a few quick steps. You can add a photo, send e-cards and track your donations online.

Once you’ve set a goal, encourage your friends and family to contribute and donate online. Be creative in spreading the word and spreading smiles! Turn every day activities into fundraising opportunities: marathons, school or club fundraisers, special occasions or student events. We’ll provide you with the online tools you’ll need to achieve your goal. And you can feel good knowing you are truly making a difference in the world.

For all other questions, please email student.programs@operationsmile.org
DONATION LOG
Please make multiple copies if necessary

| Contact: | | | |
| Contact Phone: | | | |
| Company Name: | | | |
| Event Name: | | | |
| Operation Smile Contact: | | | |

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STUDENT PROG GEN
DONATION SUBMISSION FORM

Your donation represents a gift to the entire Operation Smile mission. To help the most children, we use your gifts where they can do the most good by pooling them with the gifts of others. And because you are helping to change children’s lives, your gifts are tax deductible. Thank you for your efforts on behalf of Operation Smile.

To ensure your donation receives the appropriate recognition, please send fundraising revenue with this form to:

Operation Smile
ATTN: Community Relations Associate
3641 Faculty Blvd
Virginia Beach, VA 23453

Community Volunteer Name: ________________________________

Group/Business/School Name: ________________________________

Address: ________________________________________________

City, State and Zip Code: ________________________________

Primary Phone Number: ________________________________

Secondary Phone Number: ________________________________

Email Address (for receipt confirmation): ________________________________

Description of Fundraising Activity: (Please feel free to attach another page if you need additional space.)

☐ Yes! Share our fundraising success with other Community Volunteers. Operation Smile has permission to use our story, quotes, details of our fundraising activities and photographs to inspire other volunteers to help raise funds in their community.

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Please copy all forms for your records. For questions regarding this form or the submission of fundraising revenue, call 1-757-321-7645.

Contributions are tax deductible as permitted by law. Operation Smile, Inc. is a charitable organization pursuant to Section 501(c)(3) of the Internal Revenue code. Federal Tax ID number: 54-146-0147.
FUNDRAISING GUIDELINES

- All fundraising events and activities must fit the mission and support the image of Operation Smile.

- 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.

- If another organization, in addition to Operation Smile, will benefit from the fundraising event, we require notification in advance.

- 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.

- To protect our donors’ confidentiality, Operation Smile does not share its donor list.

- Operation Smile cannot guarantee a speaker, representative, or celebrity for your event because of the number of requests we receive.

- 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.

- Operation Smile will not provide a tax receipt for the donation of goods or services to your event.

- 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.

- Fundraisers must have promotional materials reviewed and approved by Operation Smile before they can be used. All of your promotional materials must indicate:

- Operation Smile is not the event sponsor.

- Funds are being raised by you/your organization to benefit Operation Smile.