

# SCHOOL FUNDRAISING GUIDE



# WHAT IS SMILE TRAIN?

Smile Train provides free cleft surgery and comprehensive cleft care to children in developing countries. Through training local doctors and empowering partner hospitals around the world, we advance a sustainable solution and scalable model to treat clefts, drastically improving children's lives, including their ability to eat, breathe, and speak over time.

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 £1.50.

Cleft repair surgery can cost as little as £150.

Smile Train is committed to providing comprehensive cleft care to fully treat children with clefts so that they have the opportunity to lead full and productive lives. Comprehensive cleft care includes follow-up surgery, speech therapy, dental and orthodontic assistance and nutritional support.

Clefts are one of the most common birth defects in the developing world. Globally, 1 in every 700 children are born with a cleft lip and/or palate.

Clefts involve the lip and/or palate (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 may also be hereditary.



**Every 5 Minutes**  
a Smile Train surgery helps a child in need



**1,000,000+**  
surgeries since 1999



**2,100+**  
medical professionals



**1,100+**  
partner hospitals



**1,000+**  
free medical articles  
& publications we  
make available



**1,400+**  
supported medical  
conferences & trainings

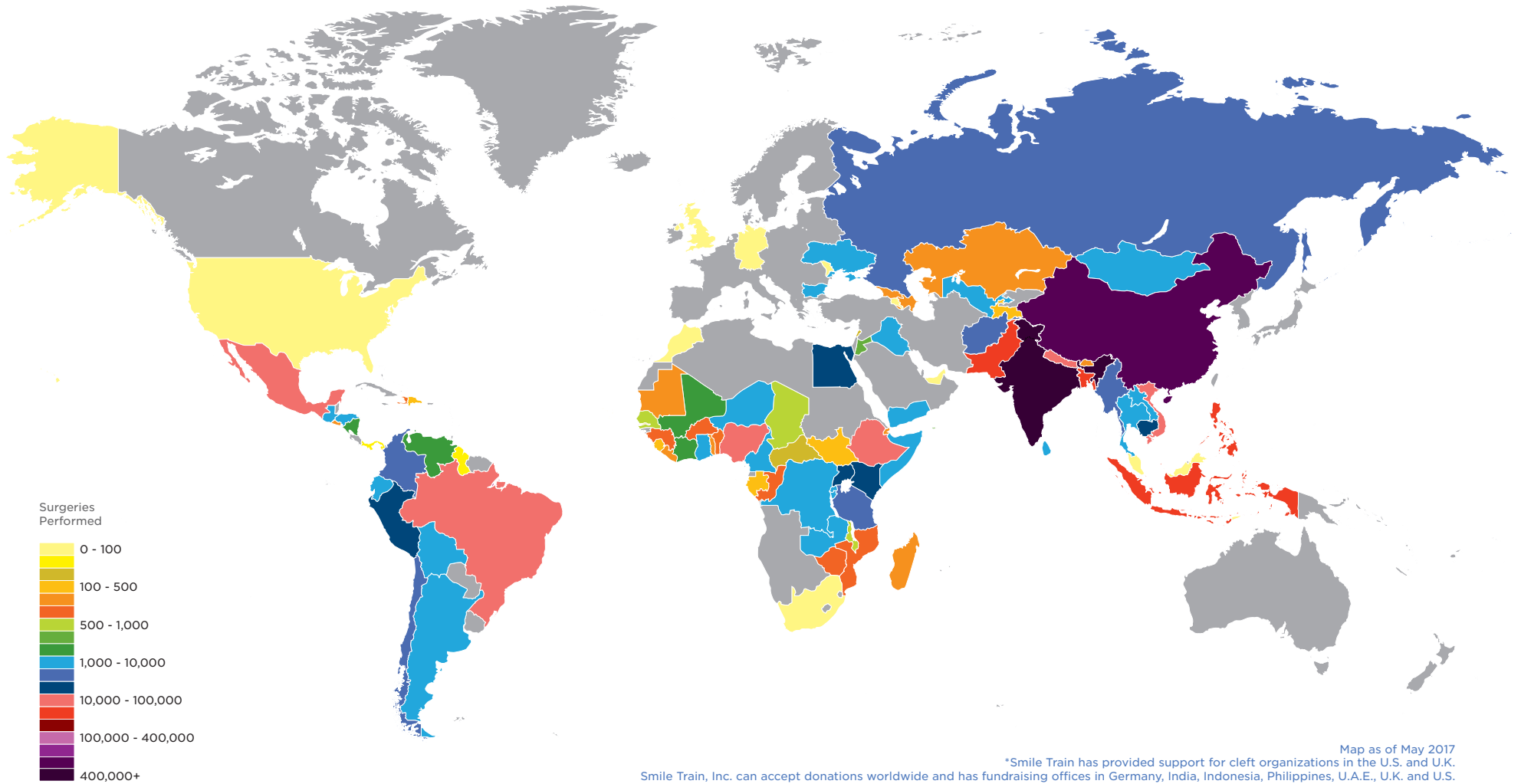


**85+**  
countries where Smile Train  
has helped children



**1 Goal**  
to give every cleft child  
the chance to smile

# Smile Train has worked in 85+ countries around the world.





# THERE ARE LOTS OF WAYS TO GET INVOLVED



## PHOTO GENIUS

South London – Ten-year-old Ameya Kulkarni held a special photo exhibition titled 'Faces' at The Nehru Centre, London in honour of Smile Train. The exhibition showcased 50 portraits taken during his various travels across India, including his visit to a Smile Train local partner hospital in Dehli.

## THE FAMILY THAT READS TOGETHER

Cheshire - Isabelle Blears was compelled to become an advocate for children living with untreated clefts after she read a book about a boy with craniofacial differences in the summer holidays. Isabelle and her mother worked for months, selling homemade items at her school to raise funds for three new smiles.



## SMILE TRAIN CHOSEN AS CHARITY OF THE YEAR

Potters Bar - Lochinver House School supported Smile Train through the academic year by selecting the organization as their 'Charity of the Year'. The boys organised various fundraising activities including a guitar concert, pumpkin contest and by holding a weekly tuck shop.

## TICKFORD PARK HELD A SMILE TRAIN ASSEMBLY

Milton Keynes – Students at Tickford Primary School felt inspired to support Smile Train when Year 3 pupil, Hana, who was born with a cleft lip and palate organized an assembly. Hana bravely spoke about clefts and helped raise awareness for cleft children in the developing world.



# ORGANISE 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 local 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 P.E. Teacher at the beginning of the season and pick one game to dedicate to Smile Train. Use Smile Train posters and e-mails to publicise the game ahead of time.

## *Miles for Smiles*

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

## *Pennies 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 £150 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 favourite (healthy!) baked good. Students can vote on their favourite 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?

# 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.

## Behind the Smile

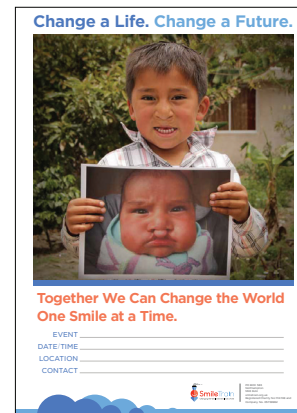
Watch the stories about cleft children who have received new smiles and new lives.

All available materials can be ordered or downloaded at [smiletrain.org.uk/wsdstudents](http://smiletrain.org.uk/wsdstudents)

## Additional items:

- Printable Flier
- Printable Poster
- Sponsorship Form

Visit our Newsroom to access Smile Train's logos, photos and more at [smiletrain.org/media](http://smiletrain.org/media)



# LESSON PLANS

To give students an even more in-depth look at our programmes and an understanding of why Smile Train is unique, we have developed lesson plans for junior, senior and sixth form 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 programmes.**  
**To view and download the lesson plans please visit [smiletrain.org.uk/wsdstudents](https://smiletrain.org.uk/wsdstudents)**



# ONE-ON-ONE STAFF ASSISTANCE

Don't hesitate to reach out to us with your questions at [ukinfo@smiletrain.org](mailto:ukinfo@smiletrain.org) or call 020 3805 7788. 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 at [smiletrain.org.uk](http://smiletrain.org.uk)  
Select 'School Fundraising' under "What prompted your donation"

You can create a Just Giving page at [justgiving.com](http://justgiving.com) and share your URL with the school community. Once your page is set up your supporter can click on 'Donate Now' to donate directly to your fund.

Donations can be mailed to:

Smile Train  
York House  
Wetherby Road  
York  
YO26 7NH

Download a donation form by viewing the resources section under [smiletrain.org.uk/wsdstudents](http://smiletrain.org.uk/wsdstudents)

Donations can be made over the phone at 0300 303 9630.

When making a donation please always make sure to include the school name, name of your fundraiser, postal address, telephone number and email address.





# 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/SmileTrainUK](https://facebook.com/SmileTrainUK)



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 @smiletrainuk! Smile Train is the world's leading cleft charity. Join me in changing the world one smile at a time!"*

**FOLLOW SMILE TRAIN ON TWITTER!** [twitter.com/SmileTrainUK](https://twitter.com/SmileTrainUK)



Do you like any of the stories or photos that Smile Train has tweeted? Retweet or Favourite 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 #STUK or @smiletrainuk whenever you mention us in a post!

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

*"Support @smiletrainuk: Changing the World One Smile at a Time! Visit smiletrain.org.uk"*

# Smile Train Key Messaging

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

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Through training local doctors and empowering partner hospitals around the world, we advance a sustainable solution and scalable model to treat clefts, drastically improving children's lives, including their ability to eat, breathe, and speak over time.

Children with untreated clefts not only live in isolation, but more importantly, face physical difficulties with eating, breathing, hearing 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 untreated clefts in need to help.



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to give every cleft child the chance to smile

YOU +  
YOUR  
NETWORKS



MORE  
SMILES



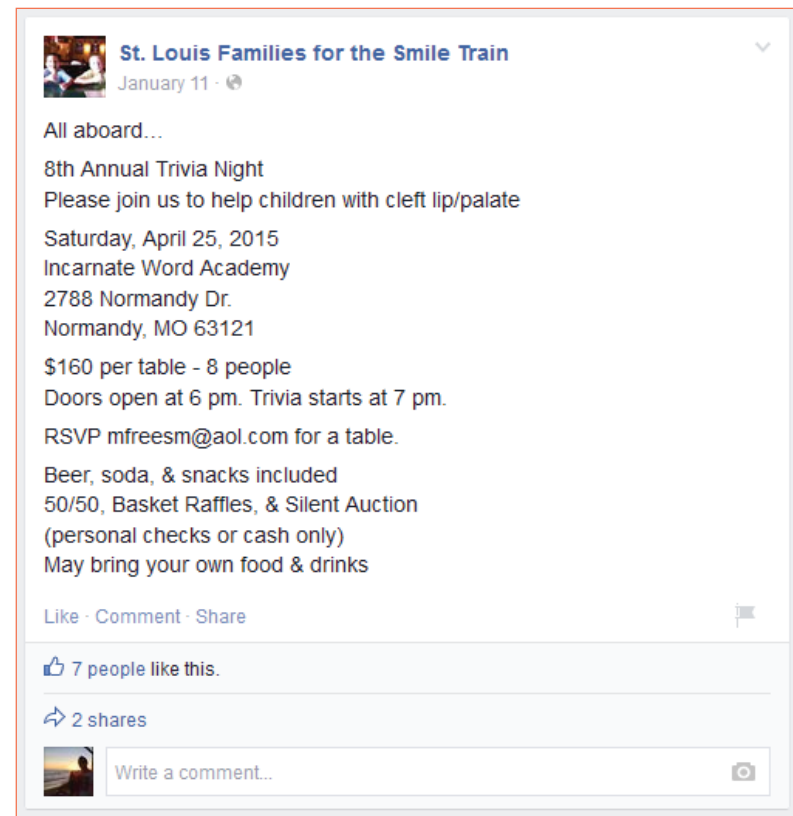
# WE WANT TO SHARE YOUR STORY!

Let us know about your fundraising efforts by emailing: [smiletrain@pha-media.com](mailto:smiletrain@pha-media.com)

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.**

**Social media is a great way for student supporters to promote fundraisers - see a few examples below:**



**Together, we can  
Change the World  
One Smile at a Time!**





## Contact Us

**Smile Train**  
**York House**  
**Wetherby Road**  
**York**  
**YO26 7NH**  
**0300 303 9630**  
**[ukinfo@smiletrain.org](mailto:ukinfo@smiletrain.org)**

**Be sure to visit our  
school fundraising site at:  
[smiletrain.org.uk/  
wsdstudents](http://smiletrain.org.uk/wsdstudents)**