

# S.M.I.L.E. PROGRAM



We believe in the power of **Youth** to make a positive difference in the lives of children born with cleft conditions all over the world. That's why we've created the **S.M.I.L.E. (Student Movement Impacting Lives Everywhere)** Program! Through **S.M.I.L.E.**, we challenge your club to set and achieve your collective awareness and fundraising goals and further your compassion and commitment towards our cause. Along the way your team will gain valuable leadership skills, volunteer hours and experience for your future career aspirations!

## It's as Easy as 1,2,3...

There are 3 levels of club engagement - **Smirk, Grin and Smile**. Complete steps 1-3, raising funds for at least 3 new smiles, and your club will be deemed a Smirk Club. Complete Steps 1-5, raising funds for at least 5 new smiles and your club will be deemed a Grin Club. Complete Steps 1-7, raising funds for at least 10 smiles and your club will be deemed a Smile Club!

Remember that no matter what level your club reaches by the end of the school year, everyone is helping Operation Smile **change and heal the world - one smile at a time**.

To recognize everyone's amazing efforts, Operation Smile Canada will celebrate all efforts based on the corresponding club engagement levels (see page 3 for more details).



# S.M.I.L.E. STEPS



SMIRK  
\$720+



GRIN  
\$1,200+



SMILE  
\$2,400+

- |    |  |   |   |   |
|----|--|---|---|---|
| 1. | Register your Operation Smile Club, and schedule a Start of Year Check in with Student Programs Staff.   |   |   |   |
|    | Submit your Club's Photo Release Form & Student Pledge Agreement to us via email.*   | ✓ | ✓ | ✓ |
|    | Set up your Club's Online Fundraising Page at <a href="http://longestdayofsmiles.ca">longestdayofsmiles.ca</a> .   |   |   |   |
| 2. | Attend <b>National Student Programs Leadership and Orientation Call</b> to kickoff the year together and inspire one another to help more kids around the world!**   | ✓ | ✓ | ✓ |
| 3. | Create at least one social media account (Facebook, Instagram, Snapchat, TikTok, etc.) for your school's Operation Smile Club and post on a regular basis to help promote your events and raise awareness. | ✓ | ✓ | ✓ |
|    | Follow Operation Smile's Student Programs Instagram <a href="https://www.instagram.com/opsmilecanstudents">@opsmilecanstudents</a> for regular updates   |   |   |   |
| 4. | Take part in our <b>BE CHANGEMAKERS</b> and/or our <b>Cycle for SMILES</b> Campaigns along with <b>Longest Day of SMILES</b> ***   | ✓ | ✓ | ✓ |
| 5. | Host your own signature awareness event to help get the word out about Operation Smile.  |   | ✓ | ✓ |
| 6. | Organize at least one festive or school spirit-related fundraiser (winter holiday, Valentine's Day, pep rally, sporting event, etc.).  |   | ✓ | ✓ |
| 7. | Deliver at least one presentation to a class, student council, another club, your entire school or a community group to help raise awareness about Operation Smile.  |   | ✓ | ✓ |
| 8. | Team up with another social justice or health related club to host a joint-fundraiser/education/awareness event.   |   |   | ✓ |

\*The Club Photo Release form and Student Programs Pledge Agreement are emailed to all clubs at the beginning of the school year by Student Programs staff and can be re-sent to your team by request (email [ca-students@operationsmile.org](mailto:ca-students@operationsmile.org)).

\*\* This **National** Call is facilitated by Student Programs staff online in the Fall. Details will be communicated to you in September.

\*\*\* **BE CHANGEMAKERS** is a four week fundraising campaign that takes place in the Fall, **Cycle for SMILES** is a 6 week campaign **Longest Day of SMILES** is a fundraising campaign that takes place year round and ends in the Spring.



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SMILE  
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- |     |   |   |   |   |
|-----|---|---|---|---|
| 9.  | Submit all funds raised along with a detailed summary report no later than 30 days after a fundraising event. | ✓ | ✓ | ✓ |
| 10. | Raise funds for new smiles for at least 3 children we serve. <b>(\$720)</b>                                   | ✓ |   |   |
| 11. | Raise funds for new smiles for at least 5 children we serve. <b>(\$1,200)</b>                                 |   | ✓ |   |
| 12. | Raise funds for new smiles for at least 10 children we serve. <b>(\$2,400+)</b>                               |   |   | ✓ |



Ramata Abubakari, Before & After, and friends in Ghana.

# OUR COMMITMENT TO YOU



## SMIRK

- A personalized thank-you certificate
- A special keepsake from one of our surgical programs
- 15 volunteer hours for every active club member
- A lasting impact on the children and families we serve ♥

## GRIN

- A personalized thank-you certificate
- A special keepsake from one of our surgical programs
- A noteworthy club feature on one of our Operation Smile Canada social media channels
- 20 volunteer hours for every active club member
- A lasting impact on the children and families we serve ♥

## SMILE

- A personalized thank-you certificate
- A special keepsake from one of our surgical programs
- A noteworthy club feature on one of our Operation Smile Canada social media channels
- 35 volunteer hours for every active club member
- A lasting impact on the children and families we serve ♥

We know your Club works hard to raise awareness and fundraise to provide new smiles to the children we serve. We want to recognize your efforts as a way of saying thank-you for your Club's ongoing support!

**We truly can't help as many children as we do without your team's incredible efforts!**

*\*Please note that your Club's remaining fundraising contributions must be received by Operation Smile Canada before June 1st at the latest. Remember, we are here to help! If you have any questions at all about our **S.M.I.L.E. Program** or need assistance, please contact us at **(647) 952-8050** or **ca-students@operationsmile.org**.*