



FUNDRAISING TOOLKIT

Operation  Smile
Canada



Thank you for thinking about becoming a Community Ambassador!

Community Ambassadors are a vital part of Operation Smile's commitment over the next decade to impact the lives of one million patients by having more people caring for more patients in more places. To do this we'll INCREASE how many people are providing cleft and essential surgical care, REDUCE the obstacles patients and their families face when trying to access care, and BUILD UP local hospitals so they have the appropriate equipment, supplies, personnel, training, and physical spaces to provide high quality, safe essential surgery and cleft care.

These are exciting times at Operation Smile whether you are a part of a club, a civic group, a faith group or an individual, we appreciate your passion to help us achieve a million more SMILES.

To learn more about cleft conditions, and how Operation Smile Canada is working to provide sustainable ongoing care for these children visit www.operationssmile.ca.

Ready to Get Started? We have assembled this Toolkit to help you in your efforts to raise funds and awareness. Inside, you will find some great information and hopefully answer some of your questions on how to Register Your Event and Create an Online Fundraising Page so your family, friends and colleagues can give to a cause close to your heart.

We've also included some documents and information you can use to help make your fund-raiser a success. Of course, if there is anything you need, or questions we haven't answered, you can always reach us by email at givesmiles@operationssmile.org or by phone at 647-696-0600 or toll free 1-844-376-4530.

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

Sincerely,

Operation Smile Canada
Community Engagement Team

Fundraising Event Application Form

Thank you for your interest in fundraising on behalf of Operation Smile Canada.

As part of the application process, we'd like to know more about the fundraising event or activities you are planning. Please complete this form and submit your application to givesmiles@operationsmile.org to begin the approval process.

Personal contact Information. At least one contact must be over 18 years of age.

Title: _____ First Name: _____ Last Name: _____

Street 1: _____

Street 2: _____

City: _____ Province: _____

Postal Code: _____ Country: _____

Email: _____ Phone Number: _____

If you respond and have not already registered, you will receive periodic email updates and communications from Operation Smile Canada. You can unsubscribe at anytime by using the link at the bottom of the email or by sending an email to us at ca-supporters@operationsmile.org or by calling us at 1-844-376-4530.

Are you organizing an event or fundraiser on behalf of a group or organization? Yes No

Group or Organization Name (if applicable): _____

Fundraising Event Name: _____

Fundraising Event Date (if applicable): Month/Date/Year _____

Is this a first time event? Yes No This event is: Open to the public Invitation Only

Describe your fundraising event or activity (e.g. golf tournament, dance, bake sale): _____

Number of Event Guests: _____ Fundraising Goal (\$): _____

Location or Venue (name and address): _____

How will the event be publicized? (Select all that apply)

- Advertisements
- Press Releases
- Promotional Flyers
- Public Service Announcements
- Social Networking (Facebook/Twitter)
- None
- Other

How will funds be raised (choose all that apply):

- Donations
- Ticket sales
- Auction
- Corporate/Business Sponsorships
- Other (please specify below): _____

List all businesses you intend to solicit for sponsorship or in-kind contributions: _____

Please allow up to 30 days for review and approval of your event.
Once approved an Operation Smile Canada Event Coordinator will contact you.

Also, please forward proceeds of all events and a tally of your expenses and funds within 30 days of your event to:
Community Engagement Team, Operation Smile Canada, 375 University Ave, Suite 204, Toronto, ON M5G 2J5

FREQUENTLY ASKED QUESTIONS

GENERAL

Can I raise funds for Operation Smile Canada?

Yes, we encourage others to share the mission of Operation Smile and help to raise funds that will change children's lives, forever.

How do I get started?

We recommend that you take a few minutes to review our Fundraising Guidelines. Once you have had a chance to review this document, please contact us and tell us more about your event or simply set up your Online Fundraising page to begin!

How much time do I need?

We recommend getting started sooner rather than later. Please plan to submit your application form no less than 30 days prior to your event. Remember there is no need to submit the application form for Online Fundraising pages, simply follow the easy page set up steps and you are ready to go.

Can Operation Smile Canada sponsor my event or reimburse me for the expenses incurred for running my event?

No. Operations Smile Canada cannot sponsor, solicit sponsorship or reimburse expenses for your fundraising event.

How will the funds raised be used?

A gift made through your fundraising efforts represents a gift to the entire Operation Smile Canada 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. We cannot accept restricted funding through general community events unless a larger organizational commitment is in place.

I would like to invite Operation Smile Canada supporters to my event. Can Operation Smile Canada provide me with a list?

To protect our donors' privacy and confidentiality, Operation Smile Canada can not and will not share our donor list.

Can I fund-raise for Operation Smile Canada by selling a product?

Please contact us by phone at 647-696-0600 or email us at givesmiles@operationsmile.org for more information about this type of activity. There are lots of rules and regulations regarding product sales.

For all other questions, please email ca-supporters@operationsmile.org

DONATIONS

Do I need to receipt the donors who make donations at the event?

Eligible donations will be receipted by Operation Smile Canada as appropriate and as possible depending on CRA guidelines. In order to provide a receipt which is required for tax purposes, the event organizer must provide Operation Smile Canada with a completed Donation form (included in this Fundraising Toolkit). The completed Donation form along with the funds should be forwarded to Operation Smile Canada within 30 days weeks after the event:

Operation Smile Canada.

ATTN: Community Engagement Team

375 University Ave, Suite 204. Toronto, ON M5G 2J5

I have sold tickets to the event. Is the ticket price tax deductible for the person who purchased the ticket?

Tickets sold to third-party fundraising events to benefit Operation Smile Canada are not tax deductible. Proceeds of raffles, draws, or auctions for 3rd party events are also not tax deductible. Please advise when you are sending these types of funds so we can mark accordingly.

Can I get a copy of the donation form by email?

Yes, please email givesmiles@operationsmile.org.

If someone wants to donate money, but not participate in the event, should I collect the money?

It is fine for you to collect any donation prior to the event and forward it to Operation Smile Canada with the remainder of the money you collect using the donation forms provided. Cheques should be payable to Operation Smile Canada.

What should a donor do if they want to donate after the event?

If the event is over and you have already submitted funds to Operation Smile Canada, donors can send their cheques to Operation Smile Canada. See address above. Your donor can also give a gift by credit card by calling our Donor Care team at 1-844-376-4530. When submitting either by cheque or by credit card, the donor should provide the event or organizer's name. We will be happy to process their donation.

If I collect cheques, money orders or cash, who should I send it to?

You should send cheques or money orders to Operation Smile Canada. See address above. Bundle donations together with the completed Donations Form and send to us. It is not safe to send cash through the mail. You should convert to a money order or deposit to your account and write a cheque to Operation Smile Canada.

Can I keep some of the funds collected for expenses I incur?

Expenses should be paid before submitting your donation and should not exceed 25% of total raised. Operation Smile Canada cannot reimburse you for expenses. Total donation amount and total expenses must be reported to Operation Smile Canada. Tax receipts will only be given for eligible gifts and for the total funds received by us.

Can I keep the cash collected and forward a cheque from my own chequeing account?

Yes, however complete names and addresses and the amount they gave to you in cash must be entered on the donation form in order for them to receive a receipt. Please note any additional amount that you are including as your own donation so you can be receipted properly as well. Only gifts over \$10 will be automatically provided a tax receipt.

For all other questions, please email ca-supporters@operationsmile.org

FUNDRAISING GUIDELINES



GENERAL

- All fundraising events and activities must fit the mission and support the image of Operation Smile Canada.
- Operation Smile Canada does not endorse any events that include telemarketing, door to door requests, violent or dangerous activities, or the sale or promotion of tobacco products or illegal drugs.
- If another organization, in addition to Operation Smile Canada, 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 Canada does not share its donor list.
- Operation Smile Canada cannot guarantee a speaker, representative, or celebrity for your event.
- Operation Smile Canada 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 Canada cannot by law provide a tax receipt for the donation of goods or services to your event.
- Operation Smile Canada reserves the right to approve the use of our name and logo on all promotional materials, including items such as flyers, posters, websites, etc. in advance of their use.
- Fundraisers must have promotional materials reviewed and approved by Operation Smile Canada before they can be used. All of your promotional materials must indicate:
 - Operation Smile Canada is not the event sponsor.
 - Funds are being raised by you/your organization to benefit Operation Smile Canada.

EVENT ORGANIZER'S RESPONSIBILITIES

- The fundraising event or organizer/sponsor/organization agrees to indemnify, refund and hold Operation Smile Canada harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities damages, recoveries and deficiencies, including interest, penalties and reasonable attorney's fees that shall be incurred or suffered by Operation Smile Canada which arise, result from or relate to the fundraising event or appeal, the organizer/sponsor/organization's performance of its agreement as specified in these guidelines.
- All expenses associated with the event are the responsibility of the fundraiser of the event. Expenses should not exceed 25 percent of the gross revenue.
- The event organizer will notify Operation Smile Canada of the portion of donation, event ticket price or amount of proceeds (either the percentage or actual amount) that will be directed to Operation Smile Canada.
- The event organizer is responsible for obtaining all necessary permits, licenses or insurance that may be required.
- Operation Smile Canada must be notified if there are any significant changes to the event/campaign once it has been approved. If circumstances warrant, Operation Smile Canada may at any time direct you to cancel the event or fundraising activity. You must abide by the decision of the organization and agree to cancel if directed.
- Review the Fundraising Donation FAQ. We have very specific information on how participants in your fundraising activity can receive a tax receipt for their donation to Operation Smile Canada. Within 30 days of your completed fundraising event or activity, please send a final accounting of income and expenses along with your proceeds to Operation Smile Canada. Please include the contact information for individuals and organizations that need receipts for tax purposes. Details can be found in the Fundraising Donation FAQ.

HOW WE CAN SUPPORT YOU?

- A letter to verify your approval to fundraise on behalf of Operation Smile Canada
- A Fundraiser Toolkit that includes approved materials with our logo (this document)
- Tax receipts for donors who make contributions of \$10 or more and provide specific receipting information as required (full name and mailing address required) and you guarantee that the donation was not for ticket sales, raffles or draws.
- Access to online fundraising page to process gifts

Please copy all forms for your records. For questions regarding the submission of fundraising revenue, call 647-696-0600. All eligible contributions of \$10 or more are tax deductible as permitted by law.

*Gifts given online of \$10 or more via online fundraising pages are receipted immediately to the donor!
Operation Smile Canada Charitable Registration #: 84064 3605 RR0001*

FUNDRAISING IDEAS



- **Bike, Trike and Car Wash.** Accept donations to wash any mode of transportation.
- **Changing Lives with Spare Change.** Provide containers and collect spare change from friends and family. Roll the change or donate at your nearest [Coinstar Center](#).
- **Create Smiles and Help the Environment.** Hold a recycling drive to collect newspapers, cans, bottles, etc.
- **Soup's On, Juice it Up, Bagels for Smiles or Bake Sale.** Offer warm soup, smoothies, yummy bagels or baked goods at your place of worship, office, community centre or school.
- **Special Celebration!** Turn a birthday, wedding or anniversary into a special fundraiser by requesting donations in lieu of gifts.
- **A-thons** Invite Friends, Family & Colleagues to participate in an activity you all love. Request pledge based on distance or time. Collect donations based on success.
- **Video Game Sale, Yard Sale, Craft or Used Book Sale.** Sell your handmade goods, or items you no longer need.

WORKPLACE FUNDRAISERS

- From Dress down days, employee fundraising, joining the **Longest Day of Smiles** to participating in **Cycle for SMILES** a charity ride that combines passion, determination and community in celebration of Operation Smile's 4 decades of transforming lives around the world through comprehensive cleft care. (The inaugural Cycle for Smiles runs until November 30, 2022. It will relaunch in the Spring of 2023!)

SCHOOL FUNDRAISERS

- Contact ca-students@operationsmile.org for Student Club Information

SKILL SHARE

- Teach friends, family and colleagues a new skill in exchange for a donation. Examples: musical instrument, drawing, sewing, cooking, fitness tips.

VIRTUAL EVENT

- Use your preferred virtual platform to host a Virtual event. Examples: Game nights, Talent Shows, Cook offs are always a fan favorite.

SOCIAL MEDIA GUIDELINES



Social media is one of the most effective ways to engage with our audiences from around the world.

Personal Blogging Policy

A blog is the perfect forum to post your stories and pictures that help convey your relationship to Operation Smile Canada. Blogs are also a great way to raise awareness for Operation Smile Canada – your firsthand stories may encourage others to get involved and help more children in need.

When to contact Operation Smile Canada

Contact givesmiles@operationsmile.org regarding any of the following:

- Photo approval
- Prior to creating a page for student clubs, Foundations, chapters or groups on any social media platform
- Creating a blog on any blogging site – Operation Smile would like to share your blog and have your updates reposted if applicable
- Submitting any blog posts or photos
- Additional questions regarding social media policy

Social Media (@OperationSmileCanada):

- Create an event on Facebook or Instagram for your fundraiser and invite friends and family to support it
- Share via stories, reels etc for greater visibility and engagement.

YouTube (<https://www.youtube.com/c/OperationSmileCanada>)

- Share pre and post videos of your event/fundraiser (remember to embed your video link to Facebook, Instagram or your own blog.)
- Share Operation Smile's YouTube videos with your friends and followers

Twitter (@opsmileCAN):

- Share your fundraiser on Twitter and ask you followers to retweet your message. Be sure to add your link to your Facebook event so people can click it for more information.
- Tweet @opsmileCAN about your fundraiser so we can support your efforts and retweet your message to all our followers. (remember to use #OperationSmileCanada or #OpSmileCAN)

ONLINE FUNDRAISING PAGES



Choose your mySMILE initiative



MY SMILE BEGINS WITH YOU!

Small acts of generosity and kindness can greatly impact the lives of children, families and communities worldwide. It takes only one person to start this kind of ripple effect. Start your own ripple by launching an Online Fundraising page and give children around the world access to the safe surgery needed to heal their cleft lip or cleft palate. Our fundraising pages allow you to fund-raise for us without having to collect and manage donations, as it is all processed by us through our website.

Our supporters have raised money for children by honoring or remembering loved ones, giving birthday tributes, hosting community fund-raisers, you name it. Your imagination is the limit. In just a few quick steps, you can easily create and promote your personalize fundraising page. And you can feel good knowing you're giving hope and a new smile to waiting children.

Visit our website www.operationsmile.ca and click on "Fundraise" to set up your mySMILE fundraising page today

ONLINE FUNDRAISING PAGES

Longest Day of  SMILES®

Join
the **SMILE**
Movement
MAKE · SOMEONE · SMILE

DONATE TODAY

or

GET INVOLVED



Join theSMILE Movement!

We need you, and everyone you know, to join the SMILE movement and help raise 3,000+ new smiles by June 18th, 2023.

From now until June 18th, 2023 Canadians are using their passion and creativity to raising awareness and funds for new smiles and comprehensive care for children born with cleft conditions in low- and middle- income countries.

Make Someone Smile by visiting www.longestdayofsmiles.ca and click on "Get Involved" to set up your #LongestDayofSMILES fundraising page today.

Fundraiser Revenue Submission Form

Thank you for raising funds on behalf of Operation Smile! Through your contributions and efforts, you have given children a chance at a new life while you have enjoyed the opportunity to give back.

Please complete the following information and submit your Fundraising Tracking Form, generous contributions and any Credit Card Donation Forms within 30 days of your event or activity to:

Operation Smile Canada
 Community Engagement Team
 375 University Ave, Suite 204, Toronto, ON M5G 2J5

To ensure you receive the appropriate recognition for your community fundraising efforts, please complete all information. If you would like to share your success with others, please include a full description of your event and send photos to givesmiles@operationsmile.org.

Fundraiser's Name: _____

Group/Business or School Name: _____

Address: _____

Province: _____ Postal Code: _____

Daytime Phone: _____ Alternate Phone: _____

Email (to receive donation confirmation from Operation Smile Canada): _____

Description of Fundraising Activity (you may attach another page if you need more space):

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

Cash/Cheque/Money Order Donations (Tracking form attached)	\$
Credit Card Donations (Credit Card forms attached)	\$
Expenses (if deducted from proceeds)	-\$
Total Donation	\$

Donation Tracking Form

FIRST NAME	LAST NAME	HOME ADDRESS	CITY	PROVINCE	POSTAL CODE	PHONE	EMAIL	PLEDGE	TYPE	COLLECTED	Yes, I'd like to receive mail from OSCF	
Wade	Hooton	123 Main St.	Winnipeg	Manitoba	R3C 2G9	801-555-1212	whooton@yahoo.com	\$240	cheque	✓	✓	
Volunteer Name: _____ Phone: _____							TOAL PLEDGES					
Address: _____ City: _____ Province: _____ Postal Code: _____							TOTAL COLLECTED					
Email: _____ School: (if applicable) _____							BALANCE REMAINING					

The donor's name and address must be clearly printed and complete on the form above to receive a tax receipt from Operation Smile Canada. Donors who wish to use credit cards should fill out a separate Operation Smile Canada Credit Card Donation Form.

Cheques should be made payable to: Operation Smile Canada. Mail all of your original Fundraising Tracking Forms along with a Fundraising Revenue Submission Form and all donations – cheques, money orders & credit card forms to: Operation Smile Canada, ATTN:

COMMUNITY ENGAGEMENT TEAM, 375 University Ave, Suite 204, Toronto, ON M5G 2J5

Please mail all donations within 30 days of your event or activity.

THANKYOU FORYOURGENEROSITY.

Operation Smile Canada Foundation is a registered Canadian charity. Our charitable registration number is 84064-3605 RR0001.

All eligible gifts will be provided a tax receipt. Tax receipts are provided for gifts of \$10 or more and only if we have your full name and mailing address. Email is preferred for receipting to save on costs.

Please fill out this form and send it to us:

Operation Smile Canada

375 University Avenue, Suite 204
Toronto, ON M5G 2J5

EMAIL: ca-supporters@operationsmile.org
TOLL-FREE: 1.844.376.4530

Donor Information

Mr. / Mrs. / Ms. Last Name: _____ First Name: _____

Street Address: _____

City/Town: _____ Province: _____ Postal Code: _____

Email: _____ Phone: _____

I prefer to receive my charitable tax receipt: by email by mail

Would you like to receive periodic electronic communications from Operation Smile Canada? Yes No

What motivated your gift today? _____

Gift Information




Donation Amount: \$ _____ Please Give Generously

Type of Donation: Single Gift Monthly Gift → Process my monthly gift on the: 1st 15th of the month

This donation is made by: an individual a Corporation: _____

Method of payment: Credit Card Direct Debit Cheque

Credit Card Information

Card type:   

Card #: _____

Name on Card: _____

Expiry Date: _____

Direct Debit/Bank Information

As found at the bottom of your cheque.

⑈001⑈ 12345⑈001 123456⑈?⑈

Branch Number Institution Number Account Number

Branch #: _____ Institution #: _____

Account #: _____

Name of Bank: _____

Signature: _____ Date: _____

A MILLION REASONS TO SMILE

Operation Smile is a volunteer-based global medical charity that provides free surgery to repair cleft lip, cleft palate and other facial differences in children and young adults. We provide ongoing comprehensive cleft care through permanent care centres in many of the 35 countries where our programs occur.

5 BILLION

people lack access to safe, affordable surgical care.

ONLY 6%

of all surgeries performed each year go to the poorest third of the global population.



Come join us in support of Operation Smile Canada!

Who: _____

What: _____

Where: _____

When: _____

Why: To Help Provide Comprehensive Cleft Care and New Smiles for Children Around the World