

## INTRODUCING A PARTNERSHIP WITH OPERATION SMILE



Imagine spending your life as a social outcast just because you have a cleft condition. For all too many people in countless developing countries, this is a reality. Operation Smile works to ensure that no child suffers from a lack of access to safe surgery – no matter what that reconstructive surgery entails.

Operation Smile aligns with leading UK and global organisations that share our vision. Whether UK-wide or across multiple countries, each of our corporate partnerships is customised to form a mutually successful and engaged relationship based on a shared passion for helping children in need.

By partnering with us, every ounce of energy and every penny raised will help provide life changing surgery for children and young adults' worldwide living with cleft lip, cleft palate, and other facial deformities.

### WHY PARTNER WITH OPERATION SMILE?

- ❖ **Unite teams** through our shared vision to improve the health and lives of children worldwide through access to surgical care.
- ❖ We provide **positive PR** to help raise your company profile, internally and externally. Illustrate your organisation's values and behaviour to your employees who can take pride in their company's support of Operation Smile and also through their own fundraising efforts.
- ❖ Our **global presence** in over 60 countries can enable integration across your organisation and within your regions.
- ❖ Using a fully **integrated communications strategy** to embed the charity partnership into your organisation's culture, staff will receive regular stories to see the direct impact they are making on children's lives.
- ❖ Join us on **international medical missions** to witness the dedicated work of our medical volunteers first hand.
- ❖ **Help raise awareness** of the global lack of safe surgery and reduce associated social stigma through your support of an influential medical humanitarian organisation.



**With your help, we can  
turn an EMPTY ROOM...**



**...into a FULLY EQUIPPED  
AND STAFFED OPERATING THEATRE  
ready to offer a new smile to waiting children**

# HOW TO PARTNER WITH OPERATION SMILE

## Official Charity Partner

As your charity partner, we will closely work with you to design memorable and challenging fundraising events for your staff to help them reach a team target to give children a smile for life. A life of potential.

## Cause Related Marketing

Align your brand with Operation Smile's to create a positive and unique association with a cause important to your consumers. We provide tailored and co-branded campaign development to augment sales and strengthen customer loyalty by demonstrating your business' strong CSR values. A pledged donation of 5% or an optional £1 donation per transaction are visible and simple ways for consumers to make a small contribution with an overall greater impact.

We offer additional commercial opportunities such as brand licensing partnerships, event sponsorship, PR and marketing support to deliver mutually beneficial results.

## Sponsor an International Medical Project

Help fund a team of credentialed medical volunteers (including surgeons, anaesthetists, nurses, dentists, nutritionists and speech and language therapists) and equip empty operating theatres with all the necessary surgical supplies to carry out cleft repair surgery and post-operative care in resource-poor countries. We will invite you to meet the volunteers, patients and their families who you are helping to support. This will become an unforgettable personal experience where you will see how your organisation is making a life-changing impact on children worldwide.

We tailor our support to deliver customised partnerships as represented below:

Partnership Support	Operation Smile	Operation Smile	Operation Smile
	Friend £5,000	Partner £10,000	Champion £15,000
Use of Operation Smile Assets (Logo, Photos)	●	●	●
Listing on Corporate Partnership Page on Operation Smile UK Website	●	●	●
Tailored Marketing Support and Employee Fundraising Programme	●	●	●
Social Media Campaign Support		●	●
Joint Communications/Press Release on External Media		●	●
Co-branded Cause Related Marketing Campaign Design Strategy Support			●
Volunteer Opportunity to Participate in an International Medical Project			●
Speaking Engagements from Key Operation Smile Representative(s)			●

## OUR PARTNERS



*"Johnson & Johnson employees have changed more than 100,000 children's lives doing things to raise money to benefit Operation Smile. In my 30+ years with Johnson & Johnson, I have never seen our employees so engaged in our shared effort to serve patients all over the world."*

Gary Pruden, Worldwide Chairman, J&J Medical Devices

By partnering with Operation Smile, you will help change the lives of children and young people forever

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