Fairleigh Dickinson Students for Operation Smile

We are Fairleigh Dickinson business students. We are part of a hands-on course titled Service Learning in Management. Through this course, we have been given the opportunity to raise money and awareness for a charitable organization of our choice. At the start of the semester the class decided upon a very special organization named **Operation Smile**. We have organized two main events to raise money which will take place during the first two weekends of December. The first of these two events is “Miles of Smiles”, a 5k fun run/walk, taking place on December 2nd. The following weekend, our class will be hosting a Tricky Tray at Lenfell Hall on the FDU campus. We are collecting some great prizes and look forward to a fantastic turnout. An ad journal will be distributed to everyone in attendance of the Tricky Tray. We would like to invite you to attend our events and become a partner of Operation Smile by becoming a sponsor. Your sponsorship is an essential key to our success. 100% of all proceeds go directly to Operation Smile. Please help support our effort to spread awareness and raise funds for this wonderful cause.

About Operation Smile

Throughout the world, Operation Smile volunteers repair childhood facial deformities while building public and private partnerships that advocate for sustainable healthcare systems for children and families. They create smiles, change lives, and heal humanity. Operation Smile was founded in 1982 by Dr. William P. Magee Jr., a plastic surgeon, and his wife Kathleen Magee, a nurse and clinical social worker. Since then, Operation Smile volunteers have medically treated more than 100,000 children and young adults around the world and in the United States. Operation Smile coordinates more than 30 medical mission sites in 25 countries each year. Last year medical volunteers provided free surgeries for 9,334 children.

It costs an average of $240 for one child’s surgery. Revenue in excess of surgical costs is invested into Operation Smile’s sustainability programs, empowering our partner countries to treat more children on their own and making your investment go even farther.

Operation Smile’s partners include:  
*Bolivia, Brazil, Cambodia, China, Columbia, Ecuador, Egypt, Ethiopia, Gaza Strip/West Bank, Honduras, India, Jordan, Kenya, Mexico, Morocco, Nicaragua, Panama, Paraguay, Peru, Philippines, Russia, South Africa, Thailand, Venezuela, Vietnam*
Our Events

“Miles of Smiles”

Our first event will be a 5k Fun Run, scheduled for December 2, 2007 at 10:00 AM (registration: 9am) at Fairleigh Dickinson University. All runners will be supplied with a complimentary t-shirt with our sponsors prominently displayed in either a printed logo or plain text.

Our course will be certified while prices for entry are conservative. Considering the run supports such a worthwhile cause and a group of ambitious students are running the event, we predict a remarkable number of runners. This sponsorship opportunity will reach very many locals while also helping children world-wide.

Sponsorship Opportunities

- Company logo printed on the official t-shirt for Miles of Smiles
- Company name listed in plain text on the official t-shirt for Miles of Smiles
- Offer your service at our event

If you would like to participate in Miles of Smiles as a runner, pricing is as follows:
- Students - $10
- Non-Students - $15
- Day of Run - $20

Tricky Tray

The benefit tricky tray event also offers companies another worthwhile sponsorship opportunity. The students have begun collecting some impressive items that will be available for our guests to win. We have set a goal of filling Lenfell Hall’s capacity for the event, which is set at 250 guests. We suspect most will be local patrons. Each person in attendance will receive an ad journal filled with the advertisements of our sponsors. The tricky tray will be hosted at Lenfell Hall located in the Mansion at Fairleigh Dickinson University on December 9, 2007 at 4:00 PM.

Sponsorship Opportunities

- Ad journal advertisement (business card size, half page, full page)
- Donation of a tricky tray item

If you would like to attend our Tricky Tray as a participant, the price of admission is $25 which includes an initial sheet of tickets.
Operation Smile Sponsor Packages

Diamond Package - $2500
- 2' x 5' banner with company logo/name to be displayed at the Miles of Smiles 5K Fun Run and Tricky Tray
- Full page advertisement in ad journal
- Company Logo on front of Miles of Smiles T-shirt
- Premier seating and admission for 10 people @ the Tricky Tray
- Recognition during each event

Platinum Package - $1500
- Back/inside cover ad in ad journal
- Company logo on “Miles of Smiles” T-shirt
- Premier seating and admission for 10 people @ Tricky Tray
- Recognition during each event

Gold Package - $1000
- Full page ad in ad journal
- Company logo on “Miles of Smiles” T-shirt
- Admission for 10 @ the Tricky Tray
- Recognition during each event

Silver Package - $500
- Half page ad in ad journal
- Company name on “Miles of Smiles” T-shirt
- Admission for 2 to the Tricky Tray
- Recognition during each event

Bronze Package - $250
- Business card size ad in ad journal
- Company name on “Miles of Smiles” T-shirt
- Admission for 2 to the Tricky Tray
- Recognition during each event

Individual Sponsorship Opportunities

Ad Journal
- Back/Inside cover ad - $800
- Full page ad – $500
- Half page ad – $275
- Business card size ad – $75

T-Shirt Sponsorship
- Company logo – $500
- Company name only – $250

Monetary Donation
- A monetary donation of any amount is greatly appreciated.

Tricky Tray
- Single admission – $25
- Prize donation

Create-A-Smile Monetary Donation
*Sponsor the surgeries of individual children
- One child – $240
- Two children – $480

A donation $240 makes you an official partner of Operation Smile, recognized by the organization

Tricky Tray Prize Donation
- We are in need of items to be auctioned at the Tricky Tray. Themed baskets, products, services, gift certificates, etc.

Even if you are unable to sponsor monetarily, there are numerous other ways to help. Offering your services on the day of one of our events, donating snacks for our runners, helping us to spread awareness about the cause, or simply volunteering your time all benefit a great cause and helps your local students reach a goal we are working so hard to achieve.

Thank you so much for considering us. We hope to see you in December!

-FDU Students for Operation Smile
Dear Supporter,

My name is Gerard Farias and I'm currently teaching a business class at Farleigh Dickinson University. The class is designed to enable students to learn through action. The students will design and manage their own organization to plan and implement a service learning project.

My class has chosen to organize a fundraiser supporting the charity Operation Smile. Operation Smile performs surgery on children with cleft lips and palates. The surgery costs only $240, takes approximately 45 minutes, and can improve a child's quality of life and self confidence significantly.

The service project has been entirely designed and managed by the students. It gives them the opportunity to learn about organizing and managing an event while providing a service to the community. Please support my students and their chosen cause by donating an item for their tricky tray, making a monetary donation or by being a sponsor.

All donation checks are to be made payable to: FDU - Operation Smile.

If you have any questions or concerns, please call me at 973-443-8879 or send an e-mail to (gfarias@fdu.edu).

Thank you for your support,

Gerard Farias
Associate Professor in Management
Executive Director,
Institute for Sustainable Enterprise
Dear Friends and Community Members,

Students of Fairleigh Dickinson University have decided to fundraise for Operation Smile as a part of their service project for Dr. Gerard Farias’ class. If you are unfamiliar with Operation Smile, it is a non-profit volunteer medical service organization that provides reconstructive facial surgery (primarily for cleft lip and cleft palates) to children and young adults in developing countries and in the United States. It began in 1982, and since then over 100,000 lives have been changed. Each surgery takes about forty-five minutes, costs $240, and leaves an impact that is priceless.

This year, Operation Smile celebrates its 25th Anniversary. To mark this milestone year, Operation Smile will host the World Journey of Smiles event. On November 12, 2007 at 7:30 am, 44 medical missions in 25 countries will begin. The goal is to provide over 5,000 surgeries to needy children in just one week!

I ask that you please help these students achieve their goal of changing lives one smile at a time. Through contact with the students and their professor, I am very excited that they are willing to take on a monumental task of raising awareness of Operation Smile in Madison, New Jersey and also, fundraise for a child.

For more information on Operation Smile’s 25th Anniversary you can visit their website at www.operationsmile.org/25/ or call headquarters at 757-321-7645. Thank you for your consideration and support. It’s wonderful to know such great people like you!

Respectfully yours,

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TRUE HEROISM is what you do for someone you don’t know…,

Be Someone…

BE A HERO.