



GET YOUR PINK OUTFITS AND FAIRY WINGS READY

Raising funds for Bridge2Aid has never been so ★ magical ★ and fun!

We are delighted you are joining us this year!

Smile in Pink is a national annual fundraising event run by Bridge2Aid. More than 70% of people in the world have no access to dental treatment. There is a desperate need to tackle oral disease, infection and chronic pain in communities throughout the developing world. On **June 2nd**, you will be joining forces with thousands in the dental community who believe that everyone has the right to safe emergency dental care. The monies you raise will fund emergency dental training programmes for rural health workers in the developing world –so they can provide life changing dental care to their communities. Your Smile in Pink fundraising efforts will change and save lives - freeing millions in East Africa from the prospect of unnecessary misery and pain caused by oral disease and infections. Thank you!

Your Smile in Pink Kit

In the post you will receive all the components you need to run a fabulously magical day.

- ★ Top tips for a successful fairy cake off
- ★ Delicious cupcake recipes from celebrity chef and baker Lorraine Pascale
- ★ Posters to promote your event
- ★ Bunting
- ★ Cake labels for your fairy cake off
- ★ Information on how to pay in your fundraising money
- ★ Information on how to order your fairy wings

It's all about the fairy magic this year. Sprinkle some fairy dust into your day by holding a fairy cake off!



★ Lucky Magic Fairy Cake

Add a sticker to the bottom of a cupcake, then whoever buys/picks that cupcake wins a prize.

★ Sell your Recipes

Make recipe cards and sell them alongside your fairy cakes.

★ Best Fairy Cake Competition

Get a bit competitive. Have a fairy-cake competition and set best categories. Have your clients, customers, friends, suppliers or patients donate and vote or set up the competition as pay-to-enter.

★ Lorraine Pascale's Bake Recipe Fairy Cake Off

Create a special challenge. Have everyone only use the cupcake recipes in this kit – but have them add their own fairy decorating touch and flare. You can have people donate and vote or set up the competition as pay-to-enter.

★ Go Virtual

Do some virtual fundraising alongside your fundraising activities. Set up a **Justgiving Fundraiser Page** through our **Smile in Pink Campaign**: www.justgiving.com/campaigns/charity/bridge2aid/smileinpink2017 so those who can't attend can help support your fundraising efforts. Use your website, social media and email signature to promote your day, your Justgiving Fundraiser page and generate loads of support virtually!



Other tips to help make your Smile in Pink Day event a big success...

- ★ If you are a dental practice, encourage your young patients to wear fairy wings to their appointment and include a message on your appointment reminder text/email to promote the day
- ★ Combine your fairy cake off with other fundraising activities (e.g. raffle, quiz)
- ★ Bring containers so people can take-away their cakes – encouraging them to buy more!
- ★ Keep it safe and legal. Look at the Food Standards Agency's for tips for staying hygienic and safe when baking and don't forget to check with the Gambling Commission first before you hold a raffle.
- ★ And..... remember to have FUN and enjoy the day!

Order Your Pink Fairy Wings!

Don't forget to get your pink and fairy outfits ready to wear on the day. **You can order pink fairy wings from us for only £4.50/each (discounted if you order more).** There is a limited amount so place your orders today at <https://bridge2aid.charitycheckout.co.uk/fairywings> or Text 'Donate b2a wings' to 88802.



Bring the Fairy Magic to Social Media

Let's bring the pink fairy magic movement to social media and celebrate and promote our collective effort to help millions in East Africa. Show us and everyone your best 'Pink Fairy Selfie' or your fabulous and scrumptious *fairy cake designs* by uploading photos and spreading the word with **#B2Afairyselfie** or **#smileinpink**. Don't forget to tag us with **@Bridge2Aid**. You can also follow Bridge2Aid on Twitter and/or Facebook to be inspired and connect to the community participating in the day. And, there will be some exciting social media competitions!

Thank you so much for taking part in Smile in Pink Day! The money you have raised will change and save lives.

- ♥ **£50** helps 100 people in rural Tanzania have access to emergency dental care
- ♥ **£300** helps 600 people in rural Tanzania have access to emergency dental care
- ♥ **£600** funds the cost of instruments and sterilizers for a trained Tanzanian clinical officer to provide life-changing emergency dental care access to a community of 10,000 people



Paying in the Money You've Raised

There are 3 ways to pay in your money

- 1. Online:** This is the easiest way to pay in all the wonderful money you've raised online. Simply go to <https://bridge2aid.charitycheckout.co.uk/SiPpayin> or Text 'Donate b2a SiP17' to 88802 and follow instructions. Please enter your practice/business name under 'House Name/Number' field. If you have set up a JustGiving fundraising page, those funds will come directly to us.
- 2. By BACS:** The money can be paid into a Lloyds Bank Branch, into the BRIDGE2AID account:
BRIDGE2AID
Unit 44-45 George White Street, Cabot Circus, Bristol BS1 3BA
Sort code: 30-62-96. Account Number: 78758768
*The payment slip and deposit slip from the bank should be sent to us by post to **Bridge2Aid, Suite 3E, Drake House, Drake Lane, Dursley GL11 4HH** or scan and email it to us at smileinpink@bridge2aid.org*
- 3. By Post:** Keep the money and make out a cheque to BRIDGE2AID. Send the cheque and payment slip to **Bridge2Aid, Suite 3E, Drake House, Drake Lane, Dursley GL11 4HH**

SMILE IN PINK PAYMENT SLIP

Participant/Company/Organisation

.....

Contact Name

Contact Email Address.....

Date.....Amount £.....

Signature

Date paid & bank location if applicable.....

Return to **Bridge2Aid, Suite 3E, Drake House, Drake Lane, Dursley GL11 4HH**

smileinpink@bridge2aid.org

Registered UK Charity No. 12455

