Community Awareness Project

Shrimon Karnati & Aarush Penmetsa

Edward S. Marcus High School

5707 Morriss Rd, Flower Mound, TX 75028

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I. EXECUTIVE SUMMARY

Aarush's Story

I was born with a cleft lip and palate, which required my first cleft repair surgery at only three months old. Throughout my childhood, I continued treatment with a bone graft at ten and a jaw surgery at twelve, along with ongoing appointments with surgeons, orthodontists, dentists, ENTs, and speech therapists. My childhood craniofacial surgeon, Dr. David Genecov, played a defining role in my journey. After his passing, I founded Shining Bright Smiles to honor his legacy and help every child smile with confidence.

PROBLEM

Cleft lip and palate are **widely misunderstood**, with many people assuming they are cosmetic conditions rather than **complex** medical issues **requiring years of treatment**. This misconception overlooks the challenges cleft patients face. Families must navigate a **demanding medical journey** involving **numerous specialists**, yet most people are unaware of the intensity of this process. Because schools **rarely discuss cleft conditions** and adults often **misunderstand** them, community **awareness and support remain limited**. This lack of understanding **reduces empathy**, **isolates families**, and **prevents the community** from recognizing the **true impact** of cleft conditions.

PROJECT MISSION

The mission of this project is to **raise awareness of cleft lip and palate** and to **provide financial and emotional support** to those affected. We aim to **educate the community** about the medical and emotional realities of cleft treatment so misconceptions can be corrected and empathy strengthened. By involving the community, we hope to **build a more informed and supportive environment** for affected families. A key part of our mission is to **inspire** youth leadership through **school chapters, service projects, volunteer opportunities**, and **awareness initiatives**. Through collaborations with Medical City, surgeons, daycare centers, and educators, we plan to create a **strong network** of supporters who uplift families and **expand awareness** of cleft conditions.

S	H	I	N	E
SERVE	HOST	INFORM	NETWORK	EXPAND
Deliver 40 care packages to cleft patients & fund 3 surgeries	Raise $10,000 to support care, awareness, and outreach efforts.	Reach 5,000 people through awareness activities.	Partner with hospitals, practices, & businesses.	Establish 3 new school chapters & Increase volunteer engagement

SWOT ANALYSIS

Strengths

- Partnerships with Medical City and renowned specialists build strong credibility.
- Proven fundraising success.
- Clear mission and strong community resonance.
- Consistent volunteer engagement and leadership.
- Personalized care packages that provide comfort.

Weaknesses

- Limited long-term funding outside major events.
- Volunteer turnover each school year.
- Digital presence is still developing.
- Outreach concentrated in one geographic area.

Opportunities

- Expand partnerships to more hospitals and practices.
- Establish an annual signature fundraiser.
- Launch teacher/PTA education programs for scalable awareness.
- Grow digital reach through social media.
- Offer sponsorship tiers for families and businesses.

Threats

- Economic changes are reducing donations.
- Competition from larger nonprofits.
- Hospital policy shifts limiting outreach.
- Volunteer burnout during busy school periods.
- Public misinformation about cleft conditions.

Partnerships

Law Plastic Surgery

Medical City

Genecov Orthodontics

The Learning Experience Academy of Early Education

R. Blake Braidfoot, DMD Pediatric Dentistry

Dental Depot

McKesson

bitsIO

Social Media Impressions

23,300

19,400

DID YOU KNOW?

Cleft lip (with or without cleft palate) is one of **the most common birth defects,** occurring in about **1 in every 700 babies** born worldwide.

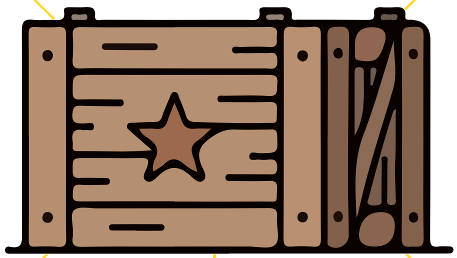
KEY METRICS

$21,600
TOTAL MONEY RAISED

65
FAMILIES HELPED

78,200
PEOPLE REACHED BY OUR MISSION

What Goes In a Care Package?



Stuffed Bear
Offers comfort during a painful recovery

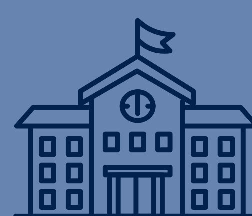
Nutrition Drinks
Supports post-surgery nutrition

Oral Hygeine
Allows patients to keep clean when brushing is restricted

Cold Pack
Reduce swelling post-surgery

Coloring pages and support messages
Raises spirits through emotional support

FUTURE PLANS



In the future, Shining Bright Smiles aims to **expand** its impact **globally**, focusing on regions such as **India** and parts of **Africa** where cleft conditions are **prevalent**. We plan to **grow** our hospital **partnerships**, including potential collaboration with the **Texas Medical Center**, to increase **patient reach, care package distribution**, and **surgical support**. Additionally, we aim to **expand** Shining Bright Smiles chapters into new states, broaden **global reach** through consistent digital content, and **host 1–2** fundraising and awareness events on a bi-monthly basis. These next steps will allow our mission to **reach** more families and **empower** communities **worldwide**.

II. INITIATING

A. STATEMENT OF THE PROBLEM

Cleft lip and palate are among the most common congenital conditions in the world, affecting 1 in 700 births globally, yet they remain **widely misunderstood**. Although many people recognize the terms, few understand the emotional challenges and complex long-term medical care required. Children born with cleft conditions often **undergo 3 to 10 surgeries** and experience orthodontic complications throughout childhood. Nearly **half** of cleft patients develop **speech delays**, and many experience **bullying** or **social stigma**. Families must navigate a **long medical journey** involving surgeons, orthodontists, speech therapists, and other specialists, all while shouldering considerable **financial strain.** Despite the countless cleft births each year in the United States, **awareness** within local communities **remains low**. Schools rarely address cleft conditions, leaving students uncertain about how to respond with empathy. Because cleft conditions **lack widespread advocacy** and visibility, families often receive **few resources** and **minimal community support**.

B. PROJECT SCOPE

PURPOSE

Shining Bright Smiles' mission is to **increase awareness of cleft lip and palate** by **providing education**, **emotional support**, and **financial assistance** to those affected. Accessibility and compassion guide every aspect of our work, so our outreach will engage individuals of all ages through **awareness efforts**. The project will extend through both **in-person** and **digital** outreach, allowing SBS to **reach** a broad audience **locally and globally**. By collaborating with Medical City, Law Plastic Surgery, Genecov Orthodontics, RBR Pediatric Dentistry, and Dental Depot, SBS will ensure that all educational content shared through our outreach channels is **medically accurate**. To **strengthen real-time impact**, the project will fund **3** cleft-related **surgeries**, deliver **40** personalized **care packages**, and engage students through the establishment of **3** SBS high school **chapters**. Through these **efforts**, Shining Bright Smiles will **support** patients and families throughout their journey, helping **restore confidence and hope one smile at a time**.

RATIONALE

Shining Bright Smiles was created to **address the lack of public understanding** surrounding cleft lip and palate and the **resulting challenges** families face. Children with cleft conditions experience **long and complex treatment** pathways, yet community **awareness remains low**. This gap in awareness leads to **stigma** and **reduced support** for affected families. By engaging youth volunteers, partnering with medical professionals, and sharing accessible educational content, our project will **strengthen understanding** and **promote empathy** toward individuals affected by cleft conditions. These efforts will **empower** families while helping build a more compassionate, supportive community.

EXPECTED BENEFITS

By **increasing awareness** of cleft lip and palate, we will be advancing public understanding and reducing stigma while reaching approximately **5,000 individuals** through combined outreach. Through this initiative, we expect to build **supportive networks** by partnering with hospitals, medical experts, schools, and community organizations, creating a more **informed** and **empathetic** community. Our work will **uplift** patients and families by funding **3 surgeries**, assembling **40** personalized **care packages**, and expanding awareness through digital outreach and the support of **3** high school **chapters**. By following this strategic plan, we aim to ensure that cleft patients feel **empowered and supported** as their smiles continue to shine.

III. PLANNING AND ORGANIZING

A. PROJECT GOALS

Our **goals** are structured using the **SHINE** framework, a model designed to guide our work with clarity and purpose. SHINE **organizes our objectives** into **five** action areas: **Serve, Host, Inform, Network,** and **Expand**. This structure ensures our goals remain **aligned with our mission to raise awareness** and **support cleft patients**. By using this approach, we prioritize impact, strengthen community involvement, and maintain focused direction throughout the project. Through **SHINE**, we help the **smiles of cleft patients truly shine** through **meaningful awareness** and **support**.

S

SERVE

Serve cleft patients and families by preparing and **delivering personalized care packages** and **supporting surgical needs**. Our goal is to provide at least **40 personalized care packages** to patients with cleft lip and palate and to **fund 3 surgeries** at partnering hospitals. We will accomplish this by coordinating with Medical City and partnering medical professionals identify patient needs, gathering necessary supplies, and organizing volunteer-led assembly sessions.

H

HOST

Host fundraising **events** to **generate financial support** for care package materials, surgical assistance, and awareness activities. Our target is to **raise $10,000** to support these initiatives and ensure direct assistance for cleft patients and families. We plan to achieve this by organizing a major cultural fundraiser, the **Bollywood Dance Camp**, along with **additional donation drives and tournaments** promoted through social media, school chapters, and community networks.

I

INFORM

Inform the **community** about cleft lip and palate through structured **awareness campaigns** and **educational outreach**. Our planned outcome is to reach at least **5,000 individuals** through targeted in-person awareness efforts and social media campaigns. We will accomplish this by conducting presentations at schools and daycares, creating educational posts and videos, and distributing informational materials through high school chapters.

N

NETWORK

Network with hospitals, medical professionals, daycares, and schools to **expand partnerships** and **enhance project credibility and reach**. We aim to **strengthen collaboration** with Medical City, Dr. Huay-Zong Law, Dr. Jeff Genecov, Dr. Raymond Braidfoot, companies, and multiple community organizations. Through consistent communication and coordinated activities, we plan to **establish sustainable relationships** that support both current and future initiatives.

E

EXPAND

Expand our project's **reach** by **growing Shining Bright Smiles chapters** and **increasing volunteer engagement** across Dallas. Our objective is to launch **3 new SBS high school chapters** to increase volunteer capacity and broaden youth-driven awareness. We will recruit student leaders, promote chapter participation, and offer structured volunteer opportunities tied to events and awareness campaigns.

B. HUMAN RESOURCE MANAGEMENT PLAN

PROJECT LEADERS

AARUSH PENMETSA

DIRECTOR OF PARTNERSHIPS & OPERATIONS

- Led all partnership development efforts with hospitals and medical professionals
- Coordinated all hospital visits and managed communication with medical staff and administrative teams
- Oversaw care package supply procurement and organized assembly and delivery logistics

STRENGTHS

- Strong Communication
- Leadership and Initiative
- Public Relations
- Operation Organization

SHRIMON KARNATI

DIRECTOR OF MARKETING & EVENT PLANNING

- Led marketing, branding, and social media efforts while managing digital strategy and analytics
- Designed promotional materials and digital presentations for events, recruitment, and awareness
- Organized fundraising events and community outreach logistics

STRENGTHS

- Creative Design Skills
- Marketing and Outreach
- Digital Strategy
- Effective Planning

MENTORS

Our mentors **provided guidance** that helped refine our project's **direction** and ensure our work remained **accurate, organized,** and **aligned** with the expectations from our partners and community. Their support **strengthened** our **planning**, **communication**, and overall **execution**.

DR. HUAY-ZONG LAW

Craniofacial Surgeon - Law Plastic Surgery

DR. JEFF GENECOV

Orthodontist - Genecov Orthodontics

KENDRA DAY

Chapter Advisor - Marcus High School DECA

VOLUNTEERS

Volunteers played a critical role across multiple components of the project:

- Assisted with care package assembly and inventory management
- Supported event setup, participation engagement, and cleanup
- Helped run awareness booths and distribute educational materials
- Contributed to chapter-level initiatives

With **over 50 volunteers** recruited, our human resource plan ensured **efficient workflows**, leveraged **individual strengths**, and cultivated student **leadership** throughout the project.

C. SCHEDULE

i. MILESTONES

Our project is divided into **five distinct phases** that correspond to the **SHINE** framework. **Organizing** the project into **goal-aligned phases** enables clear task management, effective progress tracking, and consistent coordination throughout the initiative.

PHASE 1: HOST

The **first phase** of our project will focus on **hosting fundraising initiatives** that establish the **financial foundation** for all future activities. During this phase, Shining Bright Smiles will organize **three primary events**: a Bollywood Dance Camp, a pickleball tournament, and a basketball tournament. **Planning** for these events will involve coordinating locations, facilitators, registration systems, and volunteer roles through a centralized event plan. **Promotion** will be carried out through coordinated community outreach and digital communication channels to **maximize participation** and **visibility**. Throughout this phase, careful budget oversight and planning for potential challenges will support smooth event execution and contribute to the project's overall financial goals.

PHASE 2: NETWORK

The **second phase** will prioritize **formalizing partnerships** that **enhance the credibility and effectiveness** of all service and awareness efforts. Shining Bright Smiles will **strengthen its collaboration** with **Medical City**, working with hospital representatives to understand patient needs and post-surgical support considerations. The project will also engage with **leading** oral care and surgical medical **practices**, including **Law Plastic Surgery** and **Genecov Orthodontics**, to guide care package development and validate educational materials. SBS will collaborate with **local daycares** to support encouragement-letter initiatives that promote empathy and early awareness among young children. The project will further develop **corporate partnerships** to strengthen operational and outreach support. These partnerships will establish a coordinated support system that enhances patient-centered care and **reinforces the foundation** of all project activities.

PHASE 3: SERVE

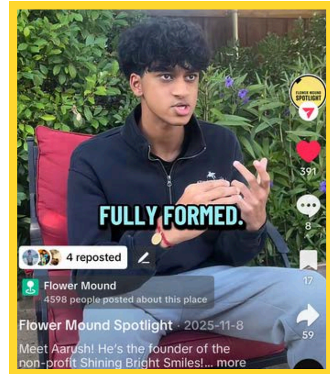
The **third phase** will emphasize **direct support** to cleft patients through **hands-on service** and **financial assistance**, representing the **emotional core** of Shining Bright Smiles. During this phase, Shining Bright Smiles will produce and **deliver 40 personalized care packages** designed to support both **physical and emotional** recovery, with contents guided by medical input and patient needs. Assembly will follow a structured workflow to ensure consistency, quality, and timely completion. The project team will **coordinate** with hospital administrators to **schedule delivery days** that protect patient privacy and align with clinical routines. In addition to care package distribution, the project will allocate funds to **support 3 cleft-related surgeries**, assisting families facing **financial barriers** and creating immediate, **life-changing impact** for patients.

PHASE 4: EXPAND

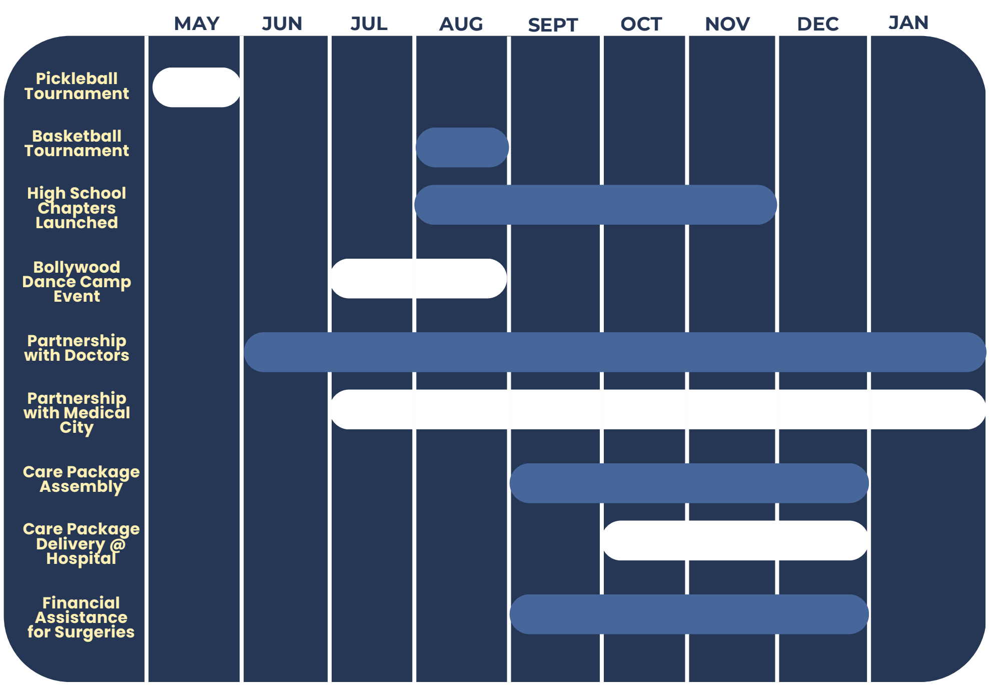
The **fourth phase** will focus on **expanding the reach and sustainability** of our organization by **establishing three new Shining Bright Smiles chapters** across Dallas. These chapters will function as youth-led extensions of the organization, enabling students to independently lead awareness efforts, service initiatives, and school-based fundraising with guidance from the central team. **Expansion** will be supported through standardized training and leadership resources developed with input from existing medical and community partners, ensuring **alignment** with the organization's **mission and standards**. **Partnerships** will further **support expansion** by providing **credibility** and **outreach** opportunities that help chapters engage their school communities effectively. By decentralizing leadership and equipping students with clear systems and partner-backed resources, this phase will strengthen **long-term impact** and ensure **sustained growth** beyond the initial project period.

PHASE 5: INFORM

The **final phase** will prioritize **informing the community** about cleft conditions through **coordinated outreach efforts**. Content shared during this phase will be informed by the work completed across the **previous four phases**, allowing outreach to reflect established partnerships, direct patient service, and student-led initiatives. Educational materials and presentations will be shared through **social media** and **in-person outreach** at schools, community events, and partner organizations to **reach at least 5,000 individuals** across all ages. By combining digital communication with face-to-face engagement, this phase will translate project efforts into **accessible education** and encourage informed, **empathetic** responses to cleft conditions within the community.



ii. TIMELINE



Our **timeline** was developed to give our project a clear **month-by-month structure** that ensured steady progress and efficient use of resources. By outlining **key activities** in advance, we were able to organize responsibilities, prevent scheduling conflicts, and maintain consistent momentum throughout the project cycle. The timeline helped us **coordinate major tasks** such as fundraising, partnership development, care package preparation, chapter expansion, and awareness distribution in a **logical** and **manageable** sequence. It also served as a **tool for monitoring** our readiness before entering each phase, allowing us to make adjustments when necessary and stay **aligned** with overall project goals. This structured approach supported strong communication, smooth execution, and the ability to meet deadlines without sacrificing quality or impact.

D. QUALITY MANAGEMENT PLAN

By **segmenting** our plan into **Quality Management** Strategies and **Maintenance** Strategies, we can consistently **evaluate** and **sustain** the effectiveness of each phase of **SHINE**. The Quality Management Strategies focus on the **key metrics** used to measure success, while the Maintenance Strategies outline how we will regularly **monitor** those metrics for continuous **improvement**.

SERVE

	CARE PACKAGES	FUNDING SURGERIES
QUALITY MANAGEMENT STRATEGY	• Track the number of care packages assembled and delivered, with a goal of 40 packages • Confirm each package includes all planned items and letters, and is of the utmost quality • Record which patients receive the packages	• Track the number of surgeries funded, with a goal of 3 cleft-related surgeries • Track the amount of funding allocated per surgery and the percentage of the overall budget dedicated to direct patient assistance
MAINTENANCE	• Use assembly checklists to ensure consistency • Gather feedback from Medical City staff on item usefulness • Maintain a delivery log with dates, quantities, and comments	• Keep detailed records of surgery-related payments • Review funding decisions with medical partners

HOST

	BOLLYWOOD DANCE CAMP	PICKLEBALL & BASKETBALL TOURNAMENTS
QUALITY MANAGEMENT STRATEGY	• Track total funds raised from the event • Monitor the number of attendees and participation • Measure online engagement on event promotions • Record engagement generated at the event	• Track total funds raised from the tournament • Monitor the overall event turnout • Measure online engagement on promotional posts • Record volunteer efficiency throughout the event • Track new community engagement generated
MAINTENANCE	• Review registration and payment reports after the event • Check online insights for reach and engagement • Collect feedback from attendees and volunteers • Compare results to goals for future planning	• Review total event-generated revenue • Analyze online insights for reach and engagement • Gather feedback from attendees and volunteers • Compare results to goals for future tournaments

INFORM

	DIGITAL AWARENESS	IN-PERSON AWARENESS
QUALITY MANAGEMENT STRATEGY	• Track online reach and engagement with a target of 5,000 impressions • Measure views on educational cleft-related content	• Track the number of awareness presentations given • Measure audience size for awareness effort • Monitor awareness integration across events and chapters
MAINTENANCE	• Analyze weekly analytics for content performance • Adjust posting strategy based on engagement trends • Maintain a bi-weekly content calendar to ensure consistent posting	• Collect reflections from presenters and chapter leaders • Gather partner and stakeholder feedback. • Log all awareness events with dates, locations, and audience estimates

NETWORK

	MEDICAL PARTNERSHIPS	COMMUNITY PARTNERSHIPS
QUALITY MANAGEMENT STRATEGY	• Track the number of partnerships established • Monitor the level of partner involvement in planning care packages and surgery funding • Track the frequency of meetings and communication with medical partners	• Track the number of collaborating daycares, companies, and student organizations • Record student-created materials • Evaluate the effectiveness of corporate partner support
MAINTENANCE	• Keep a shared log of emails and meetings with each partner • Conduct regular partner alignment check-ins. • Collect partner feedback on collaboration and service effectiveness	• Maintain a partner list with contact details and activity notes • Conduct partner follow-ups after collaborations • Document partnership outcomes and improvement opportunities

EXPAND

	CREATING CHAPTERS AT HIGH SCHOOLS
QUALITY MANAGEMENT STRATEGY	• Track the number of new Shining Bright Smiles chapters created, with a goal of three new high school chapters • Monitor chapter membership and leadership roles • Measure the involvement of chapters in events, care package assembly, and awareness efforts
MAINTENANCE	• Require brief monthly updates from each chapter leader describing activities and attendance • Keep participation logs for chapter-led events and volunteer hours • Meet with chapter officers periodically to review progress and set next-step goals

E. RISK MANAGEMENT PLAN

Effective **risk management** ensures that our project remains organized, adaptable, and aligned with our **goals**. We identified several potential **challenges** and developed **response strategies** to maintain smooth project operations.

RISK	POTENTIAL IMPACT	RESPONSE STRATEGY
Partnership Efforts Failing	• Loss of institutional support • Reduced credibility • Limited access to patient networks	• Maintain transparency and professionalism during meetings • Communicate consistently with administrators and medical staff • Present clear project plans that demonstrate value to partners
Difficulty Coordinating with Hospitals	• Delays in care package delivery • Misalignment with medical schedules • Reduced support for patient outreach	• Communicate consistently with hospital staff • Set clear expectations and adjust planning when needed • Adapt our project timeline to accommodate institutional requirements • Maintain flexible, professional collaboration
Delays Due to Patient Privacy Regulations	• Restricted access to patient information • Decreased personalization of care packages	• Respect all hospital privacy policies • Adjust workflow steps to ensure full compliance • Work closely with administrators to maintain secure and appropriate communication • Ensure all activities remained aligned with HIPAA guidelines
Not Reaching Fundraising Goals	• Insufficient funds for surgical assistance, care package supplies, or awareness events.	• Expand marketing and outreach efforts • Leverage social media to increase visibility • Diversify fundraising methods to attract different donor groups • Engage sponsors to increase financial support and event turnout
Low Volunteer Turnout	• Reduced efficiency during events • Slower care package assembly • Limited outreach capacity.	• Offer volunteer hours as incentives for student participation • Engage student organizations to broaden recruitment efforts

F. PROPOSED PROJECT BUDGET

Expenses	Description	Total Cost
Tournaments	**Pickleball Tournament $350** **Basketball Tournament $480**	**$830**
Patient Support	**Surgeries $6000** **Care Packages $2000**	**$8000**
Dance Camp	**Studio $500** **Concessions $200**	**$700**
Team Meetings	**Meeting Rooms $150**	**$150**
Total Budget		**$9,680**

IV. Execution

Phase 1: Host

To support the care-package delivery, educational outreach, and surgery-funding components of our project, we implemented a **multi-event fundraising strategy** combining athletic tournaments, cultural events, donation outreach, and school-based engagement. After evaluating various athletic event formats, we selected pickleball due to its accessibility for all age ranges. Through **school newsletters, social media posts,** and **student ambassadors,** we reached a wide audience and secured strong participation. Volunteers managed scorekeeping, concessions, and informational booths that educated participants about cleft conditions and surgical needs. The event raised **$3,300,** confirming strong community support and establishing a foundation for future initiatives.

Building on this early success, we focused on expanding our reach through individual and corporate donations, combining personal outreach, mission-centered storytelling, and targeted partnership requests. By sharing **patient narratives, volunteer testimonies,** and educational **infographics**, we helped donors understand both the medical necessity and emotional significance of cleft surgeries. Several local businesses expressed interest in contributing, and through ongoing outreach, we secured a total of **$11,400** in individual and corporate donations. This donor-driven support became a consistent revenue stream that sustained our work throughout the year.

In July 2025, we launched one of our most culturally meaningful and engaging events, the Bollywood Dance Camp, designed to blend community-building with cleft awareness. The camp featured interactive dance instruction and cultural presentations, attracting over **50 participants** of various ages. Parents and attendees not only enjoyed a unique cultural experience but also **learned about the challenges faced by cleft patients** and the mission behind Shining Bright Smiles. Registration fees and additional donations generated **$4,200,** while the event also expanded our digital reach and brought new long-term volunteers into our organization.

To further diversify our fundraising efforts, we organized the Shining Bright Smiles Basketball Tournament. Richwoods Academy generously provided the gym at a discounted rate, allowing us to maximize fundraising efficiency. We promoted the event through a professionally designed graphic and reached more than **45 student groups and recreational teams**. Structured as a three-player competition with a $20 entry fee and a **$200 grand prize**, the tournament attracted a wide range of players and spectators. Volunteers oversaw event operations and provided educational materials about cleft conditions and global healthcare disparities. The **tournament raised $2,700**, reinforcing the power of combining athletics with purpose-driven community engagement.

OUR FOUR MAJOR FUNDRAISING EFFORTS:

Individual/ Corporate Donations

Basketball Tournament

Pickleball Tournament

Bollywood Dance Camp

Phase 2: Network

In July 2025, Shining Bright Smiles **began formalizing strategic partnerships** that strengthened the project's **institutional alignment** and **credibility**. As the **primary hospital partner**, **Medical City** played a central role by providing guidance on patient protocols, hospital coordination procedures, and post-surgical support expectations, ensuring that all outreach and service activities aligned with clinical environments and patient privacy standards. Additionally, **Medical City** enabled us to **expand the project's reach** to additional cleft patients and families. Partnerships with **specialized medical practices**, including **Law Plastic Surgery**, **Genecov Orthodontics**, **R. Blake Braidfoot Pediatric Dentistry**, and **Dental Depot**, contributed professional insight into cleft-related treatment and recovery, allowing the organization to align educational content and support materials with real medical needs. **Corporate partnerships** with **McKesson** and **BitsIO Inc**. supported the project through financial sponsorship and operational assistance, strengthening resource capacity and enabling consistent execution across initiatives. Collaboration with **The Learning Experience** extended outreach to early childhood audiences through encouragement-letter initiatives that promoted empathy and age-appropriate awareness. Together, these partnerships expanded our reach, reinforced institutional trust, and established a strong professional foundation that **supported** the project's continued **growth and impact**.

Medical City
Law Plastic Surgery
Dental Depot
The Learning Experience Academy of Early Education
bitsIO
genecov Orthodontics
McKESSON
R. BLAKE BRAIDFOOT, DMD PEDIATRIC DENTISTRY

Phase 3: Serve

In September 2025, our volunteer network assembled **over 60 personalized care packages for cleft patients** at Medical City, following weeks of planning with surgeons, nurses, and speech-language specialists who advised on postoperative needs. Using this guidance, **we curated packages that supported physical recovery and emotional comfort, including nutrition drinks suitable after surgery, plush toys, puzzles, and hygiene and oral care essentials** tailored to sensitive recovery needs. Each package also included **personalized letters and drawings from daycare children**, along with **motivational messages written by high school volunteers**. Assembly was organized into stations for packaging, quality checks, and message-writing, bringing together volunteers from across the state. In October 2025, 40 of the completed packages were delivered to Medical City, where staff expressed appreciation for the care and personalization provided. The other 20 care packages were delivered to Dr. Huay-Zong Law. Nurses shared that the **letters were often the first items children reached for after surgery**. In November 2025, proceeds from our fundraising efforts fully funded **5 cleft surgeries**, directly transforming children's lives and expanding access to critical care for their families.

Phase 4: Expand

During the execution phase, Shining Bright Smiles translated its growth strategy into measurable results by establishing **11 active high school chapters**, surpassing the original target of three. These chapters became hubs for **student-led education, fundraising,** and **service**, enabling peers to learn about cleft lip and palate conditions through presentations, events, and advocacy efforts coordinated with the central team. Expansion was supported by existing partnerships with medical professionals and community organizations, which provided credibility, educational guidance, and connections, helping new chapters engage their communities effectively. Outreach efforts extended beyond schools through a feature on **FunAsiA Radio,** which allowed us to share our mission with an audience of **35,500 listeners**, greatly increasing regional awareness. This exposure increased public understanding of the cause, reinforced organizational legitimacy, and supported chapter recruitment and engagement. Together, chapter expansion, partner-supported growth, and large-scale media outreach demonstrated successful execution and positioned Shining Bright Smiles for sustained impact.

Phase 5: Inform

In this phase of our project, **we wanted to educate people on cleft lip and palate**. Through multiple awareness campaigns, we were able to garner massive support. We began by presenting to our DECA chapter and then progressed to presenting to representatives at Medical City. Leveraging social media platforms and school communication networks, we published content that included:

Patient stories

Educational Infographics

Care Package Preparation

Volunteer Spotlights

Beyond our core milestones, we expanded our outreach through additional community-facing initiatives that strengthened awareness and deepened engagement. Throughout the fall of 2025, we participated in **school club fairs, community gatherings,** and **healthcare-centered events** where we presented the mission of Shining Bright Smiles, shared educational materials, and showcased stories of cleft patients. These supplemental initiatives amplified the **visibility** of our project and established our nonprofit as a **credible advocate for cleft awareness in Dallas.**

We also leveraged partnerships with student organizations, honor societies, and youth service groups to broaden **volunteer opportunities**. Collaborating with these groups increased the number of individuals educated about cleft conditions and contributed significantly to our **volunteer recruitment** and **project impact**. This project engaged with over **78,200 individuals**, surpassing our original goal and significantly expanding our reach. In addition, we conducted **awareness presentations** at high schools, daycares, and community events, allowing us to **educate** individuals across multiple age groups. Beyond our core milestones, we expanded our outreach through additional community-facing initiatives that strengthened awareness and deepened engagement. We **raised a total of $21,600**, surpassing our original goal and enabling us to significantly expand the impact of our project. These funds directly **supported** the creation of over **60 personalized care packages**, strengthened our educational outreach, and allowed us to **fund 5 cleft surgeries** in September, October, and November 2025, marking one of the most **meaningful achievements** of the year. Building on the **groundwork from earlier phases**, we significantly **expanded awareness and education** around cleft lip and palate conditions. **Hosting** fundraisers created engaging settings to present our mission to large audiences, combining entertainment with accurate education about the cause. **Networking** efforts strengthened partnerships that helped us effectively deliver medically informed messaging to communities. **Service** activities demonstrated how donations directly supported patients, reinforcing credibility and understanding. **Expansion** through new school chapters allowed motivated students to educate their own campuses, extending outreach beyond our immediate area and ensuring the cause reached diverse student communities. Together, these efforts allowed Shining Bright Smiles to **inform** communities and **expand lasting awareness** of cleft conditions.

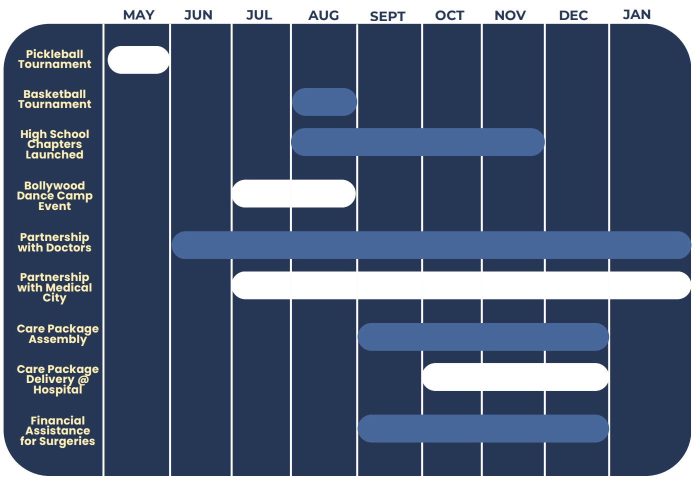
V. Monitoring and Controlling

A. Monitoring

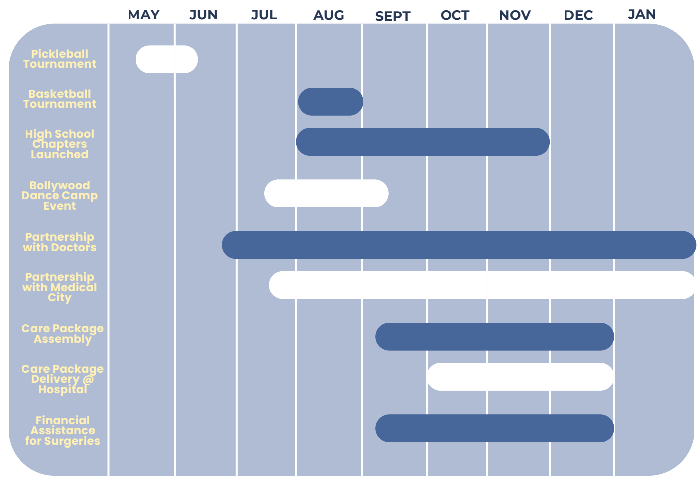
1. Schedule

To keep the project on track, we developed a **comprehensive timeline** that mapped every major component of our initiative, including **fundraising events, partnership meetings, care package assembly days,** and **awareness campaigns**. The timeline incorporated both **long-term planning**, such as fundraiser scheduling and chapter development, and **short-term operational details**, such as volunteer assignments, packaging logistics, and delivery windows coordinated with Medical City. We monitored scheduling and progress through a variety of structured tools. **Shared Google Calendar entries** were used to track major milestones, deadlines, and meeting dates, giving all volunteers and chapter leaders real-time visibility into upcoming tasks. Our **weekly team meetings** provided opportunities to assess task completion, review updates from school chapters, and identify any areas requiring additional support. We also implemented **progress checkpoints** with volunteers and chapter leaders to ensure that outreach efforts, marketing materials, and event preparations were advancing as planned. Additionally, **email communication logs** with hospital partners helped us coordinate delivery dates, confirm package counts, and align our timelines with Medical City's operational needs. Together, **these scheduling tools created a reliable framework** that helped us maintain consistency and accountability throughout the project. When minor delays or unexpected changes arose, our flexible planning approach allowed us to make strategic adjustments without compromising quality. By integrating organization, accountability, and flexibility into our scheduling system, we were able to manage a multifaceted, months-long initiative with precision and efficiency, ensuring that every component of Shining Bright Smiles was executed with care.

Predicted



Actual



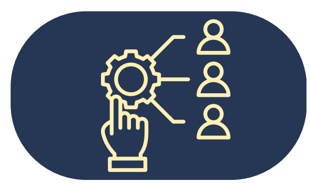
2. Budget

Financial monitoring was crucial to responsibly managing funds entrusted by donors, sponsors, and community supporters. We tracked revenue and expenses through a structured **Google Sheets budget system**, allowing **real-time logging** of incoming funds and outgoing costs. **Receipts and invoices** were maintained for all purchases, and detailed **donation logs** categorized contributions from **fundraising events, individual donors, corporate sponsors,** and **school chapter initiatives**. After each fundraiser, reconciliations were completed to verify totals, match deposits, and ensure alignment with projected budgets. Funds from sponsorships, donations, and fundraising events were strategically allocated to key mission components. A significant portion supported cleft lip and palate surgeries that directly transformed children's lives, while another portion funded the assembly of over **60 personalized care packages** for families during postoperative recovery. Remaining funds sustained **awareness events, outreach materials, volunteer training,** and **school chapter activities**. By consistently updating financial data and maintaining accurate records, we ensured transparency, prevented overspending, enabled accurate forecasting, and maximized the efficiency and impact of every dollar raised.

Donations/Fundraisers

Tracking/Logging

Verification of Funds



Allocation

Tournaments	
Pickleball	$350
Basketball	$480
Total	$830

Camp	
Dance Camp	
Total	$700

Meetings	
Meeting Rooms	
Total	$150

Impact	
Surgeries	$10,000
Care Packages	$2,000
Total	$12,000

Total Revenue Remaining: $7,920

How we plan to use the remaining funds:

- **Direct Patient Support ($3,000–$3,500)**
  Cover surgery travel costs, post-op care kits, or speech-therapy scholarships for families
- **Sustainable Program Expansion ($2,000)**
  Scale care packages, educational workshops, and hospital partnerships.
- **Awareness + Fundraising Engine ($1,500)**
  Professional outreach materials and targeted social media ads to grow donations long-term.
- **Emergency Relief Reserve ($900–$1,400)**
  Set aside a rapid-response fund for families who need urgent help.

With **$7,920** in remaining funds, Shining Bright Smiles plans to strategically allocate resources to strengthen its mission and long-term impact further. A portion of these funds will be allocated to **direct patient support,** including post-op recovery assistance and expanded **care package resources** for patients. Additional funding will be used to **scale workshops and partnerships**, support future **awareness and outreach efforts**, and **maintain essential operations**. The remaining balance will be reserved to address urgent patient needs and ensure financial stability for upcoming initiatives, allowing the organization to continue serving families responsibly and effectively.

3. Quality

Quality assurance was maintained through continuous evaluation of participant engagement, volunteer performance, event execution, and partner satisfaction. Throughout the project, we prioritized regular assessment to ensure each activity met the standards established at the beginning of the initiative. Our evaluation process used **multiple feedback channels** to measure impact from different perspectives, refine our approach, and keep services aligned with patient and community needs. Key feedback came from **hospital staff** at Medical City following care package deliveries, where **nurses** and **surgical teams** shared observations on children's responses, frequently used comfort items, and additional resources families could benefit from. We also received verbal feedback from **families**, whose appreciation highlighted the emotional and practical value of our support and informed ongoing improvements. Event-based evaluation further supported quality assurance, including **attendance tracking** and **participant surveys** at the Bollywood Dance Camp to assess engagement, satisfaction, and educational effectiveness. **Social media analytics** such as impressions, likes, shares, comments, and follower growth were used to evaluate the reach and effectiveness of our digital awareness efforts and guide communication strategies. By incorporating feedback from medical professionals, families, participants, volunteers, and online audiences, our team continuously refined processes, improved events, and strengthened outreach, ensuring a high standard of care, professionalism, and community impact.

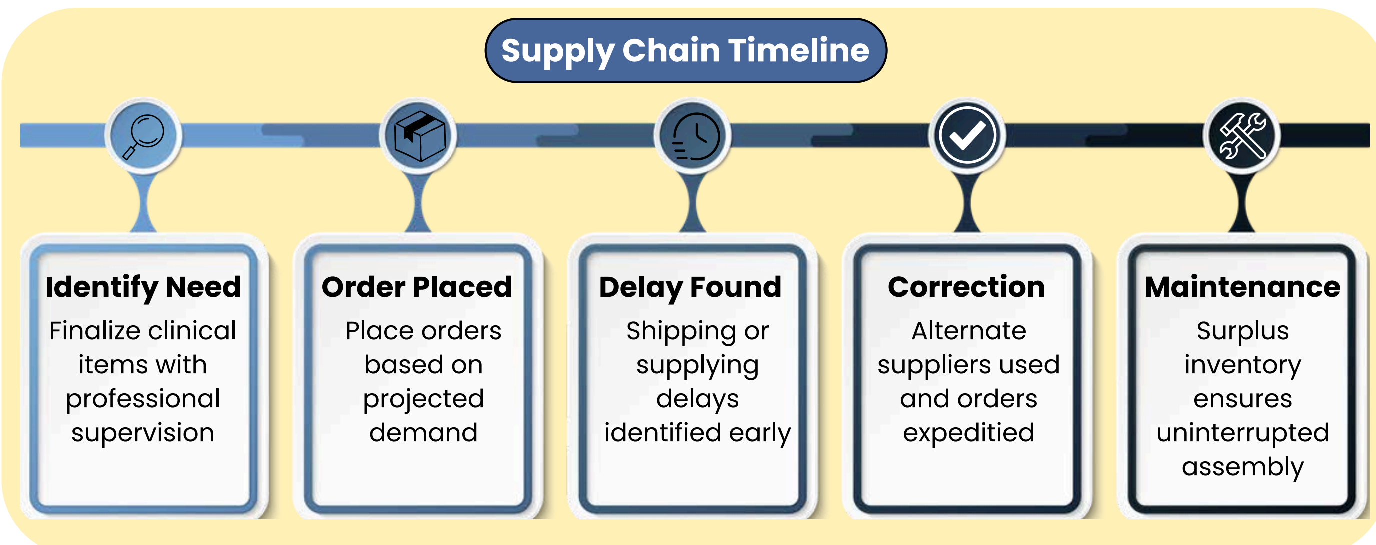
Multi-Source Quality Assurance Evaluation Matrix

Evaluation Area	Hospital Staff	Families	Participants	Volunteers	Analytics
Participant Engagement	✓	✓	✓		✓
Volunteer Performance				✓	
Partner Satisfaction	✓				
Event Execution			✓	✓	✓
Awareness & Reach					✓

This matrix illustrates how Shining Bright Smiles **collected feedback** across multiple stakeholder groups to evaluate **engagement, performance, execution quality, partner satisfaction,** and **community awareness,** ensuring continuous quality assurance throughout the project.

B. Controlling

Throughout the project, controlling played a critical role in identifying challenges early and implementing corrective actions to keep us aligned with our goals. Several minor issues arose, but strategic responses ensured steady progress and sustained impact. **Scheduling conflicts** with Medical City occurred due to shifting clinical priorities, which were **addressed through open communication** and **flexible delivery windows** that ensured timely care package drop-offs. **Volunteer availability fluctuated** as academic and extracurricular commitments increased, so **recruitment was expanded through school chapters, volunteer hours were offered,** and **shift-based sign-up systems were implemented**. When initial marketing efforts underperformed, the digital strategy was refined by posting during peak engagement hours, using stronger visuals and trending audio, and emphasizing personal narratives, ultimately **surpassing** the goal of **5,000 impressions**. As partnerships expanded, occasional communication delays were resolved by designating consistent points of contact, organizing information clearly, and following structured timelines. **Supply delays** affecting clinical items were **mitigated by sourcing alternate suppliers, ordering earlier**, and **maintaining surplus inventory**. As volunteer participation grew, structured task lists, visual assembly guides, and leadership oversight ensured consistent quality. Engagement was sustained throughout the project by sharing milestones, recognizing volunteers, keeping school chapters active, and providing regular updates. Through these controlling strategies, all milestones were completed on schedule, and partnerships operated smoothly.



VI. Closing the Project

A. Evaluation of Key Metrics

SERVE		
Metrics Evaluated	Number of Care Packages Delivered	60
	Number of Surgeries Funded	5

HOST

Metrics Evaluated	Number of participants (Dance Camp)	50
	Tickets Sold (Tournament)	165

INFORM

Metrics Evaluated	Total Awareness Campaigns	8
	Total Conferences	4
	Total Stories Shared	6

NETWORK

Metrics Evaluated	Total Partnerships	8
	Total Chapters Started	11

EXPAND

Metrics Evaluated	Number of people reached	78,200
	Total Community Events	8

The Shining Bright Smiles project **successfully met or exceeded every major goal** established at the start of the initiative, demonstrating strong alignment between planning, execution, and measurable impact. Our fundraising goal of $10,000 was **surpassed** by more than **110%,** with over **$21,600 raised** through diverse events, including the Bollywood Dance Camp, donation drives, and community fundraisers. This surplus allowed us to expand both surgical assistance and care package production. Similarly, our goal of assembling 40 care packages was **exceeded**, with a total of **60 delivered**, resulting in a **150% completion rate**. This achievement was supported by clinical guidance and affirmed by positive feedback from families and hospital staff. Awareness efforts far **surpassed** expectations as well, with over **78,200 impressions** significantly deeper than our goal of reaching 5,000 individuals driven by strong storytelling, volunteer participation, and targeted social media strategies. We exceeded our goal of funding 3 cleft surgeries by **funding 5 cleft surgeries**, made possible through partnerships with medical professionals and careful financial stewardship.

B. Lessons Learned

Initiating

What Worked: During initiation, our team's clarity of mission and personal connection to cleft awareness strengthened the foundation of the entire project. Clearly defining the problem early allowed us to articulate a compelling purpose during meetings with hospitals, donors, and volunteers. Our passion-driven approach helped secure strong partnerships with Medical City and experienced surgeons who were eager to support our mission.

What Did Not : Initially, we underestimated the time required to build institutional trust with hospitals. The legal and logistical considerations, particularly regarding patient privacy, required more preparation than anticipated. In the future, we will begin partner outreach even earlier and allocate additional time for administrative approvals.

Planning and Organizing

What Worked: Our measurable goals provided a clear roadmap that guided every major decision. The human resource plan, especially the introduction of high school chapters, significantly expanded our volunteer base and allowed for efficient delegation. Creating detailed timelines and milestone checkpoints helped us maintain focus and accountability.

What Did Not : We underestimated supply chain timelines for care package items, which led to moments of tight deadlines. Additionally, our early social media strategy lacked strong engagement until adjustments were made. Future projects will include a more robust pre-launch digital plan and earlier procurement scheduling.

Execution

What Worked: Execution was the strongest phase of our project. Events such as the Bollywood Dance Camp brought the community together and generated impressive fundraising results. Care package assembly and hospital delivery were executed smoothly due to strong volunteer collaboration and clear task delegation. The daycare partnership added significant emotional value and distinguished our project from typical awareness campaigns.

What Did Not : We initially faced challenges coordinating schedules with hospital teams, which required flexible planning and rapid adjustments. Additionally, volunteer turnout fluctuated during busy academic months. This caused campaigns such as our basketball tournament to have to be rescheduled multiple times. In future initiatives, we plan to incorporate more structured volunteer rotations and create contingency plans for event staffing.

Monitoring and Controlling

What Worked: Our consistent use of digital tools such as Google Sheets, calendars, and analytics dashboards ensured effective monitoring. Weekly check-ins allowed us to track progress across fundraising, awareness reach, and volunteer involvement. The ability to measure results in real time allowed us to remain aligned with our goals. We responded to challenges quickly and effectively. When social media engagement dipped, we successfully pivoted our digital strategy. When supplies were delayed, we secured alternate vendors. When coordination issues arose, we adapted our timeline without sacrificing quality. These actions strengthened our final outcomes and ensured that no milestone fell behind.

What Did Not : Early on, some volunteers were unsure of reporting procedures for hours and responsibilities. After introducing standardized forms and improved communication through chapter leaders, this issue was resolved. In future projects, we will implement standardized reporting systems at the very beginning. Controlling efforts would have been even stronger if we had implemented formal contingency plans earlier.

C. Recommendations For Future Projects

Looking ahead, Shining Bright Smiles should focus on expanding its reach and long-term sustainability. A key recommendation is to **extend the project globally**, especially to regions such as India and parts of Africa, where cleft conditions are common. Establishing international outreach partnerships would significantly broaden project impact. Future teams should also continue expanding hospital collaborations, including pursuing a partnership with the Texas Medical Center to increase patient reach. **Growing SBS chapters** across additional schools will also help **expand volunteer involvement** and maintain strong student leadership. Enhancing outreach by creating structured educational content, interactive resources, and recurring awareness campaigns can extend engagement to wider audiences. Finally, **developing recurring fundraising events** and formalizing long-term collaboration agreements with medical partners will support future stability. Implementing simple tracking tools for metrics such as funds raised, care packages delivered, and volunteer hours will help future teams evaluate progress and refine strategies. These recommendations will allow future Shining Bright Smiles teams to expand the organization and support cleft-affected families with greater reach and sustainability.

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