

30 Years of «Smile»

Its Current Impact on Public Opinion

Athens Conservatory – 11 November 2025



Xenia Kourtoglou, MSc.

Founder Focus Bari & Resilience Expert

Thank you!

Will see...



30 Years “The Smile”

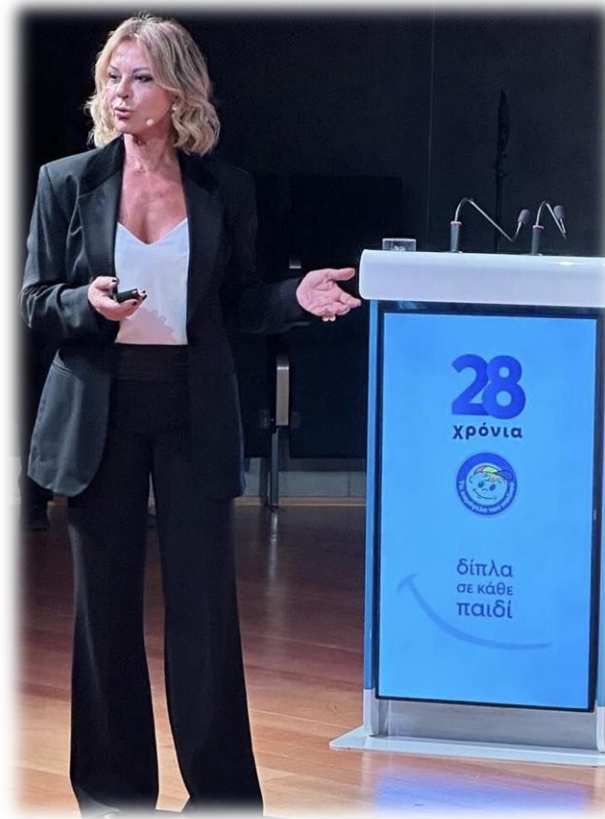
«The Smile» Today

**“The Smile”
Happy Anniversary**



30 Years “The Smile”

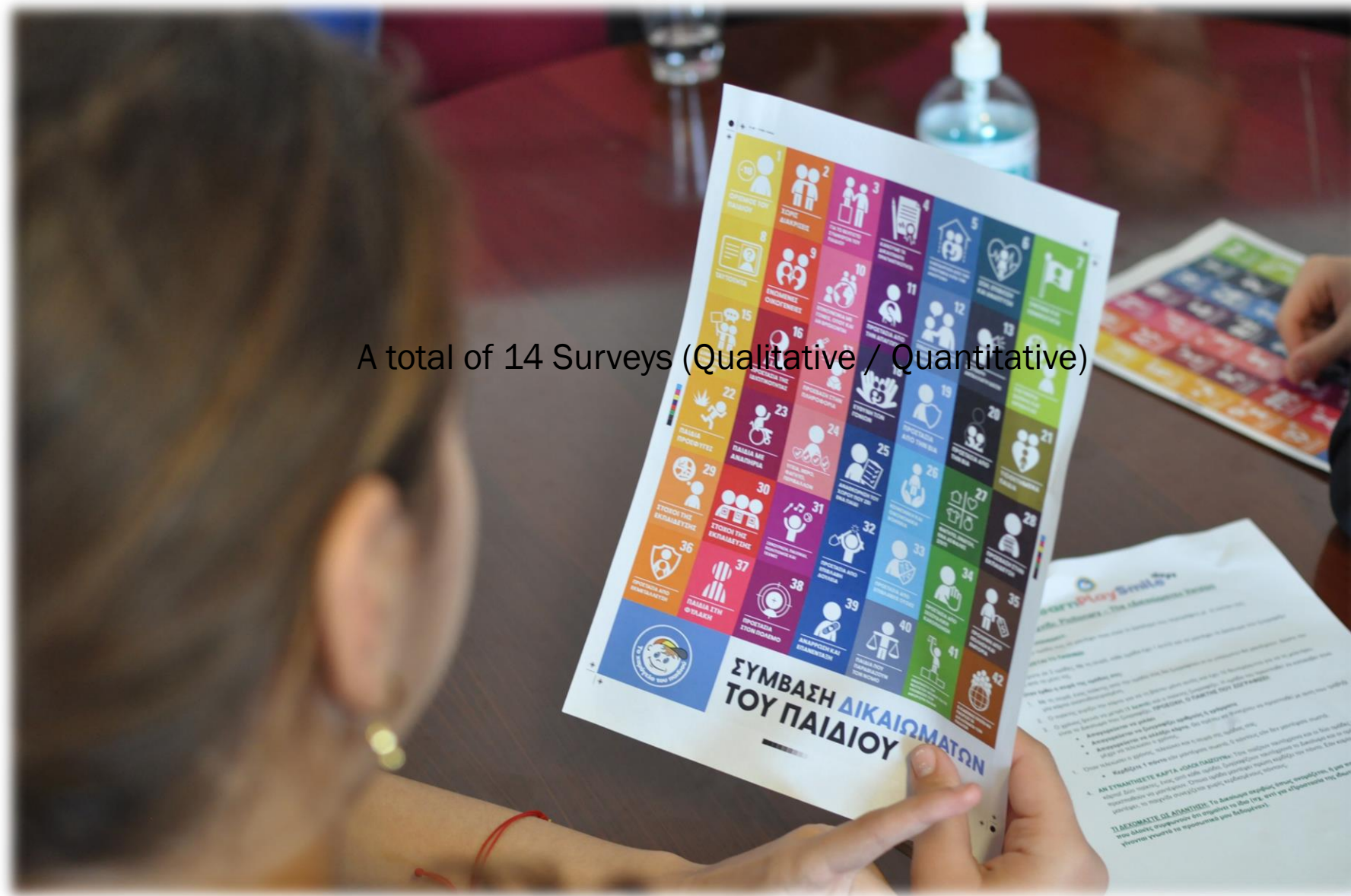
From the heart : «*by your side since 2017*»



From the heart : «*without you it can't be done!*»



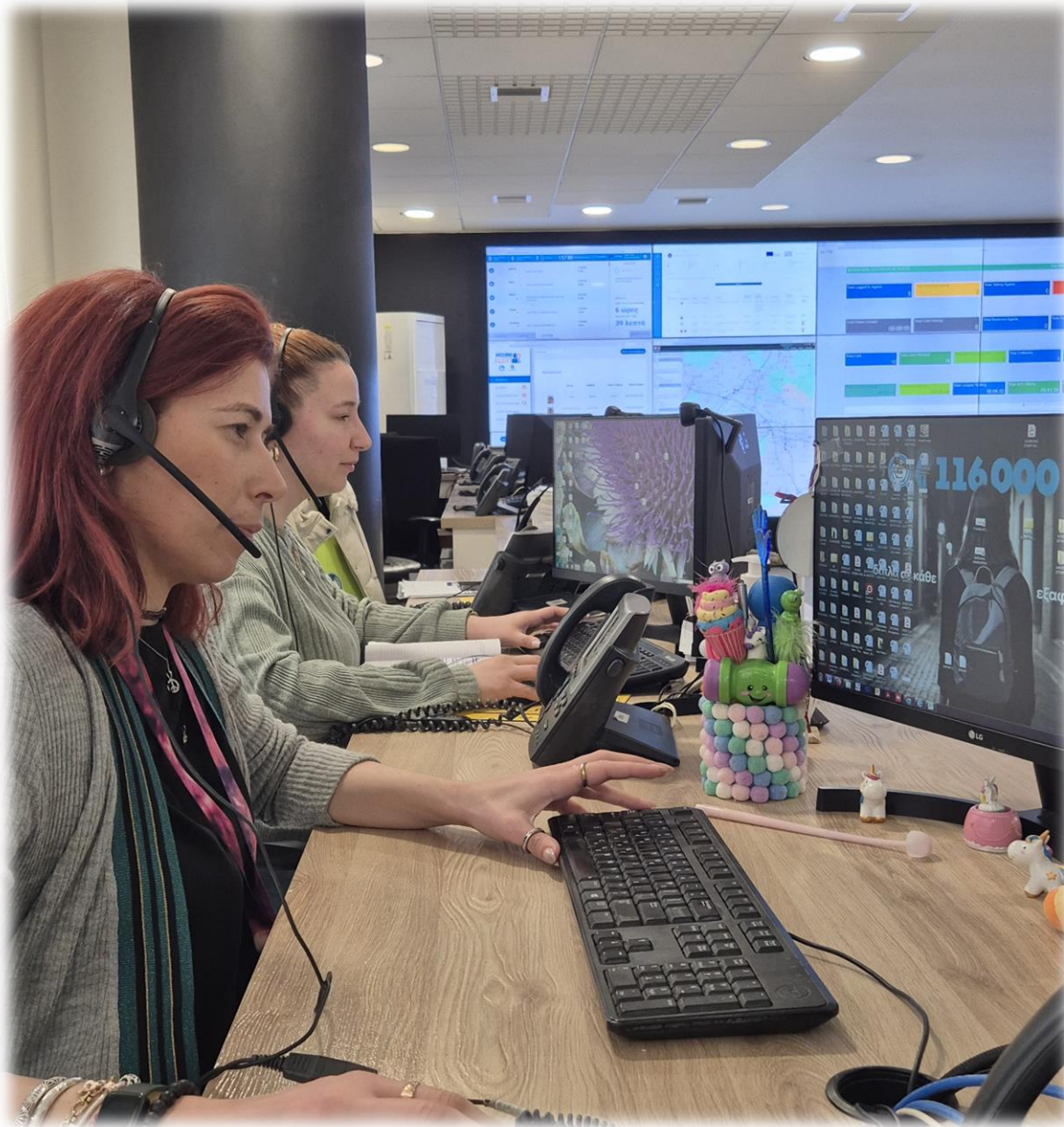
A total of 14 Surveys (Qualitatives / Quantitatives)



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Greeks **sensitized** towards NGOs



83%

NGOs are essential and offer
substantial work to society,
although...

There is **some distrust**, therefore...



62%

**Offer help to specific cases
and organizations
that focus on children!**

First & above all “The Smile!”



97%

All of Greece knows
“The Smile of the Child”.

They perceive it as something «*much greater!*»



95%

It offers substantial
contribution to
Greek society.

They perceive it as something «*much greater!*»



87%

It has the power to mobilize
the Authorities
and the public!

They perceive it as something *«much greater!»*



80%

Actions that no other
organization undertakes,
not even the State!

Therefore, even in crisis/emergencies...



79%

Believe that the State must recognize the organization's work and collaborate to ensure the appropriateness of the shelters.

Therefore, even in crisis/emergencies...



49%

State with certainty that
their perception of the
“The Smile” cannot be
influenced by any “scandal!”

So, support becomes a “mission”!



82%

Believe that a sponsorship to “The Smile” works more positively for the sponsor’s image than for “The Smile” itself!

So, support becomes a “mission”!



Everyone

Sponsors experience
fulfillment and joy when
they support “The Smile”!

The Smile Today





Research Specifications

Quantitative Research – structured questionnaire

Sample: 1009 individuals aged 18–64, nationwide

Online YouGov Panel

15–20 October 2025



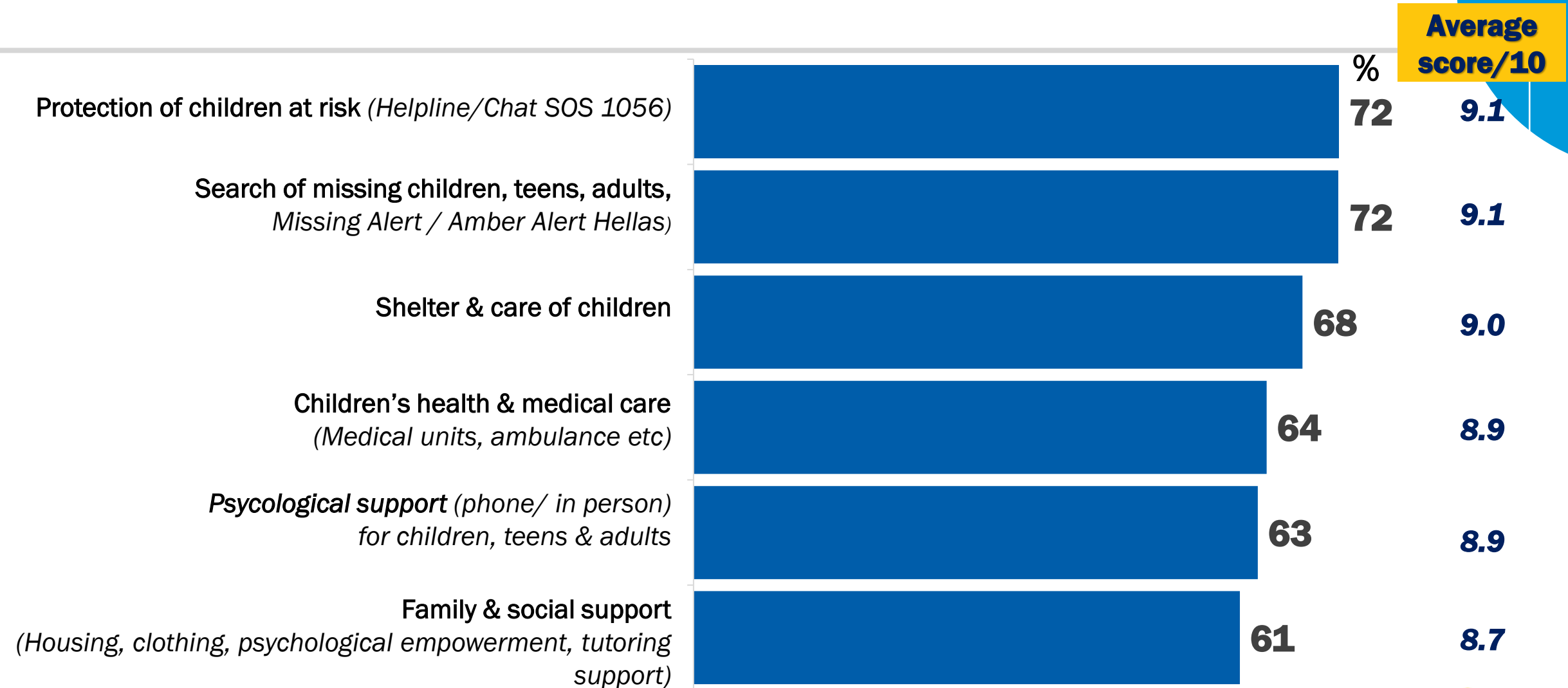
Everyone recognizes the **long-standing** and **impactful presence** of “The Smile” (25 years!)



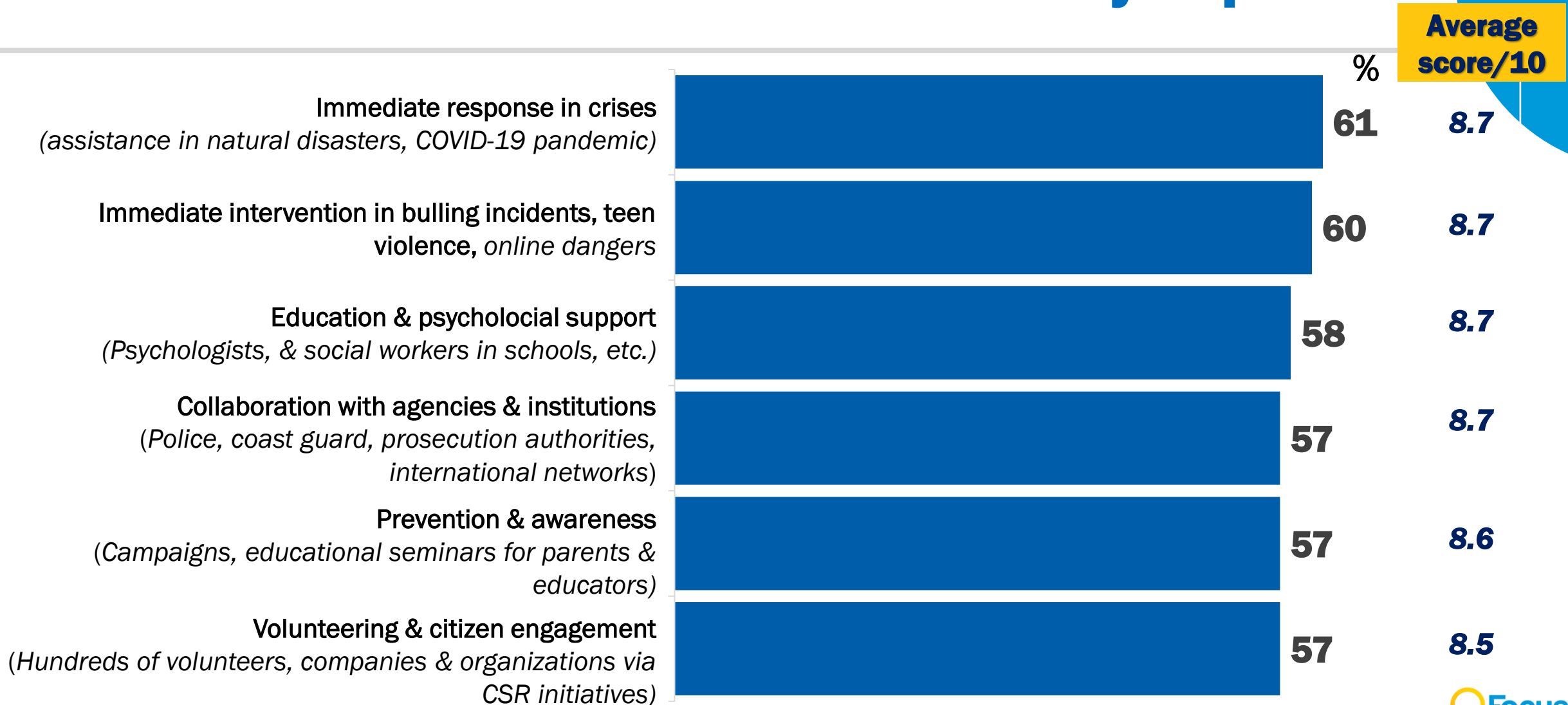
**However, the public knows on average
only 8 out of the 22 actions of “The Smile”**



Evaluating the importance of the top 12 actions, more than **one in two** consider them extremely important!



Evaluating the importance of the top 12 actions — more than one in two consider **them extremely important!**



7 out of 10 Greeks: **the most trustworthy NGO**



82%
Recognize its work

76%
Effectiveness

74%
Trust

Therefore, **78%** have something **positive** to say



93% consider transparency important



41%

Attribute absolute transparency to “The Smile” and in a clearly positive way!

Therefore, **52%** of **Greeks** have supported “The Smile” at least once!



50%

**State that people
will turn to “The Smile”
whenever
there is a need!**

Support in practice: **16%** have been directly helped by “The Smile”!



1.5
million

Greeks state that they themselves or someone in their close circle has received help!

Thus, **63% of Greeks** would recommend “The Smile” to people in need!



NPS 41

An overwhelming
score,
No. 1 in Greece!



“The Smile” Happy Anniversary

Everyone's love is reflected in their wishes and **expectations for the coming years:**



53% want it to
remain
trustworthy/transparent

53% want it to
continue covering
the gaps

46% want it to
support
families & children

Support for all **children in need!**



***"The Smile of the Child is hope,
love, and care for every child.
When a child smiles, the world
smiles too!"***

***"Children's smiles are like
flowers, the more they
bloom, the more beautiful
the world becomes."***

Gratitude and help for children!



***“We truly thank Andreas, he
would be proud!”***

***“From the Smile of one child
to the smiles of all children!”***

Love – Role Model – Inspiration



“Every child in need who receives real help becomes the adult who will offer it tomorrow.”

“So that even the children who aren’t smiling may have hope!”

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