

You have  
the power to  
transform  
a child.

And it begins with ...





# ...Operation Smile.

When you look at someone and smile, something happens. You have acknowledged them. You have accepted them. You have made them feel better.

And they are **transformed.**

That is the beginning of our work at Operation Smile. We recognize the impact a simple smile of acceptance can have on someone. And it is this small gesture that symbolizes the very real, very big difference we can make on the lives of children, their families and their communities, as well as on our volunteers, staff, and the donors who make our work possible throughout the world.

As we look toward the future, we are excited about the possibilities. Operation Smile has a presence in more than 50 countries, and although the impact we have begins with a single child's surgery, we know it reaches far beyond that. There is a ripple effect, which expands, spreads, and grows each time we transform a child's life.

Mobilization. Generosity. Healing. Transformation. That's what Operation Smile offers. That's what we're about.

And it all begins with...

**A smile.**



Mobilization



Generosity



Healing



Transformation



# Operation Smile mobilizes a world of generous hearts to heal children's smiles and transform lives across the globe.

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## Message from the Chairman of the Board Jeremy Greenhalgh

The need for Operation Smile isn't going away. The fact is, more than 200,000 children are born each year with a cleft lip or cleft palate, and less than half of them will receive the surgical expertise and medical care they so desperately need.

Operation Smile must be there to meet the growing demand for a safe, effective and sustainable solution. That's why planning for our future and making the most of our ongoing efforts to help children wherever they are is so critical. We must continue to grow and adapt, and that means we must embrace change to achieve our ambitious goals.

At our World Summit in January, I outlined three big challenges that we face as an organization over the next five years.

The first is globalization. We must have a strong presence worldwide so we can maximize our impact, deploy resources and build the capabilities

to address the tremendous need. We have been successful this past year in reaching out to new corners of the world. But we must do more. As the financial pressures on all of us increase in a rapidly changing economic environment, we will need a long term, global perspective to firmly establish our priorities.

The second is broadening and deepening our volunteer base. Volunteerism is at the heart of Operation Smile and the very thing that defines our cause. The message that there's tremendous satisfaction in giving time and talent to those in need should be shared around the world, especially in those places where volunteerism is a not an inherent part of the culture. We need to encourage the larger global community to join hands, hearts and effort in our important work if Operation Smile is to meet the ambitious goals we have set for ourselves. The third is embracing new fund-raising techniques to attract

more donors. The economic downturn has changed the landscape of corporation giving but we continue to be creative in working with current and new partners. I am happy to report that contributions from our individual donors continue to remain strong. This is an area that has great potential and will be a focal point for our organization as we look outside of the U.S. for fund-raising success. This is imperative to our building a global brand, which can mobilize supporters worldwide, all in an effort to help more and more children.

As we look to the future, we see challenges but many more opportunities. It is our continuing belief that with a clear vision, a solid and actionable plan and the generous support of our advocates, donors and volunteers, we can make a very real, very positive and lasting change on the world in which we live.

### Executive Team

William P. Magee Jr., D.D.S., M.D.  
Co-founder and Chief Executive Officer

Kathleen S. Magee, M.S.W., M.Ed.  
Co-founder and President

Randy Sherman, M.D.  
Chief Medical Officer

Howard J. Unger  
Chief Operating Officer

Beth Marshall  
Senior Executive Adviser

Jillian Stanley  
Vice President, Finance

Ruben E. Ayala, M.D.  
Medical Officer

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Ellen Agler, M.Sc., M.P.H.  
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# Message from the Co-founders

## Bill and Kathy Magee

As we look back on the wonderful successes over the past year, we can't help but have tremendous hope for the future.

A perfect example of this is our work with students all around the world. We recently spent a week with 400 remarkable students from 15 countries at Operation Smile's annual International Student Leadership Conference, and we see in these students the same determination and hopefulness we had when we first started this journey.

It thrills us. These are our future leaders, the dedicated volunteers, the generous advocates who will shape the future of Operation Smile and continue to facilitate the treatment of cleft lips and cleft palates worldwide.

We've seen firsthand how children can reach out and change the lives of other children. We've met students from many countries who—we know—will make a significant impact. Which is why we invest so much in these future leaders and world citizens. There are more than 600 Operation Smile student clubs around the world. Each Operation Smile mission has two student volunteers who go abroad to help other kids, some not much younger than themselves.

Their strength is real; this generation has a powerful enthusiasm and commitment, and this past year has raised nearly \$1 million to help children in need.

Just as it began in our family with our children, and now their children, Operation Smile continues to mobilize families and volunteers around the world. It is this kind of outreach that makes Operation Smile such a strong, passionate force. As people make it part of their own lives, it ripples outward, moving and expanding, embracing more and more who see its impact.

A little girl receives a new smile and her

life has changed. But that's not the end of it. Her family no longer has the heavy burden of raising a child who has been shunned from society. They are changed. So is the community in which they live. So is their country. And, our world. That one simple act of generosity has changed the world.

But it's not only the children who are changed. Our volunteers are just as affected. It is the opening of their hands, a gesture of giving, that allows them to receive happiness and satisfaction.

Satisfaction also comes from our growth this year. We are seeing more local efforts as our partner countries conduct their own medical missions, treating more children now than at any other time in our history. Self-sufficiency is our constant goal. Just like the "teaching a man to fish" adage, we know the more in-country people we educate, the more children we can help. In that effort, we are continuing to build dedicated Comprehensive Care Centers throughout the world, mobilize thousands, teach generosity, and treat children at no cost to patients or families.

We unveiled our new mission statement at our 2009 World Summit: *Operation Smile mobilizes a world of generous hearts to heal children's smiles and transform lives around the globe.* The challenge is great, but as we head into our next year, we are well positioned to expand to new countries, train more volunteers, increase self-sufficiency, engage more leaders, and give the gift of a new smile to more children.

We want to take this opportunity to thank you for the collective spirit of support you continue to give. Such generosity transforms Operation Smile, giving rise to the kind of grace and energy so needed in our world and embodied in the heart of every donor, every volunteer and every child we treat.



*Bill & Kathy Magee*

William P. Magee, Jr., D.D.S., M.D.,  
Co-founder and  
CEO of Operation Smile

Kathleen S. Magee, M.S.W., M.Ed.,  
Co-founder and  
President of Operation Smile

# Our Year In Review

## Our Cause Extended Even Further – We Helped Children in 5 New Countries

Operation Smile conducted inaugural medical missions in the countries of Senegal, East Timor, Democratic Republic of the Congo, Papua New Guinea and Republic of Chechnya. Our first medical mission to the Russian Republic of Chechnya took place from September 19 – 26, 2008. A team of medical professionals representing six countries traveled to Grozny where they provided free physical examinations for 202 children and surgery for 49 children. The republic is still recovering from two civil wars it suffered through in the 1990s. “This mission bridged political and cultural barriers,” said Gianluca Biavati, Operation Smile’s Regional Vice President, Europe, Middle East and Africa, “and represented the desire of the government of Chechnya to open the season of reconstruction and of hope.”



## Our Leaders From 33 Countries Gathered for a World Summit



In January, Operation Smile hosted its World Summit 2009 in Virginia Beach, Virginia. The four-day conference embraced the theme, “Building on the past. Preparing for the future.” and assembled 200 Operation Smile leaders and volunteers representing more than 30 partner countries. The summit was held to discuss all facets of the organization, opportunities for growth, status of its medical programs, as well as to develop strategies to equip Operation Smile partner countries with the tools needed to treat more children suffering from facial deformities around the world.

## Anesthesia Training Held at Penn State

During the first week of October 2008, Operation Smile partnered with Penn State Hershey Medical Center to provide training designed specifically to ensure the highest quality of care and safety on Operation Smile medical missions in the area of Pediatric Anesthesia. Anesthesiologists representing Operation Smile foundations in Latin America traveled to Pennsylvania to participate in lectures, workshops, and state-of-the-art simulation scenarios designed to enhance and expand their knowledge and skills.



## Conducted Life Support Training in the Democratic Republic of the Congo

As a globally accredited International Training Organization of the American Heart Association, Operation Smile is able to set up training networks and deliver valuable life support training to medical professionals around the world. One such training event was held in collaboration with the Ministry of Health in the Democratic Republic of the Congo and Biamba Marie Motumbo Hospital and Research Center where Basic Life Support (BLS) training was conducted free of charge. In the past year, over 2,200 AHA Life Support certifications were given to our volunteers.



Photo Jacques Cornell

## We Were Recognized as 2008 Nonprofit Organization of the Year

The Direct Marketing Association's Nonprofit Federation (DMANF) awarded Operation Smile with its 2008 Nonprofit Organization of the Year Award, which annually recognizes outstanding achievement by a nonprofit organization using direct-response marketing to advance its mission. The award was presented on August 15 at the Waldorf-Astoria Hotel in Manhattan.

### Did You Know?

21,657 patients received free physical exams from our volunteers this past fiscal year.



## We Launched "1,000 Smiles" Salt Lake City Campaign

On April 20, 2009, Operation Smile launched its first "1,000 Smiles" campaign in the Salt Lake City area of Utah. Through a four-week multi-media campaign, KSL, the local NBC media affiliate, partnered with Operation Smile to raise awareness and funds. Local news correspondent Brooke Walker and Smile Ambassador Roma Downey challenged the community to become a Salt Lake Hero and reach the goal of 1,000 smiles. The program was a great success and generated donations to help create over 1,100 smiles for children around the world.

## Thousands of Students Went the Extra Mile For Operation Smile

The Operation Smile Final Mile, in its third year, is part of the Shamrock Sportsfest held at the Virginia Beach oceanfront. At the start of the school year, elementary students began running to complete 25.2 miles, in order to run their "final mile" on the boardwalk for a total of 26.2 miles, the equivalent of a marathon. The Operation Smile Final Mile brought together approximately 2,200 elementary school students, from 167 schools across twelve states, who wanted to get fit and raise money for Operation Smile. In 2009, students collected pledges and raised more than \$50,000. Since 2006, this event has raised over \$160,000.



## We Teamed Up With the US Navy to Provide More Surgeries

Operation Smile worked hand-in-hand with United States military personnel, other non-governmental organizations, foreign nationals and host nation personnel aboard USS Kearsarge (LHD 3) in August 2008 and hospital ship USNS Comfort (T-AH 20) in July 2009 as part of the Navy's humanitarian deployment. Aboard these two ships, the team operated on 131 children and young adults with cleft lips, cleft palates and other facial deformities. Volunteers came from the United States, Canada, Mexico, Nicaragua, Colombia, Peru, Paraguay and Venezuela. "I'm very grateful that the Comfort has come to this part of the world," said volunteer Monica Castaneda, a child life specialist from Peru. "Many people need the type of help being offered here."

## CNN Helped Us Tell Our Story "Paging Dr. Gupta"

In April, Operation Smile's inaugural mission to Alexandria, Egypt, was featured in the popular blog of CNN's chief medical correspondent Dr. Sanjay Gupta. CNN anchor/correspondent and Smile Ambassador Nicole Lapin traveled on this medical mission and formed a special bond with a young boy named Adnan. His story was also featured in a special video on CNN's website.

Watch the video: [www.operationsmile.org/cnn](http://www.operationsmile.org/cnn)



### Did You Know?

We created 12,993 new smiles for children around the world this past fiscal year and mobilized thousands of volunteers on 176 medical missions.

# LIVING PROOF

## Danila's Story

She clutched the large stuffed rabbit she had been given, burying her face in it, shy in the loud crowd of children and their family members. They were all gathered at the Infantil Albert Sabin Hospital in Fortaleza, Brazil, where the Operation Smile mission was taking place. More than 400 children were there to be screened, many more than were expected, and the generous medical volunteers continued screening until they ran out of charts. Danila, 5 years old, had come with her mother to get the gap in her lip fixed. They had traveled for miles, for hours, through arid fields and down dirt roads from their little village of Senador Pompeu. Danila's cousin, who had moved to the big city of Fortaleza, learned about the Operation Smile mission from a friend who worked at the hospital.

Danila, the youngest of 10 brothers and sisters, had thrived in the love and support of her large family, but didn't have many friends because of the "funny thing" on her face.

Two years later, during a visit to her family's home, Danila, sparkly-eyed, doesn't stop smiling. She is a beautiful, loving child, who does well in school, takes care of her chores and giggles like any 7 year-old. She has many, many friends. Her mother has seen a remarkable change as a result of her surgery. "I am very happy to see my daughter smiling all the time. She is doing so



well. She has many friends, many new ones, that come to our house all the time to play with Danila."

### The story isn't just about the transformation of a child.



Nivaldo Alonso, Danila's surgeon and one of Brazil's best, had volunteered for many Operation Smile missions. He has experienced many times the joy of giving a child and their family a new chance at life. This past January at the Operation Smile World Summit gathering, two years since he'd seen Danila, Nivaldo ran into Marc

Ascher, a photographer who had followed up with Danila and her mother. Marc showed him the recent images he had taken. Nivaldo was visibly moved. Here was a poor young child of his country transformed into a beautiful young girl.

A short time later, he asked Marc for all his images of Danila. He wanted to put together a presentation to be used for academia and other Operation Smile activities.

He was excited.

Invigorated.

And, like Danila, transformed.

For more stories

visit our website at

[www.operationssmile.org/livingproof](http://www.operationssmile.org/livingproof)





# What Sets

*International and Local Medical Missions*



## **WE REACH THE UNREACHABLE**

Our unique and successful medical mission model is the foundation for providing safe surgeries for children around the world and building a long-term sustainable solution. We mobilize medical professionals across the globe to treat children with facial deformities and leave a legacy of trained medical staff, surgical equipment and professional partnerships to help carry on our work.

*Ongoing Education and Training*



Photo Chuck Thomas

## **Our Belief, Our Intention, Our Purpose... Our Cause**

Operation Smile is an international medical humanitarian organization that provides free, safe, effective reconstructive surgery for children and young adults with cleft lip, cleft palate and other facial deformities. Our work in more than 50 countries is made possible by thousands of medical professionals and donors throughout the world, who generously contribute time, talent and

resources to our cause. Our efforts to improve care and patient safety, foster sustainability and increase capacity in our partner countries has been a continued focus over the past 27 years and supported through our relationships with educational institutions, medical associations, government agencies and business leaders.

## **WE CONTINUALLY EDUCATE AND TRAIN**

Worldwide education is one of the cornerstones of who we are. We are steadfast in our commitment to help build local expertise through intensive and ongoing training and sharing of best practices on a global level. Working through a collaboration of volunteers, business leaders, universities and governments, our goal is to create an expanding network of highly trained local medical volunteers.

# Operation Smile Apart

## Global Standards of Care



### WE BRING QUALITY CARE TO EVERY CHILD, EVERY TIME

In 2007, we implemented our Global Standards of Care, our commitment to ensuring that every patient cared for by Operation Smile will benefit from the same sophisticated equipment, procedures and highly-trained, credentialed volunteers, no matter where they receive treatment. Providing safe surgery for children is our number one concern.

## Commitment to Self-Sufficiency



### WE BUILD INDEPENDENCE ALL OVER THE WORLD

The worldwide demand for cleft repair surgery is staggering and can only be met if we build a self-sustaining model of care. Education, training, standardized medical equipment, best surgical practices, and an expanding network of Comprehensive Care Centers are organizational priorities for Operation Smile.

## Worldwide Leadership



### WE ARE LEADING THE CAUSE

Leadership comes in many forms, from nurturing our student volunteers, to advancing research into the causes of clefting, to building advocacy efforts in the world health community. We are leading the way by bringing all of these elements together to build the infrastructure to raise awareness of the problem and inspiring action to end the occurrence of clefts altogether.

## Fostering Volunteerism



### WE WORK FROM THE HEART

We're proud to have one of the largest volunteer networks with thousands of medical professionals and community advocates around the world. They, along with our dedicated donors, are the drive, the spirit and the reason we've been able to provide over 135,000 new smiles at no cost to our patients and their families.

# Medical Missions

On every mission, we hope to fulfill their greatest wish: a chance to be normal.

**Picture this. It is 6 a.m. on a chilly morning.** A large crowd is gathering and a line is forming outside the hospital. Weary from days of travel, parents anxiously wait to tell their story to the team of doctors at the other end of the line. They have brought their children—some by bus, some on foot—to be screened for potential surgery. The children are shy. Many have been outcast and ostracized. Some have cleft lips, cleft palates or disfiguring tumors, and some have severe burns, but each has lived with pain, shame and embarrassment. Now they dare to hope for what most of us take for granted: the chance to live a normal life. The chance to be healed. The chance to smile.



## What happens during an Operation Smile international medical mission?



**Screening**

Ammulu waits her turn to begin the physical examination and screening process.



**Medical Records**

Photos are taken for electronic and paper medical charts.



**Physical Examinations**

She is examined by a pediatrician, plastic surgeon, dentist, anesthesiologist and speech pathologist.



**Surgery Schedule**

Parents confirm their child's placement on the five-day surgery schedule.



**Pre-Operative Care**

A child life specialist prepares Ammulu for what will happen during surgery.



**Surgery**

One cleft lip surgery takes as little as 45 minutes.



**Recovery & Post-Operative Care**

A surgical team visits with Ammulu's parents to provide instructions for follow-up care.



**Six-Month Follow-up**

Ammulu's beautiful new smile is evaluated.

# Global Standards of Care

Every child deserves our very best.

It's really that simple. That's why we developed our **Global Standards of Care**, an effort intended to raise the level of medical care given around the world. We are absolutely committed to ensuring that every patient we treat has the advantage of the same sophisticated equipment, procedures and highly trained, credentialed medical volunteers, no matter what village, town or city in which they receive treatment.



## Ensuring the Best Care Through Medical Credentialing

Every Operation Smile medical volunteer is credentialed to ensure patients are getting the best possible care. Our rigorous credentialing process includes pre-certification in our volunteers respective fields (surgery, anesthesia, pediatric medicine, dentistry, nursing, child life specialist, etc.), as well as on-going training, evaluation and mentoring periods.

## Caring Before, During and After Surgery

On a typical mission, as many as 500 children receive free physical examinations, in addition to those who receive surgeries. These screenings are vital to determining which children qualify for surgery, and which may require more extensive treatment. The Post-operative Care Program evaluates their health, the progress of their surgical treatment and their speech, and, if necessary, delivers further medical care. Each patient is examined one week, six months and one year after his or her surgery.

## We Agree: Safe Surgery Saves Lives

Operation Smile is one of 200 organizations – and the only cleft organization – supporting the World Health Organization's "Safe Surgery Saves Lives" initiative, which includes the WHO Surgical Safety Checklist. We wholeheartedly embrace the goal of this initiative: to improve the safety of surgical care throughout the world by defining and following a core set of safety standards that can be applied globally.

## Life-Support Training

The American Heart Association (AHA) and Operation Smile have been long-time partners in establishing international training programs that provide critical life-saving skills to in-country medical professionals. The program is intended to develop training networks and deliver certification in Pediatric Advanced Life Support (PALS), Advanced Cardiac Life Support (ACLS) and Basic Life Support (BLS). Through this partnership, and the ripple effect it has created, thousands of volunteers have been trained and certified in these critical areas and are now delivering more comprehensive and effective care to our patients.

### Did You Know?

On a typical two-week international medical mission, 300 to 500 children receive full medical evaluations and 100 to 150 children are surgically treated.



# Our Commitment to Self-Sufficiency

## Thinking Beyond Today

At Operation Smile, we do so much more than operations. Sustaining our resources is just as important. Ongoing education, training, improving medical equipment, fostering volunteerism and building a vital network of partner countries is the only chance we have at giving an even greater number of children with facial deformities a new life—a new future. While we work daily to plan and carry out medical missions from our U.S. headquarters, we recently reached a tipping point of sorts. Now, as a result of our collective efforts, the majority of our medical missions originate from our partner countries; they are developing the volunteer base and resources they need on their own to carry out our work at the local level. Our dream of self-sufficiency is becoming a reality.



## Proof Our Care Goes Beyond Surgeries: Operation Smile Comprehensive Care Centers

Operation Smile Foundations in each region are establishing Comprehensive Care Centers that specialize in the treatment and care of children with cleft disorders and other facial deformities year-round. These local centers are bricks-and-mortar proof that long-term sustainability is attainable and happening. This allows us the opportunity to treat more children, and provide continuous access to care by professionals in their own countries. The Care Centers offer a range of other critical medical services as well as increase our ability to train more medical professionals on the latest medical techniques using state-of-the-art equipment. Our goal is to continue to open more Comprehensive Care Centers around the world in the years ahead.

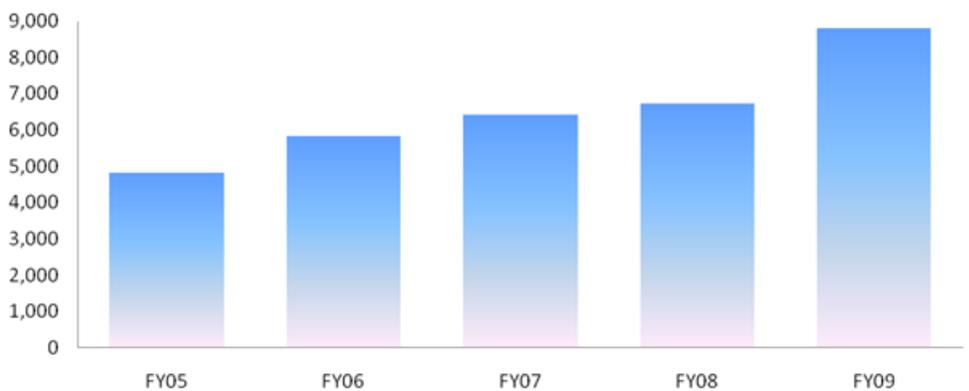


## Local is Responsible

Over the past 20 years, we have worked with our partner countries to expand their capability to treat children on their own.

The success of these efforts is clear. Since 2000, the ratio of local to international medical missions has increased from 25% to nearly 63%. In fact, local missions this past fiscal year increased 30% over last fiscal year alone.

**The Road to Sustainability**  
Surgical Patients Treated on Local Missions  
Fiscal Year 2005-2009





Care Centers help transform communities and the lives of children by offering:

- Year-Round Surgery
- Regular Check-Ups
- Post-Operative Care
- Counseling
- Psychology
- Speech Therapy
- Dentistry
- Orthodontics
- Nutrition
- Ongoing Training & Education

Juan then



Juan today



## Juan Esteban Cortéz: An Ordinary Boy, Reaching for the Stars

Look at the nine-year-old today and you see a happy kid, a good student, a boy who loves soccer, math and chocolate. But in 2000, Juan Esteban Cortéz was born with a cleft lip and cleft palate. His mother, Leidy Joahana, took her son to Operation Smile Colombia, where he received reconstructive surgery when he was just nine months old. Since then, Juan Esteban's recovery process has been so smooth because he is able to go to the Bogota Care Center where he attends speech therapy twice a week and is treated by the orthodontist and dentist at no cost.

Today, he attends fourth grade and is one of the best students in his school. He dreams of studying physics and traveling to space. With a big smile on his face.

### Did You Know?

Operation Smile now has Comprehensive Care Centers in Hangzhou, China; Kolkata, India; Amman, Jordan; Casablanca, Morocco; Tegucigalpa, Honduras; Hue, Vietnam; and Bogota and Duitama, Columbia.

# Ongoing Education & Training



## Hands-On Learning With Our Mission-Based Education

Select Operation Smile volunteers deliver training before, during, or after each of our international medical missions, ranging from formal medical conferences to informal workshops on specific skills or techniques. The programs are designed to meet the needs of the healthcare facilities and healthcare providers. At times, the trainers include guest educators who are internationally recognized in their fields. During a typical mission, as many as 100 in-country healthcare workers benefit – and even greater numbers of children benefit as these workers put their training into action.

## Expanding and Sharing Knowledge Through Our Physicians' Training Program

Our annual Physicians' Training Program (PTP) invites medical professionals to the U.S. and provides them with the opportunity to gain knowledge and training within their different specialties. To date, an impressive 800 medical professionals have participated in the program and have returned to their countries with new professional skills and a renewed sense of volunteerism. Since 1987, we've worked to continuously respond to the needs of our participants, recently adding Nursing, Dental and Speech Pathology programs.

## University Partners Make It Happen

Educational exchange programs are available to in-country medical professionals through partnerships with leading academic institutions. In order to offer training in new and advanced techniques, we match in-country teams of physicians, nurses and healthcare professionals with faculty from prestigious universities across the globe for advanced education in the following disciplines: Anesthesia, Child Life Dentistry, Nursing, Pediatrics, Plastic Surgery and Speech Pathology.

## Fellowship Programs

With the help of a generous group of donors who recognize the importance of preparing the next generation of leaders, Operation Smile established a fellowship program to expose medical residents to a life-changing, educational, cultural and inspirational opportunity.

Jay and Amy Regan and their family have created a lasting legacy to honor Dr. James Sutton Regan, a pioneer in cleft care, by helping prepare medical residents to enter the field of humanitarian care. Ms. Sue Tsao, in partnership with Chang Gung University and Teaching Hospital, has created a year-round fellowship program in Taiwan for medical professionals from Operation Smile partner countries. Stryker supports mission participation for plastic surgery residents, donates supplies and volunteers with Operation Smile education programs.



## Did You Know?

Last year, our partnership with AHA resulted in 2,207 Life Support certifications for medical professionals worldwide.

# Worldwide Leadership



Raising awareness, inspiring action and leadership, and identifying the causes of clefting continue to be major initiatives for Operation Smile.

## Advocacy for Improved Healthcare

With the help of our supporters, we are engaged in a wide range of advocacy efforts to ensure that, one day, every child has the right to smile. Through our programs and collaborations with local ministries of health, universities, business leaders, and other humanitarian organizations, we support every child's survival and development through providing access to quality healthcare facilities, cleft care training for local medical professionals and educating the public on the issues these children face.

## Seeking the Cause and a Cure

Exactly what causes clefting is still not fully understood. Operation Smile hopes to change that and, for the past two years we have been collecting epidemiological and environmental data, processing and analyzing selected samples of DNA from our patients, their families and control subjects at mission sites throughout the world. The numbers of children we see each year provides us with a unique ability to capture an extraordinary amount of information that could one day lead us to the solution for the prevention of these afflictions.

Until that time, Operation Smile is working tirelessly to ensure that each child we treat receives the highest level of care possible. As part of our Global Standards of Care, Operation Smile is currently engaged in a surgical outcomes audit program. Analysis of this data will help determine the best surgical techniques in dealing with cleft lips and cleft palates.

## Today's Students, Tomorrow's Leaders

Our future is in the hands and hearts of the young. That's why we work hard to provide educational and leadership development opportunities through our student programs. As these students grow and study, they carry with them the commitment to help others. They also know—and have seen firsthand—that they have the power to change the world.



Photo Johnny Bivera

## Student Clubs and Programs

In addition to supporting thousands of international students from more than 600 student clubs, Operation Smile hosts an annual International Student Leadership Conference at a different university around the world. In 2009, more than 400 students representing 15 countries came to Christopher Newport University in Virginia. This four-day annual conference helps students develop and strengthen leadership skills and character, receive training on how to help those in developing countries, as well as learn cultural awareness, share experiences, and discover the importance of "giving back."

## Mission Training: Much More Than a Field Trip

Operation Smile sends two volunteer student leaders and a student sponsor on each international medical mission to help educate children and families about burn care prevention, oral rehydration therapy, nutrition and dental hygiene. These experiences impart a firsthand appreciation for our work in the field and forge a lifelong commitment to our cause.

# Fostering Volunteerism



## A Typical Operation Smile Mission Volunteer Team

Plastic Surgeons	Pre/Post-Op Nurses	Student Sponsor
Anesthesiologists	Speech Therapist	Student Leaders
Pediatric Intensivist	Child Life Therapist	Pediatrician
Orthodontist/Dentist	Biomedical Technician	Patient Imaging Tech.
Clinical Coordinator	Medical Student	Electronic Medical
OR Nurses	Medical Records Asst.	Records Coord.
Recovery Room Nurses	Medical Records Coord.	

## A Philosophy of Giving

This is a key to what makes us different. This is what sets us apart. This is the heart and soul behind our cause as Operation Smile has become one of the world’s largest volunteer networks, mobilizing thousands of students, medical professionals, and supporters around the globe. They are the advocates of the children, reaching out to establish trust that builds from country to country. It’s something we’re proud of because the spirit of volunteerism is not always an inherent part of every culture. We are trying to spread this spirit, teaching the value of volunteerism and helping people build in-country volunteer networks. The greater success comes when they, in turn, go into a country other than their own to offer help. We are thrilled to see this philosophy of giving expand.

**Join the many generous hearts from all walks of life who drive this organization, making the work we do possible. To learn more, go to [operationsmile.org/volunteer](http://operationsmile.org/volunteer)**

## Making a Difference Around the World: U.S. and International Chapters

All over the world, Operation Smile’s volunteer network is working to make a difference in the lives of children every day. Our global chapters ensure that our impact and our volunteer base stretches from the U.S. to the U.K. and from Italy to Singapore.

These generous people who make up our 12 U.S. and ten international chapters raise funds and awareness for suffering children. They recruit medical volunteers and build awareness in their local communities through their outreach with service organizations, fundraisers and student programs. Operation Smile chapters provide additional resources by securing equipment donations, training medical professionals and supporting other medical programs.

All of these selfless people are part of the worldwide group of advocates who are determined to bring new hope to children suffering from correctable facial deformities.

“As a volunteer, it’s the best thanks you can get, a smile on the child’s face, and it makes you want to go again.”

It was during the inaugural mission to the Democratic Republic of the Congo in May when a young woman walked up to Anil Madaree. She had a large tumor on her face.

“We had already screened all the patients and made the surgery schedule,” recalls Anil. “Then, the next day, she came in.”

Her name was Laurette. She had walked miles and miles to come to the hospital. “I looked at her and told her, ‘We can certainly help you.’”

Anil, 51, is the Head of Plastic Surgery at the Nelson R. Mandela School of Medicine and the University of KwaZulu Natal/ Inkosi Albert Luthuli Central Hospital in Durban, one of South Africa’s largest hospitals. He has a family of his own with three kids, and is dedicated to helping children. He is also the Medical Director of Operation Smile South Africa (OSSA) and played an integral part in making the dream of a South Africa foundation, which would serve as a regional base for southern Africa, a reality.

## the spirit of giving: Doctor Anil Madaree



He is a compassionate and enthusiastic man. In addition to leading OSSA’s Medical Council, recruiting and promoting Operation Smile amongst the medical community, and leading inaugural missions in South Africa, Madagascar, Swaziland and the Democratic Republic of the Congo, Anil has started Africa’s first World Care Program (WCP) at his hospital in Durban. OSSA’s WCP provides free craniofacial surgery for children and adults around Africa throughout the year while also providing educational opportunities for African medical professionals.

What is it that keeps him going, so committed to Operation Smile and our mission?

“I think it’s the fact that you can fix someone, put a smile on their face,” Anil explains. “You can see the gratitude, the thanks in their smile.”

Anil is a true ambassador for OSSA and has convinced many of his colleagues, students, friends and even family to volunteer for the organization. That includes his brother, Anesh Madaree, who is now an OSSA board member and offers valuable logistical and in-kind support to OSSA.

Anil, modest, would never admit this, but he is the embodiment of mobilization, generosity, healing and transformation. He, like so many of our volunteers, is what makes Operation Smile such a strong, effective, compassionate force for children.

“I still get that feeling, after the surgery, when you look at what you’ve done and then at the child’s pre-op picture...” He pauses. “There’s great satisfaction that you achieved that. Because it’s not just the children you transform, you yourself feel better, and it energizes you to try to do more.”



# Resource Partners

Through the generosity of our donors we are able to work hard – every day – to make the world a better place. Without their support and dedication, there are so many children who may never have had the chance to receive this life-changing surgery.

## XanGo

“Get Involved.” That’s the philosophy behind XanGo Goodness and its commitment to supporting the needs of children around the world. More than just writing a check, XanGo mobilizes a global network to make a difference, every day. Since 2004, XanGo’s contribution has included significant monetary support, but, more notably, XanGo’s founders, executives, employees and distributors volunteer their time and assistance during Operation Smile medical missions. In 2008, XanGo partnered with Operation Smile Mexico for two missions that succeeded in changing the lives of nearly 200 children. XanGo has already pledged their support for 2009 and will continue to impact children throughout the world far into the future.



## Sony Electronics

In August 2008, Sony Electronics helped even more children smile through a retail promotion for Sony Cyber-shot® digital cameras. Equipped with Sony’s Smile Shutter™ technology, the cameras automatically capture a smile when the feature is activated, without having to press the shutter button. Sony Electronics executives presented a check for \$100,000 at Operation Smile’s Los Angeles gala and attended the International Student Leadership Conference. Through this generous donation, as well as an in-kind gift of 30 cameras, Sony Electronics made sure that not only were a number of children given the gift of a smile, but that we were able to capture each moment of their journey.

## The Lincy Foundation

In June of 2008, The Lincy Foundation donated \$1 million dollars to Operation Smile. This generous gift changed the lives of nearly 3,000 children in 21 countries across the globe. Additionally, through this donation, the Foundation helped Operation Smile to continue its tradition of maintaining sustainable programs through a series of training modules for 839 medical professionals from developing countries. This training included certification in American Heart Association programs in Basic Life Support and Pediatric Advanced Life Support. As part of this, 33 people were trained as instructors in these programs, expanding the capacity for in-country training and helping to ensure that this program continues throughout the year. This funding also helped provide an anesthesia training program held at Penn State Hershey Medical Center.

## Cardinal Health



Since 2003, Cardinal Health and the Cardinal Health Foundation have supported the children of Operation Smile through significant in-kind and monetary donations. Due to their generosity, Operation Smile was able to invest in new technology, update existing systems and maintain organizational security. As a leader in better, safer, more cost-effective healthcare delivery, Cardinal Health has been a strong supporter of Operation Smile’s Global Standards of Care, helping to ensure that the highest standard of care, training and medical equipment is available to every patient treated by an Operation Smile volunteer.



## The Annenberg Foundation

Since 2003, Wallis Annenberg and the Annenberg Foundation have shared our vision and commitment to making a difference in the lives of children. Over the past six years, the Foundation has donated more than \$2.6 million to support Operation Smile's medical and education programs. It has enabled Operation Smile to change the lives of countless children and their families, train hundreds of medical professionals and provide critical medical supplies and equipment to hospitals and clinics in developing countries. In memory of her brother, Roger Annenberg, Wallis provided the funding for the Roger Annenberg 1st Shanghai International Plastic Surgery Conference in 2004. This conference, focusing on plastic surgery training, brought together more than 400 physicians from throughout China, and provided them with resources to treat children year-round.

Wallis Annenberg is a true visionary, focused on philanthropy and dedicated to the well-being of people and communities throughout the world. Through their efforts, The Annenberg Foundation has impacted the lives of hundreds of thousands of people globally and generously gifted the world with the ability to educate, share and communicate.

Operation Smile is honored by this partnership and since 2003 we have presented the Wallis Annenberg Public Service Award to recognize individuals who have demonstrated exceptional ability at communicating Operation Smile's vision of helping children worldwide. These recipients have used their creative talent and imagination to present Operation Smile's message in a new and compelling way and include: USC Dean Elizabeth Daley, Roma Downey, Cindy McCain, the Trump family, Bill Guthy and wife Victoria Jackson, and Vicky Mense.



Photo Berliner Photography LLC

**"I am proud to be a supporter of Operation Smile, whose endeavors to help children in need have raised the standard in global care. Not only have their doctors succeeded in repairing thousands of smiles, they have rekindled many spirits. And they have brought important awareness to the medical disparities that affect youth today."**

**- Wallis Annenberg**

## Close to My Heart

The mission of Operation Smile and Close To My Heart is perfectly aligned—giving people around the world cause to celebrate and reasons to smile. Now, in an exclusive relationship with Operation Smile, the scrapbooking and stamping giant's sales force of Independent Consultants have responded enthusiastically, holding a variety of events to raise more than \$150,000 in the past year. Additionally, the company donates a portion of the proceeds of every My Acrylix® stamp set sold to Operation Smile. This passion starts at the top - Close To My Heart Founder and CEO Jeanette Lynton is an ardent supporter and serves on its Utah Board and has also chaired the Utah Breakfast for Smiles event. She and her husband also attended an Operation Smile mission to Mexico in 2007 and she has led the company's efforts to donate more than \$400,000 since 2004.

## Becton, Dickinson and Company

BD (Becton, Dickinson and Company) has graciously supported Operation Smile for over 18 years. BD has supplied the organization with a variety of critical medical supplies, including hypodermic needles, IV catheters and scalpels. Since the partnership began, BD has provided over \$1,350,000 worth of medical supplies needed to reach thousands of children. It is through their support that Operation Smile has been able to treat over 135,000 children and maintain a presence in over 50 countries around the world.



## How Can You Make a Difference?

We are grateful for every donation we receive and thank everyone who has helped us transform the lives of over 135,000 children. We could not do our work without your continued support. We accept monetary and in-kind donations from individuals, local groups, corporations and foundations. Businesses can set up matching gift and employee fundraising campaigns. Individuals can also include Operation Smile in their estate planning.

To learn more, visit [www.operationsmile.org/waystogive](http://www.operationsmile.org/waystogive)

# Mobilization. Generosity. Healing. Transformation. All Across the Globe.

## Europe, Middle East & Africa

Angola  
Democratic Republic of the Congo  
Egypt  
Ethiopia  
Ghana  
Gaza/West Bank  
Iraq  
Ireland  
Italy  
Jordan  
Kenya  
Lesotho  
Madagascar  
Morocco  
Mozambique  
Russia  
Senegal  
South Africa  
Swaziland  
Switzerland  
Tanzania  
United Kingdom

## North America

Canada  
United States

## Latin America & The Caribbean

Bolivia	Mexico
Brazil	Nicaragua
Colombia	Panama
Dominican Republic	Paraguay
Ecuador	Peru
Haiti	Venezuela
Honduras	

## A Ripple Effect of Change and Hope.

In 27 years, our global reach has expanded to over 50 countries.

This growth has created even greater opportunities to increase awareness, train more medical volunteers, improve quality of care, develop sustainable local programs, and most importantly, change the lives of thousands of children around the world.





**Asia**

- Australia
- Cambodia
- China
- East Timor
- Hong Kong
- India
- Indonesia
- Japan
- Laos
- Myanmar
- Papua New Guinea
- Philippines
- Singapore
- Thailand
- Vietnam

**Did You Know?**  
 The World Health Organization estimates that every three minutes, a child is born with a cleft disorder somewhere in the world.



**Our Smiles Are Getting Bigger:**

# 12,993 Smiles This Year Alone.

This past fiscal year we were able to mobilize our generous volunteers to help transform more lives than any other year in our history. As a result, thousands of children are now able to smile – many of them for the first time. To date, more than 135,000 children and young adults now lead a more hopeful and joyous life as a result of Operation Smile and its generous supporters.

## Did You Know?

Over 250 children with severe deformities have been treated as part of our World Care Program.

## International Medical Missions

Between July 1, 2008 and June 30, 2009, teams of international medical volunteers travelled to sites in 22 countries, providing full medical evaluations for 8,603 patients and free surgical treatment for 4,184 children and young adults.

## Local Medical Missions

During the 2008-09 fiscal year, our in-county medical volunteers conducted 134 local missions in 25 countries. These local efforts provided free physical examinations to 13,054 children and surgical procedures for 8,809 children.



COUNTRY	PATIENTS TREATED	PHYSICAL EXAMS
<b>Bolivia</b> Santa Cruz	<b>200</b>	<b>508</b>
<b>Brazil</b> Barbalha, Fortaleza, Joinville, Maceio, Rio de Janeiro, Santarem	<b>455</b>	<b>865</b>
<b>Cambodia</b> Battambang, Kampong Chom, Phnom Penh, Sihanoukville	<b>357</b>	<b>790</b>
<b>Chechnya</b> Grozny	<b>49</b>	<b>202</b>
<b>China</b> Foshan, Hangzhou, Heilonjiang, Mudanjiang, Luliang, Urumqi, Xishuangbanna, Zhengxiong	<b>2208</b>	<b>2422</b>
<b>Colombia</b> Barranquilla, Bogota, Cali, Cartagena, Duitama, El Bagre, Popayan, Riohacha, Shaio, Santa Marta, Sincelejo, Teleton	<b>823</b>	<b>1159</b>
<b>Dem. Rep. Congo</b> Kinshasa	<b>215</b>	<b>555</b>
<b>East Timor</b> Dili	<b>76</b>	<b>92</b>
<b>Ecuador</b> Esmeraldas, Guayaquil, Lago Agrio, Riobamba	<b>280</b>	<b>318</b>
<b>Egypt</b> Alexandria, Cairo	<b>348</b>	<b>1001</b>
<b>Ethiopia</b> Axum, Jimma	<b>196</b>	<b>258</b>
<b>Haiti</b> Hinche, Port Au Prince	<b>108</b>	<b>146</b>
<b>Honduras</b> Tegucigalpa, San Pedro Sula, Santa Rose de Copan	<b>227</b>	<b>586</b>
<b>India</b> Bolpur, Guwahati, Hyderabad, Jamshedpur, Kolkata, Rajkot, Vijayawada	<b>1349</b>	<b>2379</b>
<b>Jordan</b> Ajloun, Amman	<b>237</b>	<b>441</b>
<b>Kenya</b> Kisumu, Nairobi, Nakuru, Nyeri, Mombasa	<b>565</b>	<b>1096</b>

COUNTRY	PATIENTS TREATED	PHYSICAL EXAMS
<b>Laos</b> Vientiane	<b>41</b>	<b>50</b>
<b>Madagascar</b> Antsirabe	<b>208</b>	<b>350</b>
<b>Mexico</b> Guadalajara	<b>109</b>	<b>190</b>
<b>Morocco</b> Casablanca, Errachidia	<b>153</b>	<b>289</b>
<b>Nicaragua</b> Managua, Matagalpa, Puerto Cabeza	<b>156</b>	<b>389</b>
<b>Paraguay</b> Asuncion	<b>148</b>	<b>510</b>
<b>Peru</b> Arequipa, Cuzco, Lima, Puno, Trujillo	<b>282</b>	<b>451</b>
<b>Philippines</b> Angeles, Calapan, Cauayan, Cebu, Davao, Makati, Manila, San Carlos, San Fernando Pampanga, Silay City, Sto. Thomas, Mandaluyong City, Dasmatina	<b>1204</b>	<b>1941</b>
<b>Papua New Guinea</b> Port Moresby	<b>74</b>	<b>156</b>
<b>Russia</b> Novosibirsk, Taganrog, Ulan-Ude, Vladimir	<b>122</b>	<b>206</b>
<b>Senegal</b> Thies	<b>71</b>	<b>164</b>
<b>South Africa</b> Eastern Cape	<b>29</b>	<b>57</b>
<b>Thailand</b> Mae Sot, Nan, Nakhon Si Thammarat, Phitsanulok, Sisaket, Ubon, Yasothorn	<b>461</b>	<b>715</b>
<b>Venezuela</b> Caracas, Charallave, Maturin, San Juan de los Morros	<b>281</b>	<b>377</b>
<b>Vietnam</b> Daklac, Hanoi, Ha Tinh, Ho Chi Minh City, Hue, Kien Giang, Tien Giang, Vinh Long, Vung Tau	<b>1961</b>	<b>2994</b>
<b>TOTAL</b>	<b>12,993</b>	<b>21,657</b>



Operation  
Smile  
059



# You really do have the power to transform someone.

We are absolutely committed to **mobilizing** thousands of volunteers, harnessing the **generosity** of people around the world, **healing** children who have suffered untold misery, and **transforming** channels for knowledge, skills, technology, equipment and self-sustainability.

Smile when you realize Operation Smile has made a difference in the lives of 135,000 children since 1982.

Smile when you think of the 12,993 children we helped this year alone.

Smile when you understand that you can be a part of our effort.

Smile when you know it is because of you that a child will have a better life.

Please. Help us transform a child's future.

## And smile.

○ If it includes:

Dedicated International Volunteers



Extensive Education and Training



Rigorous Medical Credentialing



International & Local Medical Missions



Global Standards of Care



Student Leadership Programs



Research and Advocacy



Year-Round Care Centers



You know it's

# Operation Smile

Changing Lives One Smile at a Time

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An  Charity\*

