

Operation  Smile



2010 Annual Impact Report

*Healing Children's Smiles,
Transforming Lives*



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

We believe all children deserve to live their lives with dignity. And for those suffering from cleft lip, cleft palate or other facial deformities, dignity begins with a smile.

Operation Smile, headquartered in Norfolk, Virginia, is a worldwide children's medical charity whose network of global volunteers is dedicated to helping improve the health and lives of children and young adults. Since our founding in 1982, Operation Smile has treated more than 150,000 patients born with cleft lips, cleft palates and other facial deformities. The organization has a presence in more than 60 countries. We ensure every patient treated by Operation Smile benefits from the same state-of-the-art equipment, procedures and highly-trained, credentialed medical volunteers, no matter where they live. Operation Smile also educates local medical professionals in our partner countries and donates crucial equipment to lay the groundwork for long-term self-sufficiency.

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Every 3 minutes, it is estimated a child somewhere in the world is born with a cleft.



The Vision

The worldwide demand for cleft repair surgery is staggering. Every three minutes, it is estimated a child somewhere in the world is born with a cleft. Ultimately, to create a greater impact, we must build a self-sustaining network, raise awareness, inspire action, identify the causes of clefting, and actively participate in the world health community as an advocate for the cleft cause.

As Operation Smile volunteers and staff have identified and treated thousands of children with cleft lips and cleft palates all over the world, we also have become acutely aware of the myriad of health problems that children and mothers face in developing countries. While Operation Smile maintains its focus on cleft care, we also realize that we can, and must, do more to ensure that every child has a chance for a safe and healthy life. As Operation Smile grows, one of the key pillars for expansion will be to engage more broadly in maternal, newborn and child health initiatives.



Message From Our Founders

As we reflect on the past year, Operation Smile’s achievements and growth seem incredible, even to us. This year, we provided surgery for more than 16,000 children and young adults – more than any other year in our 28-year history. So many precious lives changed forever. They can now go to school, laugh with friends, grow to be healthy – and most importantly, smile. And the ripple effect is even greater, when we consider the communities that each child impacts.

However, the need for quality cleft care continues to be urgent. We have seen the faces of children and parents who are so desperate for our help. It empowers us to work that much harder to evolve Operation Smile’s model and expand our initiatives. Our dream of reaching more countries and building a model of self-sufficiency is becoming a reality. Increasingly, our partner countries are developing their own medical volunteer base and resources to conduct medical missions at the local level.

This past year, we conducted medical missions in three new countries and 21 new sites. One new site included Guwahati, India where we brought together a team of over 400 medical volunteers to carry out two milestone medical missions that created nearly 1,500 new smiles. We also conducted our first medical mission ever to Rwanda, where we met 14-year-old Eugenie, an orphan who was rejected because of her cleft lip. In November, Operation Smile honored its 20th anniversary in Vietnam with a landmark medical mission where nearly 7,000 children received free medical and dental treatment across 16 different sites.

Then, in January, the tragic earthquake hit Haiti. We have helped the people of Haiti since 2008, and they needed our help more than ever. We quickly

mobilized our volunteers, established a highly-functional medical compound and shipped over 25 tons of supplies. Over the next few months, 11 medical teams provided critical care for hundreds of earthquake victims. The spirit and determination of our volunteers during these most trying times continues to inspire us.

We also would like to recognize our student volunteers. We recently returned from the 2010 International Student Leadership Conference in Denver, where almost 400 students traveled from 16 different countries to explore how they can change lives around the world. These students and their passion for service are the future of our organization.

Thank you for your support, tireless energy and boundless enthusiasm in helping Operation Smile. Every time we see a child smile for the first time and their parents’ tears, we know we are witnessing a miraculous moment. Those moments could not happen without you.



Dr. Bill Magee, Jr. *Kathleen S. Magee*

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

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

Significant Achievements



Reducing the Number of Children Living with Facial Deformities

Operation Smile proudly announced an incredible milestone: the organization has given 150,000 smiles to children and young adults around the world who previously suffered from a debilitating cleft lip or cleft palate. Moving forward, Operation Smile is dedicated to raising awareness of this life-threatening issue and providing lasting solutions that allow children to be healed, regardless of financial standing, well into the future.



Reaching More Children Suffering from Clefts

Each year, approximately 1 in 500 to 700 children globally is born with a cleft. To reach more children, Operation Smile held inaugural medical missions in 21 locations – from Tashkent, Uzbekistan and Kigali, Rwanda to Jakarta, Indonesia and Santo Domingo, Dominican Republic – that helped heal the smiles of 1,969 children. In total, Operation Smile hosted 152 medical missions last fiscal year across 33 countries, and changed the lives of 16,113 children and young adults.



Researching Ways to Help Reduce the Incidence of Clefts

One in 10 children born with a cleft will die before their first birthday. Operation Smile is creating partnerships to research the cause of clefting, so we can work toward reducing the incidence of oral clefts. The *International Family Study* is examining genetic characteristics of clefts, and was piloted by Operation Smile's Research team on a July 2009 medical mission in Peru and continued during Vietnam's 20th Anniversary medical missions in November 2009.



Building Self-Sustaining Healthcare in Developing Countries

In some developing countries, there is only 1 surgeon for every 400,000 people. Access to healthcare is simply not there for so many, and especially for children needing a specialized plastic surgeon. Operation Smile is striving to help build a self-sufficient global health network. With that goal in mind, nearly 60% of Operation Smile's surgeries in the past fiscal year were performed by in-country medical volunteers on local medical missions or at Operation Smile's global Comprehensive Care Centers.

Training the Medical Community to Save Lives

To ensure that surgeries are performed under the safest conditions, Operation Smile certifies and trains medical personnel in partner countries in the American Heart Association's (AHA) Life Support program. As an International Training Organization (ITO) of the AHA, last fiscal year, Operation Smile awarded 4,037 AHA Life Support certifications – nearly doubling the amount awarded the previous year. Operation Smile was the first organization authorized by the AHA to function as a global and mobile ITO.



Ensuring Safe Surgery Around the World

Operation Smile was the first cleft organization to support the World Health Organization's Safe Surgery Saves Lives initiative. Operation Smile's model and worldwide programs have seen significant growth, and as a result, we expanded our Medical Oversight Board to increase the resources available for our medical volunteers, partner countries and in-country hospitals.



Educating Our Future Generation on the Global Need

Students worldwide go to great lengths to support Operation Smile. More than 90 students traveled on Operation Smile medical missions this past fiscal year, gaining a better understanding of global cultures and the impact one person can make in the world. And when the BBC's *Blue Peter* – one of British television's longest-running children's programs – named Operation Smile U.K. their charity of the year, children rallied to donate more than 93,000 hospital gowns for our medical missions.



Evolving to Respond to Natural Disasters

Operation Smile's medical volunteers quickly responded when the earthquake hit Haiti in January 2010. We sent teams of plastic and orthopedic surgeons, anesthesiologists, critical care nurses and technicians to provide life-saving care. In total, Operation Smile deployed 11 teams – over 130 medical volunteers – and 25 tons of medical supplies and equipment to Haiti. While not traditionally a disaster response organization, our ability to mobilize highly-trained medical professionals, equipment and supplies was second nature as was our ability to provide urgent medical relief.



Living Proof: Eugenie's Story

Born with a severe cleft lip, Eugenie suffered unimaginable torment throughout her young life in Rwanda. When her parents died, Eugenie's relatives refused to allow her to live with them. She survived by wandering the streets, begging. People would cruelly shout at her as she approached.

Finally, a good samaritan named Yvette saw her on the streets and decided to raise Eugenie as her own child. Stunted and malnourished as a result of extreme poverty and her cleft lip, Eugenie looked like an 11-year-old girl at age 14.

When Yvette heard that Operation Smile was coming to Kigali on their first-ever medical mission to Rwanda and that doctors would perform surgeries for free, she knew it was Eugenie's only chance to have her cleft lip repaired. They traveled by foot and bus for 10 hours to reach Kigali.

However, when the doctors pre-screened Eugenie, she had a high fever because of a cold she had caught during the long and arduous trip. The doctors treated her and monitored her throughout the week to determine if she would be well enough to undergo the life-changing surgery she so desperately needed.

Eugenie and Yvette waited anxiously to see if she would be selected. On the last day, Eugenie's dreams were finally realized. Her condition had improved and she was one of the 248 patients selected to receive surgery to repair her cleft.

Upon seeing Eugenie for the first time after surgery, Yvette fell to her knees and cried with tears of happiness. For the first time, she could imagine a real future for Eugenie.

Today, Eugenie has a new smile and a new life. As she plays with her friends, laughter fills the air. Eugenie finally knows what it means to be a child.



Eugenie before surgery

After my father and my mother died, my relatives told me that I was worthless because of the way I looked. They rejected me and made me leave.

I began walking the streets. People would call me an animal and shout, "cleft, cleft!" I would hide my mouth when they made fun of me. I was so sad. I would beg and people would give me a little food, but then they sent me away so I wouldn't contaminate them. I would go to houses at night and ask if I could have a place to sleep. If they turned me away, I would keep on going.

There were so many bad things that happened to me. It is too difficult to explain to you how miserable my life was. I would cry and pray to God to be healed. I dreamed that someday I would be treated and I could walk through the village and not hide my face anymore.



Globally, approximately 1 in 500 to 700 children is born with a cleft lip or cleft palate every year.

Eugenie after surgery



Anatomy of a Medical Mission

They are waiting for a chance to be healed. A chance to smile.

At 6 a.m., a large crowd gathers and a line forms 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 overcome huge obstacles to bring their children to be screened for potential surgery – some traveling by bus, canoe, donkey and many on foot. The children are shy. Some have cleft lips, cleft palates or disfiguring tumors, and others have severe burns. 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.

Ammulu was born with a severe facial deformity that made eating and drinking difficult. Her parents feared for her health and future, but they could not afford surgery. For five years, Ammulu lived with shame as other children teased her cruelly. Because she had trouble speaking, it was questionable if she would ever be able to go to school. Then Operation Smile sent a medical mission team to Vijayawada, India, just 45 miles from their village. Ammulu was among 89 children selected for surgery. Both her cleft lip and cleft palate were repaired. And now, she cannot stop smiling.



What happens during an Operation Smile medical mission?



Step One: Medical Screening

Ammulu received a complete medical checkup to determine if she could undergo surgery. Every child who comes to us for help receives a full medical evaluation by our multidisciplinary team from all specialties involved in cleft care – often for the first time in their life. If they have any other medical complications or if they can't have surgery right away, they are referred to local physicians for further treatment.



Step Two: Surgery Selection

Ammulu and her father waited with hundreds of other children and families. Imagine their joy when her name was read from the list of children selected to receive surgery... absolutely free. Those who are not selected for surgery on this medical mission are cared for by the Operation Smile global foundations and medical teams who carry out our work at the local level.



Step Three: Pre-Op Care

On the day of the surgery, Ammulu waited with other boys and girls in the pre-op pediatric area, a place where young patients can relax, play and make friends while they wait for surgery. Generous supporters help equip these areas with toys, art supplies, and even role-playing materials such as surgical caps and oxygen masks to help ease anxious emotions.



Step Four: Safe Surgery

Finally Ammulu's name was called. A caring volunteer took her hand, and off they went to the operating room. A cleft surgery can take as little as 45 minutes. Operation Smile ensures every patient cared for benefits from the same state-of-the-art equipment, procedures and highly-trained, credentialed medical volunteers.



Step Five: Post-Op Care

In less than an hour, a sleepy Ammulu was in post-op, wrapped in a soft blanket, cuddling with her happy grandmother. A surgical team visits to provide instructions for follow-up care. Soon, Ammulu's new smile would light up the hospital room...the grand finale of a long, hard journey to hope.



Step Six: Six Month Follow-Up

Ammulu's beautiful new smile is evaluated by medical volunteers to make sure her lip is healing properly. For each patient, we offer a post-evaluative examination at a minimum of one week, six months and one year after his or her surgery.



1 in 10 children born with a cleft die before their first birthday. (Study by Hujoel, Bollen and Mueller)

Expansion of Programs

What began as a single visit to the Philippines almost three decades ago has now become a catalyst for improved healthcare in many countries around the world. As a part of our continued evolution, Operation Smile is expanding its model and programs, building public/private partnerships as well as additional infrastructure, and increasing the number of countries in which we work to ensure we are making a difference for even greater numbers of children.

Medical Missions

Our unique and effective medical mission model and training are the foundation for providing safe surgeries for children around the world and building a long-term sustainable solution. In total, Operation Smile helped transform the lives of over 16,000 patients last fiscal year – the most treated in one year in the history of the organization. More than 75% of those patients were treated during the 152 local and international medical missions Operation Smile conducted last year. The other 25% of patients received reconstructive surgeries at our global Comprehensive Care Centers.

On a typical Operation Smile international medical mission, 300-500 children receive full medical evaluations and 100-150 children are surgically treated. For each patient, Operation Smile offers post-operative care to evaluate their health, the progress of their surgical treatment and speech, and if necessary, delivers further medical care.

In addition, Operation Smile's in-country Foundations around the world fund, plan and conduct local medical missions by establishing networks and alliances within their countries' government, education, business and healthcare systems. A local medical mission is based on the international medical mission model, but is conducted on the local level using Operation Smile volunteers. The partner country manages all aspects of the medical mission, including physical examinations, surgeries and post-operative care. The country secures its own funding, medical supplies and credentialed medical professionals.

World Care

Sadly, some children who need Operation Smile's help have much more complicated disfigurements than can be treated during a medical mission. This fiscal year, through our World Care program, seven children received free surgery in Australia, Europe, South Africa, the Philippines or the United States. The Children's Hospital of The King's

Daughters (CHKD) in Norfolk, Virginia is the longest-standing partner with Operation Smile for our World Care program. It is only through the generosity of all the hospitals and their medical teams with which we partner throughout the world that it is possible to give free surgeries and new hope to these patients. In April 2010, Operation Smile partnered with a hospital in Manila to give free facial reconstructive surgery for 21-year-old Epima Mae Dacar from the Philippines. Epima was born with a severe facial deformity that included a protrusion of her brain through a congenital defect in the cranium. Thanks to the dedication of our longtime medical volunteers who donated their services, Epima's surgery was a success. She returned home with her family where she can now begin her new life. Epima joins more than 200 other World Care patients whose lives have been transformed.

U.S. Care Network

Cleft conditions and other facial deformities know no geographic boundaries. For families in the United States, Operation Smile provides detailed information and guidance through our U.S. Care Network referral service. This year, 154 cases were referred by Operation Smile to different specialists, including general craniofacial cases, cleft lips and cleft palates, and dental cases.



Burns

After years of helping patients suffering from burn injuries, Operation Smile has established a Burns Division and is now conducting medical missions to solely treat patients affected by burns. Often in rural areas, cooking is performed over open-kerosene burners leading to large numbers of accidental burns. These patients endure many hardships functionally and psychologically, often giving up all hope. Operation Smile hosted three burn missions in Vietnam and India this past year, and in collaboration with Harvard and Yale Universities, conducted an inaugural burn mission in Mumbai, India in January 2010. Medical volunteers from six countries performed 69 procedures for 38 patients, giving them back their hope, mobility and a new life.

Scientific Research

Operation Smile's Research department works in collaboration with universities and research institutions across the globe to improve the future for children born with clefts. Always following the principles of modern research ethics, Operation Smile and our partners are now expanding a genetics program to collect DNA

samples and epidemiologic information from patients and their parents. In September 2009, at the International Cleft Congress in Brazil, the Research team presented seven research projects on nutrition, speech outcomes, phenotypes and epidemiology. At the American Cleft Palate-Craniofacial Association's 2010 conference, they presented an outcomes study on proportional changes in nostril width after cleft repair.

Disaster Response

After responding to the earthquake in Haiti this year, Operation Smile researched additional partnerships and prepared logistically so we are equipped to respond to future global disasters. When a natural disaster strikes, Operation Smile is able to respond quickly because of our presence in more than 60 countries and our access to over 5,000 credentialed medical volunteers – trained surgical and medical professionals who have experience working in difficult conditions. In addition, the Operation Smile logistics team is skilled in deploying and organizing highly-functional surgical environments in developing countries across the globe.



Haiti: Helping a Country in Chaos

On January 12, 2010, a 7.0 magnitude earthquake hit Haiti, devastating the city of Port au Prince and surrounding areas. In a matter of minutes, thousands of Haitians simultaneously sustained severe injuries as the structures around them crumbled. The sudden need for immediate orthopedic trauma surgery was massive, and the medical infrastructure was shattered.



Within days, an Operation Smile assessment team was deployed to Haiti. Then, a team of 20 medical volunteers was sent including plastic and orthopedic surgeons, anesthesiologists, therapists, critical care nurses and technicians to provide life-saving and limb-saving care for the victims. When the team arrived, there was almost no surgical capacity despite the incredible need. Within 24 hours, they set up the standardized equipment and supplies familiar to every Operation Smile medical mission, establishing a venue to deliver safe anesthesia and surgery. The majority of victims treated by the team suffered from traumatic injuries to the extremities; the surgeries included repairing broken bones, intensive wound care, and some amputations where loss of function or extensive infection made it necessary.

In the next three months, Operation Smile deployed 11 teams – over 130 experienced medical volunteers – and provided 332 surgical procedures and post-operative care for the patients in Haiti. They performed these critical surgeries in Fond Parisien and Hinche, as well as aboard the USNS Comfort, the U.S. Navy's hospital ship. Our work in Haiti was possible thanks to a partnership with Partners In Health, as well as the support of the

Hershey Medical Center, Medical Society of Virginia, and Physicians for Peace.

In February, Harrison Ford – an Operation Smile supporter, legendary actor and humanitarian – piloted his Cessna 208 Caravan to command a remarkable airlift of medical volunteers and supplies into Haiti. In total, the organization shipped 51,275 pounds of medical supplies and equipment across three locations in Haiti. Operation Smile received over \$1 million worth of donated supplies.

Operation Smile is eternally grateful for the fortitude and personal strength of our medical volunteers. To be surrounded each day by unbelievable devastation and sadness can be emotionally difficult. Yet, each volunteer was incredibly willing to do whatever was needed, regardless of the long days and the overwhelming heat alternating with torrential downpours. To them, it wasn't a sacrifice, but a way to make a difference for people whose lives were changed forever by this horrific tragedy. It is clear that Haiti is still suffering greatly from the earthquake. The patients and families who gradually left the field hospital had no idea what the next few years will look like. There is so much help still needed in Haiti, but we are encouraged that Operation Smile was able to care for these patients in a responsible way. Operation Smile and its medical volunteers are committed to helping in the long-term recovery of Haiti.



READ STORIES and SEE PHOTOS of Operation Smile in Haiti: www.operationsmile.org/haiti



Craniofacial disorders affect more children every year than all childhood cancers combined. (World Craniofacial Foundation)

Sustainability

Operation Smile is committed to building a self-sufficient global health network by forging new partnerships and collaborations designed to create advanced health initiatives within our partner countries. To build a stronger healthcare infrastructure, we provide medical education opportunities in partner countries and donate crucial medical equipment. Last fiscal year, nearly 60% of Operation Smile's surgeries were provided at our global Comprehensive Care Centers and by in-country credentialed medical volunteers during local medical missions.



Institutional Transformation in India

Comprehensive Care Centers

Operation Smile's expanded initiatives include addressing all the issues surrounding childhood facial deformities, as well as offering year-round surgical care and concentrated follow-up care. Eight Comprehensive Care Centers in seven countries offer patient care beyond surgery including post-operative care, counseling, speech therapy, dentistry, orthodontics, nutrition, as well as ongoing training and education. At these Centers, over 3,800 patients received reconstructive surgery for facial deformities and more than 5,400 patients were screened for surgery last fiscal year. Current locations for Operation Smile's Comprehensive Care Centers include China, India, Vietnam, Colombia, Morocco, Jordan and Honduras.

Collaborations and Partnerships

For Operation Smile, partnerships and collaborations have long been a guiding value and standard practice. Over the last few years, successful partnerships have been formed with organizations such as the American Heart Association, Partners in Health, World Vision, the Peace Corps and UNICEF. Through these partnerships, Operation Smile has made remarkable strides in creating sustainable programs that enable us to change lives in vital and unique ways such as utilizing the U.S. Navy's Mercy and Comfort humanitarian hospital ships to perform surgery in areas with little access to healthcare services; providing relief to Haiti after the devastating earthquake; and saving lives through training in life support and critical care.

Each year, thousands of children are born with clefts in India. Operation Smile created a public/private partnership with the Government of Assam in India and the Tata Trusts to address this overwhelming need and develop a sustainable solution. The goal is to ultimately help treat over 30,000 children in the state of Assam suffering from clefts. The Chief Minister of Assam Tarun Gogoi and Indian businessman Ratan Tata have provided incredible dedication and leadership in establishing this landmark partnership.

Last fiscal year, Operation Smile provided new smiles for 2,357 children and young adults in Guwahati, India. In February 2010, the organization conducted its largest single medical mission ever. In 20 days, a team of 244 medical volunteers from 19 countries provided 1,871 free medical evaluations and 967 facial reconstructive surgeries for children and young adults suffering from clefts. This followed another medical mission in India in November 2009 where 509 patients received surgery. Hundreds of patients were screened each day. But as one volunteer explained, it is as a personal dream to "give back to the world, the way it has given to me."

Operation Smile believes training is the basis for sustainability in areas like India. As an International Training Organization with the American Heart Association, Operation Smile trained 188 medical personnel in India in Basic Life Support (BLS), 113 in CPR, and 15 in Pediatric Advanced Life Support (PALS) during last year's medical missions.



READ MORE about Our Work in Guwahati:
www.operationsmile.org/Guwahati



Babies born with cleft palate are often low birth weight and can have trouble feeding. (Study by Wyszczynski)



Global Standards of Care

As Operation Smile's model expands, one commitment stays constant: bringing quality care to every child, every time. The organization's Global Standards of Care ensures every patient treated by Operation Smile benefits from the same state-of-the-art equipment, procedures and highly-trained, credentialed medical volunteers, no matter where they receive treatment. Every medical volunteer must be credentialed according to Operation Smile standards to guarantee excellence in cleft care. Operation Smile was the first cleft organization to support the World Health Organization's Safe Surgery Saves Lives initiative, which includes the WHO Surgical Safety Checklist designed to improve the safety of surgical care throughout the world. In addition, equipment and biomedical training are provided to partner countries to ensure all children are treated using the same quality of technology.

Medical Oversight Board

Operation Smile recently expanded our Medical Oversight Board as a result of the organization's evolution and the growth of our global medical programs. Operation Smile's Medical Oversight Board gives our medical volunteers and partner countries a wealth of resources to ensure the organization maintains its strict safety standards. This Board is comprised of the Quality Assurance team, the Medical Advisory Council, the Special Programs leaders, and the Medical Officers.

- The Quality Assurance team is responsible for reviewing internal processes and evaluating performance indicators. They make recommendations for the Global Standards of Care based on medical trends and evidence-based medicine.
- The Medical Advisory Council includes highly-skilled professionals from medical specialties involved in Operation Smile's core programs such as plastic surgery, anesthesia, pediatrics, nursing, dentistry, speech, child life and biomedical.
- Special Programs includes areas where Operation Smile has evolved its work including burns, disaster response, orthopedics, trauma, the World Care program, education, fellowships, research and outcomes, as well as partnerships and collaborations.
- The Medical Officers work with in-country Medical Directors to guide medical quality assurance matters, equipment needs, site preparation, staffing and credentialing – ensuring our worldwide programs are in compliance with Operation Smile's Global Standards of Care.

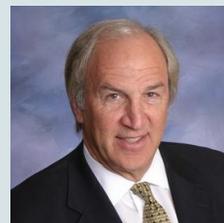
Improving the Volunteer Experience

Operation Smile's dedicated medical volunteers are touched not only by their patients, but also the volunteer medical professionals with whom they work. Operation Smile believes it is fundamentally important to foster that sense of community. To ensure the process for managing and deploying volunteers across hundreds of medical missions around the world is seamless and efficient, this year Operation Smile launched MVAC, the Medical Volunteer Action Center. Utilizing the latest online technologies, MVAC was designed to encourage collaboration and coordination among its medical volunteers, as well as to streamline the credentialing, mission selection and management process.



Letter from Our Chief Medical Officer

Operation Smile is constantly driven by our desire to help the overwhelming number of deserving children across the globe with congenital and acquired deformities who are desperately in need of reconstructive surgery. Faced with this critical challenge, and based on our nearly three decades of experience, we first respond by applying more resources and manpower into proven solutions. We then take a deep breath, reach out and look for entirely new ways to tackle problems previously thought to be unsolvable. As we look for new and creative solutions, our core mission must remain the same: delivery of the highest quality and safest surgery possible, regardless of location or circumstances. To this end, we have again rededicated ourselves to the pursuit of excellence through the expansion of our medical oversight structure, creation of a new office of quality assurance, and revision and refinement of our Global Standards of Care. I invite you to review our work enclosed in the Annual Impact Report or visit our Website to learn more about the 2010 Medical Leadership and the Global Standards by which we measure our success. As Operation Smile evolves into a stronger organization, our first priority remains constant: to ensure that every child has a chance for a safe, healthy and happy life.



Randy Sherman, MD
Chief Medical Officer

READ MORE about our Medical Oversight Board and our Global Standards of Care:
www.operationsmile.org/gsc



Children with a cleft palate who do not receive surgery by age 10 will have lifelong speech issues. (Study edited by Michael Mars, Debbie Sell and Alex Habel)



Medical Education and Training

Through educational initiatives, Operation Smile works with medical personnel in partner countries to help build specialized skills to treat children at the local level – with local resources, volunteers and medical professionals. This commitment to local training ensures that even greater numbers of children throughout the world benefit as these medical professionals utilize this knowledge to make a significant difference for their communities.

Medical Mission Training

Medical mission training offers a unique learning environment for medical volunteers. Ranging from formal medical conferences to informal workshops on specific skills or techniques, these on-site training programs are designed to meet the needs of the healthcare facilities that host medical missions and of the healthcare providers from partner countries. Operation Smile team members are selected for these educational roles, and teams often include guest educators who are internationally recognized in their fields. During a typical medical mission, as many as 100 in-country healthcare workers benefit from this training.

Life Support Training

As an American Heart Association (AHA) International Training Organization, Operation Smile established training programs for developing nations to provide critical life-saving skills to in-country medical professionals. The program delivers certification in Pediatric Advanced Life Support (PALS), Advanced Cardiac Life Support (ACLS) and Basic Life Support (BLS). The volunteers are trained to recognize and treat emergencies, including cardiac arrest and respiratory failure. Operation Smile awarded 4,037 AHA Life Support certifications this past fiscal year. In a 2010 survey of previous life support training participants, more than 85% of respondents said they had saved a life with their newfound knowledge.

University Partnerships

Operation Smile partners with leading academic institutions to provide exchange and visiting professorship opportunities for our medical volunteers. Other educational opportunities include short- and long-term observerships, subspecialty training fellowships, and clinical training in a supervised environment. During medical missions, Operation Smile pairs in-country teams of healthcare professionals with faculty from leading universities across the globe to address specific training

requests and promote networking for future consultation. With the Operation Smile Chang Gung Hospital Tsao Fellowship, professionals receive 12 months of training at the prestigious Chang Gung Hospital and University in Taiwan in microsurgery, craniofacial surgery, pediatric anesthesia and pediatric intensive care.

Medical Leadership Programs

Operation Smile seeks to develop future leaders through fellowships. With the Regan Fellowship, residents in plastic surgery, pediatrics and anesthesiology work under the supervision and mentorship of experienced Operation Smile physicians on a medical mission. Additionally, they participate in research initiatives that will promote better treatment and prevention of clefts. The Stryker International Fellows Program is building a global team of international rising plastic surgeons who participate in Operation Smile's humanitarian programs and the surgical management of clefts.



Operation Smile's Educational Collaborations

Yale University, Harvard/Children's Hospital Boston, University of Virginia, Chang Gung Hospital and University, Duke University, George Washington University, Penn State University, University of Maryland, University of Rome, University of Southern California, Southern Illinois University, University of Toronto, Old Dominion University, Children's Hospital of The King's Daughters, Children's Hospital Los Angeles, and The Children's Hospital of Philadelphia.



In some developing countries, there is only 1 surgeon for every 400,000 people. (World Journal of Surgery)



Student Programs: Reaching Out to the Next Generation

When students help children in need, they learn firsthand how they can create an impact in the world and help heal humanity. Quite simply, we recognize that students are the future of Operation Smile, and as they learn about helping others, they develop into philanthropic leaders, better prepared to engage and inspire to help make a difference.

Operation Smile challenges its more than 700 Student Clubs in over 30 countries to use their compassion, energy and selflessness to change a child's life, one smile at a time. The students build awareness for Operation Smile, raise funds and educate others about the core values of commitment, leadership and volunteerism. Operation Smile recently formed the College Council, comprised of outstanding university students who are committed to seeing Student Programs involvement grow at the university, community, national and international levels. Operation Smile also works closely with its Executive Leadership Council, a group of dedicated high school students who assist Student Programs with the growth of their region.

Students Join Medical Missions

Operation Smile offers students the unique opportunity to participate on every international medical mission. Over 90 students served as Student Team Members on international medical missions this past fiscal year, providing education on burn care and prevention, oral rehydration therapy, dental hygiene and nutrition to inform local populations of basic healthcare that ultimately improves quality of life. For the students, these medical missions are transformational. The experience gives them renewed empowerment and the drive to make a difference.

International Student Leadership Conference (ISLC)

Each year, Operation Smile hosts the International Student Leadership Conference (ISLC) celebrating the diversity among our students. The conference is designed to help students develop and strengthen leadership skills and character, receive training on how to deliver educational sessions on basic healthcare and become more aware of cultural differences. Almost 400 college and high school students from 16 countries worldwide gathered at the annual ISLC in 2010 at the University of Denver in Colorado. Jessica Simpson, an Operation Smile Ambassador, gave a keynote address focused on the conference's theme, "Be the Change!" Additional speakers included: Dan Clark, a *New York Times* best-selling author; Robert Pruitt, a motivational speaker and leadership consultant; and Maggie Doyne, founder of the BlinkNow Foundation.



Children Worldwide Rally Together to Support Operation Smile

The Operation Smile Final Mile in Virginia Beach, Virginia is designed to teach children the importance of exercise, commitment and helping others. More than 3,200 elementary school students ages 6-12 from more than 220 schools in the U.S. ran for months to complete 25.2 miles. They collected pledges for each mile they ran, to benefit Operation Smile. The runners raced their "final mile" during The Shamrock Sportsfest in March to complete a total of 26.2 miles, the equivalent of a marathon. Operation Smile's World Care patient, Wendy Maria Gutiérrez from Honduras, joined in the Shamrock Final Mile festivities to meet the students.

The BBC children's television program *Blue Peter* named Operation Smile U.K. its 2009/2010 charity partner, and asked their young viewers to turn T-shirts into hospital gowns for Operation Smile's patients. *Blue Peter* gave its viewers updates from the field in Guwahati, India; and Operation Smile developed an educational "School Pack" that correlated with the national curriculum which was sent to more than 25,000 U.K. schools. The campaign exceeded the original target four-times over, with more than 93,000 gowns collected. At the peak of the charity appeal, viewing figures for *Blue Peter* reached 1.6 million per show.



12% of children born with clefts die under the age of 5. (Study by Agha, Williams, Marrett, To and Dodds)



Volunteerism

Operation Smile wouldn't exist without the dedicated hearts of our volunteers. Today, more than 5,000 medical volunteers from over 60 countries volunteer with Operation Smile. Our medical teams are made up of highly-skilled plastic surgeons, anesthesiologists, pediatricians, nurses, dentists, speech pathologists, child life therapists and biomedical technicians. In addition, thousands of community volunteers work tirelessly to raise funds, coordinate medical missions and donate supplies, provide transportation, and support educational programs for Operation Smile. Each individual is critical to making our model work. Globally, Operation Smile has helped foster a culture of volunteerism, where one did not previously exist. This promotes cross-cultural sharing of ideas, best practices and medical diplomacy.

The Spirit of Changing Lives

Operation Smile was born out of determination and a singular belief that together – through perseverance and passion – we can change the world. Again and again, our medical volunteers demonstrate their commitment to change the lives of those they touch. During the 20th Anniversary in Vietnam, the Operation Smile teams were once again faced with a seemingly hopeless situation, but they wouldn't give up. Because of their devotion, Bounmi Keokhiamkham is alive today and fully recovered, after becoming entangled in a rice harvesting machine where her scalp was literally ripped from her head. An Operation Smile medical volunteer shares with us his recollection.

FROM THE DESK OF DAVID CHONG

Dear All-

When a group of us stands together, it is amazing what can be done – this is the miracle that Operation Smile is every day.

I remember walking in, and another medical volunteer, Norrie, grabbing my hand urgently. It was strangely surreal. A devastating accident had occurred; the obstacles seemed insurmountable. Mrs. Keokhiamkham sat with a strange resignation in her eyes. Her hair was stripped from her head. The nurses and doctors gasped as the medical dressings were removed, revealing a skull that was slowly dying.

Her son looked desperately at us, his palms humbly clenched. He bowed his head, and begged for his mother's life. No emotional cries, just a silent pleading. What could we do? How could we do it? My mind was ticking torturously.

Whatever comes our way, all we can say is, "Yes. Yes we can try."

A phone call to Operation Smile: "Yes, we can help her." A phone call to plastic surgery colleagues we had never met: "Yes, we can operate." A discussion with the Vietnamese surgeon from Hanoi who was with us: "Yes, we can transport her."

But there were visa problems, and she had no passport. Regardless, yes, the government officials would help us. She couldn't fly. So yes, the ambulance from the hospital in Laos will drive her to Vietnam. It would take them 24 hours, but yes, the medical teams would accompany her, all day and all night.

A wave of energy and emotion carried this woman to where she needed to be. So often in our lives, we are powerless. On that day, we were powerful and we changed the life of another fellow soul.

How precious is one life. How much more does that one life affect other lives? Even more so, how much does that one life affect our own?

It was amazing to watch it happen. A chain of hands passed this dear woman from a place where she would have been left to die to a place where strangers could help her – just because there was a need to do something. Not thanks to any one person, but thanks to a collective energy.

That is what life is about. Thank you, Operation Smile. Another life changed.



Dr. David Chong
Plastic Surgeon
Operation Smile Medical Volunteer



Corporate Resource Partners

Below are just a few of our corporate supporters who help us further our mission and create new smiles. Many other companies provide us with valuable in-kind supplies and monetary donations, such as Ethicon and Johnson & Johnson, and we thank all our supporters and their employees for their selfless dedication and generosity that enable us to change the lives of thousands of children around the world.



Abbott

Since 1993, Abbott and Abbott Fund have donated nearly \$6 million in cash and in-kind gifts to Operation Smile. Donations of Abbott's anesthetic products have allowed Operation Smile to maintain strict standards of care and ensure the safety of thousands of patients globally. Additionally, through support from Abbott Fund, Operation Smile's Education department has trained thousands of medical professionals in developing countries in critical life-saving techniques. The Operation Smile/Abbott and Abbott Fund Life Support Training program has significantly impacted healthcare systems, by insuring access to quality medical care and increasing patient survival in developing countries worldwide.



Boeing

Since 1991, Boeing has been a dedicated supporter of Operation Smile, and has made an impact on hundreds of children and medical professionals around the world through their generosity. As part of their commitment to "make the world a better place," Boeing's support has allowed Operation Smile to improve healthcare systems throughout the world by offering targeted education programs to healthcare providers in developing countries.



Covidien

Covidien, a leading global provider of healthcare products, has contributed funding and products in support of Operation Smile's programs in India. This year, thanks to Covidien, Operation Smile was able to carry out our inaugural burn medical mission in Mumbai, India. Burn patients endure so many hardships functionally and psychologically every day, that many have given up all hope for a normal life. With Covidien's support, we were able to give so many patients back their spirit and a chance at new lives. Additional funding is helping Operation Smile to treat hundreds more patients suffering from clefts throughout India.



Hasbro

For nearly 20 years, Hasbro, Hasbro Children's Fund and their employees around the world have supported Operation Smile in a multitude of ways, including corporate and foundation support, product donations and employee involvement. With a longstanding tradition of supporting children worldwide through the "Gifts of Hope, Play and the Power of Service," Hasbro and their employees have created smiles throughout the world with donations of toys, funds and volunteer hours.

JAKKS Pacific, Inc.

As part of their commitment to helping children “Smile, Play and Succeed,” JAKKS Pacific has supported Operation Smile since 2006 through corporate initiatives, donations and employee involvement. In addition to significant corporate support, JAKKS challenged their employees to unite in the cause. In a show of extraordinary loyalty and generosity, JAKKS employee contributions and company match totaled more than \$200,000 – ensuring smiles for more than 800 children across the globe.



Members Project from American Express and TakePart

Operation Smile was honored to be chosen as a partner in Members Project, an innovative online initiative sponsored by American Express and TakePart. Designed to help people make a difference in the lives of others, the program provides numerous ways to get involved, share stories and inspire others regarding the issues about which they are passionate.



SwimWays

For over three years, SwimWays, a leading manufacturer of outdoor recreational products, has partnered with Operation Smile. SwimWays donates 2% of wholesale sales of their Swim Steps product line to help change the lives of children. The product packaging features images of children helped by Operation Smile and a message from Smile Ambassador Roma Downey. Through their continued generosity, SwimWays has helped Operation Smile create over 2,800 smiles around the world.



Tata Trusts

The Tata Trusts are longtime supporters of Operation Smile in India. Through their generosity, Operation Smile India has implemented a strategic plan to increase the number of patients treated throughout the country. “Over one million people in India are in one form or another afflicted with facial defects,” Mr. Ratan Tata says. “To see the smiles on the faces of children who were disfigured, disendowed, left to themselves, and disowned by parents is just a wonderful thing.”



Planned Giving and Donor Support: How Can You Make a Difference?

Operation Smile is grateful for every donation we receive and we thank everyone who has helped us transform more than 150,000 lives. Our work is only made possible with 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. Operation Smile also offers a variety of easy and effective ways to make a Planned Gift that will have a lasting impact for you, your family, and children around the world. From adding Operation Smile as a beneficiary in your will, to life-income gifts, we can help you design a planned giving strategy that meets your individual financial needs.

TO LEARN MORE about Ways to Give: visit www.operationsmile.org/waystogive

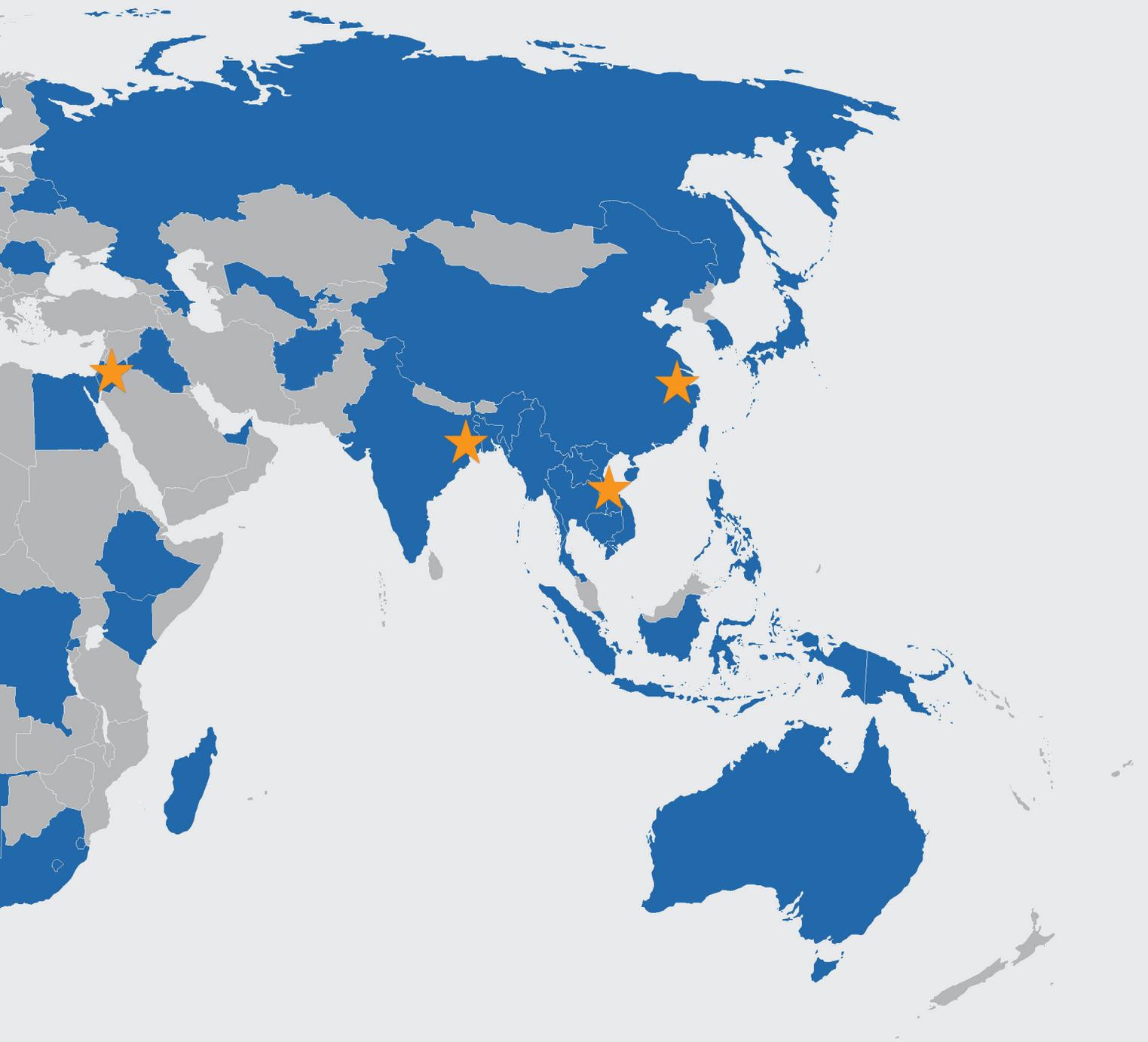
A Ripple Effect of Change and Hope.

In 28 years, our global reach has expanded to more than 60 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.

Mobilization. Volunteerism. Healing. Transformation. Across the Globe.

Afghanistan	Canada	East Timor	Guatemala	Ireland	Liberia
Australia	China	Ecuador	Haiti	Israel	Madagascar
Bangladesh	Colombia	Egypt	Honduras	Italy	Mexico
Belarus	Democratic Republic of Congo	Ethiopia	Hong Kong	Japan	Morocco
Bolivia	Dominican Republic	Gaza Strip/ West Bank	India	Jordan	Myanmar
Brazil		Ghana	Indonesia	Kenya	Namibia
Cambodia			Iraq	Laos	Nicaragua



 Comprehensive Care Centers

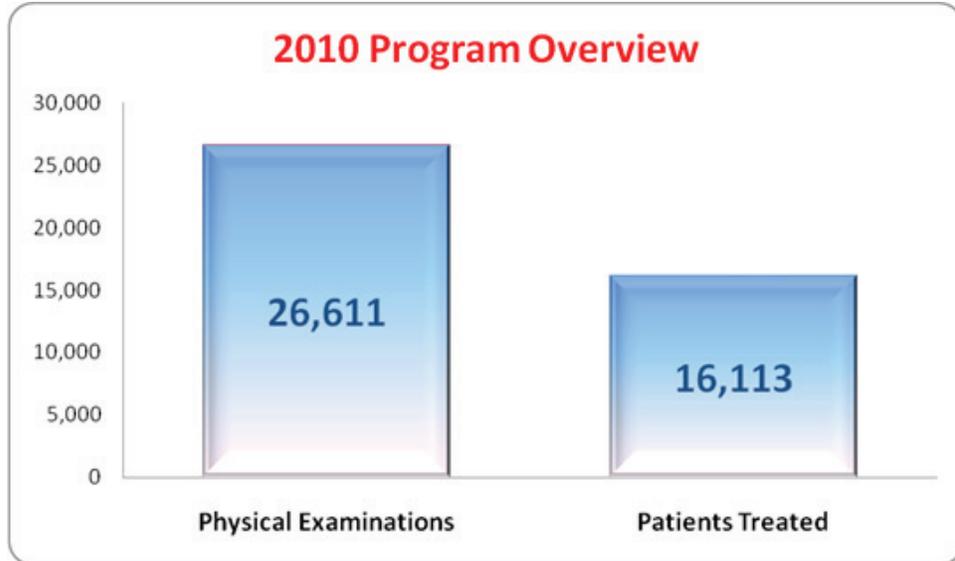
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|------------------|--------------|----------------------|------------|
| Panama | Russia | Sweden | Uzbekistan |
| Papua New Guinea | Rwanda | Switzerland | Venezuela |
| Paraguay | Senegal | Thailand | Vietnam |
| Peru | Singapore | United Arab Emirates | |
| Philippines | South Africa | United Kingdom | |
| Romania | South Korea | United States | |
| | Swaziland | | |

- | | |
|---------------------|-----------------------|
| Amman, Jordan | Hue, Vietnam |
| Bogota, Colombia | Kolkata, India |
| Casablanca, Morocco | Tegucigalpa, Honduras |
| Duitama, Colombia | |
| Hangzhou, China | |

2010 Program Report

Our Smiles Are Getting Bigger

This past fiscal year, we were able to mobilize thousands of generous volunteers to help transform more lives than any other year in our history. As a result, 16,113 patients are now smiling – many of them for the first time. The result of our efforts to expand programs and reach more children can be seen on the faces of over 150,000 patients that now lead a more hopeful and joyful life.



As part of our commitment to improved healthcare, complete physical examinations are conducted on every patient who come to us to receive surgery. Often, this is the first time a child has ever been seen by a doctor. Not only do we determine if a child is healthy for surgery, we treat or refer patients to local physicians to address other medical conditions.

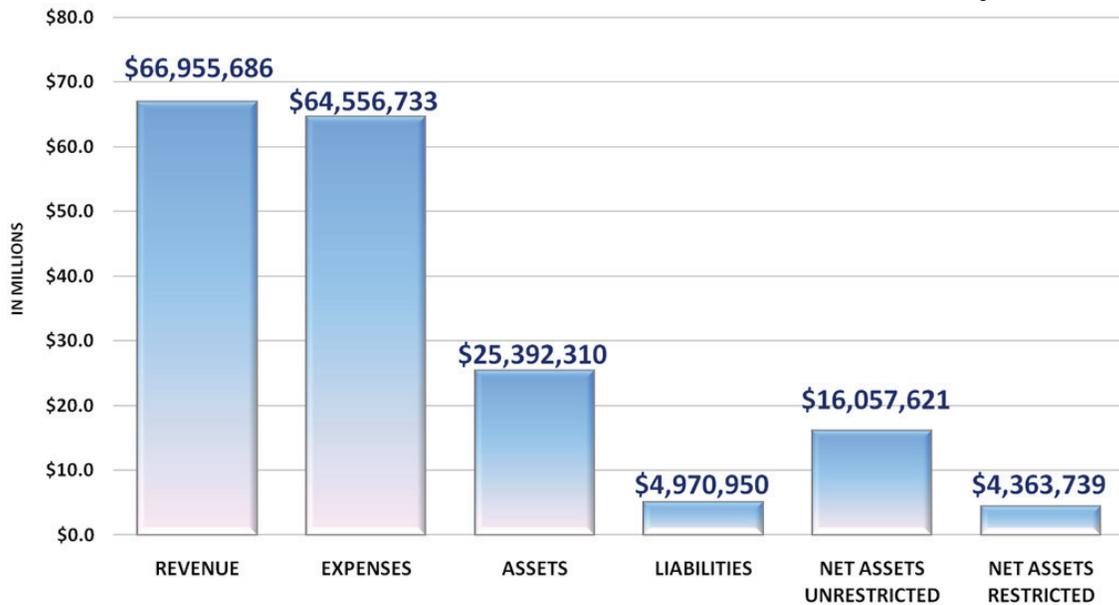
Local is Responsible

We are deeply committed to working with our partner countries to expand local capability to treat more children. The success of our efforts is clear. This past year, nearly 60% of our patients were treated on medical missions locally managed by in-country teams and at our global Comprehensive Care Centers. We have treated more children through local efforts than at any other time in our history.



Country	Patients Screened	Patients Treated
Bangladesh Dhaka	137	86
Bolivia Santa Cruz	569	245
Brazil Rio de Janeiro, Fortaleza, Santarem, Joinville	817	287
Cambodia Kampot, Phnom Penh, Pursat, USNS Mercy - Sihanoukville	843	429
China Hangzhou, Nanchang, Nanyang, Yantai, Xuanwei, Pu'er, Zhengzhou, Lincang, Fengkai	3810	3451
Colombia Bogota, Duitama, Popayan, Choco, Monteria, Sincelejo, Cali, Risaralda, Facatativa, Pasto, Riohacha, Puerto Asis	2083	1375
Dominican Republic Santo Domingo	236	165
Democratic Republic of the Congo Kinshasa	374	156
Ecuador Cuenca, Santo Domingo de Los Colorados, Loja	325	188
Egypt Cairo, Aswan, Alexandria	955	352
Ethiopia Jimma, Addis Ababa	185	136
Haiti (relief patients only) Fond Parisien, Hinche	n/a	332
Honduras Tegucigalpa, Santa Rosa de Copan, Comayagua	888	271
India Kolkata, Bhavnagar, Rajasthan, Gangtok, Guwahati, Vijayawada, Jamshedpur	4169	2357
Indonesia Jakarta	94	79
Jordan Karak, Amman	262	134
Kenya Nairobi, Nyeri, Meru	635	383

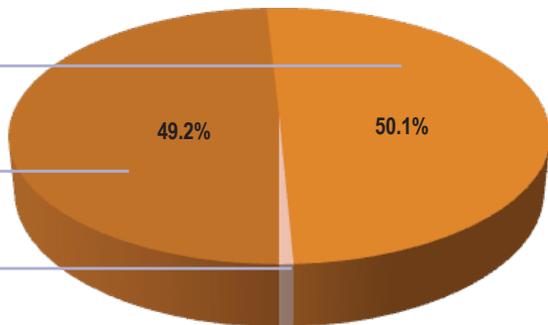
Country	Patients Screened	Patients Treated
Laos Pakse, Vientiane	136	105
Madagascar Antananarivo	257	176
Mexico Guadalajara, Tlaxcala	501	252
Morocco Casablanca	461	127
Nicaragua USNS Comfort - Corinto, Granada, Matagalpa, Chinandega, Managua	510	259
Panama David	188	177
Paraguay Asuncion	333	143
Peru Arequipa, Iquitos, Lima, Puno, Piura, Cusco	824	456
Philippines Bohol, Pasay, Makati City, Oriental Mindoro, Davao, Cebu, Laguna, Iligan, San Fernando City	1274	928
Russia Ulan-Ude, Vladimir, Novosibirsk	221	154
Rwanda Kigali	371	248
South Africa Mpumalanga	52	31
Thailand Yasothon, Nakhon Si Thammarat, Surin, Chonburi	420	333
Uzbekistan Tashkent	131	80
Venezuela Caracas, Valencia	350	178
Vietnam Hanoi, Hue, Binh Phuoc, Ho Chi Minh City, Nghe An, Hai Phong, Vinh Long, Can Tho, Ninh Thuan, Dak Nong	4200	2040
TOTAL	26,611	16,113



Revenue Resources

Total Revenue: \$66,955,686

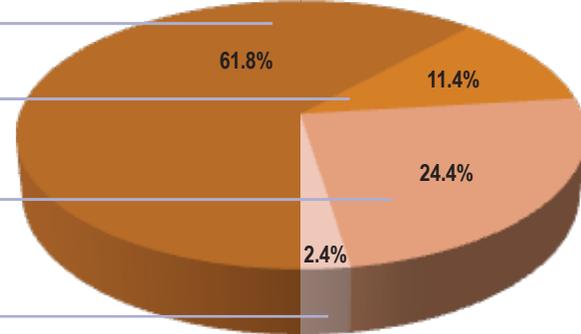
- Contributions: 50.1%
\$33,557,812
- Donated Services & Supplies: 49.2%
\$32,914,412
- Other Revenue: 0.7%
\$483,748



Operating Budget Expenses

Total Expenses: \$64,556,733

- Program Services - Medical Missions: 61.8%
\$39,870,437
- Program Services - Education and Sustainability: 11.4%
\$7,358,021
- Fundraising: 24.4%
\$15,762,851
- Administration: 2.4%
\$1,565,424



A Message from Our Chairman of the Board and Chief Operating Officer

Operation Smile's financial strength in fiscal year 2010 provided us the ability to treat thousands more children worldwide. We are proud that during the tough economic conditions, we maintained a balanced budget throughout the year by carefully monitoring our expenditures to stay within our means while at the same time reinvesting our resources into more programs. Additionally, with strong donors' support, we created a disaster response team effort, mobilized our medical volunteers, and provided the necessary funding to serve the imminent need in Haiti.

Revenues in 2010 totaled \$67 million, primarily comprised of private cash giving and in-kind donations. Expenses in 2010 totaled \$65 million, with the vast majority of our resources devoted to our programs. This allowed us to increase our investment in medical missions and local sustainability by \$10 million from prior year.

Operation Smile is confident that we will maintain our path of continued growth and financial success. We have a balanced fiscal year 2011 operating budget and are committed to the highest level of financial transparency and accountability. We have established a global perspective and are committed to strategically growing our reserves in order to increase the surgical expertise and medical care that is desperately needed around the world.



William R. Fox

William R. Fox
Chairman, Board of Directors

Howard J. Unger

Howard J. Unger
Chief Operating Officer



Our Leadership

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

Ruben E. Ayala, M.D.
Headquarters Medical Officer

Kyla Shawyer
*Senior Vice President,
International Direct Response
Fundraising & Marketing*

Ellen Agler, M.Sc., M.P.H.
*Senior Vice President,
International Programs*

Gianluca Biavati
*Senior Vice President,
International Business Development*

Kristie M. Porcaro
*Senior Vice President,
Strategic Partnerships and
Development*

Jillian Stanley
Vice President, Finance

Lillian Alonzo
*Vice President,
Global Major Gifts and Development*

Jessie C. Hines
*Vice President,
Logistics and Material Management*

Lisa E. Jardanhazy
*Vice President,
Strategic Partnerships and Cause
Marketing*

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Chief Operations Officer
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Brambleton, VA

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Chairman and Chief Executive
Officer
Boyd Steamship Corporation
Panama City, Republic of Panama

Felipe Encinales
Founding Partner and Company
Chief Executive Officer
Inverlink S.A.
Bogotá, Colombia

Jeremy Greenhalgh
Partner
Charterhouse Capital Partners LLP
London, UK

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Founder and Chief Executive Officer
Kainz Family Foundation
Lake Barrington, IL

Gary Loh
Chairman
First Alverstone Capital Ltd.
Chairman
Friven & Co. Ltd.

**Kathleen S. Magee, M.S.W.,
M.Ed.**
President and Co-founder
Operation Smile, Inc.
Norfolk, VA

**William P. Magee Jr., D.D.S.,
M.D.**
Chief Executive Officer
and Co-founder
Operation Smile, Inc.
Norfolk, VA

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Chairman
Hensley Beverage Company
Phoenix, Arizona

Alberto Motta Jr.
Director
Inversiones Bahía, Ltd.
Panama City, Republic of Panama

Chai Patel, M.D.
Chairman
Court Cavendish
Partner
Elysian Capital
London, UK

Randy Sherman, MD
Chief Medical Officer
Operation Smile, Inc.
Vice-Chairman
Department of Surgery
Cedars Sinai Medical Center
Los Angeles, California

Donald Trump Jr.
Executive VP of
Development and
Acquisitions
The Trump Organization
New York, NY

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President and CEO
Operation Smile Foundation
Chief Operating Officer
Operation Smile, Inc.
Norfolk, VA

Sir David Akers Jones
Chief Secretary of Hong Kong
(Retired)
Governor of Hong Kong (Retired)

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Managing Partner
Grant Thornton Vietnam Ltd.

Billy Bush
Co-Anchor
"Access Hollywood"
Los Angeles, CA

Alice Chiu, JP
Founder
Sheen Hok Charitable Foundation
Hong Kong

Dan Clark, CSP
Motivational Speaker, Consultant
and Author
Clark Success Systems
Salt Lake City, UT

Elizabeth M. Daley
Steven J. Ross / Time Warner
Professor and Dean
School of Cinematic Arts
University of Southern California
Los Angeles, CA

Roma Downey
Actress and Operation Smile
Spokesperson
Malibu, CA

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Co-founder
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New York, NY
Chairman and
Chief Executive Officer
Edison Control Corporation
Port Washington, WI

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Chairman of the Executive
Committee
Hasbro, Inc.
Chairman
Hassenfeld Family Initiatives

Paul Higham
Principal
H factor
Former Chief Marketing Officer
(Retired)
Wal-Mart Stores, Inc.
Taos, NM

Stephen B. Howe
Former President,
The Americas
Financial Times
Wilton, Connecticut

Thomas F. Kane
Owner
Adare Manor Hotel
& Golf Resort
Juno Beach, FL

Bill Kliewer
Senior Advisor
Vice President (Retired)
World Vision

**Kathleen S. Magee, M.S.W.,
M.Ed.**
President and Co-founder
Operation Smile, Inc.
Norfolk, VA

**William P. Magee Jr., D.D.S.,
M.D.**
Chief Executive Officer
and Co-founder
Operation Smile, Inc.
Norfolk, VA

Jerry Moyes
Chairman of the Board,
President and Chief Executive
Officer
Swift Transportation, Inc.
Phoenix, AZ

Dale Murphy
Professional baseball player
(Retired)
Atlanta Braves
Philadelphia Phillies
Colorado Rockies
Alpine, UT

Frank Reidy
Director
Yantai-Raffles Shipyard
China
President
McClees Associates, LLC
Virginia Beach, VA

José Antonio Rios
Chairman
Global Crossing
Latin America
Miami, FL

Carlos F. Robles
Global Retailer
Marketing Manager
ExxonMobil (Retired)
Ft. Lauderdale, FL

**Mariquita Salimbangon-
Yeung**
Founding Chairman
Mariquita Salimbangon-
Yeung Charitable
Foundation, Inc.
Cebu, The Philippines

Carl W. Treleven
Chief Executive Officer
Westlake Ventures, Inc.
Madeira Beach, FL

Don Watkins
Chief Executive Officer
American Covers, Inc.
Alpine, UT

20 Years of Smiles - A Journey of Miracles in Vietnam

To mark 20 years of providing new smiles throughout Vietnam, Operation Smile launched “20 Years of Smiles – A Journey of Miracles” in November 2009. During a 10-day period, more than 300 international medical volunteers conducted cleft surgeries, dental treatments, as well as reconstructive surgeries for burns and facial deformities at 16 simultaneous medical mission sites from Hanoi to Ho Chi Minh City. Operation Smile’s medical volunteers performed facial reconstructive surgeries for an unprecedented 868 children and young adults, and provided over 6,600 dental treatments.

Actor and martial artist Jackie Chan, an Operation Smile Ambassador, championed the 20th Anniversary celebration. Chan spent the day at Hanoi’s Vietnam-Cuba Hospital visiting children with clefts, and watched as Dr. Bill Magee operated on the first patient of the anniversary medical mission, Quy Thien Tran, a 6-month-old boy. After surgery, Chan carried Quy back to his mother. At a press conference in Hanoi, Chan said, “We need the whole city and the whole world to help those (underprivileged) children, who really touched me. That’s what I’m here for.”

The partnership between Operation Smile and the people of Vietnam began in 1988 when General John W. Vessey (Ret.) invited Operation Smile to send a humanitarian volunteer team to Vietnam as part of the MIA/POW initiative. In February 1989, an Operation Smile team of 38 medical professionals, including seven Vietnam War veterans, comprised the largest group of Americans to enter Vietnam since the war’s end in 1975. This medical team worked side-by-side with Vietnamese surgeons to repair the cleft lips and



cleft palates of 100 Vietnamese children. What began as a guarded, yet hopeful collaboration has resulted in these two countries uniting for the sake of children in need. Today, Operation Smile Vietnam treats an average of 2,000 Vietnamese children per year and conducts local surgical, dental, and craniofacial programs. Yet, the need in Vietnam is still great. More than 3,000 children are born each year in Vietnam with facial deformities. The 20th Anniversary of Operation Smile Vietnam signified a new era of providing year-round care for the Vietnamese children.

In addition, Operation Smile Vietnam was the first Foundation to provide care for children in a neighboring country, Laos, and its medical volunteers have helped more than 1,000 children to date.



READ MORE about the 20th Anniversary in Vietnam: www.operationsmile.org/Vietnam



*You Have the Power
to Transform a
Child's Life Forever*

Thank You

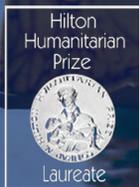
Operation Smile would like to express our sincere gratitude to our medical volunteers, community volunteers and the following professional photographers who volunteer their time and talents: Jasmin Shah, Jason Towlan, Jeff Zelevansky, Marc Ascher, George Yarbrough, Paul Feters, Peter Stuckings, Chet Gordon, Alan Hill, Alan Huestis, Kelly Hussey-Smith, Jessica Lifland, Kieran Harnett, Margherita Mirabella, Diana Mulvihill, Rohanna Mertens, Justyn Olby, Guido Sancilio, Stephanie Oberlander, Vasna Wilson, Graham Wilson and Veronica Donnelly.



Operation  Smile

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www.operationsmile.org



AMERICAN SOCIETY OF
PLASTIC SURGEONS
Volunteers in Plastic
Surgery Members

OPERATION SMILE IS A
UNITED NATIONS
AFFILIATED ORGANIZATION

 Children's Medical Charities
of America