



Someday all kids like me in my country will be smiling.

# Operation Smile

Changing Lives One Smile at a Time

NOVEMBER 2008

## A Hero Making a Difference for Children Worldwide

Operation Smile is grateful to its many supporters who make a difference in the lives of children around the world. One donor whose continued support and dedication has been remarkable is Wallis Annenberg, Vice President and Trustee of the Annenberg Foundation. Established in 1989 by Walter H. Annenberg, the Annenberg Foundation provides funding and support to nonprofit organizations in the United States and globally. Since 2003, the Foundation has donated more than \$2.5 million to support Operation Smile's medical missions and programs. Wallis is a visionary who strives to improve the well-being of people and communities throughout the world. She has spent much of her life focused on philanthropy and is dedicated to education; communications; arts and culture; medical research; animal welfare; social justice and environmental stewardship. Her keen vision for philanthropy furthers the core values of the Foundation – openness, accessibility, fairness and relationship building.



(from left) Wallis Annenberg with Elizabeth Daley, Dean of the USC School of Cinema-Television, who received the first Wallis Annenberg Public Service Award during Operation Smile's Los Angeles Gala in 2003

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Operation Smile Recognized as  
2008 Nonprofit of the Year

**Wallis Annenberg comments, "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."**

Since 2003, Operation Smile has presented the Wallis Annenberg Public Service Award at its Los Angeles Galas, recognizing individuals who have demonstrated exceptional ability to communicate 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. Recipients include USC Dean Elizabeth Daley, Roma Downey, Cindy McCain, the Trump family, Bill Guthy and wife Victoria Jackson, and Vicky Mense.

In March 2004, The Annenberg Foundation proudly provided funding for The Roger Annenberg 1st Shanghai International Plastic Surgery Conference. This conference, which Operation Smile co-organized, brought together more than 400 physicians from throughout China. The conference focused on the education and training of plastic surgeons, giving them the resources to treat thousands more children.

Wallis is an inspiring example to all of us. The Annenberg Foundation has not only impacted the lives of Operation Smile's children but hundreds of thousands of others globally. They have generously gifted this world with the ability to educate, share, and communicate. For 2009 and beyond, Operation Smile continues its message that working together, we can change children's lives.



(from left) Gordon Morton, XanGo Founder; Beverly Hollister, XanGo Senior Vice President, Business Development; Michael Nebeker, Operation Smile Utah Chapter Board Chair; Bryan B. Davis, XanGo Founder; Dr. Bill and Kathy Magee, Operation Smile Co-founders; Gary Hollister, XanGo Founder, Chairman Emeritus; Kristin Liszkowski, Operation Smile Utah Chapter Manager; and Joe Morton, XanGo Founder

## Message from our Co-founders

This is the time of year to give thanks and count our blessings. And we'd like to thank, you, Operation Smile's donors and volunteers for your dedication to changing the lives of children around the world. With your combined support and commitment 2008 was a successful year for Operation Smile. The lives of 10,868 children were transformed during medical missions in 28 countries – 62% of surgeries were completed during local in-country medical programs. These children and their families have a lot to smile about now. Because of you, their lives have been changed forever. Our partner countries continue to treat more children on a local level and build patient care centers to reach even more children who need our help. Operation Smile now has a presence in 51 countries with our newest additions of Madagascar, Swaziland, East Timor, Papua New Guinea and Haiti.

We'd like to thank some key corporate supporters who are making a difference. Abbott recently stepped up and donated additional sevoflurane, the Abbott anesthesia product needed on all our medical missions, for the last quarter of 2008. Since 1993, Abbott Fund and Abbott have been tremendous partners providing in-kind donations of more than \$4 million and cash donations of nearly \$500,000. AriZona Beverage Company's national cause-related marketing campaign has raised nearly \$300,000 for Operation Smile through sales of its best-selling Lemon Tea, Green Tea and Sweet Tea. And XanGo, LLC, recently presented Operation Smile with \$200,000 to sponsor our medical missions to Mexico in May and September 2008. We had an opportunity to visit XanGo's headquarters in Utah and thank their employees and distributors who are helping to improve the lives of those less fortunate. There are so many people and organizations to thank, including The Annenberg Foundation and The Lincy Foundation, who we feature in this newsletter, where you will read about their ongoing, generous support.

Thank you to Howard Unger, former Board of Directors Chairman; Tom Kane, former Board of Directors Chairman; and Don Watkins, former Board of Directors member, for their many years of service. In May 2008, they moved to Operation Smile's Board of Governors where they will continue to work to expand contacts, resources and fund-raising opportunities for the organization. In September 2008, Carl Treleaven, former Board of Directors Vice-Chairman and Treasurer, joined them as the newest member of the Board of Governors. We thank these volunteers and all members of our Boards for their dedication and commitment.

All children deserve to live their lives with dignity, and for those suffering from facial deformities, dignity begins with a smile. It is your collective generosity that has made this year's accomplishments possible. We wish you and your loved ones a happy and healthy holiday season.

- Bill and Kathy Magee

## MISSION STATEMENT

Throughout the world, Operation Smile volunteers repair childhood facial deformities while building public and private partnerships that advocate for sustainable healthcare systems for children and families. Together, we create smiles, change lives, heal humanity.

## Operation Smile

Changing Lives One Smile at a Time

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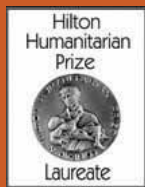
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Shiho Fukada • Ken Holt  
Kelly Hussey-Smith • Jessica Brandi Lifland  
Katharine Robertson • Adrian Skelton



## Message from our Board Chairman

IRENE GRAHAM



Jeremy Greenhalgh

Non profit organisations such as Operation Smile are not immune from the political and economic realities that result from the unprecedented events in the global financial markets. In the U.S. alone, 1.5 million non profits now account for more than \$1 trillion in revenues annually of the nation's economy.

Now, more than ever, we must demonstrate to our supporters that we have the capability to continue making a real and immediate impact, transforming the lives of the children and families we serve. For an investment of as little as \$240 from one of our donors, we can change a child's life forever. That is a high return, and it is secure.

We are able to do this because this past year we received more than \$25 million of in-kind donations of medical expertise and equipment, and the voluntary support of local surgeons, medical staff and hospital administrators in many of the 51 countries in which we operate. That is why we were able perform more than 10,000 surgeries in the twelve months ended June 30, 2008. Thank you for making that happen.

However, every year more than 200,000 children are born with a cleft lip or a cleft palate. So the backlog of children requiring treatment is growing, as many of these countries lack the necessary healthcare infrastructure to provide effective treatment without our support. That is why Operation Smile has committed to invest in the building and operation of nine comprehensive treatment medical centers which will have the capacity to provide life-changing surgery and post-operative after care to thousands of children each year.

This is only possible because of the combined efforts of nearly 4,000 loyal medical volunteers and the generous financial support of more than 160,000 donors. This is truly a team effort, as no one person can achieve anything without the support of each and every one of us.

The next 12 months will be some of the most challenging we have faced. Thanks to the tireless and rigorous hands-on commitment of Howard Unger and Carl Treleaven, our previous Board Chairman and Finance Committee Chairman, our financial position has been safeguarded. We owe them both particular thanks. Under my Chairmanship, we will continue to ensure the highest levels of financial scrutiny and integrity to protect your investment in Operation Smile. I am confident we have the right experience on the Board, the right executive leadership and the right strategy to ensure our continued success. I look forward to your continuing support.

- Jeremy Greenhalgh

## Hundreds of Students from Around the World Gather for a Cause

From August 2-6, nearly 400 students from 18 United States and 16 other countries gathered at San Diego State University in California for Operation Smile's 16th Annual International Student Leadership Conference (ISLC) to learn about leadership, service, fund-raising, club organization and Operation Smile's work around the world. During the ISLC, students were encouraged to use their enthusiasm to promote volunteerism, cultural understanding, humanitarianism and compassion.

KIP COTHMAN



*Students, sponsors and Operation Smile staff at the 2008 International Student Leadership Conference in San Diego, Calif.*

Forty-six students from 14 United States, Ireland, Paraguay and Mexico participated in the Mission Training Workshop (MTW) in conjunction with the ISLC from July 29-August 1. The bi-annual workshop trains students to serve on Operation Smile medical missions with the responsibility of teaching basic healthcare including dental hygiene, burn care, oral rehydration, and nutrition to families and patients. During the missions, these students will also visit local orphanages and schools to teach and support children.

## Volunteer Reunion in Utah

The Operation Smile Utah Chapter Board hosted its First Annual Volunteer Reunion on September 27 on the farm of Don and Peggy Watkins in Alpine, to honor and thank Utah volunteers and supporters of Operation Smile. More than 200 student, medical and board volunteers as well as Operation Smile supporters attended the event as well as Operation Smile Co-founders Dr. Bill and Kathy Magee. Utah Lieutenant Governor Gary Herbert honored the guests and congratulated them on sharing Utah's volunteer spirit with Operation Smile. Guests were treated to hay rides, a barbecue dinner and dancing to a special performance by The Osmonds 2nd Generation.

WELDEN ANDERSON



*Utah Chapter Board members with Dr. Bill and Kathy Magee (front row center)*

## Operation Smile Honors Pediatric, Anesthesia and Plastic Surgery Volunteers

In October and November, Operation Smile held receptions to honor its medical volunteers during the American Academy of Pediatrics (AAP) National Conference & Exhibition, the American Society of Anesthesiologists (ASA) annual meeting and the American Society of Plastic Surgeons (ASPS) annual meeting. Congratulations to the five exceptional volunteers who received awards.

### OPERATION SMILE EXCELLENCE IN PEDIATRICS AWARD:

**Dr. Pamela Rapiti – Durbin Kwazula Natal, South Africa**  
Dr. Rapiti has participated on all five Operation Smile South Africa missions and serves on the Operation Smile South Africa medical council.

### Dr. Vinay Nadkarni – Media, Pennsylvania

Dr. Nadkarni has volunteered with Operation Smile for 19 years, participating on 11 Operation Smile medical missions around the world. He also helped to develop some of the courses for Operation Smile's annual Physicians' Training Program.

DORY MORRISON



*(from left) Dr. Fernando Cordova Lopez receives the award from Operation Smile Anesthesia Council Chairman Dr. Mike Stabile at the ASA reception in Orlando, Fla.*

### DR. LIONEL GLASSMAN AWARD FOR EXCELLENCE IN ANESTHESIOLOGY:

**Dr. Fernando Cordova Lopez – Quito, Ecuador**  
Since 1999, Dr. Fernando Cordova Lopez participated on more than 90 local medical missions in 20 cities in Ecuador and more than 10 international medical missions. Dr. Lopez was involved in the development of Operation Smile Ecuador.

### Dr. Patrick McQuillan – Hummelstown, Pennsylvania

Dr. Patrick McQuillan has been an Operation Smile medical volunteer for more than 20 years. He is a PALS and ACLS instructor and has participated in Operation Smile Physicians' Training Programs.

### DR. STEPHEN PRATT AWARD FOR EXCELLENCE IN PLASTIC SURGERY:

**Dr. Steven Ringler – Grand Rapids, Michigan**  
Dr. Steven Ringler founded the Grand Rapids, Michigan Chapter of Operation Smile with his wife, Andrea. Since 1989, Dr. Ringler has volunteered with Operation Smile on many missions, serving as the plastic surgery team leader on 13 missions.

## Message from our Chief Medical Officer

Earlier this summer, Operation Smile was privileged to take part as a signatory and primary endorser of the World Health Organization's kick-off of the *Safe Surgery Saves Lives* initiative. Led by Dr. Atul Gawande, this global effort to focus attention on risk reduction in surgery by the use of checklists has drawn the attention of governments, policy makers, healthcare organizations and medical professionals worldwide. Increasingly, all involved in the enterprise of healthcare delivery have come to realize that major discrepancies in access remain entrenched with the gap only widening over time as economic, population and geopolitical stresses increase demand. Standards vary greatly by state, country and region and fall below the mark in far too many places. This second in a series of WHO global health initiatives will specifically address standardization practices to enhance safe surgical care regardless of location. We applaud the WHO for its bold initiative towards abolishing discrepancies in the delivery of safe surgical care and are proud to have been in the vanguard of this movement.

Indeed, it is heartwarming to know that Operation Smile recognized this problem and took on this challenge over three years ago with the crafting and establishment of our Global Standards of Care. With participation from all of our country partners, these were painstakingly developed to provide realistic guidelines and safeguards so that each and every child cared for by our organization could expect the very best of care. As daunting as it was to write the standards, implementing and maintaining them has become our great call to arms. Each and every day, challenges and obstacles are thrown in the way of mission success. Yet each and every day we rise to those challenges and meet the needs of increasing numbers of desperate children every year. This happens in large part because of the continued dedication to excellence of all of our medical and nursing leaders throughout each region. Country by country, each of them has done their very best to adopt the Global Standards in order to enhance the overall quality of the organization's primary mission. The creation of our Regional Medical Officer team has been an unqualified success in giving voice to the concerns and special needs of each region. We thank Dr. Lucio Auler in Latin America and the Caribbean, Dr. Willie Go in Asia, and Dr. Ankur N. Pandya in Europe, the Middle East and Africa. Equally as important, is the elevation of Dr. Ruben Ayala, one of our most dedicated and seasoned volunteers, to the position of Medical Officer at headquarters, who will provide leadership to help us deliver the highest quality of care, day in and day out. Watching such a formidable organization move down a trail which we helped blaze should energize us to look ahead towards and beyond the horizon for future challenges to come.

- Randy Sherman, M.D.



(from left) Dr. Tim Evans, Assistant Director-General World Health Organization and Dr. Randy Sherman, Operation Smile Chief Medical Officer

## Operation Smile Supports WHO *Safe Surgery Saves Lives* Initiative

On June 25, Operation Smile participated in the global launch ceremony of the World Health Organization's *Safe Surgery Saves Lives* initiative. Hosted by Dr. Mirta Roses Periago, WHO Regional Director for the Americas, the event highlighted the WHO's new global campaign to improve the safety of surgical care. The event was attended by ministers of health and world leaders in surgery, anesthesiology and nursing joining together to focus on reducing deaths and complications from surgery globally.

During the ceremony, Dr. Randy Sherman, Operation Smile's Chief Medical Officer, formally announced Operation Smile's endorsement of the new WHO Surgical Safety Checklist. The list includes simple safety checks that the WHO team has shown could cut the rate of surgical complications in half. The list is intended to improve anesthetic safety practices, avoid infections and improve communication among members of surgical teams. Operation Smile is one of almost 200 surgery, anesthesia, nursing and patient societies, and the only cleft organization, formally endorsing the checklist.

Operation Smile's involvement in the WHO *Safe Surgery Saves Lives* initiative is part of the organization's broader efforts to advocate for and provide high quality, safe surgery in developing countries.

## International Mission Report

MAY 2008 - AUGUST 2008

Country		Patients Treated	Physical Examinations
<b>Brazil</b>	May		
Barbalha		45	80
<b>Peru</b>	May		
Lima		107	328
<b>Madagascar</b>	May		
Antsirabe		211	433
<b>Mexico</b>	May		
Guadalajara		90	133
<b>Morocco</b>	June		
Agadir		164	286
<b>Vietnam</b>	June		
Hue		126	187
<b>Jordan</b>	June		
Amman		108	167
<b>India</b>	June		
Vijayawada		93	274
<b>Philippines</b>	June		
Cotabato (USNS Mercy)		54	100
<b>Paraguay</b>	June		
Asunción		47	226
<b>Vietnam</b>	June		
Nha Trang (USNS Mercy)		91	120
<b>East Timor</b>	July		
Dili (USNS Mercy)		76	92
<b>Papua New Guinea</b>	July		
Port Moresby (USNS Mercy)		74	156
<b>China</b>	July		
Mudanjiang		44	74
<b>Kenya</b>	July		
Nyeri		91	245
<b>China</b>	August		
Urumqi		88	110
<b>India</b>	August		
Hyderabad		112	157
<b>Brazil</b>	August		
Rio de Janeiro		94	155
<b>Nicaragua</b>	August		
Puerto Cabezas (USS Kearsarge)		29	36
<b>Totals</b>		<b>1,744</b>	<b>3,359</b>



PHOTOS (2) KELLY HUSSEY SMITH

*(from left) Operation Smile volunteers nurse Lee O'Malley and anesthesiologist Dr. Anna Miedecke, both from Australia, carry a patient out of the operating room during the USNS Mercy medical mission in East Timor*

## Operation Smile Partners with U.S. Navy in Southeast Asia

Operation Smile joined the U.S. Navy's hospital ship, USNS Mercy, in four countries during its summer 2008 humanitarian civic assistance deployment: Pacific Partnership 2008. Nearly 300 children from the Philippines, Vietnam, East Timor and Papua New Guinea suffering with cleft lips and cleft palates received free reconstructive surgery as a result.

In Cotabato, Philippines, from May 29-June 12, nearly 50 Operation Smile volunteers, most from the Philippines, provided 100 free physical examinations at Cotabato Regional Hospital to identify surgical patients who were then transported aboard the ship. The Operation Smile and Navy medical team provided 54 patients with cleft lip and cleft palate surgery.

USNS Mercy moved on to Nha Trang, Vietnam, in mid-June where Operation Smile and Navy medical teams worked at General Hospital of Khanh Hoa Province, providing free physical examinations to 121 children. Operation Smile's medical team of 54 volunteers, primarily from Vietnam, also included volunteers from Brazil, England, Laos, Singapore, Spain, and the United States. The collaboration aboard the ship treated 91 patients. At the conclusion, Vice Admiral Doug Crowder, U.S. 7th Fleet Commander, said, "It is wonderful to actually see what great work our forces have done in the field and the smiles on the faces of the mothers who are bringing their children. The dental facilities and the work that Operation Smile and others are doing is just tremendous. I'm awful proud of this entire medical team."

Operation Smile then joined USNS Mercy in Dili, East Timor, in mid-July, for its first medical mission in this country. Thirty volunteers, hailing from Australia, Brazil, Vietnam, the Philippines, East Timor, and the United States, spent four days aboard USNS Mercy in collaboration with the Navy medical team providing life-changing surgery to 76 Timorese children and adults. Operation Smile Australia played a central role in the planning of this mission, as well as the following mission to Papua New Guinea. The United Nations, Plan International, Aspen Medical, the Ministry of Health East Timor, and other volunteer members of the community came together to assist Operation Smile in locating and coordinating patients from remote, mountainous districts of East Timor.

From August 3-16, Operation Smile conducted its first medical mission in Port Moresby, Papua New Guinea, joining USNS Mercy. The 36 volunteers, from Australia, China, the Philippines, Papua New Guinea, the United Kingdom, and the United States, spent four days aboard the ship working with the Navy medical team providing 74 children and adults with free reconstructive surgery. The Rotary Club of Port Moresby, Oil Search PNG Limited, Medent, and other volunteer members of the community were instrumental in helping to locate and coordinate patients.



*A patient and mother, both born with cleft lips, aboard USNS Mercy in Papua New Guinea. Both received surgery*

## Univision's Satcha Pretto Joins Medical Mission in Mexico



KEN HOLT

*Smile Ambassador Satcha Pretto with Nuri*

From September 25-October 3, the Operation Smile medical mission team in Guadalajara, Mexico, provided 74 children with surgery. More than 40 medical and non-medical Operation Smile volunteers worked together at Instituto de Cirugía Reconstructiva de Jalisco. Also participating was Satcha Pretto, co-host of the highly-rated Univision daily newsmagazine television show "Primer Impacto-Fin de Semana" (First Impact - Weekend Edition). Satcha covered the mission for a news series which aired in November. "I am in complete admiration for the dedication put forth by the medical and non-medical volunteers, who go in, body and soul, to support parents in desperate search for a ray of hope for their children," Satcha said. "As a *Smile Ambassador* for the organization, I had the fortune of learning from those parents who find the strength to fight for their children, and my heart is filled knowing that in some way I was able to form part of the process that will change the lives of their little angels."

# Changing Children's Lives in Africa

IRENE GRAHAM



Gianluca Biavati

"It is fantastic to see the way our Foundations are bridging into neighboring countries and fostering a culture of partnership and sustainability. With the support of Operation Smile Morocco leading efforts in Senegal, Operation Smile Jordan in the West Bank/Gaza Strip, Operation Smile South Africa in Swaziland, Madagascar and Lesotho, our Foundations are demonstrating a new level of growth and maturity. With the opening of Care Centers in Morocco and Jordan, we are welcoming a new era in sophisticated delivery of care to our patients and with governmental and institutional support, we will be able to reach more children."

– Gianluca Biavati, Operation Smile Regional Vice President for Europe, Middle East and Africa

SHHO FUKADA



(from left) Sisters Nameyan and Asinyen before surgery

## Restoring Hope and Smiles to Sisters in Kenya

Sisters Nameyan Kasuguru, 16, and Asinyen, 12, live near the border of Sudan as members of the Turkana tribe in a village with no electricity or running water. The girls, both born with cleft lips, covered their faces and were very shy. Neither regularly attended school because they were teased so badly by other children.

In November 2007, using money given to them by their uncle who received it from an American scholar doing research in the region, the girls traveled by themselves for four days from their village to an Operation Smile medical mission in Nakuru, Kenya. While they awaited surgery, they told a heart-wrenching story of ridicule and torment. "Before Operation Smile came to our rescue, we were beaten and treated badly," they said. "The Turkana community treats children with clefts as outcasts. In some extreme cases they are thrown away and women are blamed for giving birth to such children."

Since receiving surgery, they are happy and very social. Asinyen has now resumed school in class 2, and her ambition is to become a nurse so that she can help other children. Unfortunately, Nameyan is too old to return to school now. Since returning from the Operation Smile mission, people in the community come from far away to admire them.

FANUEL ANAM



The sisters six months after surgery to repair their cleft lips

COURTESY OF OPERATION SMILE MISSION IN KENYA



(from left) OSMIK Executive Officer Christabel Anyona, Board member Prof. Zipporah Ngumi, OSMIK Chair Yolanda Andersen, Minister Anyang' Nyong'o, OSMIK Office/Programs Assistant Roy Kariuki and Programs Coordinator Diana Gathiga

## Operation Smile Mission In Kenya Representatives Meet Country's New Minister for Medical Services

For more than 20 years, Operation Smile Mission In Kenya (OSMIK) has supported the Kenyan government's efforts to provide free reconstructive surgery for cleft lip and cleft palate patients who are unable to get treatment. OSMIK medical missions are conducted in partnership with governmental hospitals throughout the country. Following the elections in Kenya last year, a new Minister for Health Services, the Honorable Professor Peter Anyang' Nyong'o, was appointed and in July OSMIK representatives were granted an appointment with him to express their support. The representatives briefed the Minister about OSMIK medical missions that take place at government hospitals under his Ministry and about the success of recent missions in Meru, Nyeri, Mombasa and Kisumu that provided new smiles to nearly 500 children. The Minister expressed great interest in the reconstructive surgery provided by Operation Smile and offered his assistance in utilizing local administrations to reach out to potential patients.

ADRIAN SKELTON



In August, Braam Malherbe (center) and David Grier visited Operation Smile's medical mission conducted in Mount Frere, South Africa, to witness the work their efforts made possible

## Runners Journey More than 2,000 Miles Around South African Coast

Two years after running the length of the Great Wall of China to raise funds for Operation Smile South Africa, extreme athletes David Grier and Braam Malherbe, were at it again – this time running from Oranjemund in Namibia to Ponto do Ouro in Mozambique. On July 1, Grier and Malherbe started 'running a smile' around the South African coastline, completing the 3,500km (2,175 miles) run on October 8.

"Nothing is impossible," Braam Malherbe told a group of cheering schoolchildren at the start in Oranjemund. This is a "journey of hope," Grier said of the event known as the Cipla Spar Miles for Smiles Coastal Challenge 2008, in association with Round Table South Africa. Cipla, formerly known as Cipla Medpro, is an Operation Smile South Africa Diamond Smile Sponsor donating 1 million South African Rand.

# and the Middle East

PHOTOS (2) JESSICA BRANDI LIFLAND



Jordanian student volunteer Noor El Khairy blows bubbles to Ayham and his mother

## Operation Smile Jordan Conducts First Jordanian/Palestinian Medical Mission

From June 12-21, Operation Smile Jordan conducted a Jordanian/Palestinian medical mission at Jamil Al Totanji Hospital in Amman. The Palestinian patients and their guardians traveled from the West Bank to Amman where they were hosted by Operation Smile Jordan. Fifty-eight Palestinian and 50 Jordanian patients received free surgeries. Based on the success of this mission, Operation Smile Jordan is planning a similar medical mission in 2009.

Before the medical mission, Palestinian children received free physical examinations by Palestinian healthcare professionals to determine if they would be eligible for surgery. These physical examinations took place at two facilities in the West Bank, one in Hebron and one in Tulkarm. A volunteer Patient Imaging Technician from Operation Smile Jordan traveled to the West Bank to take images of the potential patients and the medical records and images of these patients were then evaluated by Dr. Mahmoud Bataineh, Operation Smile Jordan's Medical Director.



Pediatric Intensivist Dr. Mehrdad Mehr, of Massachusetts, with Yusef during an examination

The medical team of 68 volunteers from Jordan, Egypt, Italy, Kenya, Morocco, United Kingdom and the United States, worked tirelessly to help these 108 patients return home with new smiles. Alongside the medical team, 150 volunteers from the Jordanian Student Program served as translators, entertained children, and helped with mission logistics.

ROSE LONGHURST



Patients await dental treatment in Casablanca

ABDOU JBARA



On October 17, His Majesty King Mohammed VI officially inaugurated the Operation Smile Morocco Care Center. Operation Smile Founder and Vice President Fouzia Mahmoudi (center) looks on as the ribbon is cut

## Care Center Opens in Morocco

Operation Smile Morocco opened a dental clinic within its care center in Casablanca. The Angus Lawson Dental Care Department's opening ceremony in June was attended by guests and donors from throughout Morocco and the United Kingdom. On opening day, 57 Moroccan orphans were treated, many seeing a dentist for the first time. Dentistry is vital for all children, and especially for those with cleft lips and cleft palates who typically have complications. The clinic boasts state-of-the-art equipment, which allows Operation Smile Morocco's more than 40 dental volunteers to treat hundreds of children each week. The goal is to treat 5,000 children in the first year.

The dental clinic was funded, in part, by the Angus Lawson Memorial Trust of the UK, which makes funds available to directly support children from underprivileged or disadvantaged backgrounds, and to meet healthcare or educational needs. Angus Lawson was almost two years old when he passed away after an accident in 2006.

## Donor Spotlight: The Lincy Foundation

The Lincy Foundation, based in California, donated \$1 million to Operation Smile in June 2008. The grant played an instrumental role in Operation Smile activities during the first quarter of the 2008-2009 fiscal year. Some of these highlights include providing free facial reconstructive surgery to 2,971 children and physical examinations to 4,621 in 21 countries. The million dollar grant assisted in the expansion of American Heart Association training programs in 12 countries, which provided training for 806 medical professionals in Pediatric Advanced Life Support and Basic Life Support. In addition, 33 people were trained as instructors, expanding the capacity for future training. This funding also helped provide an anesthesia training program held at Penn State Hershey Medical Center in Pennsylvania. Anesthesiologists representing each of Operation Smile's foundations in Latin America participated in lectures, workshops, and state-of-the-art simulation scenarios that will advance their skills as anesthesiologists. Operation Smile is honored to have the distinguished support of such a prestigious foundation.



*Dr. Adriana Montero, from Venezuela, and Dr. Francisco Santoyo, from Mexico, during anesthesia training at Penn State Hershey Medical Center*

## Regan Family Supports Search for a Cause

In 2007, the Regan family of New Jersey donated \$150,000 to Operation Smile to develop the Regan Fellowship Program. Jay Regan's father was a plastic surgeon and the inspiration for this partnership with Operation Smile. The Regan Fellowship Program was designed to provide mission experiences to plastic surgery residents from around the world during Operation Smile's *World Journey of Smiles* (WJOS), as well as to support Operation Smile's research of cleft lip and cleft palate incidence and post-operative surgical outcomes. Through this funding, a total of 29 residents from seven countries participated in WJOS medical missions.

The residents assisted in collecting DNA samples from patients and their families, and compiled information on questionnaires to collect personal and environmental data on these groups. The Regan Fellows collected more than 3,000 DNA samples from 15 sites in 11 countries. The collection, processing and archiving of the genetic material from the cleft lip/palate patients and their families will constitute a genetic library that will be unique in its scope and value as a long-term resource for future research.



*Amy and Jay Regan in Amman, Jordan, during World Journey of Smiles*

WJOS provided an ideal setting to study the types of surgical techniques currently being utilized in cleft care. Regan Fellows completed and compiled a survey of these techniques and interviewed each WJOS surgeon at their respective sites.

Jay and Amy Regan participated in Operation Smile's medical mission in Amman, Jordan, during WJOS and in October 2007, their two children, Carrie and Patrick, attended Operation Smile's medical mission in Guadalajara, Mexico. The Regans have pledged an additional \$150,000 to continue the fellowship.

## Close To My Heart Makes Smiles Happen



As a leader in the scrapbooking and stamping industry, Close To My Heart is all about preserving memories—celebrations, relationships, and happy smiles. Thanks to a new partnership with Operation Smile, Close To My Heart will now have a part in creating those smiles as well. The company has committed to raise \$150,000 by July 2009 and they're off to a running start – tens of thousands of

independent Consultants who sell Close To My Heart's products have embraced the Operation Smile mission and are actively raising funds, holding special events, and encouraging their customers to round up purchase totals for the cause. "I am thrilled by what's happening," says Close To My Heart Founder and CEO Jeanette Lynton. "Our Consultants have seen what's possible with Operation Smile; that even small donations add up for a huge impact. For as little as \$240 per surgery, our Consultants recognize that the power to change a child's life is absolutely within reach for each one of them."



*Jeanette Lynton, Founder and CEO of Close to My Heart*





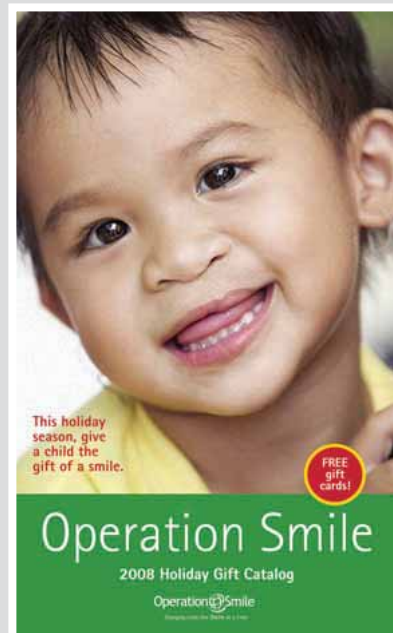
Student volunteer Brooke Hogan from Virginia uses Sony's Cyber-shot camera to take a photo of a smiling patient during the August medical mission in Rio de Janeiro, Brazil

## Sony Electronics Helps Children Smile

During August, Sony Electronics conducted a retail promotion for Sony Cyber-shot® cameras featuring Smile Shutter™ technology at Sony Style® Stores, Sonystyle.com, and other participating retailers. Through this effort, the company made a \$100,000 donation to Operation Smile. Headquartered in San Diego, Sony Electronics is a leading provider of audio/video electronics and information technology products for the consumer and professional markets.

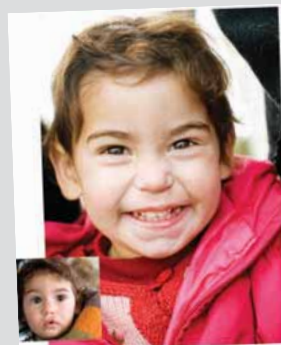
Sony also donated Cyber-shot digital cameras to help Operation Smile volunteers capture smiles at mission sites around the world. Equipped with Sony's distinctive Smile Shutter technology, the cameras automatically capture a smile when the feature is activated, without having to press the shutter button. The result is snapshots with natural-looking smiles and expressions.

"It's a precious moment when a child comes out of surgery with a new smile, so you don't want to miss it, and you want to get it right," said Mike Fasulo, Chief Marketing Officer and Corporate Social Responsibility Officer at Sony Electronics. "Sony is in the business of preserving precious memories like these with our industry-leading digital imaging products and we are a proud supporter of Operation Smile."



## HOLIDAY GIFT IDEAS

Honor your loved ones with gifts that change lives



Give the gift of a smile and provide one child with surgery for \$240.



Provide hospital gowns for 10 children for \$50.



## Globus Relief Donates Supplies for Children in Need

Globus Relief offers hope and improved health to those in need by gathering and preparing for the shipment and distribution of medical equipment and supplies to charities around the world. Their system makes it easy for manufacturers, distributors and hospitals to responsibly donate surplus goods. Since its founding in 1996, Globus Relief has distributed over \$165 million worth of supplies to more than 300 charities at work in more than 100 countries. Operation Smile has been a partner charity of Globus Relief since 2004, receiving more than \$250,000 in medical supplies and consumable items.

"Globus Relief is privileged to partner with Operation Smile, through our donations of medical supplies and instruments, to bring new smiles, improved dental care and better lives to thousands of children throughout the world," said Ash Robinson, Chief Executive Officer of Globus Relief.

For more items from Operation Smile's 2008 Holiday Gift Catalog, go to [www.operationssmile.org/gifts](http://www.operationssmile.org/gifts)



### 2009 Operation Smile Calendar

Enjoy a week-at-a-glance appointment calendar. These calendars, which benefit Operation Smile Carolinas Chapter, include beautiful photos of Operation Smile children from around the world. Calendars are \$15 each.

Make check payable to "Operation Smile" and mail to:  
Operation Smile  
502 E. Cornwallis Drive, Suite L  
Greensboro, NC 27405

To order by credit card, call 336-691-8188

# Events Help Children Around the World

PHOTOS (6) VINCE BUCCI PHOTOGRAPHY



*Smile Ambassador Roselyn Sanchez with Mario Lopez*



*(from left) James Burnett, Reilly Downey, Mark Burnett, Cameron Burnett and Roma Downey*



*The evening ended with songs by Elliott Yamin*



*Jackson Guthy performs for the crowd*



*(from left) Operation Smile Chief Medical Officer Dr. Randy Sherman is presented with a \$100,000 donation by Ed Wallace, VP of Community Affairs & Sony USA Foundation, Sony Electronics, Inc.*



*Bill and Giuliana Rancic*



*(from left) The Mense family. Raphael, daughter Natalie, Vicky and son David*

## Los Angeles, California

Operation Smile held its 7th Annual Smile Gala on September 18, at the Beverly Hilton Hotel in Los Angeles, Calif., raising more than \$2 million. "E! News" host Giuliana Rancic emceed the event, and entertainment included special performances by Elliott Yamin of "American Idol," Jackson Guthy, and James Burnett and Reilly Downey. The event was Co-chaired by Roma Downey and Mark Burnett, Victoria Jackson and Bill Guthy, and Kelly and Ron Meyer.

Operation Smile Co-founders Dr. Bill and Kathy Magee made a special Founders Circle presentation to the Roma Downey and Mark Burnett family. Roma is Operation Smile's spokesperson and currently serves on the Board of Governors. In March 2008, Roma and husband Mark Burnett and children Cameron, Reilly and James traveled to Amman, Jordan, to attend an Operation Smile medical mission, as well as the opening ceremony of the Roma Downey Life Support Training Center.

The Wallis Annenberg Public Service Award was presented to Vicky Mense who serves as Chairwoman of the Board of the Beverly Hills Chamber of

Commerce and is also a member of the Beverly Hills Rotary Club, Maple Counseling Center and Beverly Hills Global Partners. In August, Vicky participated on an Operation Smile medical mission to Urumqi, China.

Gary Carter, Chief Creative Officer, FMX and President, Creative Networks, for FremantleMedia accepted the Corporate Humanitarian Award on behalf of the Idol Gives Back Foundation.

The Universal Smile Award was presented by *Smile Ambassador* and actress Roselyn Sanchez to Mario Lopez of ABC's program "Dancing with the Stars" and daily syndicated entertainment magazine program, "Extra."

*Smile Ambassadors* Carmit Bachar, Jamie-Lynn Sigler and Eric Winter attended. Other celebrities included John Salley, Niecy Nash, Spencer Pratt, Heidi Montag, Catherine Oxenberg, Casper Van Dien, Mariel Hemingway, Trenyce, Simon Quarterman, MyAnna Buring, Matt Cedeno, Erica Franco, Michael Copon, Apl.de.Ap, Tamlyn Tomita, Janet Yang, Sebastian Seigel and Macy Gray.

## Denver, Colorado

The Operation Smile Denver Chapter held an awareness event at the Jet Hotel on September 18, which raised nearly \$10,000. More than 100 supporters attended and enjoyed cocktails and hors d'oeuvres while learning more about Operation Smile's work. Operation Smile medical volunteers Dr. Roger Barkin, a pediatrician, and Kristin Neumann, a recovery room nurse, gave inspiring presentations about personal experiences during Operation Smile medical missions. Twenty "smiles" were purchased and children's book author Dorian Weatherley-White, the wife of long time plastic surgeon volunteer, Dr. Chris Weatherley-White, donated a copy of her new book "Tub-boats and the Floating Village," to every donor that purchased a smile. Special thanks to volunteer event organizers Jennifer Laird, Christy Purcell and their planning committee, Vonnegut, the Jet Hotel, Wazee Supper Club, Pepperdines Marketing Products, Spectrum Audio Visual and Sarah Clymer of Remember this Moment Photography for their generous contributions.

PHOTOS (2) SARAH CLYMER



(from left) Guest Shannon Brooks; guest Amy Skaif; event volunteer Bryan Gieg; and medical volunteer Stacy Gieg



(from left) Jennifer Laird, Dr. Roger Barkin, Jill Barkin, Dr. Chris Weatherley-White, Christy Purcell, and Kristin Neumann

## Asunción, Paraguay

On August 21, Operation Smile Paraguay hosted its annual gala, *Juntos por una Sonrisa (Together for a Smile)* in Asunción. The evening included dinner, drinks, a raffle and music. Mario Ferreiro, a television personality, and Clara Franco, a humorist, served as presenters. Nearly 800 people attended and more than \$15,000 was raised to help build the Operation Smile Cleft Lip and Cleft Palate Center in Asunción. This will be the first center of its kind in Paraguay and is being planned by Operation Smile Paraguay's Board of Directors, led by President Alejandro Conti, Medical Director Dr. Carlos Bacchetta, and Executive Director Karen Coronel.

Many came together that evening not only to raise awareness and funds for the center, but also to celebrate the many volunteers of Operation Smile Paraguay. Of those in attendance, 144 were students from 10 student clubs who volunteer regularly at the Operation Smile office and during medical missions. Alejandro Conti said, "We are so thankful for our students. They are the future of Operation Smile Paraguay and they will be the ones leading the programs of Operation Smile in the years to come."

PAOLA RUIZ



Alejandro Conti (left) with Paraguay's former Vice President Luis Castiglioni and his wife Miriam

Attendees included Mr. Luis Castiglioni, former Vice President of Paraguay and his wife Miriam; Mr. James Spalding Hellmers, former Paraguayan Ambassador to the U.S.; and Mrs. Mirtha Lugo de Maidana, Social Action Minister of Paraguay. Operation Smile Paraguay thanks the following sponsors and companies who contributed: Viradolce, Frigomerc, ESSO, DHL, Nuestra Señora de la Asunción, Proseco, Financiera Familiar, Cargill, HSBC, Rieder Internet, Colgate-Palmolive, Citibank, Personal, American Chamber and A. J. Calidad ante todo.

## Singapore

Operation Smile Singapore held an outdoor carnival on July 13 at Scape Youth Park which raised \$45,000. Attended by patients, doctors and supporters, the event was created by 12 students at the National University of Singapore. Their experience volunteering at the Children's Cleft and Craniofacial Centre in the KK Hospital gave them the opportunity to witness how surgery and therapy improve the lives of children born with cleft lips, cleft palates, and other facial deformities. Learning about Operation Smile Singapore's initiatives in the region spurred the youths to create the Warm and Fuzzy Feeling (WAFF) Carnival.

With the support and sponsorship of corporations such as Coca-Cola, MediaCorp and SMRT, the event was a tremendous success. The day included a graffiti competition, dance and jazz performances, music by three bands, games, homemade food and custom made t-shirts. The event honored Mr. Teo Ser Luck, Singapore's Senior Parliamentary Secretary for Community Development, Youth and Sports. A news crew from ChannelNewsAsia also attended.

JUSTYN OLEY



Students with guest of honor, Mr. Teo Ser Luck (middle), before the carnival's opening ceremony

## Chapel Hill, North Carolina

On September 18, at the University of North Carolina Chapel Hill, popular rock band Ben Folds Five reunited for a live concert, which raised \$10,000, to benefit Operation Smile. This concert was the first in a series titled "Front to Back" produced by MySpace.com and was rebroadcast on MySpace beginning October 23.

Operation Smile's information table was at the entrance of the Memorial Hall Auditorium. Students from the University of North Carolina Greensboro Speech and Hearing Department distributed handbills and fliers that informed concert goers about Operation Smile's medical missions and prompted them to donate \$5 to Operation Smile by texting the word "Smile" to 90999 on their cell phones.

EMILY SHUR



Ben Folds Five

# Direct Marketing Association's Nonprofit Federation Recognizes Operation Smile as 2008 Nonprofit Organization of the Year

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*(from left) Brian Cowart, Chair of the DMANF Awards Committee; Senny Boone, Executive Director for DMANF; Operation Smile's Kyla Shawyer; and Jeanne Harris, DMANF Awards Committee Vice-Chair*

On August 15, the Direct Marketing Association's Nonprofit Federation (DMANF) awarded Operation Smile with its 2008 Nonprofit Organization of the Year Award, which annually recognizes an outstanding achievement by a nonprofit organization using direct-response marketing to advance its mission. According to the DMANF, the award recognizes Operation Smile for "meeting the high ethical standards of the nonprofit community and complying with generally accepted standards for management and public disclosure."



"It is an honor to recognize Operation Smile with this prestigious award," said Senny Boone, executive director of the DMANF. "Due to its successful fundraising and inspiring mission, Operation Smile has been a beacon to fellow organizations over the years. We are delighted to be able to celebrate their inspirational work and applaud them publicly."

Previous recipients include Doctors Without Borders/Medecins Sans Frontieres, American Diabetes Association, CARE, Mothers Against Drunk Driving, Marine Toys for Tots Foundation, Special Olympics and others.

Commenting on the award, Kyla Shawyer, Operation Smile Senior Vice President of Response Marketing and Development, said, "We appreciate this honor and privilege to represent our peers and the nonprofit industry. And we thank our committed and generous donors and volunteers, as well as our fellow nonprofit organizations, for helping make this possible. We're grateful that we've been able to implement an integrated strategy in which all media channels come together not just to raise money or to build a brand, but to help change the face of our world."

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