

CELEBRATING YOUR **IMPACT**



Operation  Smile
Canada

2019

YOU HAVE OUR THANKS

It has been another tremendously exciting year at Operation Smile Canada.

Your partnership with us has changed the lives of thousands of children around the world who were born with cleft lip, cleft palate or both.

These children want nothing more than to smile, to live without ridicule, go to school without being bullied, and to live their lives in health and with dignity.

Their families want access to the specialized health care their children need to minimize the impact a cleft condition has on their child's life.

Operation Smile exists to improve the quality of life for each patient through access to safe surgery and the complete and comprehensive care they need.

Every day, we give thanks for the support you've shown these children and their families. Your commitment to philanthropy powers everything we accomplish at each and every mission, each and every year. We are reminded on a daily basis that every gift we receive is a blessed act of selfless giving that demonstrates the true meaning of philanthropy — the love of humankind.

You have our sincere thanks for partnering with us to deliver smiles to so many deserving children.

Mark Climie-Elliott, CFRE

Chief Executive Officer
Operation Smile Canada

Ken Wilson

Chair, Board of Directors
Operation Smile Canada

Lori Tymchyk

Treasurer, Board of Directors
Operation Smile Canada

Operation Smile Canada supported medical missions, comprehensive care centres, education and training, and research in **14 countries**.

55

MISSIONS
FUNDED

39,544

PATIENTS SCREENED
AT MISSIONS

3,759

PATIENTS RECEIVED
SURGERY

4,786

SURGICAL PROCEDURES
PERFORMED



María del Pilar Medina, Social Worker with Operation Smile Colombia and Mark Climie-Elliott, CEO, Operation Smile Canada, in Bogotá.

Front Cover: Andrea, with her mother, from Mozambique.

VOLUNTEERS CHANGE LIVES

Volunteers are at the heart of Operation Smile.

They have been since the beginning and will be well into the future. Their professionalism and dedication to the patients receiving surgery, post-operative care, and ongoing comprehensive care is inspiring.

Dr. Michael Bezuhly, a plastic surgeon and Dalhousie University professor from Halifax, Nova Scotia, is just one such volunteer. Dr. Bezuhly has been on five missions so far with another scheduled for fall 2019. “My life changed forever after going on my very first medical mission with Operation Smile. I joined a global team of medical volunteers to help give free life-changing surgeries to children born with cleft lip and cleft palate. Since then, I’ve never looked back!”

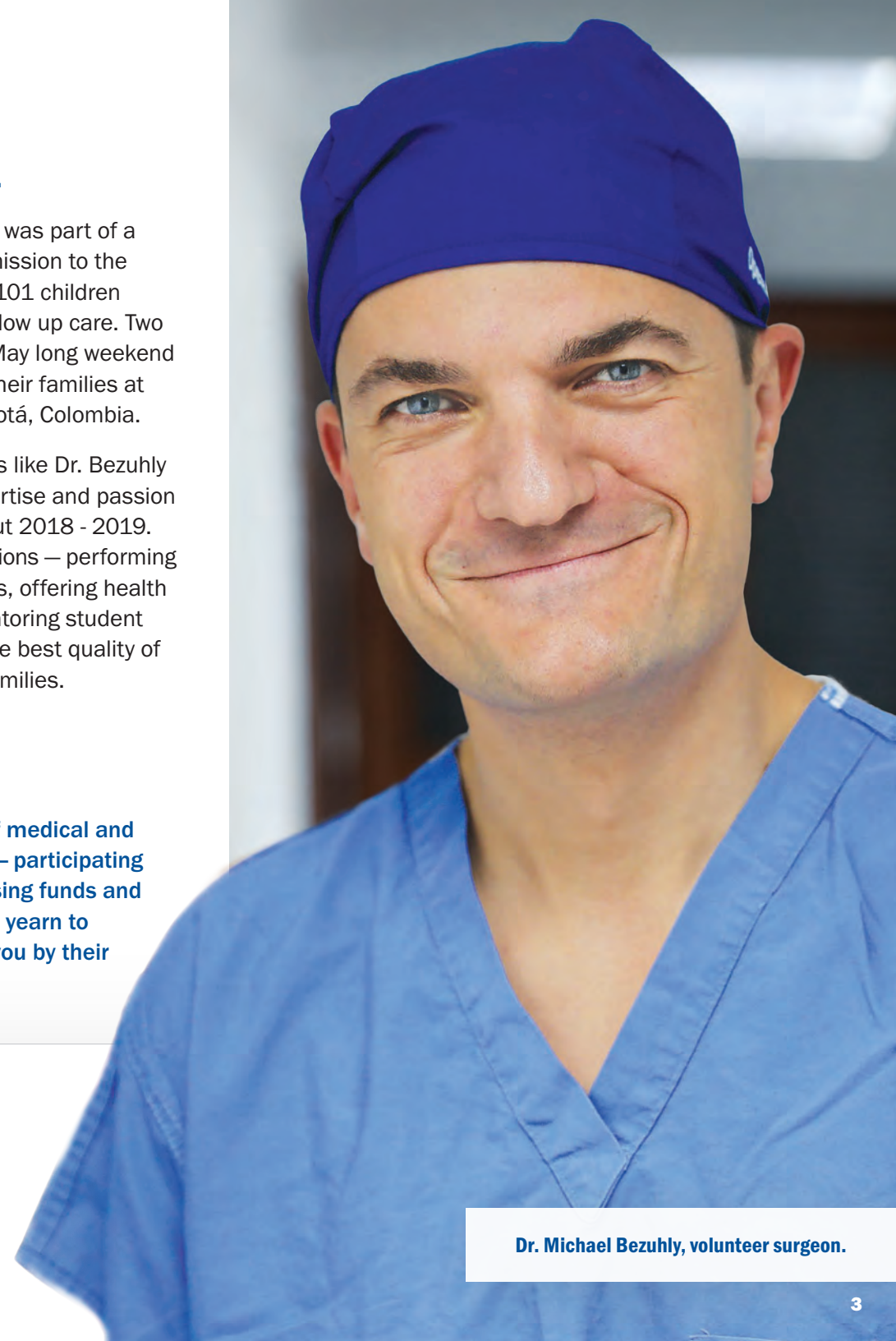
In March, 2019, Dr. Bezuhly was part of a Canadian-funded medical mission to the Dominican Republic where 101 children received new smiles and follow up care. Two months later, he spent his May long weekend helping more children and their families at our local care centre in Bogotá, Colombia.

Fifty credentialed Canadians like Dr. Bezuhly volunteered their time, expertise and passion for helping others throughout 2018 - 2019. They participated in 77 missions – performing surgeries, caring for patients, offering health information to families, mentoring student volunteers, and providing the best quality of care to patients and their families.

OVER THE NEXT FIVE YEARS...

Operation Smile Canada is on a quest to significantly increase our base of medical and community volunteers supporting our global vision and engaging with us – participating on missions, sharing their passion for our cause in their communities, raising funds and having fun along the way. There are many talented people in Canada who yearn to share their expertise and compassion to transform children’s lives. With you by their side, we can show the children of the world just how much we care.

Globally, **6,906 volunteer** positions were filled by skilled and passionate professionals, donating **397,312 hours** of time **valued at C\$41,334,969.**



Dr. Michael Bezuhly, volunteer surgeon.

MEDICAL MISSIONS

Over the past 37 years, Operation Smile has conducted thousands of medical missions.

We've treated over 270,000 patients — creating and sustaining new smiles and changing lives, families, communities and countries in the process.

Seven-month old Constance is the reason why.

When Victoria gave birth to Constance, it was at a small health clinic in her neighborhood. She had never seen anyone with a cleft condition before. The doctors referred her to a large hospital several hours away.

Desperate to help Constance, Victoria went to the hospital and saw a flyer advertising an Operation Smile medical mission in Ho, Ghana. She reached out to Clement, our Patient Coordinator, and he explained how we could help. Victoria was relieved because she was so concerned for her daughter.

Victoria traveled to the mission site alone with Constance. Her husband stayed home to work and take care of their eight-year old son Desmond. "I was not worried about coming to Operation Smile. Clement answered all my questions and was very accessible. I was certain what you're doing here is legitimate," Victoria said.

The morning of Constance's surgery, Victoria was a bit nervous. "I think it's because I know they'll take her to the operating room soon." Patients cannot eat or drink before surgery, so Constance was very hungry and cranky the morning of her surgery. Instead of smiling and laughing at everyone who walked by, Constance just slept in her mom's lap.

When the time came for her surgery, Victoria handed Constance to the volunteer surgeon who would repair her lip. Bravely, she did not shed a

tear. She waited anxiously outside the operating room and in just an hour, Constance was back in her mom's lap sleeping off the anesthesia.

Asked how she felt looking at Constance's new smile for the first time Victoria simply said, "I am so happy, she is very beautiful."

Constance is the reason why Operation Smile exists. We keep going back because behind Constance there is another patient waiting for the same hope, the same life-changing surgery, and the same chance at a new beginning.

It is through medical missions and safe, effective and timely surgery to repair cleft conditions that lives change — all because you care.

WHAT IF...

more resources were available to fund more missions? More children could receive free surgeries that would change their lives forever. More parents and families could breathe easier knowing that their child will not be ostracized, bullied at school, isolated in the community, or feared just for looking different. More communities would benefit from the medical resources left behind after a mission ends so the care and healing can continue until the next mission returns. Our goal over the next five years is to double our fundraising efforts so together, we can double our life-changing impact — one child, one family and one smile at a time.





Constance with her mother Victoria,
Ho, Ghana Mission – April 2019.

INTERNATIONAL
MISSIONS

19

INTERNATIONAL
MISSIONS IN
9 COUNTRIES

4,029

PATIENTS
SCREENED

2,192

PATIENTS RECEIVED
2,946 SURGICAL
PROCEDURES

1,794

PATIENTS RECEIVED
POST-OPERATIVE
CARE

380

DENTAL PATIENTS
RECEIVED 720
DENTAL PROCEDURES

LOCAL
MISSIONS

25

LOCAL
MISSIONS IN
9 COUNTRIES

1,751

PATIENTS
SCREENED

1,007

PATIENTS RECEIVED
SURGERY

1,213

SURGICAL
PROCEDURES
PERFORMED

722

PATIENTS RECEIVED
POST-OPERATIVE
CARE

CENTRES OF CARING

In 2002, the first Operation Smile care centre opened in Bogotá, Colombia.

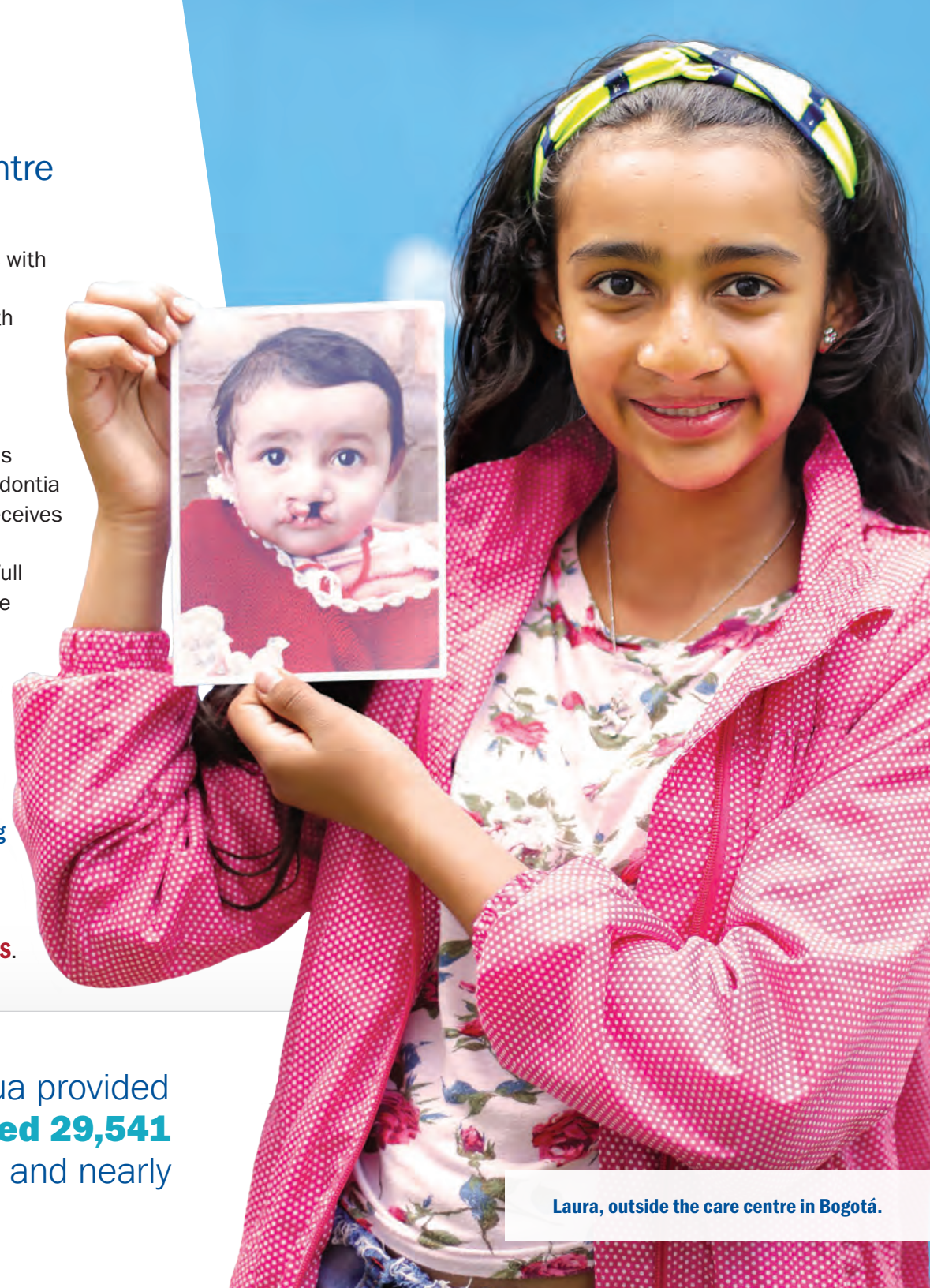
Care centres fill an important gap in healthcare services for patients with long-term cleft care needs. For many patients, their need for care doesn't end after their surgery. This is especially true for children with cleft lip and severe cleft palate which very often requires multiple surgeries to repair.

Laura is a regular visitor and patient at the care centre in Bogotá. Her first visit was when she was two days old. Her cleft condition has required five surgeries over the past 12 years. Her dental and orthodontia work has been extensive. Almost a teenager now, Laura currently receives speech-language therapy as well as orthodontic treatment to fix her underbite — a result of her cleft. This will help her with her speech. Full of life and energy, Laura is interested in many things and dreams one day of becoming a veterinarian. She'd also be happy being a singer, photographer, or fashion designer.

WHAT IF...

there were more complete care centres around the world treating patients with cleft conditions and serving their long-term needs? A significant investment is required to establish a care centre along with ongoing funding to operate and sustain it. Monthly gifts from our **SMILE PARTNERS** help provide cleft surgeries and the ongoing resources needed for care centres. One of our important five-year goals is to significantly grow our base of committed **SMILE PARTNERS**.

Two care centres in Colombia and Nicaragua provided **39,389 patient consultations**, **screened 29,541 patients**, performed over **500 surgeries** and nearly **7,000 dental procedures**.



Laura, outside the care centre in Bogotá.

EDUCATE. TRAIN. SHARE.

Education, training and sharing skills are vital aspects of Operation Smile's work.

The exchange of knowledge occurs constantly — it's part of what keeps us current, growing and changing as people and as a global medical charity. Cleft surgery occurs during nearly all educational missions because it's an effective way to demonstrate and share proven techniques.

The operating room becomes the classroom. A surgeon becomes a teacher. Sometimes an International Education Mission becomes something very special. That's what happened during a Canadian-funded Volunteer Skills Training Program in the Dominican Republic in the fall of 2018.

Forty-four trainees from ten different Latin American countries gathered together with instructors from

13 countries to learn, perform surgeries, and save the life of a tiny baby girl named Marisabel.

Teresita Pannaci, a dentist from Venezuela, witnessed it all first-hand. "Her mother Ingrid brought her because she did not know how to feed or care for her baby," said Teresita. "Three-month old Marisabel was badly malnourished and weighed under five pounds. She had problems breathing and her life was in danger. During and after the mission, baby Marisabel could breathe and be fed properly thanks to the dental plaque we created for her during the training with the volunteers. We saved a life and that's a great impact, don't you think?"

WHAT IF...

we had the resources for a new education mission in a different region of the world where trainees could learn new skills? More patients would receive safe and timely cleft surgery closer to home and the capacity of local health care professionals would be greatly enhanced so they can be ready to care for another child like Marisabel.

15

EDUCATION AND TRAINING
MISSIONS FUNDED

78

PATIENTS RECEIVED
125 SURGICAL PROCEDURES

35

PATIENTS RECEIVED
POST-OPERATIVE CARE

405

TRAINEES RECEIVED
CERTIFICATION



ENGAGEMENT IN ACTION

Every act of engagement with Operation Smile raises awareness about cleft conditions and funds to deliver new smiles.

This past winter, students at St. Benedict Catholic Secondary School in Cambridge, Ontario did just that when over 70 students fasted for 24 hours, raised \$6,700 and provided 27 children with free, safe and timely cleft surgery.

Longest Day of SMILES®

When the Saskatchewan Rush Lacrosse Club wanted to help children get the surgery they need, it was a unique and timely opportunity. On March 30th, 2019 in a crowded stadium in Saskatoon, 14,000+ fans and the Rush launched the second annual Longest Day of SMILES®. This annual community engagement and fundraising campaign also inspired Align Technologies, Johnson & Johnson employees, and The Weather Network to partner with us to help celebrate a year of delivering smiles on June 21st — the longest day of the year. Thank you to everyone for making the Longest Day of SMILES® celebration a huge success.

OVER THE NEXT FIVE YEARS...

Operation Smile wants to offer our partners more opportunities to show their passion for our cause and engage with us and their communities. Whether it's raising funds through the Longest Day of SMILES®, raising awareness through a new speakers bureau, engaging employees through corporate volunteer programs, providing leadership opportunities through school clubs, or spreading the word through social media, engaging more Canadians will help more children receive the smiles they deserve.

\$260,000

RAISED THROUGH THE
LONGEST DAY OF SMILES®

208

NEW SMILES DELIVERED
THROUGH STUDENT CLUB
ACTIVITIES



Jessica Zhang and Vancouver's Jessica Vocal Music School hosted a benefit concert, January 2019.



At the Saskatchewan Rush Lacrosse Club Game, Saskatoon, SK, March 30, 2019.



Golfers ready to play at the Doug Donaldson Golf Tournament in Ottawa/Gatineau, June 2019.

FINANCIAL STEWARDSHIP

Our accountability and financial stewardship to you is important. The Fiscal Year 2019 figures presented here are for the period July 1, 2018 – June 30, 2019.

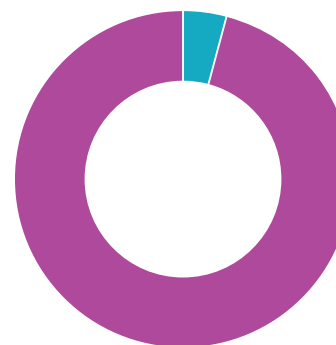
STATEMENT OF OPERATIONS - FISCAL YEAR 2019.

REVENUE	FY19	% TOTAL REVENUES
FUNDRAISING	\$12,124,482	96%
GRANTS	\$499,983	4%
OTHER	\$17,039	0%
TOTAL REVENUE	\$12,641,504	
EXPENSES	FY19	% TOTAL EXPENSES
PROGRAMS	\$7,560,328	57%
FUNDRAISING	\$4,430,704	33%
ADMIN	\$1,351,881	10%
LOSS (GAIN) FOREX	(\$878)	0%
TOTAL EXPENSES	\$13,342,035	
OPERATING SURPLUS (DEFICIT)	(\$700,531)	

IMPORTANT RATIOS

Total Expenses as a % of Revenue	106%	Admin. Costs as a % of Total Revenues	11%
Program Investments as a % Total Revenue	60%	Planned Deficit as a % of Total Expenses	5%
Fundraising as a % of Total Revenues	35%		

Our complete audited Financial Statements are available to you on our website at: www.operationsmile.ca or by calling us at: **1.844.376.4530** or emailing us at: ca-supporters@operationsmile.org.



REVENUE

- **96%** Fundraising
- **4%** Grants



EXPENSES

- **57%** Programs
- **33%** Fundraising
- **10%** Admin

SIGNIFICANT CHANGES FROM FY18

In FY19, Operation Smile Canada Foundation invested just over \$1 million more in programs than in FY18. This investment represents 70% of the increase in Total Expenses.

We invested 17% more in Programs (\$1 million+) this year over last year.

Fundraising Revenues increased 18% in FY19 while costs increased a modest 7%.

A WORLD OF POSSIBILITIES

It is a privilege to serve for the greater good. It's something we never take for granted at Operation Smile.

Every day, close to 500 babies are born with a cleft condition. This is the reality our teams wake up to every day. It's what keeps us up at night and what drives us to ensure that we are making a lasting impact with every child we help, every family we engage with, and every country we assist.

That impact grows with your partnership, combined with our talented volunteer medical professionals and a smaller team of staff coordinating and supporting our global efforts. For 37 years, Operation Smile has grown to be one of the most trusted organizations delivering safe, effective and timely surgery for complete cleft care, while educating local practitioners, transferring skills and ensuring total quality is inherent in everything we do.

Operation Smile Canada Foundation's role today and moving forward is to work with our global foundation partners to double our impact — getting ahead of the ever-growing need to help the next child born who is struggling to survive simply because of something that didn't form completely while developing in the womb. No child should have to wait for a surgery like this.

To help twice as many children and families, we will need to double our current fundraising efforts, find better efficiencies and recruit more international volunteers — all while training even more medical volunteers at the local country level. To do this, we need to further engage more Canadians, business partners, foundations and other key stakeholders.

WHAT'S POSSIBLE?

Anything is possible at Operation Smile! Your involvement and investment is key. You are family! Any time you wish to discuss how you are helping double the impact, we are here to serve and answer your call.



Damian from Bolivia.

A STRONG FUTURE

Co-founders Dr. Bill and Kathy Magee on what's ahead for Operation Smile.

When we started Operation Smile 37 years ago, we didn't know what it would become. We were passionate about helping the children we met in the Philippines who were born with cleft lip and cleft palate. We were guided by strong values like compassion, caring, empathy, and the ethos behind the definition of philanthropy — the love of humankind. These values still guide the work we do each day.

If we hadn't returned to the Philippines after our first mission, so many children would have faced lives filled with pain and suffering. If we hadn't asked friends and colleagues to help, we wouldn't have an incredible core of volunteers caring for patients and their families. If we hadn't reached out to you, there wouldn't be over 270,000 beautiful new smiles in the world.

Over many years we've impacted children, families, communities, and countries. Now we're building on an incredible legacy and setting our sights on four goals that will expand the impact we have in the future.

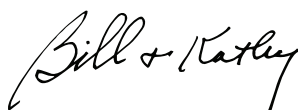
PATIENTS & FAMILIES We will strive to improve the quality of life and livelihood for patients and their families. Our commitment is to continue to change lives around the world by improving quality of life and supporting integration into the community. This goal defines our commitment to increasing access to quality care for our patients.

HEALTH SYSTEMS We will build on our long history of surgical care to make significant contributions to global essential surgery. This will directly impact patients with cleft conditions because it will strengthen the health systems which deliver care to all patients.

INNOVATE & SHARE We will continue to innovate how we deliver surgery and use technologies to deliver patient care while capturing and measuring our impact. Disseminating and sharing what we know and what we learn with you — our valued partners — and other organizations keeps Operation Smile at the forefront of the dynamic arena of global health.

STRONG FUTURE We will strengthen our internal systems, processes, and leadership capabilities to help achieve our goals, and measure and communicate our growing impact.

Our work starts with a child... and leads to a smile... and so much more. There is much more that we can do and impact we can have on people's lives, and in communities and countries around the world. **Thank you for being by our side and inspiring us to do more.**



Bill and Kathy Magee



THANK YOU



Contact us
by phone:

Toll-free: 1.844.376.4530 or
Local: 647.696.0600



By email:

ca-supporters@operationsmile.org



By mail or
in person:

375 University Ave., Suite 204
Toronto, ON M5G 2J5



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