

2020  
WINTER

Operation  Smile  
Canada

# Smile Report

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## Against All Odds

**“If I get an operation I will be like a brand new Tiaviniaina.”**

Tiaviniaina and her family have endured a lot since she was born nine years ago with a cleft lip. They live in northern Madagascar, farming on other people's land so they can eat – but the work is rarely more than twice a week.

Before Tiaviniaina was born, no one in the community had seen a cleft condition. “They believe she is carrying a curse that will hit the entire village,” says Lucien, Tiaviniaina's father.

Lucien and his wife Germaine love their daughter. “We chose the name (Tiaviniaina) because it means ‘she who will be loved’, to show others that we love our daughter,” says Germaine.

But neighbours wouldn't accept the small family. Over the years they did everything to drive them out. First, they tried to persuade them to voluntarily leave the house they rented. When that failed they turned to the homeowner to throw them out.

“They said: ‘Get out of here, you will bring bad luck to the neighbourhood’. Some of them tried to persuade us to kill our baby, but we obviously didn't want to,” Lucien says seriously.

Lucien and Germaine tried to keep their spirits up, along with Tiaviniaina's. Some children wouldn't play with her and other children's parents chased her away. One day she came home and showed her parents something she'd been given

**Story continues on the next page...**

to eat by some other children. It looked sweet and tasty, but she hadn't tasted it yet. Lucien was horrified and very upset. He knew what she held in her little hand was so poisonous she would have died if she had eaten it.

When Tiaviniaina was four, a visit to the hospital revealed that surgery was possible to correct her cleft lip. But the cost made it far out of reach. A few years later, Germaine heard a radio ad from Operation Smile promoting a mission in Majunga. Germaine and Tiaviniaina made the long journey to the mission site, but Tiaviniaina was too malnourished to receive surgery. The next mission was different – thanks to a nutrition and food workshop given at the previous mission. Tiaviniaina finally received the free surgery she and her parents had desperately hoped for... surgery that gave her a new smile.

"I can't stop looking at her," Lucien says, his eyes sparkling. Tiaviniaina, thinking about her future, says, "I want to go to school and study. I want to be a mom and I want to get married." Thank you for helping transform Tiaviniaina's life.



## FOREVER SMILES CLUB

### Surviving a difficult childhood, Wayne explains why he included Operation Smile in his will.



As a baby, Wayne Bumstead's cleft palate caused him frequent choking episodes. His parents feared that he might die, and kept him close by their bedside at night. "My parents even attached bells to my arms to wake them up so they could help me," he recalls.

Wayne received his cleft surgery as a young child, and was treated for other

conditions including difficulties with his hearing and severe scoliosis – a curve in his spine. He grew up, got a good job and married the love of his life, a police dispatcher.

Years later, while watching an Operation Smile television program, Wayne learned what happened to people with untreated cleft conditions in low-income countries. His childhood memories came flooding back, and Wayne became a donor.

He enjoyed seeing the impact of his support on the lives of children with cleft conditions and, like a growing number of partners, decided to include Operation Smile Canada in his will through a charitable bequest. That made him eligible to join the Forever Smiles Club, a special group for supporters like Wayne who make a lasting gift.

Asked why he chose to remember Operation Smile in his will, Wayne replied: "Well, when I see their faces that the medical volunteers have

healed with such care..." Wayne's voice trails off, and he takes a moment to collect himself before continuing. "Operation Smile is a beacon of hope for humanity," he reflects thoughtfully.

Thank you Wayne for giving children and their families hope, today and for many years to come.

### ForeverSmiles Club

The Forever Smiles Club honours supporters who make a lasting gift, such as through wills, life insurance policies and retirement funds. Members receive an exclusive lapel pin, along with a certificate recognizing their commitment to Operation Smile's global work. To become a member, please reach out to Ken Butland at: 1-844-376-4530 (direct: 1-647-952-8229) or by email at: [ken.butland@operationssmile.org](mailto:ken.butland@operationssmile.org).





## MERCEDES

Julissa was shocked and saddened when she discovered her daughter Mercedes had a cleft lip and cleft palate. Her cleft conditions had not shown up on the pre-natal ultrasounds. There was no family history, and neither she nor her husband Luis had ever seen anyone with a cleft condition before. Little Mercedes was fitted with a baby obturator – a device to help her with feeding by partially closing her cleft palate. At five-months, an Operation Smile volunteer medical team in Bolivia provided free surgery to Mercedes to repair her cleft lip. Six months later, Mercedes showed off her new smile, just before another surgery to repair her cleft palate. You ensure these miracles of smiles keep happening.



## FOREVER GRATEFUL & ALWAYS SMILING

As I write, I am on my way to Saskatoon to celebrate smiles and help our community volunteers raise funds at a Saskatchewan RUSH lacrosse match. 14,000 fans will gather to watch their team play the Toronto ROCK. Both teams are committing smiles for each goal scored and every fan will bring their spare change. And all that change will add up to a whole lot of smiles! Enough to fund our upcoming mission in Chiapas, Mexico.

It's inspiring to work with our teams of community volunteers here in Canada as well as with our teams of medical volunteers who give their time and talent on international missions to help children like those featured in this Smile Report. When I meet the

parents, they always ask me to thank you for this blessing. Certainly, our blessing is you.

With your partnership and our volunteer medical teams, there are now thousands of children around the world with new smiles. Smiles that are letting children be children. Smiles that are replacing a family's despair with hope. Smiles that are giving children a second chance at childhood.

New data on the prevalence of cleft conditions estimates that there are well over 5 million people with untreated cleft conditions in the countries where Operation Smile works. That's 5 million stories of lost and difficult childhoods like

Tiaviniaina's, and families desperate for free and safe surgery that will save and change their child's life forever.

Your partnership with us gives children with cleft conditions and their families the one thing they need the most – hope. I'm forever grateful that you see it in your heart to help deliver free, safe, effective and timely surgery that repairs a cleft condition and heals a wounded soul. On behalf of every child you've helped, and especially from our Co-Founders Bill and Kathy Magee, thank you making a difference one smile at a time. And do, keep smiling!

**Mark Climie-Elliott, CFRE**  
CEO and Chief Smile Officer







## PARTNERING FOR SMILES

All across the country, businesses large and small are getting inspired to change the lives of children with cleft conditions.

Their reasons are diverse but their desire is the same – to raise awareness and funds, and forever change the lives of children and their families.

For Chris Cheung, owner of Bakery Sate in Vancouver, his partnership “all started with seeing the significant and impactful work you do around the world - all from a short TV ad. Both my wife and I were overwhelmed by the care and attention Operation Smile gave us in kickstarting our campaign. And it was indeed a success. We surpassed our financial goal and got to share the life-changing work Operation Smile does on a daily basis with our

customers. Thank you for allowing us to join with you and be a part of the amazing work you do.”

In the middle of the country, Grainfields Family Restaurants, based in Saskatoon and Prince Albert, served up delicious food and helped deliver new smiles during the holiday season. Grainfield’s staff and loyal customers raised nearly \$65,000 in just one month - enough to deliver 270 new smiles to deserving children.

HuRo Kids Clothing, an online retailer with a global reach, is supporting Operation Smile... and it’s personal. Audrey, HuRo Kids founder, is a “Cleft

Proud Mom”. Her son was born with a cleft lip and cleft palate, which “opened my eyes to the reality that many families around the world don’t have access to the same medical care as we have here.”

Thank you to all our partners, big and small, for your tremendous support throughout the year. We can’t smile without you!





## A SPECIAL MISSION OF HEALING

Canadian volunteer nurses Peggy Sherwood, Candace Mielnichuk, Marie-Josée Guy and Marlene Do, were recently in Morocco on a mission where the main focus was orthognathic surgery. This is a surgery that focuses on the jaw and realignment after cleft palate surgery.

Thanks to your generosity and partnership, and the hard work of our medical volunteers, 42 children and adults received this specialized surgery and care. We are very proud to have had these dedicated volunteers on this unique mission.



*Our Canadian nurses in Morocco (from left to right): Peggy Sherwood, Candace Mielnichuk, Marie-Josée Guy and Marlene Do.*

## CELEBRATING THE INTERNATIONAL YEAR OF THE NURSE

Throughout the year we are highlighting the essential contribution of our volunteer nurses in support of the World Health Organization's designation of 2020 as the International Year of the Nurse and the Midwife. Operation Smile firmly believes that a strong nursing and midwifery workforce is critical to the achievement of universal health coverage by 2030.

"When I look at our missions, I'm overcome with joy and gratitude. Our nurses are key decision makers on the team. Nurses are in the operating room and provide intensive care. They are organizing, facilitating and moving patients in the right direction so they



get the best of care. It is the nurse who provides care for patients through every stage of the surgical process," said Kathy Magee, Co-Founder and President of Operation Smile.

"As a former nurse and social worker, I know first-hand the importance nurses and midwives play in providing health services. It is the nurse who is with the patient more than any other

healthcare professional. Nurses and midwives are caregivers, educators, and advocates. They're valuable and key in keeping communities healthy around the world."





## A TEAM WITH HEART

On February 29<sup>th</sup> the Saskatchewan Rush Lacrosse Club hosted a game against the Toronto Rock Lacrosse Club as part of a series of initiatives to fundraise \$104,000 for this year's Longest Day of SMILES®. The Rush and superfan Ken Rosin are mobilizing community members and local Saskatoon businesses to reach this goal.

"The Saskatchewan Rush is so proud to support Operation Smile for the second year in a row," says Andrea Glieheisen, VP of Marketing and Partnerships for the Rush. "It is wonderful to rally the Saskatoon community together for a cause that is so close to our hearts! We truly believe in Operation Smile's vision, and dedication to serving children born with cleft conditions around the world."



### EMANUEL

Clara was stunned when her little boy, Emanuel, was born with cleft lip and palate. Concerned that her baby boy wouldn't be able to feed properly, Clara fed Emanuel with a syringe before he was able to use a bottle. Emanuel's family was relieved to learn free surgery was possible to repair his cleft lip and palate from Operation Smile Mexico.

Throughout their journey to Puebla, Clara prayed Emanuel would be selected for surgery. After a two-hour bus ride, Clara finally got the news she had been waiting for. After the free and safe surgery, Clara couldn't believe her eyes seeing her baby boy's new smile. Several months later, Clara returned to Operation Smile Mexico where precious Emanuel received a second operation to repair his cleft palate.



The Longest Day of SMILES® is a movement that aims to deliver 2,020 new smiles this year – a goal we'll celebrate in time for the summer solstice. All across Canada, community members, corporate teams, student groups, and individuals are raising funds to help deliver new smiles around the world.

Whether it is a one-time fundraising event or an ongoing commitment to changing as many lives as possible, everyone can participate in the Longest Day of SMILES®. Go online to [longestdayofsmiles.ca](https://longestdayofsmiles.ca) to learn more and join the SMILE movement.







## KIDS HELPING KIDS SMILE

Rob Aguiar is passionate about inspiring his students to make a positive difference in the world.

He started this by renaming his classroom GLIMPSE INTO THE LIFE OF A CHILD and referring to his students as GLIMPSE kids. Aguiar, a grade three teacher, used the word “glimpse” because he wants to encourage his students to learn about compassion by peering into the lives of others. This way they can learn to celebrate diversity between families, cultures, and communities. “These kids are our future,” Aguiar says. “My goal is to empower them to believe that they have a voice that can and should be heard.”

After seeing Operation Smile Canada on television prior to the last school year, Aguiar selected us as the recipient of his classes’ fundraising and advocacy campaigns. He believed our efforts as a charity mirrored the important social lessons that he was trying to teach his students and that it “seemed to fit perfectly.” The partnership helps the students see first-hand how their efforts can “make a difference in the lives of children, their families, and entire communities.”

Last year, the GLIMPSE kids raised enough for over 15 new smiles by collaborating on a songbook celebrating self-love and selling it to members of their community. And this year, they’ve already more than doubled the smiles with a variety of different campaigns. With months left to go in the school year, the sky’s the limit on what the GLIMPSE kids might raise!

To learn more about setting up a perfectly unique partnership in your classroom, please call Mary Grant at: 647-952-8050 or email [CA-Students@operationssmile.org](mailto:CA-Students@operationssmile.org).



## THE FOUNDATION FOR CARING

We are very proud that for nearly 40 years, we’ve been putting the health and wellbeing of our patients at the centre of everything Operation Smile does. The foundation for this focus has always been our Global Standards of Care – standards which focus on seven key areas: facilities, teams, equipment and supplies, patient selection, patient management, patient safety, and quality assurance. These standards guide us every day, and on every mission, to ensure we deliver the best care possible.

In October 2019, 120 volunteer medical professionals from 40 countries gathered at Operation Smile Sweden to review and update our Standards of Care. Overall, more than 200 professionals were involved in the updating process – providing their invaluable insights and expertise.

We like to say that our work starts with a child... and leads to a smile... and so much more. Our Global Standards allow us to do so much more, like influence an entire country’s surgical standards as we’re doing in Vietnam. They’re providing a springboard for us to offer multiple models of care in the different countries where we work. Most importantly, the standards demonstrate our collective commitment to the betterment of our patients, whose right to live with dignity fuels our endless desire to come together and act as one.

Every day you’re impacting the lives of children around the world through your support of free cleft surgery... and so much more, and we couldn’t be more grateful. Thank you for being by our side on this incredible journey of care and healing.

*Bill & Kathy*  
Bill and Kathy Magee,  
Co-Founders, Operation Smile.

## LOOKING BACK

Since July 1, 2019, you've helped deliver smiles through missions in:

- ♦ Brazil (Porto Velho, Mossoro)
- ♦ China (Du Shan, Lincang)
- ♦ Dominican Republic (Santo Domingo)
- ♦ Ecuador (Quito)
- ♦ Guatemala (Guatemala City)
- ♦ India (Raipur)
- ♦ Panama (Santiago)
- ♦ Thailand

## LOOKING FORWARD

More new smiles will be delivered this spring thanks to your valued partnership with us.

- ♦ Bolivia
- ♦ Dominican Republic
- ♦ Ecuador
- ♦ Ghana
- ♦ Guatemala
- ♦ Honduras
- ♦ India
- ♦ Mexico
- ♦ Mozambique
- ♦ Nicaragua
- ♦ Panama
- ♦ Paraguay
- ♦ Philippines

**Thank you for helping make all these life-changing missions possible.**

## WE'RE HERE TO SERVE YOU

We're here to serve you. From making a donation over the phone, updating your contact information, changing your monthly donor credit card or banking information, to discussing the impact of your gift or how to have lasting impact with a gift made through your will, we're always so pleased to hear from you.

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