





A world where everyone has access to safe, high-quality comprehensive cleft care and is able to live a full and healthy life.

OUR VISION

THANK YOU FOR KEEPING THE WORLD SMILING THROUGH CRISIS



Susannah Schaefer

President and CEO

A handwritten signature in black ink that reads "Susannah Schaefer".

Reflecting on the year brings me back to this time last year. Like most of us, I spent much of last summer worrying about the health and safety of those closest to me, including my Smile Train family and our patients. My anxiety compounded as the year ended and the Board and I were forced to answer impossible questions like, *How do you plan for another year when no one knows what the world will look like next week or even tomorrow?* We decided to start at the bedrock: What did we know would still be true in the coming year, come what may? We quickly came up with two answers: Our staff's absolute dedication to helping our partners and patients, and our donors' total commitment to strengthening global healthcare systems and giving every child with a cleft something to smile about.

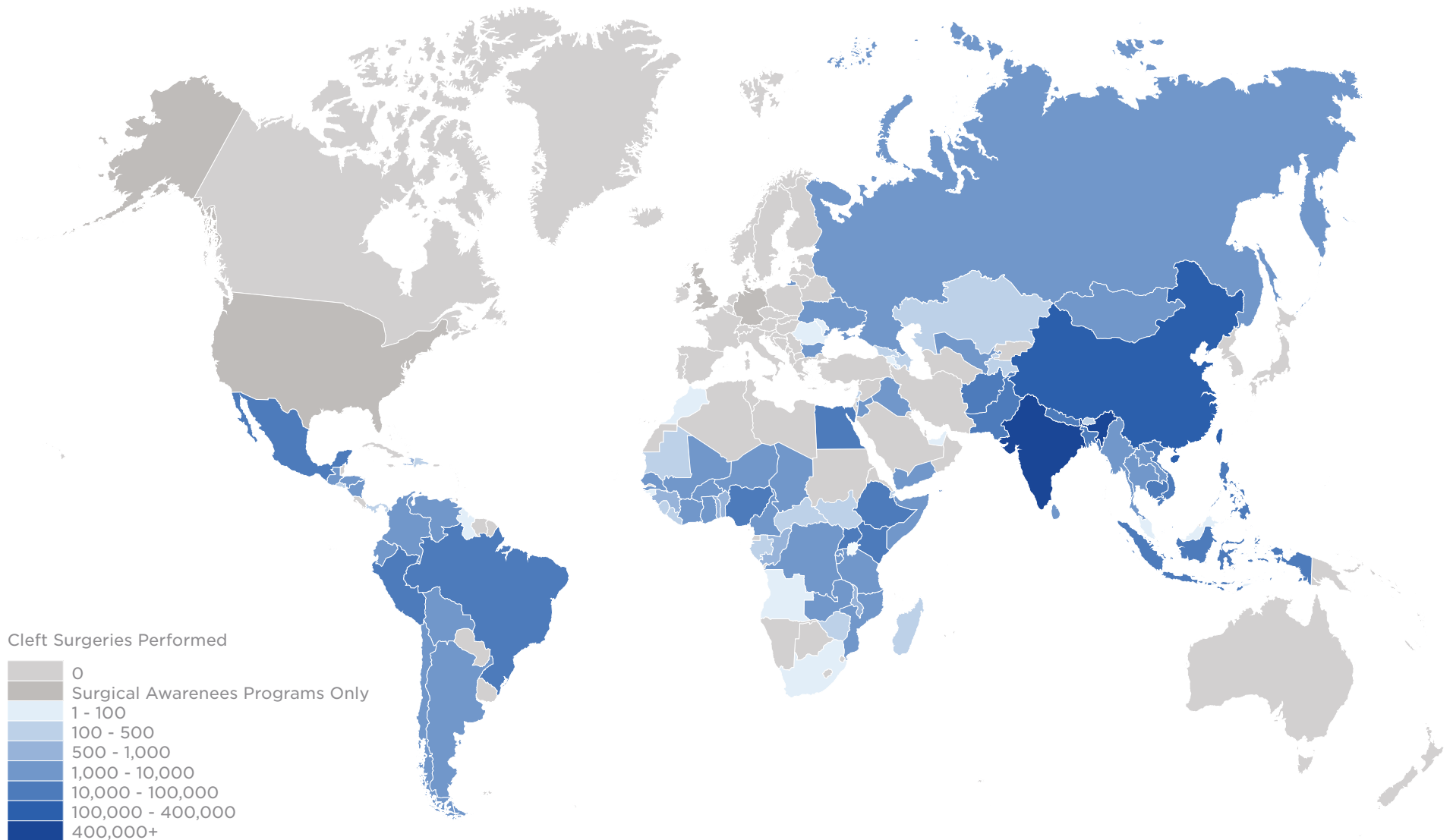
One year later, I can say that while we knew we could count on you, **we never could have imagined just how much you would overwhelm us with your support. During the biggest crisis of our lifetimes, you didn't just show you believed in Smile Train and in our unique model—you made this one of our most successful fundraising years yet.**

Thanks to you, at a time when other global health charities were scaling back or suspending operations, from surgeries—the keystone of the cleft journey—to the other forms of comprehensive cleft care that support and flow from it, Smile Train was expanding its reach like never before. With your help, we:

- Enabled **81,000+ safe cleft surgeries in 70+ countries**
 - Surgery is a central component of cleft care. Though we sponsor other, non-surgical treatments that are vital to the cleft treatment journey, surgery is the river all other tributaries flow to and from, and we remain committed as ever to training cleft surgical teams around the world to make this lifesaving care available to all in need.
- Brought lifesaving cleft nutrition programs to **41 new countries**
- Sponsored **93,000 essential non-surgical cleft treatments**—a 429% jump from last year
- ...And that's just the beginning of your impact!

On behalf of Smile Train's staff around the world and the countless children you made smile when they needed it most, **thank you.**

SMILE TRAIN: SHOWING THE WORLD THE TRUE POWER OF A SMILE



Map as of July 2021

*Smile Train has provided support for cleft organizations in the U.S. and U.K.

Smile Train, Inc. can accept donations worldwide and has fundraising programs in Brazil, Germany, India, Indonesia, Mexico, Philippines, U.A.E., U.K. and U.S.

1,100+

PARTNER hospitals

90+

COUNTRIES where Smile Train has sponsored free cleft treatment

\$20b

in economic impact achieved as a result of cleft treatment*

40k+

TRAINING opportunities

93k

ESSENTIAL, non-surgical cleft interventions sponsored this year alone (representing 429% growth over last year)!

1

GOAL: a world where everyone has access to safe, high-quality comprehensive cleft care and is able to live a full and healthy life.

1.5m+

SURGERIES performed on people of all ages since our founding in 1999

3k+

DOCTORS TRAINED via our Virtual Surgery Simulator

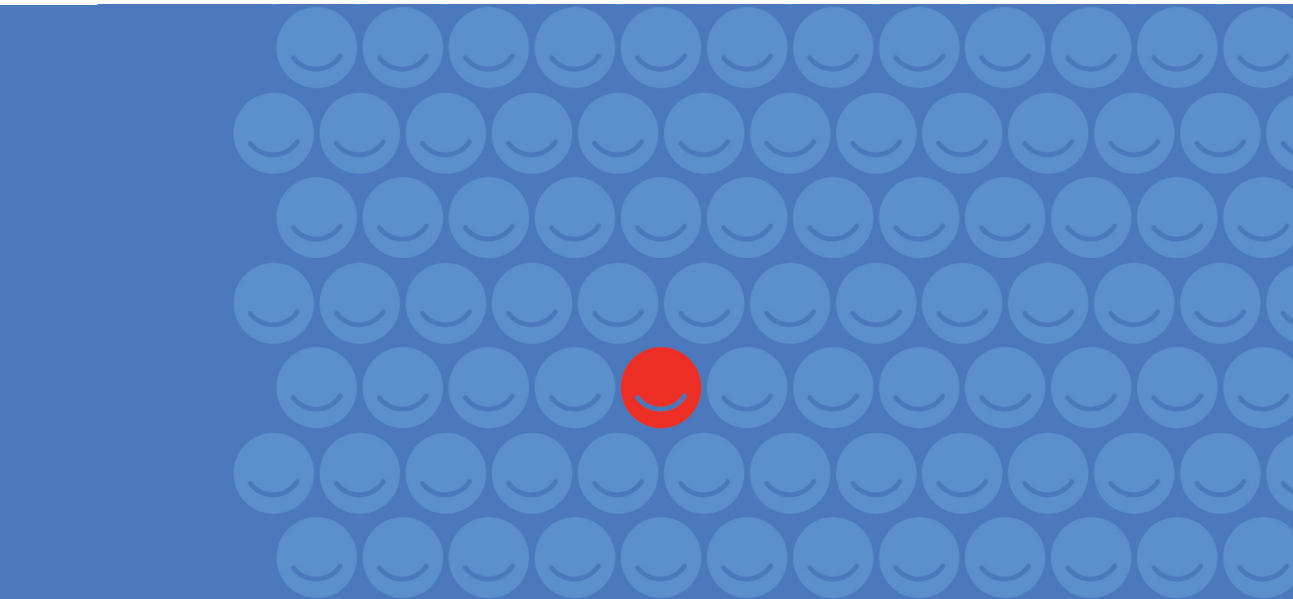
2.1k+

TRAINED medical professionals—including surgeons, anesthesiologists, orthodontists, and nutritionists around the world

OUR IMPACT

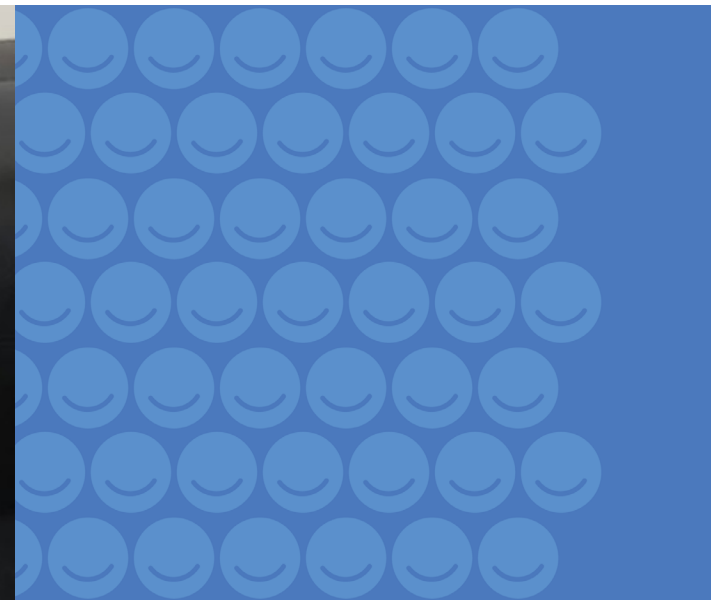


* BMJ Global Health - Economic valuation of the impact of a large surgical charity using the value of lost welfare approach. Daniel Scott Corlew, et al. Published 12/8/16.



Gianna, Peru

OUR WORK THROUGH THE PANDEMIC



GIANNA'S STORY

In March 2020, Aurea was afraid, alone, and desperately trying to feed Gianna, her starving newborn with a cleft. Unable to leave the house due to quarantine, she searched for information online and discovered Misión Caritas Felices (MCF), a nearby cleft center in Lima, Peru.

Just days prior to Aurea's call, COVID-19 had forced MCF to change everything about the way they offered care on a moment's notice. There was no guidebook, but, as a longtime Smile Train partner, they had support from the world's leading experts. So when Aurea

called, all she knew was that she had at last found someone who understood her and had what she needed to keep her child healthy and safe.

MCF promptly provided Aurea with specialized equipment for feeding Gianna and remote consultations so she knew how to use it. They also scheduled remote pre-surgical consultations and invited her to virtual support groups for new parents of children with clefts. All for free, because Smile Train's donors refuse to leave babies like Gianna behind.


Aurea went on to become a leader in the online groups, eager to reassure other mothers and help them navigate their own journeys through telehealth.

“Since I got involved with MCF, I've no longer felt alone or depressed. I feel good,” Aurea said. “I will always be extremely grateful to Smile Train for the support they gave us, and I thank you for the support you will provide to other children in the future.... It is the best thing that could have happened to us.”

AND CONTINUES WITH HEALING THE WHOLE CHILD

Smile Train knows that truly healing from a cleft requires a holistic process that is as unique as each patient. That's why the secret to our model's success is the promise it makes to each and every one: We will be there for you. We will provide you with the nutritional support you need to reach a healthy weight and thrive. Once you reach it, a local, well-equipped team will perform the cleft surgery – or surgeries – that will change your life forever. After surgery, we will

provide you with speech therapy, dental treatment, and orthodontics for as long as you need to communicate clearly and smile your brightest and with psychosocial care until your emotional scars are as well-healed as your physical scars. Our model is ultimately a promise that, whatever the need, Smile Train will be there to meet it with the safest, highest-quality care possible because our donors know that children with clefts deserve no less.

IT
STARTS
WITH A 

COMPREHENSIVE CARE

We represent this unique model—this promise—as a wheel because all facets of cleft care are equal, and any area may come in and out of a child's life at any time as they grow and develop.





Mirian, Guatemala

CARE FOR EVERY STEP ALONG THE JOURNEY



MIRIAN'S STORY

At one month old, Mirian weighed just four pounds. Like so many infants with a cleft, she was acutely malnourished and at severe risk of delayed growth and even death from malnutrition despite her mother, Modesta's, best efforts at breastfeeding. Mirian grew weaker by the hour and Modesta felt powerless to do anything about it.

The help Mirian desperately needed came just in time when a team from Smile Train partner Esperanza de Vida in Guatemala arrived in the family's village.

"This was the opportunity we were praying for," said Modesta.

When they arrived at the rescue center, the medical team started Mirian on a specialized treatment plan. Her cries made it clear she was not giving up without a fight. Her team at Esperanza de Vida wouldn't either.

Five months of constant care and attention later, this once-emaciated infant had transformed into a happy, chubby baby.

This is just the beginning. Her care will continue with surgery and ongoing care - and Smile Train will be there through it all.

"I feel blessed by how we were treated. I want to give my daughter the best and I hope that we can thrive together in the future," Modesta said.

"Nutritional care for children with clefts is not a complimentary service. It's critical for the well-being of our patients," said Andrea Anaya, Smile Train's Senior Program Manager, Mexico, Central America and the Caribbean. "Mirian is the perfect example of how great our impact can be. Smile Train's donors make it possible."

As a global organization, **Smile Train understands that our responsibility to make our name synonymous with diversity, equity, and inclusivity requires concrete, proactive, and long-term action at our partner centers in 70+ countries and in our offices around the world.**

Inclusion is the essence of our model. Unlike mission-based organizations that undermine healthcare workers in low- and middle-income countries (LMICs) by flying in Western doctors to provide cleft care, Smile Train sees health professionals in these regions as equal to any other — because they are. Our “teach a man to fish” model means we proudly support the unique needs of dedicated local

partners who speak dozens — if not hundreds — of languages and represent nearly every race, religion, and ethnicity imaginable.

Internally, Smile Train is working with an independent consulting firm to help us develop and implement a comprehensive diversity, equity, and inclusion plan that will ensure everything from our hiring practices to the vendors we onboard to the way we structure our website reflects our values as an anti-racist, inclusive organization.

Smiles are contagious. We all smile brighter when we can all smile together, and this is yet another way Smile Train is changing the world one smile at a time.

DIVERSITY
EQUITY
INCLUSION





The care that saved the lives of the children you just met and allowed their mothers to sleep at night; the trainings and cutting-edge equipment that empowered their doctors, speech therapists, nurses, nutritionists, social workers, and so many others to provide it, was only possible because of people like you. From high school students selling reusable straws to endurance athletes to families hosting cookouts to A-list celebrities, the passion, creativity, and generosity of our supporters from all walks of life is the beating, loving heart that makes each life-changing smile possible.

OUR SMILING STARS



THE ADVENTURES OF NORAH... AND SASHA

When Sasha learned her daughter, Norah, would be born with a cleft, she began bargaining with God. “I never cried, but I was sad,” she said. “I worried about how my baby would be treated.”

But when Norah was born, Sasha saw that she was completely perfect. So when people — including family members — looked at her daughter with pity, she just smiled and told her baby: I love you the same.

When Norah turned two, Sasha looked for a book to teach her about her cleft but came up empty. So she wrote her own — *I Love You the Same*. She was proud of it, but her family was not encouraging, so she sat on it, but never gave up on it.

Two years later, in the summer of 2020, she learned about Amazon’s self-publishing platform and finally allowed herself to put her work out there. “In truth, I did it for both of us — I needed to prove to myself that I could, and since I am Norah’s first teacher, I wanted her to see an example of setting a goal and achieving it,” Sasha said.

For the first few months, it seemed no one wanted her book. Then a cleft mom reached out and encouraged her to keep going. That was all she needed to begin a new book series, *The Adventures of Norah*.

Sasha is now a prolific children’s author and outspoken cleft advocate. “In each book, I want to fight the stigma against people with clefts and remind my baby that she can do anything, that her cleft doesn’t have to be her hindrance — it can be her superpower!

“These projects take a lot of energy, and I’ve had to pay most of the expenses that come with them out-of-pocket. But I don’t mind because it has become my passion, and what little profit I have made I’ve donated to Smile Train to help even more children with clefts live their dreams. My message to Norah, and to everyone else with a cleft, is simple: Your strength is beautiful. Your smile is beautiful, and you will always be radiant.”

No matter who you are or what your passion is, with Smile Train's cleft community programs, you can turn what makes you smile into smiles for children in need.

YOUNG LEADERSHIP CIRCLE:

Smile Train's Young Leadership Circle (YLC) is a group of graduate students and young professionals committed to providing children with clefts the care they need to live and thrive. The YLC holds fundraising events and educational programs throughout the year and members have the unique opportunity to work with Smile Train's staff to develop the group's long-term fundraising strategies.

CLEFT COMMUNITY ADVISORY COUNCIL:

Members of Smile Train's Cleft Community Advisory Council (CCAC) use their own experiences with clefts to help advance Smile Train's communications strategies, and, through an array of engagement activities, help strengthen the US cleft community.

TEAM EMPOWER:

Team EMPOWER is Smile Train's signature athletic fundraising program. Members have the opportunity to turn every step, every lap, and every mile into brighter smiles, new beginnings, and the chance to live a full and productive life for children with clefts around the world.

STUDENT AMBASSADORS:

Student Ambassadors are an exclusive group of high school students dedicated to supporting Smile Train's programs while expanding their personal and professional networks, learning about the global nonprofit sector, and making new friends.

C  **NNNECTED**
BY SMILES



Smile Train is proud to partner with businesses in industries from cosmetics to tea, from sushi to chocolate, and every field in between, who share our commitment to building sustainable healthcare systems the world over. Our long-term partnership with GSK Consumer Healthcare is a sterling example of what's possible when two organizations with common values team up to do good together.

Since our corporate partnership began in 2018, GSK has joined their global reach and commitment to making holistic oral healthcare available to consumers around the world with Smile Train's unparalleled expertise in local cleft care. The results?

Thousands of the world's most dedicated healthcare workers have

received further training in the latest cleft care techniques and technologies. Thousands more children in two dozen countries can now eat, breathe, and smile. Families in the furthest reaches of India and Nigeria have a toll-free hotline they can call 24/7 to find free, high-quality cleft care near them. Consumers from Sweden to the Philippines are learning about clefts and Smile Train's lifesaving work every time they pass a GSK in-store display. GSK employees from the UK to Brazil are challenging themselves to run marathons, hold bake sales, and otherwise turn their passions into more money for smiles.

And this is only scratching the surface of the impact — and the smiles — you and our corporate partners make possible every day.

CORPORATE PARTNERSHIPS



MISS UNIVERSE ORGANIZATION

Since its launch in 2016, our partnership with The Miss Universe Organization has brought the message that all smiles are beautiful to the stars and back. Over the past six years, titleholders have turned their platform into a megaphone to advocate for the inherent dignity of all faces, bring global awareness to the life-or-death stakes of cleft care, and spread the news about free, local cleft treatment to children in need who may never have heard it otherwise.

And when that child, who will likely have known little besides bullying and sickness, goes to the hospital for treatment and finds Miss Universe or another titleholder there asking to be their friend... the impact is truly priceless. As are the smiles.

“We truly believe in what Smile Train represents – hope, joy, perseverance, and transformation,” said Paula M. Shugart, President of The Miss Universe Organization. “We are extremely proud to work with an

organization that is committed to delivering a positive impact to the communities in which we work, and are steadfast in our commitment to help support their efforts and long-term sustainability.”

CLEFT CARE AS CATALYST



Smile Train believes that making world-class cleft care possible in low- and middle-income countries creates a high tide that lifts all regional healthcare. But the change cleft patients need won't happen on its own. That's why we established a truly global network of healthcare research and innovation capacity with the goal of nothing less than decolonizing medical research and development and putting the tools for change where they belong — in the hands of local experts.

Our strategy for democratizing global healthcare runs on dual tracks: The first is identifying and fostering strategic research and collaboration opportunities in LMICs through our Global Medical

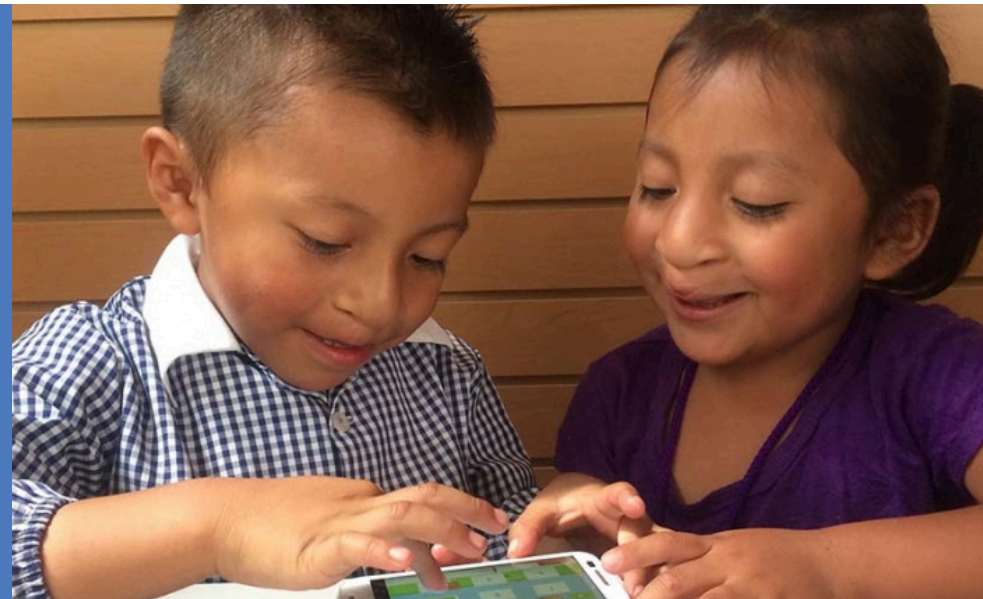
Advisory Board, Research and Innovation Advisory Council, eight local Regional Medical Advisory Councils, and partner networks.

The second is facilitating global cleft care research through:

- Partnership
- Funding
- Competency building
- Networking researchers in LMICs

We have already seen great successes. Across five continents, Smile Train partners are on the frontlines of innovative cleft care and their contributions are revolutionizing what we know about clefts and their treatment. This is the promise of Smile Train's model put into action.

RESEARCH AND INNOVATION



GLOBAL EXPERTISE AND TECHNOLOGY

Smile Train is not only raising the standard for cleft care and safety—we're setting it.

Our Global Medical Advisory Board establishes the high safety and quality standards that every Smile Train-supported cleft treatment and training initiative must meet. The renowned cleft

professionals on our regional Medical Advisory Councils then facilitate local compliance with these standards to ensure the Smile Train brand is synonymous with consistently excellent care everywhere.

On the technology side, Smile Train has pioneered innovations such as

the Virtual Surgery Simulator, our speech therapy and Patient Finder apps, our virtual reality patient journey experience, global guidelines for delivering cleft care via telehealth, and Smile Train Express, our digital database of our more than 1.5 million patient records.

COMBINED STATEMENT OF FINANCIAL POSITION

As of June 30, 2020.

ASSETS

Cash and Cash Equivalents	\$ 27,293,287
Investments - Board-Designated Operating Reserve	99,682,338
Investments - Board-Designated Endowment Fund	217,990,030
Investments - Donor-Designated Endowment Fund	4,008,195
Contributions Receivable, Net	1,092,071
Prepaid Expenses and Other Assets	1,533,176
Property and Equipment, Net	20,455,195
Total Assets	\$ 372,054,292

LIABILITIES AND NET ASSETS

LIABILITIES

Grants and Contracts Payable	\$ 4,942,377
Accounts Payable and Accrued Expenses	6,376,929
Total Liabilities	11,319,306

NET ASSETS

Board-Designated, Operating Reserve	99,682,338
Board-Designated, Endowment Fund	217,990,030
Undesignated	36,970,132
With Donor Restrictions	6,092,486
Total Net Assets	360,734,986
Total Liabilities and Net Assets	\$ 372,054,292

COMBINED STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

For the year ending June 30, 2020.

SUPPORT AND REVENUE

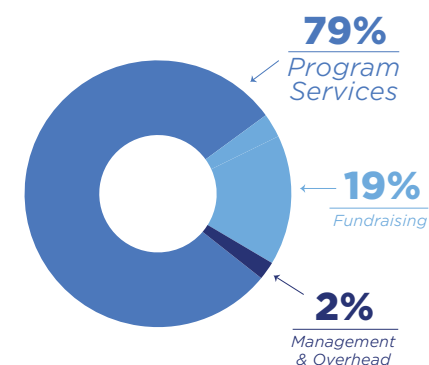
Contributions	\$ 99,064,512
Contributions In-Kind	54,748,299
Investment Income, Net	8,834,291
Other Income	278,653
Loss In Currency Transactions	(172,951)
Total Support and Revenue	162,752,804

EXPENSES

Programs:	
Treatment/Training	98,714,261
Public Education	12,094,084
Administration and Overhead	3,174,158
Fundraising	26,245,817
Total Expenses	140,228,320

Change in Net Assets	22,524,484
Net Assets, Beginning of Year	338,210,502
Net Assets, End of Year	\$360,734,986

HOW WE STEWARD YOUR GENEROUS DONATIONS



SMILE TRAIN BOARD OF DIRECTORS

Roy E. Reichbach

*Board Chair**

CEO, Phenix Real-Time Solutions, Inc.

Susannah Schaefer

*Executive Vice-Chair**

President & CEO, Smile Train

Robert T. Bell

Finance Chair, Charles B. Wang
Community Health Center, Inc.

Ed Goren

Founder & CEO, Goren Media Group

Mathias Kiwanuka

CEO, Wandering Wines

Arthur J. McCarthy

*Treasurer**

Alternate Governor,
New York Islanders

Richard A. Ruderman

President & CEO,
Krieger Ruderman & Co., LLC

In Memoriam

Charles B. Wang (1944-2018)

Founder, Smile Train

**Board Leadership*

SMILE TRAIN MEDICAL ADVISORY BOARD

Larry H. Hollier Jr., MD, FACS

Board Chair

Karoon Agrawal, MD

Nivaldo Alonso, MD, Ph.D.

Shi Bing, MD

Catherine Crowley, J.D., Ph.D., CCC-SLP,
ASHA-F

Peter Donkor, BDS, MDS, MS, FRACDS,
FGCS, FWACS

Faye Evans, MD

Alvaro Figueroa, DDS, MS

Zipporah Gathuya, MD, MPH

Richard Hopper, MD

Eric Hubli, MD, FACS, FAAP, FICS

Felicity Vidya Mehendale, MD, FRCS

Fernando Molina, MD

Peter Mossey, B.D.S., Ph.D., F.D.S.,
R.C.S.

Ethylin Wang Jabs, MD

E. Heidi Jerome, MD

Randy Sherman, MD, FACS

S. Anthony Wolfe, MD

In Memoriam

The late Ian Jackson, MD, DSc(Hon)
FRCS, FACS, FRACS(Hon)*

**Chair Emeritus*

SMILE TRAIN GOODWILL AMBASSADORS

GLOBAL SUPPORTERS

Aishwarya Rai

Bachchan

Catriona Gray

Christie Brinkley

Graham Elliot

Kenyan Drake

Lucy Hale

Marian Rivera

CELEBRITY SUPPORTERS

Alan Bersten

Amanda Cerny

Bette Midler

Chanel Iman

Dan Bucatinsky

Elizabeth Henstridge

Howie Mandel

Jacob Bertrand

Jennifer Jacobs

Jimmy Pardo

Julia Restoin Roitfeld

Justin Williams

Karrueche Tran

Kelly Rutherford

Kevin Connolly

Kevin Smith

Kristen Taekman

Kylie Jenner

Quincy Brown

Reba McEntire

Rebecca Herbst

Sammi Hanratty

Stephen Colbert

Taniya Nayak

IN MEMORIAM

The Late Alex Trebek

The Late Dr. APJ

Abdul Kalam

The Late Robin

Williams

The Late Walter

Cronkite

The Late General

Colin Powell



Everyone at Smile Train is acutely aware that this pandemic is far from over. That's why, as one year ends, we have already hit the ground running on the next, safely providing not only world-class cleft care, but also lifesaving PPE, training, telehealth technology, pulse oximeters, and whatever else children with clefts, their families, and our partners need to stay healthy and safe. No one knows what this new year will bring. But with you on our side, we are certain that, together, we will again surpass every challenge with a smile.

J  JOURNEY
AHEAD



Smile Train is a leader in efficiency, transparency, and impact.

Smile Train is a 501(c)(3) nonprofit recognized by the IRS, and all donations to Smile Train are tax-deductible in accordance with IRS regulations. © 2021 Smile Train.

