

# THE CHALLENGER 2022



มูลนิธิสร้างรอยยิ้ม  
**Operation Smile**  
Thailand

*Operation Smile Thailand:  
Painting a child's forever smile*





operation Smile  
Thailand



มูลนิธิสร้างรอยยิ้ม  
operation Smile  
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# Introduction

**C**OVERD-19 pandemic has impacted not just how the organization carries out its activities, but also the behaviors of donors and supporters. Although COVID-19 is showing signs of easing, other factors such as the ongoing war in Ukraine, the rising inflation and the looming recession ahead, all pose new challenges to Operation Smile Thailand. Now, what should Operation Smile Thailand (OST) do to increase its awareness, and bring in more donations and other income so that OST can carry out its cause more widely and help more children?



## Operation Smile's Vision, Mission, and Core Value



### Vision

We envision a future where health and dignity are improved through safe surgery.



### Mission

Using our expertise and with generous hearts, we operate to create smiles and transform lives for those born with cleft, facial deformities and suffering from burn wounds through safe surgery across Thailand.



### Core Value

We are fully committed to work with our partners and patients according to the highest professional standards, ethics, integrity, and compassion.

## 5 Commitment

In order to progress towards the desired vision, Operation Smile has been following its 5 commitments, which are, weeklong medical missions, ongoing missions, individual patients, medical equipment & supplies, and medical training

1

***For weeklong medical missions***, medical and non-medical volunteers come together for 5-7 days per medical mission, 4 times per year, in various provinces around Thailand.

2

***For ongoing missions***, we provide local hospitals across Thailand with equipped medical staff to provide surgeries and ongoing care. Specifically, the supports are in the form of multidisciplinary medical teams, pediatric anesthesiologists, plastic surgeons, and medical equipment.

3

***For individual patients***, Operation Smile Thailand supports special care for patients with facial deformities and burn scar.

4

***For medical equipment and supplies***, we help provide these items. Medical equipment includes headlight, monitor, dingman mouth gag set, ultrasonic bath, SonoSite Ultrasound. Supplies include Sevoflurane, and Dantrolene.

5

***For medical trainings***, we have provided over 50 trainings to 960 clinicians and support staff. Training includes Life Support Training by American Heart Association (AHA) in Thailand Medical Conferences, and Medical Fellowship Programs from abroad.



# ABOUT OPERATION SMILE

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In 1982, Dr. William Magee and his spouse, Kathy Magee founded Operation Smile, an international non-profit medical charity. The aim is to provide safe surgeries to underprivileged children and young adults at no cost to address facial deformities such as cleft lip, cleft palate and burns. Since then, Operation Smile has expanded its presence across the globe in 43 countries, including Thailand.

As one of the oldest and largest volunteer-based organizations in the world, Operation Smile has over 250 medical volunteers in our database and more than 150 non-medical volunteers. Although the numbers do not look impressive at first glance, its noble mission aims for a huge impact. In the next decade, Operation Smile announces a 10-year commitment to transform the lives of 1 million patients globally.

Operation Smile conducted its first mission in Thailand in 1997. An international team of medical volunteers conducted two medical missions: one in Bangkok at the King Mongkut Hospital, and the other at the regional hospital in Yasothorn province. During these missions, 172 Thai children, who suffered from cleft lips and/or cleft palates, received free surgeries.

In September 2001, Operation Smile Thailand registered with the Office of the National Culture Commission of Thailand, thereby establishing Operation Smile Thailand. An Executive Committee and a Board of Directors were established to oversee Operation Smile Thailand, and an Executive Director was appointed. Within one-year, Operation Smile Thailand was financially self-sustaining.

Since Operation Smile aims to provide safe surgeries to underprivileged children and young adults at no cost to address facial deformities, the organization provides services to treat:

1. Cleft lip and cleft palate
2. Burn scar, wound, and contracture and
3. Syndactyly / polydactyly / facial deformity

For more information on each type of treatment, please see appendix 5.

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OST conduct these treatments through week-long missions and on-going medical missions. OST has also launched a project called “Project Y 2022 – Perfect Smile”.

**Week-long missions** are missions where a group of highly qualified doctors and nurses goes to a specific location that is deprived or has insufficient surgical facilities to provide the above-mentioned treatment and conduct a week-long treatment.

The weeklong mission planned for 2022 will take place in Mae Hong Son province in September, and in Mae Sot province in November. The priorities are (1) unilateral cleft lip & cleft palate, (2) bilateral cleft lip & cleft palate, (3) polydactyly, and (4) burn scar. Details of these weeklong missions and associated budget are as follows.

### Mae Hong Son



- **Location:** Srisangwan Hospital, Mae Hong Son
- **Period:** September 2022
- **Target number of patients:** 60 persons
- **Total Budget:** 3,600,000 THB

### Mae Sot

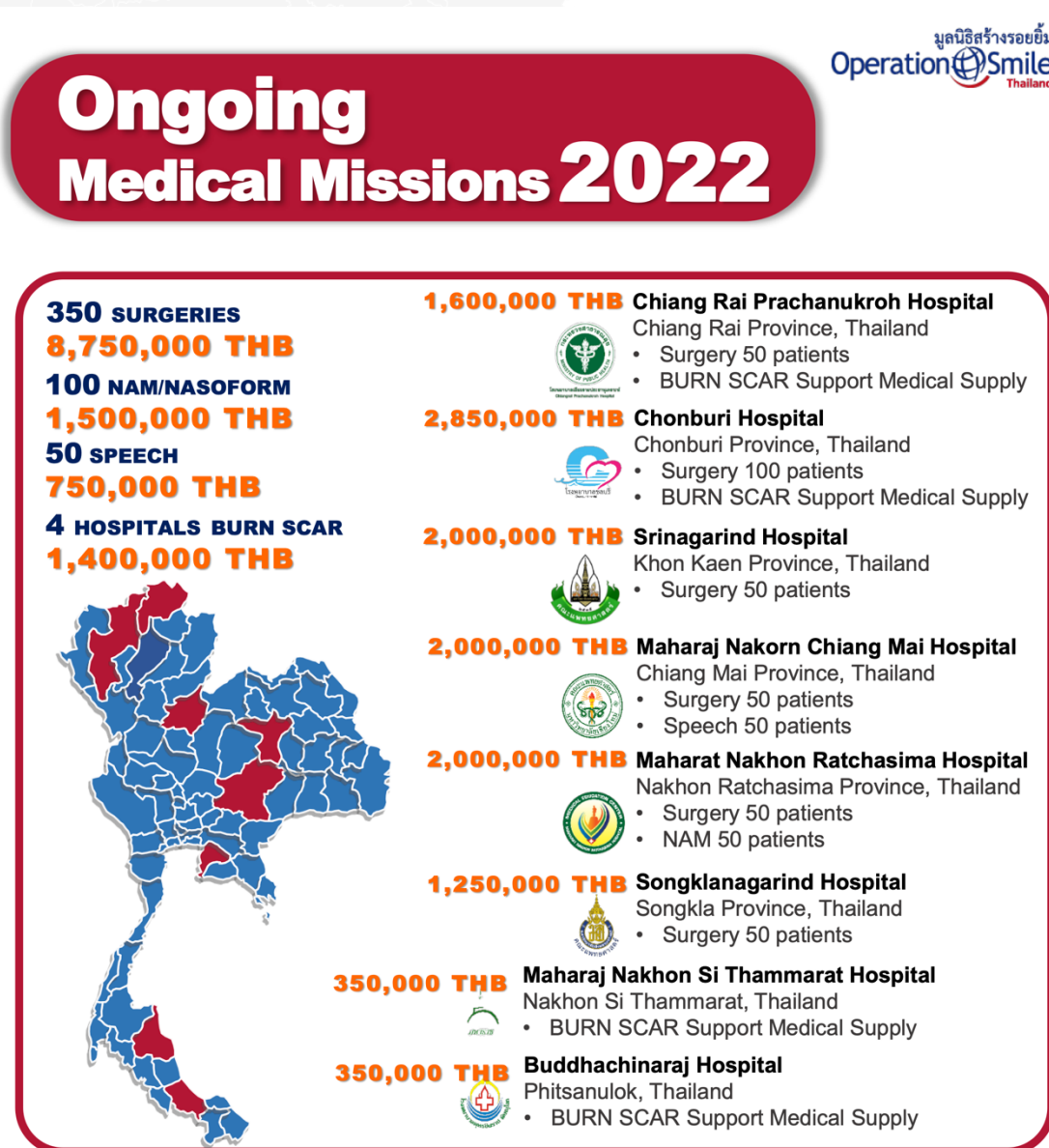


- **Location:** Mae Sot General Hospital, Tak
- **Period:** November 2022
- **Target number of patients:** 120 persons
- **Total Budget:** 6,600,000 THB

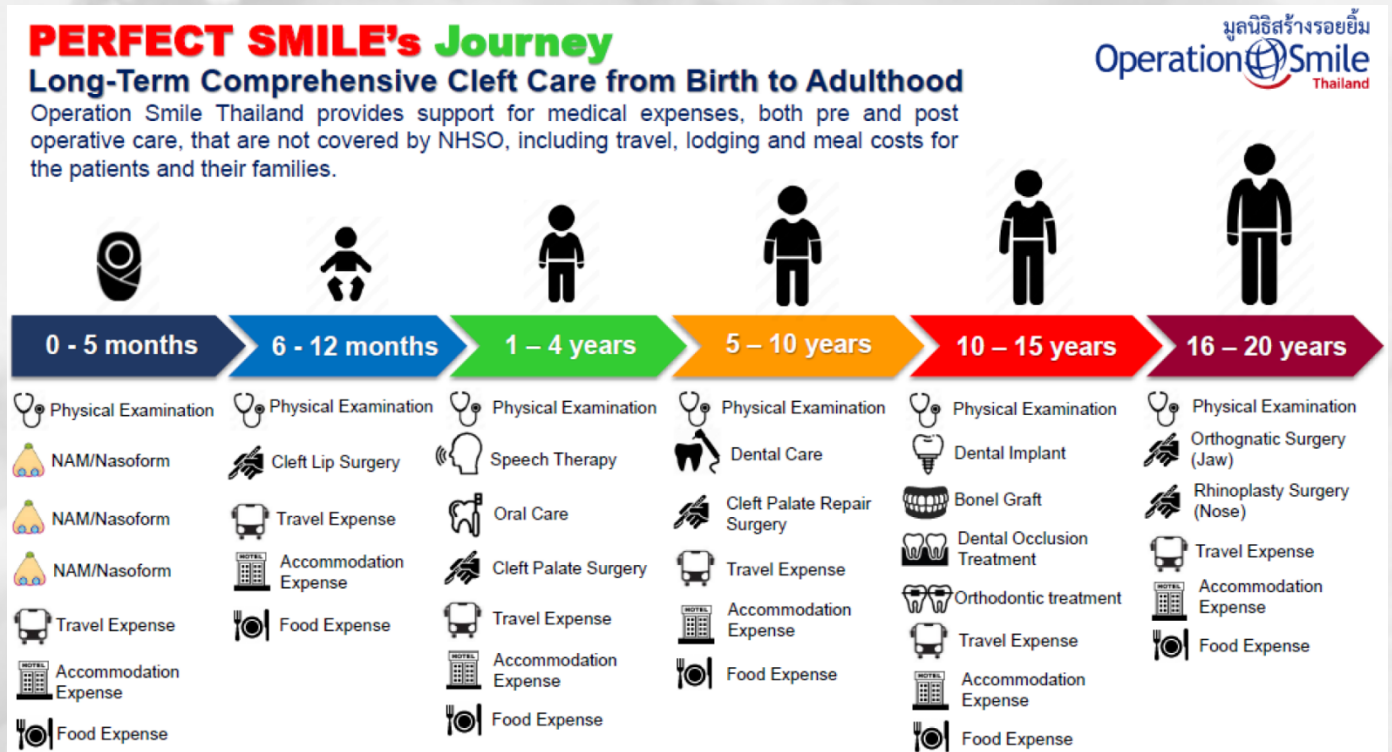


**Ongoing medical missions** are collaborations between OST and qualified hospitals that lacks the necessary funding to conduct the required surgeries. Patients are subsidized by OST to receive required surgery and any necessary follow-up treatments. The subsidies are provided based on a target number of patients to be treated.

The infographics below show the budget allocation for each ongoing mission in 2022. The column on the left divides the budget into their respective objectives. The donation amount of 12,400,000 THB will be shared among the hospital list on the right.



In 2022, OST also launched **“Project Y 2022 - Perfect Smile”**. The concept of this project is to provide patients complete comprehensive cleft care from birth to adulthood for 10 years through support of OS Thailand. The journey will follow the infographics below. There has been a total of 10 patients through this journey.





# FUNDING ISSUES FACING OST.

To fund all the above initiatives, OST relies heavily on corporate and individual donations. In 2019, corporate donors accounted for 35% of total donations and 44% came from individual donors. The other 21% were from school clubs, Give In Kind, interest earned, and others. However, due to the COVID-19 pandemic over the past few years, it has been a challenge to maintain the donation pool from the two main donor segments to pre-COVID levels. (More detailed financial information from 2019 to 2021 is included in the appendix 1.)

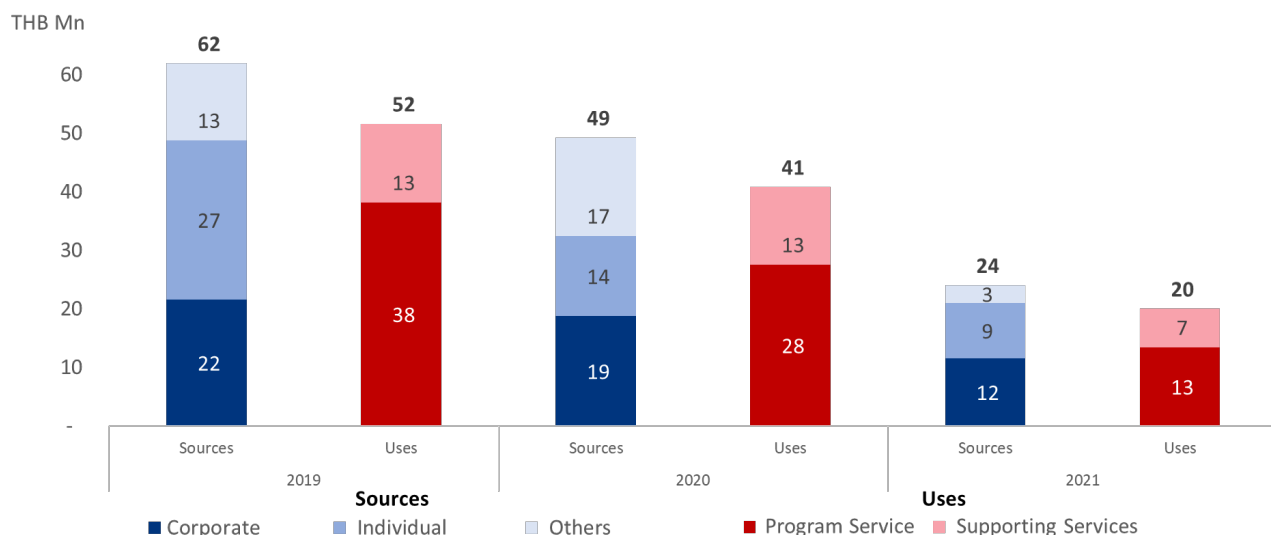
When comparing donations in the year 2019 to the amount received in 2021, the decrease in donation is astounding. The total fund raised has decreased by 2.6 times, from 62 million THB in 2019 to 24 million THB in 2021.

When looking at the donations from corporates, the donation in 2021 is just 53% of the donation amount back in 2019. In just 2 years, the donation amount fell from 22 million THB in 2019 to 12 million THB in 2021.

When looking at the donations from individuals, the donation in 2021 fallen to just 35% of the donation amount in 2019. In the 2 years, the donation amount from individuals fell from 27 million THB in 2019 to 9 million THB in 2021.

Not only was there a change in donation amounts from corporations and individuals, but the ratio of donation between these 2 sources also changed. Back in 2019, individual donors used to be our major source of funding. However, since COVID-19 became a pandemic, the decrease in donation from individual donors was so significant that, even though corporate donors donated less, corporate donors still became the number 1 source of funding.

## OST sources and uses of funds (THB Mn)





**Corporate donors** are organizations that OST approach on an annual basis and maintain good ongoing relationships. Traditionally, this group of donors has been fairly consistent in their contribution. Through their donations, corporates also receive benefits such as publicity at OST events and tax deductions. However, due to COVID-19 and the associated economic impact over the last few years, the number of corporate donors has significantly decreased. Although COVID-19 has somewhat eased over the last few months, the ongoing economic slowdown, together with the war resulting from Russian invasion of Ukraine, have caused corporates to pull back on their discretionary spending. As such, the expected donation pool from corporate donors has not recovered.

**Individual donors** are individuals who donate to OST typically through understanding of OST causes. They have also been consistent donors with a good repeat rate. The amount donated can also be used as tax deductibles. Similar to corporate donors, the economic impact from both COVID-19 and rising cost of living also has resulted in individual donors being more mindful and cut down on some of their spendings, including donations. Compared to corporate donors, the reduction from individual donors has seen a larger drop.



# Donor's Benefits



## Corporate Donors

- Weeklong medical missions 2022

### Donor's Benefits

- Annual E-Report
- Logo display on signage and other key visuals
- Picture and logo exposure on OST social media
- Attend Weeklong Medical Mission 1 person per every 200K
- Corporate activities for staff (Smile Bags/Medical Records)
- Invitation to special events by OST

S	M	L
200K - 399K	400K - 999K	1ML+
✓	✓	✓
✓	✓	✓
✓	✓	✓
1 - 2 pax	3 - 5 pax	6 pax +
X	✓	✓
X	✓	✓

- Ongoing medical missions 2022

### Donor's Benefits

- Logo display on signage at every location
- Annual E-Report
- Staff activity for corporates (Smile Bags/Medical Records)
- Exclusive meeting with Medical Team in Bangkok
- Invitation to OST special events
- Hospital visit and observe surgery (maximum of 2 persons)

S	M	L
25K - 199K	200K - 399K	400K+
✓	✓	✓
✓	✓	✓
X	✓	✓
X	X	✓
X	X	✓
X	X	✓

## Individual Donors

### Tax Deductions

One benefit that donors can receive from donating to OST is tax deduction.



To make a donation by check, credit card, or bank transfer:

#### "Operation Smile Foundation"

- Account no. **127-435422-2**, Aree Branch, SWIFT: BKKBTHBK
- Account no. **059-285134-9**, Ploenchit Branch, SWIFT: SICOTHBK
- Account no. **285-1-35204-6**, Ploenchit Tower Branch, SWIFT: AYUDTHBK
- Account no. **092-013280-4**, Ploenchit Metropolitan Electricity Branch, SWIFT: KRTHTHBK
- Cash at any shops



**Other than economic impact,** OST also faces a number of other challenges such as competition from similar foundations and the lack of understanding on the seriousness of cleft conditions.

There is significant competition from **Many Similar Foundations**. There are many foundations that help children both with essential needs and medical needs. For example, the Red Cross Foundation also tackles the problem of cleft in Thailand. In Southeast Asia, there are 14 more foundations that help solve the same issue. (See full list in appendix 2).

When it comes to donation, most people don't think about cleft when they want to donate money. Many people just want to donate to organizations that help children in general. So, we can also look at these organizations as 'competitors' for the donations. Some examples are ActionAid Thailand, Adventist Development and Relief Agency (ADRA), and The Alliance for Safe Children. (See full list in appendix 3).

Apart from children-oriented organizations, medical-oriented organizations are also competing for donations. For example, ANESVAD Foundation, Caritas International Thailand, and Jesuit Refugee Service Thailand. (See full list in appendix 4).

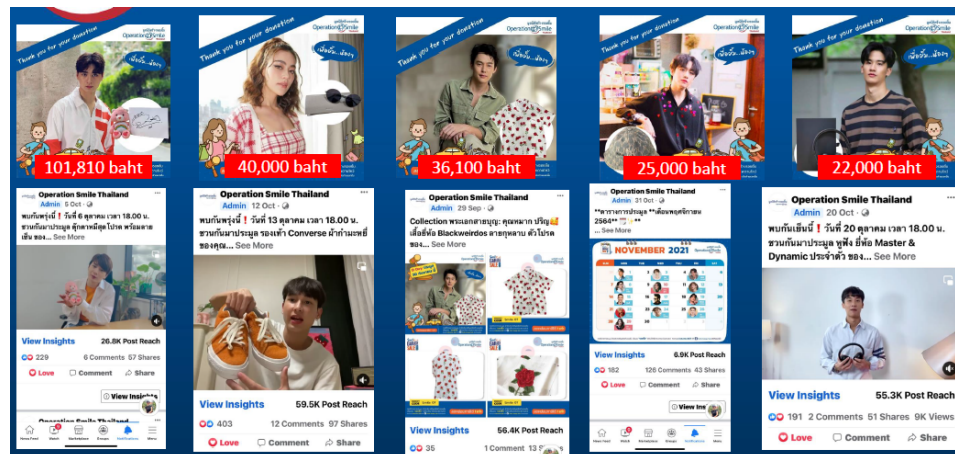
Finally, the **Seriousness of a Cleft Condition** is often underestimated. This could be due to the fact that Operation Smile has a strict policy to only show the faces of patients before and after their surgery. As a policy, OST never show the pictures of a suffering child. This makes many people believe that the children are not in desperate need. It is not easy to illustrate how much help children with these conditions requires while at the same time not compromising on the policy of not exploiting the patients' images.



# OTHER INITIATIVES AND PROGRAMS TO INCREASE OST AWARENESS

Due to the drop in donations during the COVID-19 pandemic, OST has come up with initiatives to make up for the reduction in donation. One such initiative is the “Smile Garage Sale” where OST has created an online marketplace called “Smile Garage Sale” on Facebook platform. The page admin will post products donated by well-known celebrities for auction on every Friday, and the auction price is conducted under the comment section. All the proceeds from the auction is given to OST as donation. These auction events have generated high awareness of OST due to the popularity of celebrities. The popularity of celebrities and the power of their fan clubs have been the key success factors of Smile Garage Sales. Up till June 2022, this initiative has generated over 750,000 Baht in donation for OST.

## Smile Garage Sale



Understanding that more public awareness is important to help maintain a consistent level of support for OST, the organization has come up with a number of initiatives to increase engagement with the public. These programs includes OST Youth programs and student programs. However, OST knows that these programs alone are not sufficient to increase its awareness and they continue to explore other initiatives that can help promote the understanding of OST causes.

# OST Youth Program and other community initiatives

## Youth Program



Operation Smile Thailand has its own student programs, and it empowers youth through its four pillars of philanthropy: leadership, education, service, and awareness. In Thailand, OST has over 5,000 students in 21 active student clubs. Student webinars are an example of the youth activities conducted by OST.



# QUESTION SUMMARY

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Operation Smile Thailand has received less donations in the most recent years, due to the effects from COVID-19 pandemic and the low awareness of OST in Thailand. The economic challenges is anticipated to stay for a while and OST is looking for **innovative recommendations** on:

1. How they can **differentiate** themselves from other charitable organizations, increase awareness and interest to support OST causes.
2. Innovative, sustainable, and implementable initiatives that can support OST to gain more awareness and **generate necessary fundings**.

Therefore, OST wishes to find the best solutions for gaining more awareness and donations, in the current socio-economic situation of Thailand.

## APPENDICES

### APPENDIX 1. Sources and uses of funds

	2019	%	2020	%	2021	%
<b>Source of Funds</b>						
Corporate	21,600,151	34.9%	18,730,143	38.0%	11,552,538	48.1%
Individual	27,175,604	43.9%	13,715,628	27.9%	9,453,245	39.4%
Give In Kind	2,016,282	3.3%	14,751,378	30.0%	644,144	2.7%
Donation Box	459,988	0.7%	224,281	0.5%	437,880	1.8%
Club/Association	3,465,472	5.6%	1,256,111	2.6%	-	-
Schools	1,354,085	2.2%	205,000	0.4%	559,766	2.3%
Special Event	5,321,629	8.6%	-	-	798,848	3.3%
Merchandise	145,206	0.2%	191,098	0.4%	85,561	0.4%
OSI <sup>1</sup> Reimbursement	169,904	0.3%	-	-	102,227	0.4%
Interest	261,100	0.4%	163,723	0.3%	149,297	0.6%
Disposal of Assets	-	-	-	-	1,499	0.0%
Other Income	-	-	-	-	230,098	1.0%
<b>Total</b>	<b>61,969,421</b>		<b>49,237,364</b>		<b>24,015,103</b>	
%Change			-21%		-51%	
<b>Uses of Funds</b>						
Program Services	38,167,400		27,543,520		13,417,906	
Supporting Services	13,428,302		13,246,151		6,575,363	
<b>Total Uses of Funds</b>	<b>51,595,702</b>		<b>40,789,671</b>		<b>19,993,268</b>	
%Change			-21%		-51%	
<b>Balance of Funds</b>	<b>10,373,719</b>		<b>8,447,693</b>		<b>4,021,834</b>	
%Change			-19%		-52%	

<sup>1</sup> Note: OSI = Operation Smile International



**APPENDIX 2. Non-profit organization for cleft lip and palate**

Other non-profit organizations for cleft lip and palate
<b><u>Thailand</u></b> Operation Smile Thailand Red Cross Foundation  <b><u>SE Asia</u></b> Transforming Faces Worldwide AboutFace Smile Angel Foundation Smile Train India Cleft Lip and Palate Association Facing the World Project Harar American Cleft Palate-Craniofacial Association Smile Train ReSurge International Shriners Hospitals for Children Smile Network International Thousand Smiles Foundation Alliance for Smiles

**APPENDIX 3. Non-profit organizations for medical purposes**

Other non-profit organizations for medical purposes
Adventist Development and Relief Agency (ADRA) ANESVAD Foundation Caritas International Thailand Catholic Office for Emergency Relief and Refugees (COERR) Jesuit Refugee Service Thailand Médecins Sans Frontières Saint Camillus Foundation, Camillian Hospital มูลนิธิ เอตส์ เฮลท์ แคร์ (AHF) ประเทศไทย Baan Gerda home for AIDS orphans in Lopburi The Human Development Foundation Pearl S. Buck International (Thailand) Sarnelli House

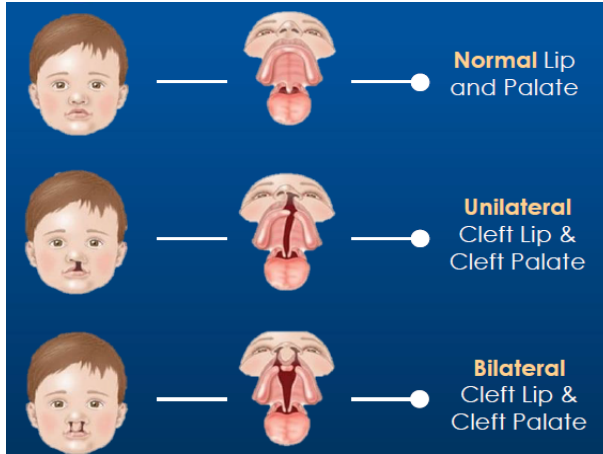
**APPENDIX 4. Non-profit Organization for children**

Other non-profit organizations for children
<p>ActionAid Thailand</p> <p>Adventist Development and Relief Agency (ADRA)</p> <p>The Alliance for Safe Children</p> <p>Anglo-Thai Foundation</p> <p>Asia Foundation</p> <p>Baan Gerda home for AIDS orphans in Lopburi</p> <p>Baan Unrak</p> <p>Bangkok Post Newspaper Foundation</p> <p>Caritas International Thailand</p> <p>Catholic Office for Emergency Relief and Refugees (COERR)</p> <p>Child Watch Phuket</p> <p>Child Workers in Asia</p> <p>Child's Dream</p> <p>Children's Organization of Southeast Asia (COSA), Chiang Mai</p> <p>Christian Care Foundation for Children with Disabilities</p> <p>Compassion International</p> <p>Development and Education Programme for Daughters and Communities (DEPDC)</p> <p>Dear Burma</p> <p>End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes (ECPAT)</p> <p>Father Ray Foundation</p> <p>Foundation For Children</p> <p>Isara Foundation</p> <p>Mercy International Foundation, Christian</p> <p>Mercy Ministries Foundation</p> <p>OpenmindProjects- INGO</p> <p>Plan International Thailand Foundation</p> <p>RADION International Foundation</p> <p>Sarnelli House, for children affected or infected by HIV in Nongkhai</p> <p>Seedlings of Hope Foundation (SOH)</p> <p>Sister Joan Evans</p> <p>SOS Children's Village Thailand</p> <p>Starfish Country Home School Foundation</p> <p>Thai Children's Trust</p> <p>Tai Wisdom Association</p> <p>The Human Development Foundation</p> <p>United Nations Children's Fund (UNICEF)</p> <p>Volunteers in Asia</p> <p>Volunteer Language Thailand (VLT)</p> <p>World Vision Foundation of Thailand</p> <p>Youth With A Mission</p> <p>YWCA Pak Kret</p> <p>Fellowship Foundation for Child and Youth Development</p>



## APPENDIX 5. Treatments that OST provides

### 1. Cleft lip and cleft palate



A cleft is a gap in the mouth that didn't close during the early stages of pregnancy, and this condition happens more than most people realize.

A combination of genetic and environmental factors, such as maternal illness, drugs, and malnutrition can be the cause of these conditions.

If left untreated, clefts can leave long-lasting negative impacts on the patient's life. In the physical health aspects, the person is more likely to receive insufficient nutrition, have difficulty breathing, have difficulty eating, have speech problems, and is more likely to experience an early death. However, the sufferings do not only come in its physical form, but also in the mental torments, which often include ridicule and humiliation, low self-esteem, social isolation, and withdrawal from society.

### 2. Burn scar, wound and contracture



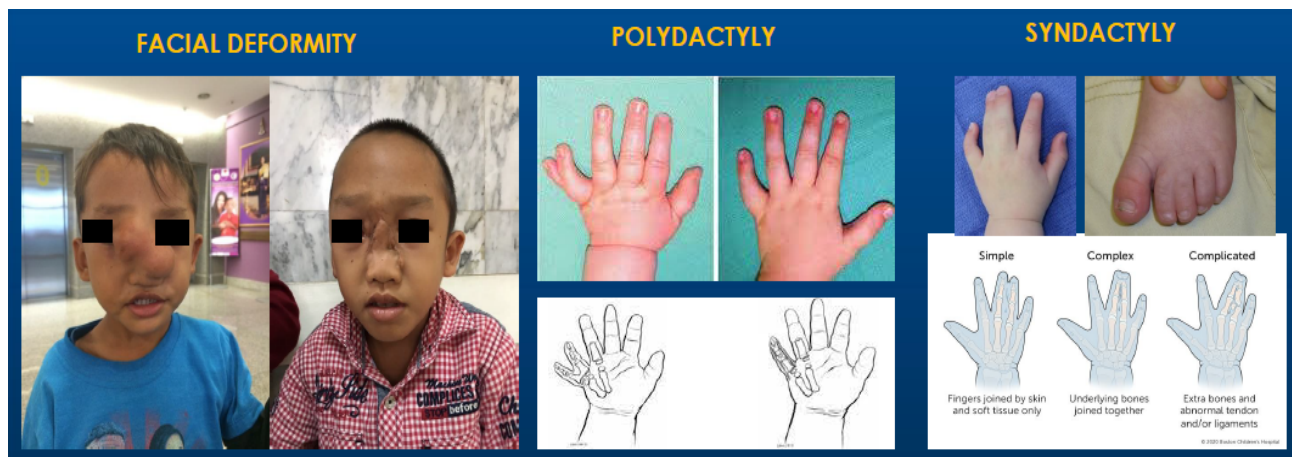
There are many types of burn scars: thermal burns (scald burns, flame or flash burns), electrical burns, chemical burns, cold-induced injury, and irradiation burns. In order to improve the lives of the burn patients, Operation Smile Thailand tries to help in the following ways: safe surgery, burn application, and medical equipment and supplies.

For the help via safe surgery, it is conducted as part of OST weeklong mission, ongoing mission, and individual cases.

For the 3D mobile application, it is called “3D BURN RESUSCITATION APPLICATION” for adults, and “3D PED BURN RESUSCITATION APPLICATION” for children. The application can help calculate the fluid resuscitation in order to maintain and stabilize the vital sign. Moreover, the application can help with the assessment of the burn depth and percentage of Total Body Surface Area (TBSA). This application has been developed through the collaboration of several institutions and has been granted to Operation Smile Foundation.

For the help by donating medical equipment & supplies, OST donates pressure garment, biobrane, acticoat, and Versajet II Exact. Pressure garments are worn after a burn to control scarring, to help the scar mature and to improve the look of the injured skin. A temporary Biobrane is a temporary biosynthetic wound dressing used for covering clean partial thickness burn wounds and split thickness donor sites. Acticoat is a range of dressings that utilize the antimicrobial properties of silver to provide an efficient and effective barrier to bacterial penetration. Flexible, absorbent and conformable, each Acticoat variant is developed with properties specific to its required use. Versajet II system enables the surgeon to precisely select, excise and evacuate nonviable tissue, bacteria, and contaminants from wounds, burns and soft tissue injuries.

### 3. Syndactyly / polydactyly / facial deformity



Apart from burn scars and clefts, Operation Smile Thailand also performs reconstructive plastic surgery to correct facial and physical abnormalities caused by birth defects, traumas, or diseases.



***Challenge your limits,  
Never miss an opportunity***

Designed by: Choendoa Tharanatham

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