

TheSmileMission

Impact  
Report

20  
24







**29,531**

Evaluations

**19,421**

Surgeries

**224**

Missions

**1,067**

Volunteers

**13**

Countries

<b>04</b>	<b>Message from Chairman</b>	<b>15</b>	<b>Smile Asia Week</b>
<b>06</b>	<b>About Us</b> Our Vision Our Mission The Smile Mission Ltd	<b>16</b>	<b>Fitness4Smiles</b>
<b>07</b>	<b>Asia Presence</b>	<b>17</b>	<b>Numbers Infographics</b>
<b>08</b>	<b>Our Work</b> Medical Mission Outreach Centre Volunteering & Awareness Training & Education Student Initiative Singapore Care	<b>18</b>	<b>Governance</b> Board Term Board Remuneration Board Meeting Attendance Committees
<b>09</b>	<b>Explaining a Mission</b> List of Contributed Surgical Activities	<b>19</b>	<b>Board of Directors</b>
<b>11</b>	<b>Student Initiative</b> Singapore Executive Committee Asia Student Leadership Conference	<b>20</b>	<b>Board Committees</b>
<b>13</b>	<b>Mr Bean Smile With Me</b>	<b>21</b>	<b>General Disclosures</b> Remuneration Disclosure Conflict of Interest Whistleblowing Policy
<b>14</b>	<b>Influence4Smiles</b>	<b>22</b>	<b>Statutory Disclosures</b>

# MESSAGE FROM CHAIRMAN

The Smile Mission made great progress in the fiscal year 2024. We were able to provide comprehensive medical evaluation to 2,739 patients, with 2,156 of them receiving life-changing surgeries.

The Asia Student Leadership Conference (ASLC) this year proved to be a transformative experience, training students to become the compassionate, forward-thinking leaders of tomorrow. It was held on 15–16 July 2023 and was attended by 86 student leaders, including 21 representatives from 9 other countries.

We also organised several fundraising initiatives that turned out to be highly promising for the organisation.

This year marked our 15th year of partnership with Mr Bean Singapore. Together, we launched a fundraising campaign and sold 6,000 granola boxes during the festive season. The twelfth and thirteenth instalment of Smile Asia Week in Singapore was yet another successful project, thanks to the support from The Ritz-Carlton, Millenia Singapore.

A huge thank you to all of you — our friends, donors, volunteers. I am grateful for your commitment and dedication to our cause.



A/Prof (Dr) Vincent Yeow  
Chairman





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## OUR VISION

Raise standards of medical care by creating opportunities for collaborative learning through the delivery of free surgery to children with facial deformities.

## OUR MISSION

- Initiate platforms for medical volunteering
- Deliver free surgical care to children
- Establish training & education programmes
- Build an open-source knowledge depository
- Instil a sense of volunteerism in the community

## THE SMILE MISSION LTD

The Smile Mission Ltd (TSM) is the International Secretariat of Smile Asia. It is registered as a company limited by guarantee, set up on 01 November 2007 and registered as a non-profit under Charities Act, approved on 17 January 2008. TSM aims to instil a sense of volunteerism among Singapore residents and create overseas volunteering opportunities. The affiliation to Smile Asia helps TSM to further its own objectives with greater ease.

Smile Asia is a global alliance of charities working together to treat facial deformities. We raise standards of medical care by creating opportunities of collaborative learning and exchange of best practices.

We deliver free surgical care through medical missions and outreach centres. These initiatives build trust and bridge cultures among different communities. Together with a raised level of medical care, a groundwork is laid for self-sufficiency across many regions.

With activities across 20 countries and territories, Smile Asia member charities have collectively delivered over 80,000 surgeries across Asia till date.

Smile Asia has programmatic activities in Bangladesh, Bhutan, Cambodia, China, India, Indonesia, Laos, Mongolia, Myanmar, Philippines, Thailand, Timor-Leste and Uzbekistan. It also has resource-generating activities in Hong Kong, Japan, Macau, Malaysia, Singapore, South Korea and United States.

# ASIA PRESENCE



The numbers denote only the surgeries where there were contributions from The Smile Mission Ltd

# OUR WORK

All our programmes aim to provide educational and collaborative learning opportunities. They also build trust and bridge cultures among different communities. Our objectives are achieved through the following programmes.

01

## Medical Mission

Deliver surgical care and provide knowledge-sharing platforms by organising medical missions involving multi-country participation.

02

## Outreach Centre

Deliver surgical care and provide knowledge-sharing platforms by extensive use of local infrastructure and proficiencies involving multi-country participation.

03

## Volunteering & Awareness

Instil a sense of volunteerism by encouraging healthcare professionals to join our activities.

04

## Training & Education

Organise specialised training and education programmes for healthcare and allied professionals.

05

## Student Initiative

Encourage volunteerism and provide leadership development opportunities to the student community.

06

## Singapore Care

Post-operative care for Singapore-based children, inclusive of research and infrastructure development.



# EXPLAINING A MISSION

On a typical surgical mission, a team of 35 credentialed medical professionals (nurses, surgeons, anaesthetists, paediatricians, dentists etc.) from around the world travel to a partner country to treat children over a period of 7 days. More than 80 lives are transformed.



## SCREENING

Patients wait for their turn to begin the screening process.



## MEDICAL RECORDS

Patient details are taken for paper and electronic medical charts.



## MEDICAL EXAMINATION

Patient is examined by nurses, surgeons, anaesthetists, paediatricians, dentists etc.



## SURGERY SCHEDULE

Team leaders plan the surgery schedule for the next four-days.



## PRE-OPERATIVE CARE

Volunteers prepare patient for what will happen during surgery.



## SURGERY

A cleft lip surgery can take as little as 45 minutes.



## RECOVERY & POST-OPERATIVE CARE

The team provides post-operative care instructions to caregivers.



## FOLLOW-UP

Patient's beautiful new smile is evaluated by in-country team.

# LIST OF CONTRIBUTED<sup>1</sup> SURGICAL ACTIVITIES

COUNTRY	SITE	DATES	HOSPITAL	EVALUATIONS	SURGERIES
India	Kolkata	03 Aug 23 - 08 Aug 23	Techno India Dama Hospital	105	52
China	Zunyi	31 Aug 23 - 06 Sep 23	Affiliated Hospital to Zunyi Medical College	109	47
India	Agartala	05 Sep 23 - 09 Sep 23	Tripura Medical College Hospital	52	38
India	Hubli	22 Sep 23 - 27 Sep 23	KLE-HCG-Suchirayu Hospital	68	51
Cambodia	Phnom Penh	29 Sep 23 - 30 Sep 23	Khmer Soviet Friendship Hospital	29	23
China	Fengkai	13 Oct 23 - 19 Oct 23	Fengkai Tang Guo Hua Hospital	118	57
India	Alappuzha	17 Nov 23 - 22 Nov 23	Providence Hospital	66	43
Cambodia	Kampot	02 Dec 23 - 08 Dec 23	Kampot Provincial Referral Hospital	63	40
Cambodia	Phnom Penh	07 Jan 24 - 13 Jan 24	Khmer Soviet Friendship Hospital	130	51
India	Rajkot	19 Jan 24 - 24 Jan 24	Gokul Hospital	109	54
India	Ranchi	23 Feb 24 - 28 Feb 24	Devkamal Hospital	65	55
India	Uttar Pradesh	01 Mar 24 - 06 Mar 24	Muzaffarnagar Medical College and Hospital	66	38
India	Guwahati	09 Mar 24 - 16 Mar 24	Guwahati Comprehensive Cleft Care Centre	69	51
India	Bidar	19 Mar 24 - 24 Mar 24	Vasu Hospital	79	61
Cambodia	Siem Reap	20 Mar 24 - 22 Mar 24	Siem Reap Provincial Hospital	61	44
India	Agartala	27 Mar 24 - 31 Mar 24	Tripura Medical College Hospital	33	33
China	Lanzhou	18 Apr 24 - 24 Apr 24	2nd Hospital Affiliated to Lanzhou University	156	94
Cambodia	Pursat	19 May 24 - 21 May 24	Pursat Provincial Referral Hospital	58	39
India	Kolkata	25 Jun 24 - 01 Jul 24	Techno India Dama Hospital	86	64
India	Guwahati	Financial Year 2024	Guwahati Comprehensive Cleft Care Centre	1,221	1,221
<b>TOTAL</b>				<b>2,739</b>	<b>2,156</b>

<sup>1</sup> Contributions in terms of resources expended by The Smile Mission Ltd varies considerably. Some projects have major contributions by other Smile Asia member charities.

# STUDENT INITIATIVE

## SINGAPORE EXECUTIVE COMMITTEE (SEC)

### Zen Sng | Treasurer

Zen is studying Pharmacy in National University of Singapore. She participated in ASLC 2022 and got inspired to lead the student chapters and join the Singapore Executive Committee.

### Reanne Tan | Publicity Manager

Reanne is studying in Raffles Institution. She has a deep passion for community service and volunteer work, driving her to join to the Singapore Executive Committee.

### Faith Tan | Vice-President

Faith is studying Medicine at the Yong Loo Lin School of Medicine in National University of Singapore. She previously led student chapters in Raffles Girls' School and Raffles Institution.

### Xie Ning Xin | President

Ning Xin is currently serving as the President of the Smile Asia Student Chapter in Raffles Institution. She has been volunteering since 2020 and was previously in the Raffles' Girls' School student chapter.

### Abhi Narayanan | Secretary

Abhi is currently serving in the exco of the Smile Asia Student Chapter in Raffles Institution. She has been volunteering with since 2020 and was previously in the Raffles' Girls' School student chapter.

### John Tow | Logistics Manager

John is currently serving as the President of the Smile Asia Student Chapter in Anglo-Chinese School (Independent). He is currently pursuing his IB diploma and will graduate in 2025.







# ASIA STUDENT LEADERSHIP CONFERENCE



The 11th edition of the annual Asia Student Leadership Conference (ASLC) took place on 15–16 July 2023 at D'Resort Downtown East, bringing together a vibrant community of student leaders. This year's conference welcomed 86 student leaders, including 21 representatives from 9 other countries.

The theme of ASLC 2023, "Transforming Lives, Restoring Hope," centered on the power of transformational leadership within the service sector.



The conference kicked off with a Service-Learning Journey, where students engaged in hands-on community service activities. Participants interacted with the public to raise awareness about children with facial deformities, deepening their commitment to volunteerism and social causes. The evening concluded with the highly anticipated Cultural Night, where students from different countries showcased their cultural heritage through music and dance.

On Day 2, the conference featured insightful talks and a dynamic panel discussion with a diverse group of guest speakers. The speakers shared their perspectives on effective leadership and explored how leaders can drive positive change within their communities while remaining grounded in values of empathy and integrity.



# MR BEAN SMILE WITH ME

For our 15th year of partnership with Mr Bean, we sold Christmas Soy Granola sets during Christmas. The quirky festive tins contained 12 soy granola bites and a pair of limited edition Mr Bean socks.

A total of 6,000 tins were sold during the festive season. A huge thank you to the Mr Bean team for their hard work during this campaign!





# INFLUENCE4SMILES

Influence4Smiles is a project that leverages on social ecosystem to drive fundraising and awareness through social media and key influencers in Singapore. The campaign lasted for 3 months between March to May 2024.

The influencers who participated in this project did it on a voluntary basis, helping us spread the word.





# SMILE ASIA WEEK

In this fiscal year, we organised two instalments of Smile Asia Week in partnership with The Ritz-Carlton, Millenia Singapore.

To express our gratitude to our healthcare heroes post pandemic, SAW 2023 was held from 24 July to 1 August 2023, leading up to Nurses' Day. The National University Health System supported the campaign by ordering 100 Valrhona Chocolate Banana Cakes for their Nurses' Day celebrations.

Following that, SAW 2024 was held from 6 to 12 May where we launched a new cake flavour — the Chocolate-Orange Gateaux de Voyage. A total of 3,000 cakes were sold during the week.





# FITNESS4SMILES

On 9 June 2024, Smile Asia held a physical indoor cycling challenge called Fitness4Smiles for the third consecutive year. The event was organised in partnership with True Fitness and supported by Mr Bean.

This year's event was held in True Fitness, Millenia Walk. The 40 teams of 3 cyclists each cycled with great enthusiasm, covering a total distance of 1,166km.

The total distance cycled was matched by pledges garnered by each team through friends and family prior to the event.

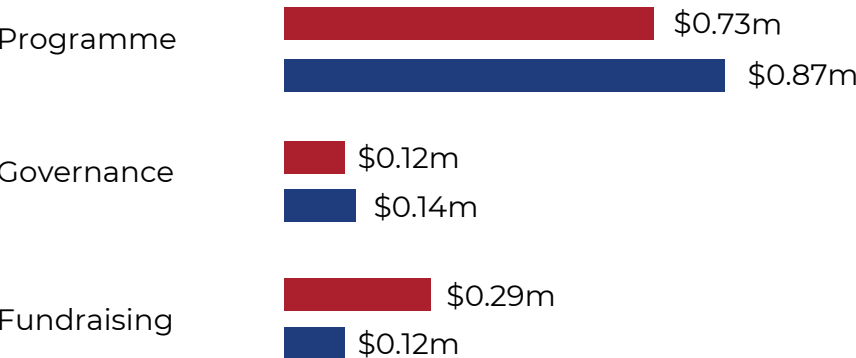


# NUMBERS INFOGRAPHICS

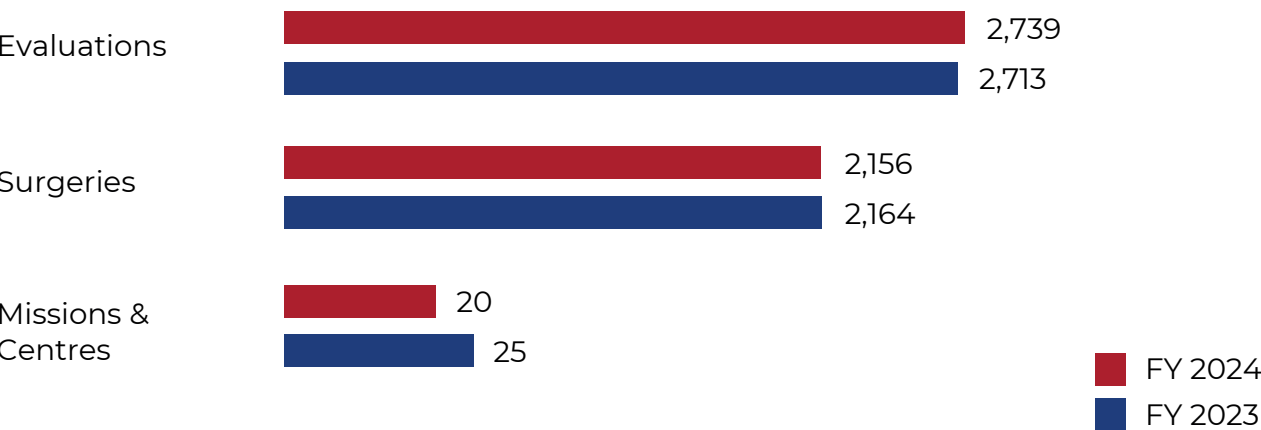
## Income Comparison



## Expense Comparison



## Surgical Care Comparison



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INCOME	All revenues for the financial year
FUNDRAISING	Cost of fundraising activities
GOVERNANCE	Cost of general administration
PROGRAMME	Direct costs on charitable activities
EVALUATIONS	Patients receiving medical evaluations
SURGERIES	Patients receiving surgical care
MISSIONS	Number of medical missions



# GOVERNANCE

Our committed leaders at TSM have kept us on the forefront of the cause. The TSM Board provides strategic direction and oversight of TSM’s programmes and objectives and steer the charity towards fulfilling its vision and mission through good governance. Board meetings are held quarterly.

## BOARD TERM

**CHAIRMAN** The term of the Chairman is six years. It can be renewed by the Board. There is no limit to the number of times it can be renewed.

**TREASURER** The term of the Treasurer is three years. It cannot be renewed.

**BOARD MEMBERS** The term of board members shall be three years. It can be renewed after peer review. There is no limit to the number of times it can be renewed.

## BOARD REMUNERATION

Board members do not receive any remuneration from TSM.

## BOARD MEETING ATTENDANCE

DIRECTORS	ATTENDANCE
Vincent Yeow	4 out of 4
Josephine Tan	2 out of 4
Paul Wilden	3 out of 4
Kong Ho Loon	2 out of 4
Sean Tan	3 out of 4
Janice Gan	2 out of 4
Diana Lim	4 out of 4

## COMMITTEES

To enhance TSM corporate governance, the Board appoints its members to chair the following committees:

### Audit Committee

The Audit Committee (AC) held one meeting during the financial year. In carrying out its functions as specified in its terms of reference, the AC reviewed the overall scope of the external and internal audit and met with the charity’s independent external auditor and internal auditor to discuss the findings of their audits. The AC also reviewed the financial statements of the charity and the auditor’s report for the financial year.

### Finance Committee

The Finance Committee is responsible for overseeing the fund, the charity’s financial performance and annual budget. The committee met one time during the financial year and reviewed the financial performance and annual budget of the organisation. The Finance Committee also discussed on the Reserve Policy, the level of reserves and disclosure in Annual Report and finance report.

### Programme Committee

The Programme Committee (PC) held one meeting during the financial year. The PC reviewed the outcomes of existing programmes to ensure that they are in line with the vision, mission and objectives of the organisation. The PC also reviewed the development of service delivery mechanisms, programme evaluations and new programme developments.

### Fundraising Committee

The Fundraising Committee supports the organisation in fundraising activities and helps to identify and solicit funds from external sources. The committee held one meeting during the financial year. The Fundraising Committee also ensures ethical practices and cost-effectiveness in fundraising efforts of the organisation.

# BOARD OF DIRECTORS

**A/Prof (Dr) Vincent Yeow | Chairman**

A/Prof (Dr) Vincent Yeow is Managing Partner of Dream International Holdings and a Visiting Consultant at KK Women's & Children's Hospital, Singapore. He led over 30 surgical missions since 1995 and was President of the Singapore Association of Plastic Surgeons.

Joined Board on 01 Nov 2007 | Appointed Chairman on 01 Jan 2013

**Dr Josephine Tan | Member**

Dr Josephine Tan is a Senior Consultant at KK Women's and Children's Hospital and former head of Paediatric Anaesthesia. She supervises cargo management for medical missions and trained in Anaesthesiology in Singapore and Canada.

Joined Board on 08 Sep 2011

**Paul Wilden | Member**

Paul Wilden is Global Head of Capital Markets Services at TMF Group and former head of Corporate Agency & Trust at Standard Chartered Bank. He has chaired the Philippines Trust Committee and held Trustee Directorships in Singapore, Malaysia, and Hong Kong.

Joined Board on 14 May 2014

**Kong Ho Loon | Member**

Kong Ho Loon is a Managing Director at Credit Suisse with over 20 years of regulatory and compliance experience across Asia Pacific. He previously worked at Bank of America Merrill Lynch, Morgan Stanley, and Lehman Brothers.

Joined board on 01 Sep 2016.

**Sean Tan | Treasurer**

Sean Tan is Group Legal Advisor for Technovator International Limited and has held similar roles in other listed companies. He co-founded the Singapore Fitness Alliance and has 12 years of experience in commercial litigation and corporate restructuring.

Joined Board on 01 Sep 2016

**Janice Gan | Member**

Janice Gan is Vice President, Legal for IHG across Asia, Middle East & Africa, leading the regional legal team. With over 10 years of experience in tourism and hospitality, she previously worked in private practice at law firms in Singapore and internationally.

Joined Board on 01 Sep 2016

**Diana Lim | Member**

Diana Lim, a retired creative industry professional, supports young artists and collects modern contemporary art from Asia. As a board member of The Smile Mission, she aims to encourage art interest and contribute to society.

Joined Board on 14 May 2018

# BOARD COMMITTEES

AUDIT COMMITTEE	Kong Ho Loon   Chairperson Paul Wilden   Member Sean Tan   Member
Sean Tan   Member	FINANCE COMMITTEE
PROGRAMME COMMITTEE	Josephine Tan   Chairperson Vincent Yeow   Member Paul Wilden   Member
Diana Lim   Member	FUNDRAISING COMMITTEE



# GENERAL DISCLOSURES

## REMUNERATION DISCLOSURE

Disclosure of annual remuneration (including employer's contribution to CPF) of the three highest paid staff who each receive more than \$100,000, in bands of \$100,000:

Remuneration Band	Number of Staff
Between \$200,000 to \$250,000	1

The above staff doesn't serve in the Board of the charity.

None of the staff are close family members of the executive head or Board members.

## CONFLICT OF INTEREST

All Board members and staff are required to comply with the charity's conflict of interest policy. The Board has put in place documented procedures for Board members and staff to declare actual or potential conflicts of interests on a regular and need-to basis. Board members also abstain and do not participate in decision-making on matters where they have a conflict of interest.

## WHISTLEBLOWING POLICY

Our charity has in place, a whistle-blowing policy to address concerns about possible wrongdoing or improprieties in financial or other matters within the charity.

# STATUTORY DISCLOSURES

## A. Governing Instrument

The objects for which TSM is established are:

- I. To research and advance developments and care in the areas of plastic, reconstructive and specialized surgery by such methods as the Directors shall from time to time deem feasible and appropriate for people in necessitous circumstances.
- II. To improve training and education programmes for medical doctors and other professionals to expand the base of qualified persons in Singapore.
- III. To encourage volunteerism and awareness in Singapore.
- IV. To sponsor and/or coordinate special projects to deliver services, health care, and education where necessary, in the areas of plastic, reconstructive and specialized surgery to patients otherwise unable to afford or obtain such services.
- V. To encourage or fund relevant research in the field of cleft and craniofacial surgery for identifying etiological factors, improving outcomes and preventing disease.
- VI. To sponsor and/or coordinate fundraising projects to raise funds for various projects, medical missions and other interests of the Company. These fundraising projects are to include car washes, dinner functions, outings and any other fundraising activities or projects necessary for the raising of funds for the purposes of expanding and developing the interest of the company.
- VII. To develop the necessary organisational structures of volunteers, so that they may provide health care and sustain the company's programmes in coming years.

## B. Reserves Policy

TSM aims to have a reserve of approximately six months of administrative expenses to tide over any unforeseen situations when revenue generation dips.

## C. Name and Address of Banker

DBS Bank, Singapore  
12 Marina Boulevard, Financial Centre Tower 3  
Singapore 018982

## D. Name and Address of Corporate Secretary

MC Corporate Services Pte Ltd  
1 Coleman Street #05-06A, The Adelphi  
Singapore 179803

## E. Name and Address of Auditors

Suhaimi Salleh & Associates  
71 Ubi Crescent #08-01, Excalibur Centre  
Singapore 408571

## F. Financial Statement

You can download the financial statement for the year ending 30 June 2024 at [www.smileasia.org](http://www.smileasia.org). Alternatively, please email us at [info@smileasia.org](mailto:info@smileasia.org).

# CONTACT US

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