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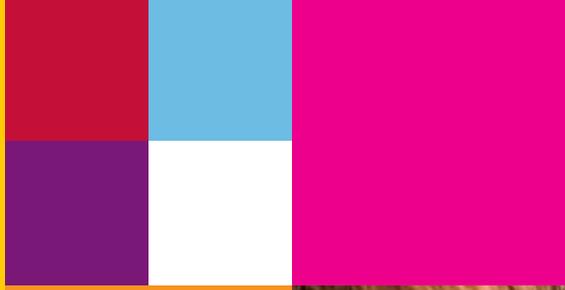


2009

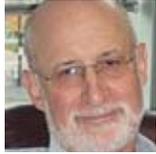
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bracing  
kids for  
a better  
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The Virginia Brown COMMUNITY ORTHODONTIC PARTNERSHIP



# Dear Friends,

Since Smiles Change Lives (SCL) began in 1997, we have gone through many significant changes, the most important of which was moving from a private foundation to a public charity in 2001. As we have grown, the number of families affected by our program has increased from 16 kids per year to hundreds.

At this point in our history, it is appropriate to publish for public review the state of our organization and what we have accomplished during the past year. I hope you can share in some of the excitement we feel about our timely mission. It would be impossible to enumerate all of our accomplishments in 2009, so I will highlight a few of the more notable ones.

1. The number of participating orthodontists nationwide is approaching 300. The addition of new providers has enabled us to dramatically increase the number of families we can serve.
2. The increase in providers stems largely from a streamlined approach to establishing programs in new areas. Under our new model, all that is required to get a program established is the willingness of an orthodontist to agree to treat approved SCL patients.
3. In 2009, we increased the program cost from \$250 to \$500 for participants. We implemented this change in order to become a more self-sustaining organization while allowing us to continue to provide access to care.

Our goals for 2010 are to approve at least 670 applicants for treatment and enroll 200 additional orthodontists. While these goals are aggressive, we feel they are achievable.

Although many charitable organizations have struggled during the last year, SCL has seen an increase in donations from a growing number of SCL supporters. In 2010 we will not only continue to cultivate these individual commitments but to increase our corporate and foundation support as well.

Thank you so much for your support of SCL. Please feel free to contact us if you have any questions or comments, or would like to find out more. Together, we are bracing kids for a better future.

Very truly yours,

Thomas C. Brown / Board Chairman  
info@smileschangelives.org



## 2009 Year in Review

In 2009 we changed a lot of things about our program, but one thing will always remain the same – our commitment to providing access to orthodontic care to the families who need and want our program the most. At Smiles Change Lives, we pride ourselves on providing a “hand-up, not a hand-out” to families in need. As you can see from the numbers below, we are changing lives, one smile at a time. ■

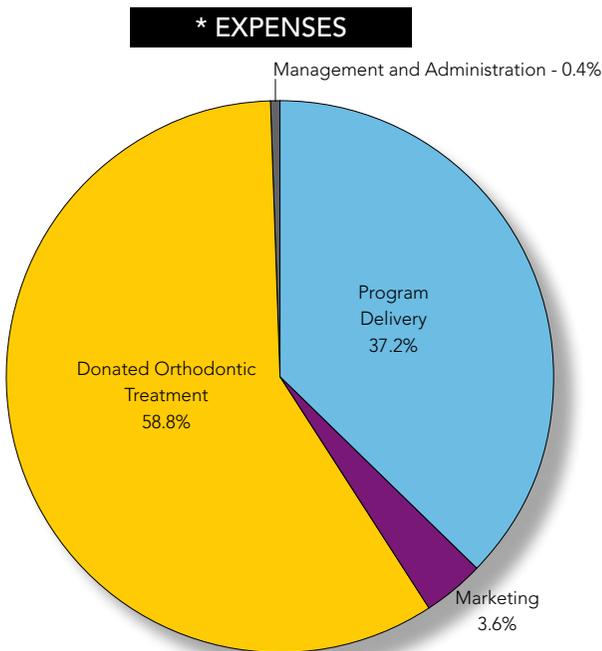
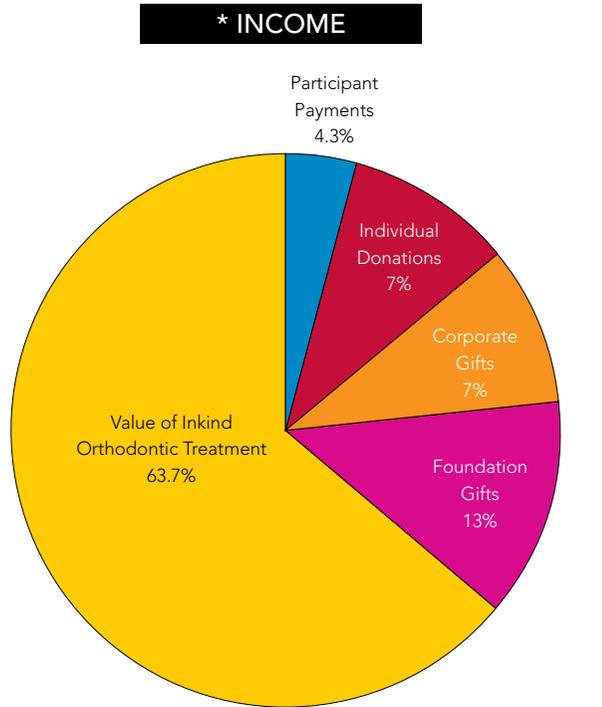


A recent SCL alumnus

PARTICIPANT PROFILE	2010 GOALS	2009
New Applicants	1,380	433
Approved New Participants	670	143
Applicants Rejected	711	248
Participants on Compliance Watch	0	7
Orthodontic Providers	500	243
Participants Removed From Program	0	0
Total Number of Participants in Active Case Management	1,000	368

# 2009 Financial Review

Although nonprofits nationally were hit hard by the recession, SCL made strategic reductions in expenses, redesigned our program, and was able to expand to serve 16 states. Due to these changes and the unwavering support of our major investors, we will help more children in more states in 2010. ■



\* Preliminary financials.

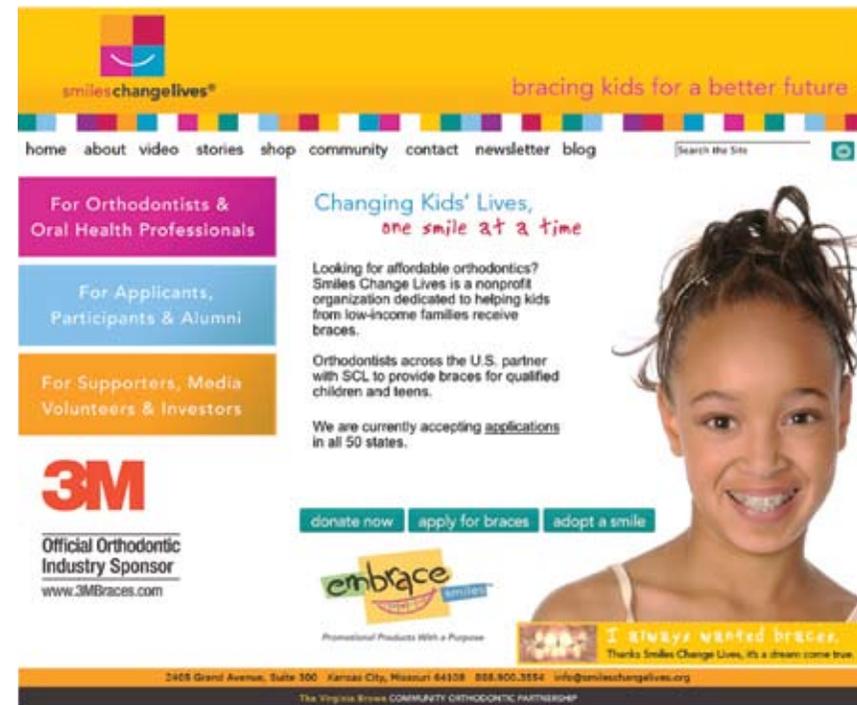
# New SCL Website & Marketing Initiatives Funded by 3M

Because of the financial support from 3M, our Official Orthodontic Industry Sponsor, we redesigned our website using a new content management system and implemented a number of new marketing initiatives to improve communication and efficiency. The new site – [www.smileschangelives.org](http://www.smileschangelives.org) – allows applicants to quickly access a variety of information from financial guidelines to application materials. In addition, the site has added functionality for our partner orthodontists, supporters, volunteers and participants. Visit our blog at [www.smileschangelives.org/blog](http://www.smileschangelives.org/blog). Thanks to all of the wonderful people at 3M!



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# Dolphin Imaging Donates Software & Expertise



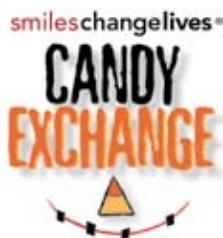
One phone call to Dolphin Imaging transformed the operation of our program last spring. The wonderful folks at Dolphin donated their software and helped our staff repurpose their orthodontic practice management software to meet the needs of our national nonprofit program. With Dolphin management in place, applicant and provider communication, participant case management and alumni relations are more streamlined and efficient. The rapid expansion of our program would not have been possible without this tremendous boost to our productivity. Thank you Dolphin! ■



Top candy donor at Faber Orthodontics Candy Exchange donates more than 700 pounds of candy!



Kids happily share their candy at the City Market in Kansas City knowing their sweets will be donated to troops overseas.



## SCL Coordinates National Candy Exchange

2009 marked a new chapter in special events for SCL. With the support of many practices nationwide, we sponsored an effort to teach kids and families about the negative impact of sweets on oral health. With October as National Orthodontic Health Month, Halloween creates a sweet opportunity to stress the importance of moderation. Candy Exchange events were held just after Halloween, collecting candy in exchange for teeth-friendly incentives like games, toys, activities and of course, toothpaste, toothbrushes and mouthwash! Thanks to the following practices who hosted events to benefit SCL: Dr. Vijay Bhagia, Dr. Dustin Burluson, Dr. Frank Egan, Dr. Zachary Faber, Dr. Steven Hechler, Dr. Keith Kohrs, Dr. John Roth. More than 4 tons of candy was collected and donated to troops or other charities. **For more information or to host a Candy Exchange event in 2010, please email [andrea@smileschangelives.org](mailto:andrea@smileschangelives.org).** ■

# SCL Orthodontic Providers

Our sincerest thanks go to our growing family of orthodontists who give their time, talent and energy to help low-income children smile with confidence. **In 2009, the combined effort of 243 Smiles Change Lives partners provided \$715,000 in donated treatment to 143 qualified, motivated SCL kids.**



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– Virginia Brown  
 Founder



– Paul Keel  
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### Maurice L. and Virginia L. Brown Foundation

Smiles Change Lives was founded by the generosity of Mrs. Virginia L. Brown whose vision has transformed access to orthodontic care for children. It is the ongoing support and leadership of the Brown family that has laid the foundation for The Virginia Brown Community Orthodontic Partnership growing into Smiles Change Lives, a national 501c (3) nonprofit organization.

*“I am so delighted to see the smiling faces and growing confidence of the young people we’ve touched throughout the years.” – Mrs. Virginia L. Brown*

### 3M

Smiles Change Lives is thrilled to have the unwavering support of 3M since 2008. Their ongoing investment in our program has allowed for our rapid national expansion and access to more orthodontists and children nationwide. Our organization grows stronger every day because of the many gifts we’ve received from 3M.

*“It has been a pleasure working with Smiles Change Lives, an organization filled with people who have bright ideas, enthusiasm and determination. They have an extraordinary commitment to bringing orthodontic care to children and teens who would not otherwise have access to it.” – Paul Keel*

### Greater Kansas City Community Foundation

In recognition of decades of support to SCL and philanthropy, we offer our gratitude to the donors at the Greater Kansas City Community Foundation.

*“We enjoy helping donors connect to the causes they are passionate about. Take a few minutes to visit SCL online and read through their Reviewed Profile at [www.gkccf.org](http://www.gkccf.org). You will see first hand why SCL is making its donors smile.”*  
 – Laura McKnight, President & CEO,  
 Greater Kansas City Community Foundation

# Special Thanks

Many thanks to every Smiles Change Lives donor for the meaningful investment they have made in the lives of children.

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"My practice supports Smiles Changes Lives with a number of fundraisers and events. I personally donate to the great work of SCL because of the impact I know the organization has in my community and nationwide. Each SCL case I've taken is as much a gift to me as it is to the child."

*Dr. Randall Markarian, St. Louis area provider.*

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“All I can say is thank you, thank you, thank you from the bottom of my heart! You have made my daughter and me so happy. You are truly a blessing to me and my little girl,”

*Shares Barbara, a mother of a recently approved SCL participant.*



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*We have made every attempt to make this list accurate and complete. If you notice any errors or omissions, please accept our apologies and contact Andrea Umbreit at 816-421-4949.*



Dr. Frank Egan and Turkey Trot turkey winner



Mrs. Christine Egan and a runner pose for a race day photo

**Smiles Change Lives Turkey Trot**

In its second year, Dr. and Mrs. Frank Egan organized a sold-out 5K race and family fun run on the south shore of Long Island, NY. With more than 1,000 runners and volunteers at the event, the Egans are champions for the cause of children's oral health, dedicating their Thanksgiving morning to raising funds for SCL. Dr. Egan, an orthodontist and SCL program leader in Long Island, NY donates more than just time, talent, money and energy to SCL. "I'm thrilled the race raised \$27,000 this year to help kids get braces. I'm even happier that I can be a part of an organization that puts the good intentions of orthodontists to good use in helping children," shares Dr. Egan.

# SCL Success Stories



before



after

Ashton graduated from college recently and would like to pursue a career in a private dental practice or a community clinic as a dental hygienist. She thanks Mrs. Brown for "giving me the chance to change my smile and helping me find my future career."

"I want to thank my orthodontist and Smiles Change Lives and all the people that helped me get a great smile. It's easy to forget how good it feels to smile when you've been hiding it for so long," shares a recent SCL alumnus.



before



after

When asked why she wanted to get braces, Rochelle says, "I wanted to be able to speak without a lisp and not worry about whether or not people were looking at my teeth when talking." Rochelle also asserts, "It is amazing what straight teeth can do to a person in such a short amount of time. Because you are smiling so much, it makes other people smile too!"



"I want my son to have a smile that he can be proud of. Smiles Change Lives helped my older son and it's a blessing that Hugo will have that same chance," shares this proud mother. "He is a sweet boy and needs braces to give him the confidence to succeed."

"Dr. Cramer agreed to join SCL when we moved from Kansas City to Michigan," shares Charity's mom. "Dr. Cramer and his staff have been so gracious; they've treated Charity just like a 'normal' patient and I feel like they do all they can to make her comfortable during the process." Charity admits, "It's the nicest thing anyone has ever done for me."



Before braces, Jeffrey says "I was so self conscious that I would laugh with my hand covering my mouth." But now, he says "my confidence and self esteem could not improve much more than it has."

# SCL Volunteers

Volunteerism is the foundation of our program. Our partner orthodontists donate their talent to transform smiles. It is our community volunteers who give their time to help us reach out to families in need, communicate with applicants, assist our staff with critical projects and guide our efforts nationwide. Thank you all for the many gifts you bring to Smiles Change Lives.



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For more information on volunteer opportunities, please contact [gracie@smileschangelives.org](mailto:gracie@smileschangelives.org)

## Dental Schools

Special thanks to these dental schools that provide Smiles Change Lives orthodontic screenings for qualified applicants. These organizations have been instrumental in our program's growth and outreach to more families.

- University of Louisville - School of Dentistry, Louisville, KY [www.louisville.edu/dental](http://www.louisville.edu/dental)
- University of Minnesota - School of Dentistry, Minneapolis, MN [www.dentistry.umn.edu](http://www.dentistry.umn.edu)
- University of Missouri-Kansas City - School of Dentistry, Kansas City, MO [www.dentistry.umkc.edu](http://www.dentistry.umkc.edu)
- Nova Southeastern University - College of Dental Medicine, Ft. Lauderdale, FL [www.dental.nova.edu](http://www.dental.nova.edu)
- Saint Louis University - Center for Advanced Dental Education, St. Louis, MO [www.slu.edu](http://www.slu.edu)
- State University of New York - School of Dental Medicine, Stony Brook, NY [www.stonybrookmedicalcenter.org/dental](http://www.stonybrookmedicalcenter.org/dental)
- Virginia Commonwealth University - School of Dentistry, Richmond, VA [www.dentistry.vcu.edu](http://www.dentistry.vcu.edu)



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Thanks to the following group of dedicated individuals whose vision has built a foundation for access to orthodontic care for disadvantaged children in the United States.

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Dr. Kelly Toombs

### SCL National Staff:

Ms. LeAnn Smith - Chief Operating Officer  
Ms. Andrea Umbreit - Director of Marketing and Communications  
Ms. Gracie Harrison - Volunteer Coordinator  
Ms. RaVyne McClunie - Program Assistant  
Mr. Edgar Palacios - Office Coordinator

### VISTA Members:

Ms. Rachel Coleman - Alumni and Program Relations  
Ms. Brianna Hernandez - Online Marketer  
Ms. Melina Neet - Grantwriter and Media Specialist



Tom Brown, Dr. Kelly Toombs, Perry Brown, Susan Oswald and Dr. Jess Kane gather during a board meeting.



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