



smileschangelives®

2010

GRATITUDE REPORT

[www.smileschangelives.org](http://www.smileschangelives.org)



bracing  
kids for  
a better  
future



The Virginia Brown COMMUNITY ORTHODONTIC PARTNERSHIP



# Dear Friends,

This last year has been the most dynamic in our history! As a result of the dramatic changes in our program which were implemented in 2009, Smiles Change Lives (SCL) has now truly become national in scope. Moreover, our network of caring orthodontists has increased by nearly a third over the number participating in 2009 and the number of young people receiving life-changing orthodontic treatment has increased by more than 50%.

While 2010 was indeed a good year, our projection for 2011 looks even better. To highlight a few of our goals for the coming year, we expect to:

- Triple the number of new kids entering the program.
- Double the number of our orthodontic providers.
- Establish foreign affiliated programs to share our efficient model of access-to-care with caring orthodontists internationally.
- End the year with an operating surplus which will enable us to start an all-important endowment fund.

The following pages of this report will show in more detail our many accomplishments in 2010, all of which form the basis for our 2011 objectives. We are very pleased with the overall shape of the organization and very excited by the direction we are headed largely due to dedicated people like you.

Thank you for your continuing support of SCL, as you are an extremely important factor in helping change the lives of SCL kids, one smile at a time.

Very truly yours,

Thomas C. Brown / Board Chairman  
[info@smileschangelives.org](mailto:info@smileschangelives.org)



## 2010 Year in Review

In 2010 we expanded our program to serve children in all 50 states. As you can see from the numbers below, we experienced tremendous growth. While recruiting new orthodontic providers and connecting them with more and more families in need, we discovered that our program is both timely and in great demand. Because of supporters like you, we are so proud to be bracing kids for a better future from coast to coast! ■

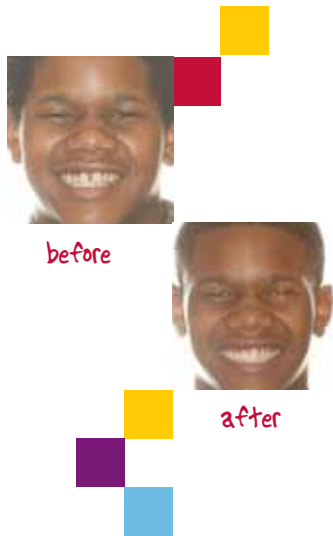


*A recent SCL alumnus*

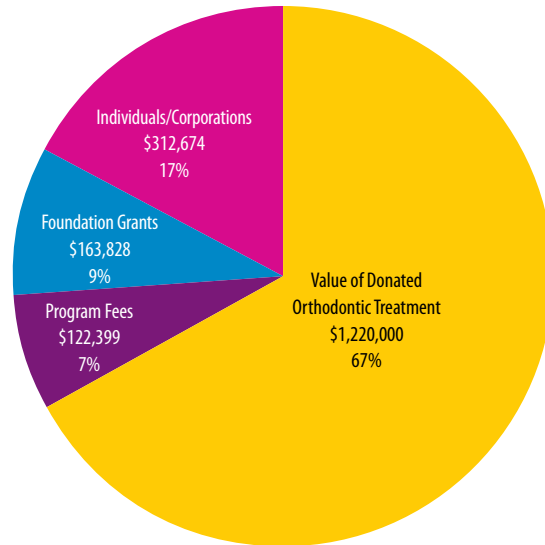
PARTICIPANT PROFILE	2009	2010	2011 GOALS
New Applicants	433	732	1100
Approved New Participants	143	244	700
Applicants Rejected	248	207	30% or fewer
Participants on Compliance Watch	7	4	0
Participants Removed from Program	0	0	0
Orthodontic Providers	243	379	700
Total Number of Participants in Active Case Management	368	513	1,000

# 2010 Financial Review

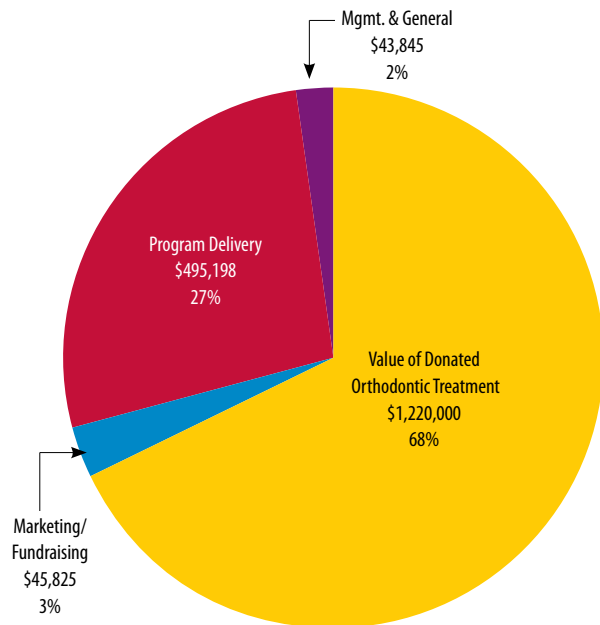
While it wasn't easy to expand our program nationwide in the midst of a recession, we are happy to report that SCL showed an operating surplus for 2010. Due to our increase in program revenue, the unwavering support of our investors, and the addition of new supporters through events and campaigns, SCL remains on solid financial footing. ■



## INCOME - \$1,818,901



## EXPENSES - \$1,804,868



# SCL Named Program Champion!

Thanks to our friends at the American Dental Association (ADA) for naming SCL a Program Champion of their Give Kids A Smile program. Working with local and statewide programs, SCL is reaching more children and families in need of life-changing orthodontic care. We are also proud to partner with ADA members who provide terrific referrals to our program. Together, we will help record numbers of children achieve a healthy and beautiful smile in 2011! ■



# In Their Words ...

What Smiles Change Lives means to SCL participants, alumni and parents.



"I was recently talking with a friend who had not seen Jacob for a while. She commented that there was something different about Jacob but we couldn't put our finger on it. As we were watching the kids play she turned to me and said, 'it's his smile!' Jacob never used to smile because he was so self-conscious about his teeth. Even though he has only had his braces on a few short months he already feels confident enough to smile more!"

*From Jeannie, mother of an SCL participant.*



"I used to not want to smile because I knew my teeth were messed up, but I just had picture day at my school and I actually smiled and it turned out amazing! Now I can smile without being embarrassed."

*From an SCL participant.*

"My friends jokingly call me 'brace face'— but guess what? It's music to my ears! I will start college next year and my undergraduate studies will be Biology/Psychology. I want to become a pediatrician. When I talk to people they will be focused on what I'm saying and not looking at the spaces between my teeth. Smiles Change Lives offered me an opportunity to make a life-long change that built my self-esteem, character and gave me a sense of self-worth."

*From an SCL participant.*



before



after

"A small girl, feeling insecure and extremely self-conscious, putting her hand over her mouth if something made her laugh, wishing for her own beautiful smile someday...that insecure girl was me. I had very crooked teeth and I was very aware of it. Because my parents are disabled and the high cost of braces, I accepted that I would never get braces. My mother discovered Smiles Change Lives. I was doubtful but my mom was hopeful. Now a year and a half later, I finally have a beautiful smile! It seems I can never stop smiling! I am so grateful for my orthodontist, Dr. Spencer and for Smiles Change Lives."

*From an SCL alumna.*

# 3M Support is the Backbone of SCL Expansion



Official Orthodontic Industry Sponsor

[www.3MBraces.com](http://www.3MBraces.com)



Mr. Bill Cruise, President, 3M Unitek

Thanks to 3M, our Official Orthodontic Industry Sponsor, we are reaching new regions and new heights in service to families. 3M continues as the leader in giving to SCL with its financial support, product donations and communications efforts targeted at helping us help more kids. We couldn't be more appreciative of this industry leader that shows such tremendous leadership in doing good for a good cause.

*"3M supports Smiles Change Lives because of the strong commitment we have to its mission of helping kids who couldn't otherwise afford orthodontic treatment. With Smiles Change Lives, everyone involved wins – but most importantly, it is the kids in the program that prevail," states Bill Cruise, President. "With so many selfless orthodontists who donate their time and expertise to help these kids, our allegiance and pledge to helping others achieve the smile of their dreams remains unshakable." ■*

3M staff during recent American Association of Orthodontists Annual Session.



# SCL Gini Awards Honor Volunteer Achievement



Dr. and Mrs. Frank Egan



Dr. Stephen Litton

Named in honor of our founder Mrs. Virginia Brown, or "Gini" as she's known by her friends, the first annual Gini Awards were held in recognition of excellence in volunteer service to SCL. Among the thousands of volunteers that help make our program possible, eight individuals stood out as remarkable ambassadors for SCL's mission:

## 2010 Gini Award Recipients:

- Mrs. Virginia Brown
- Dr. Kelly Toombs
- Dr. Steven Hechler
- Dr. Stephen Litton
- Dr. and Mrs. Frank Egan
- Ms. Giang Vu
- Mr. William Falk

These heroes go above and beyond what is asked of them as volunteers, with one common goal of improving the life and oral health of deserving children across the nation. Contact [gracie@smileschangelives.org](mailto:gracie@smileschangelives.org) for more information about the 2011 Gini Awards. ■



Dr. Kelly Toombs, Dr. Steve Hechler, William Falk, Mrs. Virginia Brown (founder), Giang Vu

# SCL National Candy Exchange



Our Candy Exchange has been a fun and exciting event for SCL since 2007. We don't want to stop all the fun around Halloween, so we give kids an opportunity to 'exchange' their sweets for teeth-friendly incentives. Thanks to the support of 18 tremendous orthodontic partners who joined SCL to host Candy Exchange events in a total of 24 locations.



Many venues donated their candy to troops. For more information on our 2011 Candy Exchange, visit [www.smileschangelives.org/candyexchange](http://www.smileschangelives.org/candyexchange) or email [brianna@smileschangelives.org](mailto:brianna@smileschangelives.org)

- |                          |                                       |
|--------------------------|---------------------------------------|
| Alpha Orthodontics       | Resmer Orthodontics                   |
| Bohl & Race Orthodontics | Richard L. Schechtman D.D.S           |
| Burleson Orthodontics    | Taylor Orthodontics                   |
| East Gate Orthodontics   | Tidewater Orthodontics                |
| Faber Orthodontics       | Wise Orthodontics                     |
| Hannah Orthodontics      | Women in Orthodontics                 |
| Hechler Orthodontics     | Northeast Orthodontics Specialists    |
| Kohrs Orthodontics       | Pediatric Dental & Orthodontics of VA |
| Moroco Orthodontics      | Quest Johnson Orthodontics            |

## Thanks to our event sponsors



# 3rd Annual SCL Turkey Trot a Huge Success!

Thanks to the leadership of Dr. and Mrs. Frank Egan of Long Island, NY, the SCL Turkey Trot sold out to a record number of runners and walkers on Thanksgiving morning. On the south shore of Long Island, this powerful duo raised \$32,000 to support the SCL Long Island program. With 1,500 participants and hundreds of volunteers giving countless hours to this event, SCL's orthodontic providers on Long Island have a tremendous foundation of support for changing the lives of children for years to come. For more information about the 4th Annual SCL Turkey Trot, visit [www.smilesturkeytrot.org](http://www.smilesturkeytrot.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 2010, the combined efforts of 379 orthodontists provided \$1.2 million worth of donated orthodontic care to 244 new SCL participants.**

In several areas, community orthodontists conduct applicant screenings, a critical part of our application process, in their offices as needed. Their double-duty participation is invaluable. **\*Conducted SCL screenings in office.**

- |                            |                              |                        |
|----------------------------|------------------------------|------------------------|
| Dr. John Aamodt            | Dr. John Beyer               | Dr. Jeffrey Cavanaugh* |
| Dr. Emeline Abay           | Dr. Steven Billings          | Dr. Jeffrey Chait      |
| Dr. Jenny Abraham          | Dr. Dan Blackwell            | Dr. Richard Chang*     |
| Dr. Richard Adrio          | Dr. Elizabeth Blackwell-Nill | Dr. Kevin Chapman*     |
| Dr. Cyrus Alizadeh         |                              | Dr. Wisanu Charoenkul* |
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| Dr. Cheryl Anderson-Cermin | Dr. Del Boni*                | Dr. Stephen Colby      |
|                            | Dr. Lana Bowdoin*            | Dr. Santiago Colon     |
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| Dr. Warren Apollon         | Dr. Margo Brilliant          | Dr. Bret Cooper        |
| Dr. Steven Appel*          | Dr. Todd Britt               | Dr. Jonathan Cooper    |
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| Dr. David Balhoff*         | Dr. Paul Cain                |                        |
| Dr. Deborah Barckhausen    | Dr. Chad Callahan            |                        |
| Dr. Blair Barnett*         | Dr. Christopher Carlson      |                        |
| Dr. Hilary Baskin*         | Dr. Michelle Carlton*        |                        |
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| Dr. Jeffrey W. Beyer       | Dr. Ileana Cavanagh          | Dr. Delia Dall'Arancio |



# SCL Orthodontic Providers (con't)

- |                        |                            |                           |
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| Dr. Lucy DeGuzman      | Dr. Harold Frank           | Dr. Eric Hannapel         |
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| Dr. Bill Dischinger*   | Dr. Robert Fry             | Dr. Dennis Harper         |
| Dr. Debra Dobbs        | Dr. Miriam Furlong*        | Dr. Stephen Haught        |
| Dr. Bruce Dormanen     | Dr. Peder Gaalaas          | Dr. Bruce Havens          |
| Dr. John Dovorany*     | Dr. Jose Garcia*           | Dr. Steve Hechler*        |
| Dr. Brian Dubin*       | Dr. William Graham Gardner | Dr. Christopher Henry*    |
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| Dr. Nicole Eberle      |                            | Dr. A. Lauren Hood-Olson* |
| Dr. Scott Eberle       |                            | Dr. William Horbaly*      |
| Dr. Robert Eckelson    |                            | Dr. Jeffrey Horowitz      |
| Dr. Christopher Edelen |                            | Dr. Gustav Horsey         |
| Dr. David Edelman*     |                            | Dr. Richard Hoskinson     |
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| Dr. Michelle Fogg Neal | Dr. Mark Hall              |                           |




## SCL Orthodontic Providers (con't)



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 Dr. Jeffrey Just\*  
 Dr. Thomas Kadar\*  
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 Dr. Jess Kane\*  
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 Dr. John Kanyusik  
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 Dr. Dan Kastner  
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 Dr. Scott Prose\*  
 Dr. Anthony Puntillo\*  
 Dr. Allison Purcell\*



## SCL Orthodontic Providers (con't)



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 Dr. Daniel Rejman  
 Dr. Lindsay Resmer\*  
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 Dr. Michael Zakula  
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# In Gratitude to SCL Volunteers

Words cannot begin to express the gratitude we have for the dedicated men and women who donate their time to SCL. Countless volunteer hours are served in our national office, supporting a staff of seven reaching out nationwide to help kids. In 2010, generous individuals from New York City to Washington state, joined our volunteer force as virtual volunteers, assisting our staff with research, outreach and events. We salute our tremendous SCL volunteer force for their 995 hours of service in 2010! For more information or to volunteer for SCL, please contact **Gracie@smileschangelives.org.**



Ms. Amtis Amani  
 Mr. Baylor Ammon  
 Ms. Alexandra Arias  
 Ms. Veronica Ashley  
 Ms. Tatiksha Bansal  
 Ms. Katie Bond  
 Mr. Chad Brownsberge  
 Ms. Denene Brox  
 Ms. Emily Carter  
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 Ms. Deanna Crowley  
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 Ms. Shannon Donahue  
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Miss Bohannon Megan  
 Ms. Allison Meyer  
 Mr. Chad Moore  
 Ms. Denise Oliver  
 Mr. Payam Owtad  
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 Ms. Connie Palacios  
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 Ms. Katie Pass  
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 Ms. Cheryl Rutherford  
 Mr. Michael Sams  
 Ms. Kate Saxon  
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 Ms. Rita Sheley  
 Ms. Lisa Shepard  
 Ms. Anuneeti Singla  
 Ms. Darlene Smith  
 Ms. Dee Dee Stephan  
 Ms. Maureen Stephan  
 Dr. Mercedes Stephenson  
 Ms. Shawna Taylor  
 Ms. Zarina Tchinibekova  
 Ms. Dawn Torres



Ms. Jan Tracy  
 Ms. Kailyn Tran  
 Ms. Sharon Traylor  
 Mr. Corey Tuttle  
 Ms. Bethany Vaughn  
 Ms. Giang Vu  
 Miss Courtney Will

# 2010 Smiles Change Lives Donors

Many thanks to all who have given the gift of a healthy, beautiful smile to a child in need. Your investment will last a lifetime!

## Major Investors - \$50,000 and up

3M  
The Brown Law Firm  
Maurice L. and Virginia L. Brown Foundation  
Smiles Change Lives Orthodontists

## Smile Benefactors - \$10,000 to \$49,999

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## Gifts of Health - \$1,500 - \$9,999

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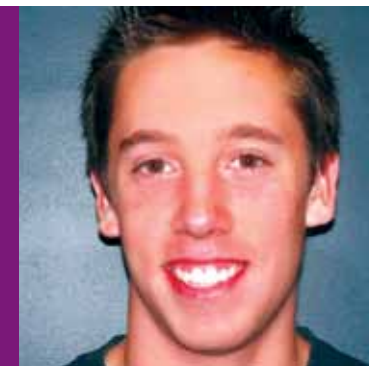
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