



Impact
Report

20
25

31,860

Evaluations

21,380

Surgeries

241

Missions

03

Centres

1,129

Volunteers

13

Countries



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MESSAGE FROM CHAIRMAN

The Smile Mission continued to make meaningful progress in fiscal year 2025. During the year, we provided comprehensive medical evaluations to 2,342 patients, of whom 1,959 received life-changing surgeries.

The Asia Student Leadership Conference (ASLC), held on 26–27 October 2024, was another important milestone in nurturing the next generation of compassionate leaders. It brought together student leaders from 10 countries and equipped them with the skills and perspectives to create positive change in their communities.

We also organised several fundraising initiatives that strengthened our impact. The Charity Gala was a key highlight, at which we presented the inaugural Philanthropic Visionary Award to Her Majesty The Queen Mother of Bhutan in recognition of her outstanding contributions to underserved communities. The Charity Concert, Influence4Smiles and Fitness4Smiles further expanded our reach, engaged new audiences, and raised awareness of our work.

Our longstanding partnerships with Mr Bean and The Ritz-Carlton, Millenia Singapore, continued to flourish through the Smile With Me and Smile Asia Week campaigns, respectively. These initiatives remain a cornerstone of our efforts and are made possible through the unwavering support of our valued partners and dedicated volunteers.

To our friends, donors, and volunteers, thank you for your steadfast support and dedication, which make our work possible



Dr Vincent Yeow
Chairman



Our progress is made possible by the unwavering support of our community.

Dr Vincent Yeow
Chairman

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 children with facial deformities. We improve the standards of medical care by creating opportunities for collaborative learning and the exchange of best practices.

We deliver free surgical care through medical missions and care centres, including comprehensive care centres run by Smile Asia charities and outreach centres managed by third-party partners. These initiatives help build trust and bridge cultural gaps among diverse communities across Asia and the world.

With activities in 20 countries, Smile Asia member charities have collectively delivered over 95,000 surgeries across Asia.

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 CONTRIBUTED¹ SURGICAL ACTIVITIES

COUNTRY	SITE	DATES	HOSPITAL	EVALUATIONS	SURGERIES
India	Visakhapatnam	19 Jul 24 - 25 Jul 24	GVP Medical College	100	63
Philippines	Iloilo City	21 Jul 24 - 28 Jul 24	Western Visayas Sanitarium Hospital	28	18
Cambodia	Preah Ketomealea	25 Jul 24 - 25 Jul 24	Preah Ketomealea Hospital	3	2
India	Bidar	17 Sep 24 - 23 Sep 24	Vasu Hospital	71	51
Cambodia	Phnom Penh	22 Sep 24 - 26 Sep 24	Khmer Soviet Friendship Hospital	97	50
China	Fengkai	17 Oct 24 - 22 Oct 24	Fengkai Tang Guo Hua Hospital	86	42
India	Guwahati	08 Nov 24 - 15 Nov 24	Guwahati Comprehensive Cleft Care Centre	40	34
India	Bhubaneswar	27 Nov 24 - 02 Dec 24	Hi-Tech Medical College and Hospital	80	64
Cambodia	Svay Rieng	29 Nov 24 - 01 Dec 24	Svay Rieng Provincial Hospital	65	36
Cambodia	Phnom Penh	04 Jan 25 - 10 Jan 25	Khmer Soviet Friendship Hospital	143	53
India	Agartala	13 Feb 25 - 16 Feb 25	Tripura Medical College Hospital	41	41
India	Shillong	03 Mar 25 - 08 Mar 25	Ganesh Das Hospital	53	65
Cambodia	Siem Reap	12 Mar 25 - 16 Mar 25	Siem Reap Provincial Hospital	49	44
Philippines	Ilagan City	16 Mar 25 - 23 Mar 25	Gov. Faustino N. Dy Sr. Memorial Hospital	52	43
China	Zhengzhou	17 Apr 25 - 22 Apr 25	Zhengzhou No.1 People's Hospital	95	50
Cambodia	Kampot	30 Apr 25 - 04 May 25	Kampot Provincial Referral Hospital	45	30
Bangladesh	Dhaka	23 Jun 25 - 30 Jun 25	Sarkari Karmachari Hospital	97	76
India	Guwahati	Financial Year 2025	Guwahati Comprehensive Cleft Care Centre	1,197	1,197
TOTAL				2,342	1,959

¹ 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 Asia Student Leadership Conference (ASLC) was held on 26–27 October 2024 at D'Resort Downtown East, bringing together 86 student leaders, including 21 representatives from 9 countries.

Centred on the theme *Leading Together, Lifting Each Other*, the conference focused on transformational leadership in the service sector.

The conference kicked off with a Service-Learning Journey, where participants engaged in community activities and raised awareness about children with facial deformities. The evening concluded with the Cultural Night, showcasing their diverse cultural heritage through music and dance.



On the second day, students gained valuable insights through talks and a panel discussion featuring guest speakers who shared perspectives on leading with empathy, integrity, and purpose.

The event was graced by Guest of Honour, His Excellency Medardo Macaraig, Ambassador of the Republic of the Philippines in Singapore.





CHARITY CONCERT

Headlined by acclaimed Bollywood artist Papon, the inaugural Smile Asia Charity Concert was held on 14 August 2024 at Capitol Theatre. The evening featured a captivating repertoire spanning Bollywood, folk, and ghazals, creating a warm & uplifting atmosphere for all in attendance.

Some 1,000 guests attended the event, reflecting the strong support and shared commitment of the community towards our work.

The evening was further honoured by the presence of Her Majesty the Queen Mother of Bhutan, Dorji Wangmo Wangchuck, whose attendance added great significance to the occasion.

The success of the event was made possible through the generous support of Executive Ship Management and the volunteers of Assam Association of Singapore.





CHARITY GALA

Held on 15 August 2024 at the Singapore Marriott Tang Plaza Hotel, Smile Asia's annual Charity Gala brought together over 300 distinguished guests in support of our work.

The evening was graced by our Guest of Honour, Dr Vivian Balakrishnan, Minister for Foreign Affairs of Singapore, and our Special Guest, Her Majesty Queen Mother Dorji Wangmo Wangchuck of Bhutan. Their presence underscored the importance of cross-border collaboration in advancing accessible healthcare for underserved communities.

The key highlight of the Gala was the presentation of the inaugural Smile Asia Philanthropic Visionary Award to Her Majesty the Queen Mother, recognising her outstanding leadership and dedication to humanitarian efforts.

The award was presented by Dr Vivian Balakrishnan in recognition of Her Majesty's unwavering support for Smile Asia and her instrumental role in strengthening partnerships that have enabled impactful medical missions in Bhutan.

MR BEAN SMILE WITH ME

In partnership with Mr Bean, Smile Asia launched a festive fundraising initiative through the sale of Christmas Gift Boxes during the year-end holiday season.

Each beautifully designed, festive tin contained six Speculoos Soy Granola, six Matcha Soy Cookies, and a limited-edition wristlet bag, making it a delightful gift option for the season.

A total of 6,000 tins were sold during the campaign, raising valuable support for our programmatic activities.



INFLUENCE4SMILES

Influence4Smiles is a project that leverages the social ecosystem to drive fundraising and raise awareness through social media platforms and key influencers. Compared to the previous year, the initiative was expanded to include social media influencers from outside Singapore. The campaign was conducted over a three-month period from March to May 2025.

Participating influencers contributed on a voluntary basis, supporting the campaign by helping to amplify its reach and visibility.

In addition, a partnership was established with St. James's Place Charitable Foundation, which provided matched donations of up to GBP 5,000 for the campaign.



SMILE ASIA WEEK

SAW 2025 was held from 5 to 11 May 2025, during which close to 4,000 cakes were sold in the week leading up to Mother's Day. This annual campaign was conducted in partnership with The Ritz-Carlton, Millenia Singapore as part of their Community Footprints Initiative.

To enhance the overall customer experience and align with the gifting occasion, each cake was presented in a premium carrier bag, adding a thoughtful and gift-ready touch for Mother's Day.





FITNESS4SMILES

Smile Asia held the fourth edition of its physical indoor cycling challenge, Fitness4Smiles, on 1 June 2025. The event was organised in partnership with True Fitness and supported by Mr Bear.

This year's event took place at True Fitness, Millenia Walk, where 117 participants took turns cycling with great determination and competitive spirit over a one-hour duration.

The total distance cycled was matched by pledges secured by each team through friends and family prior to the event. With their strong support, the total amount raised exceeded \$80,000.



NUMBERS INFOGRAPHICS

Income Comparison



Expense Comparison



Surgical Care Comparison



■ FY 2025
■ FY 2024

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	3 out of 4
Paul Wilden	1 out of 4
Kong Ho Loon	4 out of 4
Sean Tan	3 out of 4
Janice Gan	1 out of 4
Diana Lim	2 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



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.

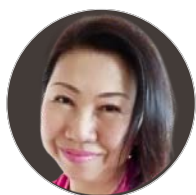
Joined Board on 01 Sep 2016



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 \$100,000 to \$200,000	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 2025 at www.smileasia.org. Alternatively, please email us at info@smileasia.org.

CONTACT US

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