



facing the world

fighting for children with facial disfigurement

I WANT  
**TO LIVE**  
LIKE OTHER  
CHILDREN



**Help support 50,000 operations over  
the next 5 years by raising 3.5 million.  
Together we can change lives.**

## **Facing the World (FTW) has been active internationally since 2002, and in Vietnam since 2008. The Children's Medical Foundation offers hope to children born with severe facial disfigurement.**

We have pioneered a bold new approach to sustainable healthcare, with self-run centers of excellence in the countries where we work. These provide children born with facial disfigurement with the surgery they need. The model can then be replicated nationally and internationally.

We are a children's medical Foundation, run by volunteers who care passionately about the cause. This includes all doctors nationally and internationally, the voluntary CEO (Trustee) and all other professionals. Major corporations and Foundations support our unique approach, and have generously donated financial funding, services and medical technology.

### **Beginnings – why Vietnam?**

Our journey began with a focus on bringing children needing complex facial surgeries to the UK from countries where access to the required specialist healthcare is limited. Each year, one to two children were treated in the UK by FTW partner hospitals, at a cost ranging from £50,000 to £1 million. Following an invitation by a US charity to visit Vietnam, FTW identified there a compelling need. The occurrence of birth defects in Vietnam is estimated to be 10 times higher than in neighboring countries, thought to be partly due to the legacy of Agent Orange. In 2008 we began running medical missions to Vietnam. A multidisciplinary team of FTW medics operated jointly with their Vietnamese counterparts on complex surgical cases.

### **A sustainable solution**

Since then, we have developed a clear, sustainable strategy which will lead to tens of thousands of children, initially in Vietnam and hopefully beyond, receiving the treatment they need for horrifically disfiguring birth defects. We have moved away from the model of treating one to two children a year at astronomical cost to a position where we facilitate operations on thousands of children with craniofacial conditions. We now crucially provide continuous training for local teams at partner hospitals. This teaching platform is replicable not only in Vietnam but eventually in other countries and scalable in the medical field where talent has proven difficult to scale in the past.

### **Teach a man to fish**

The key to this viable and sustainable solution is the teach-a-man-to-fish approach. We award international training fellowships to Vietnamese medics, and we have already sent 170 to top medical institutions in the United Kingdom, Canada, the USA and Australia to observe and learn new techniques and approaches. A further 200 fellowships are currently in the planning over the next five years. These fellowships are supplemented by in-country missions where complex surgeries are carried out by coordinated teams of Vietnamese doctors and international doctors involved in the fellowship program.

### **Telemedicine**

Partnering with a telemedicine platform is critical to a scalable and replicable approach. It enables the development of an outreach program in Vietnam, along with a two-way mentoring educational system with international partners. We also work with our Vietnamese partners to identify other game-changing technology needs, which are then met through donations.

## Structure

Facing the World works closely with the Ministry of Health to best deliver what specifically fits the needs of the Vietnamese healthcare sector, thus enabling optimal medical practice to be delivered in the field of facial disfigurement. The Foundation works with all relevant sectors: state, military and private and has partnered with hospitals active in these respective sectors. These include Viet Duc University Hospital & K National Cancer Hospital (State); 108 Military Central Hospital (Military) and Hong Ngoc General Hospital (Private), allowing our reach to extend throughout the country via their networks of approximately 100 further hospitals and clinics.

## **108 Center for Craniofacial and Plastic Surgery - the first of its kind in Southeast Asia and a blueprint for the future.**

The first Center for Craniofacial and Plastic Surgery in Vietnam opened in December 2018 after three years of discussions with members of the medical establishment, the government, and FTW. These helped to develop a blueprint, with a clear and measurable 5-to-8-year plan including all aspects of specialist medicine under a fully multidisciplinary approach.

So far 37 medics from the new Center have taken part in the fellowship program and two telemedicine platforms from Teladoc have been donated to the hospital. These are the first steps in this new modular approach with a clear start and end point. It can now be replicated elsewhere in the Foundation's ever-expanding international network. After 8 years, the Center will be able to reach and treat 60% of all children born in Vietnam with significant facial disfigurement.

A Memorandum of Understanding was signed between Facing the World and 108 Military Central Hospital in 2024, extending our affiliation for another 5 years until 2029. The objective of the partnership is to promote collaboration between the expert doctors of Facing the World, the Royal College of Surgeons, and the doctors of 108 Military Central Hospital in the field of education and scientific research, to benefit Vietnamese children born with facial disfigurement.



Our unique approach developed over the last ten years:

## Fellowships · In-country Training · Technology Donation

**Fellowships** for Vietnamese medics are key to the Foundation's success and to building capacity for specialist treatment and care in Vietnam for children born with craniofacial conditions. Craniofacial medicine and surgery is a multidisciplinary field. As such, the fellowships offered by the Foundation are open to all doctors, surgeons and ancillary specialists from each of our partner hospitals and last between 2-6 weeks. The program was launched in the UK in 2015 and has since expanded to include placements at the Hospital for Sick Children (SickKids) in Toronto, Canada; the Women's and Children's Hospital, Adelaide, Australia; and The Children's Hospital of Philadelphia, Johns Hopkins Hospital, Seattle Children's Hospital, and University of Maryland Shock Trauma Center in the USA. Since inception, 170 Vietnamese medics have been offered fellowships to these outstanding institutions, giving them an opportunity to observe and learn new techniques and approaches from the best in the world. Support for the program from the medical community has been tremendous. Just one example of the many positive outcomes is that the Difficult Airways Society (UK) has introduced its rigorous guidelines into Vietnam and is collaborating intensively with the country to help drive and build further capacity. Over the next five years, we plan at least 200 more fellowships.

All fellowship-associated costs are covered by the Foundation (approx. £11,100 per 2-week fellowship, increasing incrementally).

**In-country Training** via medical missions to Vietnam builds on the fellowships and is delivered by the Foundation's international teams working alongside the Vietnamese teams to operate jointly, putting the new approaches and techniques to use. The missions typically last a week, and the international doctors who participate in the missions come exclusively from units where the fellowship program is active in the UK, Canada, the USA and Australia. This serves to build on the continual educational process. Since 2008, there have been on average two missions to Vietnam per year. Smaller additional missions covering specific surgical topics and approaches have proven a resounding success. We will now increase mission numbers over the next five years to between four and six per year. All missions include teaching conferences to which doctors throughout Vietnam are invited.

**Telemedicine and Technology:** Through the Teladoc platform, we have been able to donate telemedicine capability to all our partner hospitals in Vietnam. This connectivity allows experts from around the world to continue advising and teaching on a regular, year-round, basis without physically being in Vietnam. Our goal is to extend this capability to more clinics across Vietnam, thereby facilitating an outreach program bringing expertise and screening to remote areas without the large capital expenditure, which would otherwise be required.

Technology needs are identified in collaboration with our partner hospitals in Vietnam. To date, we have channelled £2.4 million of donations in medical technology (including telemedicine) from the World Telehealth Initiative to Hong Ngoc, Viet-Duc University, K (Cancer), and 108 Military Central hospitals. This is a start to extending national and international remote treatment capabilities.

## Official status in Vietnam and other recent developments.

In Vietnam, we have been granted PACCOM registration. We have signed MOUs with VAVA, the Vietnam Red Cross and Direct Relief. The latter, one of the world's largest foundations, has earmarked \$100 million in potential donations to Vietnam annually, now that we have facilitated direct relationships with Vietnam. We have a Vietnamese patron and long-term financial supporters, giving us a sound platform from which to continue to expand our services throughout Vietnam and eventually in other countries.

The Foundation works through intensive collaborations with the state, military and private sectors in Vietnam. These include close relationships with Viet-Duc University Hospital, Hong Ngoc General Hospital, K National Cancer Hospital and 108 Military Central Hospital as well as with their respective networks of hospitals throughout Vietnam. These are key partners in the Foundation's overseas training. The business model is replicable, and the Foundation continues to build on the successful collaboration it saw in Da Nang and is seeing in Hanoi.

The Royal College of Surgeons of England has awarded its prestigious International Accreditation to Facing the World's partner hospitals, Viet-Duc University Hospital and 108 Military Central Hospital (January 2022) and Hong Ngoc General Hospital (March 2023). The trio of health facilities join an esteemed list featuring the world's very best surgical centers, an outstanding achievement recognizing their hard work and high standards.

In 2024, two surgeons from Viet-Duc University Hospital and two surgeons from 108 Military Central Hospital were accorded FRCS Ad Eundem Honorary Fellowships by the Royal College of Surgeons of England.

The foundation strengthened its Vietnam network by maintaining ties with the UK Embassy in Hanoi and the Vietnamese Embassy in London, extending its PACCOM registration, and receiving ongoing support from its patron, the Founder of Hong Ngoc General Hospital.

## AWARDS

In 2017, our CEO (Voluntary) Katrin Kandel, was awarded a **Points of Light Award** in recognition of excellence, innovation and inspiration, by the British Prime Minister.

In 2018, we were presented with the **Vietnam President's Medal for Friendship**, Vietnam's highest State Award.

In 2021 and again in 2023, we achieved PACCOM's **VUFO (Vietnam Union of Friendship Organizations) Certificate of Merit** for significant contributions to Vietnam's socio-economic development.

In 2022, VUFO awarded us the **Medal for Peace and Friendship among Nations**.

In 2022, we were also presented with the **People's Health Medal** for our contribution to the development of Vietnam's healthcare by the Minister of Health, Vietnam.

In 2024, our CEO (Voluntary) / Trustee, Katrin Kandel, was honoured with the **'Innovation of the Year'** award by the Vietnam International Awards, in recognition of her leadership of Facing the World.

We have been officially **endorsed by the UK All-Party Parliamentary Group for Vietnam and the Vietnam-UK Network**.



**Fighting for children with  
facial deformities**

## BACKGROUND

The Vietnam Red Cross recorded over 400,000 children born with birth defects, believed to be due to exposure to **Agent Orange**.

The occurrence of severe facial birth defects is by some estimates between 4 and 10 times higher in Vietnam than in neighbouring countries. This is believed to have been compounded by the effects of Agent Orange.



## Who We Are

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## Facing The World

### We are Facing the World

- UK-registered medical Charitable Foundation that treats children from developing countries with craniofacial defects.
- Team of world-class surgeons from world-class institutions leading a program of skills transfer to local doctors via fellowships and ongoing training through telemedicine and missions.
- Working to establish a long-term sustainable program in Vietnam that can be replicated internationally.
- Commended by the UK Prime Minister with a Points of Light award in recognition of excellence.
- Recipient of the prestigious medal for “Peace and Friendship among Nations” from the Vietnam Union of Friendship Organizations, the Vietnam President’s Medal for Friendship, and the Vietnamese Ministry of Health’s “People’s Health” Medal.

### A unique position in Vietnam

- Officially endorsed by the UK All-Party Parliamentary Group for Vietnam and the Vietnam-UK Network.
- Only Foundation with a Memorandum of Understanding with the Vietnam Agency for Victims of Agent Orange, the Vietnam Red Cross, and Direct Relief, and one of the few charities with a PACCOM registration.
- Supported by the Vietnam Embassy, Ministry of Health, People’s Committee, and the Vietnam Union of Friendship Organizations.
- Domestic strategic alliance with Vietnam Airlines.
- International fellowship support from the Emirates Airline Foundation.
- In the past year alone, we facilitated the treatment of over 10,000 patients.



## What We Do

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Our expert surgeons work with our partner Hospitals, giving the tools and platform to provide life-changing operations to give children the chance to smile and face the world.



## What We Do

### Outcomes

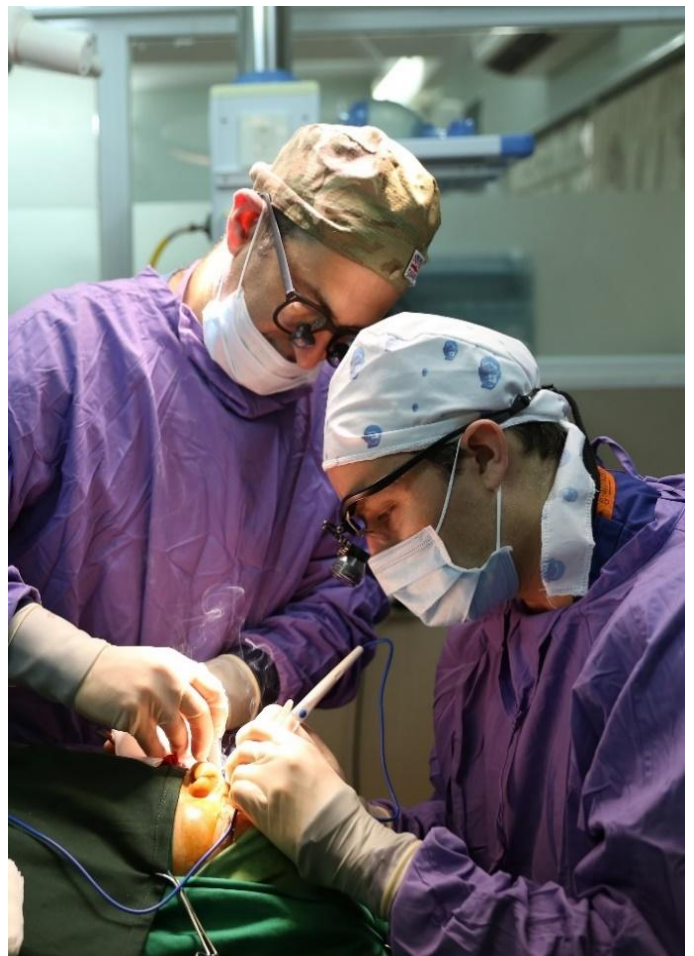
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## Some of the Conditions Treated

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- CRANIOMAXILLOFACIAL TRAUMA
- CRANIOFACIAL CLEFTING CONDITIONS
- CRANIOSYNOSTOSES
- CRANIOFACIAL TUMOURS
- COMPLEX FACIAL SKIN MALIGNANCY
- ORBITOTEMPORAL AND FACIAL  
NEUROFIBROMATOSIS TYPE 1
- ENCEPHALOCELES
- MENINGOCELES
- HEAD AND NECK CANCER
- VASCULAR MALFORMATIONS OF THE HEAD AND  
NECK
- HAEMANGIOMAS OF THE HEAD AND NECK
- ORBITAL AND PERIORBITAL TUMOURS



## Our Goals

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### The Next 5 Years

- Establish appropriate self-sustaining craniofacial centers and outreach programmes in Vietnam.
- Offer 200 international fellowships to world-class units in the USA, Canada, Australia, and the UK.
  - Sponsor training missions to partner hospitals in Vietnam.
    - Create a replicable measurable platform.
    - Perform 50,000 complex surgeries.

**OUR SHORT-TERM VISION: Train 200 more doctors and facilitate 50,000 life-changing operations over 5 years.**

1. Establish a series of craniofacial centers in Vietnam.

2. Trained Vietnamese surgeons will then carry out their own training programmes, thus building a sustainable pyramid of expertise. Each expert participant in the Fellowship Programme will be able to perform more than 100 complex surgeries annually.

3. Sponsor training missions to hospitals across Vietnam, and international training fellowships for Vietnamese doctors. All medics donate their time.

## Our Goal

# Raise £ 3.5 million

to be deployed in:

- Skills transfer
- Establishment of craniofacial units across Vietnam
- Treatment of children

**Do something life-changing.**

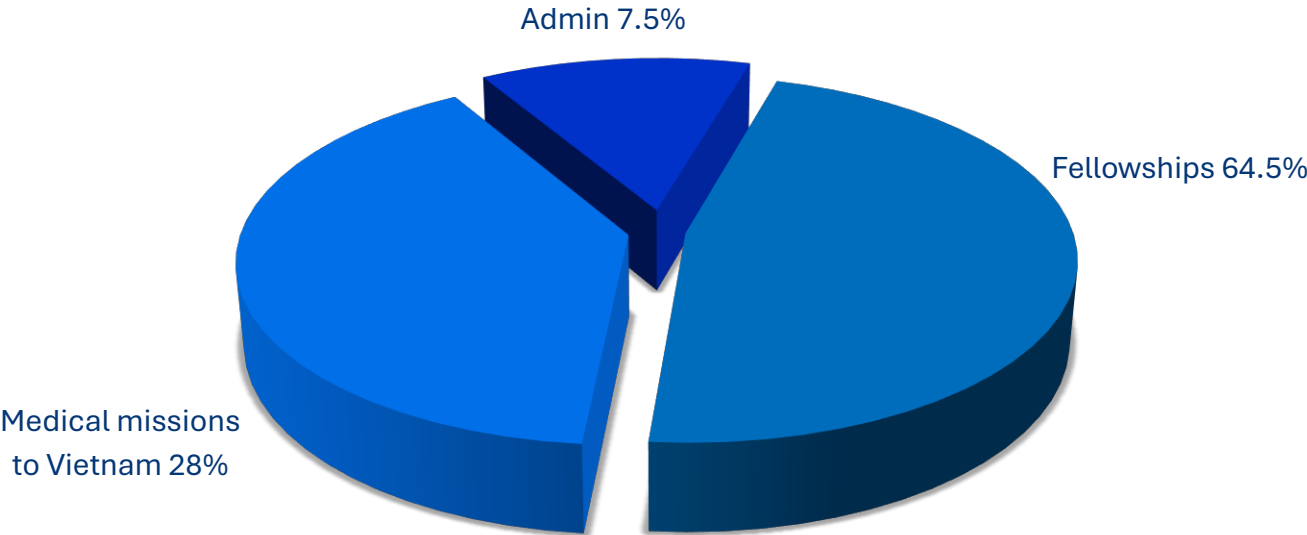


**Help children like these.**

# How The £3.5m Will Be Spent

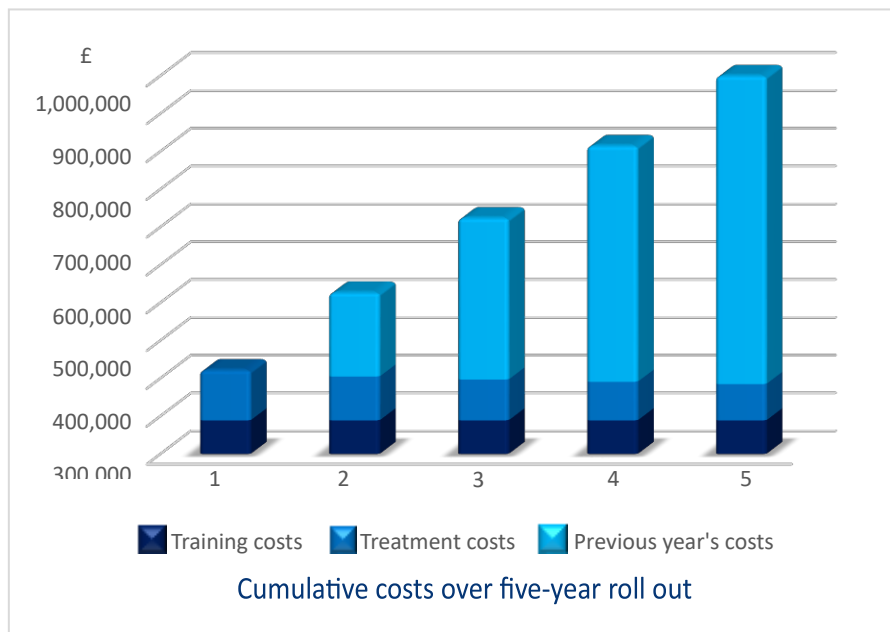
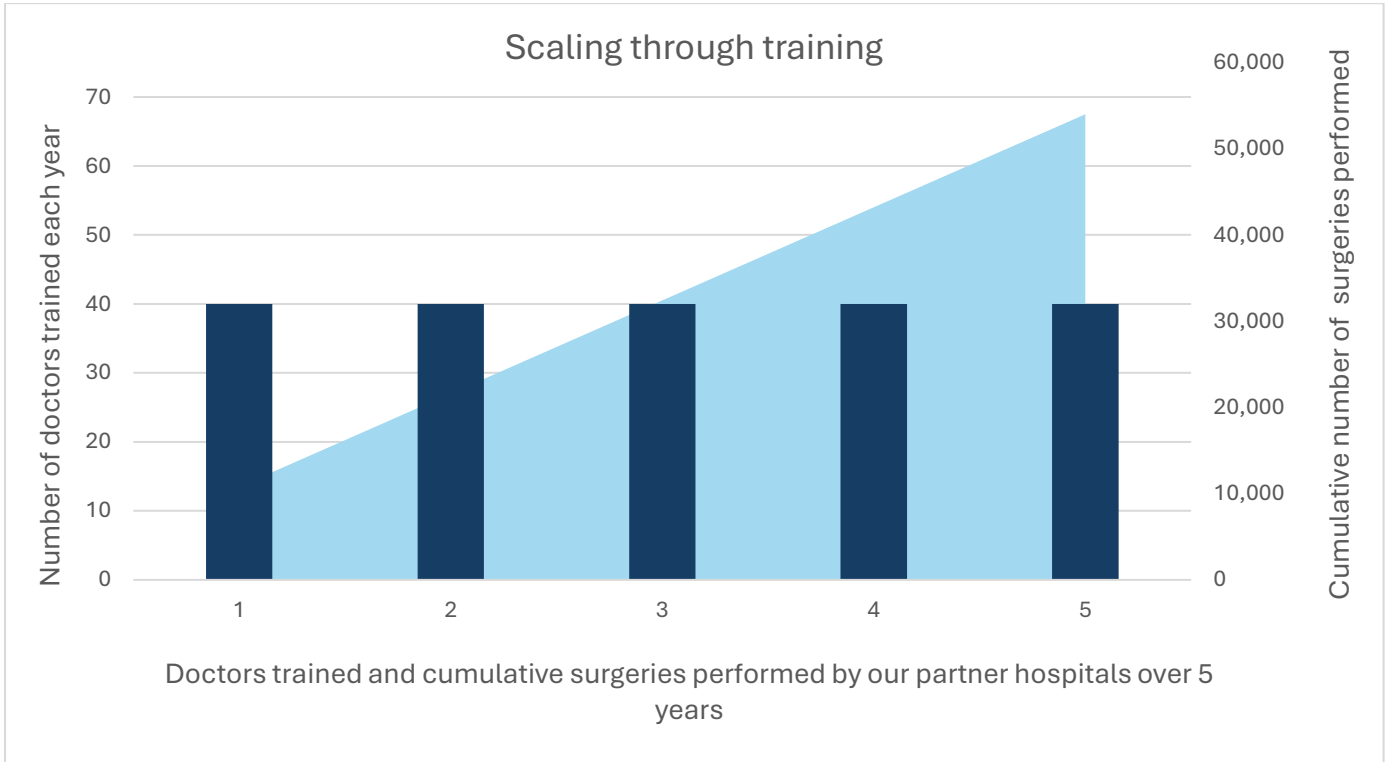


## % Spend Breakdown



## 200 international fellowships offered over the next 5 years

50,000 life-changing surgeries\*





**We have a strong  
international medical team  
committed to the cause**





**Children are waiting for treatment**

**–will you help them to face the  
world?**

## Facing The World Fundraising: 5-Year Projection

Facing the World hopes to raise approximately £700,000 GBP a year over the next five years. Progress is constantly under review with all the partner hospitals.

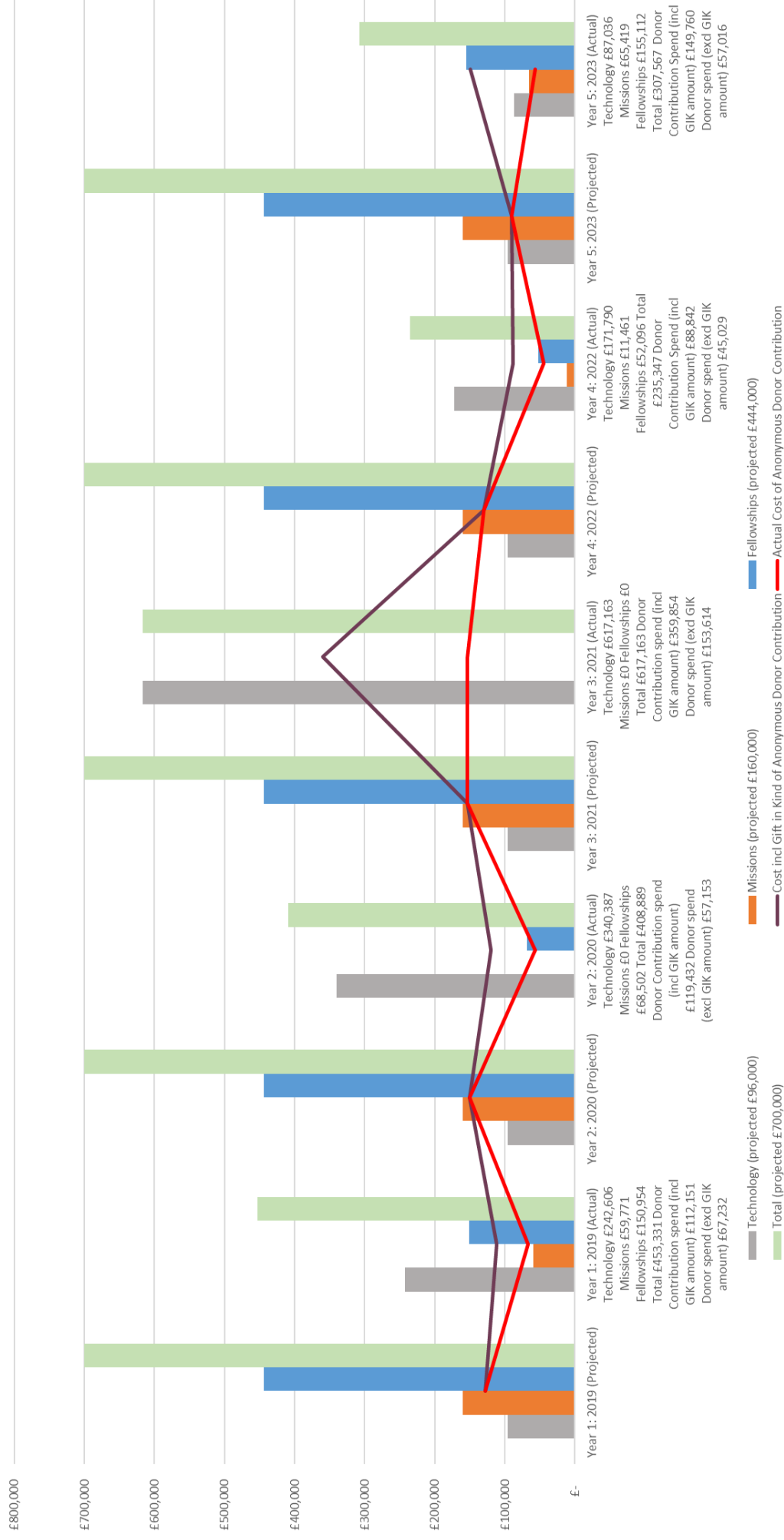
### Total 5-Year Project 2024 – 2028: cost of £3.5 million

<b>Total 5-year Project 2024 - 2028: Cost of £3.5 million</b>			
		<b>Yearly Forecast</b>	<b>Achieved</b>
<b>Year 1: 2024</b>	Technology	£96,000.00	
	Missions	4 (£160,000)	3
	Fellowships	40 (£444,000)	21
	RCS Accreditation		
<b>Year 2: 2025</b>	Technology	£96,000.00	
	Missions	4 (£160,000)	
	Fellowships	40 (£444,000)	
<b>Year 3: 2026</b>	Technology	£96,000.00	
	Missions	4 (£160,000)	
	Fellowships	40 (£444,000)	
<b>Year 4: 2027</b>	Technology	£96,000.00	
	Missions	4 (£160,000)	
	Fellowships	40 (£444,000)	
<b>Year 5: 2028</b>	Technology	£96,000.00	
	Missions	4 (£160,000)	
	Fellowships	40 (£444,000)	

To offer a comprehensive overview of our 5-year projection, we present our results for the period 2019 – 2023. The graph on the following page encompasses costs associated with fellowships, missions, donated technology, and surgeries, along with our initial predictions and the achievements realized.

# Full Programme

5 year projection: £3.5 million





## CONTACT

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Trustee

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