



foundation
IMPROVING DENTAL HEALTH

IMPACT REPORT

Sparkling Smiles Campaign Raises \$70,000 Thanks to Supporters Like You

By Evan Werbrouck

The MDA Foundation's Sparkling Smiles Digital campaign represents the largest event hosted by the MDA Foundation this year. This campaign replaced the annual in-person event held during the MDA Annual Session. Now, the MDA Foundation is thrilled to say that as of Sept. 30, the campaign has raised \$70,000 — thanks to sponsors and generous donors like you.



Werbrouck

When the Foundation began this digital journey, it was its first time hosting a fundraising event digitally. But the Foundation had no other choice during the COVID-19 pandemic. "The learning curve was fast, but we quickly realized we had the ability to reach many more people through our digital outreach than those we see in person at the Annual Session event. As we began posting our messages, we quickly became motivated to create more due to your support, participation and gifts. Thank you!" stated Foundation Executive Director, Nancy Maier.

The Sparkling Smiles Digital Campaign raises the money given in grant awards to safety net clinics and programs providing dental education and care benefiting the uninsured and underserved throughout the state. Without this campaign, thousands facing access-to-care, socio-economic, and lack-of-insurance challenges would go without the dental care they so desperately need. This campaign is especially important now, during the current pandemic and uncertain economic times.

The campaign is comprised of emails and social media posts highlighting sponsors, grant and scholarship recipients, donors, Foundation Board

members, and grateful patients. If you haven't seen these posts, please take some time to go through your email or find the Foundation on Facebook or Instagram. You won't be disappointed. You'll see how thankful our scholarship and grant recipients are, or how a life was saved due to dental care received, and why our sponsors, donors, and Foundation Board members find it so important to support the work we do.



The MDA Foundation is beyond grateful for all of the Sparkling Smiles Digital Campaign donors. You help lead the way in spreading your passion for giving back where it is needed most. If you haven't given to the Sparkling Smiles Digital Campaign, there's still time. No gift is too small and for those the Foundation serves, your gift may be life-changing.

To make a gift to the Sparkling Smiles Digital Campaign, click [here](#).

You can see a list of our sponsors [here](#).

Look for more videos and emails in the future, and please help support your MDA Foundation's work in Improving Dental Health throughout the state.

[Click here](#) to see a video from Kelly Levelston, a patient helped through a grant award given to the Muskegon Volunteer for Dental Health program. Kelly is now healthier, more productive, and a Board member at the clinic where she received her care.

Please make a gift today by clicking [here](#).

Program News & Special Events

Announcing the MDA Foundation/DentaQuest COVID-19 Grant Fund Partnership Benefiting Michigan's and organizations with grant awards to purchase PPE

The MDA Foundation is proud to announce an important new partnership with the DentaQuest Foundation. Together, we are providing a grant fund of \$100,000 to give in awards for the purchase of personal protection equipment. This grant fund is available immediately until Dec. 1 for any 501(c)3 organization providing dental education and care to Michigan's uninsured and underserved.

The funding must be used for the purchase of any PPE needs within qualifying organizations.

"All safety-net clinics need N95 masks and I'm sure much more. Giving each clinic money to obtain their own PPE through their vendors is excellent," said MDA Foundation Board member and public health dental hygienist Nancy Harmon. "Purchases will be for exactly what is needed and most likely at lower costs. What a great opportunity for any non-profit organization providing dental care and education and for both partnering organizations."

To apply for funding, write a one-page letter of interest

stating your specific needs and the amount of money you are requesting. All requests are due to the MDA Foundation by Dec. 1, 2020,

and will be fulfilled until the grant fund is depleted. Grant awards will be distributed by the end of 2020. The MDA Foundation will follow up with those awarded to obtain a final report of how the money was used by March 2021.

In the COVID-19 era, this is an important and exciting partnership. The MDA Foundation is proud that DentaQuest supports the Foundation's work with organizations and clinics that provide dental education and care throughout the state. This partnership is helping fulfill the pressing need to keep you and your patients safe and healthy. For more information [click here](#).



MDA Foundation Gives \$154,695 in Grant Awards to Eight Organizations

The year 2020 will most likely go down as one of the most difficult we've faced in history. The COVID-19 pandemic has thrown a wrench into almost all of our lives throughout the year. Dental offices, clinics, and organizations providing care to Michigan's underserved were closed for nearly three months. The result of these closures has been people in desperate need for routine dental care, an increase in wait times to get a dental appointment, and people skipping appointments that they need to remain healthy.

This could be clearly seen in the number of grant requests received by the Foundation before the May submission deadline. The MDA Foundation received 16 grant applications, with the total requested adding up to just under \$500,000. Requests largely focused on serving the growing number of people who required dental education and care due to the loss of jobs, health, and dental insurance in the midst of the global pandemic. One request focused on caring for MDA members and their immediate families.

During this unprecedented and uncertain time, the MDA Foundation stepped up to the challenge by approving eight grant requests, for a grand total of \$154,695. This represents the largest amount given by the MDA Foundation in



Veterans' programs provide care.

its history.

Supporting veterans. Last year, the MDA Foundation approved a new grant focus on organizations serving the veteran population throughout the state. This year, two organizations received a total of \$50,000 to educate and care for uninsured veterans over the next three years. Victors for Veterans, a program based out of the University of Michigan, is partnering with the VINA Clinic in Brighton to treat veterans at no cost. The MDA Foundation is working closely with both organizations to measure outcomes and the impact of the grant, with more information to be shared in the future.

Member Assistance Program. Another award went to the Michigan Dental Association to fund its new Member Assistance Program. The Member Assistance Program is accessible to MDA members and their families 24/7 for issues covering a large spectrum, including mental health and well-being, financial planning, caring for family members, and life coaching. The MDA Foundation determined that current programs didn't directly benefit members and believes strongly in this significant new program. For more information, visit michigandental.org/assistance.

Program News & Special Events

It's Student Scholarship Season!

The MDA Foundation's scholarship season kicked off in August. All dental, hygiene, and assisting schools were notified of the scholarships available, and the MDA promoted the scholarships through several channels.

Between August and October school officials communicated these scholarship opportunities to their students, directing them to the Foundation website to apply. A total of 60 scholarship applications were received by the deadline of Sept. 30. In October, the Foundation's scholarship committee began conducting outreach with the best and brightest of the applicants. Once finished with all student outreach, the scholarship committee will then make its recommendations to the MDA Foundation Board, for approval at the Foundation's November Board meeting.

This scholarship season, the Foundation is offering a total of \$14,500 to give to students. Each year the organization's scholarship committee works harder to maximize the awards to better help students offset the rising cost of dental, hygiene, and assisting school. These scholarship opportunities would of course not be available to the students without the generous gifts from MDA Foundation scholarship donors. Each donation to the Foundation's scholarship funds helps provide larger scholarship awards to more and more deserving students.

"With the rise in college tuition, it's important to us to give larger awards to help these students as much as possible," said Nancy Harmon, co-chair of the scholarship committee. "It's important to sustain the profession of dentistry by awarding those who are the best in their field and who will go on to be tomorrow's professionals."

More information on the 2020 scholarship recipients will be available on the Foundation website and social media platforms once the scholarship awards are given. Watch for an article highlighting our scholarship recipients in a future *Impact Report* newsletter.

The MDA Foundation would like to take this opportunity to thank all our donors. Without your generous gifts, the Foundation would not be able to help these grant-receiving organizations that work tirelessly to provide dental education and care to our vulnerable population or the best and brightest dental, hygiene, and assisting students. Thank you for all you do for us. Together, we make a larger impact and we're proud you're there with us.

For more information on the MDA Member Assistance Program, please [click here](#).

Future articles on the MDA Foundation grant and scholarship recipients will highlight more details on each. For a complete list of organizations and students funded, [click here](#).

Up Next: The MDA Foundation Year-end Campaign

The MDA Foundation Year-end Campaign helps fund MDA Foundation grants, scholarships, and the new MDA Member Assistance Program. This year, the campaign has established a goal to raise \$40,000.

All gifts made to the MDA Foundation are tax-deductible (check with your financial adviser for your specific situation). Your gifts help the Foundation serve thousands of people in need. The year-end campaign will run from mid-October until December 31. To support the MDA Foundation Year-end Campaign, [click here](#).

You can also write a check and mail it directly to the Foundation. Write to MDA Foundation, 3657 Okemos Road, Suite 200, Okemos, MI 48864. Or, call 517-346-9458 to make your gift via the phone.

Interested in Volunteer Opportunities? The MDA Foundation Has Them!

Your MDA Foundation frequently hears that people are looking for volunteer opportunities. Volunteering for the MDA Foundation may be something for you to consider! Would you like to help serve Michigan's underserved? Are you looking for challenging opportunities working alongside some of the most passionate leaders in the state? Interested in growing your own leadership skills, or helping others grow theirs?

If so, you've come to the right place. The MDA Foundation has many rewarding and fulfilling short- and long-term opportunities available.

Read below to see the openings for 2021. If you are interested, contact the Foundation at foundation@michigandental.org and for additional information on any of the volunteer opportunities available.

Development Committee:

- Writers (short term and long term openings).
- Story Tellers (short term openings).
- Event Planning (short- and long-term openings).
- Donor outreach (short term openings).

Grant/Scholarship Committee:

- Grant Committee members (short term openings).
- Scholarship Committee members (short-term openings).
- Grant/Scholarship Committee members (short- and long-term openings).
- Writers — Social Media Volunteers (short and long-term openings).
- Photographers (do not need to be professional).
- Followers/Likers/Sharers.
- Content management volunteers.