



Restore Smiles.  
Prevent Decay.



## Product Donation Corporate Benefits

FY2023 (July 1, 2022-June 30, 2023)

# We Can Prevent Suffering.

Although it is largely preventable, tooth decay is the #1 chronic childhood disease in the U.S. It's an inconvenience for most families, but for many kids, essential treatment is out of reach. They live with daily pain and can't sleep. They miss school. Even eating hurts. They lose teeth and are embarrassed to smile. Even worse, they risk dangerous infections that can be deadly.



## WE BELIEVE EVERY CHILD DESERVES A HEALTHY SMILE.

As a resource provider, America's ToothFairy increases access to oral health care by supporting nonprofit clinics and community partners delivering education, prevention and treatment services for underserved children.



### We provide funding, products and equipment to repair broken smiles, and community education tools to help foster healthy habits to last a lifetime.

- Since 2006, more than 11 million children and caregivers have received oral health services through the programs and clinics we support.
- Thanks to our donors, we have distributed more than \$23 million in financial support and resources to our nationwide network of nonprofit dental clinics and community partners that serve children living with financial hardships.



### We help prevent decay with awareness initiatives and educational tools that reach families where they live, learn, work and play.

- Each year more than 500,000 kids and their caregivers learn about oral health.
- To date more than 2.3 million oral hygiene products have been distributed to kids in need across the country.

Learn how our donors are making a difference at [AmericasToothFairy.org/impact](https://AmericasToothFairy.org/impact).

## NOW IS THE TIME TO GET INVOLVED.

Our program members need your help now more than ever. More families will need support in the coming year. In addition to low-income families in need of help, many middle class families dealing with financial hardships will have to make difficult choices, including whether they can afford to take their child to the dentist.

### Your compassion not only helps kids stay healthy, but also makes good business sense.

When businesses within the dental marketplace step up to help—especially during challenging circumstances—they reinforce the message that **access to dental care and preventive services are essential, not a luxury reserved for when times are good.**

### Companies that invest in corporate social responsibility initiatives benefit from:



#### HIGHER EMPLOYEE MORALE

Corporate giving leads to higher job satisfaction and attracts quality job candidates.



#### GREATER SATISFACTION

51% of adults say they are willing to pay more for products from socially responsible companies.



#### GROWING CONSUMER BASE

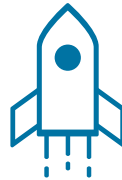
Children who receive dental care are more likely to invest in routine dental care as an adult.

### Supporting oral health programs for underserved communities also helps to:



#### LOWER HEALTHCARE COST

Emergency room dental visits cost our healthcare system \$1.6 billion each year.



#### IMPROVE UPWARD MOBILITY

People with healthy smiles are more employable and have more discretionary income.



#### REDUCE TAX BURDEN

Access to dental care helps break the cycle of poverty and reliance on taxpayer-funded programs.

**“Indeed, we are learning that the most effective method of addressing many of the world’s pressing problems is often to mobilize the corporate sector in ways that benefit both society and companies.”**

— *The Competitive Advantage of Corporate Philanthropy, Harvard Business Review*

## WHAT PRODUCTS DO WE NEED?

We are in continual contact with nonprofit dental care providers across the continental United States to help them access the products and materials they need to serve more children in need.

### These are the products our program members need on a consistent basis:

- Bibs
- Burs
- Curing Lights
- Composite
- Etchant material
- Floss
- Fluoride Varnish
- Fluoride (Silver Diamine)
- Gloves
- Masks or shields
- Mouth mirrors
- Mouth Rinse
- Office supplies
- Sealants
- Toothbrushes
- Toothpaste

### Occasionally, we receive requests for:

- Adhesive
- Amalgamators
- Antibacterial wipes
- Bond
- Dental chairs
- Dental instruments
- Gauze
- Impression materials
- Loupes
- Prophy supplies
- Sterilization Bags
- Stickers/Rewards
- Suction tips
- Tray covers
- Ultrasonic cleaners
- X-ray sensors

### Non-dental products our partners need:

- Air purifiers
- Blood pressure cuffs
- Children's books
- Cleaning supplies
- Clipboards
- Coffee
- Coloring books
- Crayons
- Dental typodonts or models
- Disinfectant
- Disposable lab jackets
- Dry erase markers
- Dymo labels
- Electronic thermometers
- Envelopes
- Garbage bags
- Gas gift cards
- Highlighters
- Notebooks
- Office equipment
- Paper towels
- Pens
- Post-it notes
- Printer ink
- Printer/copier paper
- School supplies
- Sharpies
- Stamps
- Toilet paper
- Toothbrush kit bags
- Toothbrushing timers
- Toys/incentives

**“Your product donations help us to fill the gaps that we otherwise wouldn't be able to provide to our clients. We often have to make decisions on purchases and many times we have to make cuts on the resources we provide to children. We appreciate all the products and resources you provide!”**

— Mollie Day, DDS, *Heartland Community Health Center, Lawrence, KS*

# PRODUCT DONATION PROCESS + BENEFITS

All corporate product donors receive the full retail valuation for donated products.

**Follow these steps to complete your donation:**

- Visit our website to complete the *Donate Dental Materials* form or contact [programs@ncohf.org](mailto:programs@ncohf.org).
- An America’s ToothFairy team member will follow up with you to confirm available products and discuss your donation preferences.
- We will match your products with a nonprofit dental service provider and coordinate shipment with your distribution team.
- Our team will confirm the full retail value of your donation and provide a receipt for tax records.

<b>DONATION BENEFITS</b> (BASED ON LEVEL OF CONTRIBUTION)	\$5,000 — \$14,999	\$15,000 — \$24,999	\$25,000 — \$49,999	\$50,000 — \$99,999	\$100,000 + Major Product Donor
Acknowledgement in our Annual Report	●	●	●	●	●
Logo recognition and link to corporate website on AmericasToothFairy.org	●	●	●	●	●
Recognition in an e-newsletter to our network of dental professionals or parents/caregivers		●	●	●	●
Promotion of your donation on America’s ToothFairy social media channels			●	●	●
Testimonials and photos from nonprofit dental clinics and families impacted by your donation			●	●	●
Story of Impact on AmericasToothFairy.org				●	●
Press release recognizing your support distributed to dental media publications					●
Media coverage report					●
Video testimonial from our Executive Director					●

## OUR AUDIENCES ARE UNIQUELY TARGETED AND HIGHLY-ENGAGED.

Our mission appeals both to dental professionals as well as parents and educators. That's why we go to great lengths to target these distinct audiences differently. The result is engagement that ranks higher than an average campaign.



**SOCIAL MEDIA:** Our content on Facebook and Twitter has an average estimated reach of more than 2.1 million each year. Our followers are also highly engaged! Our engagement rate on Facebook is 32 times higher than the average nonprofit organization, and seven times higher than the average nonprofit on Twitter.



**PUBLICITY:** Our press releases reach an average of nearly 800,000 readers each year and are regularly published by publications including *The Dental Tribune*, *Inside Dentistry*, *Dentistry Today*, *Dentaltown* and the AEGIS Dental Network. We also contribute to oral health special sections in MediaPlanet and USA Today.

In addition, our awareness campaigns regularly run in dental publications including *Dental Product Shopper*, *RDH Magazine*, *Dentistry Today*, *Lab Management Today*, *Dental Products Report* and *Dental Entrepreneur*. Each year we receive an average of more than \$500,000 in donated advertising space.



**EMAIL:** Our e-newsletters are sent to targeted groups of dental professionals, educators and parents with content that is relevant to them. The results are open rates that are 7% higher and click rates that are 47% higher than the best-performing industries.

## Together...

we can restore smiles and prevent decay. We look forward to partnering with you to help kids in underserved communities have healthier smiles and a brighter future! For more details about partnering with America's ToothFairy to save smiles call us today at 704-350-1600.

...because every child deserves a healthy smile.®

