



### Spring '09 "America's Toothfairy Update"

National Children's Oral Health Foundation: America's Toothfairy, has had tremendous support from generous corporations, associations and individuals as we help underserved children in need of critical pediatric dental care. There are now 53 non-profit dental facilities across the country who are NCOHF Affiliates and receive funding, donated dental products, services and sharing of best practices as they work to rescue economically-challenged children from the pain and suffering of pediatric dental disease. Also, now in its 4th year, NCOHF is branding itself to the public as America's Toothfairy: Educator, Preventer, Protector of our nation's most vulnerable children. Please take a look at the information we've compiled for you and see what a difference your contributions made!

### Words from our AFFILIATES:

Your support for our...program encouraging the parents of babies and young children to make Valley Community Clinic their children's dental home is vitally important in helping to make this program successful. Thank you so much for your partnership, your support and your confidence in our work...to create a cavity-free childhood for thousands of low-income and uninsured children.

Judi Rose, VP Development and Government Affairs Valley Community Clinic  
North Hollywood, CA

Thank you for the kindness and the dedicated effort of NCOHF. You are truly committed to serving and assisting children in need and have worked meticulously with all resources to ensure care has been delivered to children of the underserved community. We are delighted to be officially affiliated with NCOHF!

Brent Lin, DMD, Director Pediatric Dentistry Program  
University of California  
San Francisco, CA

The National Children's Oral Health Foundation is making invaluable contributions, which directly respond to the Pediatric Oral Health crisis in America. Thanks for all you do to support our institution, and for your passion and commitment to the children of our great nation.

Leo E. Rouse, DDS, Dean  
Howard University College of Dentistry  
Washington, DC

## PROGRAM DELIVERY

### Snapshot:

Thanks to NCOHF's generous contributors, in just over 3 years...

- Over 650,000 underserved children are benefiting from vital NCOHF-supported programs through our growing Affiliate network of community based oral health programs of excellence.
- To date, more than \$3.8 million in funding, products and educational materials have been distributed to expand access to care including 86 grants totaling \$1,165,708 and \$2,703,403 in valuable products.



### Grants:

**DENTSPLY Toothfairy Grant - \$62,500 to Family First Health in York, PA** to care for children aged 0-5 through organization and implementation of an NCOHF Oral Health Zone program, addressing the current oral health crisis impacting America's most vulnerable children.

**Toothfairy Run Toothfairy Grant: \$10,000 to The Gary Center in La Habra, CA** to serve dental needs of children through outreach. Early intervention, education and access to care to be provided to underserved children.

**Toothfairy Run Toothfairy Grant: \$10,000 to Community Dental Foundation in Phoenix, AZ** to launch a program to educate the public on the need for proper dental care for impoverished children. Program will raise awareness of the need for access to care for children through electronic and print media and local events.

**Septodont Toothfairy Grant: \$10,000 to Temple University School of Dentistry in Philadelphia, PA** to support activities that provide outreach from students and faculty to children from diverse populations.

**Septodont Toothfairy Grant: \$15,000 to Sarrell Regional Dental and Eye Center for Public Health in Anniston, AL** to provide indigent children with routine dental care through screenings at local schools, Head Start and other organizations. Children will also be educated on oral hygiene.

### Product Donations

**Carestream Health, Inc./Kodak Dental Systems:** [anesthesia 1:50,000 valued at \$109,320]

**Centrix Dental:** [fluoride varnish valued at \$75,000]

**Heraeus:** [iBond SE value packs valued at \$27,593]

**Judith Dember-Paige:** [copies of book "Smile Wide Look Inside" valued at \$3,600]

**Ultradent:** [various items valued at \$1,504]

**Oral BioTech:** [CariFree Varnish valued at \$640]



### NCOHF Launches New Program to Help Teens Receive Dental Care

NCOHF proudly announces the launch of its **Tomorrow's SMILES** program, designed to restore self-esteem and encourage teens to take responsibility for their oral health and well-being. NCOHF Affiliate programs and volunteering private practitioners provide treatment. Dentists are giving their time and pro bono services to provide treatment. NCOHF is passionately committed to alleviating suffering, improving self-esteem and increasing employability by facilitating the provision of quality restorative and aesthetic oral health services to economically disadvantaged youth. Funding for the program comes from broad based NCOHF fundraising efforts. 100% of all funds raised go directly to programs serving children.

**Tomorrow's SMILES** provides high-risk youth access to aesthetic services that can turn an unsightly, painful mouth into an attractive, healthy smile. In addition to providing comprehensive functional restorative and aesthetic treatment for students without the financial means to pay for the services, **Tomorrow's SMILES** educates high school students about the importance of good oral health and offers guidance on maintaining their healthy **Tomorrow's SMILES**. The **Tomorrow's SMILES** program encourages all participants to become regular and responsible adult dental consumers.

## PARTNERSHIPS



Alpha Omega has adopted the **Tomorrow's SMILES** program as part of its global health initiative. Volunteer dental professionals from across the country are volunteering through AO to help restore healthy smiles for teens.



Invisalign has graciously committed products to volunteer dentists who participate in the **Tomorrow's SMILES** program, helping to restore beautiful smiles for our nation's teens. Invisalign has generously donated 50 Invisalign Teen Programs and will provide training to participating volunteer dentists.



Hydrabrush is contributing \$100,000 in electric toothbrushes to the **Tomorrow's SMILES** program to help participating teens improve their oral health and maintain their beautiful restored smiles.



Oxyfresh distributors have adopted NCOHF as one of their charities of choice and are making donations to the Adopt the Care of a Child campaign. In addition, Oxyfresh Corporate made a generous monthly commitment to NCOHF to support our work.



Kauzbots will donate 10% of gross retail sales from KHL0E bot and other items bearing the likeness of Khloe. Product hang tag will feature brief description about NCOHF, NCOHF logo and web address. Visit [www.kauzbots.com](http://www.kauzbots.com).



## COMMUNICATIONS

### Einstein Websites

Einstein Websites has worked closely with NCOHF to develop our impressive new website with a planned launch in May, 2009.



National Dental Network continues to work with us to produce informational, promotional videos and PSAs.



West Glen Communications, a broadcast and Internet public relations company, is helping non-profit organizations get the word out by producing four 15-minute satellite feeds of PSAs. They will release one per week, at no cost to the nonprofit organization. NCOHF has provided PSAs for inclusion in the program.

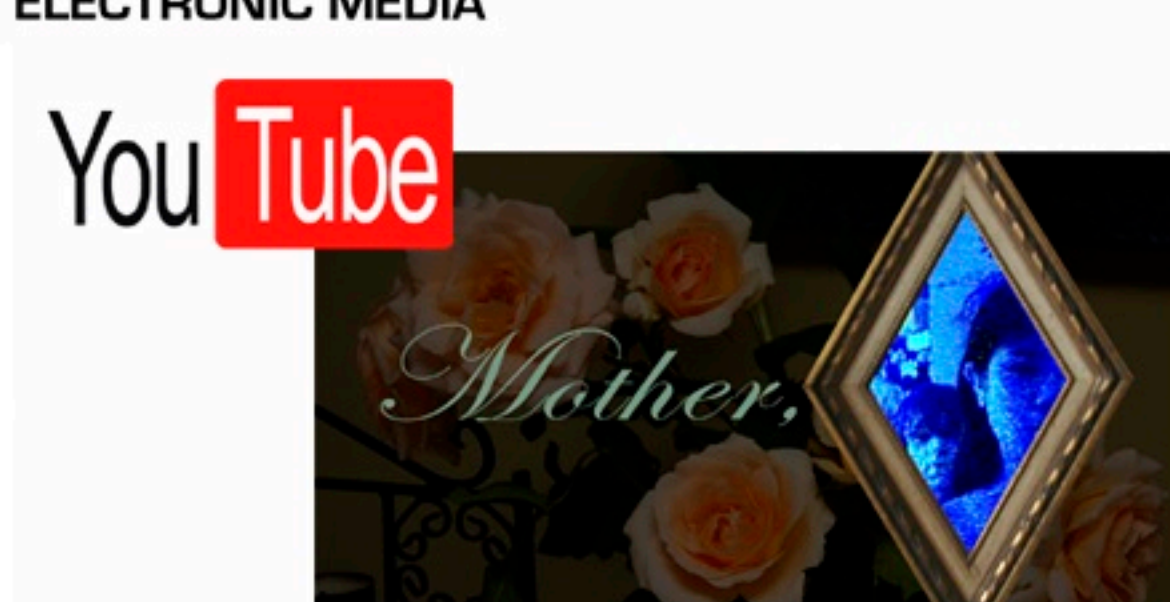
### NEW SINGLE PAGE PROGRAM ANNOUNCEMENTS



### TRADE ADS



### ELECTRONIC MEDIA



We continue to build a presence in the electronic media with our 2 minute Mother's Day Card that donors can send to their parent. In addition, a combination of viral internet exposure and public relations efforts will further raise awareness of NCOHF, our mission and success.

## AFFILIATES

### NCOHF Welcomes 11 New Affiliates

A generous grant from the American Dental Hygienists' Association's Institute for Oral Health provided funding to cover the start up costs of five dental hygiene programs allowing them to join NCOHF's growing Affiliate network. These schools will be a part of the continuing efforts of ADHA and the NCOHF America's Toothfairy Campaign to eliminate pediatric dental disease, which affects millions of children throughout the United States:

- Lewis and Clark Community College, Godfrey, Illinois
- The University of Missouri Kansas City, Kansas City, Missouri
- Central Community College, Hastings, Nebraska
- Owens Community College, Toledo, Ohio
- The University of Tennessee Health Science Center, Memphis, Tennessee

NCOHF also welcomes new Affiliates:

- The University of Miami, Miami, Florida
- Arizona Public Health Association - Central
- Arizona Public Health Association - North
- Arizona Public Health Association - South
- Community Dentistry on Wheels, Largo, Maryland
- Maine Dental Health Outreach, Winthrop, Maine



### 53 TOTAL AFFILIATES

### Affiliate Surveys

14th Floor Solutions has generously agreed to assist NCOHF in collecting information to help us better understand and address Affiliates' needs as well as show us how we can best support their efforts to expand and enhance oral health services to underserved children. Mindful of the demands on Affiliates' time, the surveys are short and request information that should be readily available through their established tracking systems. If they are not already tracking the criteria of information in the survey, we hope the survey questions will prompt them to begin collecting this information.

## UNDERWRITERS



National Children's Oral Health Foundation®  
America's Toothfairy

4108 Park Road, Suite 406, Charlotte, NC 28209  
(704) 350-1600 - (800) 559-9838 - FAX (704) 350-1333  
[www.AmericasToothfairy.org](http://www.AmericasToothfairy.org)