



FUTURE SMILES

Program Focus: Sustainability

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Learning Objectives

- Upon completion of this course the audience should be able to:
 - Understand “*Why will funders want to invest in your program?*”
 - Utilize basic business principals.
 - Identify collaborations and partnerships.
 - Understand standardization elements within program design, image and marketing.
 - Identify sustainability and diverse funding streams.
 - Respond to change by learning to be adaptable.
 - Develop long term program results.
 - Lessons Learned

Return on Investment

Why will funders want to invest in your program?

- ✓ **Data**
- ✓ **Story**
- ✓ **Community**



Basic Business Principles



1. Decide what you do.
2. Decide who you serve.
3. Identify what makes you different.
4. Manage cash flow.
 - Establish diverse funding streams.
5. Manage employees/volunteers.
 - Teamwork = Success

Basic Business Principles

6. Exceed expectations.
 - Never under deliver.
7. Set goals.
8. Exposure is good.
 - Image and marketing.
9. Be fiscally conservative.
10. Always maintain your integrity.



Getting Started

Think *long term* when setting up a program.

Data collection is critical:

- ❖ FRL
- ❖ Student ID
- ❖ Monthly income
- ❖ Family members
- ❖ Oral health status

Track benefits to the community:

- ❖ Health outcomes
- ❖ Student performance
- ❖ Absenteeism

Evaluate how your program is working.

- ❖ Review goals and performance



Collaborations and Partnerships



Cunningham SBHC/EPOD

Our first location



- ✓ 225 children served
- ✓ 41% untreated decay
- ✓ 13% were in need of urgent care
- ✓ 459 sealants on 96 children

5 EPODs



12 Mobile School Sites



Meet the Future Smiles Team





Future Smiles



Standardization



Routinization and Concomitant Relationships

- With consistent messaging and image “routinization” we can anticipate that there will be a “concomitant” relationship between fundraising and sustainability.



Principles of Sustainability



Essential components for diverse funding stream:

- ✓ New resources for funding.
- ✓ New partners to help carry out your mission.

Common Goals = Sustainability

Basic Principal of Economics

Supply and Demand

- Community Awareness
 - ✓ Identify critical community needs.
 - ✓ Support and funding will sustain the program.



Be Unique Set Yourself Apart

- Only 12% of SBHCs report that they have a dental provider on staff.
- A majority of SBHCs provide oral health education (84%) and dental screenings (57%).



Partnerships

- The right partners can get things moving in the right direction and leverage community support.



Funders Chart



Funding Streams

Funding opportunities:

- 501(c)(3)
- Foundations
- Fundraising
- Medicaid
- Local Sponsors
- Collaborations

Identify organizations that are working together.

Elaine P. Wynn & Family Foundation

DentaQuest
FOUNDATION



CCSD
Clark County School District



SMILES
ACROSS AMERICA®
An Oral Health America Program

Spry™

Funding “*What if?*”

- ❑ What to do if funding is not available:
 - Volunteers, students and non-paid staff
 - Donations
 - Community Support
 - School Support



Change

Learn to be Adaptable

- ✓ Relax change is to be expected.
- ✓ Focus on your mission.
- ✓ Always maintain your integrity.



Sustainability + Resilience =
Forward Movement



Lessons Learned

- ✓ Continue to believe in the program model.
- ✓ There is community support through the right contacts and seeking a “helping hand.”
- ✓ Small steps will carry the program down the right path.



Questions?

