

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.

oldentify collaborations and partnerships.

•Understand standardization elements within program design, image and marketing.

oldentify 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

TC1



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



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

THE BUGS

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











United Way of Southern Nevada







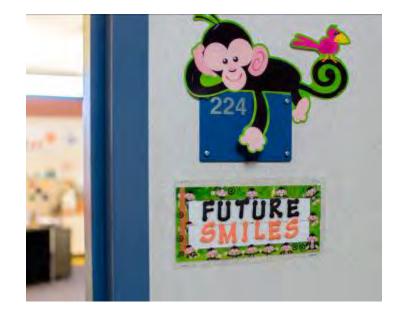
SMILES ACROSS AMERICA® An Oral Health America Program



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.
- \checkmark 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?

