

2020 Give Kids A Smile National Kickoff Event

ADA Foundation

Grant Guidelines

Give Kids A Smile® (GKAS) is the ADA Foundation's signature access to oral health care program for underserved children through which thousands of dentists and other dental team volunteers provide free oral health education, screenings, and treatment to kids in need.

Give Kids A Smile's National Kickoff Event is celebrated on the first Friday in February to coincide with National Children's Dental Health Month. Each year the ADA Foundation selects a premier GKAS program to host the National Kickoff Event.

The ADA Foundation is accepting applications to serve as the 2020 GKAS National Kickoff host site. The GKAS coordinator(s) of the selected site will be responsible for collaborating with the ADA Foundation to plan and host a GKAS National Kickoff Reception the evening prior to GKAS Day. The site will receive a \$15,000 grant to offset the cost of the reception and other related expenses. The GKAS event itself should be a model event worthy of sharing its current practices/tactics with other GKAS programs. The GKAS coordinators must be willing to discuss implementation plans of the GKAS event with the ADA Foundation and GKAS sponsors regularly leading up to the kickoff event.

Eligibility: The ADA Foundation accepts applications from individuals representing organizations that provide oral health care for underserved children through a Give Kids A Smile event, including 501 (c)(3) organizations, state (constituent) and local (component) dental societies of the ADA, dental school programs, dental hygiene school programs, and/or community based organizations. Private practices are ineligible to apply. The GKAS program must take place within the 50 U.S. states including District of Columbia and Puerto Rico.

The GKAS event must:

- Take place on GKAS Day, Friday, February 17, 2020.
- Be an established event (in existence 3+ years).
- Include oral health education, screening, and treatment (both preventive & restorative).
- Include interprofessional education /treatment, if available. For example, dieticians to conduct nutritional education, audiologist to conduct hearing exams, etc.
- Have a plan in place for establishing continuity of care (finding dental homes) for GKAS participants.
- Have reported actual (post-event) data to the ADA Foundation through the GKAS enrollment site for the past 2 years.
- See a minimum of 200 children on GKAS Day.

- Have a minimum of 75 volunteers at the event on GKAS Day.
- Collaborate with the ADAF to plan a GKAS National Kickoff Reception the evening of Thursday, February 6, 2020. Invited attendees to include: volunteers, sponsors, community representatives, and local and national leadership. The selected site will be given a \$15,000 grant to plan and execute the reception, funded by national GKAS sponsors Henry Schein, Colgate, and Kavo Kerr.
- Require each participating child's parents/caregivers to complete a photo release form, and implement an effective plan to clearly identify during the GKAS event those children who do not sign the release.
- Invite local VIP dignitaries to the reception and the event, and must collaborate with the ADA Foundation to invite national VIP dignitaries.
- Collaborate with the ADA Foundation and national sponsors regarding media related activities, (e.g. press releases, news stories, social media posts, photo images, videos, etc.)

**Eligibility requirements are subject to change.*

How to apply: Complete the online application and submit via the stated deadline.

Please note that there is a character maximum per question. The character maximum is only a guide. Applicants do **not** have to meet the character maximum.

Applicants are encouraged to upload a video, testimonial, news story or flyer describing your program and why your program should be selected. *If uploading a video, applicants should upload their video to a video service provider such as YouTube or Vimeo, and then provide the video URL in the space provided in the application.*

Applications are due by 11:59 p.m. CDT on Friday, May 31, 2019.

Limitations: The ADA Foundation will award one GKAS National Kick-off Event grant of \$15,000. Grant requests made by qualified applicants can be denied due to funding limitations and other considerations. **All award decisions are final.** Non-funded applicants are encouraged to resubmit in the future. The ADA Foundation will communicate grant decisions via email in September.

If you have any questions regarding the above information please contact Tracey Schilligo, Manager, Professional Programs at schilligot@ada.org or 312.440.2763.

Applicant Information

Program Name*

Character Limit: 100

ADA District*

Using the drop down box, identify your ADA district by finding your state.

Choices

District 1: Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut

District 2: New York

District 3: Pennsylvania

District 4: New Jersey, Delaware, District of Columbia, Maryland, Puerto Rico, Virgin Islands

District 5: Mississippi, Alabama, Georgia

District 6: Missouri, Kentucky, Tennessee, West Virginia

District 7: Indiana, Ohio

District 8: Illinois

District 9: Wisconsin, Michigan

District 10: North Dakota, South Dakota, Nebraska, Minnesota, Iowa

District 11: Washington, Alaska, Oregon, Idaho, Montana

District 12: Kansas, Oklahoma, Arkansas, Louisiana

District 13: California

District 14: Nevada, Utah, Wyoming, Colorado, Arizona, New Mexico, Hawaii

District 15: Texas

District 16: Virginia, North Carolina, South Carolina

District 17: Florida

Dollar Amount of Grant Request*

Not to exceed \$15,000

Character Limit: 20

GKAS Role*

What is your specific role in the GKAS program?

Character Limit: 600

GKAS Program Specifics*

Provide a detailed description of the GKAS program. Be sure to include details on the steering committee, plans for locating children in need of dental services, estimated number of children to be served, estimated number of volunteers (including the number of dentists, dental hygienists, dental assistants, dental students, school nurses, etc.) dental services provided, transportation plans, entertainment, length of event, and any additional event details leading to the success of your GKAS event.

Character Limit: 3000

GKAS Location*

Describe the location where the GKAS program is held. Provide details regarding the treatment space including the number of dental chairs (and/or operatories) and radiology facilities.

Character Limit: 1500

Event Success Characteristics*

What specific characteristics of the GKAS event make it successful?

Character Limit: 1500

Continuity of Care*

Do you seek to establish continuity of dental care (dental homes) for the children attending the GKAS event who are in need and do not have access to care? If yes, provide details on how continuity of care is provided. If no, explain why not.

The ADA Foundation defines continuity of dental care as the ongoing relationship between the dentist who is the primary dental care provider and the patient, which includes comprehensive oral health care, beginning before age one, and continuing throughout the patient's lifetime, with appropriate referral as necessary.

Character Limit: 1000

GKAS Data*

Following your 2018 and/or 2019 GKAS event, did you return to the GKAS system to input your actual (post-event) data? If no, explain why not.

Character Limit: 750

Data*

What data do you track from your GKAS event and how do you use the outcome measures?

Character Limit: 1000

Collaboration

Provide details on how you collaborate with the following entities to conduct your GKAS program. If you do not collaborate, please mark N/A in the response section.

State and/local dental society*

Character Limit: 700

Local Community*

Character Limit: 700

Local Government*

Character Limit: 700

Media Plan*

Do you have an existing media plan for your GKAS event? If yes, describe this plan in detail.

Character Limit: 700

Uniqueness of Event

Summarize why your GKAS event should be selected as the 2020 National Kickoff Event. What makes your event unique?

Character Limit: 2000

Additional Support

Applicants are encouraged to upload a video, testimonial, news story or flyer describing your program and why your program should be selected.

****If uploading a video, applicants should upload their video to a video service provider such as YouTube or Vimeo, and then provide the video URL in the space below.*

Character Limit: 1400 | File Size Limit: 3 MB

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