

# KIDS IN NEED OF DENTISTRY 2022 IMPACT REPORT



# VISION

Healthy mouths, minds, bodies, and habits for EVERY child.

# MISSION

Kids in Need of Dentistry's (KIND) mission is to increase the oral health and happiness of Colorado children in need by eliminating dental disease through treatment and education.

**KIND is a scrappy team of health-equity warriors most concerned with increasing access to judgment-free, positive oral health experiences, treatment, and education with kindness, regardless of a patient's ability to pay.**

## Scrappy- {skrap-ee} adj

1. having or showing spirit and determination, especially in spite of obstacles
2. having a strong, determined character, and willing to argue or fight for what you believe  
synonyms: fierce, ardent, passionate, spirited







# LETTER FROM THE EXECUTIVE DIRECTOR

When is the last time you had a toothache?

This last year, I have watched my son cut five teeth. He's 1 now, and has many more to go, but watching him teething and experiencing the pain that comes with it has been hard to watch. When he's getting ready to cut a new tooth, it's all consuming. The pain is his main focus and his personality changes. He changes from his happy-go-lucky, engaged self, into a fussy and distracted kid. In the moments of reprieve from the pain and the tears, I'll often find him gnawing on anything he can get his hands on.

Watching my son Remy experience oral pain for this short season of teething has been an ongoing reminder of how debilitating oral pain is. It also reminded me that it is a reality for so many kids throughout Denver, Colorado, and beyond. It makes me wonder how they can sit and learn fractions, play with a friend, learn to play an instrument, or even sleep and eat with constant pain. **When we don't care for oral health for the kids in our community, they are unable able to thrive.**

As I reflect on the pain we've been able to reprieve or, better yet, prevent in 2022, I am so proud of our team. Thanks to the work of our Promotoras, we are **building trust with parents** to bring their kids to the dentist, many for the first time. Thanks to our incredible Oral Health Centers, **kids are confidently walking out of our doors with a reason to smile.** And thanks to our Chopper Topper program, we are working alongside educators **to prevent kids from getting to the point of debilitating pain in the first place** - right inside their classrooms!

2022 was no break from the theme of "transition" that KIND, and many other organizations, have continued to navigate since the pandemic. However, 2022 also brought me stark clarity around the path forward for KIND: While the need for KIND's services is stronger than ever and we are eager to expand throughout our state- **we must not neglect the need to truly care for each smile, that is, the child in front of us.** This is what separates KIND from corporate or large-scale health centers - our ability to adapt and make the right choices for each patient we serve. Our "secret sauce" is the trust our brand holds within the community to act as a friend, provider, and advocate; our patients are never just a number. And as we reflect on the overwhelming need we still need to meet here in Colorado, we are also faced with the relentless reality that the answers to the problem we exist to address extend beyond offering our high-quality programs and services, to persisting systematic inequities.

Moreover, KIND cannot only continue to operate as a direct services organization, though we will always be that first. As we learn, we do better. KIND has matured as an organization and we've learned **we have power- and we must use it for good.** Our power is rooted in trust from the families we serve, and because of that, we must share their stories, and advocate against systemic inequities that persist. And that power is the trust of the families we serve, to share their stories and advocate against systemic inequities that persist. Our responsibility is not only to continue serving a mission we know we will never fulfill without systematic change, but to advocate for that systemic change! In 2023, KIND will see a strong focus on amplification of the needs and voices of our community. **We will build power within our communities to advocate for oral health access for all, health care for every child.** At KIND, we know that oral health is synonymous with health care.

In my family, we are blessed with access and understanding of oral health care. Because of that, Remy had his first dental appointment this year. For other Colorado families, kids will continue experiencing toothaches without that same access

**Thank you for caring for every smile in Colorado.** We are grateful to reflect and celebrate the year with you through this report! Many incredible things have happened, but there's much work to be done. **So, I invite you to roll up your sleeves** with us.

In health equity,

Ellie Burbee  
Executive Director, Kids In Need of Dentistry







Kids in Need of Dentistry is dreaming of a Colorado where all children are healthy and happy, unencumbered by oral health challenges, with families who understand, model, and can access and afford the full extent of their children’s oral health prevention and treatment needs.

Our health care system is not built to work for everyone, and those barriers extend to oral health. People of color, those living in rural communities, people with disabilities, older adults, and other historically marginalized groups often have trouble accessing basic health care that many of us expect.

Our team brings a positive experience to kids who may otherwise never access oral healthcare due to lack of education, transportation, awareness of importance, awareness of resources, or simply caregivers work schedules.

KIND ORAL HEALTH CARE CENTERS

At KIND, we never turn someone away for an inability to pay. At our oral centers, we provide dental and orthodontic care to uninsured children at a 75% or more discount! Our clinics are a comfortable, judgement free atmosphere for kids.

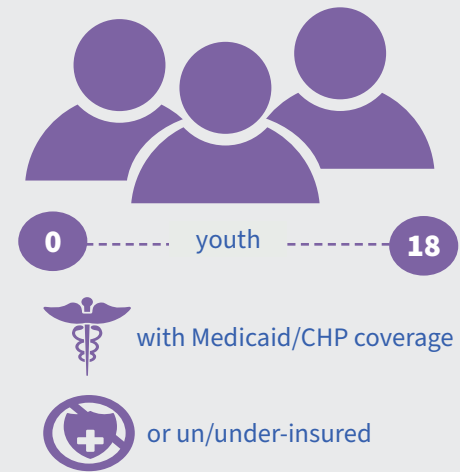
We currently operate three comprehensive dental clinics in Colorado: downtown Denver, the Dahlia clinic in northeast Park Hill, and Commerce City in Adams County. The clinics are run thanks to our incredible staff and our partnership with volunteer dentists.

In each of these clinics, we are pride ourselves in providing a positive oral health experience that helps avoid or reduce anxiety for our patients when they visit the dentist. Educating the children we work with and providing screenings, routine cleanings, and restorative procedures minimized oral health problems throughout these kids lives!

We’re finding that providing this comfortable, affordable access to oral health for our patients helps prevent escalating, painful and costly oral health issues. As we work with our clients, we are seeing an improved perception of dental care, increase in preventative care, and decreased cavities and dental disease.



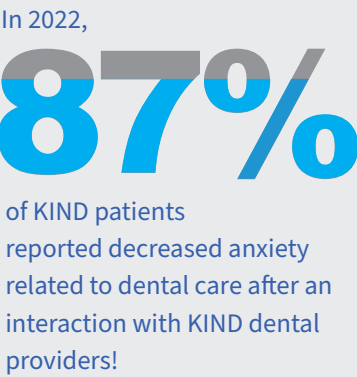
Population Served



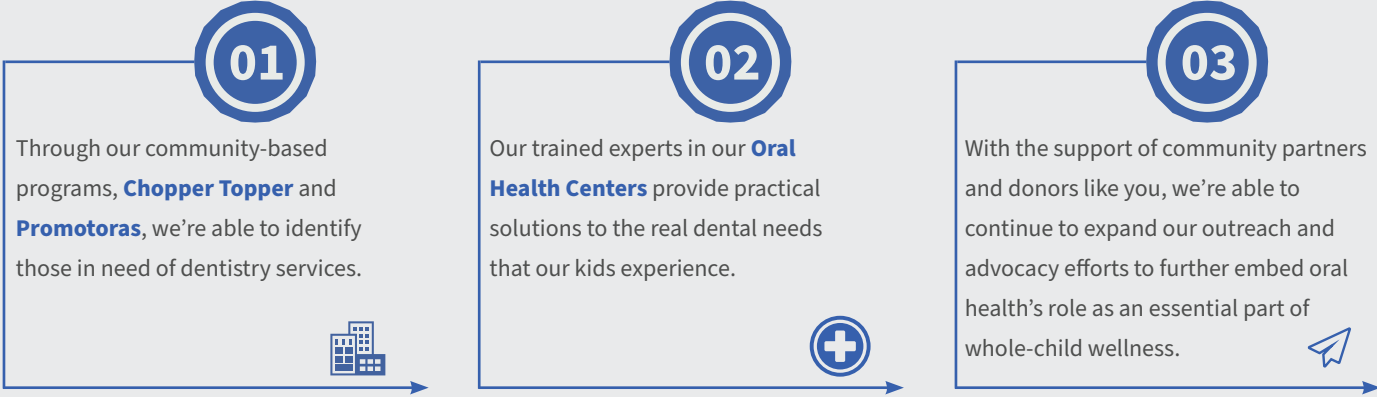
2022 Number Served: 8,918



Results



HOW KIND SERVES



CHOPPER TOPPER

Sometimes the biggest barrier to the dentist, is getting there! Through our Chopper Topper program, we bring the dentist to the children in schools that need it most- for free! Our hygienists travel to Denver area elementary schools that have student populations with 50% or more kids who qualify for free or reduced lunch. Providing care for 1st-3rd graders and high schoolers, our hygienists screen the kids, place sealants on newly erupted permanent molars, and support families with referrals to one of our four clinics when they need additional low-cost services.

Through the Chopper Topper program, kids are able to get the vital education they need to care for their oral health, and trust is built with families. That education, free screening, and positive experience increases the likelihood that kids will visit a clinic if needed.

Thanks to a connection with the Homeless Education Network, Chopper Topper has begun serving high school students experiencing homelessness through the McKinney-Vento High School Oral Health Project. KIND makes initial contact with the students and sets up screening times while also completing “motivational interviews” to help cultivate ideas for maintaining dental health. Similar to our work with elementary students, our dental hygienists then perform period charting, oral cancer checks, and fluoride varnish.



# BRIDGING THE GAP

## PROMOTORA

In 2021, KIND launched our Promotora model as a means to amplify the voices of those we serve into positions of power and influence.

Over the last two years, this new position has allowed our Latino, Native American and African American community residents and leaders to serve as liaisons between their community and health professionals, human, and social service organizations. Our Promotoras often play the roles of an advocate, educator, mentor, outreach worker, role model, and interpreter as they

serve as a trusted resource to their communities and directly affect health equity.

Through lived experiences, our Promotoras have firsthand knowledge of the challenges their BIPOC communities face. They build trust with clients and community members through common language and culture, and the reputation the continue to build. Our Promotoras have a passion for serving their communities and navigating barriers that they had to overcome at one point by themselves.

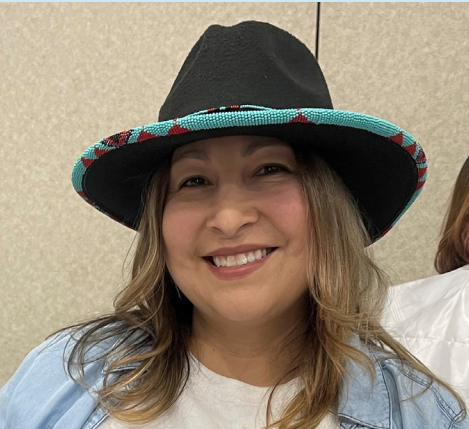
This program helps us to closely align the needs and experiences of the communities we serve with systems-level advocacy within both internal KIND programs and external key service partnerships. The Promotora program embeds oral health into whole-person wellness through community-led, collaborative models of care, And as Promotoras bridge the gap and help community members overcome barriers to holistic health, they build healthier communities from within, through power-building and leadership cultivation.



**ANID NARANJO**  
KIND Lead Promotora & ADA-Certified Community Dental Health Coordinator (CDHC)

Anid Naranjo is courageous, determined, and fiercely caring. As KIND’s first bilingual Community Dental Health Coordinator (CDHC) and first Promotora, Anid has helped to shape this new model. In her role, Anid has used her talents and experiences to help KIND become the first dental non-profit in the country to build a Promotora-based model of care. Anid’s passion for her job comes from her own experience immigrating to Denver as a kid. Her passion to serve her community comes from a deep desire to remove the barriers she once faced, and connect them with all the resources they need to thrive.

Anid says, “I love working as a Promotora for KIND because not only do we serve people with their dentistry needs, but now are able to connect families with resources for food, clothes, diapers, and so much more.”



**AMY BARCENAS**  
KIND Clinic Experience Coordinator, Promotora, and Trained Dental Assistant

On any given day, you can find Amy painting drums with kids, supervising ski lessons for Indigenous kids, helping in schools, or encouraging a neighbor. As the great-great-granddaughter of Chief Little Bear of the Rocky Boys Reservation in Montana and an enrolled member of the Chippewa Cree Tribe, Amy is deeply entrenched in the Indigenous community. She is well connected to the community here in Denver and has served as Indigenous Lactation Consultant, Chairwoman at her children’s Native Education Program, and a steadfast volunteer. Amy has developed a deep pride in her ancestry and a commitment to preserving her family’s rich history and providing access for her community. Indigenous people in Colorado and beyond have a much harder time accessing things like oral health care. Amy’s ability to connect has brought in many members into our C4 clinic to receive the care they need. Seeing a friendly, well-known face has helped KIND develop trust and provide the care that these kids need.

As Amy shares, there’s deep value in “giving all kids a chance to have a smile that propels their future confidence and presentation in their future!” The connection between oral health and total body health has been proven to promote overall health and well-being, and Amy’s passionate about providing the access that the Indigenous community needs.



# WHAT KIND PROMOTORAS SAY

## I chose to become a Promotora because....

When I arrived in this country, I did not know of many resources that there were. I chose to be a Promotora because I saw excellent results with my family. - Karla

## What makes the Promotora program so special?

It is special because it is KIND! This program benefits families in different communities and will guide them in the right direction needed to connect with many different resources available. - Maria

## Why is oral health so important?

Oral health was not something that my family could afford growing up. After coming to this country, I realized how important visiting a dentist really was. After having children of my own, I knew that oral health was important, and they started going to the dentist. -Ana

I want people to know that it is all about good hygiene and visiting the Dentist, every 6 months and that they know what to do to avoid problems with their health such as Heart attack, digestive problems, and more. It’s not only “my tooth hurts just take it out”. -Karla

I want people to know that oral health is very important for children and adults and that by maintaining good oral health you also maintain good whole-body health. You are also educating your children/ grandchildren to continue taking care of their teeth. -Maria



# IMPACT & OUTCOMES

1

IMPROVE PERCEPTIONS of dental care by embedding oral health as integral to a child’s overall well-being.

Seeking to holistically serve our clients, we launched a new type of clinic this year! With the help and partnership across diverse service providers, government agencies, neighborhood coalitions, and community organizations, we launched C4, or the Commerce City Community Campus. This campus centralizes health and social services in one central, downtown location. This strategic co-location and collaboration has already begun to embed oral health as part of whole-person wellness, both conceptually and physically.

2

INCREASE HEALTH EQUITY for youth in underserved communities by providing dentistry within collaborative models of care.

Our desire to increase oral care access caused us to think outside of the box when it came to serving the community. This led to the creation of the Community Dental Health Coordinators role in 2022, which was founded in our Promotora-based approach. This new role enables us to increase health equity through community-led programs that improve access to dental care alongside whole-child wellness and family resource support. Last year, we consistently reached 30 people, or about 20 families per month and provided them with valuable resources, support and education. We also improved our referral success rates by 15%, leading to more kids accessing the resources and services they need!

3

ACTIVATE ORAL HEALTH ADVOCACY in and by the communities KIND serves through education and empowerment of stakeholders.

We’ve continued to build awareness in KIND’s role as a thought leader through an intentional community-facing communication plan created to engage a diverse audience. We believe every voice matters and have prioritized integrating feedback into our programming. The development of our promotora model enables us to continue prioritizing this goal. Last year we also increased our evaluation efforts to ensure it focused on elevating the community’s needs. The patient’s feedback has become an integral piece that informed KIND’s program design and impact. To remove the barrier to collecting this information, we revamped our survey tool, and increased the voices we heard. As a result, we collected 100% of Chopper Topper patients pre &

post mood surveys this year! We also received 60 clinic surveys a month... that’s a lot of voices! In our listening efforts, we learned about the importance of offering regular extended hours in our clinics, the importance of transportation and language supports, and we were encouraged to establish more partnerships with adult dental care providers to teach our caregivers to help our kiddos keep life-long oral health habits in place. While we have begun making progress in establishing extended hours and providing language supports, we are focused on continuing to improve these experiences for our patients in 2023.

# YEAR IN REVIEW

January - Relocation

We learned our administrative offices were going to be torn down with only 60 days’ notice! But, the community came around us and we’re now in the same office as the newly built clinic we opened in May! Because we share this location, we’re able to provide a gathering place for our community, promotoras, and the other service agencies in our building.

February - Free Smiles!

February is Children’s Dental Health Month! To celebrate, we joined the American Dental Association and offered free dental care onsite at Focus Points Resource Center. We provided over \$5K in free care in one day!

May - C4

After years of planning, our highest-volume clinic was built out and re-opened an expanded-capacity clinic inside the innovative Commerce City Community Campus, or “C4.” We began operating and seeing patients in May.

Our team intentionally worked to represent the community we serve and commissioned a local artist of color to create a mural, Kamla Preswalla. Kamla’s work included a little girl in a headwrap, which inspired joy from one of our first patients in the new space, who ran in with a smile and exclaimed, “it’s me!”



July - Strokes of KINDness



Golfers and incredible sponsors joined us for a beautiful day of comradery and competition for a good cause- thanks to incredible generosity, we raised \$127,000!

August - Attracting Attention

C4 has caught the attention of many leaders like ADA Director of Council on Access and Prevention Dr. Jane Grover. She leads the program that certifies our CDHC’s and had the privilege of seeing the incredible impact her program has on the community. Other thought leaders like the Adams County Board of Commissioners, Delta Dental Foundation, and Senator Hickenlooper recognized KINDs work with visits and support this year.

August - Cherry Creek Preschool Palooza

KIND Served over 130 preschoolers and provided over \$8,000 of care for free in one day at Cherry Creek Preschool Palooza!

September - Trauma Informed Focus Groups

KIND’s Leadership team and Promotoras took part in a trauma-informed care focus group that taught our team how to better serve our patients and community as we walk through trials together with them.

September - Community Launch!

After C4’s launch in May, we were able to take pause and celebrate this new season! In September, we had a community launch. Governor Jared Polis and 150 others came and showed their support!



September - Chopper Topper Returns

Chopper Topper officially relaunched our school-based program to pre-COVID capacity - and then some! We have expanded into new school districts, and are busier than ever as we experience increased levels of decay in students, due to our almost 2-year program closures in some school districts.

October - Expressions of KINDness Gala

We are overwhelmed by the generosity at the Expressions of KINDness Gala presented by ClearChoice Dental helping KIND reach a new record of over \$173,700.



October - Language Justice Day of Learning

KIND Partnered with one of our C4 friends, Early Childhood Partnership of Adams County (ECPAC), to host a Language Justice Day of Learning, presented by our friends at the Community Language Co-op.



# SMILE STORIES

Kids are truly the reason why we do our work! Seeing them smile brings us such joy! We love when we're able to relieve pain, give our kids a positive dental experience, and change the trajectory of their oral health!



Issy Then



Issy Now

### REMEMBER ISSY?



We met Issy when she was just 9 years old- Scan the QR code or go to [www.kindsmiles.org/kindkids](http://www.kindsmiles.org/kindkids) to check out part 1 of her story!

Many of our patients are kids that we get to walk with for many years, Isabel, or Izzy has been a patient for over four years. Today , Issy is 13-years-old and come such a long way! She completed her dental treatment she needed and has officially entered the **Cavity Free Club** at her last appointment.

We'll be seeing more of Izzy in the years to come as she continues her oral health journey with Ortho treatments through our clinic.



### MEET HAVIR

During one of our Chopper Topper days at Summit Elementary, Janice, one of our Dental Hygenists found decay on one of 7 year old Havar's molars.

Just a few days later Havar was in pain and wasn't able to get into his own dentist for weeks! Luckily, his mom remembered that KIND had seen him at school and was able to book an appointment at our Commerce City Clinic quickly!

Havar's family drove 45 minutes, but we were able to give Havar a filling and help him leave pain free!

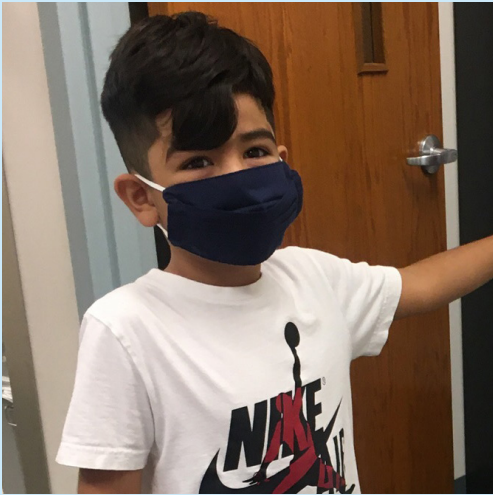


### MEET JONATHAN

After years of neglecting oral health, Jonathan came to our clinic for help.

Jonathan has faced a variety of barriers in life and his health struggled in those seasons as well! He's now 17, living with his uncle, on track to graduate and living with a healthy smile!

He's also a new member in the **Cavity Free Club**!



### MEET MARSALO

Marsalo is an 8 year old patient that just graduated into the **Cavity Free Club**!

Marsalo came to us over four years ago with several cavities. After multiple appointments, restorations, crowns, and extractions, Marsalo is smiling big on his journey to oral health!



# IMPACT PARTNERS

Thanks tho those who invested in KIND at \$10k or more in 2022!











# 2022 FINANCIALS

Thanks to donations from people like you, KIND is able to continue providing high-quality services for all families regardless of their insurance status. Our donors empower us to spend the time needed to include prevention-focused education and assuage fear about dental treatment when we serve our families. We are so grateful for the donors, funders, and advocates that empower us to do this work!

## TOTAL REVENUE BREAKDOWN

	2021	2022
TOTAL REVENUE	*\$1,727,223	\$1,604,485
EARNED REVENUE (Medicaid, Discounted patient payments, service contracts, etc.)	12%	**21%
FUNDRAISING REVENUE (Grants, Donations, Special Events, Corporate Sponsorship, etc.)	87%	78%
INTEREST REVENUE	1%	1%

\*2021 fundraising included \$400K+ in capital fundraising revenue for the new C4 clinic, which was completed in 2022!  
\*\*2022 included a full-scale return of the Chopper Topper program in Fall 2022, increasing earned revenue.



### 23% Average Admin-Fundraising Expense Ratio

Below 25% or lower is considered excellent across non-profit rating systems like Charity Navigator and GuideStar



### 20% of Revenue Is In-Kind

KIND consistently exceeds industry average of donated revenue through donated services, products, and rent.

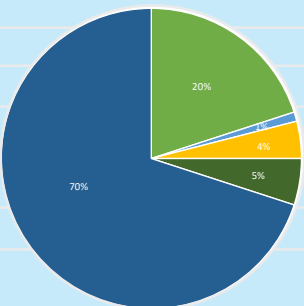


### Employees

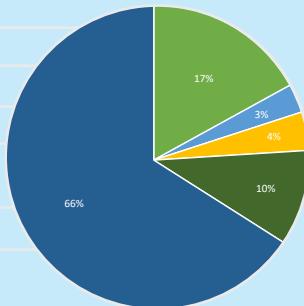
Contributing to low overhead, KIND's staffing model relies on a mix of contracted professional services and team members. Of our 14 employees, 9 are FTE; 5 part-time/seasonal, and 80% are program staff.

## EXPENSE BREAKDOWN

	2021	2022
TOTAL EXPENSES	\$1,110,813	\$1,365,267
OPERATING EXPENSES	20%	17%
RENT	1%	3%
DENTAL PROGRAM SUPPLIES & EQUIPMENT	4%	4%
SPECIAL EVENT EXPENSES	5%	10%
SALARY, BENEFITS AND RELATED EXPENSES	70%	66%



2022





# BOARD OF DIRECTORS



**BOARD CHAIR**

**Cindy Kelly**  
Co-Owner at 5280creations



**TREASURER**

**Doug Lazure**  
Finance Manager, Department of  
Transportation & Infrastructure



**GOVERNANCE OFFICER**

**Jason Langley**  
Vice President, General Counsel at  
ClearChoice Management Services



**BOARD MEMBER**

**Clarisa Hernandez, CFP®CHFC®**  
Financial Advisor at North Star  
Resource Group



*Helping work on a collaboration  
between KIND's outreach programs  
and DPS to serve our students!  
Healthy students are better learners.*  
**Rosa Melendez-Nguyen**



**BOARD MEMBER**

**Rosa Melendez-Nguyen**  
Medicaid Manager for  
Denver Public Schools

*Seeing KIND's new space come to  
life! Governor Polis's recognition  
at our Grand Opening signaled the  
importance of this project for the  
community.*  
**Dr. Isaac Chung**



**EXECUTIVE COMMITTEE  
MEMBER AT LARGE**

**Dr. Lisa Phillips**  
Owner & Pediatric Dentist  
of Hope Pediatric Dentistry



*The KIND team's newsletter - seeing  
how our staff handles day-to-day  
challenges, and the smiles of so  
many young faces, is what keeps me  
motivated!*  
**Cindy Kelly**

*Seeing KIND kids that I have helped  
smiling and laughing at the C4 Clinic  
grand opening event. Its pretty  
cool to see how the care we provide  
changes their lives.*  
**Dr. Lisa Phillips**



**IMMEDIATE PAST CHAIR**

**Dr. Kevin Patterson**  
Owner & Oral & Maxillofacial  
Surgeon at Denver Metro OMS



**BOARD MEMBER**

**Pam Sletten**  
Vice President of the  
Sletten Group, Inc.



**BOARD MEMBER**

**Dr. Isaac Chung**  
Owner and Orthodontist at  
iOrthodontics



**EX-OFFICIO  
BOARD MEMBER**

**Ellie Burbee**  
KIND Executive Director





## LOOKING TO THE FUTURE

We have a future to smile about! Our mission is big and we have dreams of extending our outreach within our city and across Colorado. Dentistry is a vital part of a person's overall well-being and we're championing that mission to see all people served within our communities. Together, we will **increase the oral health and happiness of Colorado children in need by eliminating dental disease through treatment and education.** By 2025, we will...



1. Improve perceptions of dental care, to improve behaviors, by embedding oral health as integral to a child's overall well-being.
2. Increase health equity for youth in underserved communities by providing dental care that utilizes innovative and collaborative models.
3. Empower dental health advocacy in and by the communities KIND serves through education and activation of stakeholders.

We are so proud of the progress we've made in 2022, but we know we have a long road ahead of us! Thank you for working with us to make so many kids smile this year and thank you for your dedication to the work we have ahead! We are so grateful to count you as a partner in eliminating dental health disease and spreading smiles across Colorado!





# HELPING CHILDREN GET THE DENTAL SERVICES THEY NEED SINCE 1912

KIND is committed to providing dental care that is respectful of and responsive to the specific cultural needs of the communities we serve.

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