

Help all
Aussies to
**love
their
teeth**



**MAKE A
DIFFERENCE**

**DENTAL HEALTH WEEK
ADHF FUNDRAISER**

INFORMATION KIT

About the ADHF

Make a difference this Dental Health Week by raising funds for the Australian Dental Health Foundation (ADHF).

The Australian Dental Health Foundation seeks to improve the dental health of Australians who cannot easily access or afford dental care.

The team around Australia coordinates the delivery of pro bono dental treatment to disadvantaged members of the community. The Foundation accepts referrals to the Volunteer Dental Programs for clients who are being supported by a registered charity or not for profit organisation. Volunteer dentists provide their time, expertise, and practice facilities at no cost to eligible patients.

The ADHF's mission is to address the inequality between those Australians who can access the dental care they need, and those who can't. We want better access to quality dental care for all Australians regardless of their financial, geographical, or social situation.

To date, ADHF has created change for thousands of Australian community members. In 2020 and 2021, the amazing ADHF volunteers provided 3,000 appointments and nearly \$2 million of free treatment. This year, in 2022, ADHF hope to do more at a time when many Australians are facing unprecedented challenges.

The ADHF provides dental care to disadvantaged Australians through its three programs.

- **Dental Rescue Days**

Dental practitioners and their staff provide pro bono treatment to a group of patients within their practice. Patients are referred by local charities and not-for-profit organisations.

- **Adopt a Patient**

Volunteer dentists are paired with one patient in need of more complex dental care and the practice will 'adopt' the patient to complete a course of treatment.

- **Rebuilding Smiles**

The Rebuilding Smiles® program assists individuals who have experienced domestic violence and who may have immediate dental trauma or ongoing oral health problems related to a lack of dental treatment over time.

Get involved

With a busy schedule, it may not be possible to get out of the clinic this Dental Health Week, but there are some other ways to get involved. You can get involved as an individual or together as a practice to make a difference this Dental Health Week.

Step 1 - Make a plan

Think about how you want to get involved.

Set the time period you will fundraise for

Fundraise during Dental Health Week which runs from 1 – 7 August 2022. Or, if you'd like to, fundraise for the entire month of August.

Decide on a method of raising funds

We have included some step-by-step ideas below that you may wish to use.

Create a social media CrowdRaiser

Easily set up a CrowdRaiser that donates straight to the ADHF, using GiveNow*.

1. Go to <https://www.givenow.com.au/adhf>.
2. Click 'Create CrowdRaiser'.
3. Fill out your details to create the CrowdRaiser.
4. Register as an individual or a team.
 - Insert text to let everyone know what you are raising funds for. We have created a short blurb (page 5) that you can easily copy and paste.
 - Select an end date and target amount for how much you would like to try and fundraise.
 - Upload a cover photo and profile photo. We have provided you with image options using the Dental Health Week theme that you can pair with an image or you and/or your team.
 - Upload a YouTube video. We have created this video to help you explain the amazing work of the ADHF.
5. Post the CrowdRaiser to your or your practice's social media channels. Everyone who donates over \$2 will automatically receive a receipt from GiveNow.
6. Promote your fundraiser using these resources.
7. At the end of designated period, the funds raised through your CrowdRaiser will be automatically transferred to ADHF.
8. Consider matching your own donation to the amount of money raised from your local community.

Get involved

Donate a proportion of your revenue

There are two ways this can be done.

- Set an amount that you will donate per patient that you see within the prescribed period. This could be for every patient or for all patients that attend for preventive care, such as a scale and clean. For example, if you donate \$10 per patient and you see a total of 22 patients a total of \$220 would be donated to ADHF.
- Nominate a percentage of the weekly revenue from all or a prescribed list of treatments, that you will donate to ADHF. For example, if you choose 10% and your total revenue is \$2000, a total of \$200 would be donated to ADHF.

How to do this

1. Advertise your initiative within your community and practice in the lead up to Dental Health Week. Consider contacting the local paper, or advertising on social media. We have created resources to help you do this.
2. At the end of the promotion period, transfer the funds to the ADHF via the GiveNow portal on that you access via the ADHF [website](#). GiveNow will automatically generate a receipt in response to your donation.

If you would like to pay via bank transfer, please contact the ADA via contact@ada.org.au.

Other fundraising ideas

- Create a raffle with the proceeds going to ADHF.
- Hold an event and get sponsorship, for example, you and your team may choose to give up sugar for the month of August and use the CrowdRaiser function to collect donations in support of your efforts.

Donations over \$2 are tax-deductible. Receipts for all donations over \$2 will be provided. GiveNow will automatically generate a receipt for donations over \$2.

Not able to fundraise? Consider making a direct donation or volunteering your time.

The ADHF are always seeking volunteers to provide pro-bono dental treatment within their own dental practices. If you are interested in volunteering, visit the website, and provide your details, using this [form](#).

More information

Terms & conditions

1. Any activities must abide by the Advertising Guidelines and Social Media Guidelines by the Dental Board of Australia. Read the guidelines at www.dentalboard.gov.au.
2. Colgate-Palmolive will donate kits, up to a maximum of 1,500 dental hygiene kits.

Contact us

If you have questions about fundraising during Dental Health Week, please email contact@ada.org.au or call 02 8815 3333.

Blurb for CrowdRaiser campaign

(Copy and paste the below into the relevant section when setting up your CrowdRaising profile)

The Australian Dental Health Foundation (ADHF) coordinates the delivery of free dental treatment to disadvantaged members of the community including those re-establishing their independence after domestic violence, people enduring long-term economic hardship or dealing with mental and physical challenges, the homeless and those overcoming addiction. With life-transforming change already delivered to thousands of people, the ADHF is committed to doing even more at a time when many Australians are facing unprecedented challenges.

Jean is one person who has benefited enormously from the work of the ADHF. Referred under the Rebuilding Smiles® program, Jean experienced domestic violence in the family home as a child. She was left with no teeth due to trauma from physical violence and years-long neglect of her oral health. Jean was provided a full denture which has meant she has been able to eat normally again and become comfortable with her appearance again. Jean is hoping to get a part-time job in a bookshop, write about her life experiences, and reconnect with the daughter with whom she has lost contact. Grateful for the support of the ADHF, Jean described their work as "life changing".