





KidsSmiles
Smiles for All

*Expanding Inclusive Dental Care for All Children*

**Imagine you are a parent trying your best to take care of all your kids' needs.** You want to provide a safe place to live, ensure the best food, navigate the schooling system, and meet all their health care needs. It's a lot to manage. Now imagine if your child has a disability where mobility limits the places you can go, social situations induce anxiety, and stigma and ignorance discourage you from accessing the easiest places. It can be overwhelming. It can be even more difficult when you struggle with finances, which can create additional economic barriers. With all of this, dental care might not be a priority, especially if your job does not provide great dental insurance. As a parent with a child with special needs, you need a dental provider that is safe and inclusive.

- **Only about 20% of dentists report treating patients with special needs**
- **Nearly 40% of parents of children with special needs report difficulty in finding dental providers willing to treat their children**
- **Children with autism spectrum disorder have significantly higher rates of dental anxiety and sensory sensitivities that complicate dental visits**

Given these needs, there is an opportunity for a community provider to step up and tackle these challenges and advance health equity outcomes. Kids Smiles not only has a history of success serving this population but is uniquely prepared to serve as a model of success for providers across the country. **Help us reach our goal of raising $150,000 to renovate Kids Smiles' West Philadelphia dental center and expand access to care for children with disabilities and special needs.**

# Campaign Initiatives

## Creating Safer and More Accessible Facilities

**Kids Smiles is launching a renovation project at our West Philadelphia dental center** that will create a welcoming environment with accessible design, sensory-friendly waiting areas, and visual supports. The bright lights and loud, strange sounds of a dental office can often trigger stress and fear in special needs patients, and we aim to eliminate that anxiety for children and families.

The renovations will provide children and families with a layout that creates a more peaceful and soothing atmosphere. We plan to create outdoor murals, as shown here, that create beautiful landscapes and more inviting environments.

The activities of this goal include:

- Obtain new dental equipment, such as accessible dental chairs, portable X-ray machines, sterilization tools, and stools
- Purchase updated dental instruments, including handpieces, scalers, x-ray sensors, and curing lights
- Update existing technology infrastructure with new computers and software



Kids Smiles West Philadelphia dental center renovation renderings

# Increase Trust and Inclusion

Families with children who have special needs and disabilities need to trust their dental provider and feel welcome throughout every interaction with the clinical team. To achieve trust and inclusion outcomes, our staff must be prepared to effectively engage with our patients, their families, and community partners. Traditional dental programs do not go in-depth with communication skills for children with behavioral health challenges. Our team undergoes training by national experts to increase understanding of disabilities, strengthen behavioral responses and relationship-building skills, and provide tools to navigate challenges. By increasing the competency of our staff, we will expand the Inclusive Dental program to our West Philadelphia dental center. This means we can serve patients every Friday as we alternate between our Southwest and West Philadelphia offices.

The activities of this goal include:

- Designing communication and marketing materials to attract and retain patients with disabilities and special needs
- Maintaining partnerships with local community groups and agencies
- Educating our staff on culturally responsive care techniques
- Strengthening our team's inclusion skills and procedures






## Remove Barriers to Oral Health Care

With our expertise and experience in addressing health disparities, Kids Smiles recognizes that there are external barriers to accessing dental care. Our commitment to oral health extends beyond the dental chair by supporting as many needs as possible. Many of our patients face challenges such as economic uncertainties, language access struggles, lack of education, and stress with resource navigation. As we strive to achieve the best possible outcomes for all our patients, especially children with special needs, we plan to remove as many barriers to oral health care as we can.

We plan to continue and expand on the following strategies:

- Screening patients for additional care needs, including housing, clothing, and food insecurity
- Supporting uninsured patients with Medicaid enrollment or financial assistance
- Connecting families with local resources that also provide culturally responsive care
- Monitoring patient oral health outcomes, identifying any health disparities, and determining action plans to address them

# Program Impact-Meet Miles

Miles is seven years old and non-verbal, but still working on his speech. In January 2024, his mom Rebecca took him to the dentist, thinking he had just had one cavity, but was shocked to find out he needed extensive oral surgery that resulted in 3 extractions, 7 silver crowns, and many fillings. Since Miles did not speak, Rebecca had no idea he was in so much pain, and neither did his dentist at the time. Rebecca knew she needed to find a new dentist trained to work with children like Miles. That's when she found Kids Smiles.





Kids Smiles' Inclusive Dental Program is designed for kids like Miles – patients with special needs. Our clinically and behaviorally trained dentists know how to work with children with disabilities. During his first visit, Miles was overwhelmed by the dental chair, and the dentist sat on the floor with him to brush his teeth and provide treatment. Rebecca was relieved that her son found a place to feel safe.

Today, Miles looks forward to visiting Kids Smiles to get his teeth cleaned. Recently, he was even excited to have a "wiggly jiggly" tooth that he could give to the tooth fairy. Rebecca was grateful not only to have a place safe enough for Miles but also one that offered her support instead of judgment.

*The Kids Smiles staff were very reassuring to me. I knew we were doing a good thing. And I thought that was nice, because aside from his actual dental issues, it took away some of that mom guilt. It was really helpful."*

## Timeline Overview




## Goals & Objectives

### GOAL 1

Triple Kids Smiles' capacity to serve disabled and special needs patients.

### OBJECTIVES

Create an accessible path to care at Kids Smiles' West Philadelphia dental center by completing renovations in early 2026.

Provide dental care to over 200 disabled and special needs patients.

### GOAL 2

Increase trust and inclusion for patients and their families.

### OBJECTIVES

Reduce patient anxiety for 85% of families.

Strengthen staff confidence to serve children with disabilities by 85%.

Engage at least 5 new community partners connected to communities with special needs and disabilities.

### GOAL 3

Remove barriers to care for children with disabilities and special needs.

### OBJECTIVES

Reach at least 1,250 families through tailored communications

Improve at-home oral health for 90% of our Inlcusive Dental patients

Connect at least 90% of patients exhibiting financial needs to other community-based resources.

Increase the number of children choosing Kids Smiles as a dental home by 200%.

# How to Help

There are many ways to help, and you will be making a difference no matter how you choose to give.

When contemplating your gift, please consider how you can maximize your contribution.

*If you pay your pledge over multiple years does that enable you to increase your gift?*

*Can you maximize your giving through an employer's matching gift program?*

*Would you benefit from making payments monthly or quarterly with automatic charges to your credit card?*

As an expression of our appreciation for your generosity, a variety of donor recognition opportunities are available at various gift levels.

25th ANNIVERSARY CHAMPION - $25,000
Recognition Includes:

- Exclusive naming opportunities for key clinic spaces at the West Philadelphia site
- Complimentary tickets and special recognition at 2027 Topgolf event
- Invitation to and special recognition at November 2026 Champions Event
- Prominent logo placement on Kids Smiles website and annual impact report
- Dedicated social media post announcing partnership
- Recognition in press releases and all 2026 e-newsletters

LEGACY SMILES LEADER – $10,000
Recognition Includes:
·Highest recognition on donor plaque in waiting area
·Complimentary tickets and special recognition at 2027 Topgolf event
·Invitation to and special recognition at November 2026 Champions Event
·Prominent logo placement on Kids Smiles website and annual impact report
·Dedicated social media post announcing partnership
·Recognition in press releases and all 2026 e-newsletters

BRIGHT FUTURES ADVOCATE — $5,000
Recognition Includes:
·Recognition on donor plaque in waiting area
·Recognition at groundbreaking event
·Complimentary tickets to 2027 Topgolf event
·Invitation to and Special Recognition at November 2026 Champions Event
·Prominent logo placement on website and annual impact report
·Dedicated social media post announcing partnership
·Recognition in press releases and newsletters

HEALTHY SMILES AMBASSADOR — $2,500
Recognition Includes:
·Recognition on donor plaque in waiting area
·Invitation to and Special Recognition at November 2026 Champions Event
·Prominent logo placement on website and annual impact report
·Dedicated social media post announcing partnership
·Recognition in press releases and newsletters

COMFORT & CARE CHAMPION — $1,000
Recognition Includes:
·Invitation to and Special Recognition at November 2026 Champions Event
·Listed on Kids Smiles website and annual impact report
·Social media recognition
·Recognition in newsletters

CARING SMILES SUPPORTER — $500
Recognition Includes:
·Invitation to November 2026 Champions Event
·Listed on website and annual impact report
·Social media recognition
·Recognition in email newsletters

SMILES FOR ALL FRIEND — $100-$250
Recognition Includes:
·Listed on website and annual impact report
·Recognition in newsletters

To learn more contact Christine Polit, Director, Strategic Partnerships at cpolit@kidssmiles.org or (856)-278-2608.

Donations to the Smiles for All campaign can be made by sending a check payable to:
Kids Smiles
219 B Chester Pike
Norwood, PA 19074

Donate online using the QR code