



# INVESTING IN HUMAN POTENTIAL

2007 REPORT ON GIVING

**ADA** | **FOUNDATION**

Dental Education | Access to Care | Research | Charitable Assistance

“The ADA Foundation earns your trust every day by reaching out to connect people and change lives. We are deeply grateful for your time, your talent, and your commitment to make a difference in the lives of others—now and in the future.”

Arthur A. Dugoni, D.D.S., M.S.  
President, ADA Foundation



## Message from the President

Dear Colleague,

Our profession has blessed me with many rewards. Most meaningful of all has been seeing how dentistry is a force for connecting people, changing lives—and helping others achieve their full potential.

As you read this report, I think you will be affected as I was by the story of Christine, Jenny, and Justin Johns, sisters and brother who share a passion for science. In high school, Christine and Justin's dental research project won the ADA Foundation's special award at Intel's International Science and Engineering Fair. It was a remarkable achievement that these young people resolved a scientific question and spurred further research whose results could have a great potential to improve children's oral health. And it is immensely gratifying that Jenny Johns is now pursuing a career in dental research.

I'm sure you'll note that the achievements of the Johns family and others featured in this report have been made possible through philanthropy—and particularly through support of the ADA Foundation. I am gratified by the Foundation's initiative in meeting the challenge of supporting education, research, access to care and charitable assistance to dentists. And I am awed by the Foundation's passionate leadership in generating new levels of philanthropy that will transform dental education through **Dental Education: Our Legacy-Our Future**.

Dentists give many gifts to the world by volunteering their talents, but there is so much more that we can do to secure the future. That is why I have invested many years of my life and my own resources to promote dental philanthropy through the Foundation.

Now the ADA Foundation needs you to join me and many others in our profession who have begun making philanthropy a part of their lives, and are inspiring change in the lives of others. By joining us, you will be making the most important investment of all—an investment in human potential.

Yours in good health,

*Arthur A. Dugoni*

Arthur A. Dugoni, D.D.S., M.S.  
President, ADA Foundation

Thank You for Your Investment in Human Potential

“I want to do research that will help people. I believe that, without the project and the ADA Foundation award, I might not have made the connections to achieve my goal.”

**Jenny Johns**  
Graduate student  
Ph.D. candidate  
University of Florida



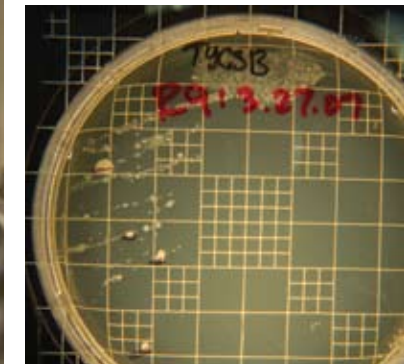
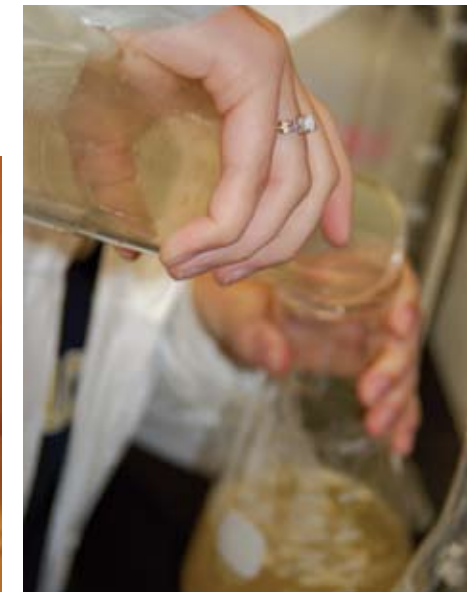
### Young Scientists Sweeten the Future for Oral Health

Investing pre-college students with a passion for research is the goal of the ADA Foundation’s annual prize awarded at the Intel International Sciences and Engineering Fair. Christine and Justin Johns—a sister and brother from Cape Coral, Florida—received the prize for “Xylitol Xtreme Two,” a study which resolved a question within the research community by demonstrating the time frame in which xylitol best inhibits the growth of mouth bacteria.

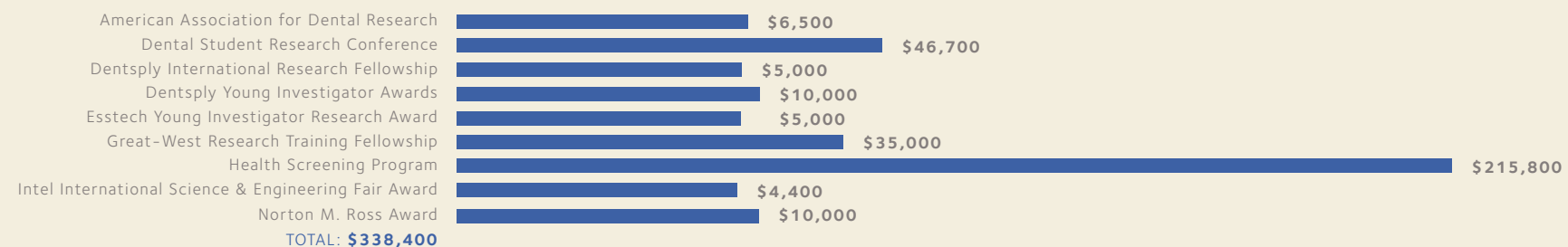
The research and Foundation award helped set the Johns siblings on a new path, when the Rudy Beverage Company asked them to conduct further research for a xylitol-sweetened sports beverage that shows promise in helping prevent tooth decay. Older sister Jenny Johns, a chemistry major, joined them on the project. Encouraged by their success, now Christine and Jenny are committed to pursue careers of helping people through scientific research, and Jenny is on track to a Ph.D. in dental research.

“This is how the Foundation’s Intel prize is supposed to work: not just rewarding research, but investing in the future.”

**Janet Quinn, Ph.D.**  
Materials Science Research  
Scientist & Project Leader  
Paffenbarger Research Institute



## RESEARCH



“I wanted to give back to the dental profession that has supported me, my family, and my employees for many years. I chose the ADA Foundation because trust was very important. The Foundation is a top-level organization with an educational component already in place, and a highly competent board of directors that demonstrates commitment to the future of the profession.”

**Paul Suni**  
 Founder & former CEO – Suni Medical Imaging, Inc.



### Suni Scholarships: The Art and Science of Dental Philanthropy

One of the most unique gifts to the ADA Foundation has been made by Paul Suni, founder and former CEO of Suni Imaging, Inc. Mr. Suni donated 6 million shares of his company's stock to fund a unique, yet-to-be established dental school scholarship program that will assist students with high grades and a deep dedication to the fine arts. Mr. Suni, a physicist, industrialist, and classical pianist, believes that students who demonstrate enduring passions for both science and the fine arts possess the broad vision to contribute great value to society in the future.

“You can't let monetary problems interfere with learning or deter you from furthering your education. With this scholarship, I'm free to make the best decisions about my future.”

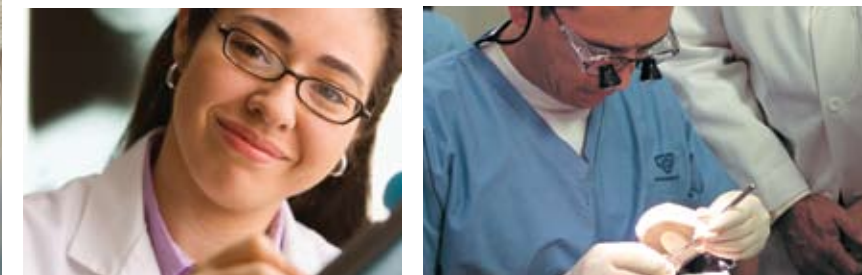
**Justin Cole**  
 ADAF – RWJF Pipeline Scholarship recipient  
 Howard University College of Dentistry



### Dental Pipeline Scholarships “Jump Start” Minority Dental Careers

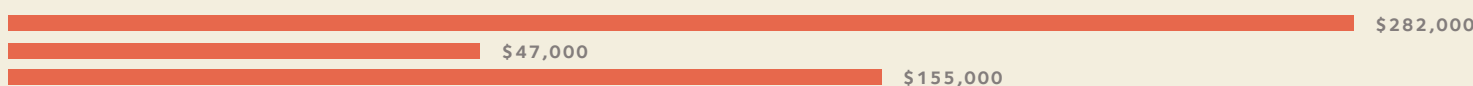
To expand opportunities for dental education among low-income and underrepresented minority students through the Dental Pipeline Project (DPP) of the Robert Wood Johnson Foundation (RWJF), the ADA Foundation has initiated a scholarship program that will amplify the DPP's ability to support minority dental students. The ADA Foundation's program funds ten 4-year scholarships to students at 5 dental schools.

Oluremi Ogunsanya appreciates the assistance his scholarship provides. His parents emigrated from Nigeria, and had high expectations for their U. S.-born son to achieve the American dream. Because of his passion for dentistry, high grades and financial need, he was an ideal candidate for the additional funding provided by the new Foundation program. Now a student at Howard University College of Dentistry, Ogunsanya finds that the scholarship helps relieve financial pressure so he can focus on his studies, and achieve his dream.



## EDUCATION

Community Dental Health Coordinator  
 Robert Wood Johnson Foundation: Dental Pipeline Program  
 Scholarship Program  
**TOTAL: \$484,000**



## Restoring Smiles and Lives

Ramping up its commitment to improve oral health for children in underserved U.S. communities, last year the ADA Foundation joined with the ADA to expand Give Kids A Smile (GKAS), a nationwide volunteer initiative to provide dental care at no charge for children who lack access. The Foundation and its GKAS National Advisory Board have been raising funds to expand and strengthen programs that succeed in delivering restorative dental care that makes a difference in children's lives. Grants will be made to programs nominated by state and local dental societies, and the ADA Foundation will administer the grants.

"I have to tell you of the changes I have seen in one of our students...she had been disruptive in class...absent from school, often involved in angry outbursts...and more and more disheveled....She had quite a bit of work done at the [GKAS] clinic, including having a tooth pulled. Since then, she's come to school with clean clothes, her hair combed, and a much nicer disposition. I think she had been in constant pain with her tooth and is finally feeling better!"

S. G., Middle School Guidance Counselor, St. Louis, Missouri

"It's important that dentists volunteer internationally. But let's not forget about the kids in our own back yard."

Jeffrey Dalin, D.D.S.  
Co-Founder, Give Kids A Smile  
St. Louis, Missouri



## Innovative Programs Highlight Oral Health Needs of the Elderly

On national, state and local levels, the ADA Foundation is taking the lead to increase awareness about oral health and better oral care for vulnerable older Americans. A three-year OralLongevity™ grant from GlaxoSmithKline Consumer Health Care allowed the Foundation and the American Dental Association to produce a consumer-friendly DVD and brochure about the oral health needs of the elderly. These were distributed to dentists via a special supplement of the Journal of the American Dental Association, and are also available as free downloads from the OralLongevity™ Web site at [www.orallongevity.ada.org](http://www.orallongevity.ada.org). Continuing education courses were provided to ADA annual session attendees. More outreach and education is in the works.

With the California Dental Association Foundation, the ADA Foundation is also supporting a new Geriatric Oral Health Access Program at Brookside Skilled Nursing Hospital in San Mateo, CA. This innovative pilot program will team dentists and registered

dental hygienists in alternative practice (RDHAP) to assess and provide care for elderly nursing home patients, a population that is chronically underserved nationwide. Care providers will be trained to support daily oral hygiene in residents to improve overall health and quality of life.

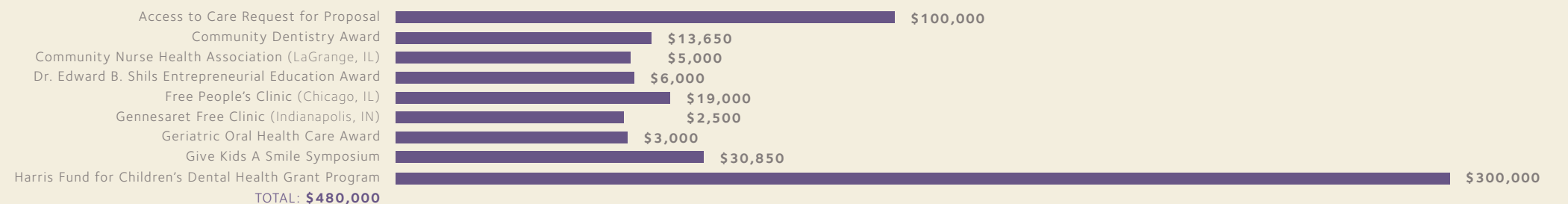


"When I reviewed the OralLongevity™ DVD, I thought it was very special. I showed it to my son, who is also a dentist, and he agreed it was one of the best educational tools for older adults we've seen."

(ADA News, Jan. 7, 2008; view entire article on ADA.org)

Baxter B. Sapp, Jr., D.D.S.  
Durham, North Carolina

## ACCESS TO CARE



“After Katrina, we spent a week volunteering in New Orleans and we saw first hand how something you have no control over can wreak havoc on your life. Since then, we have donated every year to the ADA Foundation’s charitable assistance program to help our colleagues in need.”

**Bryan Neuwirth, D.D.S., M.D.**  
Brown & Neuwirth Oral & Maxillofacial Surgery  
Hickory, North Carolina



### Helping Dentists Weather Many Storms

In a year of erratic and destructive weather, the ADA Foundation continued its work to quickly provide emergency assistance to dentists by coordinating resources and information with local and state dental organizations.

For Dr. Gary Marcoux of Rushford, Minnesota, a Foundation grant provided much-needed relief when up to five feet of water flooded the town’s commercial district after a sudden, violent rainstorm last August. Much of Dr. Marcoux’s records and equipment were destroyed, and the building was left uninhabitable. The Foundation grant arrived quickly, easing the financial burden and assisting Dr. Marcoux’s transition to temporary quarters in order to continue serving his patients while he waited for insurance settlements, state and federal assistance to arrive.



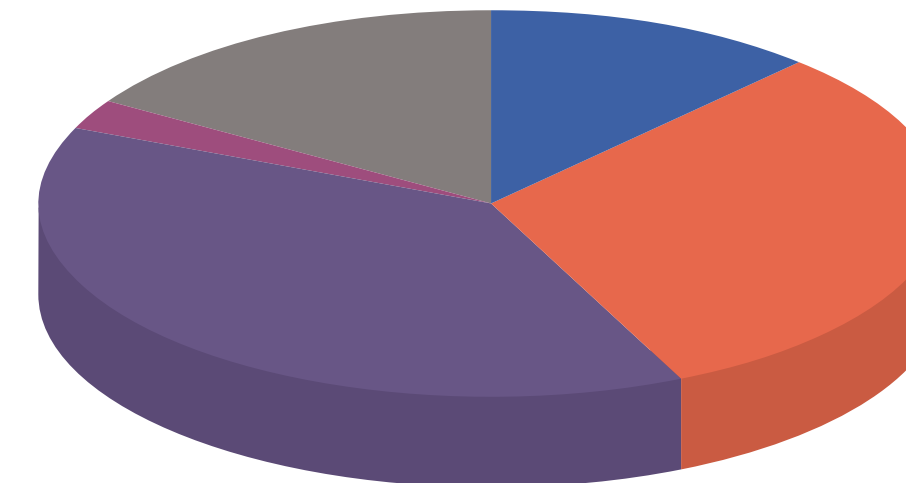
“We urge others to support the ADA Foundation’s charitable assistance, and we receive many thank yous from dentists in our own community who have recognized the importance of charitable giving.”

**Christopher Brown, D.D.S.**  
Brown & Neuwirth Oral & Maxillofacial Surgery  
Hickory, North Carolina



Your gifts are an investment in human potential.

### 2007 Total Gift Contributions: \$2,301,418



#### 2007 Gift Designation

Research: \$278,068  
Education: \$715,769\*  
Access: \$880,604  
Charitable Assistance: \$60,434  
Unrestricted: \$366,543

\*Education includes Innovation Fund Gifts

### Please Help Us Connect More People and Change More Lives!

To make an online gift, find out more about how you can support the ADA Foundation, or learn about grant opportunities, please visit: [www.adafoundation.org](http://www.adafoundation.org).

You may also make a gift in honor or in memory of someone. For more information, please visit: [www.adafoundation.org](http://www.adafoundation.org).

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[www.adafoundation.org](http://www.adafoundation.org)

## CHARITABLE ASSISTANCE



## YOUR GIFTS

Thank You for Your Investment in Human Potential

## Vision

The ADA Foundation...Connecting people. Changing lives.

## Mission

As dentistry's premier philanthropic and charitable organization, the ADA Foundation is a catalyst for uniting people and organizations to make a difference through better oral health. We secure contributions and provide grants for sustainable programs in dental research, education, access to care and assistance for dentists and their families in need.

Our strategic ties with the American Dental Association, coupled with our strong volunteer leadership and our generous donors, give us a powerful yet flexible infrastructure to anticipate and quickly respond to the most pressing needs affecting dentistry and the public's oral health.

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