Bring benefit to the community.

Be the statewide oral health thought leader.

Strengthen employee engagement through volunteer opportunities.

Increase knowledge of the importance of oral health.

2015 Cinco de Mayo Festival

University of Colorado Heroes Clinic

2015 Day of Service with a Smile

Land of Smiles performance
Community Benefit Program Provides Access to Dental Care

At Delta Dental of Colorado we believe everyone deserves a great smile. Through our community benefit program, we invest in both Colorado communities and the state’s oral health.

What does that look like? For veteran Micah Marmaro it was free dental care. He accessed it through the CU Heroes Clinic, which provides preventive and restorative dental care to veterans enrolled in a degree program.

For the last two years, Delta Dental of Colorado contributed more than $2 million to the CU Heroes Clinic. This program has successfully addressed a significant gap in coverage since more than 80% of our veteran students don’t have dental benefits.

For the students and teachers of local elementary schools, Delta Dental of Colorado’s live theater program, Land of Smiles, brought an afternoon of education and entertainment as the Tooth Wizard and Plaque Man battled it out over a life-size cavity.

Feedback from teachers who had experienced Land of Smiles at their school was overwhelming positive, with all of them stating they’d like to see it return to their schools. Since it debuted two years ago, Land of Smiles has reached over 50,000 students.

We started the Delta Dental of Colorado Fund, a program that fills the gap for low-income Coloradans who can’t afford the dental care they need. More than 13,000 people have been helped by the Fund with nearly $4 million of care provided.

When Delta Dental employee Jennifer McGlochlin thinks of community benefit, she looks to the iGive program. In 2015, all Delta Dental employees received $1,000 to give to a nonprofit of their choice. Jennifer gave her money to a summer camp for children with serious illnesses. Her son, who has kidney disease, has enjoyed the camp for three summers.

Employee gifts to Colorado nonprofits exceeded $389,000 in the three years Delta Dental has sponsored the iGive program.

I’M CONFIDENT IF YOU ASK OUR EMPLOYEES ABOUT THE IMPORTANCE OF OUR COMMUNITY BENEFIT PROGRAM, THEY LIKELY WOULD EXPRESS THEIR PRIDE IN THE WORK THEY DO EVERYDAY TO PROVIDE SERVICE TO COLORADO’S CITIZENS.

At Delta Dental of Colorado, our mission is to improve the oral health of Coloradans and give back to our communities. I’m proud of our service to the community. This report will give you an update on the work we do.

Sincerely,

Kathryn A. Paul
Delta Dental of Colorado
President & CEO
A Touch of Magic
From the Tooth Fairy

Mirella Chavez calls her role as Delta Dental of Colorado’s Tooth Fairy “a Cinderella story.” But it didn’t involve a glass slipper.

Mirella came to work at Delta Dental making outreach calls to underserved families needing dental care. Upon noticing her winning smile and wonderful customer service skills, management asked her if she’d like to be the tooth fairy and wear the costume. Once she added a crystal-studded Delta Dental tiara and shiny silver slippers the rest, as they say, is history.

“What is it about me and my tiara?” she says, laughing. “I guess you could say that whenever I put it on, I’m transformed into the Tooth Fairy.”

Mirella has played the Tooth Fairy at events throughout the state for four years, holding a life-size tooth brush and giving out smile bags with toothpaste, a toothbrush and floss to children and their parents.

Children who agree to get their photo with the tooth fairy also get a toothbrush timer. She gives her little fans the 2-2-2 message. “I tell them to brush twice a day in the a.m. and p.m. for at least two minutes and visit the dentist twice a year,” she says.

In 2015, Delta Dental of Colorado sponsored 35 events. Our bi-lingual Tooth Fairy and volunteer staff handed out more than 50,000 smile bags. We’re proud of this work to bring oral health education and smiles to thousands of Colorado’s children and their parents every year.

At a recent event in Pueblo, parents recognized Mirella from the year before and greeted her like an old friend. Some children were shy; others ran up and hugged her. At another event, she met a child who was anxious to find out if he was on her list for baby tooth pick up. Before, she gave a yes or no she inquired about his brushing habits; asking, “Do you brush in the morning? What about the night?” His reply to both was “No.” The boy was noticeably upset and the Tooth Fairy was confused. At this point, his mother told her he had cancer and his medication made it hard for him to brush his teeth.

The Tooth Fairy thought fast and quizzed him again, this time on his eating habits. She asked, “Do you eat fruits and veggies?” He replied, “Yes” Then came the most important question of them all, “Do you like to smile?” He replied with a huge grin on his face, “Yes!” The Tooth Fairy loud and proud yelled, “Then you did it! You made the list! But you have to remember to always smile. Everyone deserves to see that smile.”

And in case you didn’t know, the Tooth Fairy has a reason for making her rounds at night. Says Mirella, “That’s when baby teeth shine the brightest!”
Heroes Clinic Provides Dental Care for Veterans

When Veteran Micah Marmaro left the service, he didn’t have access to dental care. Many veterans don’t have dental insurance when they leave the military.

But as a University of Colorado student, Mike receives free dental care at the CU Heroes Clinic. The program, funded by Delta Dental of Colorado, provides dental care as a supplemental benefit to health care provided by the Veteran’s Administration.

For Micah, free dental care was a welcome surprise.

“It’s one thing to have someone pat you on the back and say, ‘Thanks for your service,’” he says. “It’s another thing for Delta Dental of Colorado to come down and say, ‘Let’s do something. And we’re going to provide for you in a way that will help you for the rest of your life. That was a pretty impactful moment.”

The CU Heroes Clinic provides a variety of dental services including X-rays, cleanings, fillings and crowns. Senior dental students, under the supervision of faculty and staff, provide the care.

“We wanted to address a very significant gap in coverage – nearly 80% of our veteran students don’t have any kind of dental benefits whatsoever,” says Doug Berkey, DMD, former chair of Delta Dental of Colorado’s board of trustees. “We felt it was very important to provide care for these students.”

Delta Dental of Colorado contributed $1 million to fund the CU Heroes Clinic in the first year, followed by a second $1 million contribution in 2015.

The School of Dental Medicine donates the preventive services and the money from Delta Dental of Colorado pays for the restorative dental care. Veterans currently enrolled in a degree program qualify for the free dental program.

“I’m delighted we’re able to provide quality dental care at no cost to these deserving students,” says Denise Kassebaum, DDS, dean of the CU School of Dental Medicine. “It means a great deal to them and even more to us to see them walk out with great smiles and to know we’ve changed their lives forever.”

Dental coverage was one thing the military didn’t offer, Micah says, adding, “The Heroes Clinic is the fix, and that’s why it’s so special.”
Delta Dental of Colorado Employees Donate $139,000 to Nonprofits through its iGive Programs

Bill Baier, Delta Dental of Colorado’s customer service & claims director, “is very passionate about animals.” So for him, the Denver Dumb Friends League was the perfect charity to support through the iGive program.

“The commitment they have to take care of the animals entrusted to them is unbelievable,” he says. “They rehab the animals, treat them for medical conditions and get them placed in their forever homes.”

In 2015, the Denver Dumb Friends League was one of 68 Colorado-based nonprofits supported by 146 Delta Dental of Colorado employees. Through iGive, Delta Dental of Colorado gives each full-time employee $1,000 to give to the charity of their choice.


Employees also were allowed to pool their money to make a greater impact for charities. The top five iGive contributions to Colorado charities in 2015 included:

- **$17,500 FOR THE DENVER DUMB FRIENDS LEAGUE**
  Denver’s largest nonprofit welfare organization.

- **$14,700 TO FLORENCE CRITTENTON SERVICES**
  which supports Metro Denver teen mothers.

- **$10,700 TO CHILDREN FIRST OF THE ROCKIES**
  a parenting education program.

- **$9,400 TO FAMILIES FORWARD RESOURCE CENTER**
  a family strengthening services provider in Denver.

- **$8,000 TO SAFEHOUSE DENVER**
  a domestic violence shelter, counseling and education provider.

Jennifer McGloghlin supported Round Up River Ranch, a summer camp for children with serious illnesses. Jennifer’s son, who has stage two kidney disease, has enjoyed the camp for three summers.

Says Jennifer, “I am thrilled that Delta Dental gave me this opportunity to make a donation to an organization that has made such a difference in my family’s life.”

*Delta Dental employee donations help support Wapiyapi, a camp for children who have been diagnosed with cancer, and for their sisters and brothers.*
Delta Dental of Colorado
Community Benefit Program
Goals and highlights

71
Delta Dental of Colorado employees and their family members participated in the 2015 Day of Service with a Smile, working to improve Denver’s Montbello Central Park.

$139,000
Amount Delta Dental of Colorado employees donated to Colorado nonprofits through the iGive program in 2015.

62,134
Colorado children who have seen the Land of Smiles program

Bring benefit to the community.
Delta Dental of Colorado Community Benefit Program Goal

“I tell them to brush twice a day... for at least two minutes and visit the dentist twice a year.”
Mirella Chavez
Delta Dental of Colorado’s “Tooth Fairy”

20
Delta Dental of Colorado staff members that participate on local nonprofit Board of Directors.

“By providing two consecutive years of dental insurance through the fund, it is much more likely that participants can move from restorative care to a sustainable level of preventive care.”
Dr. Thomas Swain
Delta Dental of Colorado Board of Trustees

2014 Day of Service with a Smile
Delta Dental of Colorado’s “Tooth Fairy” at the 2015 CU Health Fair
Be the statewide oral health thought leader.
Delta Dental of Colorado Community Benefit Program Goal

$77,897
Amount raised by Delta Dental of Colorado staff to support United Way in 2015.

125,000
Toothbrushes given to Colorado children and their parents through Delta Dental of Colorado Community Benefit Programs each year

Increase knowledge of the importance of oral health.
Delta Dental of Colorado Community Benefit Program Goal

"We wanted to address a very significant gap in coverage – nearly 80% of our veteran students don’t have any kind of dental benefits whatsoever. We felt it was very important to provide care for these students."
Dr. Doug Berkey
Delta Dental of Colorado Board of Trustees

"Loved the kits for the kids... Perhaps in some situations this is their first toothbrush."
Elementary school teacher, Delta Dental of Colorado’s Land of Smiles

From the arts to universities.
Our employees volunteer their time serving on the boards of numerous Colorado nonprofit organizations

Strengthen employee engagement through volunteer opportunities.
Delta Dental of Colorado Community Benefit Program Goal

236
Schools hosting Delta Dental of Colorado’s Land of Smiles performances

Employees donated $17,500 to the Denver Dumb Friends League through iGive
Four years ago, Delta Dental of Colorado joined forces with Governor John Hickenlooper to launch the Delta Dental of Colorado Fund, providing 6,000 low-income Coloradans two free years of dental insurance.

In the first year, Delta Dental paid more than $2 million in claims. In the years since, Delta Dental has provided insurance to more than 6,000 Coloradans with another $2 million paid out in claims. That accounts for over 50,000 paid procedures, including 5,000 cavities filled.

The Delta Dental of Colorado Fund filled a gap for many low-income Coloradoans, from children to the elderly, who had no safety net for dental care. In the first year of its implementation, the fund reached capacity within months.

**THE PROGRAM IS STILL AVAILABLE TO COLORADANS WHO HAVE DELTA DENTAL INSURANCE, BUT WHO CAN’T AFFORD THEIR PLAN’S COPAYMENT FOR DENTAL SERVICES.**

“When dental disease reaches the point of needing major restorative treatment, it’s not only incredibly painful, it can be life-threatening,” says Dr. Thomas Swain, a Denver-area dentist and a member of the Delta Dental of Colorado Board of Trustees. “By providing two consecutive years of dental insurance through the fund, it is much more likely that participants can move from restorative care to a sustainable level of preventive care.”

**DELTA DENTAL OF COLORADO FUND: BECAUSE A HEALTHY SMILE CAN CHANGE A LIFE**
They came with shovels, wheel barrels, work gloves and best of all — smiles.

Seventy-one employees and their family members participated in Delta Dental of Colorado’s 2015 Day of Service with a Smile by working to improve Montbello Central Park.

**THE HARD-WORKING STAFF SPREAD 60 YARDS OF MULCH, PAINTED BLEACHERS, TURNED SAND IN THE PLAYGROUND AND COLLECTED 300 GALLONS OF DEBRIS.**

Best of all, they celebrated their hard work with barbecue and ice cream!

The Day of Service was only one of the many volunteer efforts Delta Dental of Colorado employees do throughout the year.

Additional organizations our staff supports include:

**URBAN PEAK**
Delta Dental of Colorado employees cook and serve breakfast to homeless youth the first Monday of every month.

**BESSION’S HOPE**
Sixty percent of nursing home residents never have a visitor. Seven members of our staff have adopted a nursing home resident and visit them regularly.

**UNITED WAY**
Delta Dental employees have a long history of supporting United Way. Staff raised nearly $67,000 in 2014 and $69,000 in 2015.
When do kids laugh, shriek and rush forward to floss a giant tooth?

It’s when Land of Smiles a live, 30-minute play, sponsored by Delta Dental of Colorado, comes to school. Established in Colorado in 2014, the Land of Smiles cast visited 14,840 students in 55 schools. The following school year, Land of Smiles reached 27,000 students in 84 schools, across 17 school districts in 19 Front Range counties.

During the 2015-2016 school year, Land of Smiles reached 25,343 students in 94 schools.

The play features The Tooth Wizard, and his antagonist, Plaque Man. These archenemies teach the value and practice of brushing, flossing and maintaining good oral health. The Tooth Wizard shows children how to get rid of icky, sticky, slimy, grimy, sort of yellowy, green gunk — in other words, plaque — that destroys teeth and causes cavities.

The program meets Colorado State Standards requirements for:

- Physical and Personal Wellness in Health
- Drama and Theater Arts
- 21st-Century Skills and Readiness Competencies

After the show, students receive a smile bag with a toothbrush, toothpaste and an illustrated Tooth Tale in English and Spanish. Each participating school receives:

- A kit with a large toothbrush and tooth model to demonstrate how to brush properly.
- Age-appropriate picture books with dental stories.
- A curriculum guide with ideas on how to present oral health information to a young audience.
- Work sheets to help children learn oral health concepts.

Says one elementary school nurse, “The students loved the interaction with the characters and the level of excitement and engagement was extraordinary!”
Survey Finds *Land of Smiles* Popular Among Teachers & Students

The reviews are in — Delta Dental of Colorado’s *Land of Smiles* is a hit for both teachers and students.

A recent survey of teachers who had experienced *Land of Smiles* at their school found an overwhelming 87% strongly agreed that the program increased students’ knowledge about oral health.

Of those surveyed, 90% were very likely to recommend *Land of Smiles* to a friend or colleague and 98% would like to see the program return to their school.

Said one teacher, “Everything was great! Loved the kits for the kids. They were so excited to have something to call their own. Perhaps in some situations this is their first toothbrush.”

The survey also found *Land of Smiles* increased students’ knowledge about the importance of good oral health. Second and third graders showed a greater understanding of dental disease. Of those surveyed, 44% more students learned that sugar turns to plaque if it sits on teeth too long and 47% more students learned better brushing habits. In addition, 35% more of the older children learned to visit the dentist twice a year.

“The students and teachers were so entertained and informed by this performance,” said another teacher. “We actually saw a demonstration of a plaque attack and how to prevent it. Great show!”

Guidelines
(The boring stuff our lawyers wanted)

In choosing causes in which to invest time, talent and treasure, we’ve created policies to provide a systematic approach to community benefit activities.

**OUR PURPOSE IS TO IMPROVE THE ORAL HEALTH OF OUR COMMUNITIES.**

That rules everything we do. We want to:

- Bring benefit to the community.
- Be the statewide oral health thought leader.
- Increase knowledge of the importance of oral health.
- Strengthen employee engagement through volunteer opportunities.

Delta Dental of Colorado also established giving guidelines. The guidelines encourage the committee to consider the following questions:

- Are we investing in a non-religious, non-political 501(c)(3) organization that directly serves the Colorado community? (We have to)
- Does this investment further our oral health mission?
- Does it support the community service goals of the board of directors and the leadership team?
- Does it encourage employee philanthropy in Colorado?
- Does it advance and demonstrate our oral health presence in Colorado?
- Does it enhance community relationships and partnerships?
- Have we aligned with strong community entities?
Here at Delta Dental of Colorado, we encourage both leadership and employee philanthropy in Colorado by supporting participation on nonprofit boards. We will also provide financial contributions to these nonprofits. The nonprofits supported run the gamut from arts to universities.

- Art Students League of Denver
- Bright Beginnings
- Children First of the Rockies
- Colorado Ballet
- Colorado Symphony Orchestra
- Colorado Women’s Chamber of Commerce
- Dental Lifeline Network
- Denver Art Museum
- Denver Dumb Friends League
- EPIC (Executives Partnering to Invest in Children)
- Families Forward Resource Center
- Florence Crittenton
- Foothills Art Center
- Girl Scouts of Colorado
- Goodwill Industries of Denver
- JDRF
- KIND (Kids in Need of Dentistry)
- OHCO (Oral Health Colorado)
- Reach Out and Read Colorado
- SafeHouse Denver
- UNC – Monfort College of Business

In addition to volunteering, board participation, sponsored events and other activities in local communities, Delta Dental of Colorado provides significant financial support to nonprofits statewide. Here are some of the charities we supported in 2015:

- American Diabetes Association
- American Heart Association
- Boys and Girls Club of Metro Denver
- Children’s Hospital
- Colorado Business Committee for the Arts
- Clinica Tepeyac
- Colorado Coalition for the Medically Underserved
- Colorado Meth Project
- Colorado Mission of Mercy
- Concerts for Kids
- Denver Area Council Boy Scouts of America
- Denver Health Foundation
- Denver Post Community Foundation
- Hispanic Chamber of Commerce
- Mile High United Way
- National Jewish Health
- NEWSED Community Development
- Rocky Mountain PBS
- Rocky Mountain Youth
- University of Colorado Foundation
- Volunteers of America