THANK YOU, VOLUNTEERS

Thousands of volunteers again stepped forward to provide free dental care for children in need in February during Give Kids a Smile. Thank you to all the volunteers for graciously donating their time and skills towards the education and betterment of children’s dental health. In all, 2,173 children statewide received care from 93 hosting clinics, 233 dentists, and 1,350 total volunteers. This generously provided care is valued at $1.2 million*. The MDA was grateful to receive funding from our longtime dedicated sponsors, 3M, HealthPartners, and the Minnesota Dental Foundation. Their involvement allowed us to provide a strong and comprehensive statewide marketing campaign.

This year, we teamed up with WCCO-TV. WCCO aired 59 PSAs, receiving 4.3 million impressions. On-air billboards received nearly 900,000 impressions. WCCO also shared GKAS content on their Facebook and Twitter pages, reaching nearly 70,000 people. Additionally, they posted banners and ads on their website, receiving over 600,000 impressions collectively. Give Kids a Smile also hit the airways by way of radio on 18 outstate stations who aired a total of 1,053 Give Kids a Smile PSAs.

Thousands of children in need are smiling bigger and brighter, but most importantly healthier, thanks to the generosity and excellent dentistry provided by Minnesota dentists and dental professionals during the annual Give Kids a Smile event.

* 83% of clinics reporting

“Felt like we made a difference....Made my heart feel full.”

-Lake Sarah Dental
The following dentists donated their time, talents, and resources to Give Kids a Smile:


Community and Education-Based Dental Clinics

ASDA, University of Minnesota Student Affairs, Minneapolis; Carris Health Dental Clinic (FKA Rice Regional Dental Clinic), Willmar; Central Lakes College Dental Assisting Program, Brainerd; CHI St. Joseph’s Health Community Dental, Park Rapids; Children’s Dental Services, Minneapolis; Community Dental Care, Maplewood; Community Dental Care, Robbinsdale; Community Dental Care, Rochester; Community Dental Care, St. Paul; Hope Dental Clinic, St. Paul; Lake Superior College Dental Hygiene Clinic, Duluth; Minnesota State University, Mankato Dental Hygiene Program; Northern Dental Access Center, Bemidji; NorthPoint Health and Wellness, Minneapolis; Northwest Technical College, Bemidji; St. Cloud Technical and Community College, St. Cloud

Save the date for next year!

Feb. 5 & 6, 2021