



DELTA DENTAL OF MINNESOTA



Making a Healthy Difference Through Service

Overview and Guidelines



Making a Healthy Difference Through Service



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Engagement. Voice. Success.



December 15, 2011

Dear Friends:

Delta Dental of Minnesota is pleased to announce our 9th, annual **Serve a SmileSM** grant program in support of Youth Service America's **Global Youth Service Day (GYSD)** and **Semester of Service (SOS)** in collaboration with Minnesota Alliance With Youth and the Minnesota chapter of Family, Career and Community Leaders of America (FCCLA).

Serve a Smile is based on the belief that when creative and resourceful youth are given an opportunity to participate in public service initiatives with their family, friends, school and community leaders, they can contribute in meaningful ways to help solve issues and improve their community.

These are extraordinary times in our world and in the world of youth service. GYSD remains the most high-profile event in service-learning. Last year, millions of children and youth around the world partnered with family, friends, schools, community and faith-based organizations, media, corporations, and public officials to make a positive impact locally, nationally, and globally. In 2012, GYSD will be celebrated April 14-22 with a signature event on April 14th at the Mall of America.

Under the theme of **"Making a Healthy Difference Through Service,"** Delta Dental will make available over \$25,000 for mini-grants of up to \$1,000 to support a youth-led service/service-learning project that addresses an important oral health or health issue. These mini-grants will be awarded to youth affiliated with a youth-serving organization in Minnesota. These grants offer young people essential start-up funds as they envision ways to create healthier schools and communities.

We invite you to complete a **Serve a Smile** application and join Minnesota youth to make a difference.

Thank you in advance for your contribution and service.

Sincerely,

Ann K. Johnson
Executive Director, Delta Dental of MN Trust
Director, Community Affairs, Delta Dental of Minnesota

In collaboration with:



OVERVIEW

Delta Dental of Minnesota focuses its corporate giving and community investment efforts on programs that promote health, particularly oral health to improve the lives of individuals, families and communities. Delta Dental of Minnesota's Serve a Smile program is about youth helping to create happy and healthy smiles through positive action and service in their own schools and community.

There remain serious challenges in our state and nation's ability to address all of the needs in ensuring health for individuals and families. **Serve a Smile**, in conjunction with **Global Youth Service Day (GYSD)** and **Semester of Service (SOS)** and our collaborating partners **Minnesota Alliance With Youth** and the **Minnesota chapter of Family, Career and Community Leaders of America (FCCLA)**, offers youth from dozens of communities across Minnesota the chance to develop a project that focuses on activities that make a healthy difference in the places they live and go to school.

Making a Healthy Difference Through Service

We know that personal health, including oral health, is an important contributor to the long-term health of our communities and society.

While significant advances in oral health research and treatment have led to safe and effective means of maintaining oral health to prevent the disease of tooth decay and periodontal disease, unfortunately significant issues like access to health information and treatment are not always equally shared among the U.S. population. Particularly impacted by these concerns are low-income families and people of color.

Serve a Smile encourages youth to *first* learn about how the larger issues of health and oral health impact their friends, family and community. *Second*, it encourages youth to develop a service/service-learning project that addresses a solution specific to their school or community.

Serve a Smile encourages youth to focus on projects that promote education and understanding of preventable health issue(s). Sample projects include;

- An initiative that improves the health status of children and youth from low income families
- Educate diverse communities about an oral health need for children or adolescents
- Provide speakers, classes and materials to help educate youth and adults about an oral health or health related issue
- Provide training that helps people connect the health gap to the existing opportunity gap and achievement gap
- Raise awareness and educate young people about nutritious eating habits and how to make healthy decisions about food.

SERVE A SMILE GUIDELINES AND FAQ's

WHO CAN APPLY?

Youth affiliated with a youth-serving organization in Minnesota who design and lead a service or service-learning project around a health related issue which benefits their community. Organizations may include: local chapters of school groups/clubs, local community-based organizations or scouting groups.

WHAT IS THE GRANT TIMELINE?

December 15	Announcement of Serve a Smile Grant Opportunity
January 16	Semester of Service (SOS) Kick Off
January 24	Serve a Smile Informational Webinar
February 17	Grant Applications are Due to MN Alliance With Youth by 4:00 p.m. (via email)
March 9	Grant Recipients Selected
April 14- 22	Global Youth Service Day Celebrated
May 1	Serve a Smile Project Evaluations Due

Project planning can begin on or before the grant deadline. The actual service project must occur after the Serve a Smile grant announcement of the winners is made (March 9th) and be featured at Global Youth Service Day (April 14-22). No retroactive projects or activities will be funded.

HOW DO I SUBMIT MY APPLICATION?

Applications must be received by 4:00 p.m. on Friday, February 17, 2012 and can be emailed to serveasmile@mnyouth.net (note that applications will only be accepted electronically).

Applicants must register their service project with Youth Service America at <http://gysd.org/> under the Global Youth Service Day heading. Complete this step prior to submission of the Serve a Smile application and include a copy of your registration as part of your application.

WHAT IS THE SELECTION CRITERIA?

Applications will be reviewed on the following:

- connection to oral health or health related issue
- clear goals and strategies
- youth leadership
- service impact
- complete application and clear budget

Projects must have a volunteer service component that is led by youth. Applications that do not follow the guidelines of a health or oral health project will not be considered.

HOW MUCH CAN I REQUEST?

Grants requests between \$100-\$1,000 (nothing less than \$100) will be considered. Grant recipients will be required to sign a Grantee Agreement which includes a requirement to complete a final project evaluation.

WHAT TYPES OF PROJECTS ARE FUNDED?

Funding priorities are service or service-learning projects that pertain to an oral health or health initiative that represent a significant public health concern or serve an underserved Minnesota population (see Project Example Section). Limited travel, refreshment, conference and celebration expenses will be considered. Food may be included as part of a celebration activity but should not exceed 25% of the total budget. Be sure to follow the guidelines provided by the budget template in the Grant Application.

Funding Restrictions: No funds will be awarded for general operating support for regular (ongoing) service-based programs and activities, health or dental treatment for individuals, policy or advocacy projects, religious groups for religious purposes, paid staff support, lobbying, political activities, sports events or athletic groups.

Target populations may include: age related groups (children, youth, women, men, or elderly) and underserved populations (low-income, people of color or people with health conditions).

Health issues may include: oral health, nutrition, obesity, diabetes, tobacco (i.e., smoking or chewing tobacco and the connection to oral health), etc.

ARE THERE DENTAL SUPPLIES AVAILABLE TO INCLUDE IN MY PROJECT?

Yes! Delta Dental of Minnesota can make available several in-kind donations of oral health products in order to facilitate a service-learning project. These items can be requested in addition to your grant request. Delta Dental reserves the right to limit quantities. Use the form provided in the Grant Application to order these supplies.

Items include:

- White plastic donation bags (9 x 12 inches).
- Toothbrushes. Please indicate number of child and adult brushes requested.
- Toothpaste.
- Dental floss (8 years to adult)
- Oral Health Fact Sheets: Visit Delta Dental's website www.deltadentalmn.org for over 50 tips that you can download and print, depending upon your project.

WHAT TYPE OF PROJECTS ARE NOT FUNDED:

- Projects that do not address a health or oral health issue will not be considered.
- Projects that do not contain a true service or service-learning project.
- Projects where the main activity or service portion is a mural, art project or cleanup project.
- Programs that generate money for the organization.
- Projects that the service component takes place outside Minnesota.

IS THERE AN EVALUATION DUE AT THE CONCLUSION OF THE PROJECT?

Yes! A project evaluation will be sent to all grant recipients and will be due **May 1st**.

WHO DO I ASK IF I HAVE QUESTIONS ABOUT MY GRANT APPLICATION?

Questions can be directed to Sarah Ullmer at the Minnesota Alliance With Youth at 612-554-6019 or serveasmile@mnyouth.net.

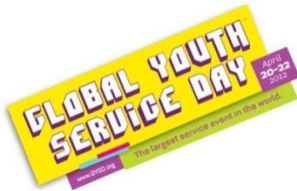
THANK YOU FOR MAKING A HEALTHY DIFFERENCE IN YOUR COMMUNITY!



Engagement. Voice. Success.

Minnesota Alliance With Youth (The Alliance) is the leading convener, collaborator and capacity-builder for youth development in Minnesota and is serving one of the lead organizations supporting Global Youth Service Day in Minnesota. The Alliance work with and for youth to ensure that all young people have access to fundamental resources proven to ensure that youth succeed: the “Five Promises.” The Alliance is the Minnesota affiliate of the America’s Promise Alliance and is the statewide host-coordinator of the AmeriCorps Promise Fellows.

Minnesota Family, Career and Community Leaders of America (FCCLA) is another lead organization in Minnesota supporting Global Youth Service Day. FCCLA is a national vocational student organization for young men and women in family and consumer sciences education in public and private school kindergarten through grade 12.



Global Youth Service Day, a program of **Youth Service America (YSA)**, the largest service event in the world that annually involves millions of youth. It mobilizes youth as leaders to identify and address and improve the needs of their communities through service and service-learning. Events in 2012 will be celebrated at the Mall of America on April 14th to kick off service efforts through April 22nd. For more information visit: <http://gysd.org>