

DeCare U.S.



Our Corporate Giving and Community Investment Program

At DeCare, our corporate commitment to providing good value, health, and community involvement is the foundation of our company and defines who we are in the marketplace. It underlies the development of our products, how we compete in the marketplace, and how we return benefit back to our communities in which we operate. For the last several years this commitment to the health and vitality of U.S. citizens has been reflected in our corporate philanthropy.

Our corporate giving and employee involvement continues to support organizations and initiatives that address societal needs and make a positive difference in the communities we operate. Our giving efforts focus on programs that promote health — primarily oral health — and educational initiatives that address innovative solutions to the challenges of healthy living.

As a result, we hope that our communities' smiles are brighter and healthier.

Best wishes,

A handwritten signature in black ink, appearing to read "Michael Walsh". The signature is written in a cursive, flowing style.

Michael Walsh
President and CEO
DeCare

DeCare



Our Corporate Giving and Community Investment Program

It's all about creating happy and healthy smiles through positive action. DeCare focuses its corporate giving and community investment efforts on programs that promote health — **particularly oral health** — and educational initiatives that address innovative solutions to the challenges of healthy living.

Who We Are: DeCare's Philanthropy Committee and its Community Affairs areas support organizations and initiatives that address societal needs and that make a positive difference in the communities in which we operate.

Geographic Focus: Minnesota (primarily), U.S.

Goals: To support innovative programs and partnerships with organizations that share our commitment to health.

Funding Priorities: Our corporate philanthropy and community investments are based upon four basic funding priorities that help us advance our mission and increase our impact, primarily in the area of oral health education and prevention. We direct funds to organizations and initiatives that address a unique and targeted community need related to:

- (1) **Oral & general health:** Promote oral health and health education programs and activities that empower individual action and safety;
- (2) **Children:** Increase access to health services for underserved, low income and at risk children;
- (3) **Education:** Support education institutions and initiatives that strengthen the communities we serve; and
- (4) **Community:** Build community capacity — particularly to improve the overall health and vitality of our communities.

Note: Occasionally our Philanthropic Committee may make a funding decision outside of the above guidelines in response to an urgent or timely community need.

Range of Gifts: \$1,000 - \$50,000. Typical gift size is \$2,000 - \$15,000.

Funding Restrictions: Limited funding or grants outside of Minnesota. We do not fund general operating support or annual operating expenses, capital campaigns, endowments, religious groups for religious purposes, individuals, staff support, lobbying, political or fraternal activities, individual schools or school districts, sports events and athletic groups. Units of government may apply for funds, but only if the purpose of the proposal goes beyond the usual, expected government services in the area of oral health collaboration. We do not typically fund multi-year programs.

Types of Funding: Partnerships/Collaborations
Contributions
Grantmaking
Scholarships

Nonprofit Status: Required

Application Information: Preferred form of initial contact: Letter of inquiry (2 pp. maximum). The letter of inquiry should:

- provide full contact information,
- provide a brief overview of program or project, and
- specify the funding request amount.

Electronic submissions are accepted.

Accept common grant: Yes

Preferred time for receiving letters of inquiry: Letters of inquiry are accepted and reviewed in April and October each year. Applicants will be notified of the status of their letter of inquiry within two to four weeks of receipt.

Proposal deadlines: At the time that a full proposal is invited, applicants will be given the proposal due date.

Frequency of contribution decisions: Proposals are reviewed semi-annually for philanthropic program.

Typical time from proposal deadline to notification:
Approximately eight weeks.

Contribution decision made by: Staff, Philanthropy Committee of the Board of Directors.

Contact information:

Ann Johnson
DeCare
3560 Delta Dental Drive
Eagan, MN 55122
Email: ajohnson@decare.com

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Corporate Giving and Community Investment Guidelines

Contributions Policy & Funding Criteria: Applications related to one or more of our four funding priority areas will be considered. Generally, giving will be based upon one request per calendar year. Requests will be reviewed against the following additional funding recommendations, giving higher priority to projects or programs that meet one or more of the criteria.

The project or program:

- takes a unique or innovative approach to solving the problem or issue;
- delivers maximum impact relative to the proposed expenditure;
- does not duplicate other efforts already in existence; and
- demonstrates measured outcomes and evaluation.

Applications: There is no formal application form for requesting funds. Letters of intent (maximum two pages) should briefly summarize the request and include the funding amount being requested

Full proposals accepted for organizations/programs that were notified by DeCare. Full proposals (maximum five pages, excluding attachments) should include the following:

- description of organization and its purpose;
- contact information for principal contact: name, address, phone and fax numbers, and e-mail address;
- description of program/project for which the funds are being requested;
- time frame of the project. Note: projects must be completed one year from the date that DeCare funds are received;
- description of project outcomes and evaluation efforts;
- amount of funding requested, and the total cost of the program/project;
- clearly outline how proposal meets DeCare funding priorities (see above mentioned criteria);
- previous support from DeCare indicated;
- other funds sought and received for the same project; and
- copy of IRS letter of tax-exempt status.

Staff/Directors:

Staff: Ann Johnson, director, Community Affairs; Richard Hastreiter, DDS, MPH, vice president, DeCare Analytics

Directors: Rhonda Altom DDS; Bernard Brommer; John Hanson, chair; Richard Pihlstrom, DDS; Sheila Riggs, DDS; James Swanstrom, DDS.