



IFDH Executive Director Report 2022 to the Board of Directors & House of Delegates *June 30, 2022*

PLEASE READ THIS IN ADVANCE OF THE MEETING.

Below is a report of the IFDH office activities for the past 3 years (2019 to 2022). The information presented in this report attempts to provide you with a detailed overview of all administrative operations of IFDH. It may seem long, but considering that many of you are new delegates, it helps you understand “how IFDH and the office work.”

First, let me thank everyone who all of our staff has worked with over the last 3 years – board members, delegates and members from around the world.

I truly appreciate the commitment of the current Board of Directors, which has been a very cohesive unit, discussing all issues, collectively, while always coming to a unanimous consensus on ways to improve the organization.

I especially would like to thank our President Corrie Jongbloed, who has been a calm, driving force for the board and a pleasure to have worked with on a weekly and sometimes daily basis on every IFDH issue. In addition, you should all be proud of, not only, the amount of time she has given to IFDH over the past three years, especially during the pandemic, but in representing Dental Hygienists to other international organizations with professionalism and respect. IFDH now has a seat at the international table. Thank you Corrie!

It is always my goal, as the President of my management company – Anas Marketing & Management – and as your Executive Director, to provide our clients with guidance from a “big picture” or a strategic perspective, as well as providing oversight of our staff, to ensure that all the many details of IFDH are completed on time and on budget.

The board knows that they didn’t hire a secretary, or only an Executive Director – they hired a staff – each with a professional background in non profit management, including membership, certification, accounting, marketing, publishing, websites, conference management and much more.

Procedures & Focus

When we started with IFDH (fall of 2013), there were no programs, a few website sponsors and that was it. Thus, in the first 3 years there was a lot of basic, ground work to do be done in all areas of IFDH – legal, proper accounting, creating procedures and much more. All of this helped us grow in the next by spending less time on becoming professionally organized and more time to focus on growing IFDH in many areas.

Well, that was 9 years ago. We’ve come a long way from what we had to focus on in the first 3 years, thanks to our committed board members.

Since we now have much more “on the go” with IFDH, this board developed an Executive Committee to discuss all facets of IFDH. The EC includes the President, President-Elect and the Executive Director. Since there are only 5 board meetings a year, it’s not enough time to get through all the details. This also helps educate the President-Elect on all aspects of IFDH, in preparation for her upcoming term as President. Wanda Fedora has been copied on all of my emails to Corrie and vice-versa. We meet on Skype once or twice a month for 2-3 hours, along with the daily emails. We’re all in the loop on all aspects of IFDH! Some items are passed along immediately to the rest of the board by email for quick response, while we report our discussion and suggested direction on other issues at the next board meeting. This has been a good innovation for quicker decisions.

Accounting

We have an accountant on staff, Marilyn, who has been with us for 20 years! Her knowledge is incredible and she works with all staff on budgeting, income, invoices, payables and monthly and project reports. And I thank our Treasurer Donna Paton for her close scrutinization of the finances. Never a month goes by without a question from Donna, which is a good thing!

Budget: I meet annually each fall with our Treasurer and President to analyse the previous years' financial statements and jointly develop a budget for the following year. We also receive input from the President-Elect. Once we all agree, it is presented and explained to the rest of the board for their input and approval.

Tax: Since we were approved by the State of Maryland as an incorporated company in 2014 and by the US Federal Government as a non-profit organization, our first year of tax submission (IRS Form 990) was for the year 2015. This form is completed and submitted each year by an external accountant.

Accounting Review: As per our bylaws, we are required to have an accounting review by an external accounting firm. This has been completed annually and shows no accounting irregularities. It is in the HoD Meetings tab/2022 Ireland folder for your review.

Finances

Income: During my early years with IFDH, the board eventually realized that IFDH cannot survive on membership dues alone. Corporate sponsorship of programs needs to constantly be developed, mainly because companies do not just want to advertise their name and logo, they want to be associated with a program, and possibly a unique program.

So, when I led the previous board in our strategic planning session in early 2019, the concept of the Global Oral Health Summit was hatched. This board grasped on to the concept and we had plans to hold it in Barcelona...and then Covid came along. We re-grouped and held it virtually. It was a success on many fronts – but most of all, it established IFDH as the global speaker for Dental Hygienists with the other major organization players in oral health – ACFF, EDHF, EOHP, FDI, IADR and especially WHO!

Secondarily, but just as important, it was a financial success – generating a net profit to IFDH of almost \$50,000. Therefore, this program must be continued - and it is happening again this year at ISDH, but at a smaller size. I hope the new board considers it in the larger size in the off years of ISDH to ensure keeping our name/brand out in the marketplace, as well as it being an additional major source of revenue every 2 years.

Sponsorships: In addition, the office is the main contact for IFDH annual program sponsorships. This area has grown to be over \$118,000 in 2019, which is a growth of over \$100,000 since 2016. It's always higher in a year we hold ISDH. It was \$83,000 in 2020 and \$92,000 in 2021 – both Covid years. Funds were definitely tighter this year, also due to Covid, but we still have 5 months to go in our current fiscal year. IFDH has now developed a good relationship with the oral health corporate community and can look at more program sponsorship opportunities in the near future.

ISDH: Our International Symposium is an IFDH program. Even though there is a local host, there is a lot of work by the board and staff to ensure quality and consistency for the multitude of details for each symposium. For these efforts, IFDH now receives a percentage of exhibition and registration revenues. This has helped our finances considerably, in the ISDH year.

Assets: Even considering Covid, we have increased our net assets over the last 3 years by \$48,921 - growing from \$192,617 (May 30, 2019) to \$241,538 (May 30, 2022).

Programs & Committees

Below is an overview of our annual programs and special thank you to the committees for their commitment and valuable work and staff coordinating results of their work:

- **1. Association Resource Center Committee** (*Chair Carmen Lanoway*): We helped this committee reach out to our association members to provide materials (phase 1) for our organization members. We will add these to the new website. Thank you to the participating members!
- **2. Dental Therapist Taskforce** (*Co-Chairs Kelli Jaecks and Diane Rochford*): President Jongbloed had discussions with the International Oral Health Association (IOHA) and the committee has provided feedback on Oral Health Therapists and IFDH for the future.

- **3. Education Academy:** We've added webinars to our Education Academy web page from Sunstar and Curasept and all videos from the Global Oral Health Summit;
- **4. Every Child Has a Toothbrush** (*Wanda Fedora, Committee Chair Mart Marie Poitier and the committee*): Due to the pandemic, our members could not go into the field to implement their project, nor did we get many project proposals over the last three years. Thus, we lost our corporate funding. Hopefully the next board will revamp this program and our delegates will also help to promote the program more;
- **5. Impact Awards:** Our newest program, sponsored by Colgate, provides for 3 awards, but it was sad that only 4 countries submitted an application for these funds.
- **6. Infrastructure Committee** (*Chair Cheryl Day and the committee*): for their work on preparing motions for this meeting.
- **7. Professional & Public Relations Committee** (*Chair Nikky Huisman, Virve Jääskeläinen, Uliana Lenets, Donna Paton and Maria Goldie*): The entire committee is listed, as this committee has been involved in overseeing our social media platforms – Twitter, FaceBook and LinkedIn and making the daily posts! Thank you to for their ongoing and relentless commitment. Facebook has almost 6,000 followers, and some of our corporate-sponsored, boosted posts have generated up to 100,000 views.
- **8. Research Grant Program** (*Melanie Hayes and the Education Committee*): And thanks to DentsplySirona for their ongoing sponsorship of this worthwhile program since 2016;
- **9. Social Responsibility** (*Wanda Fedora, Committee Chair Sharon Friedman and the committee*): Their focus on “Empowering Women” with a webinar, educational materials and presentations at ISDH is much appreciated.
- **10. Surveys:** This program sponsored by P&G, has given IFDH tremendous viewership and name recognition globally. Over the last 3 years we have promoted 7 different surveys (2-3 per year) to our members and on social media.
- **11. World Dental Hygienist Awards** – We've been in discussions with Sunstar for over a year on revamping these awards and the new version will be announced later in the meeting.

Membership

In 2014, there were 23 association members. It's gratifying to see that we now have 35 – an increase of 52%. In the last 3 years, we've added Belgium, Cameroon and Georgia, but lost 2 Affiliated members from Nepal and Finland. But of the 35 this year, still unpaid are Nepal, and Allied Supporters Cameroon and Georgia (who promised September payment).

Regarding dues, please try and pay your dues on time, usually paid from January to March. Every year, we have to send continual reminders to our organization members to pay, as late as June 30.

I'm glad to report tht our Individual Membership category has grown from 33 in 2019 to 58.

Advocacy

This is an area which the IFDH brand has grown the most!

Global Oral Health Summit: As discussed earlier, regarding involvement with all of the major oral health organizations for the first time, at OUR event.

World Health Organization: We worked with EDHF on providing a joint statement re the WHO Global Strategy on Oral Health.

Marketing

Anniversary: In advance of our 35th Anniversary, we prepared several items – a logo, a PowerPoint presentation, a video, and thanks to Wanda Fedora, for developing, with all living Past Presidents, a written history of IFDH and the accomplishments of each board, available on our website. The date of incorporation

was June 28, 1986, so we started promoting the event at our Global Oral Health Summit on June 26th 2021 and have done so for the following 12 months.

Logo: The PP&R Committee recommended a newer IFDH logo and this was recently completed and will be unveiled at the end of the meeting, for use with the newly elected board.

Website: Over time, we kept the website look that we inherited in 2013, which was fairly new at that time, but we made sure that the website is always up-to-date. As our finances improved and as stated in the Strategic Plan, the board moved to improve the look and modern functionality of the website. It took longer than expected, but you'll have a peak at it later in the day. Thank you to board members Michaela Oneill and Donna Paton for overseeing this huge project.

Publications

eNewsletter: I thank those countries who submit their content for the Members' section and Corrie for her President's letter, which is widely read. The staff provides the content for the IFDH News and Program sections and coordinates all content and provides the layout and distribution. We have received many compliments on the upgraded quality and quantity of shorter content, now provided four times annually. And thank you to Colgate for their continued sponsorship from day one! BUT, not all of our member organizations are forwarding the link to their members. So, it's your members who are missing out on the benefit of reading international news. You'll learn more about this in our "Delegate Success Seminar" on Wednesday.

New Product Showcase: We developed a new eNewsletter. We have 2-3 companies involved and we hope that this continues to grow and be fine-tuned.

Journal: We found out that IFDH does not own the International Journal of Dental Hygiene, only an affiliation with the publisher Wiley, who owns it. We have had ongoing discussions of establishing a written contract of our relationship, free copies, subscriptions, marketing, etc.

House of Delegates Business Meeting

For this meeting, the staff was involved with the schedule, registration, motions, certificates, awards, name plates, agenda, observers, badges, delegate seating chart, banners, dinner and bus, room configuration, nominations, country reports and hotel oversight.

Note that as of today's date we have 56 attendees from 22 countries (63% of our members).

Seminars: We also provided input on details for the 2 seminars – Delegate Success and Sustainability.

International Symposium on Dental Hygiene

As you all know, from hosting your own national conference, there are hundreds of details involved. We continued to update the Symposium Guidelines document, to help keep everything as clear as possible between IFDH and our host country, on the requirements of each group. At the office, we keep track of all elements and keep the board updated. I congratulate the entire Irish Local Organizing Committee for their hard work and commitment to ensuring a quality and fun 3 days, especially during these trying times, when we weren't sure if this symposium would even happen, due to Covid, followed by the war in Ukraine.

Summary

I hope that this synopsis has helped to give you a better prospective of all aspects of the administrative work done over the past three years.

The board members' knowledge of the field of dental hygiene, combined with our professional association management services, has been a good combination to, not only put IFDH back on solid footing to survive in the long term, but help IFDH continue to grow in all aspects of the organization.

I look forward to working with new President Wanda Fedora and her new Board of Directors to continue the work of this board and take IFDH to the next level!

Respectfully submitted,

Peter Anas

Peter Anas, *Executive Director*