



IFDH Executive Director Report 2024

May 6, 2024

“Be Proud! IFDH Has a Wealth of Programs and on Solid Ground!”

This is a report detailing the IFDH activities for the past 20 months (August 2022 to April 30, 2024). The information presented in this report attempts to provide you with a detailed overview of all aspects of IFDH. It may seem long, but considering that many of you are new delegates, it helps you understand all IFDH programs, events, committees and the administrative operations of IFDH.

First, let me thank everyone who all of our staff have worked with over the last 2 years – board members, delegates and members from around the world.

Over 10 years ago when IFDH moved to the US, the board didn’t hire a new secretary, or an Executive Director – they hired a management company with a staff – each with a background in non-profit management: including membership, certification, accounting, marketing, publishing, websites and events.

It is always my goal, as President of 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 the many details of IFDH and its programs are completed on time and on budget. **NOTE:** Grey highlight = NEW aspect of IFDH, and implemented in 2022-24.

Board of Directors

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 President Wanda Fedora, who has been a calm, driving force for the board and a pleasure to have worked with on a weekly and many times, a daily basis on all IFDH issues.

One procedure kept from the last board is that all emails that I send to the President on all aspects of IFDH are copied to the President-Elect, for background knowledge and understanding for her upcoming term as President. This also ensures that 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.

Since there are only 5 board meetings a year, it hasn’t been enough time to get through all the details of our growing number of programs. Therefore, the board initiated 1-hour Topic Meetings. This helped keep the board involved in all aspects of the decision-making process.

Membership

Software: Up until 2022, we tracked IFDH membership on a free software program. It was limited in scope and the free part eventually ended. So, the staff did research and in September 2022, the board approved purchasing an annual subscription to a highly industry-rated and much more detailed association software database. The staff learned the software and imported the many categories of membership and event attendance to the new software and it went live for payments and access by our members in 2023.

Association Membership: In 2014, there were 23 association members. We were up to 35 in 2022, but in 2023 we lost 1 full member India, 1 Affiliated member from Finland and Allied Supporters Cameroon and Georgia, for a net total paid association membership of 31. Paid up in 2024 are 26, with 5 still unpaid.

Individual Membership: Our Individual Membership category has grown from 33 in 2019 to 58 in 2022, down slightly to 50 in 2023. We have 32 to date in 2024, with more expected due to ISDH discounts if you are an IFDH Individual member.

Accounting

Our staff accountant, Marilyn, has been with us for over 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, payables and financial statements. Never a month goes by without a question from our Treasurer Donna, which is a good thing!

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

Accounting Review: As per our bylaws, we are required to have an Accounting Review by an external accounting firm. Our staff works with their accountant providing the proper materials and answering questions on process. This has been completed annually and shows no accounting irregularities. The current Review is in the HoD Meetings tab/2024 S. Korea folder for your review.

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 tax submission (IRS Form 990) form is completed and submitted each year by an external accountant.

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 want to only advertise their name and logo, they want to be associated with a program, and possibly a unique program. Treasurer Donna Paton provides a more detailed financial analysis.

Sponsorships: In the past two years, we have developed and implemented 2 new programs, both sponsored by Haleon – the Innovation Awards and the Prevention and Treatment White Paper Series (this program concept was hatched during our strategic planning session in March 2023).

It is important to develop and improve IFDH annual programs, not only for the benefit of our members and Dental Hygienists, but as a recurring annual source of revenue: e.g. the Summit is a good example.

The office is the main contact for IFDH annual program sponsorships. This area grew to \$118,000 in 2019, which is a growth of over \$100,000 since 2016. The Covid years saw a drop due to tight corporate funds. We've climbed back to the high level in 2023 and 2024. IFDH has developed a good relationship with the oral health corporate community and can look at more program sponsorship opportunities in the future.

2020: \$53,800; 2021: \$85,675; 2022: \$56,475; 2023: \$128,250;

2024 Projection: \$115,000 (we've reached 87% of budget to date)

ISDH: Our International Symposium is an IFDH program. Even though there is a host and Local Organizing Committee, 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 receives a percentage of exhibition and registration revenues. This has helped our finances considerably, in an ISDH year.

Assets: Even having gone through the tight-income Covid years, when sponsorships decreased, we have grown our net assets and then stayed constant over the last 4 years:

2019: \$142,447; 2020: \$184,565; 2021: \$191,004; 2022: \$192,723; 2023: \$182,441;

We've increased our assets 31% since 2014: \$139,080 when the IFDH office moved to the US.

Marketing

Logo: A new IFDH logo was unveiled at the 2022 HoD meeting and the staff incorporated it into all communication elements – brochure, display booth, letterhead, email signatures and all program forms.

Membership Brochure: This brochure was updated with the new board and new programs.

Sponsor Brochure: This brochure was updated with the new programs.

Website: A new IFDH website design was unveiled at the HoD meeting in 2022 and the committee and staff oversaw the content review, integration with our membership software and the move to our host. This was a major project!

Strategic Planning: As many of you are aware, I led the board in a strategic planning session in March 2023 and it was introduced to the HoD at the Interim Meeting in September 2023. This plan has been followed by the board and should last at least through the next board.

Programs & Committees

Below is an overview of our many annual programs and committees. As staff, we work with sponsors, keep the program-specific web pages updated, coordinate the results of committee work and the tireless details of ensuring payment to awardees, where applicable.

- 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. These have been added to the website, but we would like more submissions from our members and their programs. Thank you to the participating members!
- 2. Dental Therapist Taskforce** (*Co-Chairs Kelli Jaecks and Diane Rochford*): Thank you to this committee for providing feedback and materials for Oral Health Therapists as possible future IFDH members.
- 3. Education Committee** (*Chair Alexandra Sheppard*): Thank you to this committee for reviewing and updating the Education Academy web pages;
- 4. Impact Awards**: This program, sponsored by Colgate, provides for 3 awards, but it is disappointing that so few countries participate for these funds.
- 5. Innovation Awards**: This new program, sponsored by Haleon, was on the drawing board with Haleon for a few years before finally coming to fruition in 2023. The board reviewed the many applications and chose the winners, who are listed on our website.
- 6. Research Grant Program** (*Chair Catherine Waldron*): Thank you to this committee for their review of the application process. And also to Dentsply for their ongoing sponsorship of this worthwhile program since 2016;
- 7. Social Media Committee** (*Chair Nikky Huisman*): This committee has been involved in overseeing our social media platforms – Twitter, Facebook and LinkedIn and making several posts a week! Thank you to all committee members and board liaison Donna Paton for their ongoing and relentless commitment. Our Facebook page now has over 8,000 followers!
- 8. Social Responsibility** (*Chair Wendy Stewart*): This hard-working committee and their production of 4 video promotions, educational materials and upcoming workshop at ISDH is much appreciated.
- 9. Surveys**: This program sponsored by P&G, has given IFDH tremendous viewership and name recognition globally. Since 2019, we have promoted 9 different surveys (2-3 per year) to our members and on social media, including one in 2023 and one in 2024.
 - Last year, we developed a **White Paper** with P&G on the “Findings from 7 IFDH Surveys.”All surveys and the White Paper have added more depth to our Education Academy section on our website.
- 10. Prevention & Treatment White Paper Series**: This program was hatched in the Strategic Planning session and Haleon immediately got involved as a sponsor and we now have 5 papers “in the works.”
- 11. World Dental Hygienist Awards** (*Chair Wendy Stewart*): This program was reborn in 2023 after being on hiatus since 2019. We were involved in discussions with Sunstar for over a year on revamping the process and the winners will be announced at ISDH. While this is a Sunstar awards program, we are grateful that the company has chosen the IFDH as its partner in judging and presenting the awards. Thank you to the committee for their involvement in the reviewing process.

Advocacy

This is an area which the IFDH brand has grown substantially in the last 5 years!

Global Oral Health Summit: This annual event allows us to work with other oral health organizations and provides good media.

World Health Organization: We continue to work with the WHO on providing updates on the WHO Global Strategy on Oral Health through our annual Summit and social media posts.

Other Organizations: As Wanda said in her report, we continue to work with other international oral health organizations ACFF, EOHP, ADEA and IADR.

Events

1. Global Oral Health Summit

2023: This virtual event (November 2023) was a huge success, with over 600 registrants!

2024: We look forward to our 4th Summit this year, having started in 2021.

2. House of Delegates 2023 Interim Meeting

After the strategic plan was developed (March 2023), the board agreed to have our first virtual HoD “Interim” Meeting in September. Much planning was required to get this first such meeting off the ground. The staff worked with Wanda and produced over 40 slides for the meeting. And at the last minute, the Zoom implementation was done by staff (for our first time). We had 35 attendees from 22 countries (69% of our members).

3. House of Delegate Business Meeting

2023: Following the 2023 HoD Meeting in Ireland, the staff updated the Bylaws, oversaw the edits of the Minutes and so much more to close out the meeting.

2024: For this meeting, the staff was involved with member emails, schedule, registration process, motions, certificates, awards, name plates, agenda, badges, delegate seating chart, dinner, room configuration, country reports and onsite hotel oversight. And an educational Leadership Workshop too!

As of May 1, we have 43 attendees from 20 countries (63% of our members).

4. 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 KDHA Local Organizing Committee, Scientific Committee and PCO for their hard work and commitment to ensuring a quality and fun 3 days.

Publications

1. eNewsletter: I thank those countries who submit their content for the Members’ section and Wanda 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 quality and quantity of content, provided four times annually. And thank you to Colgate for their continued sponsorship from day one! Sadly, not all of our member organizations are forwarding the link to their members. Remember, it’s your members who are missing out on the benefit of reading international news.

2. Journal: Our Journal is a well-respected international journal. The last issue was over 200 pages! All paid IFDH Individual Members receive the Journal, which is published by Wiley Publications. IFDH is not involved in the publishing process at all, except for providing the mailing lists.

Summary

Yes, a lot has certainly been accomplished since Ireland, with staff working alongside the board in coordinating Board meetings, 11 committees and programs, 5 events, a new logo and website, new software, a quarterly newsletter, sponsorship sales and accounting...especially all the new and exciting aspects for IFDH!

I look forward to working with new President Jill Rethman and her new Board of Directors to continue the work of the hard-working current board and to take IFDH to the next level!

Respectfully submitted,

Peter Anas

Peter Anas, Executive Director