

Annual Report
2021 - 2022



Celebrating
15 years
Together, we make kids smile!
pdi
Pediatric Dental Initiative

Children and Families Educated

Pediatric Patients
Treated

26,008



80,000 +

Total Teeth



922,456

Looking back on

15 years

“Nothing warms my heart like a child’s smile.”

-- Jen Stasch, Executive Director of PDI, on joining the organization

In 2008, Dr. Katherine Foster and Suzie Shupe, Esq., both First Five Commissioners, joined forces with health providers, child advocates, social service programs, and public health programs from Sonoma, Mendocino, and Lake Counties. Their goal: to address unmet oral health needs for low-income children. This grass-roots coalition became Pediatric Dental Initiative.

Suzie tells us: “The inspiration for PDI was to right the wrong of the unnecessary suffering of thousands of children in our community in the North Bay. We knew that could not continue. PDI was born to create a child-centered dental surgery center offering the highest quality care for our community's children.”

For 15 years, PDI has continued to fulfill the mission to deliver safe, high-quality, and specialized dental treatment to underserved youth and promote oral health through education to communities of Northern California. And in addition to quality services, our mascot Snappy Chompers, radio shows, community events and awards, and our electric car transporting families to the Center, PDI continues to brighten the community – and Make Kids Smile!

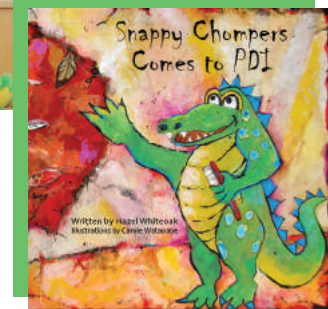
Thanks to PDI’s dedicated founders, current and past Board members, and staff, more than 26,000 children have received treatment for severe tooth decay, 922,456 little teeth have been treated, and more than 80,000 families have received oral health education.

Here’s to another 15 years and then some!

Improving the lives of children through better oral health.



Through the Years



2001

Suzie Shupe, Esq. and Dr. Katherine Foster, 1st Five Commissioners set forth on an idea to help children in need, suffering from severe tooth decay.

2004

PDI becomes incorporated as a 501c3.

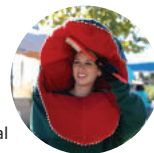
PDI hires Mark Hagele, DDS as Dental Director.

2006

Viveka Rydell Anderson is hired as PDI's first Executive Director.

2007

PDI hires Clinical Director, Julie Tucker.



1st Snappy Chompers joins PDI.

June 2008 PDI treats 1st Special Needs patient.

2017

Snappy Chompers Comes to PDI book written by Hazel Whiteoak, Illustrated by Carole Watanabe is published.



PDI Celebrates 10 years and 20,000 patients.

2019

PDI Prevention Education launches La hora saludable radio show with KBBF radio

New Executive Director Jen Stasch joins PDI 2020.

PDI is awarded it's first grant the AAP Catch Grant.

2003

PDI Founders, Ross Stromberg, Esq., Suzie Shupe, Esq., Katherine Foster, MD, Max Dunn, Bill Hawn, Tom Jordan, work to have PDI become a 501c3.

Dr. Kristen Johnson joins as Medical Director of PDI.

Community Foundation presents PDI with a \$200,000 check from Henry and Holly Wendt Advisory Fund kicking off PDI's capital campaign.

2008

January 22, 2008 1st patient is treated at PDI.

1st Make Kids Smile Henry and Holly Wendt Award, honoring Victor Trione.

2018

PDI purchased an electric car to transport families to and from the surgery center through contributions from Sutter Health, Sonoma County Clean Power and other supporters.

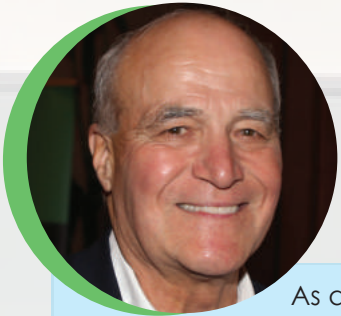
2020

PDI is able to continue to treat patients during COVID.

2023

PDI Celebrates 15 Year Anniversary

Those who believed



As a founding supporter I salute PDI in celebrating 15 years of Making Kids Smile, treating over 26,000 low-income children from across Northern California. It is much more than just putting a smile on children's faces. In certain cases, through surgery, it is a transformative event that instills confidence, and a whole new outlook on life.

~Vic Trione

People are judged by their teeth. Bad teeth put you at a tremendous disadvantage in life, and that's aside from a painful shortened lifespan. PDI is saving lives by giving kids a chance at a long healthy stigma free existence. ~ Bret Martin, The Ken Martin Family



PDI provides life changing surgical and case management services to the most vulnerable population— youth. PDI serves those who would otherwise end up in the emergency room or worse. Because of PDI, kids and families are able to have a restart in life. By providing both surgical services, and preventive case management, to families coming through its doors, PDI is helping kids smile again!

~ Louis Ponick



I support PDI because it provides Critical dental care to underserved families along with preventive dental care information and supplies. There is no other clinic in the area that provides these services like PDI does.

~ Connie Coddling



in the vision of PDI from the beginning.



The inspiration for PDI was to right the wrong of the unnecessary suffering of thousands of children in our community in the North Bay. We saw that due to the cost and low-reimbursement of providing dentistry under general anesthesia, children with Medi-Cal and uninsured children were being turned away from care. We knew that could not continue. PDI was born to create a child-centered dental surgery center offering the highest quality care for our community's children. Thanks to the work of PDI's staff, clinicians, and Board, PDI has changed the lives of over 26,000 children since we first opened the doors.

~ Suzie Shupe, Esq. and Dr. Katherine Foster

PDI is a nationwide leader in dental care for our most vulnerable children and families, providing critical services to fill in gaps in dental health coverage and access. They've been a valued part of our community the past 15 years. I look forward to celebrating many more anniversaries in the years to come. Thank you to everyone who continues to support this fantastic organization.

~ Congressman Jared Huffman



2021-2022 at a glance

Our Patients and Their Families

- 100% of our patients come to PDI suffering from severe tooth decay
- 97% of patients are residing in very low income households
- 80% of our patients are from communities of color
- 15% of our patients have special needs
- 9% of our patients are from indigenous communities



Supporting Families

5,427 parents are provided oral health education and other resources.



Dental Hygiene Kits

8,048 kits distributed to adults and children in the community.



Healthy Food Bags

1,438 bags with healthy foods given to families.

Programs and Services

- Specialty Dental Care under Anesthesia
- Case Management and Care Coordination
- Oral Health Education
- Community Outreach and Partnerships



Revenue



\$4,723,000

Surgical Reimbursement	\$3,852,400	82%
Corporations/Foundation	\$327,000	7%
Government Grants	\$357,000	7%
Events and Individuals	\$186,600	4%

Expenses



\$4,461,067

Clinical Services:	\$3,658,075	82%
Prevention Education:	\$223,053	5%
Administration:	\$356,885	8%
Fundraising:	\$178,443	4%
Advocacy:	\$44,611	1%



Finance & Accounting Score
100 out of 100

Thank you PDI Supporters

\$100,000+

HRSA Provider Relief Fund
Sonoma County Children's Charities

\$50,000+

Woodlawn Foundation

20,000+

Delta Dental Community Care Foundation
Ken Martin Family Foundation
John Jordan Foundation
Jazwares Cares

\$10,000+

DentaQuest
Sonoma County Community Foundation
Sonoma County Vintners Foundation

\$5,000+

Balletto Vineyards
Beth Kirwan
Coddling Foundation
Connie Coddling
Exchange Bank
Humboldt Health Foundation
The Joseph and Mercedes McMicking Fdtn
Dr. Patrick Kwan MD and Surani Kwan MBA, NP
Dr. George and Debbie Schneider
Speedway Children's Charities
Mark and Cathy Trione
Vic and Karen Trione
Wild Rivers Community Foundation/
Humboldt Area Foundation
Windsor Golf Club

\$3,000+

ER Sawyer Jewelers
Dr. Anne French
Henry Schein
Snoopy's Home Ice

Partnership HealthPlan
Providence
Sutter Health
Katherine Foster, MD and Gary Boehmer
Dr. Kristen Johnson and Margaret Davenport
Jerry Reid
Steve Shupe and Suzie Shupe Esq.
Sanford and JoAnne Bressick
Terri Crozat
Gordon Blumenfeld

\$1,500+

Howard Daulton
Dr. Andrew and Lisa McCormick
Assembly Member Jim Wood
Kaiser Permanente
Bradley and Agata Baker

Under \$1,500

AAMGI
Ace Hardware Sebastopol
Airport Health Club
Michael and Paula Aja
Amy's Wicked Slush
Dr. Matthew Anderson, DDS
Artemedica
Janet Hoehn and John Avakian
Judy and Pete Barbieri
Charles and Michaela Bennington
Patricia and Richard Bertapelle
James Betts
Jon Rader and Phyllis Butland
Callaway Golf Company
Tim and Pam Chanter
Schwab Charitable
Charles Schulz Museum
Tom and Emmy Cleland
Costeaux French Bakery
James and Gretchen Covington
Patsy Daniels

ETA Upsilon Chapter of Delta Kappa
Gamma
George Dutton
Joe and Tracy Dutton
Dutton Goldfield Winery
Dr. Mark Escajeda
David Farris
Lynne Faulks
Danitsa Finch
The Heck Foundation Foundation
ebay Foundation
Anne French
Greg French
Dinorah Gallegos
Nanette Garner
Garret Ace Hardware
Tony Gerald
Guerrero Fernandez Winery
Dr. Mark Hagele
Patricia and David Hansen
Carol Hansen
Kristina Hayden
Charys Hayden
Jennifer Hedgpeth
Neysa Hinton
Ann and Jeff Hudson
Congressman Jared Huffman
Meg Hurt
Ashanti Jackson
Lagunitas Brewing Co.
Little River Inn
Los Molcajetes Bar and Grill
Fred and Eda Lucas
Luther Burbank Center of the Arts
MacCallum House
Joan Gates and Steve Marlowe
Catherine and David Marsten
Mariana Almaraz and Zacarias Martin
Arturo Martinez
Hugo Mata

Senator Mike McGuire
Kelley and Kaelie McMorris
Ellen and Michael Mundell, MD
Mendoza Family Winery
Collette Michaud
Joan Mora
Nancy Moran
Oak Quarry Golf Club
Elaine Oliver
Omlette Express
Marcia and J. Roberts Osberg
Paradise Sushi and Hibachi
Dan and Jazmine Peterson
Louis and Caitlin Ponick
Adrienne and Martin Rodgers
Larry and Anne Ross
Kyle Rudderow
Sally Ruth
Cynthia Samale
Bill and Maxine Sauber
Mel and Holly Schatz
Dr. George Schneider
Clive Sharrocks
Beverly Singer
Dr. Mark Singleton
Cathy Slack
Mark Sloan
Bill and Bonnie Smith
Sonoma County Harvest Fair
Jen Stasch
The Chair
The Walt Disney Family Museum
Congressman Mike Thompson
Dr. Christine Tomaszewski
David and Vicki Tronnes
Vintage Wine Estates
Vintners Inn-John Ash & Co
Alena and Matt Wall
Keith Woods
Glenna Jean Yee

Katie Young
Nancy Evelyn Roger Zegarra
Ken Zuckerman



Board of Directors

Board Officers

Surani Hayre-Kwan, MBA, NP, FACHE, FAANP **Chair**

Suzie Shupe, Esq. **Vice Chair**

Andrew McCormick, DDS **Treasurer**

Diane Aqui, Esq. **Secretary**

Board Members

Lynne Faulks

Kristen Johnson, MD

Hugo Mata

Antonio Perez-Licea

Emeritus Members

Thomas Cleland, DDS

Katherine Foster, MD

Ross Stromberg, Esq.

Remembering Ross



PDI Board Member Emeritus Ross Stromberg, was dear to so many people in our community. At PDI he will be forever remembered for his unfailing commitment, support and advice he gave since the organization's inception. His passion for PDI is immeasurable and he will be missed and remembered with deep affection.

