

Community Impact Report 2023

community outreach
pediatric services
adult services



BRIGHTERWAY
INSTITUTE

Transforming More Than Smiles



**DIANE & BRUCE HALLE
BRIGHTER WAY
DENTAL CENTER**
230 S. 12th Ave.
Phoenix, AZ 85007

**PARSONS CENTER FOR
PEDIATRIC DENTISTRY
& ORTHODONTICS**
3140 W. Buckeye Rd.
Phoenix, AZ 85009

**"TOOTH BUS" –
BRIGHTER WAY/
UNITED HEALTHCARE
MOBILE DENTAL CENTER**
3140 W. Buckeye Rd.
Phoenix, AZ 85009

FOUNDER'S MESSAGE

To My Dear Friends

The landscape of oral health care is rapidly changing. As a nonprofit provider, the ability to remain competitive in this industry is a challenging one.

As we approach our 25th Anniversary and reflect on how far we've come, Brighter Way attributes much of its success to a high level of community support and collaboration. In 2023, we met an unprecedented milestone of serving 9,036 patients, and providing 77,486 oral health services.

In our report this year, please read about our November event where we paused to celebrate our partnership with United Healthcare through the naming and ribbon cutting of our mobile dental center – proudly named Tooth Bus by a young Brighter Way patient, Leah.

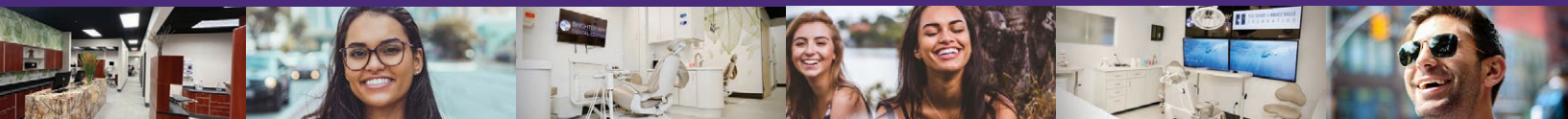
Tooth Bus was donated by United Healthcare in 2018, and it has been the foundation for our community growth. Tooth Bus serves individuals through remote access, including children, adults, LGBTQ youth, and families. Through a special project supported by Vanguard, we successfully piloted a new endeavor to reach chronically homeless individuals living in encampments through Tooth Bus.

This past year has demonstrated Brighter Way's success in reaching milestones. Since 2001, we have served over 183,062 patients with services valued over \$250 million. In two short years, we have built our endowment to \$125,000. And in 2024, we look forward to welcoming our third Implantology Resident.

Sending my thanks and love to all of you. Thank you for all you do.



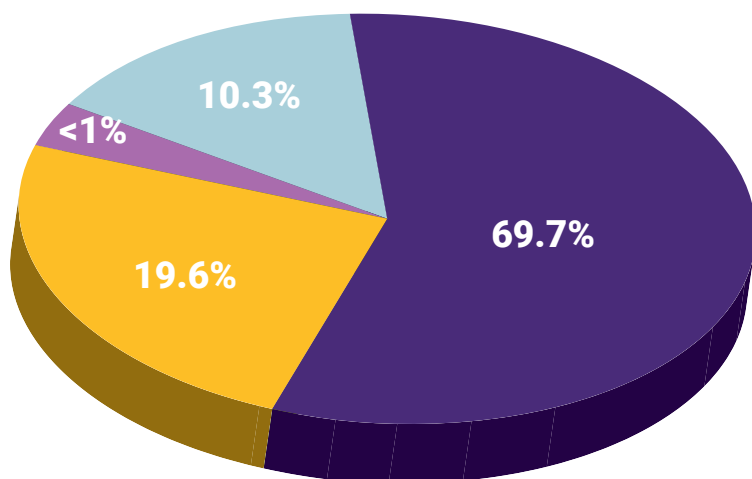
Kris Volcheck, DDS, MBA
Founding CEO
Brighter Way Institute



FINANCIAL SUMMARY

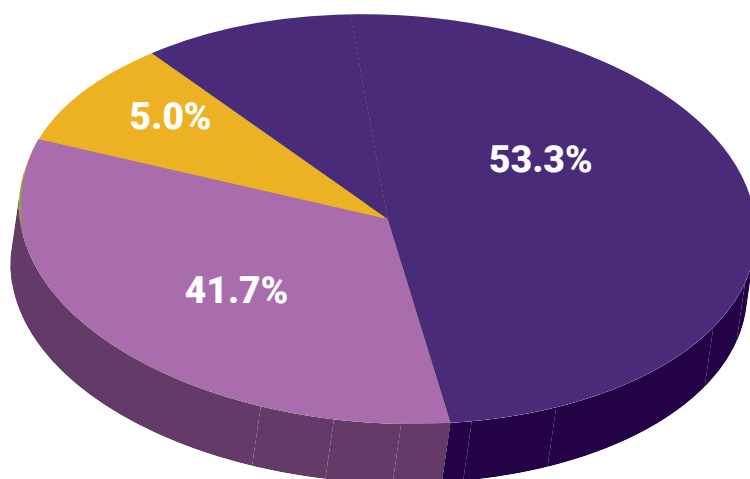
TOTAL REVENUE: \$4,338,157*

Dental Revenue	69.7%
Contributed Income	19.6%
Training & Education	<1%
Contract Income	10.3%



TOTAL EXPENSES: \$4,674,751

Diane & Bruce Halle Brighter Way Dental Center	53.3%
Parsons Center for Pediatric Dentistry & Orthodontics	41.7%
Administrative & Other Expenses	5.0%

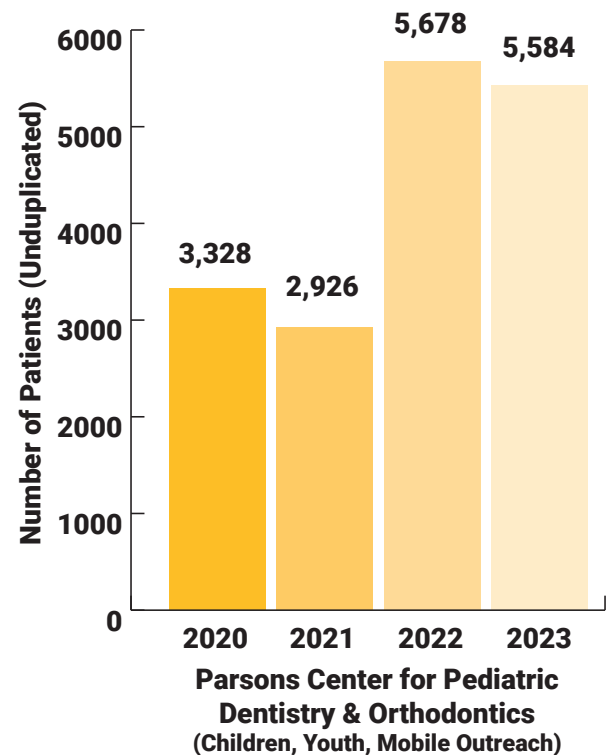
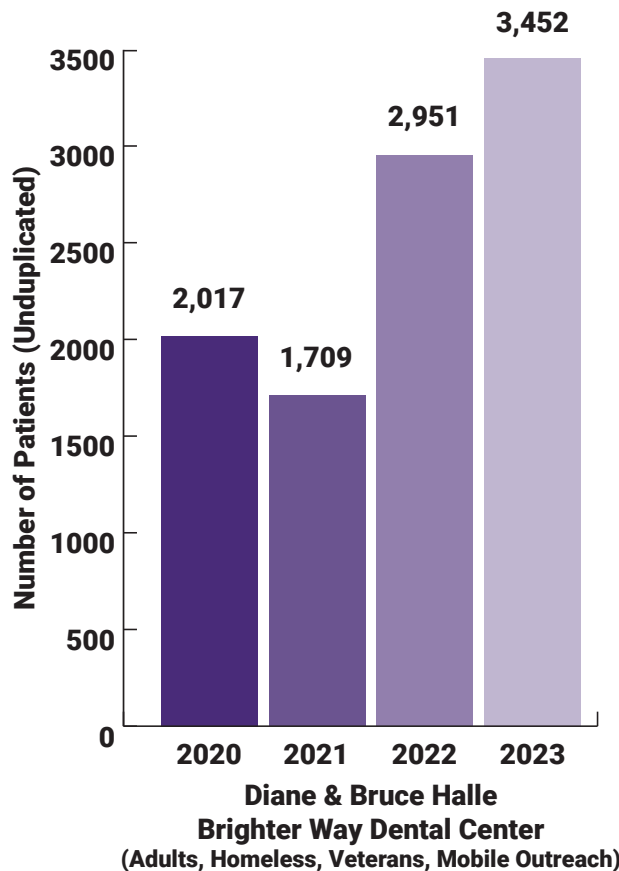


*Includes multi-year grant support

2020 -2023 PATIENT IMPACT

9,036
2023 TOTAL
UNIQUE
PATIENTS

77,486
2023 TOTAL
SERVICES
PROVIDED



ALL ABOARD THE TOOTH BUS



In November 2023, Brighter Way celebrated an extraordinary partnership with UnitedHealthcare Community Plan of Arizona. At this ribbon cutting event, Leah, a young Brighter Way patient, was recognized for her clever thinking in naming the mobile dental center, Tooth Bus. The event was held at Boys & Girls Clubs in Phoenix, where attendees received basic dental screenings, oral health education, and "Smile Bags" containing a toothbrush, toothpaste, and dental floss. Tooth Bus participates in Community Health Fairs and provides oral health services to:

- Children, including children & youth with special needs
- Adults, including Veterans who are experiencing homelessness
- LGBTQ+ youth and young adults

Tooth Bus was initially funded by an \$800,000 grant from UnitedHealthcare Community Plan of Arizona to Brighter Way Institute in 2018. "Oral health is essential to a person's overall well-being," said Jean Kalbacher, CEO. "Good dental hygiene and access to dental care helps reduce the risk of chronic diseases. We're proud to help Brighter Way continue its mission of providing comprehensive oral health care for underserved adults, children, veterans, those experiencing homelessness, and individuals with special needs."

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With Gratitude to our Board! On behalf of Brighter Way patients, a special thanks to our Board Members for their generous dedication of time, expertise, resources, and governance.

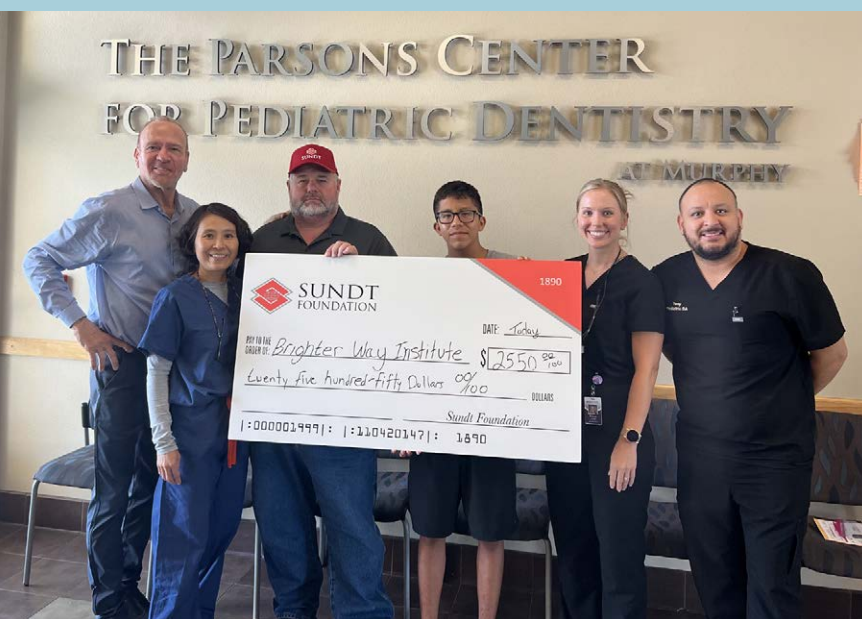
Ed Portnoy Endowment For Implantology

It is an honor to pay tribute to our long-time Brighter Way Board Member, Edmund H. Portnoy, PhD. As our Honorary Founder of The Brighter Way Endowment, we are recognizing his everlasting spirit through the Ed Portnoy Endowment for Implantology.

2023 Endowment Donors

Mr. & Mrs. David Allazetta
Dr. Charles Clark
Dr. Urvi Davé
Catherine R. Eden
Robert & Gunilla Portnoy
Joan Portnoy
Craig Tribken
Corrie Worth

TRIBUTE GIVING FOR A BRIGHTER WAY



Gifts in Memory of Edmund Portnoy

Robert & Gunilla Portnoy - In loving memory of my brother and what he held dear.

Joan Portnoy

Gifts in Memory of John Wolfe, DDS

Blythe FitzHarris – Lara, In Memory of your Dad.

Gifts in Honor of Marty Shultz

Craig Tribken

Gifts in Honor of Kris Volcheck, DDS, MBA

Pnina Levine



BRIGHTERWAY
INSTITUTE

brighterwaydental.org

Brighter Way Institute is a
501(c)(3) nonprofit organization.

Tax ID 81-1096448

Arizona Tax Credit QCO Number: 20880

Donations may be made at:

[brighterwaydental.org/Donate/Giving Opportunities/Brighter Way Endowment](https://brighterwaydental.org/Donate/Giving%20Opportunities/Brighter%20Way%20Endowment)