



1.0	Introduction: Executive Summary	2
2.0	Overview	3
3.0	Successes and Challenges	11
4.0	The Future and Conclusion	16
5.0	Acknowledgements, Contact Information and Media	17

INTRODUCTION

EXECUTIVE SUMMARY







TorontoTooth provides oral hygiene products to individuals with unstable housing across the City of Toronto. According to the Canadian Academy of Health Sciences (2014), Canadian Dental Association (2017), and a study by Fang et al. (2021) the unavailability of dental care under the Canada Health Act (CHA) has resulted in income-related inequalities in the accessibility of oral health in our society. Notably, these inequalities are observed to be most drastic amongst those with inadequate shelter as they commonly suffer from poor oral hygiene due to a lack of resources and unstable housing. Although most shelter programs accept oral hygiene products as donations, gratuities of this form are reported to be less frequently received; particularly during the COVID-19 pandemic when most resources are concentrated on the purchase of masks and sanitary products. Through its work, the TorontoTooth project hopes to take a preventative approach to oral health, and to address some of the stated needs of individuals experiencing homelessness that stem from the income, health services, and housing social determinants of health.

During the 2020-2021 cycle, TorontoTooth has been able to provide 2117 tubes of toothpaste, 1493 toothbrushes, and 785 oral hygiene storage bags to 4 shelters in the City of Toronto, far exceeding its initial goal of purchasing 150 of each product. These products have been collected through online fundraising for monetary donations and products, as well as receiving supplies and discounts from dental offices and larger hygiene organizations across Toronto. As well, this project has been able to raise awareness about the income-related inequalities in the field of dental care, and has gained many social connections with dentists and dental hygienists in the Greater Toronto Area (GTA). To overcome the challenges proposed by the COVID-19 pandemic and the remote learning environment that it has necessitated, the TorontoTooth team has maximized its efforts in establishing a strong social media presence and creating relationships with possible donors through a number of streams of contact. In progressing TorontoTooth into the future, it is hoped to continue making significant impacts on the oral health of the most vulnerable populations in the City of Toronto and to pursue the team's efforts in raising awareness about social injustices within the field of oral health.

OVERVIEW

OUR VISION AND MISSION



TorontoTooth is a not-for-profit initiative supported by Calumet and Stong Colleges in the Faculty of Health at York University as an Agents of Change project.

TorontoTooth aims to provide individuals experiencing homelessness in Toronto with oral hygiene products including toothbrushes, tubes of toothpaste, and storage bags for these products.

According to the Canadian Academy of Health Sciences (2014), income-related inequalities in oral health are greater than any other social inequalities in all other areas of health. The homeless community of Toronto, in particular, is the most under-served portion of the city's population in this area. The goal of TorontoTooth is to improve the health of this community through preventative measures by making oral hygiene more accessible to individuals who may not be able to afford it.

TorontoTooth also strives to raise awareness about incomerelated inequalities in dental care in the Greater Toronto Area (GTA), and hopes to ultimately improve the state of oral health in individuals with unstable housing.

WHAT WE PROVIDE

The TorontoTooth initiative aims to provide toothbrushes, toothpaste tubes, and storage bags to individuals with unstable housing in the City of Toronto.







Toothbrushes

Toothpaste tubes

Storage bags

HOW WE FUNDRAISE

01. Monetary donations through our website

The TorontoTooth website provides a portal to accept donations directly from donors.

02. Monetary donations through our GoFundMe platform

The TorontoTooth GoFundMe platform accepts monetary donations for those who feel more comfortable using a third-party fundraising website.

03. Product donations from dental offices

Dental offices across the Greater Toronto Area (GTA) are contacted about donating products to TorontoTooth.

04. Product donations from large organizations

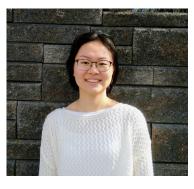
TorontoTooth contacts and networks with large hygiene organizations to receive product donations and discounts for purchases.

OUR TEAM

TorontoTooth was founded by Dayana Davoudi as an Agents of Change project at York University. The executive team members were recruited from York University after an intensive screening and interview process, and shared our goal and mission towards social justice in oral health.



PROJECT FOUNDER & LEAD Dayana Davoudi



SOCIAL MEDIA MANAGER Yeji Seo



SOCIAL MEDIA MANAGER Diana Flores



FINANCIAL DIRECTOR Fariah Mobeen



SOCIAL MEDIA MANAGER Kurt Magsipoc-Wilson

NOT PICTURED: SOCIAL MEDIA MANAGERS:

Darlia Nombu Abdul-Razak & Aida Dreca

TARGET POPULATION

At TorontoTooth the primary focus has been placed on ensuring the availability of oral hygiene necessities for those who have been historically disadvantaged in oral health. Within the unhoused population, the main area of focus for TorontoTooth has been on the most marginalized groups of the community and includes children and youth, women, and individuals who receive help from shelters but do not not take residence within shelter establishments.



WOMEN

Our products are provided particularly to women and their children who have experienced violence, other forms of trauma, or otherwise reside within womenonly shelter facilities.



CHILDREN& YOUTH

Toothpastes and toothbrushes are provided to children and youth facing emotional, behavioural and legal challenges while taking residence within rehabilitative charity organizations.



NON-RESIDENTS OF SHELTERS

Many individuals within the unhoused community choose to not take residence within shelters. Our products were distributed to these individuals through our community partners.

AREAS OF IMPACT



Providing oral
hygiene products to
individuals without
regular access to
preventative oral
health supplies



Building conncetions
with the dental care
community and
encouraging their
participation in care for
the homeless
community



Improving the oral health of the City of Toronto as a whole



Raising awareness
about social
inequalities in oral
health between income
divisions within the City
of Toronto



Providing a new understanding of the unhoused community's needs during the COVID-19 pandemic and attempting to address these needs

OUR COMMUNITY PARTNERS

The shelter community partners accepted the fundraised products and graciously supported TorontoTooth in its efforts to distribute the collected oral hygiene products to those in need. These shelters were selected based on the population demographic that they helped. The product-provider community partners kindly supplied TorontoTooth with their hygiene products. Along with these community partners, TorontoTooth also received donations from individual donors in the Greater Toronto Area (GTA).

Our shelter community partners

Kennedy House The Kennedy House organization is a charitable

institution that operates residential and secure programs for children and youth up to the age of 24, who are facing emotional, behavioural, and legal

challenges.

The Scott Mission The Scott Mission is a Toronto-based non-

denominational faith-based institution that offers support and provisions for the homeless, low-income

families, and children and youth.

Good Shepherd Ministries The Good Shepherd Ministries is an institution that aims to alleviate the effects of poverty while striving to eliminate chronic homelessness within the Toronto community through various compassionate programs.

North York Womens shelter (NYWS) NYWS offers emergency shelter to women and their children, as well as a Community Collective around services to women within the North York community who have or are experiencing violence.

Our product-provider community partners

Colgate-Palmolive Canada

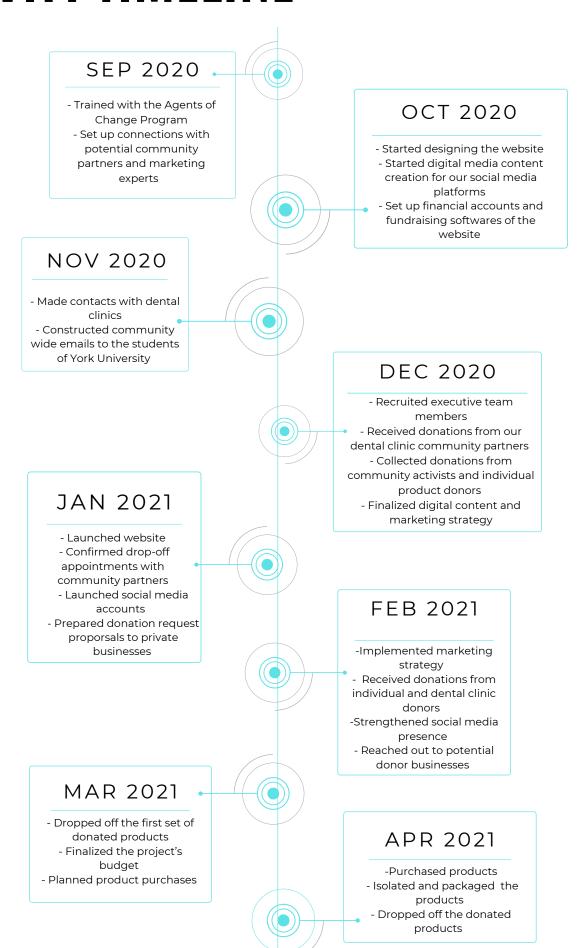
Incorporation

The Colgate-Palmolive Canada Incorporation is a hygiene company that provided TorontoTooth with donations of toothpastes and toothbrushes, as well as discounts on purchased products. This corporation also supports a number of other initiatives that can be followed by hashtags #ColgateOptimismProject and #WhatCanYourSmileDo?

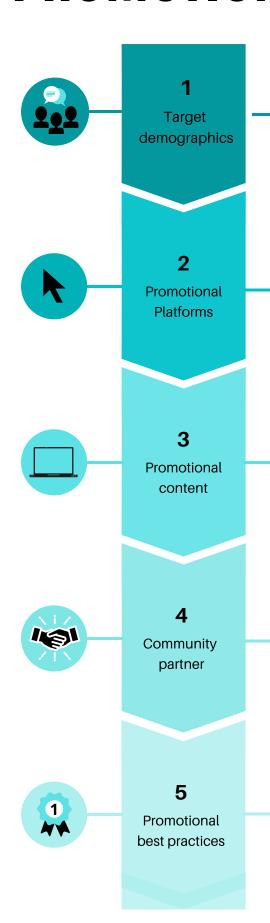
Dental clinics across Toronto

Various dental clinics across the City of Toronto provided TorontoTooth with toothpastes that they had received as samples from larger hygiene corporations.

ACTIVITY TIMELINE



PROMOTION & OUTREACH



- Dental Clinics:
 - Dentists
 - Dental hygienists
- Small businesses in Toronto
- York University students
- Large hygiene corporations
- Residents of Toronto
- Project website
- GoFundMe fundraiser
- Instagram
- Facebook
- Twitter
- YouTube
- TikTok
- Instagram:
 - Posts
 - Stories
- Facebook Posts
- TikTok short videos
- Tweets

- GoFundMe:
 - Community messages and updates
- YouTube advertisement videos
- University-wide promotional emails

Through instagram and TikTok, many individuals shared our posts, stories, and videos as their own posts or personal stories. Particularly, several dentists and dental hygienists helped advocate for us within their community of peers and patients, who then donated to our cause. As well, several private businesses shared our message through their team's text group chats and helped raise awareness about our mission.

Instagram posts and stories along with TikTok short videos were the source of most donations made through our website, as indicated by our analytics. These platforms were also the best sites of donor engagement and advocacy for our project, as individuals who engaged with our content also helped redistribute our messages through their personal accounts in these websites.

Social Media Engagement

The TorontoTooth social media platforms have made connections to thousands of people both within and outside of the dental care community of Toronto across Instagram, Facebook, TikTok, Twitter, GoFundMe, and YouTube platforms, alongside the project's promotional emails and website.

1033
Followers on Instagram

Posts shared on Instagram in 3 months

270Most number of people reached on an Instagram post

2180
Eriends on Facebook

36

Posts on Facebook in 3 months

117

Most number of people reached on a Facebook post

225Followers on TikTok

448

Likes on TikTok

2946

Most number of people reached on a TikTok video

280

Website visitors in 3 months

72

Emails sent to dental office in 3 months

320

Toronto residents reached by text message

Our Media



torontotooth.ca

y

twitter.com/torontotoothyu



instagram.com/torontotoothyu



tiktok.com/@torontotoothyu



facebook.com/Torontotoothyorku



gofundme.com/torontotooth

3.0

SUCCESSES & CHALLENGES

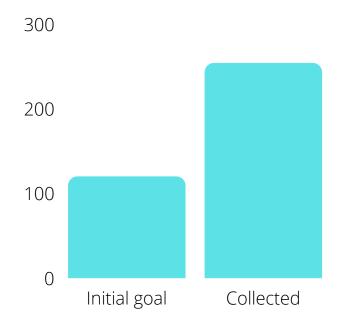
OUR WORK



The TorontoTooth project has received donations from 21 distinct donors during its 3 months of fundraising activity. As a result of these donations, 2117 tubes of toothpaste, 1493 toothbrushes, and 785 storage bags for the hygiene products were provided to 4 shelters across Toronto.

GOALS & OUTCOMES

The initial goal was to provide one shelter catering to children and youth with 150 toothbrushes, 150 tubes of toothpaste, and 150 storage bags, according to the estimated budget. The estimated budget included an approximate expectation of \$120 in monetary donations. However, during its 3 months of fundraising activity, the goals of TorontoTooth were considerably surpassed in terms of product collection, which expanded the scope of its target population to help 4 distinct shelters across Toronto that provide services to children, youth, women in need, and other individuals experiencing homelessness.



The project was expected to collect \$120 in monetary online donations due to constraints created by the COVID-19 pandemic. The final collected monetary donations were \$253.93, which was 1.7 times the original goal of the project.

Collected Donations

Initial goal: \$120

Collected amount: \$253.93

1.7X initial goal

EVALUATION

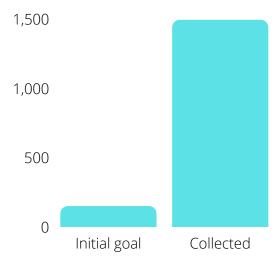


Toothpastes

Initial goal: 150

Collected items: 2117

14.1 X initial goal

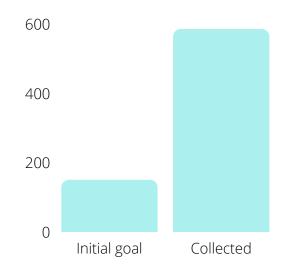


Toothbrushes

Initial goal: 150

Collected items: 1493

9.9 X initial goal



Storage bags

Initial goal: 150

Collected items: 785

5.2 X initial goal

CHALLENGES & IMPROVEMENT

01

COVID-19 PANDEMIC

The COVID-19 pandemic has created many challenges for the global community since the announcement of the coronavirus outbreak. TorontoTooth has not been exempt from the effects of this global health threat, as we heavily rely on inperson interactions with possible donors and interested advocates of our cause. Particularly, the lack of in-person classes and attendance at the university impeded our ability to fundraise through table-sits and in-person fundraising events. TorontoTooth also originally aimed to set up donation boxes in a number of private businesses for collecting oral hygiene products and pharmacy/grocery store gift cards. Unfortunately, the partner private businesses closed down during the stay-at-home orders in Ontario, which reduced the number of collected donations.

To ensure that initial goals were met, revised priorities included strengthening social media presence, social networking through emails and calls for advocacy, and building relationships with large organizations that could provide more substantial amounts of donations and discounts.

Reflection:

As the COVID-19 pandemic continues, the TorontoTooth project is likely to experience the same challenges as the 2020-2021 term in the next cycle of its activity, and particularly during the Fall of 2021, as remote learning continues. In order to better overcome these challenges compared to the passed cycle, the TorontoTooth team is planning on adding a blog to the project's website, in order to increase the viewer traffic to our page. As well, it is hoped to participate in, and advocate for the project's cause in a number of remote meetings hosted by other projects and programs within the university, and to host in-person table-sits and fundraising events once the university's operations have returned to being in-person.

02

Finance Collection Softwares

To collect financial donations, TorontoTooth had to rely on online fundraising platforms including DonorBox, Stripe, and GoFundMe. There were significant challenges in setting up these platforms: creating individual financial accounts and embedding various plugins and softwares on the website. This required a considerable amount of time, resources, and expertise that were acquired by the team. Consequently, the first 3 months of activity were spent on developing a thorough marketing strategy for fundraising, creating fundraising social media content, and troubleshooting the various donation plugins for the website.

Reflection:

As a result of having to set up the necessary fundraising software and digital content such as advertisement videos, TorontoTooth will have a complete foundation of work to build upon as we move forward in the future. As well, the building of this foundation has been a significant learning experience for the TorontoTooth team as it has allowed them the opportunity to gain valuable skills in fundraising, website management, and marketing. One such lesson has been the effectiveness of online fundraising strategies, which were chosen during the 2020-2021 cycle of activities due to the COVID-19 pandemic but will be continued in the future as they have been shown to be immensely efficacious.

03

Donor retention

TorontoTooth has to continuously attract new donors, engage with the existing donor pool, and maintain the attention of past donors. As individuals donate to this cause once, they are likely to not make a contribution for a second time.

Reflection:

In order to ensure donor retention, TorontoTooth has, and will continue to effectively use social media and social networking practices that keep the donor population informed and engaged with the organization's initiative. The provided digital content of the organization should also remain consistent and can become more personalized to each individual donor in future cycles, in order to ensure active advocacy of the project and its cause to individuals who are willing to help.

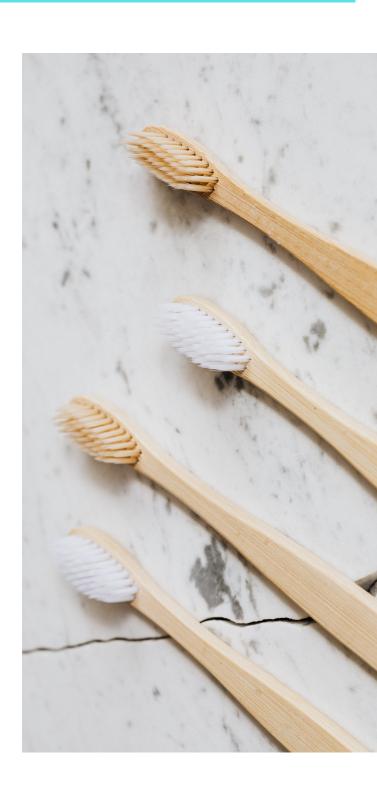
4.0

THE FUTURE & CONCLUSION

During the 2020-2021 Agents of Change program cycle, TorontoTooth project has been able to significantly exceed its initial goals in product collections. Having produced around 14 times our initial goal in toothpaste tubes and around 10 times of the initial goal in toothbrushes, we have had the opportunity to provide oral hygiene products to thousands of individuals with unstable housing in the City of Toronto. Through our work, we have tried to address the income, health services, and housing social determinants of health that have created challenges for the homeless community in receiving oral care. Particularly, our efforts have been made towards relieving some of the pressures placed on shelters in the Greater Toronto Area (GTA) during the COVID-19 pandemic, when most donations to shelters have shifted towards masks and sanitary products. As our work has progressed, we have been contacted by dental hygienists, dental clinics, and students within the field of dental care who have expressed their interests in our cause and have proceeded to make our mission a discussion in their educational and professional circles. As the project moves forward into the 2021-2022 cycle, it is hoped that we continue to work towards social justices in oral health amongst various income divisions and populations, in spite of the challenges that will be present as a result of remote learning requirements and post-pandemic economic impacts.

TorontoTooth: Brightening the City of Toronto one smile at a time

With the help of the Agents of Change program, our shelter and product provider community partners, as well as our gracious individual donors, we hope to be able to continue working towards the fair and equitable provision of oral hygiene across the City of Toronto and its residents with unstable housing.



5.0

ACKNOWLEDGEMENTS, CONTACT INFORMATION, AND MEDIA



Picture 1. Products dropped off in the months of April and May; products include children's toothpaste and toothbrushes along with educational material on oral hygiene



Picture 2. An example of our packaging for products given to youth shelters



Picture 3. Products dropped off in the month of March; products include children's toothpaste and toothbrushes along with educational material on oral hygiene

OUR SOCIAL MEDIA

- instagram.com/torontotoothyu
- facebook.com/Torontotoothyorku
- twitter.com/torontotoothyu
- tiktok.com/@torontotoothyu

TorontoTooth has been made possible by our kind donors, community shelter partners, and organizations that have immensely helped us in our cause. We sincerely thank all of the below organizations and individuals who deserve our greatest gratitude:

- Our kind donors
- The Kennedy House
- The Scott Mission charity organization
- North York Women's Shelter
- Good Shepherd Ministries charity organization
- Colgate-Palmolive Canada Incorporation
- The Agents of Change Program
- Calumet & Stong Colleges, and the Faculty of Health at York University.
- Our executive team members

"Toothbrushes and toothpaste are a basic need, and they are so important in overall health. We so appreciate TorontoTooth reaching out to support our community here at NYWS."

- Esther Lee, Development Administrative Coordinator at North York Women's Shelter

Contact:

TorontoTooth
208 Stong College
York University, 4700 Keele Street,
Toronto, ON M3J 1P3
torontotooth.ca
torontotoothyu@gmail.com

6.0

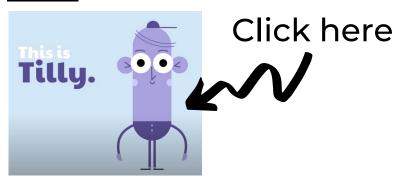
MEDIA COMPONENT

Promotional Video

01

 Our promotional advertisement video is included below:

Meet Tilly! TorontoTooth / Help us provide oral hygiene products to the homeless youth of Toronto



02

Documentary TikToks

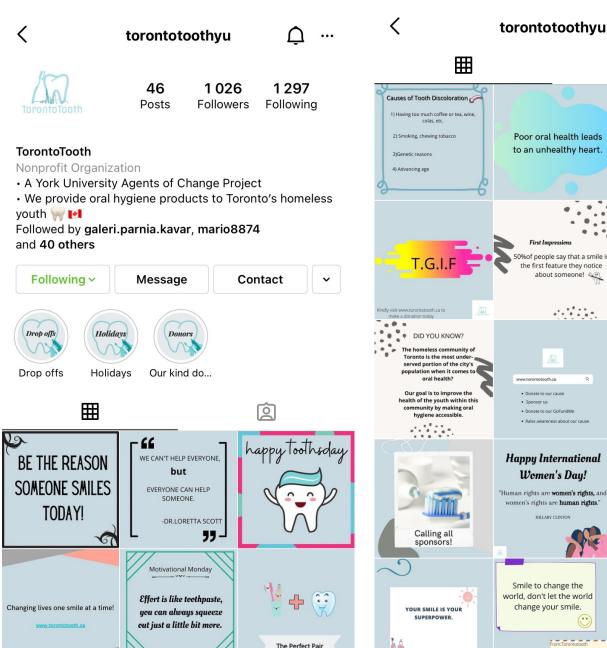
 There are a number of TikTok videos posted on our TikTok account that show our drop-off appointments and fundraising process. As an example:

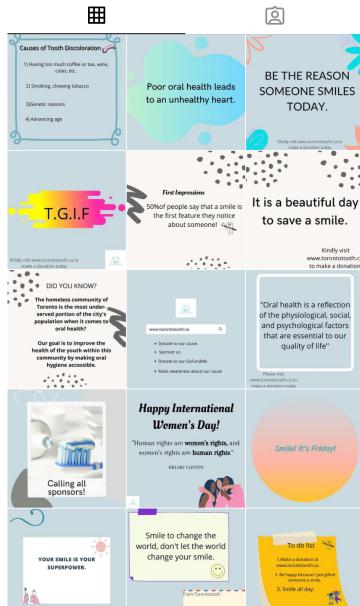
Drop off video
How to donate video
Click here

7.0 APPENDIX

Our Instagram

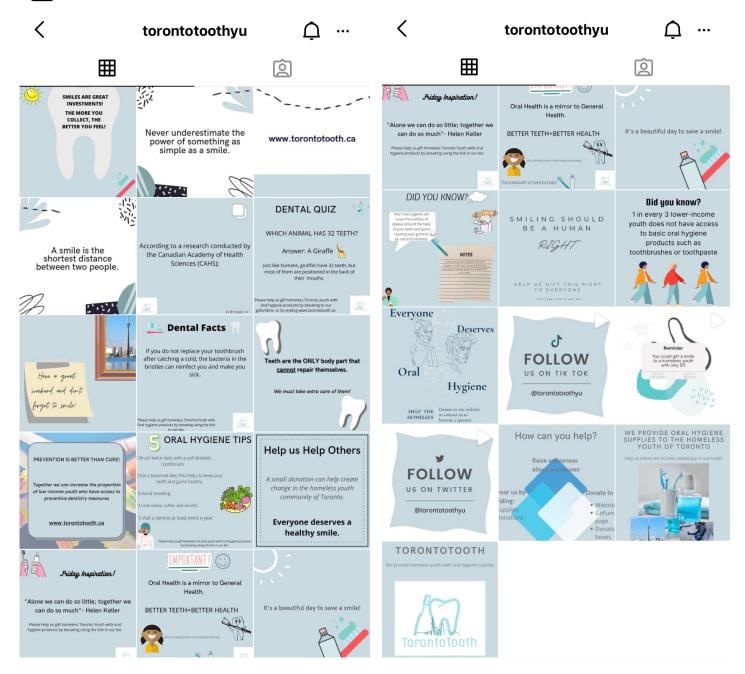






Our Instagram





Our YouTube video

youtube.com/torontotoothyu

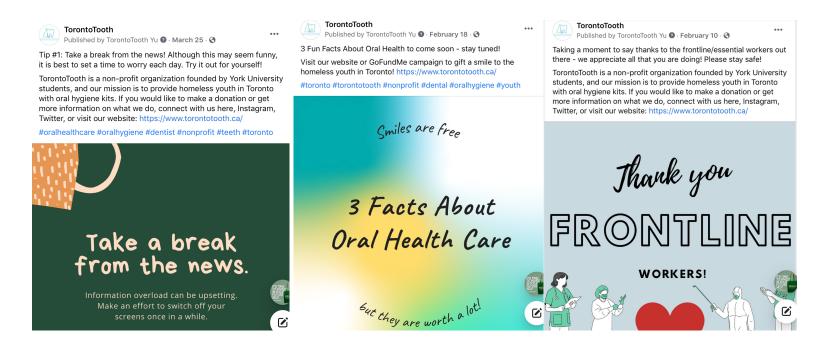
Our promotional advertisement video is included below:

Meet Tilly! TorontoTooth / Help us provide oral hygiene products to the homeless youth of Toronto

Our Facebook

f facebook.com/Torontotoothyorku

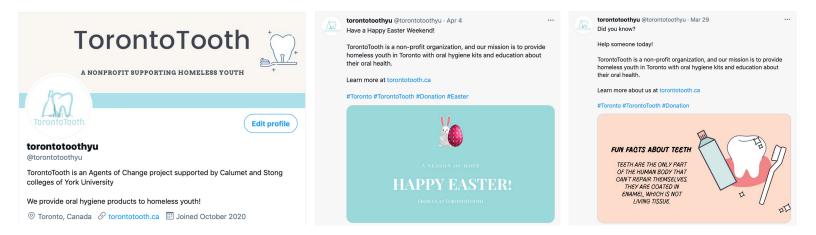
A few examples of our posts:



Our Twitter



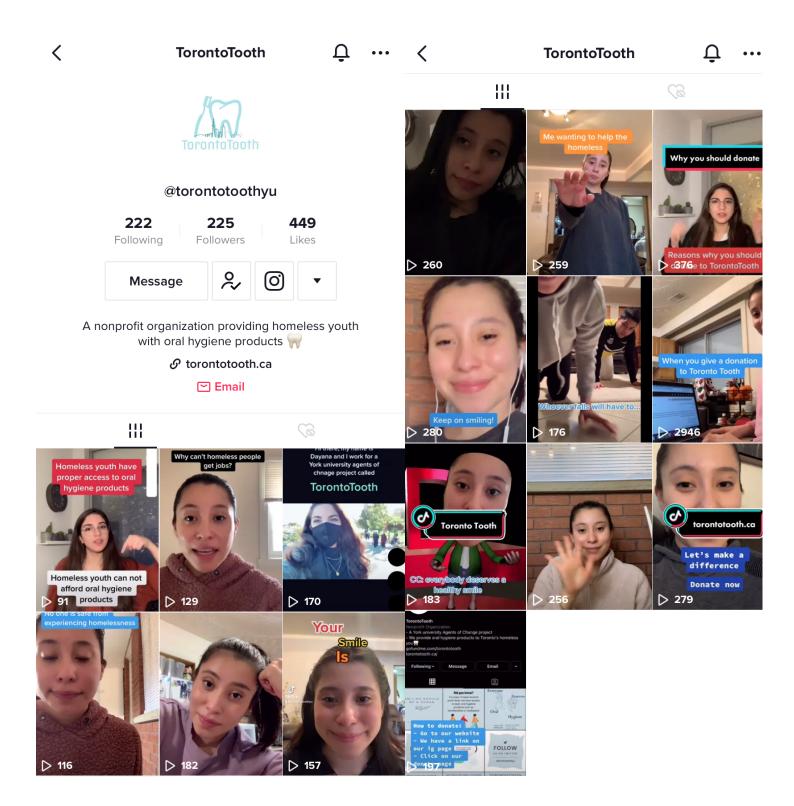
A few examples of our tweets:



Our TikTok

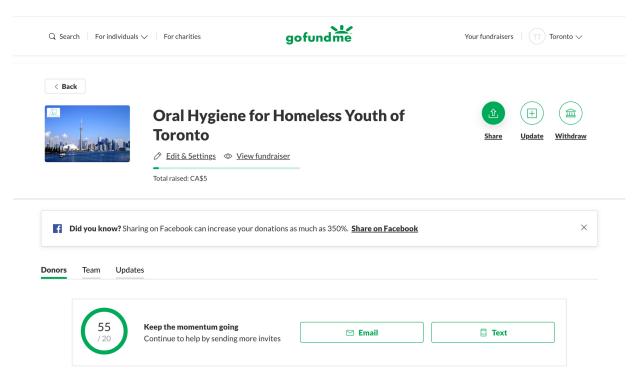
tiktok.com/@torontotoothyu

Please visit our TikTok to see our videos:



Our GoFundMe





Pictures of products collected



months of April and May; products include month of children's toothpaste and toothbrushes children's toothpaste and toothbrushes along with educational material on oral along with educational material on oral hygiene



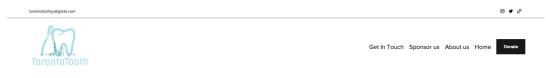
Picture 2. An example of our packaging for products given to youth shelters



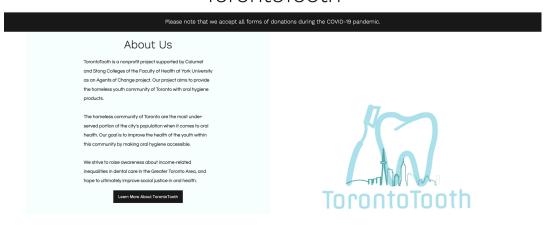
Picture 1. Products dropped off in the Picture 3. Products dropped off in the products March; hygiene



Home Page:



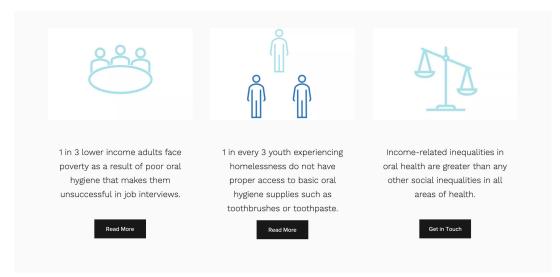
TorontoTooth



What we provide to those experiencing homeless

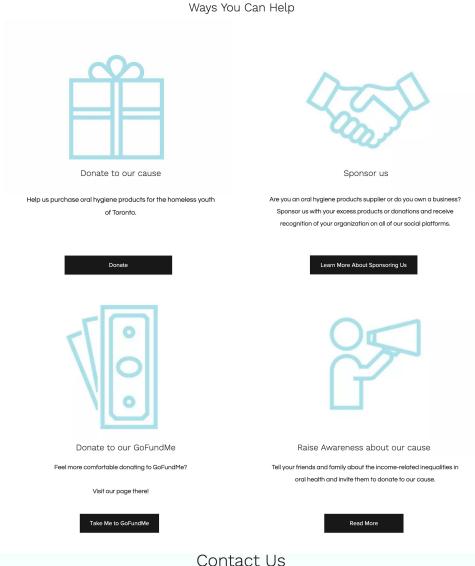


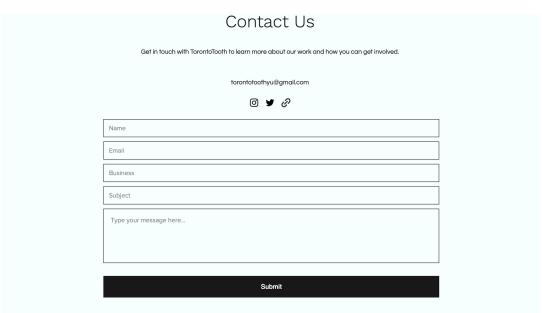
Did You Know?





Home Page:







About us page:



More information about TorontoTooth

Files are available for download

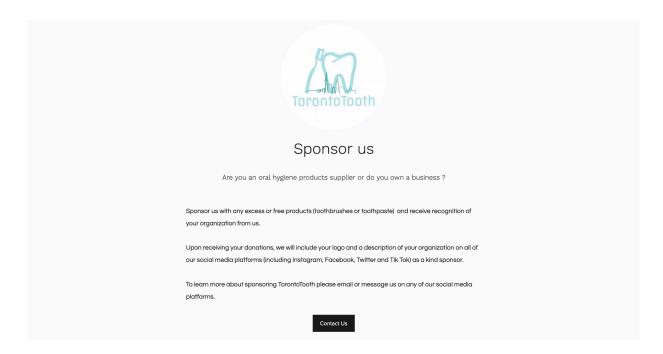


Donate now:

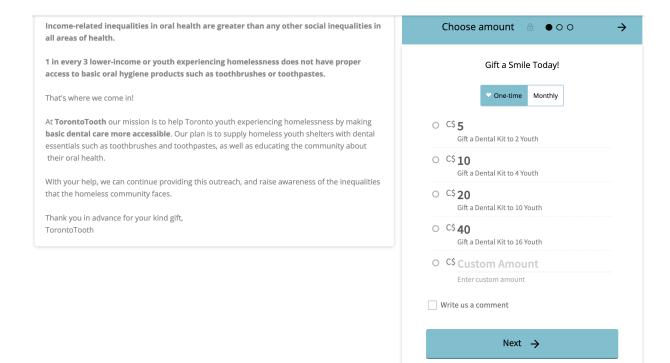
Donate



Sponsor us page:



Donate page:



Our Budget

Expenses		
Purchase	Cost	Number
Website domain	\$15.51	1
Wix hosting fee	\$124.21	1
720 toothbrushes and toothpastes	\$577.77 (\$0.71 per package)	720
Fundraising software transfer	\$28.31	1
Total	\$745.80	

Product donations		
Product	Number	
Toothbrushes	773	
Toothpaste	1,397	
Storage bags	785	
Dental floss	5	
Mouthwash	1	

Revenue	
Purchase	Cost
Agents of Change funding	\$500.00
Collected donations	\$253.93
Total (after transfer charges and with expenses deducted)	\$753.93

Total Products provided		
Product	Number	
Toothbrushes	1,493	
Toothpaste	2,217	
Storage bags	785	
Dental floss	5	
Mouthwash	7	

TorontoTooth Budget	
Total Revenue	\$753.93
Total expenses	\$745.80
Balance	\$0.00

References:

Canadian Dental Association. (2017). *The State of Oral Health in Canada*. www.cda-adc.ca/stateoforalhealth/_files/thestateoforalhealthincanada.pdf.

Fang, C., Aldossri, M., Farmer, J., Gomaa, N., Quiñonez, C., & Ravaghi, V. (2021). Changes in incomerelated inequalities in oral health status in Ontario, Canada. *Community Dentistry and Oral Epidemiology*, 49(2), 110–118. https://doi.org/10.1111/cdoe.12582

The Canadian Academy of Health Sciences. (2014). Improving Access To Oral Health Care. https://cahs-acss.ca/wp-content/uploads/2015/07/Access_to_Oral_Care_FINAL_REPORT_EN.pdf

Our timeline

Task	Time
Create Instagram, Twitter, YouTube, and Facebook and TikTok accounts of the project	August 18 to August 23, 2020
Finalize a logo for the project	August 24 to September 4,2020
Prepare at least the 3 first posts/tweets for Instagram,	August 24 to September 27,2020
Twitter, and Facebook accounts of the project	August 24 to September 27,2020
Contact community partner to discuss the details and number of products	September 21 to September 27, 2020
Create the fundraising website for the project	August 18 to November 20, 2020
Confirm the financial details and accounts of the project	October 14, 2020 to November 20, 2020
Using the created posters, texts and video prepare at least the first three university-wide promotional emails	August 24 to November 20,2020
Create promotional videos for the project	August 24 to Dcember,2020
Contact community partner to confirm the number and quality of products to be ordered	December 20, 2020
Revise logo for the project	Made in August 24 to September 4,2020
	Revised in December of 2020
Finalize the recruitment of Executive team members	January 7 to January 15, 2021
Contact community partner again for a final discussion of the details and number of products	January 16, 2020
Edit the fundraising website for the project	December 18 to January 28, 2021
Confirm accepting cash payments	January 27 to February 3, 2021
Design all digital posters for the project	December 18 to January 28, 2021
Send university-wide promotion emails on a weekly basis	Starting from February 1, 2021
Post on Instagram, Twitter and Facebook accounts of the project every two days	January 28 to April 16, 2021
Encourage the community to create permanent or temporary posts about the project	December 18 to April 16, 2021
Contact community partner to confirm the number and quality of products to be ordered	March 30, 2020
Order/purchase toothbrushes	April 12, 2020
Order/purchase toothpaste tubes	April 12, 2020
Receive the ordered oral hygiene products	April 16, 2021
Isolate and sanitize products for 14 days	April 16, 2021
Receive Ziploc bags	April 24, 2020
Confirm product packaging, and drop-off place and date with all community partners (with the exception of the Good shepherd ministries who were contacted in May)	April 27, 2021
Complete product packaging	April 28, 2021
Drop off oral hygiene products for the community partner	April 30, 2021; May 3, 2021; May 10, 2021



