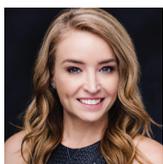




KIDS DAY

February is National Children's Dental Health Month, and to celebrate, Risas Dental and Braces is paying it forward to the community. Through Risas' partnership with Molina Healthcare, it will provide simple exams, resources and educational activities to the Phoenix community. This free, one-day event is open to the community. There will be fun raffles and giveaways, including one free braces treatment. Music, art and crafts, light refreshments, a photo booth and face painter will enhance the fun. Staff from both Risas Dental and Braces and Molina Healthcare will be on site to answer questions and provide support.

Saturday, February 4th
9 a.m. - 1 p.m.
Risas' Kids Dental,
Alhambra
3542 W. Camelback Rd.,
Phoenix
risasdental.com



Tyler Butler is a chief social impact officer for a publicly traded corporate portfolio where she leads programs that positively impact humanity. She is also the founder of 11Eleven Consulting, and she is often cited as a subject matter expert by *Forbes*, *SHRM*, *Entrepreneur*, *U.S. News & World Report* and more. [linkedin.com/in/tylerbutler](https://www.linkedin.com/in/tylerbutler)

Risas Dental and Braces: Giving to Grow Communities

And building relationships to put patients first
by Tyler Butler

► Each February for National Children's Dental Health Month, Risas Dental and Braces doctors provide dental education to elementary schools. They bring along dental goodie bags for each student, containing a toothbrush, toothpaste and floss. This is but one program that Risas' teammates and doctors participate in.

Since the opening of its first Phoenix office on Labor Day 2011, community engagement has been a core element to the company's culture. To celebrate its first opening, Risas provided free dental care to the community during that one-day event. This tradition of paying it forward through new office openings has continued. And, with 27 clinics now in operation across Arizona, Colorado, Nevada and Texas, the impact has grown considerably.

That original Labor Day opening has since served as the inspiration for the company's signature giving event. Labor of Love has become a beloved tradition in the communities Risas serves. During the single-day event, select Risas offices participate in providing free dental treatment, be it exams and X-rays, basic cleaning, extraction or filling. In 2021, Labor of Love gave away more than \$500,000-worth of free treatment.

Labor of Love is an opportunity for staff at Risas Dental to meet their neighbors, donate treatment to new patients, and establish patient relationships in a meaningful way. At Risas, they are guided by the belief that in order to grow, they must give back. So, the organization commits time, talent and resources each Labor Day to the communities through its teammates, who fuel its success through this impactful engagement event.

Philanthropy is systemic at Risas, where top executives and leaders in the company frequently make donations to schools or nonprofits or implement financial support to employees. "Everything we do, from putting the patients first to giving back to our communities, is guided by our values. Our motto is to go the extra mile for every smile. We put patients before profit," shared Jeff Adams, CEO of Risas Dental and Braces.

Risas' outreach includes much more than community engagement. The company is also committed to education and volunteering. And it provides corporate donations of dental



supplies to youth organizations and sponsorships of local community events. Valuable partnerships with organizations such as the Arizona Youth Partnership, Starting out Right division, have enabled Risas to scale these giving efforts.

Since opening its doors 11 years ago, Risas Dental and Braces has provided \$9.1 million in free dental care to the community. The company's mission, "give to grow," binds the Risas team as they see the positive difference they are empowered to make in their patients' lives every day. What's more, Risas' team members are encouraged to give back to the public as well.

Risas Braces and Dental often provides those in need with gratis treatment, reinforcing the company's belief in putting patients above profit and going the extra mile for every smile, particularly for communities whose members feel they cannot afford a healthy smile. Erin DuPree, a Risas Dental and Braces patient, shared, "The tireless work they do in the community says so much about who they are as an organization, and how much they care."

These values are reinforced internally at Risas as the company provides consistent opportunities for team members to volunteer. The staff will organize their own volunteer programs for their specific offices. Some of the volunteering activities from these teams includes packing food at local Feed My Starving Children or Midwest Food Banks, as well as passing out toys at Phoenix Children's Hospital. Around the holidays, some offices will sponsor families to provide food, clothing and Christmas presents. Additionally, Risas' top executives make giving a priority, setting an example by making donations to schools and nonprofits or by implementing financial support to employees.

Through the company's new Second Family Foundation, teammates will now be able to support one another. The Foundation will provide support for teammates who need support or additional resources due to personal hardships beyond their control, unexpected deaths, extreme circumstances and more. This will also be open to Risas' teammate's immediate family members.

Risas Dental and Braces business continues to grow. In October 2021, Risas opened the first Risas Kids Dental office, further expanding its services to children's dentistry and reinforcing its "give to grow" mantra. As the United States' fastest-growing dental practice, Risas is on a mission to change the way dentistry is offered. With a firm focus on giving back, accessibility and quality care, Risas is living its beliefs and positively impacting countless communities in the process. ■

