

RUSSEL  
Veteran and patient



Dental Lifeline  
Network

Many people with disabilities or who are elderly or medically fragile cannot afford dental care. Sadly, many of these are military veterans who once served our country, but now don't have access to dental treatment.

Because of Congressional limitations, the Veterans Administration only provides dental treatment to a small fraction of veterans, leaving many without the care they need.

For more than 40 years, Dental Lifeline Network has been a national leader in helping people access the dental care they cannot afford. With this long history of service, we now seek to change the lives of our nation's veterans with the Lifeline Heroes Challenge.

“ It was a blessing that I found DDS. I now feel more confident speaking with people and I don't mind smiling. I can eat just about anything and I feel better all around. Thank you so much for helping me.

— HAROLD  
Veteran and patient ”



# LIFELINE HEROES CHALLENGE Q&A



## WHAT IS LIFELINE HEROES CHALLENGE?

Lifeline Heroes Challenge is an initiative to raise \$500,000 to help 1,100 veterans receive donated comprehensive dental treatment. The Challenge has already gotten off to a great start by a generous gift of \$34,000 from the American Heroes Fund, which was established by the ADA Foundation in honor of Dr. Loren Feldner.



## WHAT CAN YOU DO?

Join the Challenge! To meet our ambitious goal, we need more partners, both individual and corporate, to pledge their support. We invite you to review the attached material, complete the pledge form, and join the Challenge today.

“ Thank you for all the work you did for me. It’s nice to be able to smile and show off my teeth again! Thank you so much for all the time and effort you spent getting it right.

— PAMELA  
Veteran and patient”



## WHAT CAN I EXPECT?

Lifeline Heroes Challenge supporters will benefit from our donor recognition strategies outlined in the attached materials. If you pledge by February 14, 2020, your company will be included in our promotional efforts leading up to, during, and after the Midwinter Meeting in Chicago in February 2020. All Lifeline Heroes Challenge supporters will also be recognized at the ADA Meeting in Orlando in October 2020.

You'll also receive a marketing toolkit of digital graphics, social media posts and flyers. It's easy to let your networks know you support Lifeline Heroes Challenge and ask them to do the same!

Most importantly, by supporting the Lifeline Heroes Challenge, you can expect to change—and even save the lives of many of our nation's military veterans.

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**For more information, contact Matt Yeingst at [myeingst@DentalLifeline.org](mailto:myeingst@DentalLifeline.org) or 303-204-3046. Thank you for your consideration!**

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“ I am so happy with my new teeth and grateful for this amazing opportunity.”

— REX  
Veteran and patient



# DONATION INFORMATION

For many people with disabilities or who are elderly or medically fragile, dental care is unaffordable. Some are military veterans who answered the call to serve, but now cannot get dental care.

To help them get the care they deserve, Dental Lifeline Network (DLN) introduces the Lifeline Heroes Challenge. We're raising \$500,000 to help 1,100 more veterans with special needs.

Join the Challenge! Your donation will be put to work right away, matching some of the thousands of veterans on our wait list with volunteer dentists ready to help.

In return for your generous support, we will include your company's name and logo in promotional activities for the Lifeline Heroes Challenge, including the DLN website, social media channels, and email blasts.

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**Together, we can change the life of a vet. Complete the pledge form and return it to DLN today.**

**Thank you for your pledge to help Dental Lifeline Network through Lifeline Heroes Challenge! For more information, contact Matt Yeingst at 720-891-1154 or [myeingst@DentalLifeline.org](mailto:myeingst@DentalLifeline.org).**

## PLEDGE FORM

YES! We want to join the Lifeline Heroes Challenge and help more veterans with special needs!  
**(please fill out completely, sign and return to DLN)**

Participating Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

E-mail: \_\_\_\_\_

**We pledge the following amount to the Lifeline Heroes Challenge:**

\$20,000

\$10,000

\$5,500

\$2,500

On behalf of Company listed above, please accept our pledge to support Dental Lifeline Network's Lifeline Heroes Challenge.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**EMAIL FORM**