The Missions of Mercy (MOM) Project
Multiple locations throughout Virginia

Program Overview

The Missions of Mercy (MOM) Project, originating in Virginia, operates mobile clinics in strategic locations across Virginia, providing preventive, restorative, and surgical dental treatments to more than 4,000 low-income individuals each year. These two- or three-day events take place in locations that are easily accessible to all populations, such as churches, schools, and fairgrounds. The program targets geographic areas with a high, unmet need for dental care.

Program History and Development

After recognizing the large need for high-quality dental care for underserved Virginians, Dr. Terry Dickinson, executive director of the Virginia Dental Association (VDA) created the Missions of Mercy (MOM) Project in 2000 to provide high-quality dental care to underserved Virginians. The first MOM event was held in Wise County, Virginia. The program has since expanded to hold events at 16 different locations across Virginia.

The MOM Project has served as a model for other states looking to implement similar events. To help with this implementation, the Virginia Dental Association Foundation (VDAF) and Virginia Health Care Foundation (VHCF) have produced webcasts to teach interested participants how to plan a MOM event in their own communities. These webcasts are available on the program website listed below.

Program Sustainability

- In 2015, the MOM Project received funding from: the Virginia Department of Health, DentaQuest, Obici Healthcare Foundation, Benevis Foundation, Buchanan County Youth, Henry Schein Dental, United Concordia Dental, the VDA, Virginia Dental Services Corporation, Anthem BC/BS, various corporate sponsors, and individual donors.
- The MOM Project partners with: Virginia Commonwealth University School of Dentistry, The Health Wagon, and numerous volunteer dentists, dental hygienists, and dental assistants.
- Funding for the MOM Project is split between: donated professional services and in-kind donations (79%), donations from foundations (8%), state grants (7%), individual donations (2%), events (2%), donations from businesses and associations (1%), and rental fees and reimbursements (1%). It has received over $250,000 in donations of supplies.
- This program is staffed by volunteer dentists, dental hygienists, dental assistants, dental and dental hygiene students, and community volunteers. Over 23,000 volunteers have been involved across all Virginia MOM events.
- The total annual budget of the MOM Project in 2015 was $1,152,672, which included the value of donated professional services.

Program Impact

- To date, the MOM Project has provided 299,740 dental procedures to over 59,000 individuals through the 85 projects completed in Virginia since 2000. The monetary value of these free dental services was $38.3 million.
- For every $1 raised, this program provides $32 of dental care, resulting in average savings of $2.25 million per year.
- Surveys have demonstrated high client satisfaction with MOM as measured by less pain as a result of the care provided, willingness to recommend the MOM project to friends and family, and more ease in eating and speaking.
- The MOM Project was awarded the 2015 Governor’s Volunteerism and Community Service Award for a Community Organization. Virginia’s MOM events have also broken records for the largest two- and three-day dental outreach clinics ever conducted in the United States.
- 29 states across the United States have successfully replicated the MOM Project.

Program Contact Information

Program Website: http://www.vdaf.org/Missions-Of-Mercy/mission-of-mercy.html
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Program Features

**Age**
- ☒ 0-17 (Children and Youth)
- ☒ 18-60 (Adult)
- ☒ 60+ (Older Adult)

**Specific Populations**
- ☒ Homeless individuals
- ☒ Individuals with intellectual and/or developmental disabilities
- ☐ Individuals with physical disabilities
- ☐ Individuals with specific or complex medical conditions
- ☒ Individuals with low income
- ☒ Individuals with no dental insurance
- ☐ Individuals with Medicaid
- ☐ Veterans
- ☐ Refugees/immigrants

**Geography**
- ☒ Rural
- ☒ Urban

**Service Delivery Setting**
- ☐ Hospital
- ☐ Dental school
- ☐ Community/safety net clinic
- ☐ Private dental office
- ☐ Long-term care facility
- ☐ Senior center/community center
- ☐ Private residence
- ☒ Fairgrounds/stadium/parking lot
- ☒ Church
- ☐ School
- ☐ Homeless shelter
- ☐ Public housing

**Service Delivery Model**
- ☒ Dental clinic model (e.g. permanent setting)
- ☒ Mobile-portable model
- ☒ Eligibility and enrollment model (e.g. referrals, care coordination)
- ☒ Virtual model (e.g. telehealth)
- ☒ Event-based model
- ☒ Outreach and education model

**Dental and Oral Health Services**
- ☒ Emergency services
- ☒ Basic services
- ☒ Screenings
- ☒ Cleanings
- ☒ Fluoride varnish
- ☒ Sealants
- ☒ X-rays
- ☒ Comprehensive services
- ☒ Fillings
- ☒ Scaling/root planing
- ☒ Extractions
- ☒ Oral surgery
- ☒ Root canals
- ☒ Dentures, partials, relines, repairs
- ☐ Crowns
- ☐ Bridges
- ☐ Orthodontics

**Staffing**
- ☒ Dentist
- ☒ Dental hygienist
- ☐ Dental therapist
- ☒ Dental assistant
- ☒ Dental/dental hygiene students
- ☒ Nursing staff
- ☒ Community health workers
- ☒ Non-dental clinical staff
- ☒ Non-clinical staff

**Payment for Care**
- ☐ Medicaid
- ☐ No charge to client
- ☐ Sliding fee scale
- ☐ Out of pocket
- ☐ Commercial dental insurance

**Program Funding**
- ☒ Foundation/organization grant
- ☒ Public funding (e.g. local, state, federal)
- ☒ Private donations (e.g. individuals, businesses)

**Integration with Services**
- ☒ Medical services
- ☒ Behavioral health services
- ☒ Vision services
- ☒ Pharmacy services
- ☒ Transportation services
- ☒ Translation services
- ☐ Nutrition services

This profile was prepared using publicly available information. Date of last update: March 2016