



**Canadian
Dental Assistants
Association**

ANNUAL REPORT
Fiscal Year 2023

Created in 1945, the Canadian Dental Assistants Association (CDAA) is the national voice for the dental assisting profession in Canada. Primarily a federated model of association, the CDAA currently has 7 Member Organizations representing the provinces of Alberta, Manitoba, Ontario, New Brunswick, Newfoundland & Labrador, Nova Scotia and the Royal Canadian Dental Corps. Individual membership is available to dental assistants who are living and/or working in a province or territory where there is no Member Organization. The CDAA operates with a not-for-profit status and federal incorporation.



TABLE OF CONTENTS

Message from the President	3
Executive Director’s remarks	4
Statement of operations	5
Summary of activities	6
Member Organizations	7
Board of Directors	8

MESSAGE FROM THE PRESIDENT

It has been an extraordinary year of progress and transformation for the Canadian Dental Assistants Association. As we continue to advance our mission and vision, I am proud to share the significant strides we have made in several key areas. Our Board has been diligently focused on ensuring that the CDAA remains at the forefront of the dental profession, supporting our members and fostering excellence in dental assisting across Canada.

One of the most pivotal developments this year was the hiring of our new Executive Director. With a fresh perspective and dynamic leadership, our new ED is driving the strategic transformation process that will enhance our association's impact and relevance. This transition aligns with our commitment to continuous improvement and innovation.

In addition to leadership changes, we have undertaken a comprehensive review and update of our visual identity. This rebranding initiative is not just about a new logo or colours; it reflects a renewed commitment to our core values and our dedication to representing the professionalism and expertise of dental assistants. Alongside this, the Board has participated in extensive governance training to strengthen our capabilities and ensure we are well-equipped to lead the association effectively.

This year, we have also embraced a shift to a Policy Governance model. This approach allows us to focus more on strategic directions and long-term goals while ensuring robust operational foundations and fiscal accountability. By clearly defining our Vision, Mission, and Strategic Direction, we have set a clear path forward, enabling us to better serve our members and the dental community.

In closing, I want to thank our dedicated Board directors, Executive Director, and all our members for their continued support and engagement. Together, we are building a stronger, more vibrant CDAA that not only meets the needs of today but is also prepared for the challenges and opportunities of the future.

Kelly Mansfield BA, CDA II
President, Board of Directors



EXECUTIVE DIRECTOR'S REMARKS

This has been an exciting and productive year as the organization found a renewed sense of purpose and energy and bravely acknowledged that significant transformation was needed to both ensure long-term sustainability and to confidently demonstrate national leadership for the dental assisting profession in Canada.

Reflecting on my first year with the Canadian Dental Assistants Association (CDAA), I am both humbled and proud of our collective successes beginning with the Board's early commitments to prioritize quality governance and healthy relationships with our Member Organizations made just after I assumed the my role in April 2023.

Change of this magnitude is challenging for all and to be managed effectively, requires a clear strategy, planning, commitment, communication, leadership, and patience. The future of any organization, however, must be guided by a clear vision and a mutual understanding of its mission and operational principles.

In the fall of 2023, the CDAA Board of Directors declared its vision for a ***strong and safe oral health care system for all Canadians***. The CDAA is committed to contribute to this future through its mission of ***empowering dental assistants across Canada to advance the dental assisting profession through collaboration, advocacy, and leadership***.

The CDAA endeavours to be a ***diverse and transparent organization by focusing on results, quality, professionalism and recognition*** and although there remains considerable work to do to complete this transformation, I am most confident that the CDAA is on target to unveil its plans in November 2024.

In the words of the great innovator, Walt Disney, ***"If you can dream it, you can do it"*** and I sincerely look forward to doing this with all of you as we continue to dream of a bright future.

Leslie Ann Wirth
Executive Director



STATEMENT OF OPERATIONS (unaudited)



For the year ended December 31, 2023

REVENUES	Budget 2023	Actual 2023	Actual 2022
Memberships	\$ 155,330	\$ 238,225	\$ 153,640
Programs and services	\$ 45,985	\$ 37,742	\$ 41,709
Sponsorships	\$ 4,500	\$ 0	\$ 5,647
Other	\$ 750	\$ 4,025	\$ 628
Total Revenue	\$ 206,565	\$ 279,992	\$ 201,624

The CDAA earned \$73 427.00 more revenue than budgeted in 2023.

EXPENSES	Budget 2023	Actual 2023	Actual 2022
Salaries and benefits	\$ 97,341	\$ 105,347	\$ 77,345
Membership marketing & outreach	\$ 2,950	\$ 12,403	\$ 2,217
Board expense	\$ 9,775	\$ 38,825	\$ 5,897
Advocacy	\$ 5,500	\$ 9,242	\$ 1,000
Conference	\$ 24,500	\$ 38,097	\$ 29,287
Financial services	\$ 2,100	\$ 1,903	\$ 2,777
Office expenses	\$ 22,125	\$ 16,605	\$ 26,515
Professional fees	\$ 9,700	\$ 563	\$ 8,999
Communications	\$ 3,000	\$ 1,553	\$ 2,696
Total Expenses	\$ 176,991	\$ 224,538	\$ 156,733

The CDAA spent \$47 547.00 more than budgeted in 2023.

EXCESS REVENUE over EXPENSES	Budget 2023	Actual 2023	Actual 2022
Operations	\$ 29,574	\$ 55,454	\$ 44,891
Special projects	\$ 0	\$ (11,646)	\$ (6,130)
Total Excess	\$ 29,574	\$ 43,808	\$ 38,761

The CDAA retained \$14 234.00 more than budgeted in 2023.

The CDAA ended the fiscal year 2023 with \$275 000.00 in short term investments, \$113 508.44 in the general accounts.

The CDAA entered 2024 with \$387 000.00 available for operations and a very strong financial position.

SUMMARY OF ACTIVITIES



- New Executive Director hired and established continuity of operations
- CDAA Job Market, Compensation & Benefits Report
- Joined Institute of Corporate Directors
- Participated in the Ontario Dental Association Annual Spring Meeting
- Provided Workplace Violence, Harassment and Bullying Training for CDAA's national leadership
- Created new Officer positions of Secretary & Treasurer and elected new President and Vice-President
- Committed to Policy Governance and Operational Excellence
- All members of the voting Executive and NB Organizational Member completed Institute of Corporate Directors – Governance Essentials Training
- Participated in the Ontario Dental Assistants Association annual conference
- Consulted with Member Organizations and relevant partners concerning the new image and future of the CDAA
- Held Fall Board Meeting in Halifax, NS
- Retreated to define new Vision, Mission, and Operational Foundation to drive the future of the CDAA
- Selected new visual identity/representation
- Invested unused resources to maximize operational resources
- Supported the start-up of the new Society of Saskatchewan Dental Assistants
- Established CDAA Governance 101 training program and Strategic Planning services available to Member Organizations and partners
- Membership revenue increased by 35%

MEMBER ORGANIZATIONS



Association of Alberta Dental Assistants



R D A Advocates



2023 BOARD OF DIRECTORS



Kelly Mansfield, President
ODAA

Robyn Brown, Vice President
NLDAA

Tabatha Blais, Treasurer
MDAA

Alicia Marshall, Secretary
ODAA

Heather Brownlee, Past President
MDAA

Natalie Marsh
NSDAA

Chelsea Nicholas
NBDAA

Susanne Wilson-Richard
RCDC

Crystal Wall
AADA

Melissa Blow
SDAA (resigned)