



MERCY
DENTAL MISSIONS

*9th
Annual*

SMILEATHON



PARTICIPANT GUIDE



Miles for Smiles.



Saturday, July 11th



1709 Aberg Ave, Ste A
Madison, WI 53704



9:00AM - 11:00AM

www.mercydentalmissions.org

FROM OUR EXECUTIVE DIRECTOR



Welcome to the Mercy Dental Missions 9th Annual SmileAthon! We are so excited you have joining our team!

By choosing to join us, you've said yes to something bigger than a walk or run. You're saying yes to restoring dignity, relieving pain, and bringing hope to individuals and families who need it most.

The SmileAthon is more than an event - it's a movement. With each lap you complete, you are helping fund life-changing dental care for people who otherwise would go without. From neighbors right here in our community to patients we serve through our outreach efforts, your participation directly supports Mercy Dental Missions' work to ensure everyone has access to compassionate, high-quality oral healthcare.

At Mercy Dental Missions, we believe a healthy smile has the power to transform lives. It can restore confidence, open doors, and remind someone that they are seen, valued, and worthy of care. Every step you take and every lap you complete helps turn that belief a reality.

Whether you're walking, running, cheering, fundraising, or simply spreading the word - you are a vital part of this mission. We are so happy YOU are on our team, and that you chose to show up and make an impact.

Thank you for joining us in spreading smiles and changing lives, one lap at a time. Together, we are bringing hope, healing, and joy where it's needed most.

With excitement and walking/running alongside you,

Krysta Wetzel
Executive Director
Mercy Dental Missions



INSIDE YOUR PARTICIPANT GUIDE

ABOUT MDM

Learn more about our mission, values, and the impact we're making.

SWAG BAG + EVENT SCHEDULE

See what's in your bag and plan your day!

FAQS + LOGISTICS

Find answers and key details for a smooth event experience.

FUNDRAISING + SHARE THE WORD

Tips and tools to make an even bigger impact.

SPONSORS + THANK YOU

See who helped make SmileAthon happen this year!

ROUTE MAPS

Where to park and how to get there, short course map, and long course map.



ABOUT MERCY DENTAL MISSIONS



OUR MISSION

Our mission is to provide compassionate, life-changing dental care to those in need. With a special focus on vulnerable populations, we are committed to delivering free and reduced-cost dental services to underserved communities both locally and globally. By addressing critical dental needs and promoting oral health education, we aim to alleviate pain, bring hope, restore dignity, and empower individuals to lead healthier, more fulfilling lives.

OUR VALUES

✔ Integrity ✔ Respect ✔ Positivity ✔ Empathy ✔ Teamwork ✔ Service ✔ Humility

♥ MEET OUR TEAM ♥



Dr. Chelsea Kepler
Dentist/Clinical Director



Dr. Chris Stevens
Dentist



Dr. Seth Ebben
*Volunteer
Oral Surgeon*



Dr. Dan O'Brien
*Volunteer
General Dentist*



Krysta
Executive Director



Rachel
*Community Programs
& Marketing Manager*



Sydney
Practice Manager



Monse
Dental Hygienist



Lois
Dental Hygienist



Mariana
Dental Assistant



Emily
Dental Assistant



♥ OUR BOARD OF DIRECTORS ♥

Every member of our board of directors is a thoughtful leader united by their passion for making dental care accessible for all.

Dr. Daniel Tataje
Founder & President

Jason Krause
Treasurer

Marcie Rauls
Secretary

Carl Hampton
Board Member

Grant Bradley
Board Member

Joshua Scott
Board Member

EARLY SWAG BAG PICK UP OPPORTUNITY!

Beat the rush and **pick up your swag bag early** so you can wear your shirt to our SmileAthon!



THURSDAY
8:00AM - 4:00PM



FRIDAY
4:00PM - 6:00PM



MERCY DENTAL MISSIONS
1709 ABERG AVE, STE A, MADISON, WI 53704



DAY-OF PICK UP ALSO AVAILABLE:
SATURDAY 8:00AM - 8:45AM



WIN BIG. DO GOOD. HERE'S HOW THE RAFFLE WORKS!

EVERY PARTICIPANT RECEIVES **1 FREE TICKET** IN THEIR SWAG BAG!

DONATE ❤️

WANT MORE CHANCES TO WIN?
HELP BRING HEALTHY SMILES TO PEOPLE IN NEED!

1. Pick up your swag bag!

Every registered participant will receive **1 FREE** raffle ticket inside their bag!

OPTIONAL

Make a donation **now through 8:45AM Saturday** to MDM and receive complimentary raffle ticket(s) as our thank-you!

SUGGESTED GIVING:

\$10 → 1 TICKET
\$20 → 3 TICKETS
\$35 → 5 TICKETS
\$50 → 10 TICKETS

2. Write your name on your ticket(s)!

3. Drop your ticket(s) into the box for the prize(s) you want to win:

- **Friday during early packet pickup...**
- **OR Saturday before 8:45AM!**



DONATE TODAY AND HELP US REACH OUR GOAL



Must be present to win!

RAFFLE DRAWINGS WILL BE ANNOUNCED

SATURDAY AT 9:30AM!

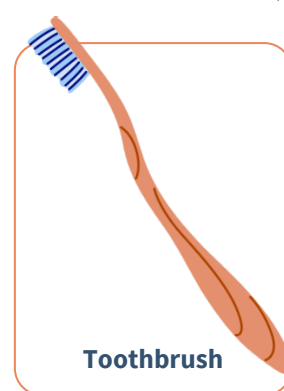


LET'S SEE THOSE MILES FOR SMILES!

PICK UP EARLY, WEAR YOUR SHIRT, AND JOIN US FOR AN AMAZING DAY OF GIVING BACK.

See you Saturday! ❤️

WHAT'S IN YOUR SWAG BAG?



... and more! ♥



PRE FUN RUN/WALK SWAG BAG PICK UP



WHERE

Mercy Dental Missions
1709 Aberg Ave, Ste A
Madison, WI 53704



WHEN

Saturday, July 11
8:00-8:45AM



EVENT DAY SCHEDULE

8:00-
8:45AM



Check-in,
Swag Bag Pick Up
& Registration

8:45-
9:00AM



Welcome &
Group Picture

9:00AM



SmileAthon
Fun/Run/Walk

Family fun. ♥ Great coffee. ☕ Stronger community. ♥

WHAT YOU NEED TO KNOW



♡ LOGISTICS + FAQs ♡

WHY PARTICIPATE

Because your steps = someone's smile. Whether you go 1 lap or 100 laps, your movement raises funds for life-changing dental care to underserved communities through Mercy Dental Missions. Your participation can give someone a reason to smile again.

HOW TO GET THERE

Mercy Dental Missions
1709 Aberg Ave, Suite A
Madison, WI 53704

WHERE TO PARK

Enter off N Sherman Ave and park in any spot.

TIMING & RESULTS

There will be no bibs or chip timing, this is a relaxed, fun run/walk. Complete as few or as many laps as you'd like! Want to stop and chat or get some coffee or food in-between laps?! You sure can!

FOOD & DRINKS

Try out Travelin' Tom's Coffee Truck (**15% of sales goes back to MDM!**) and easy to grab and go food options will be available. *1 free drink ticket for each participant.*

MEDICAL

Basic first aid will be available on-site.

KIDS

All children **MUST** be accompanied by a guardian during the event. Any lost kid should be reported to the event manager.

BATHROOMS

There will be bathrooms available for use in our MDM clinic. YAY for no porta potties!

INJURED OR UNABLE TO PARTICIPATE

We are sorry but we are unable to give refunds. You may still pick up your swag bag during pick up time.

WEATHER POLICY

Our SmileAthon is a rain or shine event. The event will only be delayed or canceled in the case of severe weather.

STROLLERS

Yes, you can run/walk with strollers. We encourage you to bring your family and friends!

DOGS

We absolutely love dogs, but unfortunately **no** we cannot allow them at the event (*service animals only*)... Sorry Fido!

BAG DROP

You will have the option to leave personal items in our clinic so you don't have to carry it all around. Or feel free to drop items off at your car!

WATER STATION

Please bring a reusable water bottle! There will be a water station to refill your water bottle at the clinic but just in case we will have cups available as well for you to use. For the long course, there is a water fountain located around 1.6 on course.

MUSIC

Earbuds or headphones are discouraged in case you need to hear any announcements, instructions, and to be aware of your surroundings. Wear at your own risk.

CANCELLATION/REFUND POLICY

Mercy Dental Missions is not able to offer refunds or deferrals. If you are registered for the event, you agree to the no refund and no deferral policy prior to submitting your online registration.



MERCY
DENTAL MISSIONS

FUNDRAISING + Share the Word

GOAL
\$50,000

Let's make an even
BIGGER IMPACT!

HELP US REACH OUR GOAL!

\$44,366
OF \$50,000



Together, we can reach more people
with the gift of a healthy smile.



THANK YOU! 



Copy & Paste our SmileAthon fundraising page:

[MERCYDENTALMISSIONSINC.BETTERWORLD.ORG/
CAMPAIGNS/MDMSMILEATHON-2026/P/GENERAL](https://MERCYDENTALMISSIONSINC.BETTERWORLD.ORG/CAMPAIGNS/MDMSMILEATHON-2026/P/GENERAL)

**GUARANTEED
PARTICIPANT T-SHIRTS
THROUGH JUNE 20TH**



**DO YOU KNOW SOMEONE WHO
WOULD LIKE TO REGISTER BUT
NEEDS A LITTLE HELP?
USE CODE **SAVE50** - WE DON'T
WANT COST TO BE A BARRIER.**

3 WAYS TO MAKE AN EVEN BIGGER IMPACT

1



**SHARE THE
FUNDRAISING PAGE**
with friends, family,
and coworkers.

3



INVITE YOUR CREW
to join the walk/run
or support our
mission.

2



POST ON SOCIAL
and tag
@MercyDentalMissions



*Sample
Post*

"I'm participating in the Mercy Dental Missions SmileAthon to help provide compassionate dental care to people in need. Please click the link and give today. **Every gift makes a beautiful difference!"**

"



WHY FUNDRAISING MATTERS



EVERY SHARE
helps someone
discover hope.



**EVERY
REGISTRATION**
brings us closer
to our goal.



**EVERY
DONATION**
helps relieve pain,
restore confidence,
and bring hope.

Walk. Run.

Smile.

Change Lives.



MERCYDENTALMISSIONS.ORG

Your steps = someone's smile



THANK YOU TO OUR SPONSORS



THANK YOU to the 2026 Smileathon sponsors! We have the support of so many incredible local businesses to prove it. Thank you to the below community partners that generously provided monetary and in-kind contributions
Without them, we couldn't make the impact we do!

♡ EVENT SPONSORS ♡



MERCY
DENTAL GROUP



Hovde
FOUNDATION

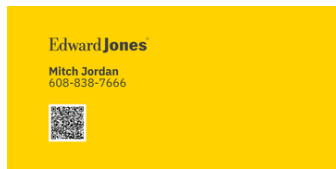
UWHealth



**ADVANCED
BUILDING**
CORPORATION

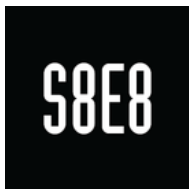


PRAIRIE GROVE
ORTHODONTICS



HENRY SCHEIN®

Sergentian's
FLOOR COVERINGS



PARK BANK

**CAPITAL
ENDODONTICS**

thrivent®
Chad Thomley
(608) 824-3503

n4n
Numbers 4 Nonprofits

♡ PRIZE SPONSORS ♡



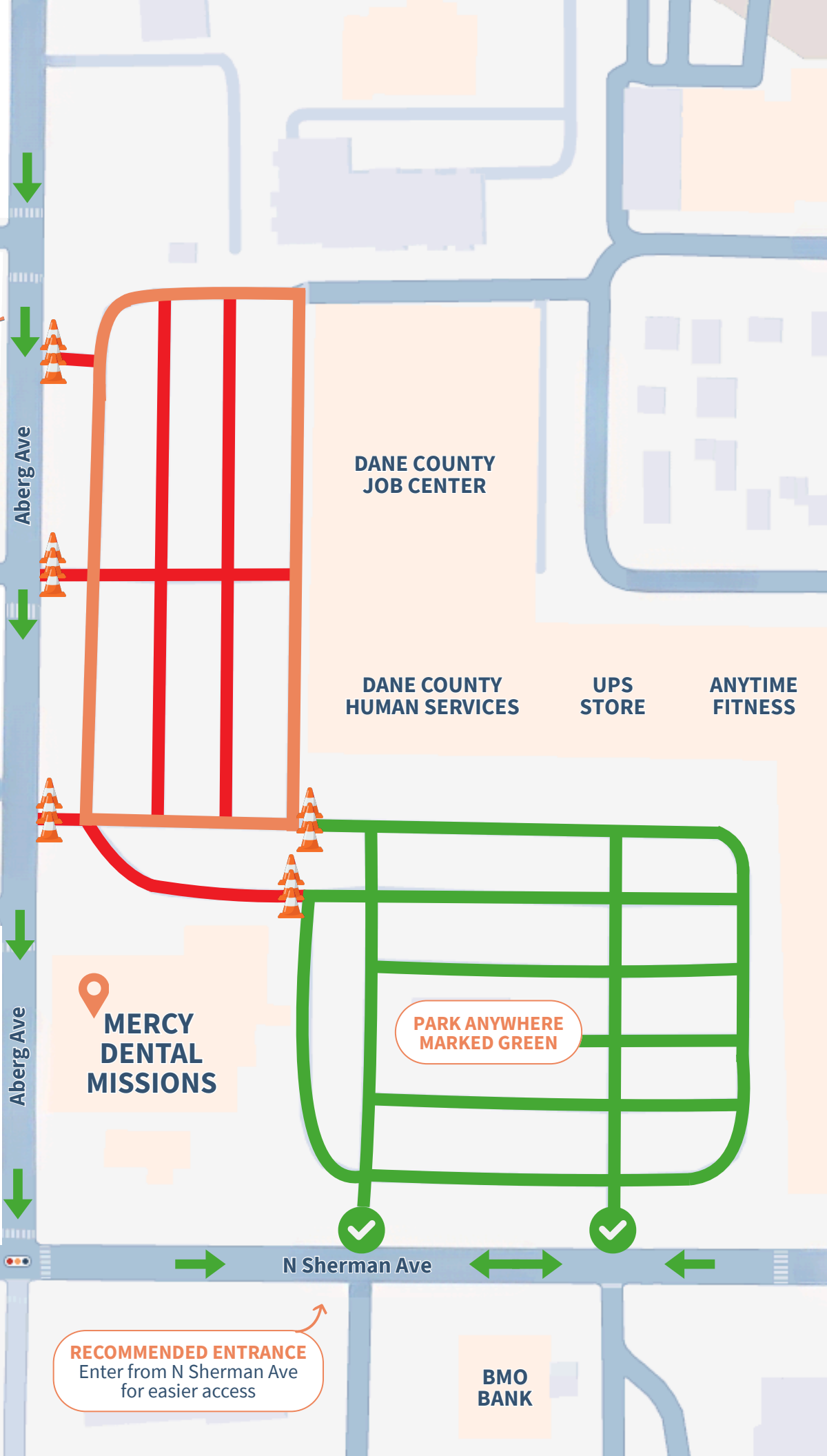
LOCATION & PARKING MAP

LEGEND

-  Start/Finish
-  Course Route
-  No driving/parking
-  Open driving and parking
-  36" reflective cone

Notes

-  Free parking in lot and along nearby streets
-  Follow signs and directions
-  Please be courteous to our neighbors



RECOMMENDED ENTRANCE
Enter from N Sherman Ave
for easier access

O'Neill Ave



WALK. RUN. SMILE. CHANGE LIVES.

SHORT COURSE MAP

1 LAP = 0.25 MILES
4 LAPS = 1 MILE

Ruskin St

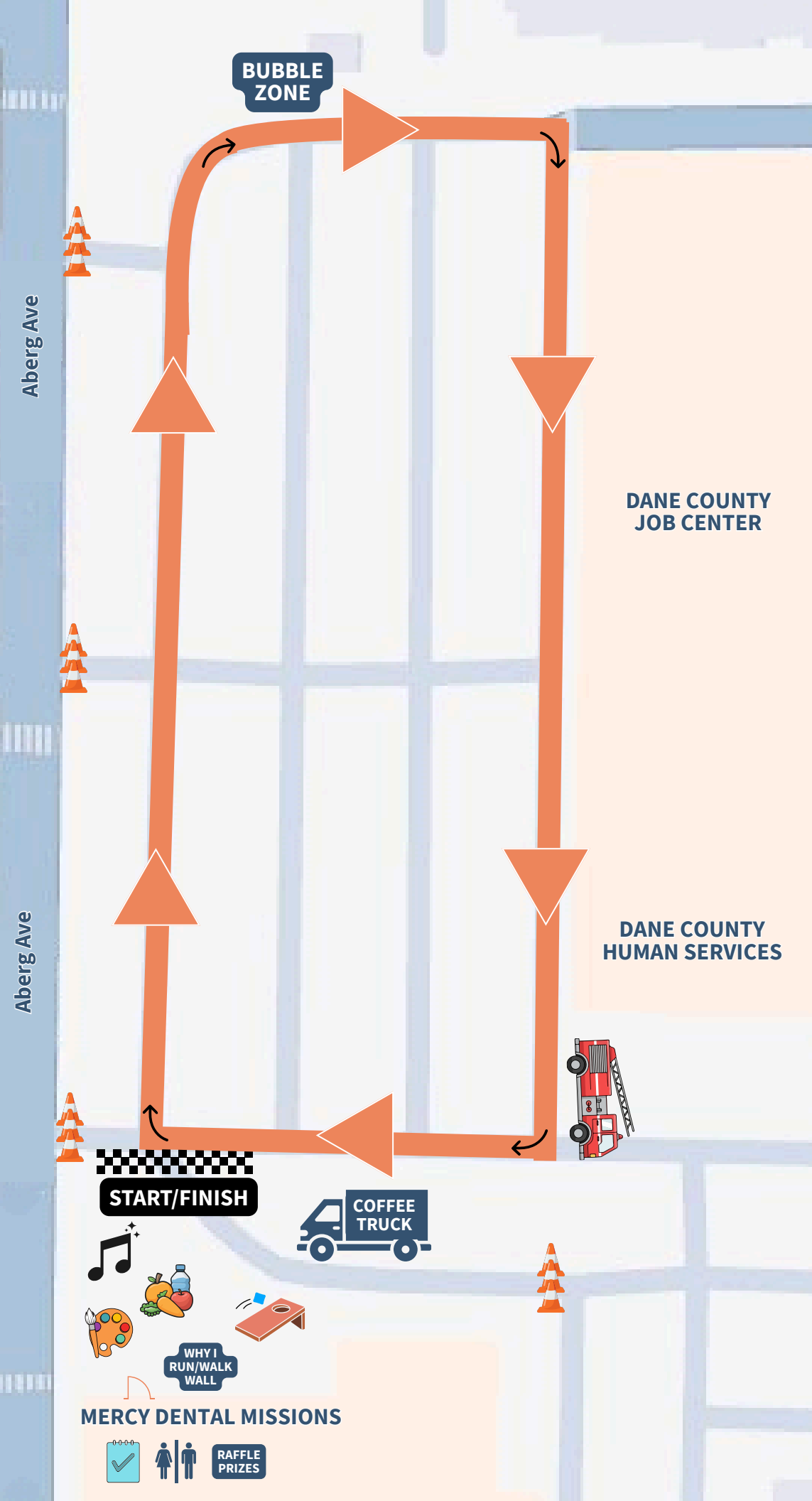
LEGEND

- Start/Finish
- Route
- Direction of travel
- Open driving and parking
- Fire truck
- 36" reflective cone
- Bathrooms
- Face painting
- Music
- Yard games
- Bag drop/ registration
- Water & Food
- Key Turn

Crowley Ave

Notes

- Family-friendly
- Complete as many laps as you'd like!



BUBBLE ZONE

DANE COUNTY JOB CENTER

DANE COUNTY HUMAN SERVICES

START/FINISH

COFFEE TRUCK

WHY I RUN/WALK WALL

MERCY DENTAL MISSIONS

RAFFLE PRIZES

Notes



Scenic Warner Park loop with beautiful views.



Yard signs will be in place to help guide the route.



Complete as many laps as you'd like!

LEGEND



Start/Finish



Route



Direction of Travel



Mile Marker



Water Fountain
(approx. mile 1.6)



Key Turn



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SMILEATHON

WALK. RUN. SMILE. CHANGE LIVES.

LONG COURSE MAP

1 LAP = ~3.5 MILES

ELEVATION



START/FINISH

MDM