



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



MERCY
DENTAL MISSIONS



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



Laura
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

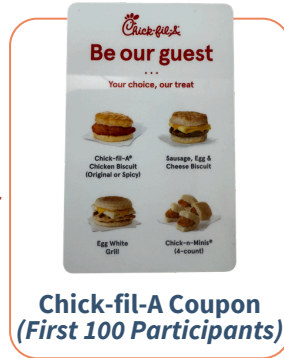
Marcie Rauls
Secretary

Carl Hampton
Board Member

Grant Bradley
Board Member

Joshua Scott
Board Member

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.



FUNDRAISING + Share the Word



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



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

- SHARE THE FUNDRAISING PAGE** with friends, family, and coworkers.
- INVITE YOUR CREW** to join the walk/run or support our mission.
- 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.

THANK YOU TO OUR SPONSORS



MERCY
DENTAL MISSIONS

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



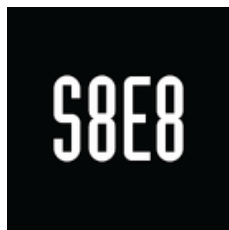
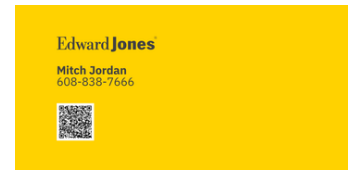
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ADVANCED BUILDING
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Chad Thomley
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Numbers 4 Nonprofits

♡ PRIZE SPONSORS ♡



NIGHTMARES
MADISON • WISCONSIN








KENDRA
SCOTT



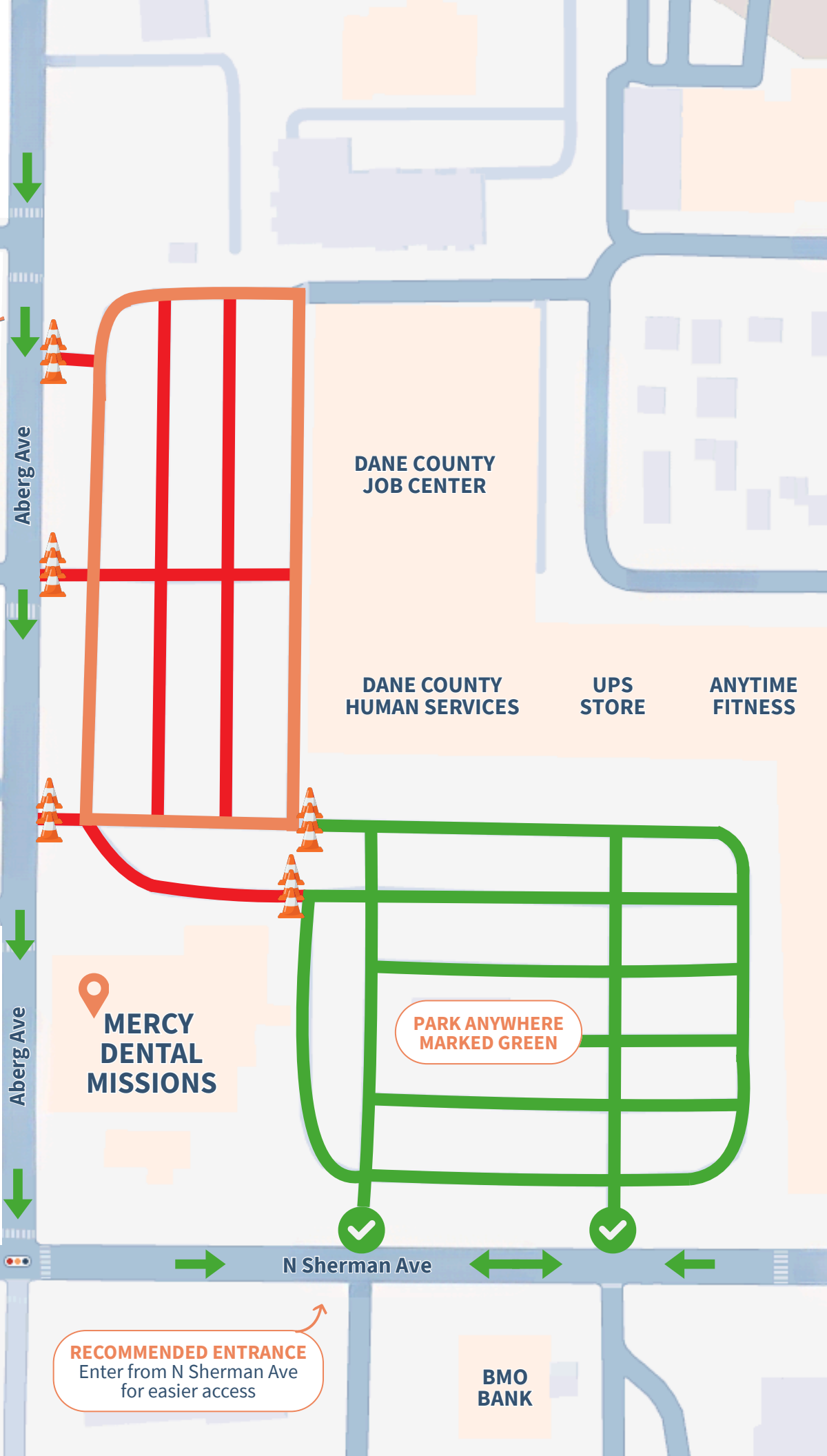
LOCATION & PARKING MAP

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

PARK ANYWHERE MARKED GREEN

O'Neill Ave

MERCY DENTAL MISSIONS 9th Annual SMILEATHON

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

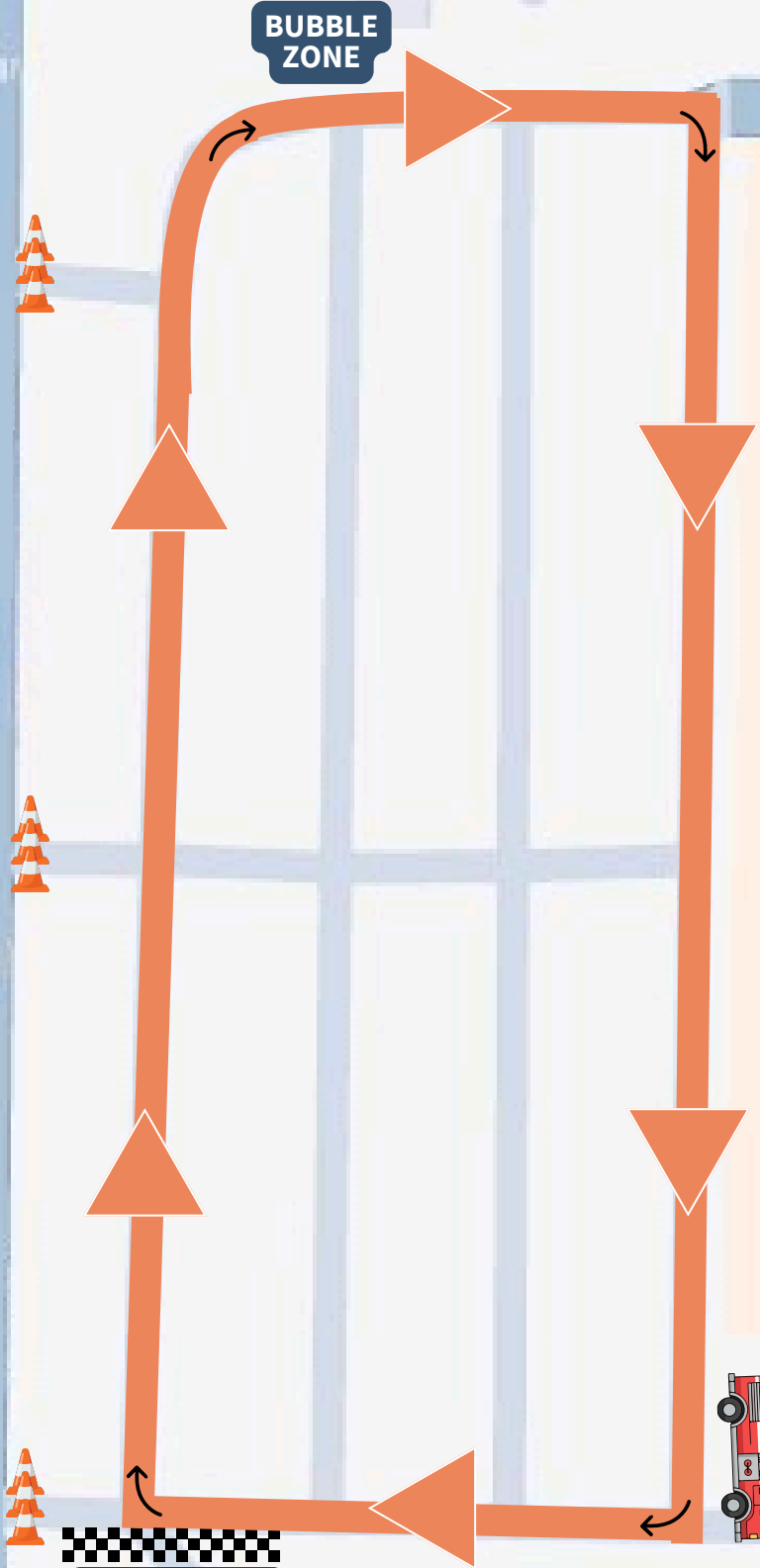
Notes

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

Aberg Ave

Aberg Ave

BUBBLE ZONE



DANE COUNTY JOB CENTER

DANE COUNTY HUMAN SERVICES

START/FINISH

COFFEE TRUCK

WHY I RUN/WALK WALL


MERCY DENTAL MISSIONS

-
-
-

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

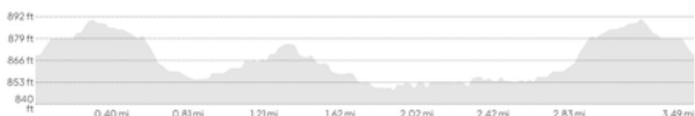
 **MERCY DENTAL MISSIONS** *9th Annual*
SMILEATHON
 WALK. RUN. SMILE. CHANGE LIVES.

LONG COURSE MAP

1 LAP = ~3.5 MILES

ELEVATION

Start 869 ft Max 891 ft Gain 111 ft



 START/FINISH
 MDM