



Canadian
Dental Assistants
Association

Annual Report 2024

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80 Years of Dental Care

Continuing to build a strong and safe oral health care system all Canadians.

As the Canadian Dental Assistants Association celebrates its 80th anniversary, we are pleased to present our Annual Report for 2024 reflecting a year of significant transformation and growth with a steadfast commitment to our vision for a safe and strong oral health care system for all Canadians.

This report underscores our commitment to transparency and provides an overview of the activities, the successes and challenges we encountered, as well as our financial performance for 2024.

Thank you for your interest in our Association; it is an exciting time for dental assistants to be a part of the growing oral health care community in Canada, and especially as a member of the CDAA as we undertake an ambitious strategic plan that will drive both the organization and profession forward.

Letter From The President

I am immensely proud of the dedication shown by our board, member organizations, staff, and volunteers.

As we mark the Canadian Dental Assistants Association's 80th anniversary, I am honoured to reflect on a year of meaningful progress and renewal for our organization and profession. While 2024 brought significant change, it also affirmed our shared commitment to a strong, resilient association that continues to advocate for dental assistants across Canada.

Throughout the year, CDAA advanced many important initiatives that will sustain the organization for years to come. We welcomed the Society of Saskatchewan Dental Assistants as a new Organizational Member, strengthening our national representation and enhancing our collective voice. We modernized core operations through a comprehensive website redesign and the launch of a new membership database, allowing for more effective and direct engagement with our growing membership — which now includes over 450 new individual members.

Beyond organizational development, 2024 provided a tremendous opportunity for CDAA to play a more visible role at the national level. The implementation of the Canadian Dental Care Plan (CDCP) marked a historic expansion of public dental care in Canada. CDAA has actively engaged federal officials, including the Honourable Mark Holland, Minister of Health, to ensure that the essential role of dental assistants is fully recognized in advancing equitable access to care for Canadians.

Equally significant was our participation at the National Oral Health Summit and Research Symposium in Halifax, where CDAA fielded the largest delegation of any organization. These important conversations with our oral health colleagues across disciplines reinforced CDAA's commitment to a collaborative, integrated approach to improving oral health outcomes nationwide.

As I reflect on the past year, I am immensely proud of the dedication shown by our board, member organizations, staff, and volunteers. The successful completion of an ambitious multi-year strategic plan, comprehensive governance training, and capacity-building efforts will ensure that CDAA remains strong and responsive to the evolving needs of dental assistants across Canada.

It has been my privilege to serve as President during this pivotal period of growth and renewal. I leave my role confident in the association's continued ability to represent and advance the dental assisting profession as an essential partner in Canada's oral health care system.



Kelly Mansfield BA, CDA II
President,
Canadian Dental Assistants Association

Executive Director's Remarks

*...change requires patience, courage,
collaboration, and determination...*

Throughout 2024, the Canadian Dental Assistants Association (CDAA) underwent a significant transformation, including the creation of a new brand that reflects its renewed purpose and determination. A stronger voice accompanies this fresh identity as build essential relationships at the federal level and proudly join our peers in oral health care to advocate for and represent our members.

Strategically, the Board invested considerable time in developing a thoughtful, ambitious, results-oriented plan to drive both the organization and profession forward over the next 5-10 years. With a laser focus on serving members, operational excellence, and growth, the new plan is well supported with modern systems and processes at the operational level.

Such change requires patience, courage, collaboration, and determination, and it is not without its challenges. However, the organization is now well-positioned to continue rebuilding and embracing the future with the confidence, purpose, and strategy necessary for long-term success and sustainability.

In the words of Nelson Mandela, "It always seems impossible until it's done" and as my tenure with the organization comes to an end and I move on to an exciting new role, I am incredibly proud to have fostered and implemented these necessary changes and will continue to support and advocate for the CDAA's success in the future.



Leslie Ann Wirth
*Executive Director,
Canadian Dental Assistants Association*

Financial Report

FOR THE YEAR ENDED DECEMBER 31, 2024

REVENUES	Budget 2024	Actual 2024	Actual 2023
Memberships	\$ 255,000	\$ 265,617	\$ 238,225
Programs and services	\$ 8,500	\$ 6,684	\$ 37,742
Sponsorships	\$ 58,000	\$ 51,271	\$ 0
Other	\$ 87,485	\$ 87,693	\$ 4,025
Total Revenue	\$ 408,985	\$ 411,265	\$ 279,992

EXPENSES	Budget 2024	Actual 2024	Actual 2023
Salaries and benefits	\$ 128,900	\$ 128,979	\$ 105,347
Membership & Outreach	\$ 95,500	\$ 93,719	\$ 12,403
Board expense	\$ 15,000	\$ 2,732	\$ 38,825
Advocacy	\$ 20,000	\$ 19,210	\$ 9,242
Conference	\$ 40,000	\$ 97,653	\$ 38,097
Travel	\$ 85,000	\$ 92,477	\$ 1,903
Office expenses	\$ 43,550	\$ 41,068	\$ 16,605
Professional fees	\$ 25,000	\$ 27,747	\$ 563
Website Project	\$ 80,000	\$ 79,100	\$ 1,553
Total Expenses	\$ 562,950	\$ 583,475	\$ 224,538

EXCESS REVENUE over EXPENSES	Budget 2024	Actual 2024	Actual 2023
Operations	\$ (123,965)	\$ (172,210)	\$ 55,454
Special projects	\$ 0	\$ 0	\$ (11,646)
Total Excess	\$ (123,965)	\$ (172,210)	\$ 43,808

The CDAA ended the fiscal year 2024 with \$100 000.00 in short term investments, \$92 917 in cash.

The CDAA earned \$131 273 more revenue in 2024 than in 2023.

The CDAA generated \$48 245 more expenses than budgeted in 2024 with the majority allocated to the November 80th anniversary celebration kick-off, conference and special meeting of the membership.

The CDAA entered into 2025 in a strong financial position.

Organizational Members



Board of Directors



Kelly Mansfield
President



Robyn Brown
Vice President



Alicia Marshall
Secretary



Tabatha Blais
Treasurer



Heather Brownlee
*Past President
(completed November 2024)*



Crystal Wall
Association of Alberta Dental Assistants



Brooke Dunham
*Society of Saskatchewan Dental Assistants
(joined June 2024)*



CWO Susanne Genereux
Royal Canadian Dental Corps



Natalie March
*Nova Scotia
Dental Assistants Association*



Chelsea Nicholas
*New Brunswick
Dental Assistants Association*



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