








2017 ANNUAL REPORT

**EVERY CHILD
DESERVES TO smile**



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OVERVIEW OF
smilezone™
FOUNDATION

EVERY CHILD DESERVES TO smile

Smilezone Foundation is a registered charity with a commitment to putting smiles on kids' faces. Founded by Scott Bachly and Adam Graves in 2012, the Foundation established the overarching mission of assisting children, youth, and families who are facing health challenges

MISSION



Create and transform areas (“Zones”) in hospitals and other healthcare centres in order to improve the lives of children facing illness, disabilities, and physical or emotional obstacles.

VISION

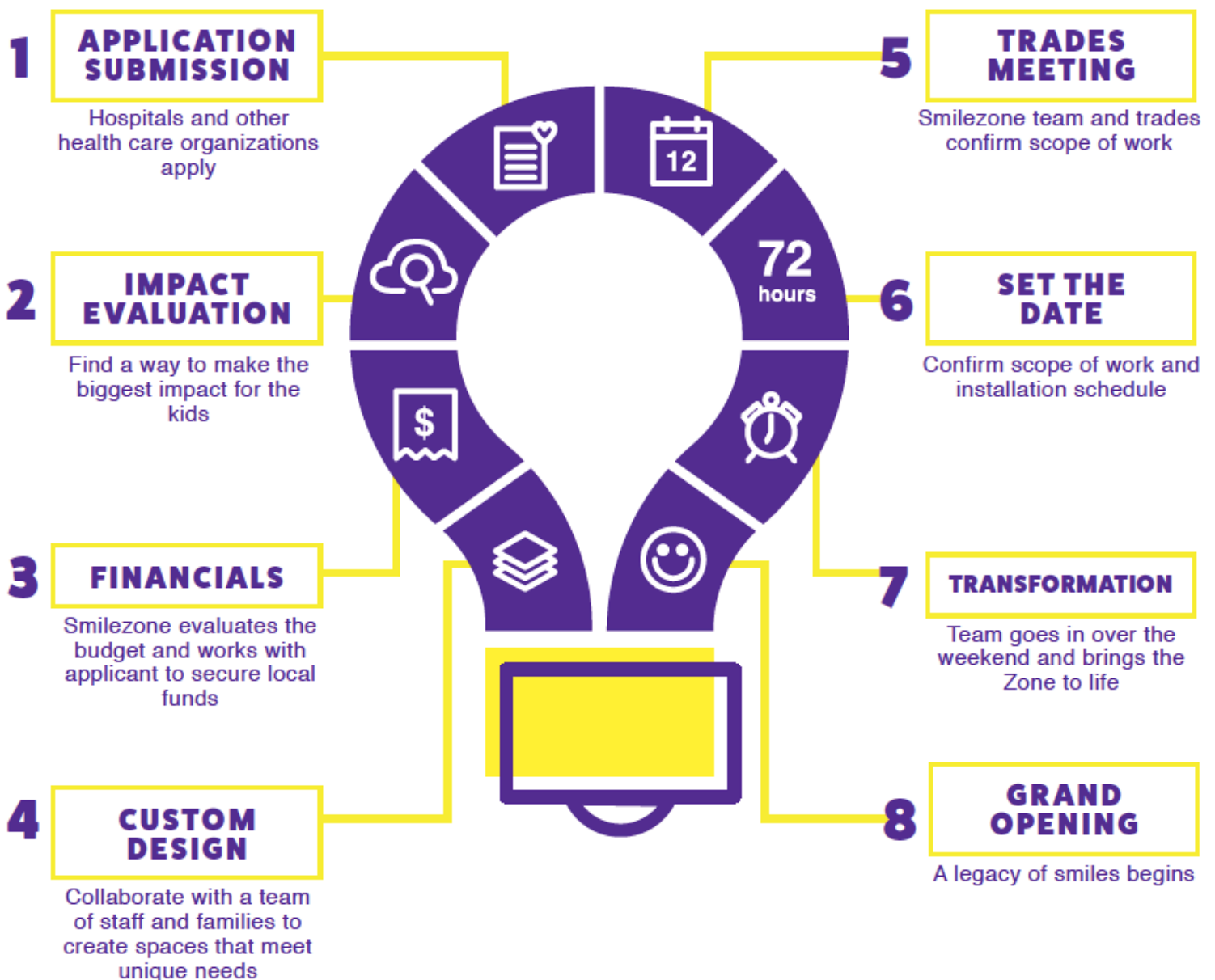
“Smilezone Foundation is committed to putting smiles on children’s faces”


CORE VALUES

ACCESSIBILITY
COMPASSION
INTEGRITY
COLLABORATION
DIVERSITY
INCLUSIVITY

THE SMILEZONE PROCESS

Every Smilezone is unique! For every new project, we work closely with staff, children, families, local donors, and the community to figure out their specific needs, which then guides our designs. Once the planning is done, the entire Smilezone transformation happens over **one weekend**... Come Monday morning, the children, families, and staff are surprised with the big changes!





This year, **70 Smilezones** were transformed in hospitals, children's treatment centres, and other health care organizations, bringing our total Smilezone count across Ontario to

170!

**Over
146,000**
CHILDREN & FAMILIES
SUPPORTED



Smilezone Foundation is an amazing organization, I can't say enough about what a positive experience this has been! It truly has made a difference and Smilezone 100% puts a smile on the faces of children and families!

Registered Nurse Practitioner, Rouge Valley Health Centre



The addition of the Smilezone to One Kids Place has created a vibrant, fun and safe area where children can grow, explore and develop new skills. As a therapist I have already had many great adventures with children and families. Parents have appeared inspired to join in the fun and children are immediately at ease. From infants to teens there are possibilities for all children in this space.

Occupational Therapist, One Kid's Place



Having a child that needs to be in hospital and away from home for a few weeks, it is sure great to see the incredible way that the Smilezone has created such a wonderful, homey environment. With the beautiful murals and redecoration of the kitchen, game room and TV room, it really aids in overcoming the 'institutional' nature of a hospital unit. Big Smiles for the Smilezone.

Parent, North Bay Regional Health Centre

LETTER FROM FOUNDERS ON BEHALF OF THE BOARD



What an incredible year 2017 has been for Smilezone Foundation! What started off as an idea to help local children in need has spread across communities small and large, because of one core belief – every child deserves to smile.

2017 signified a milestone year for the Foundation, reaching over 150 Smilezones across Ontario. We are proud to support more children and families than ever before, with over 146,000 individuals using our Smilezones on an annual basis across the province. We could never have imagined the level of impact these Smilezones make on a daily basis – hearing stories from children, families, and clinicians inspire our work everyday, and strengthen our belief in the Foundation’s mission. We may not change the exceptional care that children receive, but we can change the health care environment, making it a more comforting and uplifting place to be.

With many more Smilezone projects confirmed for 2018, we can’t wait to see what the next year brings! Thank you to our Board of Directors, staff, partners, donors, and volunteers for your support and efforts in our 5th year!

SCOTT BACHLY,
Co-Founder

ADAM GRAVES,
Co-Founder

BOARD OF DIRECTORS

SCOTT BACHLY

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ADAM GRAVES

Co-Founder & Co-Chair

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TRACEE SMITH

Board Member



A YEAR OF SMILES
ZONE OPENINGS 

RACHELS KIDS HOUSE OF HOPE



In January 2017, the Smilezone Team transformed **TWO SMILEZONES** in the Community Room and Art Room at Rachel's Kids House of Hope in Cornwall, ON. The House of Hope serves over **200+ children** with autism and other sensory disorders and their siblings.



SCARBOROUGH AND ROUGE HOSPITAL



In January 2017, the Smilezone Team transformed **SEVEN SMILEZONES** at the Scarborough and Rouge Hospital in **Scarborough, ON**. Family waiting rooms, the day surgery area, the family maternity centre, playroom, and paediatric rapid assessment clinic were all transformed into new Smilezone spaces for over **2,500 children** and families to enjoy.



“My kids played in the Smilezone waiting for their baby brother to be born. They loved it! Smilezone kept them busy during our visit. My new baby boy was admitted for 6 days and the waiting room provided my kids with tons of laughter. My husband and I were content to watch them in the waiting room.” – *Parent*

SAFEHAVEN PROJECT FOR COMMUNITY LIVING



In March 2017, the Smilezone Team transformed **FOUR SMILEZONES** at the Safehaven in **Toronto, ON**. The Main Area, Living Room, Teen Room, and hallway received a full Smilezone makeover, in partnership with the **Toronto Rock**. Over **200 children & youth** with medically complex special needs enjoy the Smilezones on an annual basis.

“The living room is the hub of our respite facility. It’s the first thing families see when they arrive, and where kids spend the vast majority of their time during their stay. After the Smilezone renovation, it is so much brighter and more inviting. You can see it in the eyes of new families, this is a space that looks warm and fun – it doesn’t look institutional, which is so important. Without a doubt, our kids love the new Smilezone!” – **Alex, Social Worker**



JOHN MCGIVNEY CHILDREN'S CENTRE



In April 2017, the Smilezone Team transformed **NINE SMILEZONES** at the John McGivney Children's Centre in Windsor, ON, with support from the Windsor Spitfires and the Canadian Hockey League as part of the 2017 MasterCard Memorial Cup. Over **2,900 children & youth** with special needs and their families utilize the Smilezones on an annual basis.

“The Smilezone is pretty cool! When I used to come here, I thought all the stuff was for babies... but this new stuff makes coming to therapy way more fun!”
– **Hallie, 12 years old**



WINDSOR-ESSEX CHILDREN'S AID SOCIETY



In April 2017, the Smilezone Team transformed **FIVE ZONES** at the Children's Aid Society in **Windsor, ON**, with support from the **Windsor Spitfires** and the **Canadian Hockey League** as part of the **2017 MasterCard Memorial Cup**. Over **15,000 children, youth and families** will utilize the Smilezones during their visits to **WECAS** on an annual basis.



PATHSTONE MENTAL HEALTH



In April 2017, the Smilezone Team transformed TWO ZONES in the Main Entrance and Hallway at Pathstone Mental Health in Thorold, ON. Over 6,000 children and youth accessing mental health services will enjoy the Smilezones during their visits.



PARRY SOUND COMMUNITY HUB



In June 2017, the Smilezone Team transformed **FOUR ZONES** in the gym, waiting room and hallways at the Sound Community Hub in Parry Sound, ON. Over **2,000** children and families accessing housing & support services will use the new spaces.



OTTAWA CHILDREN'S TREATMENT CENTRE SCHOOL



Over the month of **July 2017**, the Smilezone Team transformed **FOURTEEN ZONES** throughout the Children's Treatment Centre School in Ottawa, ON, thanks to support from the **Ottawa 67's**. OCTC provides full-day school and services to **125 children** with special needs each year.



SOUTHLAKE REGIONAL HEALTH CENTRE MARGARET BAHEN HOSPICE



In Sept 2017, the Smilezone Team transformed ONE ZONE in the main living area at the Margaret Bahen Hospice in Newmarket, ON, thanks to generous support from the Gooder Foundation. Over 130 children and families will have a comforting, home-like space while receiving end of life care.



HOLLAND BLOORVIEW KIDS REHABILITATION HOSPITAL



In Sept 2017, the Smilezone Team transformed TWELVE ZONES in therapy gyms and clinic rooms at Holland Bloorview in Toronto, ON. Over 5,000 children with disabilities will have brighter therapy experiences because of the new Zones.



GEORGE JEFFREY CHILDREN'S CENTRE



In Nov 2017, the Smilezone Team transformed SEVEN ZONES at George Jeffrey Children's Centre in Thunder Bay, ON, thanks to support from the Staal Family Foundation. Over 1,700 children with disabilities will feel inspired in the new Zones.



THUNDER BAY REGIONAL HEALTH SCIENCES CENTRE



In Nov 2017, the Smilezone Team transformed **THREE ZONES** at in the **Child & Adolescent Mental Health Unit at TBRHSC in Thunder Bay, ON**, thanks to support from the **Staal Family Foundation** and **Bell Let's Talk**. Over **1,000** children and youth accessing mental health services will use the new **Zones**.

"I'm very impressed with the art that was added and the new furniture to CAMHU. At first, I thought the unit would've been boring, which would make things uncomfortable and less like home. But these additions really give life to the unit. The motivating words in the art will and probably have changed someone's view on life or just changed negative/sad thoughts. On behalf of all the kids who've been to CAMHU, thank you!"

– J.R., Youth Patient



UPCOMING SMILEZONES

The Smilezone Team is excited for our upcoming 2018 transformations!

We can't wait to bring smiles to children, youth, families and staff in new communities across Ontario next year!



Health Sciences North
Horizon Santé-Nord



LOOKING FOR A SMILEZONE IN YOUR COMMUNITY?

Head to www.smilezone.com to apply or nominate your local health centre today!



A YEAR OF SMILES

SPECIAL EVENTS



smilezone's 24-HOUR HOCKEY TOURNAMENT

Smilezone Foundation hosted another successful 24-Hour Hockey Tournament for 2017. This major fundraising event is in its third year of men and women coming together to participate in a 24-Hour Hockey Tournament at Joshua's Creek Arena in Oakville, ON.

"We're putting smiles on kids' faces while grinning our way through 24 hours of friendly hockey competition and camaraderie."

The puck drop for the first game was held on Friday April 28th 2017 at 5:00pm, presented by Scotiabank. This year's hockey tournament featured 10 teams, each consisting of 15 players with the addition of a celebrity player on their roster, including the likes of former NHL'ers **Adam Graves, Rick Valve, Steve Stalos, Nathan LaFayette and Rob Zamuner.**

This year, the tournament kicked off in style with a Friday Night Party in the Players Village, sponsored by TSN. The party featured live music by local band "That's What She Said", delicious food, a celebrity hockey game, kids' activities, player prizes, a silent auction, and more!

The buzzer was sound on Saturday at 6:00pm to wrap up the third annual 24-Hour Hockey Tournament. **Thank you to our event sponsors TSN and Scotiabank, our event donors and partners, along with everyone who participated!** Smilezone would also like to send a heartfelt thank you to the volunteers and committee members who dedicated their time and energy to making this event such a success!

We are proud to announce that the event raised over \$147,000 towards Smilezone's mission of putting smiles on kids faces!



Smilezone's FIFTH ANNUAL CELEBRITY GOLF TOURNAMENT

Our fifth annual Smilezone Foundation Celebrity Golf Tournament took place on **Monday July 17th 2017** at the beautiful Rattlesnake Point Golf Club in Milton, ON. Each year this tournament brings together 68 golfer foursomes, iconic celebrities, dedicated volunteers and incredibly generous sponsors, all in support of raising funds for Smilezone Foundation.

Tee off took place at 10:00am and the day was filled a great round of golf, celebrity interaction, delicious food and drinks and an eventful night consisting of a live and silent auction!

Smilezone was honoured to host a long list of sport and entertainment icons, such as Hockey Hall of Famer Johnny Bower, Sean Monahan of the Calgary Flames, Triumph drummer Gil Moore, and Canadian Hockey Hall of Famer Eric Lindros. Brian Williams, renowned sportscaster, hosted the evening as Master of Ceremonies where he presented the Smilezone Ambassador award to Damon Allen for his outstanding support to Smilezone Foundation!

Smilezone would like to extend a warm thank you to all the event sponsors, donors, partners and participants for their incredible support to making this day the huge success it was! Smilezone would also like to thank the hardworking and dedicated committee for their tireless volunteering efforts to organize and execute such a fabulous event!

We are proud to announce this year's tournament raised over \$214,000, bringing our 5-year total to \$1 million!



TORONTO ROCK CHARITY GAME

The Toronto Rock continued their partnership with Smilezone Foundation as their official charity of choice for the 2017 season. Funds were raised for Smilezone through various efforts, including 50/50 draws and the Annual Charity Game held on March 3rd, 2017.

At this special Star Wars themed game held at the Air Canada Centre, the Toronto Rock supported Smilezone through several different channels.

In an exciting postgame live auction, fans were able to bid on their favourite player's jersey and win it right off their backs. Fans also had a chance to win incredible prizes in the mystery ball raffle and online auction. Children from Safehaven dropped the game ball in front of thousands of fans. It was truly a game to remember!

Thanks to the Toronto Rock, over \$84,000 supported an incredible Smilezone transformation at the Safehaven Project for Community Living in Toronto, ON. With an inspiring lacrosse theme in the Youth Room, the Toronto Rock joined children, families and staff for the official grand opening and ribbon cutting on March 22, 2017.



**Thank you Toronto
Rock for helping to
make kids smile!**





A YEAR OF **SMILES**

INTEGRATION, INCLUSION & INNOVATION



INTEGRATION, INCLUSION & INNOVATION

Smilezone Foundation prides itself on ensuring each Zone we customize is fun, safe, and accessible to the diverse clientele that our organization serves. Each hospital or healthcare centre that Smilezone works completes a needs assessment before the design stage, providing our design team with in-depth information about the unique children and families they work with. It is this level of communication and customization that sets Smilezone apart!

Children and youth of all abilities and exceptionalities can play and thrive in our Smilezones, here's a little more information about how we make that happen!



INTEGRATED MURALS FOR THERAPY GOALS

Whether it be underwater, nature, or up in space, every Smilezone has a unique **theme** chosen by the hospital or health centre we partner with. Through the needs assessment, our incredible Smilezone artists review and personalize all the murals, depending on the location and population served.

Inclusion is a part of our Smilezone mission, so we love to embrace wheelchairs, walkers, joint braces, medical equipment, casts, and more in each of our murals – reinventing a new “normal” so kids and youth can feel confident and inspired in their environment.

Accessibility is just as important to our team, that’s why our research-tested paint colours ensure not to overstimulate individuals with autism or other sensory disorders, and has proven to be therapeutic for children and youth in many diverse settings.

Inpatient and outpatient appointments can be an intimidating experience for a child. That’s why many of our murals provide a **visual sequence** for a certain life skill or new experience. Whether it be something as simple as washing your hands, or more challenging like getting a needle, our murals help depict visual symbols and cues for kids so they are easier to understand and prepare for.

Our murals can also be designed to provide **distraction-based activities** for children, lessening a sometimes scary or painful experience. Activities such as I-spy and mazes can be incorporated into the murals, providing a distraction during casting, needles, or other treatment procedures.



INCLUSIVE PLAY

Including different sensory items and activities helps to stimulate a child's senses, allowing them to explore and have fun in their environment. Sensory play is a great way to distract or de-escalate kids during their clinic visits or hospital stays, positively redirecting their attention and energy.

Sensory items can also be integrated in a child's therapy goals. Our team works closely with therapists, nurses and child life specialists so we can better understand what sensory items would be most beneficial in a therapeutic context.

INNOVATIVE TECHNOLOGY

We know that innovation is key to a successful Smilezone installation, integrating new technology into our Zones to enhance the patient experience. It's incredible what technology can do these days!

Screenplay: Developed by a multidisciplinary team at the Bloorview Research Institute, Screenplay is a large projection system that children can interact with via a pressure-sensitive floor and visual screen. Screenplay is truly one of a kind, utilized in both fun and therapeutic contexts.

GestureTek: The GestureTek Cube is a compact "plug-and-play" system, turning any floor into an interactive display controlled by movement and gestures. GestureTek creates a space of imagination, increasing sensory play and motor skills through virtually playing air hockey, sliding into a pool, or transforming a magical kingdom!



iPads: iPads are an important feature in almost all of our Smilezones! Children and youth can explore fun videos and entertainment apps while they wait, communicate with others using specialized programs, and even incorporate interactive technology and educational games into their therapy sessions!

Projectors: Projectors are one of the most basic and versatile pieces of equipment in our Smilezones for multi-sensory work and play! This system can present moving images over walls and floors, creating magical backdrops that stimulate learning and engagement for children of all abilities.





SMILEZONE SUPERHEROES
DONOR RECOGNITION 

In July 2014, at the Foundation's
Celebrity Golf Tournament,
**BMO FINANCIAL
GROUP**
announced a
\$1 MILLION
donation to
Smilezone Foundation.



The support of BMO will play a critical role in ensuring children across the country have access to enhanced spaces in hospitals, rehab centres, development centres, and children's clinics.

ADAM GRAVES

Co-Founder, Smilezone Foundation



Three years since the donation announcement, the funds donated by BMO Financial Group continue to help Smilezone achieve our mission of putting smiles on kids' faces. The funds have allowed Smilezone to work with organizations both large and small to assist children and youth during their healthcare experiences. With every new Smilezone installation, BMO continues to show their support and attend our grand openings to help celebrate!

“As a community bank, BMO is part of the fabric in cities and regions across the country,” said Janet Peddigrew, VP & Managing Director, Ontario Region, BMO Harris Private Banking. **“We are pleased to work alongside an organization that truly makes a difference in the lives of families facing challenging times.”**

**THANK YOU BMO
FOR YOUR GENEROSITY AND
CONTINUED SUPPORT!**

**ZONE
DONORS**

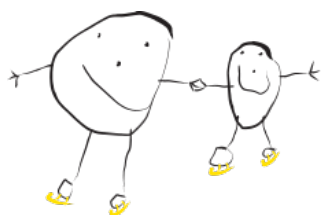


BMO



KPMG

Deloitte.



**STAAL FAMILY
FOUNDATION**



Bell
Let's Talk



OSEG
Ottawa Sports and Entertainment Group



SHERWIN-WILLIAMS.



SensoryOne

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**Graham &
Natalie Dawick**

**LJ Pearson
Foundation**

**The Gooder
Foundation**

EVENT
DONORS



GoodaleMillerTeam
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Shakers Smokehouse
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TaylorMade
Team Evans Muskoka Real
Estate
"That's What She Said!"
TRH Group
Wawanesa Insurance



**PARTNER WITH
SMILEZONE**

PARTNERING WITH SMILEZONE FOUNDATION

Are you interested in partnering with Smilezone Foundation? Becoming a partner with Smilezone Foundation means that you are joining us in our mission of putting smiles on children's' faces. The Foundation depends entirely on the generosity and support of individuals, corporations, and families to make Smilezone transformations possible. There are various ways that you can become a partner with Smilezone Foundation:

- 1. Personal donations to Smilezone Foundation**
- 2. Hosting a third party event with proceeds benefitting a Smilezone**
- 3. Corporate sponsorships to a Smilezone Event or Smilezone Project**
- 4. Developing Family Legacy by sponsoring a Smilezone project**
- 5. Volunteering your time at one of our events or selling 50/50 tickets!**

If you, your corporation or family are interested in partnering with Smilezone Foundation, please contact us for information on how to be involved!

**WE CONSIDER
EVERY PARTNERSHIP
A PRIVILEGE**

CONTACT INFO

www.smilezone.com

info@smilezone.com

905-951-2978



A young girl with glasses and a flower headband is looking at a board of photos. The image is overlaid with a purple tint. The text 'MEET THE SMILE SQUAD' is in white and yellow, and 'VOLUNTEER RECOGNITIONS' is in white. A yellow smiley face icon is to the right of the text.

MEET THE **SMILE SQUAD**

VOLUNTEER RECOGNITIONS



**Smilezone's mission of
"putting smiles on kids' faces"
couldn't happen without the **SUPPORT**
and **GENEROSITY** of our **AMAZING**
group of volunteers, our **Smile Squad!****

This selfless group of individuals donate a tremendous amount of time and energy throughout the year to ensure that Smilezone events are successful. Smilezone Foundation would like to send a **heartfelt thank you** to everyone involved in making 2017 an incredible year!



"It is an absolute pleasure to volunteer for Smilezone Foundation! The unique work the foundation is responsible for has a lasting impact for health care facilities and the families in need of care!" –

Smilezone Volunteer



"We make a living by what we get, but we make a life by what we give, said Winston Churchill... Volunteering for Smilezone has allowed me to see the true value in life by helping others!" –

Smilezone Volunteer



Are you interested in being involved in your community in a unique and impactful way? **Join our Smile Squad today!**

Whether you are interested in assisting at our events, selling 50/50 tickets, sharing a special talent, or simply sharing your Smilezone ideas, we would love you on our team!

All you have to do is email **Info@smilezone** and let us know how you would like to get involved!



SUMMARY **OF FINANCIAL STATEMENTS**



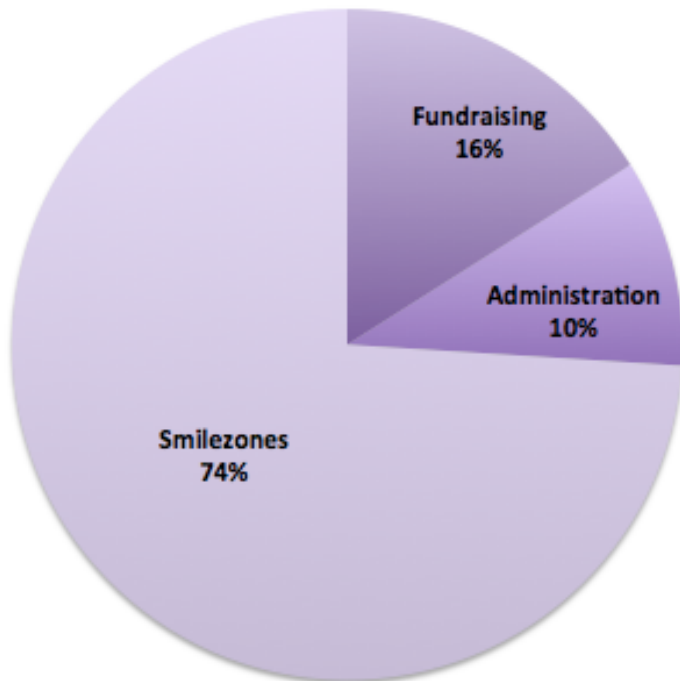
2017 Financial Overview

Consolidated Figures

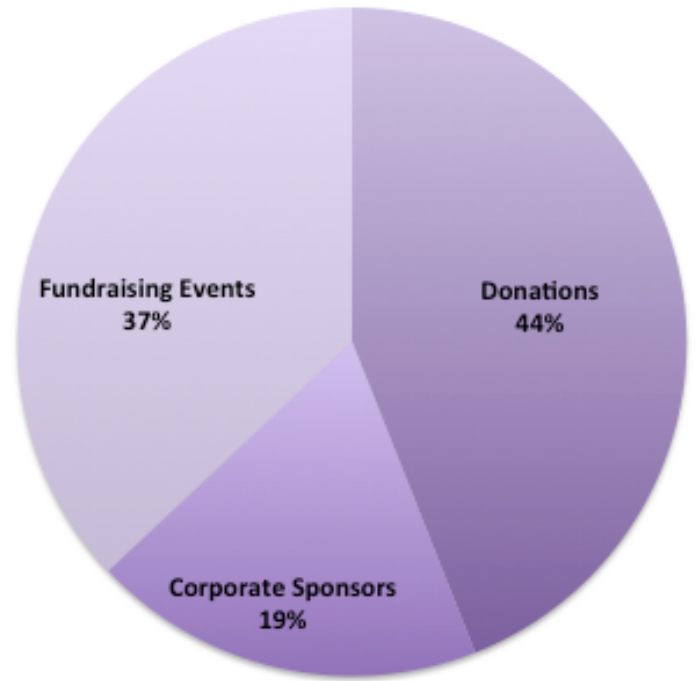
Based on year-end December 31st, 2017. Audited Financial Statements are available on the Foundation website.



OPERATING EXPENSES



TOTAL REVENUE



DID YOU KNOW?

Only 10 cents of every dollar is spent on administrative costs
We opened 70 new Smilezones across 8 communities in 2017



EVERY CHILD DESERVES TO SMILE

smilezone.com