



Making tough days a little brighter for kids by transforming existing waiting rooms, treatment rooms or patient care rooms into a Smilezone!

ANNUAL  
REPORT

2018



**Fun is at the heart of Smilezone**

**ALONE  
WE CAN  
DO SO  
LITTLE,  
TOGETHER  
WE CAN  
DO SO  
MUCH.**



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# Letter From Our Founders On Behalf of Our Board



**W**hat an incredible year 2018 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.

2018 signified a milestone year for the Foundation, reaching over 200 Smilezones across Ontario. We are proud to support more children and families than ever before, with over 178,000 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 2019, 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 6<sup>th</sup> year!

*Scott Bachly*  
Co-chair, founding member

*Adam Graves*  
Founding member

## 2018 Board of **DIRECTORS**

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**Adam Graves**  
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Board Member



As a children's charity, Smilezone transforms health care spaces into bright, engaging and therapeutic Smilezones for kids of any age, ability and interest to enjoy while receiving medical care. Through our many innovations and in close collaboration with health care faculty, Smilezones provide opportunity for children to strengthen essential development skills through fun and engaging play to bring comfort to kids during their healing journey.

**Each transformation is completed in just ONE weekend!**

## Mission

Smilezone Foundation's mission is to make tough days a little brighter for kids receiving treatment in hospitals and health care facilities. We do this by creating fun and engaging "Smilezones" that harness the uplifting power of a smile for the kids and their families.

## Vision

Smilezone Foundation's vision is to improve the lives of children receiving medical treatment at health care facilities across Canada.

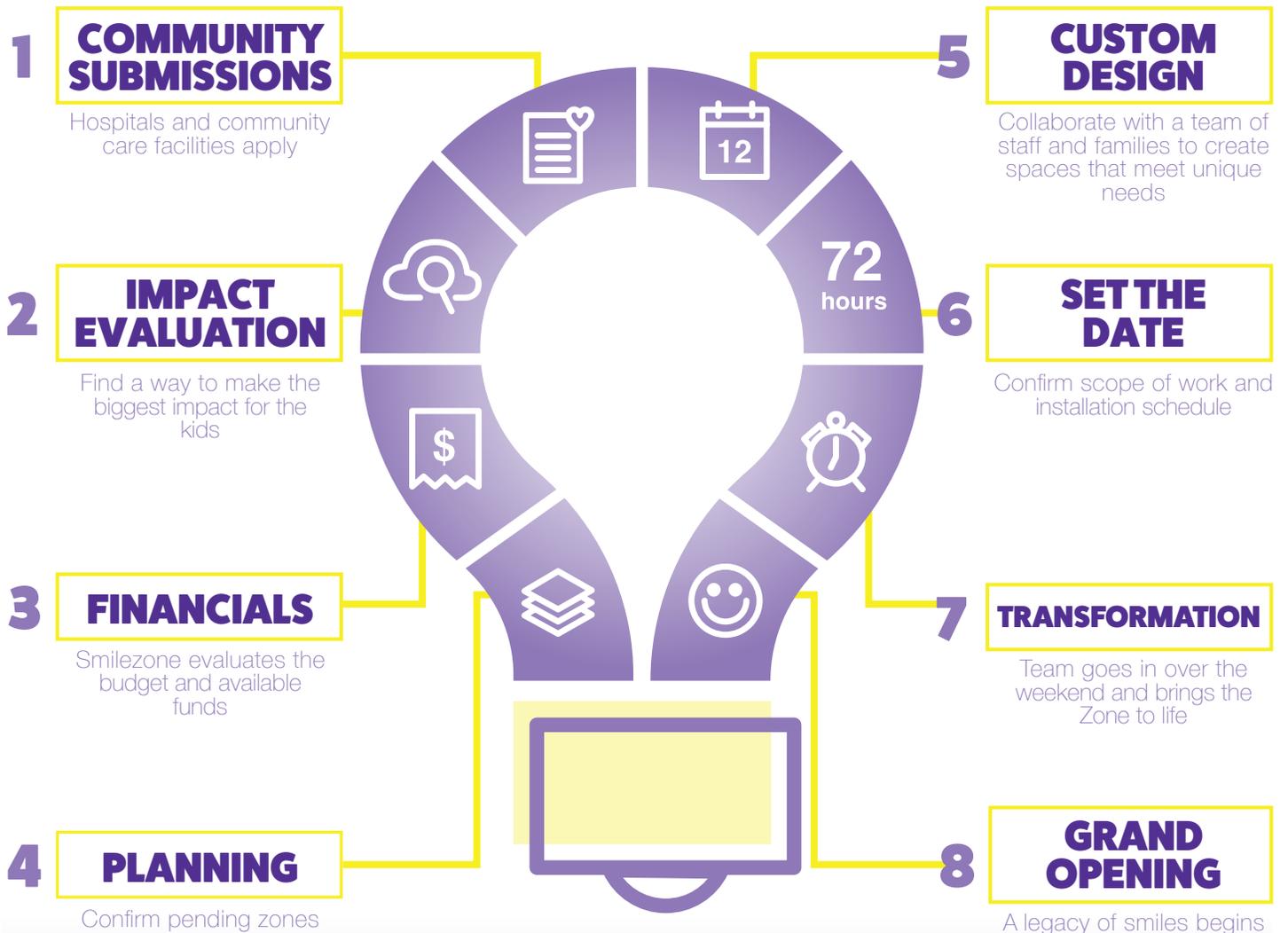
### CORE VALUES:

**ACCESSIBILITY**  
**COMPASSION**  
**INTEGRITY**  
**COLLABORATION**  
**DIVERSITY**  
**INCLUSIVITY**



Every Smilezone is as unique as the special children that benefit from them! Having completed Smilezones within hospitals, treatment centres and children's aid societies, we customize each Smilezone to bring joy and smiles to children requiring cognitive, physical, behavioural, emotional or mental health supports. Our fire safety and disease control certified team consider the needs of the children and community to ensure each Smilezone is fully accessible, fun and beneficial to each and every child that uses the space!

## ZONE CREATION



EVERY CHILD DESERVES TO **smile**

## OVERVIEW OF smilezone

# 200 smilezones

This year Smilezone Foundation transformed an incredible **40 Smilezones**, surpassing an impressive 200 Smilezone milestone, bringing our **new total to 209 Smilezones** across Ontario!

# 26

communities in  
**ONTARIO** now  
benefit from  
**Smilezones!**

More than  
**178,000**  
children have been  
directly impacted

*"When you are a parent of two young kids with special needs and language delays, your local speech therapist office becomes a home away from home. At Wordplay, we share our children's accomplishments and our fears as parents. We witness our children struggle and overcome as they develop the skills they need to communicate. It means a lot that your foundation has provided us with an environment that brightens up our days. My children loved the animal paintings all over the walls in bright colors. My daughter particularly enjoyed the sensory aspects of the decor. You made such a beautiful waiting room that is so different from the boring sterile waiting rooms that we are used to. It is actually a waiting room that I enjoy waiting in.*



*When you have a child that is nonverbal, a smile is worth a thousand words. Thank you Smilezone for all the smiles you will bring to the children at Wordplay!"*

Christa Morel, Mom of Raina and Liam

*"My son Jack battles a rare disease called MPS2 and we have been coming to the Pediatric Outpatient Clinic once a week since Jack was four... As a parent that spend a lot of time in hospitals, I can tell you that being in a room that feels comfortable and fun can offer a sense of security to a child and creates a positive impression of a place that many children may be apprehensive to visit. It reduces stress not only for the child but also for the parent. The POP clinic walls are now adorned with beautiful vibrant painting and activities that provide visual and physical stimulation for kids and adults, setting the absolute best foundation to the appointment. I have had a chance to walk to the halls of the clinic and I can tell you first hand that the work is incredible and the space it has created feels not only bright and fun but also safe and comforting. Amazingly enough, the*



*Smilezone has also managed to capture and reflect the very spirit of the Peterborough community and the POP clinic's exceptional staff. I would like to thank Smilezone for giving the POP clinic a remarkable makeover by helping families that require and rely on the services that the Peterborough Health Care Centre provides."*

# Smilezone Impact On Our Communities

## OVERVIEW OF smilezone



**Did you know our iPad stations are wheelchair accessible?** As one of our most popular additions, iPads have become an integral item in almost all our Smilezones! iPads allow children and youth to explore fun videos and apps, communicate using both verbal and nonverbal resources, and are even used to innovate therapy sessions. With so many capabilities, iPads ensure that children of any age, ability and diagnosis can enjoy the creativity of interactive play!

**SMILEZONE'S SENSORY EQUIPMENT AND FINE MOTOR SKILL DEVICES ARE OFTEN INTEGRATED INTO A CHILD'S THERAPY GOALS AFTER THE INSTALLATION!**



**133**  
Murals



**Did you know our murals often host therapeutic benefits?** Whether its painted basketballs on the wall to promote physiotherapy or engaging "I-Spy" for fun and distraction, our murals are always a crowd pleaser! True to our values, we love to embrace wheelchairs, walkers, joint braces, medical equipment, casts, and more in each of our murals; reinventing a new 'normal' so all kids and youth feel confident in their environment.



**4**  
GestureTeks

**The GestureTek Cube** is a compact 'plug-and-play' system, turning any floor into an interactive display engaged through gesture control. The GestureTek Cube creates a space of imagination and creativity in our Smilezones. The cubes are great for sensory play, fine motor development and fun through virtual air hockey, sliding into a swimming pool, or magical kingdom!

**DID YOU KNOW EACH SMILEZONE IS COMPLETELY CUSTOMIZED TO BEST SERVE THE NEEDS OF THE CHILDREN?**

# 10 new Smilezones Southlake Regional Health Centre Newmarket, Ontario



Over the weekend of July 6<sup>th</sup>-8<sup>th</sup>, 2018, the Smilezone team transformed 10 new Smilezones at Southlake Regional Health Centre in Newmarket, ON!

More than 1,200 children and youth will benefit from the hospital's new Smilezones located within the Paediatric Operating Room (OR) Clinic, Medical Arts Building (MAB) Day Surgery Clinic, and the Child and Adolescent Mental Health Unit.

The new spaces include:

- ✓ Fresh paint supplied exclusively by Sherwin Williams
- ✓ Bright, kid-friendly murals
- ✓ New electronics including TV's and iPad Stations
- ✓ Expanded custom storage
- ✓ Hand painted inspirational quotes, selected by patients & families
- ✓ Custom light coverings
- ✓ Uplifting, fun and engaging murals



**Having close ties to Southlake Regional Health Centre and the Newmarket community, members of the Bachly family generously supported this project, making the incredible transformation possible.**

## TESTIMONIALS:

*"Our staff go above and beyond every day to provide the best possible care to everyone who walks through our doors. That means making sure that their overall experience is a positive one. The areas are brighter and more welcoming, not only for patients and families but for our staff, physicians and volunteers as well. They'll help our staff to continue to do the amazing work they've been doing, providing a soothing environment for our younger patients to get through a stressful time a little easier."*

Susan Mullin, President & CEO of Southlake Foundation

*"When I walked in and saw the new space for the first time, it brought tears to my eyes; the difference is incredible and these Smilezones will make the children who come through so much more comfortable."*

Csaba Szotyor, Manager of Surgical Suites at Southlake Regional Health Centre

# 3 new Smilezones ErinoakKids Centre for Treatment and Development Brampton, Ontario



Over the weekend of August 24<sup>th</sup>-26<sup>th</sup>, the Smilezone team installed 3 new Smilezones at ErinoakKids Centre for Treatment and Development in Brampton, ON. Providing therapy and medical services to over 17,000 children with special needs each year, ErinoakKids is the largest children's treatment centre in Ontario!

ErinoakKids now boasts a refreshed and welcoming main reception area featuring interactive projection flooring, a newly painted Respite Wing displaying bright murals, and a music-themed Youth Room. The treatment centre's new Smilezones create relaxed and fun atmospheres designed to make children feel comfortable and confident during therapy while

complementing the extraordinary care delivered by the Centre's dedicated inter-professional teams.

The Youth Room was transformed into a music room for teens, inspired by Smilezone Ambassador Alessia Cara and lyrics from her hit song "Scars to Your Beautiful".

Featuring:

- ✓ Stunning murals
- ✓ Musical instruments, karaoke machine,
- ✓ Hand-painted lyrics,
- ✓ New furniture, and bean bag chairs

This Smilezone will inspire children and youth while they receive therapy and treatment in Brampton for years to come.



**Thank you to Alessia Cara and Bell Media for supporting this Smilezone project and bringing smiles to kids' faces!**

## TESTIMONIALS:

*"Since the installation of the very first Smilezone at ErinoakKids in August 2013, the impact on our clients and families has been remarkable. Each day, we see the faces of children and youth light up at the sight of Smilezone's playful and transformed spaces. These welcoming environments help make the hard work of therapy and treatment sessions easier, and help children feel settled and secure while in our care."*

Bridget Fewtrell, President and CEO, ErinoakKids

*"Smilezone Foundation aims to give children the opportunity to have joyful experiences even during challenging times, and we are very proud of the long-term improvements all families and staff can now enjoy at ErinoakKids. Alessia Cara brought huge smiles to so many faces, and we send our most sincere thanks to her for her time and dedication to Smilezone."*

Randy Lennox, Director, Smilezone Foundation and President, Bell Media

# 7 new Smilezones Orillia Soldiers Memorial Hospital

Orillia, Ontario



Over the first week of August 2018, the Smilezone team transformed 7 new Smilezones at Orillia Soldiers Memorial Hospital in Orillia, ON within the Paediatric Inpatient Unit (Family Kitchen, Treatment Room and Hallway) and the Pediatric Outpatient Unit (Waiting Room, Hallway, Gym, and Day Procedure Room).

Serving over 5,000 children annually including those with cancer, juvenile diabetes, eating disorders, asthma, and mental-health issues we created diverse, fun and interactive Smilezones for children of ALL abilities, diagnosis and interests to enjoy.

The new Smilezones include:

- ✓ OmniVista Interactive Floor Projection System
- ✓ Comfortable bench seating
- ✓ iPads, TV's
- ✓ Magnetic white board
- ✓ Full kitchen cabinetry and kitchenette,
- ✓ Custom storage
- ✓ Camping and nature-themed murals, fresh paint
- ✓ Tables
- ✓ Hand painted ceiling distractions and so much more!



BEFORE



AFTER



BEFORE



AFTER

**A special thank you to the Bachly family, Jackson Family, Morris Shelswell & Sons Excavating & Grading Ltd., Dearden and Stanton Ltd., and Orillia Soldiers Memorial Hospital Foundation whose funding made all of this possible. We would also like to thank the amazing people who made the August 30th grand opening special for the children, families, donors and staff in attendance. Hockey legends Darryl Sittler, Ron MacLean, Adam Graves, Mike Gartner, Jack Valiquette, and Ron Hoggarth helped bring smiles to OSMH!**

## TESTIMONIALS:

*"When you walk into the newly renovated unit, you're transformed from a clinical hospital space to one of beauty, comfort and playfulness."*

Nicole Kraftscik, the hospital foundation's senior development officer

*"This space has truly become one of the most beautiful spaces in the hospital thanks to the incredible work of Smilezone."*

Dr. Michelle Gordon, Chief of pediatric and neonatal medicine

# 4 new Smilezones Centre for Addiction and Mental Health

Toronto, Ontario



Over the weekend of July 27<sup>th</sup>-29<sup>th</sup>, 2018, the Smilezone team transformed 4 new Smilezones at the Centre for Addiction and Mental Health (CAMH) in Toronto, ON located within the Intergenerational Wellness Centre, the Youth Inpatient Unit TV Room and Hallway, and two Waiting Rooms in the Child and Youth Outpatient Wing!

CAMH is Canada's largest mental health and addiction teaching hospital and a world leading research centre in this field. More than 1,000 children and youth will benefit from their newly refurbished Smilezones, as well as their siblings, parents, and other family members.

The Smilezone team worked closely with the clinical staff at CAMH to ensure the designs were a perfect fit for their patients by including:

- ✓ Sensory items
- ✓ TV's and iPad stations
- ✓ Bench seating
- ✓ Custom storage
- ✓ Fresh paint
- ✓ Bright, youth-friendly murals capturing quotes of inspiration, graffiti, music, movies and nature



BEFORE



AFTER



BEFORE



AFTER

**These uplifting Smilezones were generously supported by the Slight Family Foundation who has a strong tie to, and a long-standing relationship with CAMH.**

## TESTIMONIALS:

*"We are grateful for Smilezone Foundation's partnership and support in transforming child and youth spaces at CAMH. These Smilezones are bright, colourful and, above all, youth-friendly. Every young person who comes to us for mental health care will feel welcome, no matter what challenges they're facing. Creating an atmosphere of warmth and wellness from the beginning – creating trust with our patients – is so critical to the work we do and Smilezone Foundation is making that possible."*

Deborah Gillis, President and CEO of the CAMH Foundation.

*"My colleagues and I over the last five years have connected with over 1,000 young people about the barriers we observe and they've told us very clearly that they need these spaces to be welcoming - and welcoming includes being bright and feeling like they've had a say."*

Joanna Henderson, Director, Margaret and Wallace McCain Centre for Child, Youth and Family Mental Health

# 1 new Smilezone Trillium Health Partners' Family Care Centre

Mississauga, Ontario

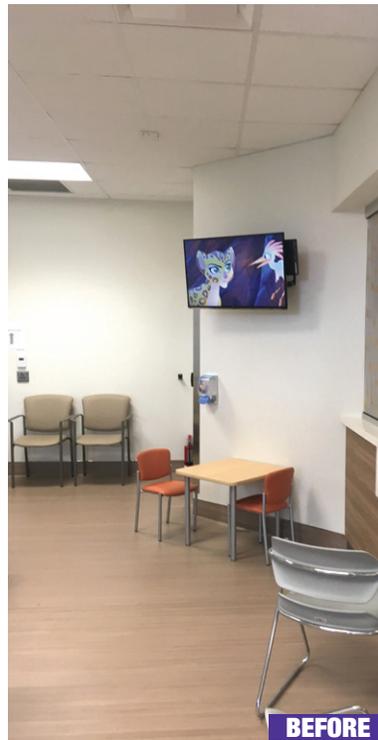
Over the weekend of October 4<sup>th</sup>–6<sup>th</sup>, 2018, the Smilezone team transformed 1 new Smilezone at Trillium Health Partners' Family Care Centre in Mississauga, ON within the Family Care Centre's Waiting Room.

More than 9,300 children and youth will benefit from THP's newly refurbished Family Care Centre. THP recently moved into a new space, bringing the following Clinics together to serve patients better: Neonatal Clinic, Diabetes (Clinic and Consult), Pregnancy/Fetal Consult, Paeds Consult, Post Natal Clinic, Staple Removal, Neurology Clinic, Asthma Consult Clinic, Breast-Feeding Clinic, Rhogam Clinic, Synagis Clinic, ED-Follow Up, Kids Clinic, Jaundice Clinic and Children's Procedure Clinic (CPC).

Thanks to the added:

- ✓ GestureTek Interactive Floor Projector
- ✓ Accessible iPad stations
- ✓ Kids-sized table and chairs for activities
- ✓ Hand painted and kid-friendly under-the-sea themed murals
- ✓ Fresh paint

the Family care Centre's Waiting Room is now a fun, engaging and positive space for children and their families play, relax and smile while they wait for their appointments.



**Thank you to the incredible support from Deloitte for making this Smilezone transformation possible!**

## TESTIMONIALS:

*"My favourite part of the Waiting Room is that it is much more colourful and child friendly! The paintings on the wall attracts the little children and with the new seating it is never a problem finding a seat – it's spacious, bright and just a happier feeling"*

Patient family member

*"The Smilezone is cheerful, kid friendly and puts you in a great mood; it's really a great environment for patients."*

Trillium Health Partners staff member

# 1 new Smilezone Health Sciences North's NEO Kids Children's Treatment Centre Sudbury, Ontario



Over November 9–11<sup>th</sup>, 2018, the Smilezone team transformed 1 new Smilezone at Health Sciences North's NEO Kids Children's Treatment Centre within in the Physiotherapy gymnasium!

The gymnasium at the Children's Treatment Center is a common area that is shared by all children, youth, and staff, utilized mainly by the physiotherapy group on a daily basis. Over 100 children will directly benefit from the revamped Smilezone space each year.

By installing:

- ✓ Nature-themed murals
- ✓ Bright and stimulating fresh paint
- ✓ Mirror panels
- ✓ Work stations
- ✓ Custom painted privacy screens
- ✓ Custom storage
- ✓ Floor mats

the new Smilezone will bring smiles to the children throughout their therapy sessions.



BEFORE



AFTER



BEFORE



AFTER

## TESTIMONIALS:

*"From the bright, bold, colors to the depiction of our Northern Ontario heritage, the space feels so much warmer and inviting. The custom-made privacy screens have also allowed us to provide more discretion to our families when multiple therapists are sharing the space. Every day, we see children being more engaged in their therapy sessions. The warm and inviting atmosphere has helped to alleviate some of the fears and anxieties that children and their families deal with when faced with the thought of coming for therapy."*

Chantale Cotnoir, Physiotherapist

*"To the entire Smilezone team [and the generous donors] ... words cannot begin to express our gratitude for what you have done for us. Thank you for making this a place where children and their families will look forward to coming to ... a place where they will feel safe ... a place that will bring joy to their hearts and a smile to their faces ... thank you from the bottom of our hearts!"*

NEO Kids Staff member

*"The Smilezone team listened to our concerns and brought all of our ideas to life. The incredible artwork captures the essence of our Northern Ontario wildlife and climate with its bright seasonal colors. And the amazing custom cabinetry has enhanced our therapy sessions by providing us with better storage of equipment and more efficient use of space. We truly could not ask for anything more."*

NEO Kids Staff member

# 3 new Smilezones North Bay Regional Health Centre's Wordplay Jeux de mots program Sudbury, Ontario



Over November 9–11<sup>th</sup>, 2018, the Smilezone team transformed 3 new Smilezones at North Bay Regional Health Centre's Wordplay Jeux de mots program in Sudbury, ON. The new Smilezones can be found in the Main Waiting Room, Group Program Room and the Infant Hearing Screening Room.

Over 1,700 children from birth to school aged and their family members will benefit from the new Smilezones while they receive speech/language services, family-centred intervention, assessments,

consultations, parent training, individualized and group programming and transition services for those wonderful children moving into Junior Kindergarten.

To make these Smilezones stimulating, fun and engaging for the children we included:

- ✓ Bright, pops of colour
- ✓ Sensory table and chairs
- ✓ Comfortable bench seating
- ✓ Custom storage
- ✓ A glider rocking chair
- ✓ And of course fun and cheerful murals!



## TESTIMONIALS:

*"Thank you for the fun and inspiring decor you created at Wordplay! When you are a parent of two young kids with special needs and language delays, your local speech therapist office becomes a home away from home. At Wordplay, we share our children's accomplishments and our fears as parents. We witness our children struggle and overcome as they develop the skills they need to communicate. It means a lot that your foundation has provided us with an environment that brightens up our days. My children loved the animal paintings all over the walls in bright colors. My daughter particularly enjoyed the sensory aspects of the decor. You made such a beautiful waiting room that is so different from the boring sterile waiting rooms that we are used to. It is actually a waiting room that I enjoy waiting in. When you have a child that is nonverbal, a smile is worth a thousand words. Thank you Smilezone for all the smiles you will bring to the children at Wordplay!"*

Christa Morel, Mom of Raina and Liam

*"As a staff member at Wordplay – Jeux de mots, I am humbled by the effort and thoughtfulness that went into making our spaces functional, attractive and fun. Walking into the new waiting room every day and seeing the paintings and colourful walls lifts my spirits and increases my happy mood. Families continue to comment on how beautiful and enjoyable the spaces are. Thanks again to the Smilezone Foundation for supporting this much needed and appreciated change in our environment."*

Natasha Gauthier, Reg. CASLPO / OAOO, Speech Language Pathologist / Orthophoniste

# 6 new Smilezones Peterborough Regional Health Centre

Peterborough, Ontario



Over November 30th-Dec 2nd, 2018, Smilezone team transformed 6 new Smilezones at Peterborough Regional Health Centre (PRHC) in the Pediatric Outpatient Clinic (POP Clinic) including the Main Waiting Room and Hallway, Children's Playroom and 4 Clinical Exam Rooms.

The Smilezone team worked very closely with PRHC and the POP Clinic team to create spaces that children and families would feel comfortable in during their visits.

Together we designed the Smilezones to include:

- ✓ iPad and Mobile Medical stands
- ✓ Comfortable bench seating
- ✓ Sensory tables and chairs
- ✓ Sensory wall panels
- ✓ Smart TV
- ✓ Custom storage and work stations
- ✓ Autographed hockey Jerseys from Peterborough NHL heroes Mike Fisher and Corey Perry
- ✓ Fresh paint and exciting murals in the themes of hockey, winter, nature and cityscape!



BEFORE



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BEFORE



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**This incredible transformation was made possible by the generosity of the Peterborough Liftlock Atom Hockey Tournament (PLAHT), who supported this project in celebration of their 60th anniversary tournament last year.**

## TESTIMONIALS:

*"Going into a hospital can be stressful for children, it's an unfamiliar place with lots of people they've never seen before and things going on that they don't understand. That's where the Smilezone Foundation and Peterborough Liftlock Atom Hockey Tournament are making a difference. Your generous support is helping alleviate a stressful, often scary experience and giving children the chance to smile, laugh and play while they wait for care."*

Dr. Peter McLaughlin, PRHC President & CEO

*"On behalf of the PLAHT team, it was our privilege to be part of a truly wonderful experience. From start to finish, the Smilezone team was full of enthusiasm and energy. During construction, people walking by the POP Clinic were amazed to see the changes unfolding in front of them, and heartfelt stories of kids' experiences are already emerging."*

Dan McNamee, PLAHT Committee Chair

# 3 new Smilezones Vanier Children's Centre London, Ontario



Over December 13<sup>th</sup>–15<sup>th</sup>, 2018, the Smilezone team transformed 3 new Smilezones at Vanier Children's Centre in London, ON within the Positive Choices Room! We completely transformed the Sensory Corner, Physical Activity Station and the Imagination/ Cognition/Art Station.

Vanier serves children age 0 to 14 who have serious emotional, mental illness and behavioural problems. Vanier's programs and services are flexible and responsive to the specific needs of each family, including Crisis intervention, Residential services, Day treatment, Early years programming and various attachment therapies and Family counseling.

To provide the biggest possible benefit to such a diverse array of wonderful children we included:

- ✓ Bubble tube
- ✓ Projector
- ✓ Floor and wall mats
- ✓ Bean bag chairs
- ✓ iPads
- ✓ Distortion mirror
- ✓ Crash mat
- ✓ Underwater soothing sound machine
- ✓ Weighted blankets
- ✓ An active target game WiiU and physical activity-themed video games
- ✓ Art table
- ✓ Magnetic white board
- ✓ Hopscotch
- ✓ Under-the-sea and nature themed murals



## TESTIMONIALS:

*"It was a pretty cool surprise to get here and see how awesome the room looked!"*

*"My favorite part is throwing bean bags at the target and running and jumping on the crash mat!"*

11-year-old day respite patient

*"I am thrilled for the children/ youth that will have access to the Smilezone room at Vanier Children's Service. The Smilezone provides many sensory, therapeutic activities and strategies that will focus on the development of their ongoing regulation skills. Having a safe place to help work your big emotions is an essential part of the healing process."*

Sandra Paiva Pontes, Service Coordinator, Children's Services

# 3 new Smilezones Pathways Health Centre for Children

Sarnia, Ontario



Over December 28<sup>th</sup>–30<sup>th</sup>, 2018, the Smilezone team transformed 3 new Smilezones at Pathways Health Centre for Children in Sarnia, ON within the Main Waiting Room, Aquatics Waiting Room and Aquatics Spectator Room!

As one of a large group of Children's Treatment Centres in the province of Ontario, the Centre provides a continuum of rehabilitation and support services in the community as well as an on-site integrated child care service all for children and youth with physical, developmental and communication needs.

We made these spaces super fun, exciting and kid-friendly by adding:

- ✔ Accessible iPad stations
- ✔ Wall sensory items including heat-sensitive tactile panels
- ✔ Distortion mirrors
- ✔ Tactile spinners and puddle splats
- ✔ Sensory tables and chairs
- ✔ Comfortable bench seating
- ✔ Custom cubbies, storage and coat rack
- ✔ Jersey boxes autographed by Sarnia Sting legends
- ✔ Fresh paint and positive murals



BEFORE



AFTER



AFTER

## TESTIMONIALS:

*"I love playing in the smilezone waiting room before my therapy session. My favourite things to play with are the caterpillar sensory wall and the fish bubble tube sometimes I am having so much fun it is hard to get me to go to my therapy session."*

David Faerge 2.5 years old patient

*"Smilezone has transformed our waiting area into a warm, welcoming, family-friendly space. My favourite feature is the bean bag chairs. I love seeing the child and family sitting in the bean bag chairs reading together. There is something for everyone – things to explore, stimulate, calm and relax. Thanks for making their first impression so positive and fun! There is no doubt that helps clients to be more relaxed when seeing their therapists and encourages them to want to come back. Thanks to Smilezone for making our workplace more fun and less clinical!"*

Dana Heno Audiologist, Pathways Health Centre for Children

# SPECIAL EVENTS

## 24-Hour Hockey Tournament

On April 28<sup>th</sup> – April 29<sup>th</sup> 2018, Smilezone Foundation hosted another successful 24-Hour Hockey Tournament. This major fundraising event is in its fourth year of men and women coming together to participate in a 24-Hour Hockey Tournament at Joshua's Creek Arena in Oakville Ontario. This year our tournament made an astounding \$150,000.00, all thanks to the support of our players, participants, sponsors and donors!



## Golf Tournament

Our Sixth Annual Smilezone Foundation Celebrity Golf Tournament took place on Monday July 16<sup>th</sup> 2018 at the beautiful Rattlesnake Point Golf Club in Milton, Ontario. Each year this tournament brings together 68 golfer foursomes, 68 iconic celebrities, dedicated volunteers and incredibly generous sponsors all in support of raising funds for the Foundation. We are excited to announce that we raised over \$200,000.00, bringing our grand total to **over \$1.2 million raised** over the past 6 Golf Tournaments! What an accomplishment! And it is all thanks to our incredible sponsors, donors and partners in the community!



# SPECIAL EVENTS

## World Smile Week

From October 1–5<sup>th</sup> 2018, Smilezone Foundation set out on a mission to visit 5 centre's to make children smile for World Smile Week! By partnering with our centre sponsors, Smilezone Foundation was able to offer a full week of smiles and fun by hosting: pet therapy at SafeHaven, Raptors905 basketball day at ErinoakKids Mississauga, a pool therapy morning at Niagara Childrens Centre, a magic show by WonderPhil at Holland Bloorview, an Oshawa Generals hockey day at Grandview Kids and provided Smile cookies to CAMH Toronto! What a FUN week, we look forward to next year!



## Toronto Rock Charity night & 5050 Partnership

On March 11<sup>th</sup> 2018, the Toronto Rock hosted Smilezone for another successful Charity Game night! This is an event that Smilezone looks forward to each year as it is packed with fun activities and fundraising initiatives such as a jersey auction, mystery ball table and raffle tickets! The 2017-2018 season raised \$72,826.00 for Smilezone Foundation! The funds raised were directed towards the ErinoakKids Oakville build where we transformed the youth room into a Toronto Rock themed hang out spot! Toronto Rock was recognized for their incredible support at the grand Opening event on March 4, 2019!



# MAJOR DONOR SPOTLIGHT



## BMO

In July 2014 at our celebrity Golf Tournament BMO Financial Group announced an incredible \$1 million donation to Smilezone Foundation! Four years since their first contribution, the funds donated by BMO Financial Group continue to put smiles on the faces of children in communities all across Ontario.

BMO has supported many Smilezone projects over the years not only through their generous donation but by being an incredibly active partner in attending our grand opening events and being advocates for our cause and for the many amazing children who benefit from Smilezones.



## Windsor Spitfires

This has been the second year the Windsor Spitfires OHL team has been a major funding partner of Smilezone. Supporting 13 Smilezones in John McGivney Children's Centre and Windsor-Essex Children's Aid Society, Windsor Spitfires have directly contributed to making more than 17,500 children smile! Our amazing relationship with the Spitfires will continue in 2019 where their commitment will bring more joy to children receiving medical care.



## Peterborough Liftlock Atom Tournament

This year we were fortunate enough to be chosen as the beneficiary of the Peterborough Liftlock Atom Tournament funds! The donation went back to the community of Peterborough where we used their contribution to create six new Smilezones at Peterborough Regional Health Centre! The generous efforts of the Liftlock Atom Tournament have made tough days brighter for almost 10,000 children in Peterborough who access the services of PRHC each year.



## Toronto Rock

In 2016 Toronto Rock chose Smilezone to be their official charity partner and we have been an amazing team ever since! Through 50/50 sales at their home games and through their annual Charity Game, Toronto Rock has supported projects at Safehaven for Community Living, Headwaters Health Care Centre and in 2019, ErinoakKids Centre for Development. Toronto Rock goes above and beyond to brighten the lives of children and we are thankful to have such an impactful partnership.



# MAJOR DONOR SPOTLIGHT



## Staal Family Foundation

This is the second year we were fortunate enough to receive the generous support from the Staal Family Foundation! The Staal Family has not only funded projects at Thunder Bay Regional Hospital and George Jeffery Children's Centre but have also had a significant presence at the grand openings. Spreading more smiles through their genuine kindness and fun, good nature, the Staal Family have been charismatic magnets all the kids gravitate towards! Their love and commitment to children is evident through all of the work they do and we couldn't be more thankful to have had their support.



*Michael Muteson Memorial Trust*  
CHARITY GOLF TOURNAMENT

## Muteson Memorial Trust/Muteson Golf Tournament

This year, Muteson Memorial Trust chose to donate the proceeds from the Muteson Golf Tournament to the Smilezone project coming in 2019 at Markham-Stouffville Hospital! This substantial contribution will create nine new Smilezones to help children while they wait for their appointments, receive surgery and recover from their treatments. None of these Smilezones would not be possible without the support of Muteson Memorial Trust and we are thrilled to work with such community minded people to bring joy to children.



## Bachly Family

With a close, personal connection to Southlake Regional Health Care Centre, an incredible group of members from the Bachly family came together to collectively fund the transformation of ten new Smilezones at the Centre. We are beyond grateful for the generosity, compassion and heart of the Bachly family, whose efforts have made a lasting impact on the children receiving medical care in Newmarket, Ontario.



## David Bachly

David Bachly wanted to make a difference to the children who receive care at Orillia Soldiers Memorial Hospital. By donating and raising an impressive \$40,000 David was able to bring six Smilezones to Orillia where nearly 5,000 children now benefit from his kindness, compassion and dedication to the Orillia community!



# MAJOR DONOR SPOTLIGHT

## The LJ Pearson Foundation

### LJ Pearson

Over the past three years we have built a strong relationship with the LJ Pearson Foundation, banding together to bring smiles to young patients in Ontario! The LJ Pearson Foundation is an incredibly generous and children's health-focused Foundation. We are humbled to have had their continued support over the years and are thrilled to use their latest contribution for an exciting upcoming project in 2019!



**Wawanesa**  
Insurance

### Wawanesa

Thanks to the big hearts at Wawanesa Insurance big things will be happening early 2019; Seasons Centre for Grieving Children and Youth Haven in Barrie, ON will be receiving four new Smilezones! We are beyond grateful for the support of Wawanesa, who's generosity will allow us to help children as they navigate through the grieving process.



### KPMG

2018 has been the second year of a generous 5-year commitment that KPMG has given a significant contribution to Smilezone Foundation. KPMG has been an incredible partner of Smilezone, showing a sincere compassion for children not only in Ontario, but thanks to their donation, in Alberta as well!



**Deloitte.**

### Deloitte

This has been the second year Deloitte has committed to helping kids smile by supporting our Foundation! Deloitte's generosity has funded our project at Trillium Health Partners and continues to help Smilezone thrive day to day. Deloitte's on-going support enables us to fulfil our mission and brightens the health care experiences of children all over Ontario. With the amazing success of the past two years, we can't wait to see what we can accomplish together in the next two!



## Slaight Family Foundation

The Slaight Family Foundation has been an integral partner of Smilezone for the past 2 years; funding projects at the Centre for Addiction and Mental Health and next year, the installation of 4 Smilezones at Etobicoke General Hospital. The slaight Family Foundation has demonstrated a unique dedication to improving the lives of our most vulnerable populations and we are forever grateful for their continued support of making a difference in the lives of children one smile at a time!



# DONOR RECOGNITION



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*Tim Hortons.*

# DONOR RECOGNITION

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# DONOR RECOGNITION

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Vending

# VOLUNTEER RECOGNITION

# THANK YOU

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!**



*"I enjoy volunteering with Smilezone because being able to volunteer for a foundation that supports children brings me joy and brings me happiness. The team at Smilezone is great."*

Alecia Vanderstarren

*"I like volunteering with kids because working with kids makes me feel like I'm making a difference in their life and I like to put smiles on kids faces!"*

Melissa Horton

*"I value volunteering with Smilezone because I support the morals they stand for. I think Smilezone is important because it makes a difference to many kids lives."*

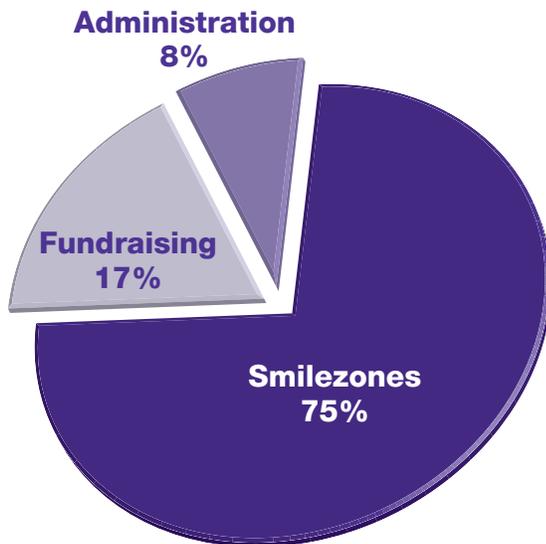
Jenny Stokes

# FINANCIAL OVERVIEW 2018

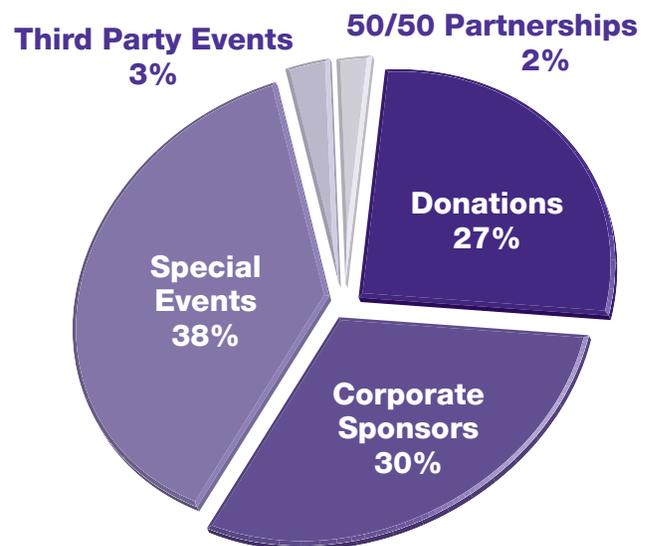
## Consolidated figures

Based on year-end December 31<sup>st</sup>, 2018. Audited financial statements are available on the Foundation website.

### OPERATING EXPENSES



### TOTAL REVENUE



## DID YOU KNOW?

Only 8 cents per dollar is spent on administration costs!

We use three quarters of every dollar donated for Smilezone projects; that means almost all of the donations we receive go directly to building Smilezones to make kids smile! Please visit our website or contact us for more information on how your dollars are used.





[WWW.SMILEZONE.COM](http://WWW.SMILEZONE.COM)

**smilezone FOUNDATION**

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 @smilezone4kids  
 @smilezonefoundation

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