

**MAKING TOUGH DAYS
BRIGHTER FOR CHILDREN
AND THEIR FAMILIES**



**ANNUAL
REPORT
2019**

**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



2019 has been another incredible year 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.

2019 signified a milestone year for the Foundation, with our first project completed outside of Ontario; in Calgary, Alberta. We are proud to support more children and families than ever before, with over 220,000 children using our Smilezones on an annual basis across Canada. We could never have imagined the level of impact these Smilezones would make on a daily basis; hearing stories from children, families, and front-line workers 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 certainly change the health care environment, making it a more comforting and uplifting place to be.

With many more Smilezone projects confirmed for 2020, 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 7th year.

Scott Bachly
Co-chair, founding member

Adam Graves
Founding member

2019 Board of **DIRECTORS**

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As a children's charity, Smilezone transforms paediatric 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! We complete Smilezones within a range of paediatric centres and customize each Smilezone to bring joy and smiles to children accessing physical, emotional, mental, cognitive or behavioral supports. Our team considers the needs of each unique community and child to ensure every Smilezone is fully accessible, fun and beneficial to the children who use the space!

OUR PROCESS

1. COMMUNITY SUBMISSIONS

Hospitals and paediatric centres apply for Smilezones

5. CUSTOM DESIGN

Collaborate with a team of staff & families to create spaces that meet unique needs of the children

5.

2. IMPACT EVALUATION

Work together to find a way to make the biggest impact for the kids

6. SET THE DATE

Confirm scope of work and installation schedule

6.

3. FINANCIALS

Smilezone evaluates the budget and available funds

7. TRANSFORMATION

Team goes in over the weekend and brings the Smilezone to life

7.

4. PLANNING

Confirm the rooms most in need of a Smilezone transformation

8. GRAND OPENING

Celebrate the official grand opening; a legacy of Smilezones begin!

8.



OVERVIEW OF smilezone

279
smilezones

This year Smilezone Foundation completed the most Smilezones in a single year yet! With **70 new Smilezones** we are proud to share that there are **now a total of 279 Smilezones** at the end of 2019 bringing smiles to children across the country.

58
communities now
benefit from
Smilezones!

More than
220,000
children have been
directly impacted

"Some of the participants at Season's spent time in hospitals and clinics with their loved ones and don't necessarily want to ever go back to a hospital. The medical room is now warm, welcoming and fun with bright colours and cartoon animals on the walls. It is one of the places where I spend the most time with the kids. The room helps them open up about what the hospitals and clinics were like and I believe allowing them to dress up and create scenarios where they have helped someone who is sick or injured is so important to their grieving process. The art room at Season's was also redone and includes a super fun "dry erase" wall. Allowing participates to write and



create on the walls is a great outlet for anger and a neat tool to have."

Kaitlin, Volunteer Grief Facilitator,
Seasons Centre for Grieving Children

"The main entrance waiting area is the first Smilezone that our kids and families experience. The colourful murals really reflect our surrounding area have been very helpful in creating engaging activities for the kids as they wait; such as counting the different animals, expanding vocabulary, and learning different nature themes and seasons. The sensory tiles by the main doors have also been a useful calming tool to help children while they wait and transition."

Rachel Kubesheskie, Instruction Therapist,
Woodview Halton Autism Services



Smilezone Impact On Our Communities

OVERVIEW OF smilezone



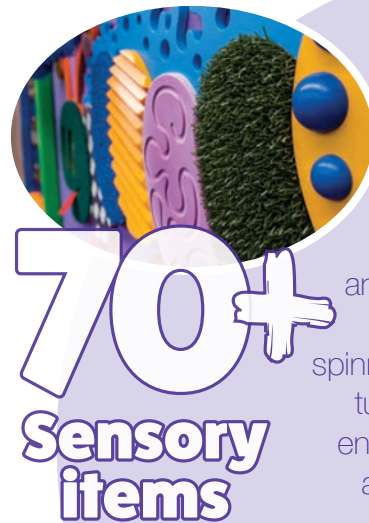
Did you know our iPad stations are wheelchair accessible? As one of our most popular additions, iPads have become an integral item in almost all our Smilezones! iPads allow children and youth to explore fun videos and apps, communicate using both verbal and nonverbal resources, and are even used to innovate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



153
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.



Sensory equipment has been shown to improve mobilization, focus, communication skills, and environmental awareness in the children who use them. By incorporating an array of sensory play stimulus such as tactile panels, wall spinners sensory tables, bubble tubes and more, Smilezones encourage children of all ages and abilities to develop skills through therapeutic play.



6
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?

3 Smilezones Seasons Centre for Grieving Children

Barrie, Ontario



Over the weekend of January 25th – 27th the Smilezone team transformed 3 new Smilezones at Seasons Centre for Grieving Children in Barrie, Ontario!

More than 6,000 children and youth who access grief counselling services at Seasons Centre will benefit from the new Smilezones located in the Arts & Crafts Room, Medical Play Room and Hallway.

The new spaces include:

- ✓ Chalkboard & Dry Erase paint on the walls
- ✓ Therapeutic Rice Table and accompanying toys
- ✓ Bright, kid-friendly murals
- ✓ Arts and crafts table and benches
- ✓ Medical play toys
- ✓ Custom storage
- ✓ Autographed Jerseys from Barrie Colts



BEFORE



AFTER



BEFORE



AFTER

Being committed to the Barrie Community and helping local children, the Barrie Colts generously supported this project and joined us in celebrating the grand opening with the kids; leaving a legacy of Smiles.

TESTIMONIALS:

"No one has to draw over other people's stuff because its now erasable. I really like art so I like the new pictures. Sometimes I am frightened to come to Seasons because of what we might talk about but the bright colours and art make me feel better"

Sierra, 11 yrs, attends a Sons & Daughters group

"It is so important to have a space that children love and feel comfortable in because it provokes the sharing of difficult and challenging experiences encountered by our families. Talking about death is very heavy – having child-friendly rooms lightens up the environment and creates the space for our participants to share their stories and work through their grief."

Danielle Coates BSW, RSW – Program Assistant

4 new Smilezones ErinoakKids Centre for Treatment and Development

Oakville, Ontario



Over the weekend of February 22nd – 24th we teamed up with the Toronto Rock to create 4 Smilezones at ErinoakKids Centre for Treatment and Development in their Oakville, Ontario location!

ErinoakKids Family Resource Centre, Gymnasium, Youth Zone and Reception/Hallway are now entertaining, engaging and bright with new inspirational quotes, sensory-friendly play options and murals to reflect the unique needs, abilities and interests of the 4,400 children who receive excellent therapy and medical supports at ErinoakKids. We are proud to be a continued partner of ErinoakKids!

Featuring:

- ✓ Omni interactive floor Projector
- ✓ Wheelchair Accessible iPads station
- ✓ Tactile wall panels
- ✓ Hand-painted, mobile privacy screens
- ✓ Custom mobile cubby for gym equipment
- ✓ Murals representing mobility diversity
- ✓ Signed Toronto Rock Lacrosse sticks
- ✓ Signed Toronto Lacrosse Jerseys
- ✓ Lacrosse Set
- ✓ Sports pinnies

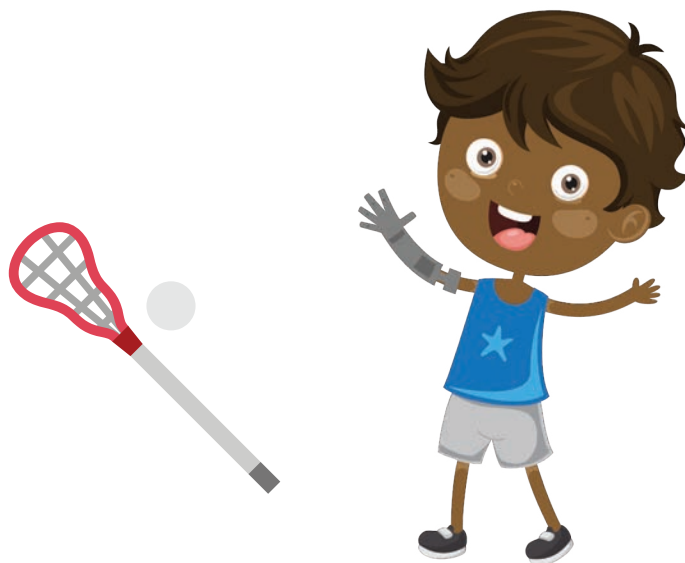


A huge thank you to the Toronto Rock Lacrosse Team for making this incredible project possible through their continued support and dedication to children and Smilezone

TESTIMONIAL:

“For many of our clients, the fun and inspiring Smilezone murals and interactive equipment have prompted conversation and aided in building communication skills. Tales of magical and mystical characters who wore braces just like the many children we serve with disabilities, created a distinct connection for many of our clients. Collectively, these Smilezone installations have formed the very fabric of our client experience at ErinoakKids and have helped encouraged our clients to believe the impossible IS possible. On behalf of all clinicians here at ErinoakKids, thank you Smilezone for your generous contribution to the many clients and families we serve.”

Marysa Ramondino, Clinical Services Supervisor, ErinoakKids Centre for Treatment & Development



3 new Smilezones at Foothills Medical Centre

Calgary, Alberta



We were in Calgary, Alberta from March 1st – 3rd creating our first four new Smilezones out of Ontario at Foothills Medical Centre!

The 2nd Floor FMC Unit 23 Lounge Area, Hallway and FMC Unit 24 Kitchen and Reading Area received a tremendous transformation to make the spaces more engaging, homey and therapeutic for the children and youth to comfortably focus on their mental health journeys.

The new Smilezones include:

- ✓ Custom bench seating
- ✓ Magnetic white board
- ✓ Custom bookshelves
- ✓ TV storage
- ✓ Sensory table
- ✓ New Stove
- ✓ Fresh paint
- ✓ Beautiful murals
- ✓ New kitchen island



BEFORE



AFTER

Thank you to Sean Monahan and the Calgary Flames Foundation, KPMG, Deloitte and Accor Hotels whose support made this milestone project possible

TESTIMONIAL:

“...Working with teens experiencing mental health crisis can be exceptionally challenging at times. Working in a bright, open and welcoming environment creates an internal happiness that transfers to the care our patients receive. Families are more apt to feel the welcoming atmosphere within our unit as they travel the journey of mental health illness recovery with their youth.”

Elaine Raivo



2 new Smilezones at Youth Substance Use and Mental Health Services

Calgary, Alberta



During March 1st – 3rd we spent the weekend in Calgary, Alberta transforming the Main Waiting Room and Hallway at Youth Substance Use and Mental Health Services into incredible Smilezones.

The Smilezone team worked closely with the staff the Youth Substance Use and Mental Health staff in Calgary to ensure a perfect fit for patients including these great features:

- ✓ Sensory Table
- ✓ iPads & Wheelchair accessible iPad table
- ✓ Bench seating
- ✓ Reception desk
- ✓ Bookshelf
- ✓ Fresh paint
- ✓ Custom storage for information pamphlets & resources
- ✓ Engaging murals



BEFORE



AFTER



BEFORE



AFTER

This project was made possible thanks to Sean Monahan and the Calgary Flames Foundation, KMPG, Deloitte and Accor Hotels and we are grateful for their support.



TESTIMONIAL:

"The freshness creates a sense of hope and joy and a feeling that "yes, it will be ok". The mental illness journey is often dark and scary for patients and families. Coming to a unit that is open and bright, can change the perception of the future. It offers hope."

Elaine Raivio, Program Manager for Child & Adolescent Mental Health Acute Care Services at Alberta Health Services

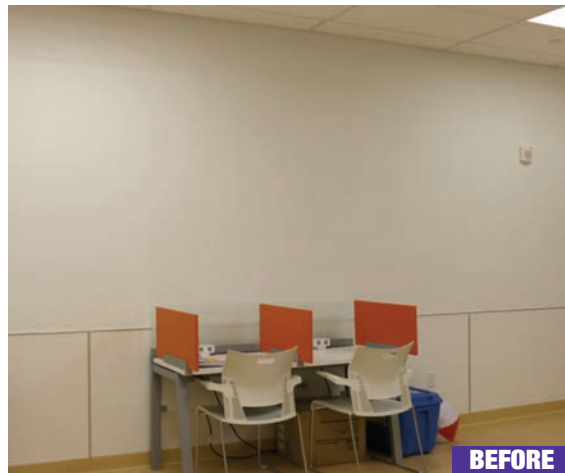
4 new Smilezones at ErinoakKids Centre for Treatment and Development

Mississauga, Ontario



Over the weekend of March 29th – 31st our Operations team created four fun, beautiful and therapeutic Smilezones at ErinoakKids Centre for Treatment and Development in Mississauga, Ontario marking our fourth completed project with our partners ErinoakKids!

The new Smilezones, located in the Youth Zone, Hallway 7 Entrance, Therapy Gym Room 1060 and Gym Room 1050 boast bright colours, a Raptors905-themed Youth Zone and tons of opportunity for interactive play for the 3,100 kids who use them. These new Smilezones enhance the environment for children while they receive treatment and therapy at ErinoakKids.



Thank you to our ongoing partners Raptors905 for supporting this project through the funds raised during the 2019 home game 50/50 sales.

- ✓ GestureTek interactive gaming cube with vinyl floor mat
- ✓ Mobile storage box with Raptors905 pinnies
- ✓ Wheelchair accessible iPad stations
- ✓ Customized murals
- ✓ Fresh paint
- ✓ Hand-painted welcome sign
- ✓ Jersey boxes with game-worn Raptors905 basketball jerseys



3 new Smilezones at Headwaters Health Care Centre

Orangeville, Ontario



Throughout the weekend of April 26th – 28th we created three new Smilezones at Headwaters Health Care Centre in Orangeville, Ontario! The revamped spaces are in the D Wing Family Room, F Wing Family Room and the Paediatric Hallway.

Headwaters offers a vast array of paediatric care including physiotherapy, speech-language pathology, critical care, complex continuing care and emergency services. We are proud to share that 5,000 children will be directly impacted by the new Smilezone spaces.

- ✓ Sensory Tables
- ✓ Bean bag Chairs
- ✓ Universal charging stations
- ✓ iPad stations
- ✓ Apple Smart TV's
- ✓ Fresh paint
- ✓ Xbox console and games
- ✓ Hand-painted pillars
- ✓ Animal-themed I-spy murals
- ✓ Wipeable couches
- ✓ Custom storage
- ✓ Children's table and chairs



BEFORE



AFTER



BEFORE



AFTER

Thank you to Joan and Paul Waetchers whose generosity, compassion and commitment to paediatric health care allowed us to complete this impactful project within a centre they love.

TESTIMONIALS:

"I feel the Smilezones have taken the clinical nature out of the paediatric area for the kids. They can play video games, watch movies and look for animals in the magical forest. They can be kids instead of patients for some time."

Debbie Sherrat, RN Charge Nurse

... [The environment is important] for both our paediatric and surgical patients. It gives them a reason to get out of bed and walk around. We all know that walking helps with recovery and healing."

Headwaters Nurse

9 new Smilezones at Markham-Stouffville Hospital

Markham, Ontario



During June 28th – 30th the Smilezone team transformed 9 spaces at Markham-Stouffville Hospital in Markham, Ontario into incredible Smilezones. The inpatient Paediatrics Playroom, 3 Treatment Rooms, Day Surgery Waiting Room, Outpatient Paediatrics Waiting Room, Child Neurodevelopment Assessment Room and 2 Outpatient Juvenile Diabetes Clinic Rooms are now jam-packed with unique Smilezone integrations!

An incredible 17,000 children use these spaces every single year! We are thrilled to have had the opportunity to bring smiles to so many children receiving

quality care at Markham-Stouffville Hospital and their families.

- ✓ Weighted blankets
- ✓ Bean bag chairs
- ✓ Sensory tables
- ✓ GestureTek interactive gaming system
- ✓ Universal charging stations
- ✓ Fresh paint
- ✓ Friendly and cheerful murals
- ✓ Wheelchair accessible iPad stations
- ✓ Bench seating
- ✓ Custom storage



BEFORE



AFTER

We are honoured to have received support from the Mutcherson memorial Trust as a beneficiary of their 2019 charity golf tournament.

TESTIMONIALS:

"These cheerful, comfortable and interactive spaces make our families feel at home. Since their installation, I have conducted many appointments with adolescent patients sitting on the bean bag chairs, engaged and actively participating in their hospital visit. We have had families request that their appointment take place in one of the Smilezone rooms, and we have watched siblings get along and draw on the white boards as they wait for the physician. Thank you for helping us create such a warm and welcoming family friendly environment!"

Jess Forster, Paediatric Diabetes Social Worker

"My daughter was immediately distracted by the playful floor adventure that greeted her. Her anxiety about being in a hospital and having to see a doctor to talk about her chronic and sometimes very frightening asthma quickly disappeared. The environment was warm, friendly and comforting and we did not feel like we were in a hospital setting at all. My daughter played happily in the waiting area with the various games created by the floor collage and even made a few friends. Not only will her next visit become a less anxious journey, I dare say she will look forward to it. Thank you Smilezone and MSH for making this experience one of comfort, care and fun!"

Tracy Clegg, mother of a patient

4 new Smilezones at Etobicoke General Hospital

Etobicoke, Ontario



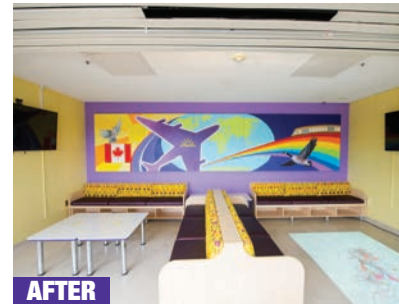
The Family Waiting Room, Paediatrics Hallway, Postpartum Hallway and Connecting Hallway within Etobicoke General Hospitals Women & Childrens Department were completely transformed into stunning Smilezones on July 26th – 28th.

As Etobicoke General Hospital serves the communities of Vaughan, Bolton, Caledon, east Mississauga, the northwest corner of Toronto and north Etobicoke, it's no surprise that nearly 4,000 children are directly impacted by the new Smilezones each year.

- ✓ GestureTek Interactive gaming System
- ✓ International and nature-themes murals
- ✓ Inclusive Welcome Sign
- ✓ Fresh, bright paint
- ✓ Universal charging station
- ✓ 55" Smart TV
- ✓ Sensory Tables



BEFORE



AFTER



BEFORE



AFTER

These incredible Smilezones were made possible thanks to the support from our ongoing partners, Slight Family Foundation

TESTIMONIALS:

"The murals are amazing. They're so bright and cheery. Having these murals for sick children and developmentally safe spaces for kids makes people happier when they're not in the best time of their lives."

Lindsay Hogeboom, clinical services manager

"It's an example of what happens when the community comes together with corporations, charities and the Slight Family Foundation and creates something wonderful."

Ken Mayhew, president and CEO of William Osler Health System Foundation



4 new Smilezones at Woodview Mental Health and Autism Services

Burlington, Ontario



Over August 12th – 14th we transformed four areas within Woodview Mental Health and Autism Services with sensory play, engaging murals, comfortable seating and colours researched to have a particular benefit for children on the autism spectrum.

Working with the staff at Woodview, each Smilezone feature was purposefully selected to help the children feel

comfortable, stimulated and to have fun during their visits.

Kids: 200

- ✓ Sensory Tables
- ✓ Accessible seating
- ✓ Magnetic whiteboard
- ✓ Custom storage
- ✓ Fresh paint
- ✓ Fun and engaging murals



BEFORE



AFTER

We are thrilled to have had the support from the Vic Hadfield Table Hockey Challenge and the Rotary Club of Oakville on this project.



TESTIMONIALS:

"As a teacher for the Woodview Learning Centre, I often meet with parents in the Family Room to discuss the Individual Education Plan (IEP) for their child. This Smilezone is quiet and homey and makes parents and guardians feel much more comfortable as we set academic goals for their child. The renovated space with the whiteboard, the comfortable seating, and the inspiring murals, has been a big improvement for us."

Sarah Hewitson, Teacher, Woodview Learning Centre

"The Smilezones at Woodview are so bright and cheerful. The murals make going to school a much more positive experience for my son Danny. The artwork is beautiful to look at but also educational. Sitting together in the Smilezone is very cozy and Danny enjoys looking at the animals."

Niloofar Mostowfi and son Danny, age 7, Woodview Learning Centre

5 new Smilezones at Lighthouse for Grieving Children

Oakville, Ontario

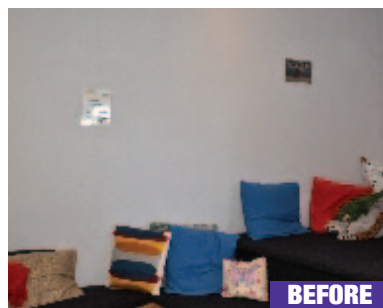


On September 28th – 30th we transformed the Children's Art Room, Medical Play Room, Children's Group Room Youth Room and Kitchen within Lighthouse for Grieving Children into Smilezones!

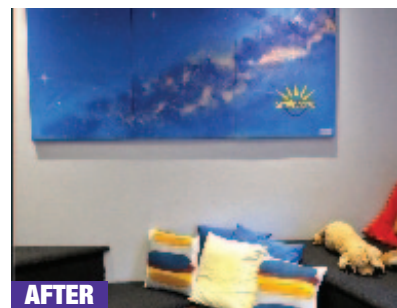
By including weighted blankets, age-appropriate and graffiti-inspired murals, headphone connected musical instruments, bean bag chairs and more, we made these 5 spaces into warmer spaces

for the children and youth to grieve comfortably in their own ways.

- ✓ Electronic drum kit
- ✓ Fold away art space
- ✓ Weighted blankets
- ✓ Magnetic whiteboard
- ✓ Bean bag chairs
- ✓ Inspirational quotes
- ✓ Murals for teens and young ones



BEFORE



AFTER

This project was made possible by the Vic Hadfield Table Hockey Challenge, the Rotherglen 8R Class of 2019 and the Lighthouse Chiefs 24-Hour Hockey team

TESTIMONIALS:



"Refreshing the music area will really help as an outlet for channeling some emotion. Music really gives the kids a focus."

Jamie Dinsmore, Captain, Lighthouse Chiefs

"It's tough what these kids are going through and to be able to provide an environment where they are able to discuss their grief with others in a similar situation is fantastic."

Jamie Dinsmore, Captain, Lighthouse Chiefs

6 new Smilezones at York Children's Aid Society

Newmarket, Ontario



Over the weekend of October 25th – 27th we turned six Family Visitation Rooms within York CAS into positive, interactive Smilezones with additional opportunity for children and families to bond.

By including children's activity stations, play mats, sensory wall spinners, tactile tables, glider rocking chairs, infant change tables and many other beneficial items, kids and their caregivers can be at ease and interact in comfortable and stimulating spaces. These new Smilezones will allow children and families to relax, have fun and strengthen relationships in spaces where they can feel more at home.

- ✔ Glider chair for infants
- ✔ Bean bag chairs
- ✔ Magnetic whiteboard
- ✔ Sensory wall spinners
- ✔ Kids table and chairs
- ✔ Tactile tables
- ✔ Universal charging stations
- ✔ Wipeable loveseats
- ✔ Kids mat and foam tiles
- ✔ Fresh paint
- ✔ Vibrant murals
- ✔ Kids activity station
- ✔ Area rugs



BEFORE



AFTER

Both Diversey Canada who donated the funds from their 2019 Golf Tournament to this project, and the Harold Ballard Foundation are to thank for funding this incredible transformation.

TESTIMONIALS:

"Visiting your children and youth in an office setting can be a challenging and emotional time for families and you have all helped in making it a more enjoyable experience for everyone. One family loved the rooms so much that they decided to stay in the office for their visit instead of going into the community and commented that they loved the colours and everyone did an amazing job redecorating all of the rooms while one father loved the rooms so much he video called a friend to show her how amazing the rooms were and how beautiful and fresh they look."

Lisa Maynard, Family Intervention and Access Supervisor

"The rooms are really inviting and make a difficult situation better"

Parent

6 new Smilezones at Alexandra Marine and General Hospital

Goderich, Ontario



BEFORE



AFTER

Over the weekend of November 22nd – 24th our team was in Goderich, Ontario revamping six spaces in Alexandra marine and General Hospital into fun, accessible and engaging Smilezones.

The emergency Waiting Area, Lab Room, Family Sitting Room Foyer, Speech Pathology Room and Speech Pathology Hallway were all renewed with innovative integrations to provide opportunities for children of all ages and medical needs to have fun.

- ✓ Sensory wall spinners
- ✓ Interactive GestureTek gaming system
- ✓ Custom bench seating
- ✓ Wheelchair accessible iPad stations
- ✓ iPad kiosks with lockable wheels
- ✓ beautiful murals
- ✓ fresh paint
- ✓ custom storage with coat hooks
- ✓ 55" smart TV
- ✓ Rolling shades for enhance client privacy

This project was inspired by our very first Smilezone Ambassador and retired NHL player Paul Henderson

TESTIMONIALS:

"The Smilezone has given back to our community. Smilezones provide an environment to remove and minimize the stress as much as possible."

Glen McNeil, vice chairman on the Board of Directors at AMGH.

"It was pure joy and pure excitement in my department, and still is. They are blown away by [the Smilezones],"

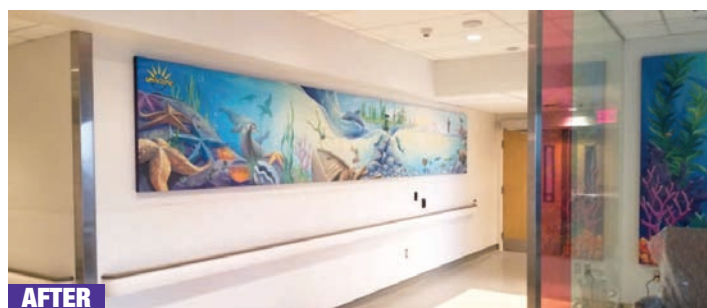
Finola MacGinty, a Speech Language Pathologist

8 new Smilezones at Cambridge Memorial Hospital

Cambridge, Ontario

11,906 children and youth use the Rapid Sub-Acute Treatment Room, Acute Treatment Room, Emergency Department Paediatrics Playroom, Paediatrics Hallway, Youth Waiting Room, Paediatrics Treatment Room, Day Surgery Prep and Recovery Room and Paediatrics Resuscitation Room which we transformed into Smilezones on December 6th – 8th.

- ✓ Interactive GestureTek gaming system
- ✓ Universal charging station
- ✓ Bean bag chairs
- ✓ Custom bookshelf
- ✓ Touch-activated play table
- ✓ Kids table and chairs
- ✓ Nature, graffiti, hockey and geometric themed murals
- ✓ Xbox game consol
- ✓ Mobile iPad kiosk with lockable wheels
- ✓ Sound proof ceiling



A big thank you to the families who came together to make this project possible. We are grateful to Scott, Julie, Cooper and Anna Walker; Tony and Amy Campbell and Karen, Dave and Ben Maidement for supporting us to help kids in their community.

TESTIMONIAL:

"When I was approached by Smilezone to do some decorating in our new unit, of course I said yes. But I had no idea of the immense impact it would have on our patients, their parents and our staff. Smilezone lives up to their name – our Smilezone is a place where you really want to smile! The murals are just phenomenal! The art that goes into them is unbelievable. They are bright, colourful, happy and I've personally seen them help children and their parents take their minds off of the reason they are in hospital. But that's not all – they took it a step further and provided gaming and entertainment systems that allow our smallest patients to those almost ready for adulthood to focus on happier, carefree times. This truly is a place to smile. Thank you Smilezone!"

Rosemary Lywood, manager of the Paediatric Program at Cambridge Memorial Hospital

8 new Smilezones at Milton District Hospital

Milton, Ontario

From December 20th – 22nd we were in Milton, Ontario creating eight new Smilezones at Milton District Hospital.

The Emergency Play Room, four emergency Department Child Observation Rooms, two Fracture Clinic Examination Rooms and the Maternal Newborn Family Lounge were renewed with items, colours and murals that will help the children and their families have

positive distractions, comforts and smiles during their visits.

- ✓ Sensory wall panels
- ✓ Hospital-grade bean bag chairs
- ✓ Wheelchair accessible iPad stations for use in the Observation Room and Lounge
- ✓ Engaging murals
- ✓ Fresh paint



BEFORE



AFTER

Our partners the Toronto Rock generously supported this project using the funds from their home game 50/50 sales and their 2019 Charity Game. With the Toronto Rock we were able to optimize these customized spaces to best suit the needs of the kids.

TESTIMONIALS:

"Part of healing is medicine and equipment which is what the Foundation [MDHF] does, which is to raise money for equipment and that supports our physicians ability to treat them but the other side . . . is a comforting and happy environment because that's what reduces stress and contributes to healing."

Helen Vatisas, Executive Director of Milton District Hospital Foundation

"I've come to realize that comfort can actually come from a genuine smile, a patient, listening ear, a hand to hold that is not in a rush to move away, even a warm blanket or glass of water. These are the comforts . . . that make the hospital less like a hospital and more like a home."

Dr. Salman Farid Khalid, Medical Director of MDH Emergency Department



SPECIAL EVENTS

24-Hour Hockey Tournament

On Thursday May 23rd we launched the tournament with the 2nd Annual Kick Off party generously hosted by The Original 6Line Pub. Players came out and enjoyed a night of drinks, food, prizes, live music by Kraig Nienhuis and excitement over this years tournament. Starting Friday May 24th at 3:00pm, teams battled it out on the “Sherwin Williams” ice for 24 hours with some of our favorite NHL stars; Rick Vaive, Kraig Nienhuis, Colton Orr, Stephane Matteau, Angela James, Adam Graves and Jay Wells. Thank you to NEOlife, each team had their own change room packed with protein bars and powders, snacks and swag to enjoy throughout the weekend. In the TSN Players Lounge, players enjoyed delicious catered meals from local restaurants and banquet halls, along with health and wellness services to keep them in tip top shape for the entire weekend.



The 24-Hour Hockey Tournament held once again at Joshua’s Creek Arena was another BIG success! Not only did we add two Women’s teams to the roster - who set a new bar with their enthusiasm, spirit, team themes and friendly rivalry - but we also held our first ever Community Village Event!



Community Village Kids Zone

While the players played so did the kids; on May 25th our Community Village Event brought together community members, children and families to enjoy a day full of smiles. Kids were wowed by the ‘Oshawa Generals Kidszone’ which included a magic show performed by WonderPhil the Magician, hot and fresh pizza, carnival snacks, inflatable bouncy castles, and interactive science workshops. Parents were invited to peruse the robust silent auction and maybe even sneak away for a moment to enjoy a delicious BeaverTail treat from BeaverTails Pastry food truck.

A huge thank you goes out to all our Hockey Heroes who not only endured 24 hours of hockey, but also beat our peer-to-peer fundraising goal. Of course, this event would not have been possible without our incredible Sponsors and in-kind donors who support the event year after year. We are excited to announce that we surpassed our fundraising goal by raising over \$160,000 at this year’s tournament! Thank you to our volunteers and hockey committee who volunteered countless hours of their personal time to support the planning and day of operations of the event.

SPECIAL EVENTS

7th Annual Celebrity Golf Tournament

On July 15th 68 foursomes teamed up with their favorite celebs to play a round of golf, enjoy some delicious grub, win prizes, bid on our silent and live auctions and soak up the sun at our 7th Annual Celebrity Golf Tournament!

While the golfers fueled up for the tournament 25 kids and their families played games, made crafts and lined up to score autographs and pics with their favourite sports celebrities at our kidszone. Our partners Toronto Rock and Raptors905 brought inflatable sports activities and entertained the kids with a special appearance from Iggy, the hilarious and goofy Toronto Rock Mascot.

Once again, we spanned the two stunning courses at Rattlesnake Point Golf Club for a full day of fun in the sun. Following a very action-packed round of golf, players enjoyed live entertainment from Kraig Nienhuis before gathering in the dining hall for a delicious marche style meal. Don Stewart lead everyone through a hilarious game of Heads or Tails followed by our exciting Live Auction. We were fortunate to have Ron MacLean emcee the evening, with an eloquent speech from YTV host Spencer Litzinger.

To conclude the evening, Adam Graves and Pat Morris introduced the two recipients of the 2019 Smilezone Ambassador Award; Vic Hadfield and Sean Monahan, for their all their incredible support to Smilezone Foundation and making children smile in their community.

It was a perfect day with tons of smiles all in support of Smilezone Foundation and we are proud to have raised \$175,000. We would like to give a big thank you to our Platinum Sponsor, Slight Music, all of our tournament sponsors, in-kind donors, volunteers, players, celebs and of course, Rattlesnake Point Golf Club for hosting for another year.



SPECIAL EVENTS

Toronto Rock Charity Game

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 fundraiser, Toronto Rock has supported projects at Safehaven for Community Living, Headwaters Health Care Centre and in 2019, ErinoakKids Centre for Development. We are thrilled to announce that our partnership is to continue in 2020 to create seven Smilezones at Gane Yohe Community Health Centre in Six Nations, Ontario. Toronto Rock goes above and beyond to brighten the lives of children. In addition to their very generous financial support, Toronto Rock volunteers their time (and mascot!) at our special events and grand openings, spreading smiles everywhere they go. We are thankful to have such an impactful partnership.



Charity Game

This year's Toronto Rock Charity Game was a huge hit! The March 16th St. Patrick's Day themed event brought together Lacrosse fans young and old who donned green Toronto Rock swag and participated in an array of fun activities that supported our Foundation. Not only did the Toronto Rock pull off another impressive win but we sold out of all our mystery balls and ball tosses, successfully auction off limited edition Toronto Rock jerseys, raffled helmets and got to meet

so many awesome and enthusiastic fans! We were thrilled to have Isabell and her family kick off the event with the ceremonial ball drop at center field as Smilezone representatives this year. We are beyond grateful to everyone who attended the event and participated in the Smilezone activities, the Toronto Rock organizers and players and of course our wonderful volunteers who helped make the event a success.

SPECIAL EVENTS

Raptors 905 Partnership

Raptors 905 first partnered with Smilezone Foundation for their 2018 play off season for 3 games and generously continued their partnership with us for their 2018–2019 season continuing the partnership through the 2019–2020 seasons. Through the 50/50 home game sales, Raptors 905 was able to bring smiles to the children, families and staff at ErinoakKids Mississauga by sponsoring the Smilezone build. Aside from funding, Raptors 905 have been very active partners at our 24 Hour Hockey Tournament and our Celebrity Golf Tournament by providing their inflatable interactive basketball activity with their mascot Stripes, sharing their basketball skills with the kids at ErinoakKids during World Smile Week, and going above and beyond at the ErinoakKids Mississauga Grand Opening. We are thrilled to be using the funds from the 2019-2020 season to create Smilezones at Peel Children's Aid Society in 2020.



World Smile Week

Here at Smilezone Foundation we're all about the smiles which means we're all about World Smile Day. World Smile day was established after the creator of the smiley face, Harvey Ball, noticed his iconic symbol had become too commercialized; contradicting the meaning behind the smiley. In response, Harvey founded World Smile Day to inspire people around the globe to make someone smile through simple acts of kindness. Smilezone takes this celebration a step farther by spreading smiles throughout the whole week! Take a look at what we got up to this year:



September 30th

Movie Day at Woodview! We kicked off the week by visiting the smiley kids at Woodview Mental Health and Autism Services in Burlington. American hockey player Megan Bozek joined us for some smiley, silly and colourful cookie decorating followed by a cozy afternoon with popcorn, fruit and blankets to watch Inside Out. The kids and staff all dressed in purple and yellow to celebrate Smilezone's version of World Smile Day!



October 1st

Next we traveled to Vanier Children's Services in London, ON where St. John's Ambulance joined us with some furry friends! The kids had the opportunity to make their very own rock pets using markers, googly eyes and glitter. Therapy pooches are always sure to make everyone smile!



October 2nd

Pathstone Mental Health was the next stop in our week-long celebration, and we were thrilled to add some Thanksgiving to the mix with some turkey puppet and turkey sock crafts! We brought with us a big World Smile Day banner for the kids to draw things that make them smile!



October 3rd

We brought back those summer vibes at ErinoakKids in Brampton with our beach and sundae themed activities! Equipped with grass skirts and leis, the kids, staff and families played with beach balls, skipping ropes, hopscotch and some glittery, silly crafts accompanied by delicious ice cream sundaes!



October 4th

To finish off our World Smile Day week celebrations we decided to make our Earth smile! Smilezone staff and Board Members gathered at Coronation Park in Oakville to clean up the park followed by a delicious lunch served by Monastery Bakery.

While we celebrated throughout these events, Smilezone's partner Centres from across Ontario joined us by spreading some smiles of their own! Staff and clients dressed in their most creative purple and yellow attire and posted the fun photos on social media for everyone to enjoy!

OUR FUNDRAISERS

Every year individuals and groups from all across Ontario host their own fundraisers in support of our Foundation. We were honoured to have received support from so many individuals, teams and companies who held their very own fundraisers in support of our cause in 2019.

Slime & Hot Chocolate

Smilezone friend Chloe wanted to give back to her community in a unique way. After sharing an inspiring presentation on Smilezone with her classmates, the grade six students unanimously voted to do something special. Chloe and her friends spent ten days selling homemade slime and hot chocolate at her school to raise money for Smilezone Foundation!



Wine, Sip, Shop

Medivino Imports teamed up with Acura of Oakville to host a Holiday Wine Tasting event on behalf of Smilezone! Hosted by Pegasus Hospitality at the beautiful Harding Waterfront Estates, their teamwork raised a total of \$1,000 for Smilezone Foundation.

Battle of the Blades

Ex NHL Enforcer Colton Orr chose to skate for Smilezone with his partner Amanda Evora in the 2019 season of Battle of the Blades. Colton and Amanda performed impressively, making it to the top 4 pairs of the competition winning \$12,500 for our Foundation!



Golfing for Kids

Diversey Canada chose Smilezone Foundation to be their charity partner for their 2019 annual Golf Tournament! They raised \$16,500 which we used towards the all-inclusive Smilezones at York children's Aid Society



A Grade 8 Legacy

After proposing Smilezone Foundation to his grade 8 classmates at Rotherglen, student Ryan Wood undertook a legacy project that would impact children of Oakville grieving the loss of a loved one. After his class banded together and presented on Smilezone in front of the REACH Foundation's panel of judges, Smilezone Foundation was granted an incredible \$3,000! The efforts of Ryan and his classmates will leave a lasting legacy for the children impacted by the new Smilezones at Lighthouse for Grieving Children.

Civy Day

Throughout the school year of 2018-2019 St. Mother Theresa's Catholic School raised over \$2,000 through their on-going, unique and fun Civy Day fundraisers! We are so grateful to the staff, parents, volunteers and students who participated in each event in support of our Foundation.



Holiday Cheer

The students and staff of E.J. James Public School chose Smilezone Foundation as one of their charities for their Holiday Shop Fundraiser. The students raised a total of \$3820.07 for Smilezone!

A Big Surprise

We were thrilled to receive a surprise visit from the International Union of Engineering Operators who gave us a cheque for \$15,000; money they had raised from their annual golf tournament



Bake Sale Goodies

White Oaks Secondary School student Sarah and her friends made homemade treats and goodies for an in-school bake sale. We were thrilled to receive \$115 from their efforts!

VOLUNTEER RECOGNITION

THANK YOU

Volunteers are a huge part of our success; through our annual hockey and golf tournaments, 50/50 games, World Smile Week and more, more than 500 volunteers gave their time, skills and efforts to supporting our cause in 2019 alone.

CORPORATE VOLUNTEERS

Perspective™ Perspective has wowed us at Smilezone with not only their generosity and big hearts but with their stunning design work! Perspective has been an invaluable partner of ours through volunteering their incredible design services as well as the features they write on behalf of our organization within various Globe and Mail features. We are beyond grateful to the entire Perspective team.

If you have ever been to one of our events you've probably seen our fantastic photographer Nigel and his son Aaron weaving around and snapping the top-notch photos we use to share on our social media, newsletter and website!

Nigel and Aaron have been graciously volunteering his time and talents to Smilezone for 4 years, coming to all of our events with enthusiasm and smiles so we can have gorgeous photos of all our exciting endeavours! A big thank you to Nigel, owner of 416Kings Photography for being an invaluable partner to Smilezone.

"I've worked with Smilezone for the past 4 years and it gets better every year. The work they do is incredible and I'm honoured to be a part of it. Getting to do this with son makes it even better and we can't wait for the next event!" – Nigel

"Volunteering with Smilezone is so much fun. All of the events are awesome and I've met so many amazing people. I got to work with my dad and take photos at the hockey tournament and the celebrity golf tournament. I want to keep doing this every year!" – Aaron

416KINGS
PHOTOGRAPHY

With the launch of our new Planned Giving program we are thrilled to have been offered support from Caldwell Securities. Caldwell has been very generous in volunteering their services of selling and processing any stocks that our donated to us through our Planned Giving program.


Caldwell Securities Ltd.
Independent Investment Advisors

SPECIAL EVENTS VOLUNTEERS

Over the past 3 years the Feeney brothers, Kirk, Brian and Ryan, have participated (Team Feeney) and supported the Smilezone 24 Hour Hockey Tournament in Oakville. They volunteered countless hours to our Hockey Tournament with the set up and tear down, pick-ups and deliveries, and even refereeing 4am games. The Feeney brother support to our hockey tournament is an invaluable contribution, but their generosity does not end there. Their family business and community connections have donated an abundance of food, beverages and silent auction items to ensure everyone has an incredible experience at the event. A huge thank you to the Feeney brothers and their entire family for the ongoing support and dedication to our tournament.

"Playing in the Smilezone 24 hour hockey tournament has allowed me to participate not only as a player but as a business owner. I appreciate the opportunity to be involved with such a great charity and being able to give back to this event. Smilezone puts smiles not only kid's faces but all those involved!" – Kirk Feeney



DONOR RECOGNITION



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EVENT DONORS



BMO

In July 2014 at our celebrity Golf Tournament BMO Financial Group announced an incredible \$1 million donation to Smilezone Foundation! Five years since their first contribution BMO has extended our partnership for another four years. Today, the funds donated by BMO Financial Group continue to put smiles on the faces of children in communities across Canada. BMO has supported many Smilezone projects over the years not only through their generous donations but by being an incredibly active partners and being advocates for both our cause and for the many amazing children who benefit from Smilezones.



Joan & Paul Waetchers

Joan and Paul very generously funded the Smilezone project at Headwaters Health Care Centre in Orangeville, Ontario. With deep roots and a lot of love for Headwaters, Joan knew she wanted to be a part of something that would make the experience of children receiving treatment at Headwaters a fun and memorable experience. Joan has a heart of gold evident from her long history of work with the hospital and through her generosity to Smilezone.

"So after seeing the excitement and joy that the Smilezone projects bring to kids and the staff, I knew that this is an organization that I wanted to be involved with. And so we sponsored the 2nd Smilezone project at Headwaters Healthcare Centre." – Joan Waetchers



Barrie Colts
Community Fund

Barrie Colts

In 2019, in addition to funding our projects at Youth Haven and Seasons Centre for Grieving Children, the Barrie Colts supplied jerseys for our Smilezones and spent time signing autographs, snapping pics and chatting with the kids that their generosity helped impact.



KPMG Foundation

2019 has been the third 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! With their donation we were able to create our first ever out of province Smilezones in Calgary, Alberta.



Accor Hotels

Accor Hotels generously supported our very first project out of Ontario, at Foothills Medical Centre and Youth Substance Use and Mental Health Services in Calgary, Alberta! Accor Hotels has helped over 1,100 children and youth that participate in mental health treatment each year at Youth Substance Use and Mental Health Services. Thanks to Accor Hotels, the new Smilezones are cheerful, energetic spaces for youth to play, relax and feel at home.



EVENT DONORS

Deloitte.

Deloitte community Foundation

This has been the third year Deloitte has committed to helping kids smile by supporting our Foundation! Deloitte's generosity has funded our projects at Youth Substance Use and Mental Health Services and Foothills Medical Centre - both a part of Alberta Health Services - 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 next year.



The LJ Pearson Foundation

LJ Pearson Foundation

Over the past four 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 donations to bring smiles to children.



Newmont GoldCorp Porcupine

Newmont GoldCorp Porcupine joined forces with us by generously donating the funds for our 2020 project at Cochrane Temiskaming Children's Treatment Centre in Timmins, Ontario. We are excited to work with GoldCorp in the near future as together, we help children in northern Ontario.



Jim & Elaine McGivern (planned Giving)

At the end of 2019 we officially launched our Planned Giving program and are thrilled to have had welcomed Jim and Elaine McGivern as our very first Legacy Club Members! Jim and Elaine generously gave their support for our upcoming 2020 project in Halifax, Nova Scotia.



Rotary Club of Oakville

As an organization that does so much for the community, we were very grateful to partner with the Rotary Club of Oakville for our project at Woodview Mental Health and Autism Services. The Rotary generously provided the funds to transform the Family Room at Woodview, and came out to celebrate the grand opening of the new Smilezones.



EVENT DONORS

The Walker Family

Scott, Julie, Cooper and Anna Walker generously supported our project at Cambridge Memorial Hospital in loving memory of Robert (Bob) Walker. We are humbled to have had the opportunity to honour Robert's memory through this Smilezone project.



Slaight Family Foundation

The Slaight Family Foundation has been an integral partner of Smilezone for the past 3 years; this year their generosity has funded the creation 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!



The Harold E. Ballard Foundation

Harold Ballard Foundation

We were thrilled to receive a grant from the Harold E Ballard Foundation in order to complete Smilezones at York Children's Aid Society. The support from the Harold E. Ballard Foundation will continue to make an invaluable impact to children and their families for years to come.



Sherwin Williams

Sherwin Williams is a dedicated partner of Smilezone through their on-going support of our Smilezones and for being the 2019 and 2020 24-Hour Hockey Tournament Presenting Ice Sponsor! Sherwin Williams is our exclusive paint supplier with their high-quality product, allowing our Smilezones to be bright, colourful and cheerful! We are thrilled to continue to grow our relationship with Sherwin Williams in the years to come.

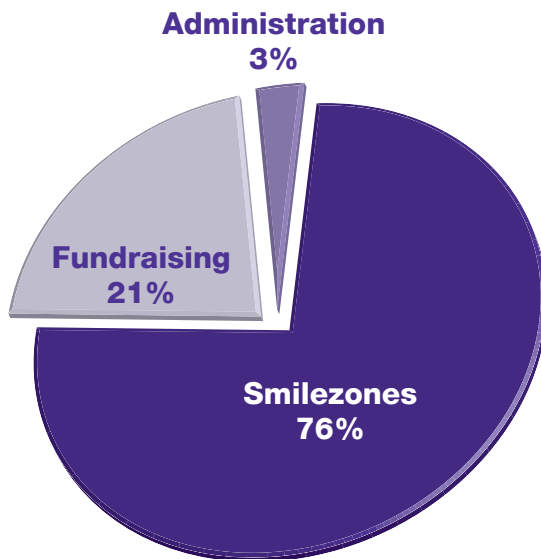


FINANCIAL OVERVIEW 2019

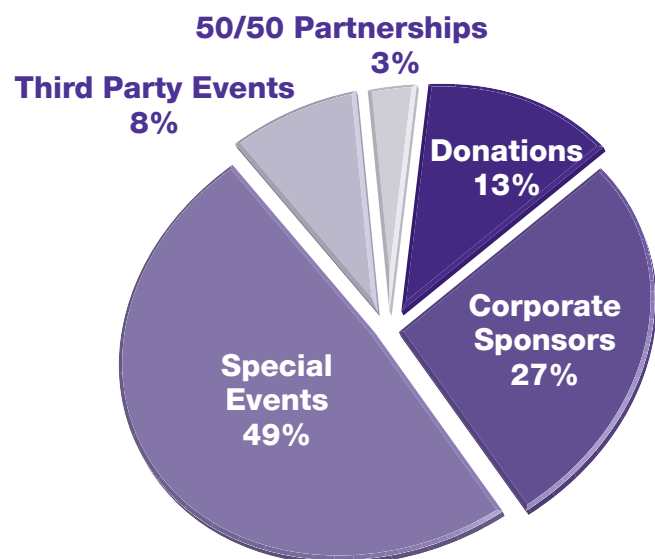
Consolidated figures

Based on year-end December 31st, 2019. Complete Audited Financial Statements are available on the Foundation website.

OPERATING EXPENSES



TOTAL REVENUE



OUR FUNDRAISING EFFICIENCY: 86%

MEANING FOR EVERY DOLLAR RAISED, WE SPEND 14 CENTS TO RAISE IT.

DID YOU KNOW?

Only 3 cents per ever dollar is spent on administration costs! We use more than 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.



THANK YOU FOR ANOTHER GREAT YEAR!





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557 Chartwell Road
Oakville, Ontario
L6J 4A8
905-951-2978