



Making Tough Days
Brighter for Children and
their Families

ANNUAL
REPORT

2020



Fun is at the heart of Smilezone



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



Table of **CONTENTS**

04 LETTER FROM OUR FOUNDERS
ON BEHALF OF OUR BOARD

05 OVERVIEW OF
SMILEZONE FOUNDATION

08 IMPACT ON OUR COMMUNITIES

09 COMPLETED SMILEZONE
PROJECTS 2020

12 SAFE SMILES CAMPAIGN

14 SPECIAL EVENTS
AND FUNDRAISERS

16 DONOR SPOTLIGHT

19 FINANCIAL OVERVIEW

Letter From Our Founders On Behalf of Our Board



While 2020 signified a year of challenges for everyone, we are proud to have been able to accomplish all we did throughout the COVID-19 pandemic.

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. We are honoured to support 222,469 children and their families who use our Smilezones each year 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.

We would like to extend our deepest thanks and gratitude to two of our founding members, Jackie Bachly and Violet Graves, who will be stepping down from the Smilezone Board as of 2021. Both Jackie and Violet have served dutifully on the Board since its inception in 2013, and their contributions to the Foundation over the past several years have been immeasurable. We would also like to welcome Meaghan Bachly and Hayleigh Telesnicki who will be joining the Board in 2021, both bringing extensive and outstanding experience to the Smilezone family as we continue to grow into the future.

Thank you to our Board of Directors, staff, partners, donors, and volunteers for your support and efforts in our 8th year."

Scott Bachly
Co-Chair, Founding Member

Adam Graves
Founding Member

2020 Board of **DIRECTORS**

Scott Bachly
Co-chair, Founding Member

Adam Graves
Founding Member

Jackie Bachly
Founding Member

Violet Graves
Founding Member

Brian Richardson
Co-Chair, Founding Member

Nick Javor
Founding Member

Pat Morris
Founding Member

Randy Lennox
Board Member

Tracee Smith
Board Member

Peter Corcoran
Board Member

Monique Rudder
Board Member

Ron MacLean
Board Member

Graham Dawick
Board Member

Natalie Dawick
Board Member


Joan Waechter
Board Member

Chris Coderre
Board Member

David Clanachan
Board Member

WHAT WE DO:

OVERVIEW OF smilezone



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! 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

8.

GRAND OPENING

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

2. IMPACT EVALUATION

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

7.

TRANSFORMATION

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

3. FINANCIALS

Smilezone evaluates the budget and available funds

6.

SET THE DATE

Confirm scope of work and installation schedule

4. PLANNING

Confirm the rooms most in need of a Smilezone transformation

5.

CUSTOM DESIGN

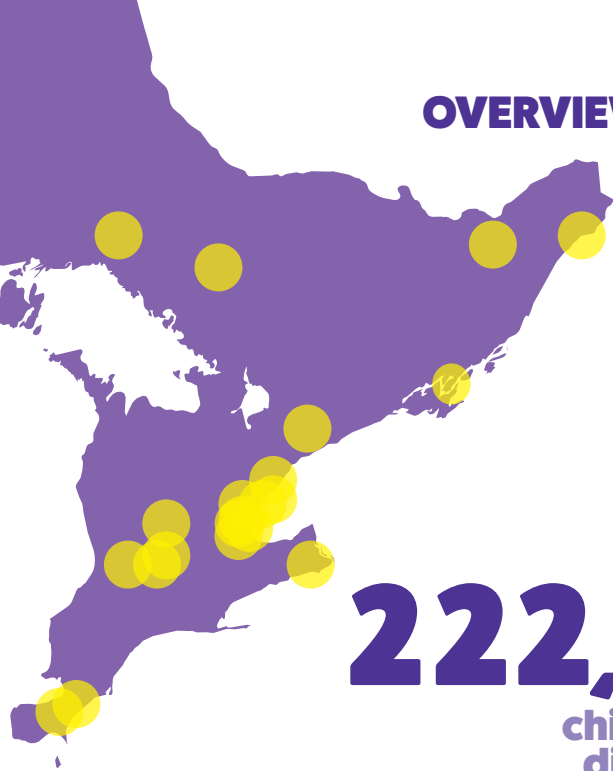
Collaborate with a team of staff & families to create spaces that meet unique needs of the children



290 smilezones

This year, Smilezone Foundation transformed 11 incredible Smilezones – We are proud to share that there are **now 290 Smilezones** bringing smiles to children and their families today! **35 communities** now benefit from Smilezones!

more than **222,000** children have been directly impacted



"The waiting room has become a completely different environment for children to interact with their parents and caregivers – some parents are down on the beanbags reading to their children, while some are lying on the mats at the bubble tubes talking to their children about the bubbles and colours. Still others are standing and interacting with the GestureTek with their children, playing movement games together. Our waiting room is no longer a place just to wait quietly but has become the perfect place to stimulate language development and interaction between babies, children, and their parents."

Ida Lloyd, Speech Language Pathologist, Five Counties Children's Centre



"The murals are bright and beautiful, even for parents. My daughter finds something new every time we go. There are lots of things for children to do, it is a nice opportunity for my daughter to interact with other children – it gives her the opportunity to ask if they want to play too, or to wait her turn. The interactive floor is really fun for all the children, and the babies love the bubble tubes. Every time I visit, I see someone looking at the jerseys too – you really have something for everyone now."

Shirley Ann Parcels, Parent, Five Counties Children's Centre



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!



28
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.



11
Sensory
items

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.



1
GestureTek

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 Five Counties Children's Treatment Centre

Coburg, On



Over the weekend of January 24th – 26th, 2020, the Smilezone team transformed **three** new Smilezones to support the children and families who access services at Five Counties Children's Centre.

More than **1,060 children and youth** who access support for physical, communication and developmental challenges at Five Counties, will benefit from the new Smilezones.

We were happy to transform the **Front Foyer, Waiting Room** and **Hallway** into bright, engaging, and fun Smilezone spaces for children, staff and families to enjoy.

Smilezones Fun Features include:

- ✓ Sensory Tables
- ✓ Fresh paint
- ✓ Wheelchair accessible iPad stations
- ✓ Safety railing
- ✓ Custom-made toy storage
- ✓ Inclusive murals
- ✓ Comfortable, easy-clean bench seating



BEFORE



AFTER



BEFORE



AFTER

Thank you to our generous donors who supported the new Smilezones at Five Counties Children's Treatment Centre, including our Giving Tuesday donors, 100 Teens Who Care and the Port Hope and District Health Care Foundation!

"I can't say enough about the new waiting room at Five Counties Children's Centre. The old waiting area was lacking luster and only had a few books for kids to read. The walls were dull and brick, not very intriguing. Most days our kids didn't even want to enter, now we can't get them to leave!"

The kids are amazed by the bubble tubes and the changing colors. One of our children loves to get out of his wheelchair and play on the projector mat. He loves the moving colors and shapes. When it is time for his appointment, we always have to promise we will come back to play at the end. Thank you Smilezone so much for giving these children such an amazing, fun and bright space to wait for therapy!"

Stephanie Martinell, Residence Supervisor

2 Smilezones GILDA'S CLUB

Barrie, Ontario



Over the weekend of February 21st – 23rd, 2020, the Smilezone team was in Barrie transforming the “Nooglieland” Children’s Room and “The Hub” Teen Room into Smilezones to support the children and their families.

Gilda’s Club Simcoe Muskoka provides support, education and hope to all people impacted by cancer, and to family members and friends of those diagnosed or who have lost someone to cancer. More than 100 children and youth will benefit from these new Smilezones at Gilda’s Club - having a fun and safe place to be while living through the experience on their family of

accessing cancer treatment or grief support.

Smilezone Fun Features Include:

- ✓ Fresh paint
- ✓ Engaging murals
- ✓ iPads
- ✓ Play kitchen
- ✓ Sand table
- ✓ Xbox console and games
- ✓ Wall mounted smart TV
- ✓ Magnetic white boards
- ✓ Wipeable love seat and chair



This project would not have been possible without the generous contribution from the Barrie Colts Community Fund. The Barrie Colts organization has demonstrated a compassionate commitment to supporting their local community and we are beyond grateful to have received their support for this project.



“When we first heard about Smilezone and what the organization was all about, we wanted to get involved. Through the Barrie Colts Foundation, we support many different organizations and charities in our community. Our relationship with Smilezone has made a big difference to a few of these organizations.

Working with Smilezone, we were able to help complete projects at Season Centre for Grieving Children, Youth Haven and Gilda’s Club. Knowing these organizations and the people that run them, and understanding the challenges each faces, the help they received from Smilezone has had a huge impact on them and the people they serve. We are so proud to be associated with the people at Smilezone!”

Barrie Colts

6 Smilezones Cochrane Temiskaming Children Treatment Centre Timmins, Ontario



Over the weekend of October 2nd – 4th, 2020, the Smilezone team was in Timmins transforming six spaces into Smilezones! We were happy to transform two Gross Motor treatment rooms, two therapy rooms, the gymnasium, and Waiting Area into bright, engaging and fun Smilezone spaces for children, staff and families to enjoy.

More than 1,000 children and youth of all abilities who access opportunities, develop their potential and participate in their community at Cochrane-Temiskaming Children's Treatment Centre, will benefit from the new Smilezones.

Smilezone Fun Features Include:

- ✔ Brand new kitchenette
- ✔ Magnetic white board
- ✔ iPads
- ✔ Sensory table
- ✔ Custom storage units
- ✔ Fresh paint
- ✔ New workstation
- ✔ Inclusive murals



This project would not have been possible without the generosity of Newmont Porcupine, whose philanthropic commitment to the Northern Ontario community has positively impacted thousands of lives.



"Newmont Porcupine is proud to support Smilezone Foundation's first project in the City of Timmins, which was to create uplifting, fun, therapeutic and engaging spaces at the Cochrane Temiskaming Children's Treatment Centre (CTCTC). We are proud to have been a partner in this great initiative, from the early planning and design stage to full completion, and thoroughly enjoyed visiting the CTCTC with the Foundation to witness the improvements made and to understand the benefits Smilezone will have on the CTCTC, and the community as a whole"

Newmont Porcupine

SAFE SMILES

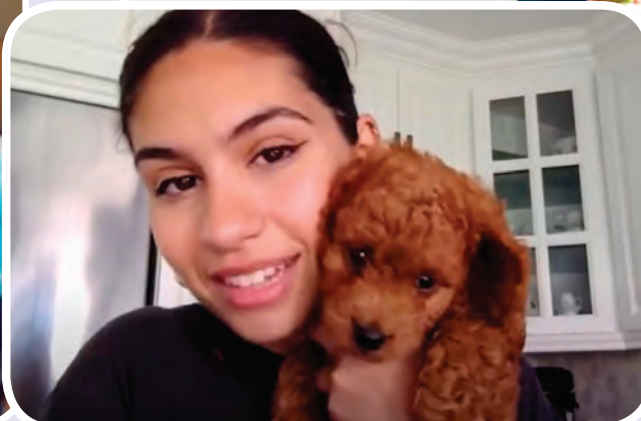


Due to the COVID-19 pandemic, we had to place many of our scheduled Smilezone projects on hold this year. We were still determined to give back to children in our partner hospitals and health care centres so we adopted a new campaign; Safe Smiles! Through this campaign, with every double-layer, reusable mask that was sold, we donated one to a child receiving medical care.

We are proud to announce that with your support, we were able to donate nearly **3,000 masks** to children in paediatric hospitals and centres across Ontario and Halifax! A huge thank you to everyone who supported this ongoing initiative in anyway.



Thank you to Celebrity Ambassadors Alessia Cara, Eric Lindros, Spencer Litzinger, Sean Monahan and the Halifax Wanderers CPL team for supporting our Safe Smiles campaign!



SAFE SMILES



Smilezone Foundation Founders Scott Bachly and Adam Graves, along with NHL star Derek MacKenzie, visited Sudbury's NEO Kids' Children's Treatment Centre



NHL star Vince Dunn's family accompanied our Founders to both Peterborough Regional Health Centre and Five Counties Children's Centre



We were thrilled to team up with Barrie Colts Owner and President, Howie Campbell, to deliver Safe Smiles masks to Orillia Soldiers Memorial Hospital!



NHL great Mike Kitchen teamed up with Smilezone to give back to his hometown in Newmarket, ON, donating masks at the Southlake Regional Health Care Centre!



Ottawa Senators Coach, DJ Smith, accompanied Smilezone to CHEO Children's Hospital



Smilezone travelled to North Bay to deliver Safe Smiles masks to children at North Bay Regional Health Care Centre and One Kids Place!



The Smilezone team was excited to visit our friends at Five Counties Children's Centre in Coburg to donate Safe Smiles Masks!

2020 SPECIAL EVENTS

This year our Board of Directors made the difficult decision to cancel our 24^{HR} Hour Hockey Tournament and our Annual Celebrity Golf tournament to adhere to safety protocols and prevent the spread of COVID-19.

While we missed the opportunity to gather with all of our event supporters, sponsors, volunteers and celebrity ambassadors, we are thrilled to have had so many people support our Foundation through their own fundraisers!

Toronto Rock Lacrosse

As one of our major annual supporters, Toronto Rock partnered with our Foundation once again through their 50/50 program! The 2020 annual Charity Game had to be postponed but we are thrilled to share that the funds raised will enable us to create Smilezones for the children at Gane Yohs Community Health Centre in Six Nations!



Raptors905

We are so grateful to Raptors905 for once again partnering with us through their home-game 50/50 sales. While the basketball season was cut short, we were still able to raise enough funds with Raptors905 to be able to complete a Smilezone project at Peel Children's Aid Society! We look forward working with the Raptors905 team to create these new Smilezones in the near future.

Gaming for Smiles: ACE Media & NFL Association

In the summer of 2020 ACE Media and the NFL Association teamed up to leave an incredible impact. Professional athletes partnered with gamers to compete in a Twitch competition (Twitch Rivals: Supergames ft. Fortnite) all for the sake of charity. We are honoured to have been chosen by NHL defenseman Vince Dunn whose efforts won more than \$30,000 for Smilezone!



AND FUNDRAISERS

100 Teens Who Care

The 100 Teens Who Care Oakville is a group of community minded youth that meet quarterly to select a local charity to direct their efforts and donations to. We are thrilled to have been chosen by this incredible group whose donations funded the sensory table at Five Counties Children's Centre!



Crafts Sales: YMCA of Oakville

The children in the YMCA afterschool program created unique arts and crafts and, with the help of the YMCA staff, sold their creations to friends and family; donating all of the proceeds to Smilezone Foundation! We are so grateful to these wonderful children for all of their efforts.

Skating for a Cause: Kitchener Rangers

For their 2019/2020 season, the Kitchener Rangers teamed up with Heffner Toyota to pledge a \$10 donation for every penalty kill they managed. We are proud to share that they were able to raise over \$2,000 for our Foundation! We also had the opportunity to join the Kitchener Rangers for the Clarky's Kids Christmas party where we could thank the team in person and spend with the kids (and Santa)!



Pancake Party: Sunnyside Grill

Sunnyside Grill generously hosted a pancake fundraiser for our Foundation! Over one week, one dollar from all pancake sales went to supporting our mission. We are also grateful to Sunnyside for donating gift cards for us to use as prizes for our weekly quarantine pancake contests!

MAJOR DONORS



Bell Let's Talk Community Fund

We are thrilled to have received support from Bell Let's Talk Community Fund which will contribute to beautiful new Smilezones at Woodview Mental Health and Autism Services Brantford. Bell shows incredible dedication to spreading awareness and funding projects that enable more individuals to access mental health supports in Canada, and we are honoured to partner with them.



Bank of Montreal

In July 2014 at our celebrity Golf Tournament BMO Financial Group announced an incredible \$1 million donation to Smilezone Foundation! Five years after their first contribution BMO generously 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.



The LJ Pearson Foundation

LJ Pearson Foundation

Over the past five 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.



Sherwin Williams

Sherwin Williams is a dedicated partner of Smilezone through their on-going support of our Smilezones and for being a regular 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.



Deloitte.

Deloitte Community Foundation

This has been the fourth 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 three years, we can't wait to see what we can accomplish together in the future.



Newmont GoldCorp Porcupine

Newmont Porcupine generously funded our Smilezone project at Cochrane Temiskaming Children's Treatment Centre in Timmins, Ontario. Newmont Porcupine is committed to supporting their local communities and demonstrates a dedication to improving the lives of children in Northern Ontario. Thanks to their support, the kids can now enjoy sensory-friendly, warm and fun Smilezones during their appointments!



Slaight Family Foundation

The Slaight Family Foundation has been an integral partner of Smilezone for the past 4 years; in their generosity has funded the creation of 4 Smilezones at Etobicoke General Hospital and will enable us to bring Smilezones to Michael Garron 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.



Barrie Colts
Community Fund

Barrie Colts

In 2020, the Barrie Colts generously contributed to the new Smilezone installations at Gilda's Club in Barrie, ON. The Barrie Colts have been long time supporters of Smilezone Foundation, previously contributing to Smilezone projects at Youth Haven and Seasons Centre for Grieving Children in Barrie, and spending time signing autographs, snapping pics and chatting with the kids that their generosity has helped impact.



MAJOR DONORS

The Harold E. Ballard Foundation

Harold Ballard Foundation

We were thrilled to receive another grant from the Harold E Ballard Foundation which will enable us to complete Smilezones at Scarborough Health Network. The support from the Harold E. Ballard Foundation will continue to make an invaluable impact to children and their families for years to come.



We are incredibly grateful to have had several compassionate supporters join our Smilezone Legacy Society since its launch in November 2019. Our Legacy society is comprised of individuals who have made a planned gift that will have a lasting impact long into the future.

“No one willingly chooses to spend time in a hospital, and it is even more challenging for children, both those who are the patient and their siblings who often must accompany them. We love Halifax since moving here from Toronto thirteen years ago and felt that Atlantic children should enjoy the same uplifting experience as is available to children in Ontario. The IWK Health Centre, where our three grandchildren were born, is the primary, and outstanding, children’s hospital in Atlantic Canada.

We expect Smilezone will help ease the time many children and their families spend at the hospital.”

Jim & Elaine McGivern & the MacMurtry Family,
Legacy Donors



KPMG Foundation

2020 has been the fourth 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 in 2019.



Gord Waites Real Estate Team at Johnston & Daniel

We were honoured to receive a generous donation from the Gord Waites Real Estate Team at Johnston & Daniel in Muskoka through their annual corporate giving program. We would like to thank the team members; Gord Waites, Don Evans, Jacquie Evans, Julie Schnurr and Tracy Tennant for supporting our mission and look forward to our continued partnership!

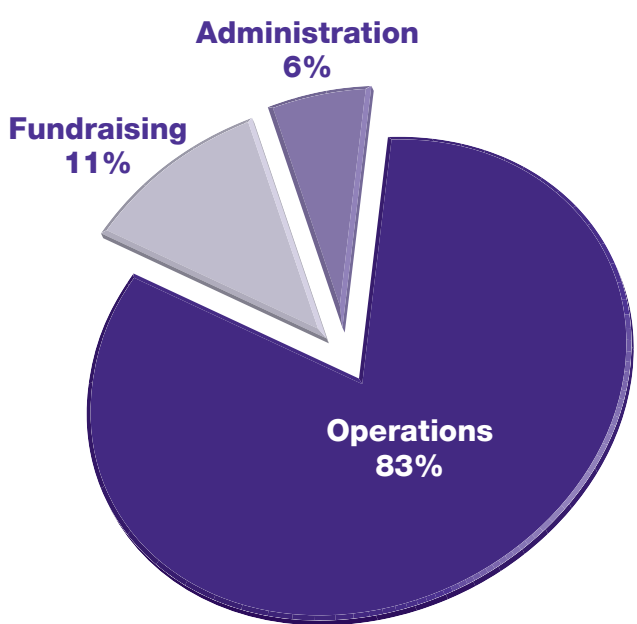


FINANCIAL OVERVIEW 2020

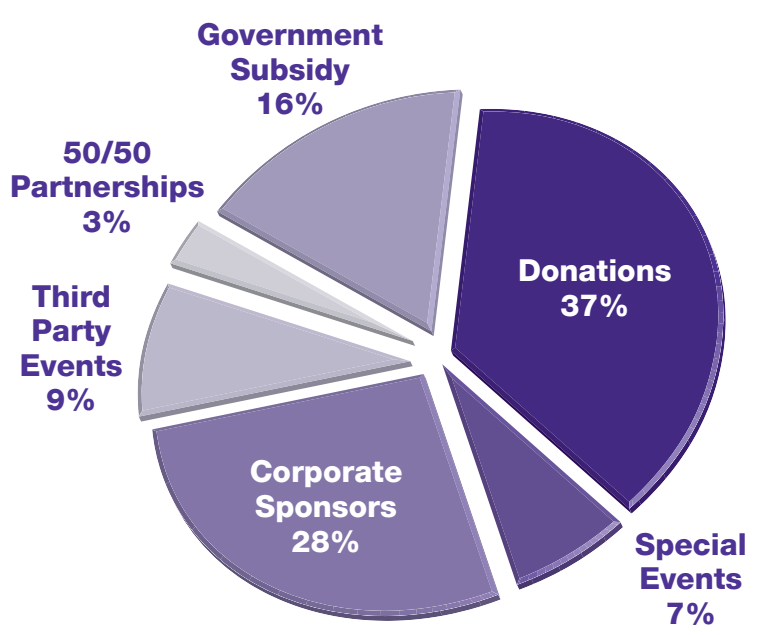
Consolidated figures

Consolidated figures Based on year-end December 31st, 2020. Complete Audited Financial Statements are available on the Foundation website.

OPERATING EXPENSES



TOTAL REVENUE



DID YOU KNOW?

Only 6 cents per dollar is spent on administration costs! We use 83% 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

smilezone FOUNDATION

-  @Smilezonefoundation
-  @smilezone4kids
-  @smilezonefoundation

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

Canadian Charitable #825656507RR0001