

Smilezone Foundation

Media Kit 2025



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Smilezone Foundation

Every Child Deserves to Smile

Mission Statement:

To make tough days a little brighter for kids receiving treatment in hospitals and health care facilities. We do this by creating accessible, engaging, and therapeutic spaces in health care and community facilities that improve the lives of children receiving medical treatment and support across Canada.

Vision:

To improve the lives of children receiving medical treatment at health care facilities across Canada and to ensure every child, regardless of the challenges they face, has a place to smile, heal, and thrive.

Core Values:

Compassion: Putting children and families first in everything we do.

Inclusivity: Designing spaces that reflect diversity, safety, and belonging.

Partnership: Collaborating with hospitals, communities, and donors to make a lasting impact.

Innovation: Using creativity and best practices to transform environments.

Transparency: Operating with integrity and accountability to our partners and the public.

Brief History:

Smilezone Foundation was founded in 2012 by former NHL player Adam Graves and business leader Scott Bachly, inspired by a shared vision to improve the healthcare experience for children. Initially approached to support a local hospital space, they quickly realized the widespread need for cheerful, healing environments across Canada.

Smilezone has transformed 450 spaces into Smilezones across Canada, benefiting over 96 communities and reaching hundreds of thousands of children, parents, health care workers and families.

Each Smilezone is thoughtfully designed to reduce stress and anxiety, using vibrant murals, sensory tools, and interactive technology to turn medical spaces into environments of hope, comfort, and joy.

BMO Financial Group has been a dedicated champion of Smilezone Foundation since day one, proudly serving as our founding donor partner. Their landmark \$1 million gift in 2014 helped establish our first Smilezones at Erin Oak Kids Centre for Treatment and Oakville Trafalgar Memorial Hospital. Since then, BMO's unwavering support has been instrumental in our national growth, enabling us to bring Smilezones to every province in Canada. Their continued partnership reflects a shared commitment to making healthcare spaces more inclusive, comforting, and joyful for children and their families.

From Nova Scotia to British Columbia, Smilezone continues to grow thanks to the generosity of donors, sponsors, and campaign supporters like Tim Hortons Smile Cookie Campaign.

Key Programs and initiatives

Smilezones:

At the heart of Smilezone Foundation's mission is the creation of "Smilezones" – custom-designed, child-friendly spaces that transform hospital and healthcare environments into comforting, engaging areas for children and their families. Each Smilezone is tailored to the unique needs of the healthcare setting and includes vibrant murals, sensory equipment, technology stations, and therapeutic play features.

These zones are designed to ease the stress of medical visits, reduce anxiety, and promote emotional well-being by providing children with a place to laugh, play, and feel safe during difficult times. To date, Smilezone has transformed over 450 zones across Canada, making a meaningful difference in the lives of thousands of children receiving medical care.

Annual Fundraisers:

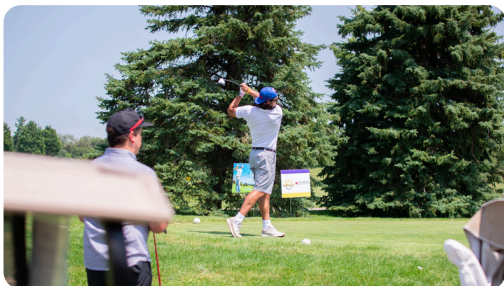
Smilezone Foundation proudly hosts three flagship fundraising events each year, which are instrumental in supporting the creation and maintenance of Smilezones across the country:

Smilezone Foundation Annual Golf Tournament:

Now in its 11th year, our Celebrity Golf Tournament continues to be one of our most anticipated and successful annual events. In 2024, the tournament was held at Lionhead Golf Club in Brampton, ON, where it sold out once again filling all foursomes and welcoming over 350 golfers across the Masters and Legends courses. Each group was joined by a celebrity guest, making for a truly unforgettable experience both on and off the course. The 2024 event alone raised over \$350,000, contributing to an outstanding total raised over the years.

We're proud to receive outstanding media coverage each year, including national and local outlets such as TSN and Sportsnet. In 2024, TSN broadcasted live on-site, hosted their morning show, and interviewed many of our celebrity guests throughout the day. This coverage, along with additional media features, resulted in over 16 million earned media impressions, significantly amplifying awareness of our mission and impact.

Over the years, we've welcomed an incredible lineup of celebrity guests, including hockey legends like Paul Henderson, Adam Graves, Doug Gilmour, and Darcy Tucker; current NHL stars such as Ryan O'Reilly, Sean Monahan, and Anthony Cirelli; and Olympic champions like Renata Fast, Victoria Bach, Emma Maltais, and Megan Bozek. Media personalities and sports figures like Ron MacLean and Elliotte Friedman have also joined us, adding to the electric atmosphere of the day.



Key Programs and initiatives

Hockey Helping Kids Tournament:

Our Hockey Helping Kids Tournament hosted by two-time Stanley Cup winner Adam Graves is now heading into its 10th year in 2025; it has become a community favourite. Held at Joshua's Creek Arenas in Oakville, the 2024 event featured 14 sold-out teams across both men's and women's divisions, with more than 200 local players, 14 celebrity pro players, and over 50 volunteers.

The tournament raised over \$200,000, all in support of building new Smilezones in hospitals and health centres across the country. We have welcomed celebrity pros such as Mike Gartner, Colton Orr, Bernie Nicholls, Rick Vaive, Megan Bozek and many more! It's a day packed with fast-paced fun and heart, and we're thrilled to be celebrating a decade of impact this year.



Smile Bowl presented by Hamilton Tiger-Cats

The newest addition to Smilezone Foundation's annual fundraising events, in partnership with the Hamilton Tiger-Cats Smile Bowl is a fun-filled, family-friendly bowling tournament designed to bring communities together in support of children's health. Participants form teams, enjoy themed lanes, prizes, and entertainment, all while raising funds to create more Smilezones across Canada. Whether you're a seasoned bowler or just in it for the laughs, the Smile Bowl promises strikes, smiles, and a meaningful impact.



Hamilton Tiger-Cats

The Hamilton Tiger-Cats are one of the most storied franchises in the Canadian Football League (CFL). Founded in 1869, the team has built a rich history of success, passionate fans, and unforgettable moments. Known for their fierce competitive spirit, the Tiger-Cats have captured 15 Grey Cup championships and are a pillar of Hamilton's community. With a legacy of talented players, including CFL legends, and a commitment to excellence both on and off the field, the Tiger-Cats continue to be a source of pride and entertainment for fans across Canada.

Key Programs and initiatives

Impact Stories: The impact of Smilezone Foundation's work is best reflected in the voices of the children, families, and medical professionals it supports:



"I like to play in the Smilezone waiting room before my appointments with my sister. It's more fun now that we can play on the iPads and watch movies. Sometimes we don't want to leave! The murals are also really cool and make me feel happy when I'm here. Thank you Smilezone!"

Hannah, 11

Seizures, London Children's Hospital



"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



"Parents in waiting room encouraging children to 'take turns' with the soccer game or water splash as they wait for staff to get them for therapy sessions. One child took the hand of another non-verbal child and told them to 'come play' and they walked through the leaves on the screen projected on the floor great smiles all around by parents and staff watching. Parents have remarked that they either come early or stay late after appointments to allow time for their children to play in the waiting area. The lobby 'makes my day.' Even if other things are not going well, parents feel welcomed and that this was a safe haven."

Paola Zimmer

Client Service Manager, KidsAbility Centre for Child Development



The Smilezone in the maternity and pediatrics ward at Headwaters Hospital made our two-day stay much more enjoyable. The bright colours and beautiful mural on the wall made our stay feel more positive. Our older daughter was able to watch videos on the large TV, which helped when we had visitors. She also loved that she could play on the 'iPad on wheels' while spending time with her baby sister. We felt very at home during our time at Headwaters away from home"

Shawn and Amy

Parent of a child reciving treatment at Headwatrs Hospital

Leadership Biographies



Scott Bachly

Smilezone Foundation Co-Founder & CEO, Bachly Construction

With over 35 years of experience in the Canadian construction industry, Scott has demonstrated exceptional vision, leadership, and entrepreneurial spirit. What began as a small family business in King Township, Ontario, has grown under his guidance into a multi-divisional construction firm specializing in custom homes, commercial buildings, and property restoration. Recognized by the Canadian Home Builders Association as one of Canada's premier high-end custom home builders, Scott continues to set industry standards for quality and innovation.

In addition to his construction achievements, Scott is the Co-Founder and Chair of the Board of Smilezone Foundation, a charitable organization he established alongside his wife Jackie, and Adam and Violet Graves. Through his leadership, Scott has played a pivotal role in shaping Smilezone's mission to create safe, uplifting, and therapeutic spaces for children receiving medical care. His dedication and tireless efforts with the Board of Directors have helped drive the Foundation's vision forward.

Over the past four years, Smilezone Foundation has experienced remarkable growth and impact, transforming hundreds of healthcare spaces across Canada. Scott is immensely proud of what the organization has accomplished and remains deeply committed to continuing its mission of putting smiles on kids' faces.



Adam Graves

Smilezone Foundation Co-Founder & Hockey/Business Operations NY Rangers

Adam is a respected community leader, humanitarian, and Co-Founder of Smilezone Foundation. Since helping establish the Foundation in 2012, Adam has served as a dedicated Board Member, using his platform and passion to champion Smilezone's mission of transforming children's healthcare spaces into comforting, uplifting environments across Canada.

A two-time Stanley Cup Champion, first with the Edmonton Oilers (1990) and later with the New York Rangers (1994), Adam is celebrated not only for his achievements on the ice, but also for his remarkable character and commitment off it. His leadership and compassion have earned him numerous accolades, including the NHL's King Clancy Memorial Trophy and the NHL Player Foundation Award, both honoring his exemplary humanitarian work. He's also been named USA Weekend's "Most Caring Athlete," Sports Illustrated for Kids' "Good Sport," and recipient of The Sporting News' "Good Guy" Award.

Adam brings that same spirit of integrity and service to Smilezone Foundation. His deep belief in the power of community, teamwork, and empathy continues to inspire the organization's work and growth. Through his tireless advocacy, Adam has helped bring smiles to thousands of children and families navigating difficult medical journeys.



Brian Richardson

Smilezone Foundation, Chair

Brian is a seasoned executive and award-winning marketing leader with a distinguished career spanning hospitality, travel, and senior living. As a member of the executive team at Fairmont Hotels & Resorts, Brian led global marketing during a period of extraordinary growth—helping expand operations from 2 to over 45 countries, increasing annual revenues from \$600 million to over \$5 billion, and growing the workforce from 10,000 to 50,000 employees.

Recognized by HSMAI as one of the "Top 25 Most Extraordinary Minds in Hospitality and Travel Marketing," Brian is known for his strategic vision, collaborative leadership, and expertise in building global brands across digital and traditional channels. He later transitioned to the senior living sector, joining Sienna Senior Living as Chief Marketing Officer shortly after its IPO. Sienna is now Canada's third-largest provider of senior housing.

Brian is also a longtime supporter and active member of Smilezone Foundation's Board of Directors. Since joining the Foundation, he has played an important role in shaping its marketing strategy, brand presence, and national growth. His insights and leadership continue to be instrumental in expanding Smilezone's reach and impact across Canada, helping to transform healthcare spaces and bring smiles to children and families in need.

Frequently Asked Questions

What is Smilezone Foundation?

Smilezone Foundation is a registered children's charity, based in Oakville, Ontario committed to putting smiles on kids' faces. The Foundation's mission is to make tough days a little brighter for kids receiving treatment in hospitals and healthcare facilities. We do this by creating fun and engaging "Smilezones" in existing healthcare spaces that harness the uplifting power of a smile for kids and their families.

How did Smilezone Foundation get started?

Smilezone Foundation was established in Oakville, Ontario in 2012 when founders Adam Graves and Scott Bachly were approached to make a financial contribution to the construction of a local hospital. The request made Adam and Scott realize they wanted to make a difference, not only in their community but in communities across the country. As fathers themselves, they wanted to give children a place to experience a break from their day-to-day challenges; simply, a place that would put a smile on a kid's face! This determination led to the creation of the Smilezone Foundation.

What is a Smilezone?

A Smilezone provides a bright, fun, and comforting space in a healthcare centre for children and their families to enjoy. Smilezones transform clinical settings like hospitals, rehab centers, mental health clinics, autism treatment centers, and Children's Aid Societies into warm, inviting spaces where children can freely express themselves, unwind, and receive support in a secure environment. Each Smilezone is fully customized based on the needs of the children and families using the space regularly. The spaces offer inclusive and interactive opportunities to children of all abilities by incorporating accessible technology and sensory experiences. The Foundation has transformed over 450 spaces into Smilezones across Canada, benefiting over 96 communities and reaching more than 360,000 children annually.

Who is Involved with Smilezone Foundation?

Smilezone Foundation is led by a volunteer Board of Directors, comprising fourteen dedicated professionals who deeply support the Foundation's mission and vision. Additionally, there are four staff members responsible for the Foundation's development, operation, and administration. Together with partners and volunteers, Smilezone Foundation brings hope and resilience to children and families during difficult times.

What is the Smilezone installation process?

Each Smilezone is fully customized with our hospital partners to ensure smile satisfaction. We prioritize a collaborative and client-centred approach in designing each Smilezone. Our team works closely with the hospital's clinical staff to identify and address the needs of children and families who use the space. After months of planning, the transformation process, from planning to execution, happens over one weekend, astonishing children, families, and staff with the changes that come Monday morning.

How much does it cost to build a Smilezone?

Smilezone Foundation truly believes that you cannot put a price on a smile. Costs for Smilezones vary depending on the partner facility's needs and scope of work, the Foundation works with local funders to set a budget ensuring every child can smile when visiting.

Where does Smilezone Foundation receive funding from?

Donations make a huge impact. Smilezone Foundation relies on individual donors' and corporate supporters' generous financial support. Additionally, the Foundation raises funds by hosting special events throughout the year, including our annual Smilezone Foundation Celebrity Golf Tournament and Smilezone Hockey Helping Kids tournament.

Where can I find a Smilezone in my community?

Smilezone Foundation has created over 450 Smilezones in communities across Canada. Each year, more than 360,000 children and their families visit these Smilezones, bringing smiles to their faces every time they walk through the door. You can find a list of completed Smilezones and upcoming projects on our website at www.smilezone.com

Frequently Asked Questions

How can I donate to Smilezone?

Smilezone Foundation is a registered charity (#825656507RR0001). General donations can be processed through the Smilezone website at www.smilezone.com - Visa, MasterCard and American Express are all accepted methods of payment and tax receipts are issued within 48 hours. Cheques can also be mailed directly to the Smilezone office, at 557 Chartwell Road, Oakville, Ontario, L6J 4A8.

I have an Idea for a Smilezone! who can I contact?

That's fantastic, we love to hear ideas for potential Smilezones! Please contact Jackie Hames - Jhames@smilezone.com or (905) 951-2978 with your suggestion ☺

Quick Overview

Smilezone Foundation at a glance

- Founded: 2012
- Founders: Scott Bachly & Adam Graves
- Zones Created: 450+ Smilezones across Canada
- Reach: Over 360,000 children and families impacted
- Areas Served: Hospitals, treatment centres, clinics, and community health facilities
- Signature Events: Smilezone Celebrity Golf Tournament, Hockey Helping Kids, Smilezone Foundation Smile Bowl presented by Hamilton Tiger-Cats
- Focus Areas: Pediatric healthcare, mental health, special needs, and palliative care

Press Release Overview:

- [Smilezone Foundation Marks 10 Years of Hockey Helping Kids](#)
- [Hamilton Tiger-Cats and Smilezone Team Up for First-Ever "Smile Bowl"](#)
- [Autism Nova Scotia Unveils Bright New Smilezone Spaces with Support from Tim Hortons Smile Cookie Campaign](#)
- [NHLPA GOALS & DREAMS, SMILEZONE FOUNDATION PARTNER ON NEWLY TRANSFORMED SMILEZONE SPACES AT STOLLERY CHILDREN'S HOSPITAL IN EDMONTON](#)
- [Habilitas Foundation Makes History by launching Quebec' First Smilezone](#)
- [Smilezone Foundation Celebrates 10th Annual Celebrity Golf Tournament: One of Canada's Premier Charity Events Raises Over \\$300,000](#)

About Smilezone Foundation:

Smilezone Foundation is a registered charity in Oakville, Ontario committed to improving the lives of children receiving medical treatment at health facilities across Canada. In 2012 founders Adam Graves and Scott Bachly were approached to make a financial contribution to the construction of a local hospital. Through partnerships with hospitals, community centers, and other organizations, Smilezone creates accessible, fun, and therapeutic environments where children can heal and thrive. Smilezone has transformed 450 spaces into Smilezones across Canada, benefiting over 96 communities and reaching hundreds of thousands of children, parents, health care workers and families. For more information, visit www.smilezone.com.

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