

SMILEZONE FOUNDATION



2023 ANNUAL REPORT





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A LETTER FROM THE EXECUTIVE DIRECTOR



Dear Friends of Smilezone,

As we reflect on another incredible year at Smilezone Foundation, I want to extend my heartfelt gratitude to our Board of Directors, our dedicated staff team, our volunteers, and our generous donors. Your unwavering support has been instrumental in our continued growth and success, allowing us to align closely with our strategic plan goals. It is because of your commitment that we can celebrate our accomplishments. This year marks a significant milestone for our Foundation, as we commemorate the tenth anniversary of our first Smilezone build at ErinoakKids Children's Treatment Centre in Mississauga, ON. Today, we are on the verge of completing 400 Smilezone renovations across the country—a testament to what we can achieve together.

Over the past decade, our Foundation has expanded its reach, with Smilezones now operating in six provinces, and exciting new projects planned in the remaining four provinces over the next 12-24 months. We are dedicated to enhancing healthcare spaces in communities large and small, recognizing the critical need for accessible, comforting, and enjoyable environments for children and families as they navigate health challenges. Our Foundation's progress is particularly remarkable considering we do not receive any government funding – Rather, it is the support from our family and corporate donor partners that has enabled us to make such a tremendous impact over the past decade. This year, we have made significant strides, including establishing a formal Diversity, Equity, and Inclusion (DEI) program and expanding our focus on youth mental health centres outside traditional hospital settings—responding to the growing need for specialized mental health services for Canadian children and youth.

As we look ahead to 2024, I am filled with excitement and optimism. The passion and dedication from our both our longtime and newest supporters continues to propel us to new heights. Together, we are making a lasting difference in the lives of children across Canada, and I am eager to see what we will accomplish in the coming year.

Jackie Hames

Executive Director, Smilezone Foundation



ABOUT SMILEZONE FOUNDATION

Our 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.

Our Vision

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

Our Why

Smilezones significantly improve the overall experience for young patients and their families. Research and feedback from our partners have shown that these thoughtfully designed areas not only reduce stress and anxiety but also encourage children to feel more comfortable and receptive to the care they are receiving. Whether it's through bright murals, interactive technology, or sensory features, Smilezones offer children a safe and welcoming place to momentarily escape the pressures of medical treatment and focus on simply being kids. These spaces foster positivity and resilience, contributing to a more supportive healing environment.

What is a Smilezone?

A Smilezone is a vibrant, custom-designed space in hospitals and healthcare centers, created to bring comfort and joy to children and families during challenging times. Typical features include fresh paint, colorful murals, new furniture, and permanent installations like sensory activities, interactive projectors, and gaming stations. Designed to be inclusive and accessible, Smilezones transform areas like waiting rooms, playrooms, and treatment spaces. Best of all, these transformations are completed in just one weekend, ensuring minimal disruption and a lasting positive impact.



400+

**Smilezones Across
Canada by 2024**



300,000+

**Children & Families
Impacted Annually**



8

**Provinces with
Smilezone by
the end of 2024**

OUR 2023 SMILEZONES



Lakeridge Health Port Perry Hospital

Generously Donated by Gilbert Kee and Kathy Perna

of Smilezones: 2 in the Hospital's New Life Centre and Emergency Department

"As many of you can imagine, or perhaps have even experienced yourselves, coming to the hospital can be overwhelming and uncomfortable for both children and adults. The addition of nature and lovely painted murals will help to provide a sense of calm and comfort to many patients. The new Smilezones in our emergency department and new life centre are designed to be therapeutic and interactive spaces."

- Christopher Squire, Lakeridge Health CFO



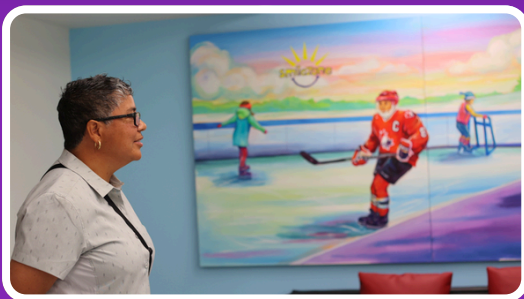
St Joseph's Healthcare Hamilton

Generously Donated by The Toronto Rock

of Smilezones: 5 in the Hospital's Urgent Care Center East Campus

"Since [The Toronto Rock] moved to Hamilton, we've wanted to be in this community, whether Smilezones or school visits, showing the people of Hamilton that Toronto Rock are here to build up the community."

- Challen Rogers, Toronto Rock Captain



Scarborough Children's Aid Society of Toronto

Generously Donated by Angela James, Canadian HHOF

of Smilezones: 8 in the Centre's Family Interview Rooms

"At CAST, we're always seeking new ways to better support families in our communities, including providing them with a warm and welcoming environment when they walk through our doors. We are grateful to Smilezone and Angela James for their donations and contributions that have allowed us to enhance the experience for children, youth and their caregivers during their important time together."

- Lisa Tomlinson, Chief Executive Officer at CAST



Trillium Healthcare - Credit Valley Hospital (Mississauga, ON)

Generously Donated by The Raptors905

of Smilezones: 6 in the Hospital's Pediatric Oncology Clinic

"It is community partnerships like this one that help us to provide the best possible health care experiences for our patients. These fun and interactive Smilezone spaces allow our youngest patients to focus on simply being kids, while we focus on their treatment and care. Thank you to Smilezone and the Raptors905!"

-Alison Quigley, SVP Patient Care Services, Trillium Health Partners



Joseph Brant Hospital (Burlington, ON)

Generously Donated by Bill and Donna Hook

of Smilezones: 6 the Hospital's Maternal and Pediatrics Clinics

"Providing pediatric patients and the passionate caregivers at Joseph Brant Hospital with an uplifting and cheerful environment gives our family great pleasure. Our love for children runs deep, having raised three of our own and now six grandchildren in this beautiful city of Burlington."

-Bill Hook, on behalf of the Hook Family



Brightshores Health - Owen Sound Hospital

Generously Donated by The Ewout and Lynn Heersink Family Foundation

of Smilezones: 4 in the Hospital's Emergency Room Department

"It's just such a great experience to see the transformation of a basic hallway and patient rooms to a really creative and engaging space for children and families"

-Alysa Shewfelt, on behalf of the Heersink Family

"To be able to come here and see the work that's be done in the hospital to give these kids smiles for the tough times they're going through... it's awesome"

-Ethan Burroughs, Owen Sound Attack Forward



Humber River Health (Toronto, ON)

Generously Donated by The Toronto Maple Leafs Alumni

of Smilezones: 3 in the hospital's Pediatric Day Surgery Clinic

"The area is a source of joy for children and parents alike! Our son, Seth, who has autism, found solace in the surroundings while he was here. A profound thank you to Toronto Maple Leafs Alumni and Smilezone for doing this"

-Parents of Seth, 12 years old



Abiona Centre for Infant & Early Mental Health (Toronto, ON)

Generously Donated by The Slaight Family Foundation

of Smilezones: 2 in the Centre's Family Meeting and Play Rooms

"We are incredibly grateful to Smilezone Foundation and the Slaight Family Foundation for their remarkable gift to Abiona Centre. This renovation comes at a perfect time as we continue our mission to support the emotional well-being of young mothers and their infants. These transformed spaces will undoubtedly bring smiles to the faces of our clients and their babies."

-Ekua Asabea Blair, President & CEO, Abiona Centre



Grand River Hospital (Kitchener, ON)

Generously Donated by Tim and Norma Jean Sittler

of Smilezones: 4 in the Maternity Ward and Pediatric Clinic

"The entire Smilezone team deserves thanks and recognition for bringing our project to life for the betterment of future community members. Grand River Hospital has been an important part of the Sittler family history having had five generations rely on the care and support of physicians, nurses, and staff personnel. We hope this creative donation brings an abundance of joy and happiness for many years to come."

- Norma Jean Sittler



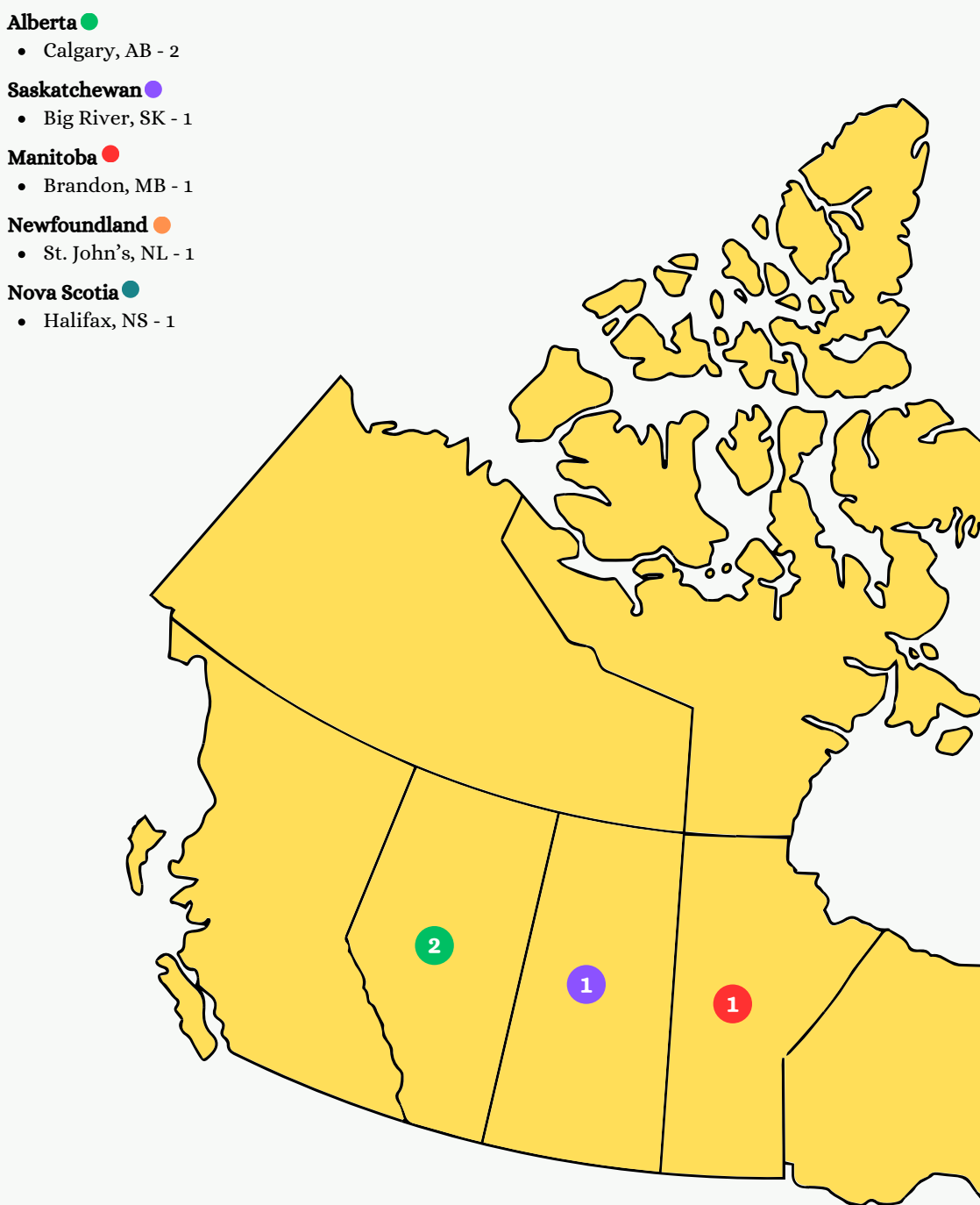
Janeway Children's Hospital (St. Johns, NL)

Generously Donated by Rhonda Pardy

of Smilezones: 7 in the Hospital's Physiotherapy Program

"My children and I have such love for Newfoundland and we are extremely proud and excited to be opening the province's first Smilezone in memory of my late husband, Craig. Heartfelt thanks to the Smilezone team whose design and construction expertise brought our vision to life by totally transforming the Janeway physiotherapy clinic. Craig brought smiles and joy to all who knew him, and the long-term impact of this project will do the same for staff, visitors, and more importantly, the patients."

- Rhonda Pardy



Greater Toronto Area ●

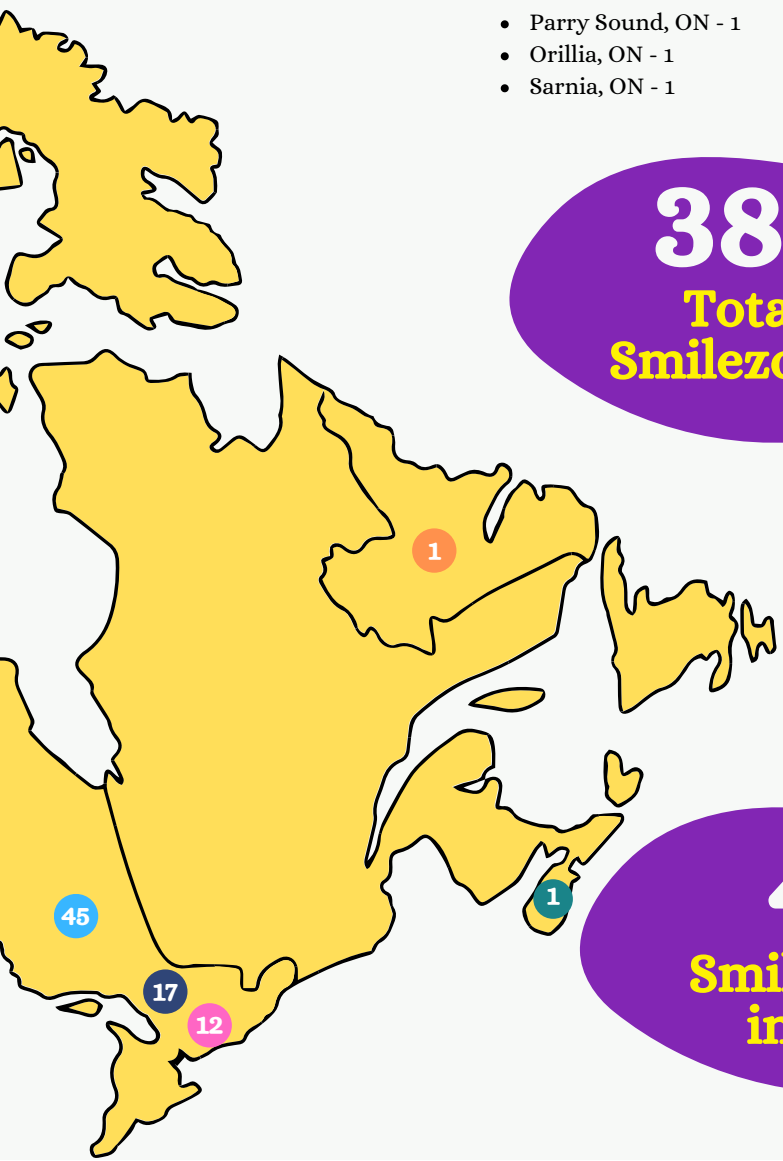
- Mississauga, ON - 4
- Oakville, ON - 3
- Milton, ON - 1
- Hamilton, ON - 1
- Newmarket, ON - 3
- Brampton, ON - 1
- Burlington, ON - 2
- Etobicoke, ON - 1
- Markham, ON - 1

Ontario ●

- Toronto, ON - 12

Ontario ●

- Kitchener Ontario - 2
- Sudbury, ON - 3
- Waterloo, ON - 1
- Ottawa, ON - 2
- Whitby, ON - 1
- Kingston, ON - 2
- Oshawa, ON - 1
- Barrie, ON - 3
- London, ON - 4
- Windsor, ON - 3
- Owen Sound - 1
- Parry Sound, ON - 1
- Orillia, ON - 1
- Sarnia, ON - 1
- Thunder Bay, ON - 2
- Port Perry, ON - 1
- St. Catherine's, ON - 2
- North Bay, ON - 2
- Orangeville, ON - 2
- Six Nations, ON - 1
- Brantford, ON - 1
- Timmins, ON - 1
- Cobourg, ON - 1
- Goderich, ON - 1
- Cambridge, ON - 1
- Cornwall, ON - 1
- Peterborough, ON - 2
- Guelph, ON - 1



382
Total
Smilezones

47
Smilezones
in 2023

EXPANDING SMILES ACROSS CANADA: LAUNCHING OUR 2023-2025 STRATEGIC PLAN



This year, we took an exciting leap forward with the launch of our *2023-2025 Strategic Plan: Maximizing Impact Nationally*. With over 300 Smilezones brightening lives in Ontario, it's our team knew it was time to bring our mission to more children & families across Canada.

Our expansion is guided by a **“Wheel, Hub, and Spoke” strategy**. We're focusing on major metropolitan areas and their children's health facilities, including special attention to diverse communities, followed by secondary cities to ensure Smilezones reach as many children as possible. This thoughtful approach ensures our resources create meaningful, lasting impact.

To Bring Our Vision to Life, We've Outlined Six Key Strategic Priorities:

- **Strengthen Our Fundraising Capacity:** Deepen donor relationships, grow our fundraising capabilities, and increase support through hosting more events.
- **Establish Best Practices:** Continue to improve on standardizing our processes to improve efficiency and consistency.
- **Build Organizational Capability:** Invest in personnel and resources to support expansion.
- **Increase User Engagement:** Strengthen connections and build opportunities for interaction with the children, families, and staff who utilize our Smilezones.
- **Diversify Communities Served:** Focus on expanding to reach a wider range of demographics
- **Enhance Existing Facilities and Offerings:** Refurbish current Smilezones and introduce innovative features to meet evolving needs.



This Strategic Plan is more than a roadmap—it's our commitment to bringing smiles and hope to children and families across Canada.

Visit www.smilezone.com to learn more about our Strategic Directions and how we're transforming spaces, one Smilezone at a time.



HOCKEY HELPING KIDS

On Saturday, April 29th, 2023, we hosted the 10th Annual Smilezone 'Hockey Helping Kids' Tournament at Joshua Creek Arena in Oakville, ON. Over the course of twelve hours, more than 20 hockey games were played, rallying support and raising crucial funds for Smilezone Foundation's mission!

Thanks to the incredible help of 12 teams, over 160 players, 10 professional celebrities, over 35 dedicated volunteers, and numerous community members, we raised over **\$120,000**. These funds will directly benefit Smilezone transformations in hospitals and health centers across Canada.



A special thank you to our Hockey Helping Kids committee and our generous sponsors for making this year's event such a big success!

Sponsors

Once Upon a Child Oakville
TMX Shorcan
First Ontario Credit Union
East Side Auto Service
Monaghan's Sports Pub
Sunset Grill
CSR Vending
St. John Ambulance
Gatorade

COBS Bread
Get in the Loop
Hughes Decorr
Corbett's Ski + Snowboard
Corbett's Source for Sports
Tim Hortons

HHK Committee

Adam Graves
Violet Graves
Shelley Feeney
Dan Rupoli
Laurette Woods
Gary Woods
Peter Smith
Maggie Found
Jackie Hames

9TH ANNUAL SMILEZONE CELEBRITY GOLF TOURNAMENT



On Monday, July 17th, 2023, at Lionhead Golf Club, 66 teams joined their favorite celebrities for a day of golf, delicious food, and spirited auctions at our 9th Annual Celebrity Golf Tournament! Thanks to our dedicated golfers and sponsors, we surpassed our goal, raising over **\$240,000** to support new Smilezone installations!



Platinum Sponsor

Slaight Family Foundation

Gold Sponsor

Bachly Construction

Silver Sponsors

David & Leslie Clanahan Foundation

Goodale Miller

Vieira Insurance

Bronze Sponsors

Air Canada Foundation

Adidas

Deloitte

Knar Jewelry

Policaro Group

Sea Island

Sienna Senior Living

TSN

Cart Sponsor

Oakville Sight and Sound

Lunch Sponsor

Cooper & Company CPA's

Silent Auction Sponsor

Apex Flooring

Wine Sponsors

Between the Lines Winery

Gary and Laurette Woods

Other Sponsors

Toronto Rock

Sony

Oakville Pump & Patio

Toronto Maple Leafs Alumni

416 Kings Photography

Committee

Scott Bachly

Laurette Woods

Brian Wilks

Pat Morris

Brian Richardson

Sanj Bhango

Jackie Hames

Maggie Found

Thank you!

2023 FUNDRAISING EVENTS

Toronto Rock 50/50 Program and Charity Game Night



The FirstOntario Centre in Hamilton, ON was alive with excitement on Saturday, February 4, 2023, as Toronto Rock once again partnered with Smilezone for their Annual Kids Night Charity Game. As longstanding supporters, Toronto Rock organized a memorable evening that included 50/50 ticket sales, a special auction of limited edition Toronto Rock Steeltown Hamilton Jerseys, a mystery ball contest, and more! Together with their dedicated fans, Toronto Rock raised \$25,530 in support of the Smilezone project at St. Joseph's Healthcare Hospital in Hamilton, ON. We extend our heartfelt thanks to Jamie Dawick and the entire Toronto Rock team for their continued support of Smilezone Foundation.

FANN Cup

The FANN CUP, an annual charity lacrosse tournament played by fans of the National Lacrosse League, celebrated another successful event on July 22, 2023, at the Toronto Rock Athletic Centre in Oakville, ON. This year, Smilezone Foundation was honored to be among the local charities benefiting from this exciting tournament. Participants enjoyed a day filled with friendly lacrosse games, a silent auction, delicious food, kid's activities, and more. Thanks to the generous support of Finlay, Shauna, and the FANN Cup organizing committee, the event raised \$6,682 for Smilezone Foundation!



TMLA Partnership



On November 29, 2023, the Toronto Maple Leafs Alumni (TMLA) proudly celebrated the grand opening of the new Toronto Maple Leaf themed Smilezone at Humber River Hospital in Toronto, ON. TMLA made a generous donation of \$75,000 to enhance the Pediatric Day Surgery Unit with new Smilezone spaces. The grand opening was a memorable affair, attended by several TMLA members such as Peter Ing, Tom Fergus, Ric Nattress, Dave Reid, Dave McLlwain, Kevin Maguire, Darcy Tucker, and more. Joined by iconic figures including Carlton the Bear, Smilezone Co-Founder Adam Graves, and Hockey Night in Canada Host Ron MacLean, they officially cut the ribbon to unveil the new Smilezones!

2023 FUNDRAISING EVENTS

Kate & Sydney's Skate-a-Thon

We are so grateful that this year's annual K&S Foundation fundraiser was a skate-a-thon in support of Smilezone! Every year Kate & Sydney set out to raise money for a charity that reflects their recent experiences. Kate was introduced to our Foundation in 2022 after we built a NY Rangers themed Smilezone in the Jim Neilson Sports Complex which is a brand new hockey arena that was named in honour of Kate's late grandfather. This event raised more than \$10,300 for Smilezone and we would like to give a special thanks to Kate & Sydney for supporting our cause!



Vipond Golf Tournament

On Friday, August 18th, 2023 at the Royal Ontario Golf Club in Milton, Ontario, Vipond Inc. had their 54th annual golf classic. This event doubled as their first annual charity golf event where they donated all the proceeds to Smilezone! We would like to say a big thank you to Mike and Lori Farren, John Phillips, and the entire organizing committee for supporting Smilezone and raising \$20,000 for our cause!



Tim Hortons Holiday Smile Cookies

This year Tim Hortons launched its first ever Holiday Smile Cookie Campaign during the week of Nov 13th-19th. For every holiday smile cookie sold, \$2 was generously donated back to local charities. Two Tim Hortons locations, Cambridge, ON and Elliot Lake, ON, chose to raise funds in support of Smilezone! Cambridge raised \$29,000 for the Lutherwood Mental Health Smilezone project happening in 2024, and Elliot Lake contributed \$3,500 towards the St. Joseph's General Hospital Smilezone Project also happening in 2024. Thanks to the unwavering support from franchise owners Erin in Elliot Lake and Johnny & Evan in Cambridge, a total of \$32,500 was raised for Smilezone!



THANK YOU TO OUR DONORS



Tim Hortons[®]

Harold E. Ballard
Foundation

The Fine Wolff
Mayer Foundation

CIBC MELLON



THANK YOU TO OUR DONORS



**The David & Leslie Clanachan
Family Foundation**

Gilbert Kee & Kathy Perna

**The Ewout & Lynn Heersink
Family Foundation**

**The Graham and Karen
Harris Family Foundation**

**Kate & Sydney's
Skate-a-Thon**

Scott & Jackie Bachly

Adam & Violet Graves

Andrew & Meaghan Bachly

Brian Richardson

Monique Rudder

Joan Waechter

Chris Coderre

**The LJ Pearson
Foundation**

Bill & Donna Hook

**Tim & Norma Jean
Sittler**

Rhonda Pardy

FANN Cup

Angela James

The Javor Family

Randy Lennox

Patrick Morris

Ron & Cari MacLean

Hayleigh Telesnicki

Jamie Dawick

Adam D'Silva

UPCOMING 2024 SMILEZONES

Scarborough Health Network - Scarborough, ON

Thank you to our donor, **Harold Ballard Foundation**

Lynwood Charlton Centre - Hamilton, ON

Thank you to our donor, **The Toronto Rock**

BC Children's Hospital - Vancouver, BC

Thank you to our Donor, **The Smilezone Board**

Red Deer Regional Hospital - Red Deer, AB

Thank you our donors, **Ron & Cari MacLean**

Haven House - Cambridge, ON

Thank you our donors, **Mark & Michelle Trombley**

Lutherwood Mental Health Services - Cambridge, ON

Thank you to our Donors, **Tim Hortons Cambridge & the Patey Family**

Cape Breton Regional Hospital - Cape Breton, NB

Thank you to our donors, **Tim Hortons Cape Breton Franchisees**

Turning Point Youth Services - Toronto, ON

Thank you our donors, **Fine Wolff Mayer Foundation & CIBC Mellon**

Centre de Readaptation (MAB-Mackay Rehabilitation Centre)

Thank you to our donor, **the Habilitas Foundation**

Cobequid Community Health Centre - Halifax, NS

Thank you to our donors, **Tim Hortons HRM Franchisees**

Dauphin Regional Health Centre - Dauphin, MB

Thank you to our donors, **Tim Hortons Dauphin and the Crisanti/Parry Families**

Waypoint Mental Health - Midland, ON

Thank you our donors, **Waypoint Foundation, Chigamik Community Health Centre and the Smilezone Golf Tournament donors**

Hamilton Child and Family Supports - Hamilton, ON

Thank you to our donors, **the Leslie & David Clanachan Family Foundation, Hamilton Tiger-Cats, Forge FC, and JR Digs Acoustic Christmas Concert**

Humber River Hospital - Toronto, ON

Thank you our donor, **The Slaight Family Foundation**

Burnaby Hospital - Burnaby, BC

Thank you our donor, **ITS Staffing Solutions**

Banff Mineral Springs Hospital - Banff, AB

Thank you to our donor, **the Heersink Family**

St Joseph's General Hospital Elliot Lake

Thank you to our donor, **Tim Hortons Elliot Lake**

Lansdowne Children's Centre - Brantford, ON

Thank you to our donor, **Margaret Gurney**



AUDITED FINANCIAL STATEMENTS



Smilezone Foundation Statement of Financial Position

December 31	2023	2022
		(As restated - Note 4)
Assets		
Current		
Cash and cash equivalents	\$ 947,719	\$ 773,992
Harmonized sales tax receivable	53,127	107,636
Prepaid expenses	416	416
	\$ 1,001,262	\$ 882,044
Liabilities and Net Assets		
Current		
Accounts payable and accrued liabilities (Note 3)	\$ 76,469	\$ 44,788
Deferred contributions	77,893	66,039
	154,362	110,827
Net assets		
Unrestricted funds	846,900	771,217
	\$ 1,001,262	\$ 882,044

AUDITED FINANCIAL STATEMENTS



Smilezone Foundation Statement of Operations and Changes in Net Assets

For the year ended December 31

2023

2022

(As restated
- Note 4)

	Construction Builds	General Fundraising	Total	Total
Revenue				
Donations	\$ -	\$ 284,067	\$ 284,067	\$ 414,018
Special events	-	654,703	654,703	576,745
Corporate sponsorship	-	267,500	267,500	184,938
	-	1,206,270	1,206,270	1,175,701
Expenditures				
Accounting and legal	21,010	3,708	24,718	28,365
Advertising and promotion	31,193	5,504	36,697	519
Credit card fees	5,778	5,778	11,556	11,917
Interest and bank charges	492	493	985	764
Materials and sub-trades	467,334	-	467,334	312,232
Office supplies and general	19,016	8,150	27,166	29,920
Programming	14,000	-	14,000	12,844
Salaries and benefits	218,892	93,811	312,703	244,769
Tournament expenses	-	217,792	217,792	215,081
Travel	16,784	852	17,636	23,910
	794,499	336,088	1,130,587	880,321
Excess of revenue over expenditures for the year			75,683	295,380
Net assets, beginning of year			771,217	475,837
Net assets, end of year			\$ 846,900	\$ 771,217

AUDITED FINANCIAL STATEMENTS



Smilezone Foundation Statement of Cash Flows

For the year ended December 31

2023

2022

(As restated
- Note 4)

Cash provided by (used in)

Operating activities

Excess of revenue over expenditures for the year	\$ 75,683	\$ 295,380
Changes in non-cash working capital balances		
Harmonized sales tax receivable	54,509	(59,745)
Accounts payable and accrued liabilities	31,681	(94,756)
Deferred contributions	11,854	40,000

Increase in cash and cash equivalents during the year	173,727	180,879
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Cash and cash equivalents, beginning of year	773,992	593,113
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Cash and cash equivalents, end of year	\$ 947,719	\$ 773,992
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Cash and cash equivalents consists of the following:

Cash	\$ 347,719	\$ 773,992
Redeemable GIC	600,000	-
	\$ 947,719	\$ 773,992



WWW.SMILEZONE.COM

JACKIE HAMES - EXECUTIVE DIRECTOR

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