

# 2022

## Annual Report

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**Smilezone Foundation**  
*Every Child Deserves to Smile*

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# From our Board



On behalf of our Board of Directors, thank you for supporting another wonderful year at Smilezone Foundation. Due to COVID-19 the past couple years has been difficult for charities, including Smilezone Foundation, as many of our projects were put on pause or delayed while our hospital and healthcare partners focused on providing heroic patient care throughout the pandemic. Despite these challenges, our Foundation is grateful for the **34 Smilezone installations at six health centres completed this year – giving children and families a reason to smile during these tough times.**

We do not change the way that children are treated or provide medical equipment or staffing. Instead our Foundation's power lies in transforming the healthcare environment, making historically outdated and institutional hospital spaces into bright, comforting and uplifting places to be for optimal healing. We've found that by adding vibrant colors, custom murals, gamification and technology, we can provide a much more enjoyable experience when children and their families attend for treatment. We take pride knowing that each Smilezone is customized and accessible at each facility we work with. Our team works hard to pre-plan and make sure every Smilezone renovation is completed over a single weekend, to ensure minimal disruption to our healthcare partners.

No other charity in Canada solely focuses on custom transformations in physical healthcare environments for the benefit of children and families receiving medical treatment. We are proud to announce that with installations expanded into Manitoba and Saskatchewan this year, Smilezones can now be found in five provinces – with big plans to expand to every province in the coming years.

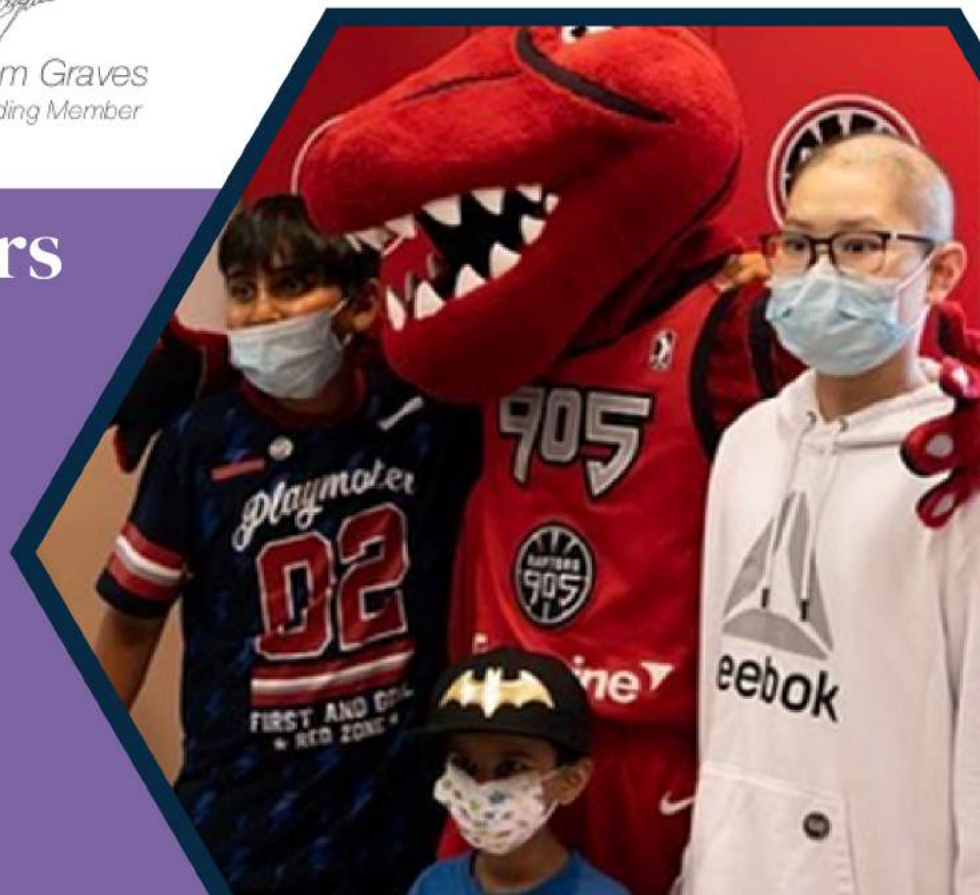
**Thank you to our Board of Directors, our staff, our healthcare partners, our volunteers, and our generous donors, for your unwavering support and efforts in our 9th year. We couldn't do it without you.**

Scott Bachly  
Co-Chair, Founding Member

Adam Graves  
Founding Member

## Board of Directors

|                  |                     |
|------------------|---------------------|
| Scott Bachly     | Randy Lennox        |
| Adam Graves      | Patrick Morris      |
| Brian Richardson | Meaghan Bachly      |
| Nick Javor       | Hayleigh Telesnicki |
| Peter Corcoran   | Joan Waechter       |
| David Clanachan  | Ron MacLean         |
| Monique Rudder   | Chris Coderre       |
| Jamie Dawick     | Rhonda Pardy        |





# Overview of Smilezone Foundation



Smilezone came into being when Adam Graves and Scott Bachly were approached to make a contribution to the construction of their local hospital but they realized they wanted to really make a difference for more than just one hospital. They started Smilezone as a charity organization for kids and families across Canada beginning in 2013 with the ErinoakKids Treatment Centre in Oakville, ON. Since then, more than 300 Smilezones have been installed in hospitals across Canada.



## What is a Smilezone?

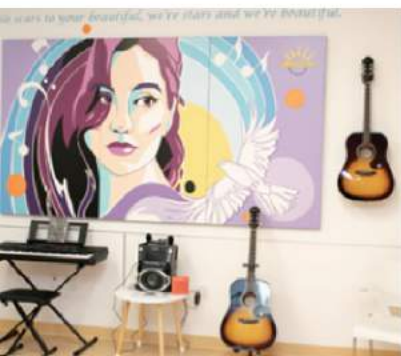
**A Smilezone makes having to spend time at the hospital easier by providing bright, comforting and engaging spaces where kids can forget about their treatment, and just have fun by immersing themselves in activities.**

The Smilezone team works with ideas provided by hospital staff to renovate a waiting room, playroom or treatment area into a bright and cheerful Smilezone in just one weekend.

All Smilezones are custom designed with lots of input and features: fresh paint, colorful murals, comfortable furniture, TVs, iPads, interactive sensory games, and more!

**Smilezones can be installed in any healthcare space!**

- Hospitals
- Rehabilitation Centres
- Specialized Treatment Centres
- Mental Health Centres
- Community Health Centres
- Children's Aid Societies





## Why Smilezone?

Spending time in the hospital can be stressful and scary for children and their families. Canada's healthcare environments are often cold, sterile, and outdated, even though this is where healing is supposed to happen. Our hospitals simply do not have the financial resources to change their physical environments since the institutions were built decades ago. Receiving medical treatment is difficult enough for kids, without stress from the physical environment adding to their sense of unease.

## Our Mission:

Smilezone 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.

Our vision is to improve the lives of children receiving medical treatment at healthcare facilities across Canada.

## Smilezone Ambassadors

Meet some of the kind-hearted and dedicated individuals we are proud to have as our Smilezone ambassadors:



### Alessia Cara

Grammy Winning  
Canadian Musician



### Paul Henderson

Retired NHL Player and  
Hockey Hall of Fame Inductee



### Eric Lindros

Retired NHL Player and  
Hockey Hall of Fame Inductee



### Sean Monahan

NHL Player for the  
Montreal Canadiens



### Tom Cochrane

Legendary Canadian Musician



### Tragically Hip

Legendary Canadian Rock Band

As of  
2022...

335  
Smilezones

5  
Provinces

250k+  
Smiles



# Our 2022 Smilezones



## Gane Yohs Community Health Centre

Six Nations, ON

In March 2022, Smilezone Foundation transformed **7 NEW SMILEZONES** at Gane Yohs Community Health Centre in Six Nations, ON.

Serving the Osheken community, every school-aged child passes through the Gane Yohs Community Health Centre to access dental care through the school Dental Program. About 1,100 children use the dental services at the centre through the school program alone! The Gane Yohs Community Health Centre is staple of the Osheken community, serving band members from Six Nations and New credit.

Thanks to generous support from **the Toronto Rock**, our team was able to transform the Front foyer and reception area, dental hallway, dental waiting area, and multiple dental and hygienist treatment rooms into bright and colourful Smilezones.

The renovated Smilezones include **colourful murals by local Six Nations of the Grand River Artist Arnold Jacobs, fresh paint, accessible furniture, jersey boxes, iPads, sensory tables, and more.**



*"Six Nations Health Services would like to say nya:weh kowa to the Smilezone Foundation and the Toronto Rock for their efforts in updating Gane Yohs Community Health Centre. We look forward to welcoming the Six Nations of the Grand River Community to enjoy the updated space for many years to come."* - Lori Davis-Hill, Director of Six Nations Health Services



# Our 2022 Smilezones



## London Children's Hospital

London, ON

Over one weekend in March 2022, The Smilezone team transformed **SIX NEW SMILEZONES** at London Children's Hospital!

Generously supported by **CIBC Mellon**, three Smilezones were installed in the hospital's **Child & Youth Mental Health Centre** – the Child & Family Therapy Room; the Child Play Therapy room; and the Child/Youth Interview Room!

Generously supported by the **Clanachan Family**, three Smilezones were installed in the LCH Hospital's **Pediatric Oncology Clinic** – the Radiation waiting room, and two Radiation Treatment Bunkies.

The renovated Smilezones include **fresh paint, colourful murals, sensory tactile spinners, new bench seating with lockable storage, iPads, and more** – all with the goal of bringing smiles to kids faces during their medical treatment.



*"When families arrive at London Children's Hospital it can be a frightening. While our health care experts offer the best possible care to families from across Western Ontario, grappling with a diagnosis and the realities of hospital life is challenging. We are thrilled that Smilezone Foundation understands the importance of providing kids with joyful moments throughout their time in hospital and has worked together with us to ensure that our kids benefit from beautiful and imaginative spaces"* - Scott Fortnum, President and CEO of Children's Health Foundation



# Our 2022 Smilezones



## Brandon Regional Health Centre

Brandon, MB

Over one weekend in August, our Smilezone team transformed **NINE NEW SMILEZONES** within the Brandon Regional Health Centre's Pediatric Unit – **the first ever Smilezones in the province of Manitoba!**

A very big thank you to our generous donors – **the Grewal, Kuntz and Spencer families** – for supporting the first ever Smilezones in Manitoba. The Smilezones are **dedicated in loving memory to Satwant Kaur Grewal and Dieter Kuntz**, who dedicated their lives to health care. All three families are directly linked to the Brandon Regional Health Center which dates back to when it was still known as Brandon General Hospital.

**“Our father was a psychiatrist at Brandon Mental Health Center and sadly died of cancer shortly after he arrived in Brandon. Our mother worked as a nurse at Brandon General Hospital. And I know she would have been very proud of how the care community has worked tirelessly to get us through what has been an incredibly challenging past two and a half years”** - Jin Grewal, on behalf of the three donor families

The new Smilezone features **brightly-coloured Brandon-themed murals in the halls, a new games room, child-sized furniture, TV, and other sensory-development games** designed to keep young patients and their families upbeat and smiling while they are receiving treatments and other care at the hospital.



***“The new Smilezones are absolutely adorable. It's so much fun on the ward now and it totally brought a smile to my face. This ward is such an amazing place, full of the most amazing, kind people you will ever know. So having this gift for the ward is such an amazing thing. It's going to make so many people happy”***

Amari Stocks, Pediatric Patient



# Our 2022 Smilezones



## Jim Neilson Sports Complex

Big River First Nation, SK

In September, the Smilezone team unveiled **TWO NEW SMILEZONES** within the Jim Neilson Sports Complex in Big River First Nation, SK– **the first ever Smilezones in the province of Saskatchewan!** A very big thank you to our generous donors – **Big River First Nation, the New York Rangers, the Neilson Family, and the Graves Family** – for making these transformative spaces for children and youth possible.

The new Smilezones feature **professional New York Ranger style locker rooms, with custom bench seating, murals, jerseys, and more** – all custom designed to help kids smile while lacing up their skates!

The First Nation's CEO, Derek Klein, said there was a sense of pride permeating through the community at the grand opening of the facility. **"I can just feel it in the community in how proud they are and how much this facility is going to benefit the youth. It's been a dream for the last 15 years and it is coming true today, so we couldn't be more excited. Thank you Smilezone Foundation for playing such a big role in this journey."**



*"We couldn't be prouder to celebrate Jim Neilson and his accomplishments in the new Smilezones, knowing that he is such a huge part of our hockey history and this community. Certainly his legacy lives on in New York, but up here in Big River First Nation, he is such an inspiration to all these kids and this new facility is terrific. Thank you for including Smilezone Foundation in this great cause" Adam Graves, New York Rangers Alumni and Smilezone Foundation Co-Founder*



# Our 2022 Smilezones



## Boost Child & Youth Advocacy Centre

Toronto, ON

In October, the Smilezone team installed **THREE NEW SMILEZONES** at Boost Child & Youth Advocacy Centre, a Toronto-based support centre for children faced with the trauma of reporting child abuse. The new Smilezones in the waiting room, hallways, and interview rooms provide a safe and uplifting space for children and youth to report their experience and receive much needed mental health support.

These new Smilezones would not have been possible without the generous support from **Tyler & Claire MacNamara**.

Boost CYAC is dedicated to the prevention of child abuse and violence through education, awareness, and collaboration with community partners. Unlike reporting in a police station which can be frightening and intimidating to children, the new Smilezones include features such as – **colourful themed murals, fresh paint, comfortable seating, custom storage and cabinetry, sensory activities, and technology such as television and iPads** – all meant to provide comfort and security for children who have experienced unimaginable trauma.



*"It goes without saying the incredible courage it takes for children, youth and their families to walk through these doors and tell their story. Boost CYAC recognizes the importance of creating a space that is welcoming and child friendly. Our new Smilezones have given us the chance to create an environment that not only physically transforms the rooms, but the experiences of those who enter the space!"*

Nora Conostas, Boost CYAC CEO



# Our 2022 Smilezones



## Windsor Regional Hospital

Windsor, ON

Over a single weekend in November, The Smilezone team transformed **SEVEN NEW SMILEZONES** at Windsor Regional Hospital! Generously supported by **the David & Leslie Clanachan Family Foundation**, Smilezones were installed in the Hospital's Pediatric Outpatient Waiting Room, Treatment Rooms and Hallways – bringing lots of smiles to the children, families and staff!

Windsor Regional Hospital is one of the largest hospitals in the Province of Ontario, serving a population of 400,000 people in Windsor and Essex County. It is the regional provider of advanced care in areas that include Complex Trauma, Renal Dialysis, Cardiac Care, Stroke and Neurosurgery, Intensive Care, Acute Mental Health, Family Birthing Centre, Paediatric Services, Regional Cancer services, and a broad range of medical and surgical services.

As part of the Smilezone Transformation, our team installed **fresh paint, colourful murals with Soccer/Jungle/Under-the-Sea themes, sensory tactile spinners, new bench seating with lockable storage, iPads, an interactive GestureTek floor projection system, and more.**



***"You talk to the medical staff and realize it's frightening for many kids in these hospitals. When you add colour and entertainment, children feel more that it's okay to go in there and get the treatment they need. Smilezone leaves a legacy with these projects. It brightens up people's day"** - David Clanachan, Donor and Former COO of Tim Hortons*





**35**

Smilezones installed  
in six hospitals &  
health centres in 2022

**21,992**

Children and youth  
impacted by new  
Smilezones in 2022

**3**

Canadian Provinces with  
new Smilezones  
in 2022

**335**

Total Smilezones  
across Canada as  
of 2022

**41**

Municipalities with  
Smilezones across  
Canada as of 2022

**67**

hand-painted murals  
installed in Smilezones  
in 2022



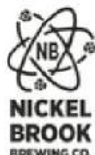
# Hockey Helping Kids 2022



On May 8th, 2022, we held our 7th Annual Smilezone "Hockey Helping Kids" Tournament at Joshua Creek Arena in Oakville, ON. Over a period of twelve hours, more than 30 games of hockey helped raise critical funds for the Smilezone Foundation mission!

Thanks to the generous support of 12 teams, 155 players, 10 pro celebrities, more than 35 volunteers, and many community members, we were able to raise more than \$150,000 for Smilezone transformations in hospitals and health centres 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!





# 8th Annual Smilezone Celebrity Golf Tournament

Presented by the Slaight Family Foundation



On **Monday, July 25th** at Lionhead Golf Club, 68 foursomes teamed up with their favorite celebs to play a round of golf, enjoy some delicious food, bid on our silent and live auctions and soak up the sun at our 8th Annual Celebrity Golf Tournament!

Presented by our Platinum Sponsor **the Slaight Family Foundation**, the marche-style dinner was hosted by Sportsnet Broadcaster **Nick Kypreos**. Our auctioneer Don Stewart lead everyone through a hilarious game of Heads or Tails followed by our exciting Live Auction.

To conclude the evening, our 2022 Smilezone Ambassadors **Anthony Cirelli** of the Tampa Bay Lightning and **Gil Moore** of legendary Canadian band Triumph made a heart-warming speech to our guests, speaking passionately about their dedication and support of the Smilezone mission to help make tough days brighter for children and youth in hospitals across Canada.

Thanks to our golfers and sponsors, we raised more than **\$210,000** in support of new Smilezone installations!



# Thank You to Our Major Donors



**BIG RIVER**  
FIRST NATION 11B



**Adam & Violet Graves**

**Bill & Donna Hook**

**Claire & Tyler MacNamara**

**The Clanachan Family Foundation**

**Grewal Family**

**Heersink Family Foundation**

**Joan Waechter**

**Kuntz Family**

**Larry Pearson Family Foundation**

**Spencer Family**

**Scott & Jackie Bachly**

**Smilezone Board of Directors**

**Tawse Family Foundation**





# Audited Financial Statements

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## Smilezone Foundation Statement of Financial Position

| December 31                                       | 2022       | 2021       |
|---|------------|------------|
| <b>Assets</b>                                     |            |            |
| <b>Current</b>                                    |            |            |
| Cash  | \$ 773,992 | \$ 593,113 |
| Harmonized sales tax receivable                   | 107,636    | 47,891     |
| Prepaid expenses                                  | 416        | 416        |
|   | <hr/>      | <hr/>      |
|   | \$ 882,044 | \$ 641,420 |
| <hr/>   |            |            |
| <b>Liabilities and Net Assets</b>                 |            |            |
| <b>Current</b>                                    |            |            |
| Accounts payable and accrued liabilities (Note 3) | \$ 44,788  | \$ 139,544 |
| Deferred contributions                            | 261,069    | 26,039     |
|   | <hr/>      | <hr/>      |
|   | 305,857    | 165,583    |
| <b>Net assets</b>                                 |            |            |
| Unrestricted funds                                | 576,187    | 475,837    |
|   | <hr/>      | <hr/>      |
|   | \$ 882,044 | \$ 641,420 |

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# Audited Financial Statements

## Smilezone Foundation Statement of Operations and Changes in Net Assets

For the year ended December 31 2022 2021

|   | Construction<br>Builds | General<br>Fundraising | Total      | Total      |
|---|------------------------|------------------------|------------|------------|
| <b>Revenue</b>  |                        |                        |            |            |
| Donations   | \$ -                   | \$ 223,988             | \$ 223,988 | \$ 181,950 |
| Special events  | -                      | 571,745                | 571,745    | 120,074    |
| Corporate sponsorship                                   | -                      | 184,938                | 184,938    | 145,000    |
| Government subsidies                                    | -                      | -                      | -          | 19,892     |
|   | -                      | 980,671                | 980,671    | 466,916    |
| <b>Expenditures</b>                                     |                        |                        |            |            |
| Accounting and legal                                    | 24,111                 | 4,254                  | 28,365     | 7,692      |
| Advertising and promotion                               | 441                    | 78                     | 519        | 8,097      |
| Credit card fees  | 5,958                  | 5,959                  | 11,917     | 2,510      |
| Interest and bank charges                               | 382                    | 382                    | 764        | 658        |
| Materials   | 269,548                | -                      | 269,548    | 89,163     |
| Office supplies and general                             | 20,944                 | 8,976                  | 29,920     | 13,698     |
| Programming   | 12,844                 | -                      | 12,844     | -          |
| Salaries and benefits                                   | 171,338                | 73,431                 | 244,769    | 97,658     |
| Sub-trades  | 42,684                 | -                      | 42,684     | 138,378    |
| Tournament expenses                                     | -                      | 215,081                | 215,081    | 37,874     |
| Travel  | 23,039                 | 871                    | 23,910     | 3,722      |
|   | 571,289                | 309,032                | 880,321    | 399,450    |
| <b>Excess of revenue over expenditures for the year</b> |                        |                        | 100,350    | 67,466     |
| <b>Net assets, beginning of year</b>                    |                        |                        | 475,837    | 408,371    |
| <b>Net assets, end of year</b>                          |                        |                        | \$ 576,187 | \$ 475,837 |





# Audited Financial Statements

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## Smilezone Foundation Statement of Cash Flows

| <b>For the year ended December 31</b>            | <b>2022</b>       | <b>2021</b>       |
|--|-------------------|-------------------|
| <b>Cash provided by (used in)</b>                |                   |                   |
| <b>Operating activities</b>                      |                   |                   |
| Excess of revenue over expenditures for the year | \$ 100,350        | \$ 67,466         |
| Changes in non-cash working capital balances     |                   |                   |
| Accounts receivable                              | -                 | 1,811             |
| Harmonized sales tax receivable                  | (59,745)          | (17,121)          |
| Prepaid expenses                                 | -                 | (416)             |
| Accounts payable and accrued liabilities         | (94,756)          | 108,228           |
| Deferred contributions                           | 235,030           | (51,851)          |
| <b>Increase in cash during the year</b>          | <b>180,879</b>    | <b>108,117</b>    |
| <b>Cash, beginning of year</b>                   | <b>593,113</b>    | <b>484,996</b>    |
| <b>Cash, end of year</b>                         | <b>\$ 773,992</b> | <b>\$ 593,113</b> |



## Contact us



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Executive Director

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