



Ryan's  
**CASE** for **SMILES**  
Helping kids feel better to heal better

# OUR YEAR IN REVIEW

## 2016 Annual Report



# A WORD FROM OUR FOUNDER



It is hard to believe that 2016 is coming to an end. I am so proud of how many lives we have been able to touch through our pillowcases, sewing days and Post-Traumatic Stress work. We are 120 chapters strong, serving 369 hospitals and have delivered close to 1.5 million pillowcases. As always, I struggle to find words that will adequately thank Case for Smiles coordinators and volunteers for the endless hours they devote to the children in their communities and for our donors who give so generously. As a parent who has walked in the shoes of our families, I know how grateful families are for them.

What I love about the work we do is that we bring joy wherever we go. On any given hospital sewing day you can hear a child exclaim, “this is the best day ever,” and listen to them giggle as we joke about how fast they drive the sewing machine. To hear that laughter is priceless for both us and their parents.

But each child’s illness can leave lasting scars. During our son, Ryan’s illness, and since his death, every member of our family has felt the impact of post medical traumatic stress (PMTS) and we have learned that we are not alone. Emerging research by Anne Kazak, Ph.D. and our partners at the Center for Pediatric Traumatic Stress has shown that 49% of adolescents develop mild to severe PMTS following cancer treatment, while 30% of young patients develop PMTS following a serious illness. The stress effects families too: 42% of mothers and 25% of siblings of cancer patients develop symptoms of PMTS. The good news is that these symptoms don’t need to last forever. This year our team began working with the Center to develop tools and resources that help children and families not only overcome the physical crisis, but thrive in the face of these experiences.

Which brings us back to the pillowcases... Today each of the over 200,000 pillowcases we deliver contains an insert card that alerts parents to the risk of PMTS and guides them to our internet resources for self-assessment, referral and building resiliency. Working alongside the Center we will continue to refine our tools, build our website and help over 50,000 families each year across North America.

With Gratitude,

A handwritten signature in cursive script that reads 'Cindy Kerr'.

Cindy Kerr  
Founder/CEO



# STORIES OF SMILES



## **Deepening Our Impact, Ensuring Our Sustainability.**

In 2016, we launched a \$1M Mission and Sustainability campaign. Our campaign's goal is to raise over \$1M to deepen our impact on families and to raise funds to hire the professional staff we need to sustain our mission for years to come. The funds will support development of our Post Medical Traumatic Stress (PMTS) programs and to ensure our organization has the resources and people needed to support families now and into the future.

## **Post Medical Traumatic Stress Program**

This year we completed translation of existing evidence based PMTS practice, clinical and research into language that is easily understood and tailored to the challenges of pediatric patients and their families. 232,979 pillowcases included insert cards that alert parents to the risk of PMTS and directs them to internet resources for self-assessment, referrals, and evidence-based coping tools were delivered to an estimated 50,000 families in 2016. These resources are particularly important given that limited funds mean that local hospitals often lack sufficient psychology, social work and child life resources.

## **Sustainability Program**

Our sustainability initiative's goal is to prepare CFS for the next generation of leadership and achieve the scale needed to sustain Case for Smiles. This includes supporting our 120 chapters and recruiting board members with the commitment, competencies and relationships to lead the next generation. In 2016 we raised \$570,000 of our \$1M goal to develop and implement our PMTS program and increase our staffing to build a more robust organization. We are confident that over the coming months, with your help, we will achieve our \$1M goal.

## **BY THE NUMBERS**

**120 chapters and 1000s of volunteers**

**More than 369 hospitals served**

**232,979 pillowcases delivered in 2016**

**1.4 Million pillowcases delivered and counting!**

# STORIES OF SMILES



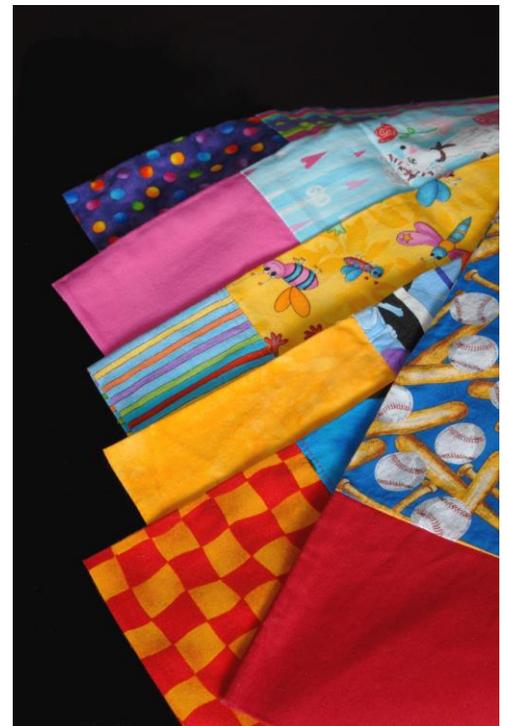
With heavy heart, I write to you all that our Luka The Lion gained his angel wings and went to heaven on December 1st, #GivingTuesday of all days. He transitioned peacefully while resting on the pillowcase from Case for Smiles surrounded by his loved ones. Thank you for this gift.

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On March 3, my 2-year-old daughter was diagnosed with ALL. While this has been such a difficult ordeal for myself and my children to endure I wanted to take the time out to express my heartfelt thanks to your organization. The care and thoughtful generosity we have received from organizations such as yours is a blessing in the midst of crisis and provides such enjoyment and a needed distraction. Thank you for doing what you do.

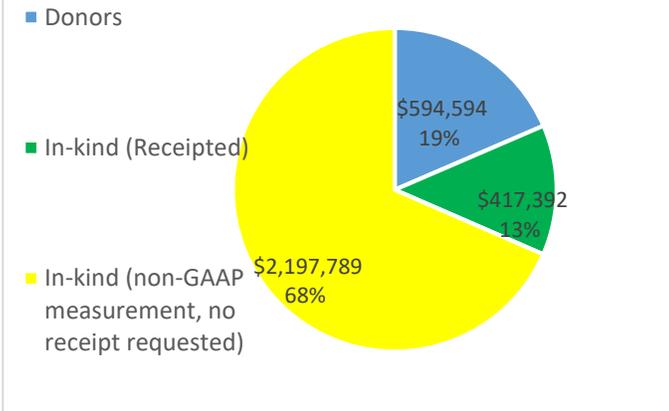


I consider myself a creative individual but I am running out of words to express to you how grateful I am for your brilliant and beautiful pillowcases! I need to purchase a thesaurus to find a method of conveying our appreciation for the lovely creations that you consistently provide for our pediatric patients of the Broward Health. Our Child Life Specialists, Kasey Castro and Caitlin Harrison, will have such fun sharing the joy, inspiration and love evident by the amazing pillowcases that you have created for our patients. You have once again shared your hearts! We were suddenly in desperate need for pillowcases as our census suddenly soared and you were all there for us ~ This is priceless~ As you know the wonderful pillowcases brightens the spirits of our patients as they are made to feel extremely special by this handmade gesture. Each colorful masterpiece was made with love that is evident with every stitch! Your beautiful donation provides miles of smiles throughout the day for our kids, showering the patient and their room with color and warmth... It is very much appreciated by the children, their families and the staff at large. Your act of kindness makes a world of difference!

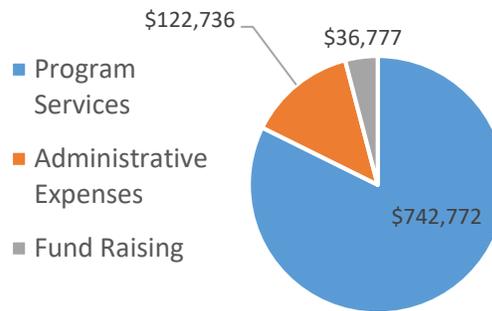


# 2016 FINANCIAL INFORMATION

## Donor Support

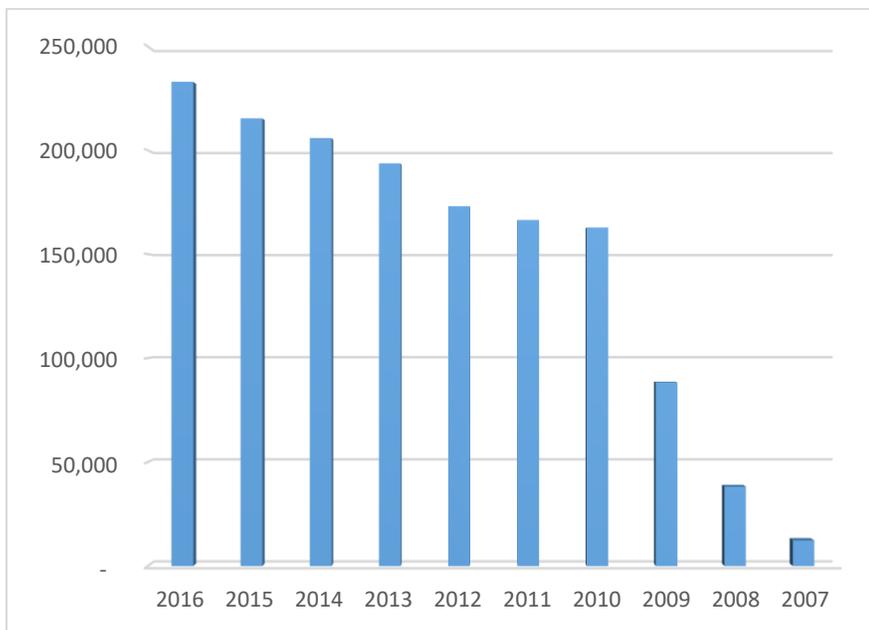


## Organization Expenses



Program Services = 74%    Administrative Costs = 12%    Fundraising Costs = 4%

## Pillowcases Delivered



## Thank You to Our Donors

- The Hess Foundation
- Kohl's
- Wawa
- Karlani Foundation
- H.O West Foundation
- Baby Lock
- Mutual of America
- Children's Hospital of Philadelphia
- And our many other generous sponsors

# LOOKING FORWARD

## Post-Traumatic Stress Initiative

Going forward CFS plans to pilot and refine our coping tools, resources and to launch our new Coping website. We will begin to build tools and curriculum to train Child Life Specialists to recognize and provide services that help mitigate the effects of PMTS. In providing these webinars, conferences and online resources, CFS will be one of the first to equip them with the skills they need to provide effective psychosocial support to children and families. In 2017, we plan to train 50% of our region's Child Life Specialists, with training rolling out for the rest of our region and across North America in subsequent years.



## Sibling Support

During treatment for a life-changing disease or injury, siblings often must face feelings of sadness, fear, frustration, and anger without support. Our goal in 2017 is to create evidence based resources on our new Coping website to support these siblings.

Resources will include tips on how to deal with emotions and ways to stay connected to their sick or injured sibling. In addition, CFS will pilot our first coping Sibshop at a pediatric hospital. Sibshops are in-person workshops where siblings of children with medical and developmental challenges can connect with other siblings, have fun, and talk about their experiences.



**Join us in**  
***Helping Kids Feel Better to Heal Better***  
**[www.caseforsmiles.org](http://www.caseforsmiles.org)**