



OUR YEAR IN REVIEW

2017 Annual Report

A WORD FROM OUR FOUNDER



Ryan Kerr - Our Inspiration

At Case for Smiles, everything we do is designed to walk alongside families as they cope with the trauma of a child's life changing illness or injury. In my 11 years with Case for Smiles, I have had the privilege of hearing stories and seeing firsthand the emotional lift our whimsical pillowcases give not only the children who receive them but their parents and care team as well.

"I just wanted to send my sincere gratitude to you, and the others in your organization. My daughter, Stella, is 18 months old. She was born with Spina Bifida and hydrocephalus. Needless to say, we are at the hospital on a monthly basis. This morning after she was brought out of her anesthesia, we were presented with your gift. She doesn't understand why a small piece of fabric means so much to mommy, but I know you do. Some days are harder than others but it's a ray of light to know people care and are sending prayers to unknown children, like mine."

Not only do the 1.7M pillowcases we have delivered bring comfort during a child's hospitalization, but they provide his or her parents access to priceless information to help them cope with the immediate crisis while building resilience for their children and themselves. In 2017 we launched emotional support programs designed to help children and families navigate one of life's most difficult experiences. Recognizing that children and their families experience traumatic stress symptoms more frequently than members of the armed forces, we launched [CopingSpace.org](https://www.coping-space.org). CopingSpace offers tools and resources in a web-based format for parents, caregivers, siblings, schools, and the community of a sick or injured child. These resources offer easy to understand, evidence-based information that help the parents, family and friends cope with a child's diagnosis, treatment and recovery while building resilience for the future.

As you look through these pages, I hope you will see how the work of our thousands of devoted volunteers, the financial support of our generous donors and extraordinary efforts of our dedicated staff have helped the entire family cope with a child's diagnosis of a life changing illness or injury. It's an honor to play a small role and I am grateful we get to walk this road together.

Thank you for your continued belief in our mission.

With Gratitude,

Cindy Kerr
Founder/CEO



YEAR IN REVIEW



10th Anniversary

Throughout 2017, Case for Smiles celebrated 10 years of helping kids feel better to heal better! We launched a new casino themed fundraiser, Aces for Cases, where Case for Smiles honored several people, companies, and corporations as well as celebrated the overall achievements of the organization. Case for Smiles hosted a Coordinator Convention in Wayne, PA. Bringing together chapter coordinators from across the nation to share ideas as well as talking about strategic initiatives to help guide the future of Case for Smiles.

Philadelphia Eagles Partnership

Case for Smiles was one of three non-profit organizations chosen to be a Care Partner with the Philadelphia Eagles for the 2017-2018 season. Being selected as an Eagles Care Partner enabled us to help more families cope with the trauma of life-changing childhood illnesses and injuries. Our staff was excited to learn from the entire Eagles team and share best practices with other community partners. This amazing opportunity further amplified and strengthened our overall impact on the families we serve.

YEAR IN REVIEW

BY THE NUMBERS

120 chapters and 1000s of volunteers

More than 369 hospitals served

224,781 pillowcases delivered in 2017

1.7 Million pillowcases delivered and counting!

Geographic Areas where Case for Smiles Delivers Pillowcases



STORIES OF SMILES

"Lilly is 8 years old and has been struggling with an autoimmune disease since age 3. She was in remission for a few years and has relapsed over and over for past year in a half. We have no extended family, and are new to Boston, there have been so many changes. Lilly began chemotherapy the other day in Tufts Floating Hospital. She was so scared, as was I. It was just us ...Lilly asked if family would come or her old friends from back home in NH but it's not an option. So when she saw that someone actually thought of HER and made HER a pillowcase of her very own especially one with paw prints!!! Dogs are her absolute favorite. She lit up like a Christmas tree!! We both had tears of joy. She will be coming back in for more treatments and now it doesn't seem so bad!! Thank you so much!!" Lilly's Mom



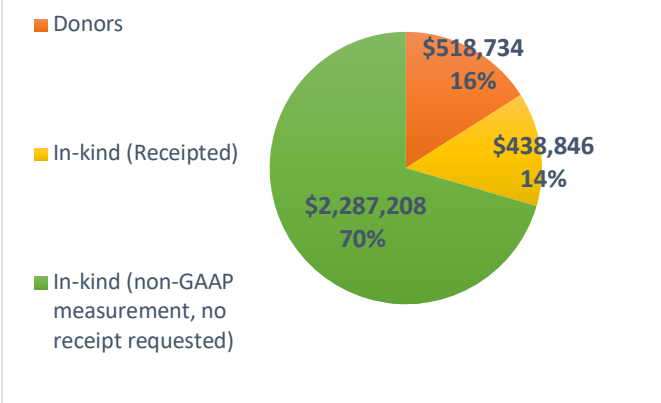
"My 19-month-old son is fighting stage 4 neuroblastoma cancer and is in isolation, the pillow cases definitely lighten up his crib. Thank you so much. God bless."

"Just wanted to stop by and thank you for the adorable pillow case that we received while in the hospital! My daughter is five and recently had brain surgery at Sacred Heart hospital in Pensacola, Florida. She has been so brave and strong, but mom and dad have secretly been a mess about it. Receiving this case really put us at ease knowing that we weren't the only ones scared for our child. We are now 3 weeks post-op and she's doing really well. We are passing on the info to all of our fellow parents that will be going through the same thing we did."

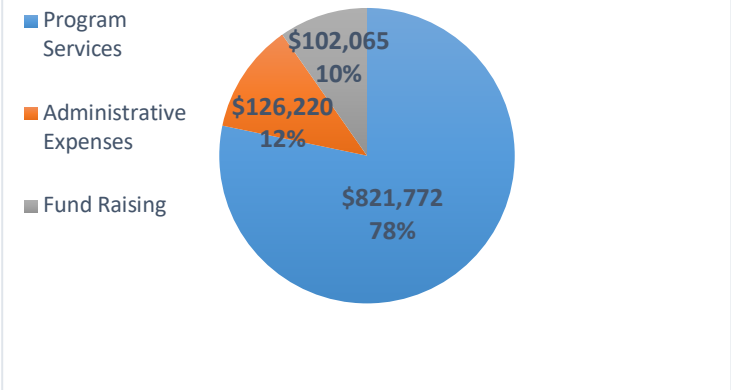


2017 FINANCIAL INFORMATION

Donor Support

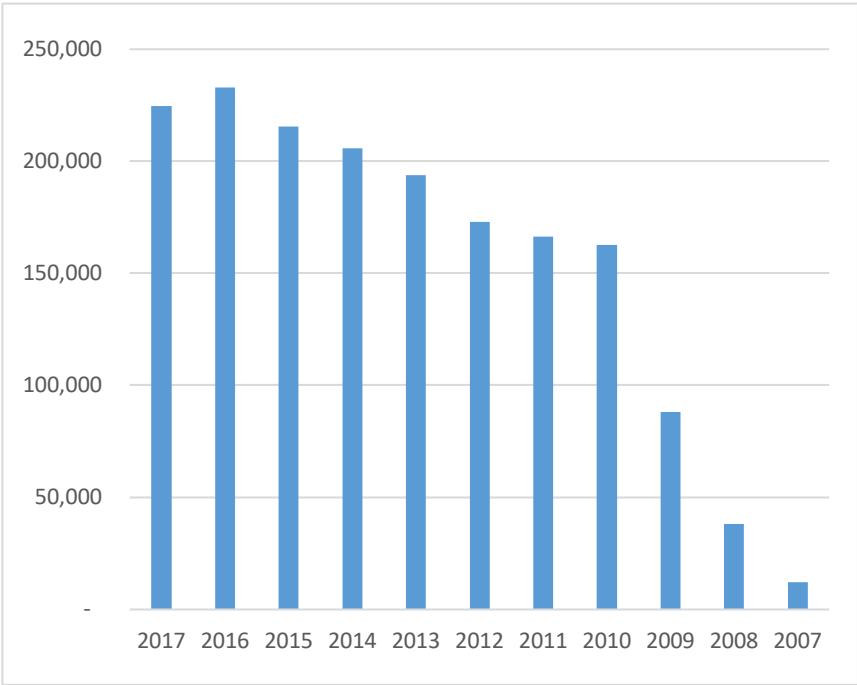


Organization Expenses



Program Services = 78% Administrative Costs = 12% Fundraising Costs = 10%

Pillowcases Delivered



Thank You to Our Donors

- The Hess Foundation
- Kohl's
- Wawa
- Karlani Foundation
- H.O. West Foundation
- Baby Lock
- Philadelphia Eagles
- TEVA Pharmaceuticals
- And our many other generous sponsors

LOOKING FORWARD

As we look to the coming year, our focus is on expanding our efforts to support families as they experience the trauma of a life changing childhood illness or injury while sustaining the important work of our chapters across North America. Our priorities include:

Post-Traumatic Stress Initiative

Going forward CFS plans to expand and further refine our research-based Coping Spaces programs and information for parents. CFS will develop several new resource areas beginning with coping after treatment ends, living through palliative care, and surviving bereavement. Additionally, we will create communication and marketing strategies to ensure that our CopingSpace.org programs are reaching families when they need it most – before, during and after a child's hospitalization for a life changing illness or injury.



Child Life Specialist Training

We will continue on the path of ensuring that every Child Life Specialist across the United States and Canada understands Pediatric Medical Traumatic Stress and can provide support and resources to families. In 2018 we will develop and host our first Child Life Specialist Conference. This day-long conference will attract Child Life Specialists from across the country and help train them to recognize and address Post Medical Traumatic Stress within patients and their families. This conference will be the pilot for providing other conferences across the country with the goal of reaching all child life specialists across the country by 2020.

Sibling Support

When a child is diagnosed with a life changing illness or injury, it impacts the entire family. The focus of the caregivers shifts to focusing on meeting the medical needs of the ill child, often leaving siblings feeling jealous, scared, angry, and isolated. Emerging research shows that nearly 25% of siblings of a hospitalized child develop symptoms of pediatric traumatic stress (PTS). The good news is that outcomes can be improved through stress reduction and better coping strategies. CFS's Sibling Support program for 2018 will be focused on further defining and carrying out programs that will address these symptoms. Our Sibling Support will focus on 3 key components: Expanding the number of Sibshops provided, supplying Sibling Coping Boxes to our first hospitals, and further developing sibling resources for parents through CopingSpace.org.



Sustainability

CFS's successful 2015-17 \$1M fundraising campaign provided the seed money to launch the CopingSpace.org program and to grow our mission. To fulfill the promise of our vision we will expand our fundraising capabilities and invest in developing a national fundraising presence and develop repeatable sources of income to support both Case for Smiles and CopingSpace.org programs and volunteers.

Join us in
Helping Kids Feel Better to Heal Better
www.caseforsmiles.org