

Children's Hospital Play Fund

2024 Impact Report



Project Summary



The Toy Foundation's Children's Hospital Play Fund is the only industry-wide funding initiative that brings the power of play to children's hospitals.

Play provides comfort, fulfills emotional needs, and incentivizes pediatric patients during their medical journeys. In order to provide, children's hospitals are reliant on external funding or donations.

Thanks to the toy industry's collective support, in 2024 **245,000 children in need undergoing medical treatment** had access to the powerful benefits of play through the funding 20 unique play projects at children's hospitals that serve under-resourced communities nationwide. Since the program's launch in 2021, it has provided play to more than 500,000 children.



Your Philanthropy in Action

245,000

children in need comforted through play

HOSPITAL	DETAILS	IMPACT
AdventHealth Tampa <i>Tampa, FL</i>	Incorporate play into care plans for patients with special needs to help identify triggers, coping strategies, and keep calm.	• Calmer environment • Improved coping • Enhanced emotional regulation
Advocate Children's Hospital <i>Oak Brook, IL</i>	Create safe, sensory-focused play opportunities that will engage patients and aid in the regulation of emotions.	• Improved patient cooperation • Safer environment to deliver care
Arkansas Children's <i>Little Rock, AR</i>	Provide sensory stimulation and calming activities to normalize waiting areas in the ED and specialty clinics.	• Healthier patient interactions • Calmer environment
Carilion Children's <i>Roanoke, VA</i>	Support adolescent patients with a mobile cart featuring a variety of developmentally appropriate STEM and play activities.	• Patient excitement • Improved mood and doctor-patient engagement
Children's Health Foundation <i>Oklahoma City, OK</i>	Facilitate indoor and outdoor play activities to support the developmental growth of young children with autism.	• Progress on developmental assessments • Improved speech

HOSPITAL

DETAILS

IMPACT

Children's Specialized
Hospital
Mountainside, NJ

Cover patient costs to access Activity Connections Program and participate in play activities that support developmental growth.

- 1,385 engaged, all showing improved socialization, communication, motor and cognitive skills

Children's Hospital at
Montefiore
Bronx, NY

Implement sensory waiting spaces within five hospital departments to help mitigate escalating behaviors and create a better healthcare experience for the child.

- 80% of nursing staff agreed the sensory items improved their ability to provide care

CHRISTUS Children's
San Antonio, TX

Expand sensory friendly play in the emergency department to promote a calm and comforting environment.

- Improved patient hospital experience
- Provided sense of control to patients

Covenant Children's
Hospital
Saginaw, MI

Update playroom to be inviting to adolescents through decor and activities, while remaining welcoming to younger children.

- Transformed hospital experience, offering normalcy and joy
- Reduced stress
- Improved morale

El Paso Children's
Hospital Foundation
El Paso, TX

Enhance the Healing Arts program and Multi-Specialty Outpatient Clinic with children's toys and service upgrades.

- 3,000+ impacted
- Facilitated positive staff-patient interactions
- Helped improve health outcomes

HOSPITAL

DETAILS

IMPACT

Elizabeth Seton
Children's Center
Yonkers, NY

Enrich day-to-day play with specially-designed, multi-use tables easily accessible for children with severe medical complexities.

- Improved quality of life, offering joy and socialization
- Promoted physical movement

Joe DiMaggio
Children's Hospital
Hollywood, FL

Improve access to essential equipment for infant development, sensory-motor experiences, and play for prolonged hospitalization.

- Infants achieved developmental milestones
- Provided normalcy for the entire family

Johns Hopkins All
Children's Hospital
Saint Petersburg, FL

Upgrade mobile gaming carts for patient use in various hospital departments.

- 72% patient increase in play activities
- Greater inclusivity
- Aided socialization and provided distraction

La Rabida Children's
Hospital
Chicago, IL

Support the emotional and behavioral needs of patients with therapeutic tools to develop coping strategies and reduce anxiety.

- Helped 6,700 people
- Improved coping skills
- Benefitted parent/child relationship

Le Bonheur
Children's Hospital
Memphis, TN

Build sensory walls and other interactive play installations in inpatient playrooms and outpatient waiting rooms.

Project still in progress

HOSPITAL

DETAILS

IMPACT

Maimonides Medical
Center
Brooklyn, NY

Provide therapeutic resources to support coping and aid in hospital adjustment for psychiatric and behavioral health patients.

- Reduced patient stress and anxiety levels
- Enhanced staff ability to effectively engage with patients

MemorialCare Miller
Children's &
Women's Hospital
Long Beach
Long Beach, CA

Implement a full sensory program to meet the needs of children experiencing behavioral and mental health emergencies.

- Supported staff in providing individualized and thoughtful care
- Normalized and calmer environment

Texas Children's
Hospital
Houston, TX

Support cardiology tween and teen patients with a safe play space and tools to promote normalcy, learning, and health outcomes.

- Enhanced patient experience
- Reduced stress and anxiety
- Improved coping

The Bernard & Millie
Ducker Children's
Hospital at Albany
Medical Center
Albany, NY

Meet the developmental needs of mental and behavioral health patients in the ED with safe play items to utilize throughout their stay and take home.

- Calmer hospital environment
- Reduced behavioral outbursts and need for restraints

Valley Children's
Hospital
Madera, CA

Create a dedicated, sensory-friendly play space to meet the needs of patients with Autism and other sensory needs.

- Supported staff ability to deliver care
- Greater patient excitement
- Increased patient-family socialization

Impact Stories



AdventHealth Tampa

"[My son] felt loved, attended and at the end of the day did not want to leave. Thank you for taking the time to make sure he felt safe and comfortable!" - *Parent*

Arkansas Children's

"Day 1 of us having the Vecta in our clinic, we had a patient that we tried two prior times to get a test on and were unsuccessful. We put him in front of the Vecta and got a screener to pass. It is like magic."

- *Clinic Manager*



Covenant Children's Hospital

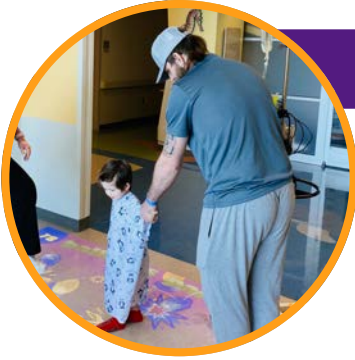
"I was so happy that I was able to play after I was diagnosed with diabetes! I had so much fun! I don't want to go home!"

- *Patient*

Elizabeth Seton Children's Center

"The sensory bowl tabletop has been monumental in promoting independent standing for one patient who previously resisted and lacked motivation. By having the opportunity to enjoy water-play using the sensory bowl, he began pulling himself up to stand with minimal help. It was a huge accomplishment!" - *Staff Member*





John's Hopkins All Children's

"A father shared that having the gaming system provided a much-needed escape, distracting his child from the pain and worry while also fostering connection and comfort." - *Staff Member*

Maimonides Medical Center

"The printed Guidebook has been a very useful tool to engage our kids in the ER... to better understand patient emotions and serve as a catalyst for deeper conversations."

- *Director of Pediatric Psychiatry*



Memorial Care Miller Children's

"The sensory tools helped my daughter manage her anxiety about her surgery. She enjoyed the Vecta's color display and calming tactile experience." - *Parent*

Texas Children's Hospital

"This grant helped my Heart Center patients know they have a safe spot to come to where they won't be poked, given meds, or asked medical questions. They know our playrooms are safe spaces to help them cope with the stress and anxiety that hospital life can bring." - *Child Life Activity Coordinator*





Delivering Joy to Children in Need



To learn more about and support The Toy Foundation's Play Fund:



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