

Children's Hospital Play Fund

2025 Impact Report



Delivering Joy to Children in Need



Project Summary

The Toy Foundation's Children's Hospital Play Fund is the only industry-wide initiative that funds critical play projects at children's hospitals nationwide.

In a child's most difficult moments, play provides comfort, reduces anxiety, and offers a much-needed outlet for fun. While play can provide immense benefits throughout a child's medical journey, children's hospitals are reliant on external funding in order to provide.

Thanks to the toy industry's collective support, in 2025, The Toy Foundation funded play projects at 23 children's hospitals, providing **more than 247,000 children in need with access to play.**

Since the program's launch in 2021, The Toy Foundation Play Fund has awarded \$1.6 million across 80 play projects that have impacted 825,000 children.





Our Impact in Action

247,000

children in need comforted through play

HOSPITAL

DETAILS

IMPACT

Ann & Robert H.
Lurie Children's
Hospital of Chicago
Chicago, IL

Host cultural celebrations with hands-on activities to make the hospital a welcoming and inclusive space for patients.

- Reached 10,000 patients & families
- Improved patient experience

Akron Children's
Foundation
Akron, OH

Create the Imagination Zone play space, a mobile service for bedside play, and a take-home play resource.

- Promoted emotional healing and physical recovery
- Built community engagement

Baylor Scott & White
McLane Children's
Hospital
Temple, TX

Help patients prepare for CT and MRI procedures using a "Kitten Scanner" to aid understanding and provide comfort.

- Promoted better coping

Blythedale Children's
Hospital
Valhalla, NY

Provide accessible, inclusive, and innovative play resources via a mobile sensory unit and additional sensory toys.

- Calmer, regulated environment
- Joy of play for all patients

HOSPITAL

DETAILS

IMPACT

Children's Care
Hospital & School
dba LifeScape
Sioux Falls, SD

Create a sensory-friendly space with tools that support skill-building, emotional resilience, and social development.

Project still in progress.

Children's Hospital at
Montefiore
Bronx, NY

Implement interactive stations in hospital waiting rooms to distract and entertain children and families as they wait to see their providers.

- Reduce patient anxiety
- Increase compliance during exams

Children's Hospital
New Orleans
New Orleans, LA

Acquire the play tools to help children cope with emergent medical procedures, including bubbles, stress balls, stickers, and developmental toys.

- 400+ pediatric patients engaged
- Reduced the need for sedation medications

Children's Hospital of
Philadelphia
Philadelphia, PA

Support the inpatient rehabilitation program by providing reintegration experiences that allow patients to practice real-life skills.

- Doubled number of outings from previous years
- Immense joy for patients and their families

Children's Hospital of
Richmond at VCU
Richmond, VA

Acquire sensory items, including tactile and visual stimulation tools that provide calming sounds, for a wide range of patients throughout the hospital.

- Diffused stressful situations
- Patients regained a sense of control
- Promoted positive coping skills

HOSPITAL

DETAILS

IMPACT

Children's Hospital
Orange County
Orange, CA

Create and distribute mental health coping kits, each including a journal, stress ball, plush, modeling clay, pop-it, stickers, and crayons.

- 740+ kits distributed
- Outlet for patients to express emotions
- Development of healthy coping strategies

Children's of
Mississippi
Jackson, MI

Create and distribute care packages with developmentally appropriate activities to enhance play experiences that cater to diverse interests and abilities.

- 2,000+ packages distributed
- Fostered belonging and acceptance
- Increased comfort and joy

ChildServe
Johnston, IA

Increase access to play in long-term care inpatient units through an art cart, sensory cart, and 3D printer to customize toys.

- Fostered joy and engagement
- Offer calm and peace
- Promote positive social interactions

Hennepin Healthcare
System
Minneapolis, MN

Create a pediatric-friendly and developmentally appropriate waiting space for children and families awaiting radiology scans.

- Decreased patient stress and anxiety
- Reduced need for sedation during scans

Joe DiMaggio
Children's Hospital
Hollywood, FL

Establish a designated sensory room, including visual, auditory, and tactile elements, to help patients self-regulate and feel safe during their hospital stay.

- Calmer environment
- Promoted regulation, comfort, and self-expression
- Improved coping

HOSPITAL

DETAILS

IMPACT

John H. Stroger, Jr.
Hospital of Cook
County
Chicago, IL

Supported children in the ED and inpatient units with therapeutic play sessions, individualized education, and access to developmentally appropriate toys.

- 3,000+ pediatric patients reached
- Supported emotional well-being
- Fostered positive development

La Rabida Children's
Hospital
Chicago, IL

Provide children served by their Children's Advocacy Center with sensory toys and seating to support regulation and increase tolerance when detailing traumatic events.

- Provided easy coping mechanisms to navigate difficult emotions
- Calmer environment

Loma Linda
University Children's
Hospital
Loma Linda, CA

Replace excessive screen time and support developmental growth with interactive toys and activities for pediatric patients during prolonged hospital stays.

- Maintained developmental progress
- Provided joy and connection
- Reduced screen time

Maimonides Medical
Center
Brooklyn, NY

Implement a mobile play and art therapy cart for pediatric ICU and pediatric clinic patients to support their emotional and psychological well-being.

Project still in progress.

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

Expanded the Sensory Program with new sensory carts, bubble wall mounts, and more sensory toys to three new areas of the hospital.

- Calmer environment
- Reduced anxiety and increased de-escalation
- Better health and well-being outcomes

HOSPITAL

DETAILS

IMPACT

Norton Children's
Hospital Foundation
Louisville, KY

Create a playful environment with sensory toys and tools that encourage expression, emotional regulation, cognitive development, and social engagement.

- Eased patient anxiety
- Promoted emotional regulation
- Fostered engagement for hospitalized children

Our Lady of the Lake
Children's Hospital
Baton Rouge, LA

Transform waiting areas into engaging play spaces with BEAM interactive projectors that deliver interactive games and activities on the floor.

- Reduced patient stress and anxiety
- Promoted movement, creativity, and social engagement

Saint Francis
Children's Hospital
Tulsa, OK

Revitalize three playrooms with developmentally appropriate toys and interactive features for children from toddler to age 18.

- 1,800+ patients engaged
- Reduced anxiety
- Better engagement with staff during and after play sessions

St. Christopher's
Hospital for Children
Philadelphia, PA

Create and distribute behavioral health de-escalation kits and provide tool kits for staff and caregivers with best practices for using the comfort items included in each kit.

- 50+ kits distributed
- Reduced stress and anxiety
- Supported emotional regulation and coping



Impact Stories



Blythedale Children's Hospital

"I love the portability [of the Vecta JR Cart mobile sensory unit], being able to share the experience with babies who can't leave their room."
- *Senior Therapeutic Recreation Assistant, Infant/Toddler Unit*

Children's Hospital New Orleans

"A 4-year-old needed stitches to close a wound, and we did not need to medicate the child because he was so focused on me and the sensory toys we were playing with. The doctor and family were so surprised at how smoothly the procedure went."
- *Kat, Certified Child Life Specialist*



Children's Hospital of Philadelphia

"A patient in the Disorders of Consciousness Program went to the zoo for his birthday with his therapists and parents. The experience allowed for a fun outing and normalized for his family that he can continue to enjoy these types of experiences even if it looks different from before his brain injury." - *Child Life Specialist*

Children's of Mississippi

"A young patient who endured a tragic loss loved Spider-Man. We were able to give him a book bag filled with a Spider-Man book, activities, and a figurine. The child's face lit up as he opened the bag and tears of joy streamed down his caregiver's cheeks. This was a pivotal moment in acknowledging this child too is a superhero." - *Nurse*





ChildServe

"The AbleHands devices we purchased have allowed several residents to color independently for the first time. One resident described her experience as "the best day ever" because she was able to draw on her own." - *Staff Member*

Hennepin Healthcare System

"A young patient with a possible autism diagnosis visited radiology for a brain MRI. His mother talked about not understanding his behaviors. The child life specialist was able to provide a sensory kit to take home, showing the mom how to use the items to regulate and redirect harmful behaviors." - *Staff Member*



Joe DiMaggio Children's Hospital

"[The sensory room] had an immediate calming effect, decreased anxiety and improved cooperation, especially for developmentally delayed and autistic patients." - *Nurse*

Miller Children's & Women's Hospital

"I had a patient in the ED who is nonverbal. The sensory cart provided me with a variety of toys and tools to help me assess their sensory sensitivities while also interacting in a meaningful and familiar way. The patient's father praised the accessibility to these specific toys, which allowed him to feel at ease knowing his son was being given the best patient care." - *Child Life Specialist*





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



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