

# BEHIND THE CURTAIN

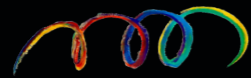


**+470%**  
donation  
compared to 2021



Resulting in  
an additional  
**8250**  
Dream Doctors  
visits across Swiss  
hospitals

Where wards turn  
into wonderlands



#### Context

For sick kids, a hospital ward with its never-ending tests and examinations is a stressful and scary place with very little room for escape. To help the kids and their families the Theodora Foundation, with its Dream Doctors, collaborates closely with hospital staff to give hospitalised children a moment to escape their reality and rediscover the joy of being carefree.

#### Idea

Thanks to the new creative workshop "Behind The Curtain" we invited the kids to imagine a unique and magical adventure in which the hospital curtain acts as the gateway to an imaginary world. Joined by world-class directors and set designers we transformed their regular hospital room into the stage for their story. Out of this great collaboration, a short film was born: "Rosie and the Rainbow".

#### Impact

The film premiered online on a dedicated platform via donation-based tickets. Then screened in cinemas across Switzerland, we invited the press and families to join. The media directly pick up the story resulting in +470% donation compared to 2021 which will lead to an additional 8250 Dream Doctors visits across Swiss hospitals and countless smiles on children's faces.

 [BehindTheCurtain.ch](https://BehindTheCurtain.ch)