



a year of innovation



annual report



Joseph Weilgus

Founder and Chairman of the Board

Whitney Namm Dollack

Executive Director





DEAR FRIENDS,

2020 brought unprecedented challenges to almost every corner of the globe, but none more so than healthcare. Medical facilities were stretched to the limit, and children and families in need of even routine medical care had that experience completely upended.

The pandemic meant hospitals closed to visitors entirely and most medical facilities allowed only one adult to accompany a child for treatment. Playrooms were shuttered, and pediatric patients were more isolated than ever.

For more than 20 years, Project Sunshine has brought volunteers into medical facilities to deliver programs and services that help kids feel like kids. The restrictions of the pandemic meant Project Sunshine needed to find creative ways to continue to do this work.

Within just a few months, Project Sunshine launched an innovative program, TelePlay, that leverages technology to bring the spirit of Project Sunshine's in-person programs to life, virtually. This required re-working program and volunteer models and developing new trainings to prepare volunteers to connect with patients online. The Project Sunshine community rallied together to meet this challenge and developed a ground-breaking model with the potential to reach more children in the future, even after COVID-19.

2020 will stand out in history for many reasons. While our community has experienced many of the hardships that will be remembered, we have also been witness to the determination and resilience of the human spirit and cannot thank enough our Project Sunshine community for their unyielding dedication to bringing joy and play to the children who need it most.

In fact, as part of our dedication to our community, Project Sunshine stands with the Black Lives Matter movement and against racism and hate. We have instituted an ongoing diversity, equity, and inclusion (DEI) program for all staff and board members and commit to working through a DEI lens at all levels of the organization.

In the darkest moments of history, the reviving spark of light has always come from the humanity that unites us. Project Sunshine is rooted in the most primal of human emotions: the need to connect, to love, to celebrate, and to play. With the backing of donors and supporters like you, we stayed true to this mission even as circumstances required us to rethink how we did everything.

Thank you for helping us show the children and families we serve that someone will always be there; that no matter how dark the night, a ray of light will show on the horizon and bring with it the promise of warmth, of connection, and the dawn of a new day.

OUR MISSION

Bringing joy and play to pediatric patients.

According to the American Academy of Pediatrics, play is one of the most effective methods of reducing stress in kids.





A YEAR OF INNOVATION:

Children & Healthcare



Patients and families are at the center of Project Sunshine's mission.

For more than 20 years, we have provided support to children and their families as they navigate medical challenges. In 2020, this meant finding innovative ways to serve them. As hospitals closed to visitors, pediatric patients found themselves more isolated than ever before. Being hospitalized as a child is hard in any circumstance but being hospitalized as a child during a global pandemic is devastating.



♡♡
Ellie



Nothing heals the heart faster than a child smiling.

MATT

Father of Ellie



Thank you for
changing our lives
for the better.

KAVUMBI DAMA

whose family in Kenya received home
visits by trained healthcare workers






Thank you for all the amazing crafts during my son's stay at Children's Wisconsin. They kept him happy and calm during the darkest time in his life.

Miles



ANNIE B

mother of Miles, a pediatric patient at Children's Wisconsin, Milwaukee



Project Sunshine significantly grew our network of hospital and medical facility partners.

In 2020, we added more than 75 new partners, bringing us to more than 425. Through our growing network, we work with Child Life Specialists, social workers, nurses, and other medical professionals to bring the healing power of play to children.

As the pandemic began, we saw a 1,000% increase in requests for Project Sunshine Activity Kits. Our hospital and medical facility partners needed support more than ever, as administering healthcare became exponentially more difficult. Project Sunshine stepped up to meet these demands, not only through developing new ways to deliver Activity Kits, but also by developing an alternative to our in-person programming. TelePlay connects volunteers with patients to engage in play and activities through Zoom.





I don't think my program would be successful without Project Sunshine. Project Sunshine is one of the best things about my job at Harlem Hospital. I utilize the programs and Activity Kits all the time.

IVANA L. MAN

Child Life Specialist, Harlem Hospital,
New York, New York

☺☺ Thank you for
all you do and more,
making so many smile.
Your organization
is a blessing.

JENNIFER RODEMEYER

MA & CCLS, Mayo Clinic Children's Center,
Rochester, Minnesota





☺☺ Your Activity Kit donations are always deeply appreciated at CW. Thank you for continuing to support our mission and providing us with supplies that brighten a child's stay.

MEGAN HUGHES

Volunteer Services Manager,
Children's Wisconsin, Milwaukee



What a treat to learn about Project Sunshine, an organization whose mission and deliverables are in such perfect alignment with the needs of our patients and caregivers, both family and staff. Just when I thought I couldn't possibly love Child Life anymore.

KATHERINE WITFIELD

Director of Volunteer & Family Support
Le Bonheur Children's Hospital,
Memphis, Tennessee





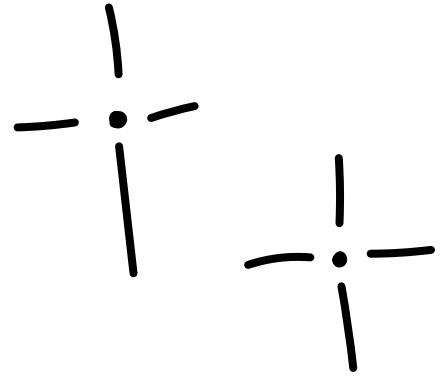
I've worked in our Child Life Program for close to 15 years now and Project Sunshine has been by my side supporting us since the beginning.

NATALIE PEÑA

Child Life Program at Woodhull
Medical Center, Brooklyn, New York

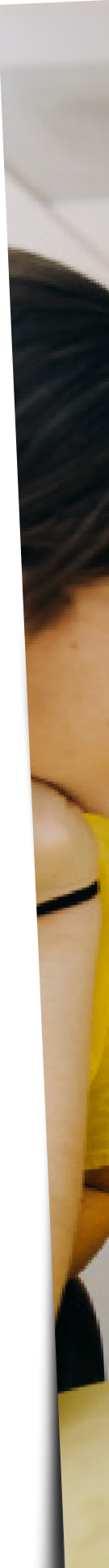
A YEAR OF INNOVATION:

Our Volunteers



The way community volunteers served pediatric patients and families in 2020 shifted, as programs were adapted to be virtual.

Project Sunshine's dedicated community volunteers (who are over 18 and often organized into geographical "chapters") were instrumental in facilitating new ways for volunteers to work with their local hospitals and medical facilities to bring joy and play to children and families.

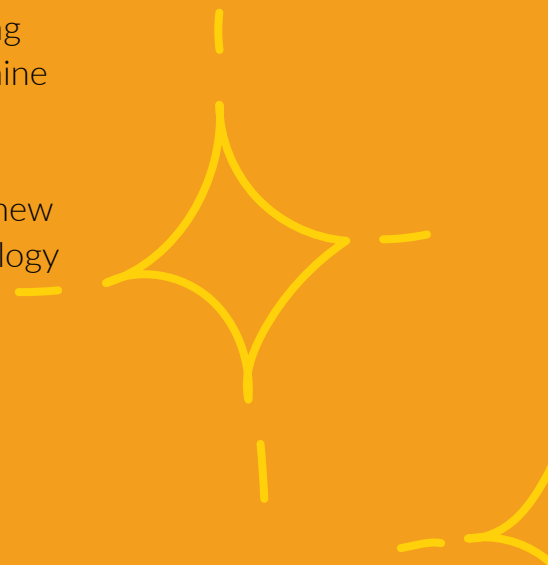
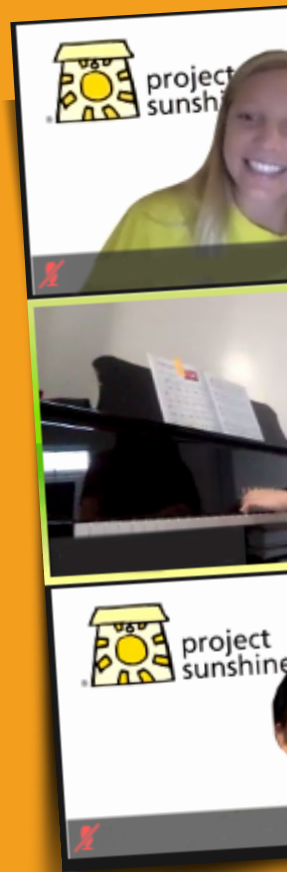




College volunteers brought play and joy to patients and families through virtual programming.

In 2020, the number of Project Sunshine college chapters (all of which are recognized as official clubs on campus) doubled to more than 100 nationwide. In addition to working with patients and families, chapters also host Sending Sunshine and fundraising events throughout the academic year.

Both community and college chapter leaders went through new trainings to learn about our online programs and the technology required to run them.






As a college chapter leader, I have been able to expand my leadership skills and support pediatric patients in my community and throughout the nation. As I look to the future, I hope to continue to use the many invaluable experiences I have garnered in a career within the medical field.

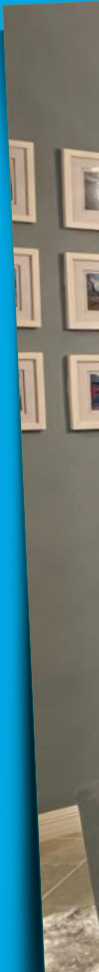
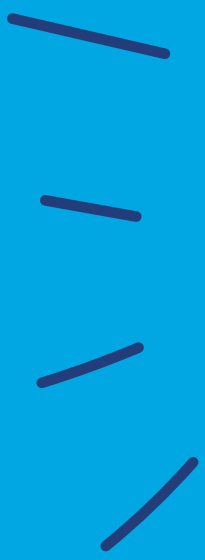
TAYLOR HANSCOM

St. Joseph's College Project Sunshine
College Chapter Leader, Brooklyn, New York



During a challenging year, corporate volunteers stepped up in a time of need and continued to provide critical support to Project Sunshine programs.

Corporate partners provided significant support to patients and their families by packing Activity Kits at their homes, hosting Mission Moments to inform employees about our work and build awareness around the populations we serve, and by providing unrestricted financial support to our programs. Even at home, our corporate partners were inspired to make an impact and had the opportunity to connect with their colleagues through service and volunteerism.






This activity was one of the most rewarding I've volunteered with during my six years at Silverline, because I was able to involve my family. Typically, we work together with our co-workers in the office. But this time, the boxes of materials were shipped out to Silverliners' homes to work on remotely.

KATHLEEN FERRIE

Silverline employee and Project Sunshine Corporate Volunteer





Project Sunshine's Kids for Kids and Family Service programs provide a way for children under the age of 18 to volunteer, while encouraging families to come together for a good cause.

Project Sunshine's Family Service program was launched in 2019 and continued to grow in 2020, with more than 115 families volunteering from home. Through our Kids for Kids program, 30 teenagers also volunteered their time. Whether assembling Activity Kits or organizing peer-to-peer fundraisers, these volunteer opportunities allow kids and teenagers to experience firsthand the power of giving back.





My girls had the best time putting together the kits! My three-year-old is still asking if she can do more!

SHIRA

Family Service volunteer



I just wanted to reach out and let you know that we've thoroughly enjoyed Project Sunshine's kit making initiative! We all agreed that it was a fun and productive family bonding project.

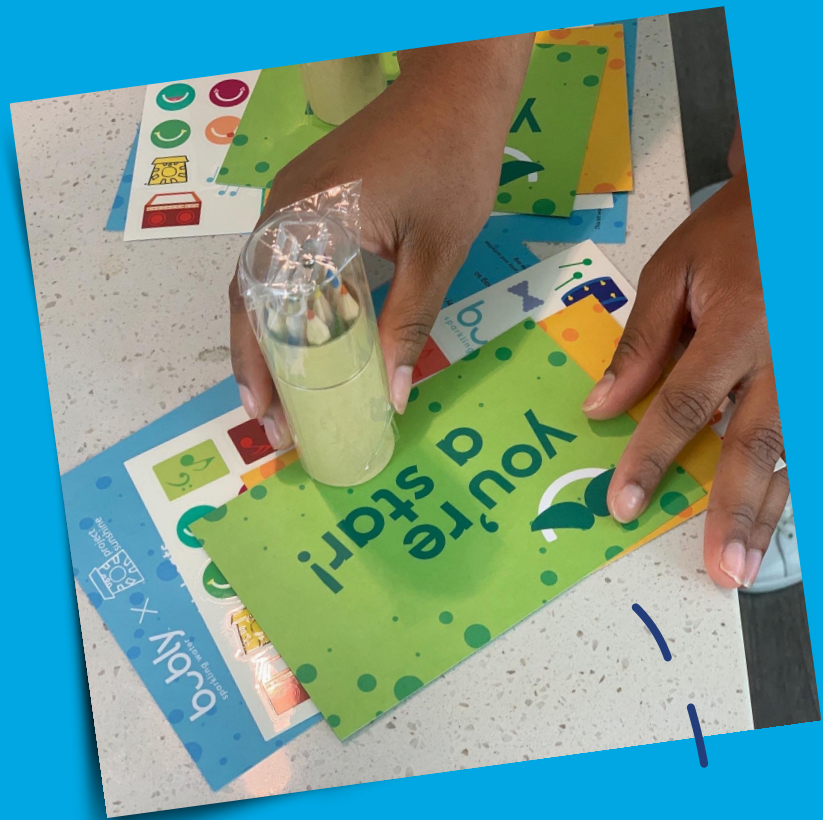
CAROLYN

Family Service volunteer

A YEAR OF INNOVATION:

Our Programs

In March 2020, hospitals and medical centers closed their doors to in-person volunteers. That meant Project Sunshine programs had to be completely reimaged.



PROJECT SUNSHINE ACTIVITY KITS

As COVID-19 spread, children in medical facilities first lost access to volunteers and then to having more than one family member by their side. Our facility partners were quick to reach out to us for support and requests for Activity Kits increased by 1,000%. Project Sunshine Activity Kits are individual packets of developmentally appropriate materials designed to inspire play and creativity. The materials spark joy and provide therapeutic value to both the physical and the emotional healing process. Our single-use, infection-control-approved Activity Kits are a way to bring the power of play to patients whose interactions with others were extremely limited.

Sending Sunshine

Prior to the pandemic, many of our Activity Kits were assembled by corporate volunteer teams working in groups of 20-200 people. As social distancing was implemented, gathering these large teams of volunteers was no longer possible. Corporations helped us find creative solutions by encouraging employees to assemble kits from home. But even our Activity Kits can't provide the benefits of human interaction and connection with in-person volunteers. To meet this need, we needed to develop a new program.

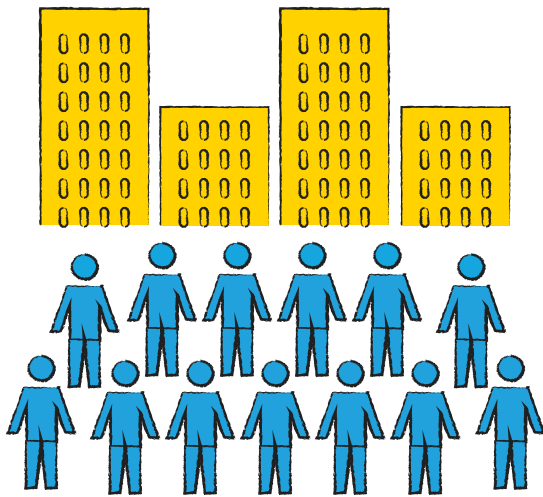


Delivering Activity
Kits in 2020 Required
Innovation

2019

2020

ASSEMBLY

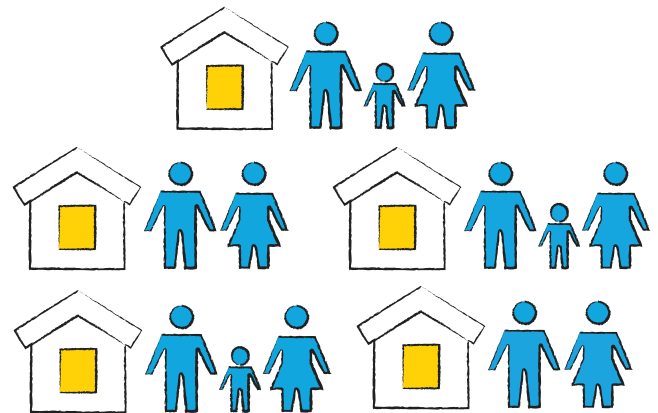


20,000

Corporate and College Volunteers

150,000+ Activity Kits

delivered to medical facilities



5,000

At-Home Volunteers

130,000+ Activity Kits

delivered to medical facilities

ACTIVITY KITS



Teleplay

Project Sunshine's TelePlay is a live, interactive play experience delivered via a HIPAA-compliant technology platform. TelePlay provides developmentally appropriate, engaging activities and games led by highly trained volunteers, including artists and musicians. Patients can choose from a variety of programs based on interest, age, and developmental ability; by harnessing the power of technology we are able to extend our reach to children facing medical challenges in or out of the hospital.



HOW TELEPLAY BENEFITS CHILDREN

- Promotes socialization for children who are isolated because of medical restrictions
- Provides developmentally appropriate opportunities for play, which helps reduce stress and promote intellectual stimulation
- Brings children emotional relief and the healing powers of laughter and joy
- Connects kids with other children and adults, providing much need human connection and interaction.

PATIENT PRIVACY

Patient privacy is a top priority. Before engaging in a program, a child's parent or guardian must sign a consent form describing the purpose of the program and conveying clearly that there will be no tracking or recording of the child's image or protected health information. Only consenting individuals are allowed into a program. Instructions are provided to participants on how to control sharing their image/background and identity.

TRAINED VOLUNTEERS

Project Sunshine volunteers are trained to interact with children at all stages of development and according to their physical abilities, levels of socialization, and behavioral health. Volunteers are prepared to work with children online using our 30+ library of games to facilitate play and fun. Project Sunshine provides ongoing support and trainings to ensure all volunteers are keeping up with best practices in engaging with patients in a virtual space.

A YEAR OF INNOVATION:

2020 Highlights



In April, actress and long-time Project Sunshine friend Abigail Breslin launched the #PSJoy Campaign to bring laughter and joy to hospitalized children. Through her efforts, celebrities, including Debra Messing, Kevin Bacon, Jesse Eisenberg, and more, shared jokes on social media, resulting in more than one million views of posts tagged with #PSJoy.



New York Giants linebacker Blake Martinez helped raise awareness of Project Sunshine by volunteering his time in a TelePlay session with a young patient at Brooklyn Hospital Center. Blake also committed to donating 10 Project Sunshine Activity Kits for every tackle he made during the season: \$54 for each tackle, in a nod to his jersey number. Blake ended the season with 151 tackles, and as a result of his generosity, we sent more than 1,500 Activity Kits to pediatric patients around the country.





Before it was canceled due to social-distancing recommendations, our 2020 Gala was scheduled for May 6th, and was set to honor a passionate volunteer group that we call The Team: Anthony, Kevin, Murat, Shawn, Shlomi, and Steve. Pre-pandemic, one evening a month, this group of fathers took off their ties and (literally) rolled up their sleeves to dig into Model Magic in the playrooms of NYU's Rusk Rehabilitative Center and Brooklyn Hospital Center. They brought joy to patients recovering from serious injuries and others dealing with ongoing, long-term diagnoses. When COVID-19 hit, The Team sprang into action. They were among our first volunteers to participate in TelePlay and organized a fundraiser to help support our work. We are so grateful for The Team's commitment to the children and families we serve and hope you are inspired to join their mission to spread joy to children who need it most.

One event that we were able to host safely in-person in 2020 was our Tenth Annual Project Sunshine Golf Classic honoring Dr. Robert Min, President & CEO of the Weill Cornell Physician Organization and President of Weill Cornell Imaging at New York-Presbyterian. Dr. Min is not only a pioneer in the medical community, but he is a powerful advocate for the Child Life community that Project Sunshine has been collaborating with for more than 20 years. Despite changes to the traditional format, including staggered tee-times and boxed meals, the day brought together 80+ supporters and raised over \$450,000. Sponsors included Jessica and Natan Bibliowicz, NFP, and Weill Cornell Imaging.





In Canada, we launched a remote Surgi-Doll sewing program. Corporate and community volunteers signed up to sew dolls used to educate and comfort children undergoing medical procedures. Those with advanced sewing skills created outfits, complete with stylish masks, to accessorize the dolls. The feedback from our corporate partners has been wonderfully positive. An employee at one of our newest corporate partners, Quad Real, said about making Surgi Dolls, “I really enjoyed sewing it and put a lot of loving energy into the doll for the child who receives it. It’s amazing how these can be received when there’s an intention behind them. I have to say, this is such a beautiful project that is done for the children especially this year with COVID.”



After the first wave of COVID infections in Israel subsided, with the permission of hospital administration, many of our dedicated Project Sunshine volunteers returned to their positions bringing joy to hospitalized patients. Volunteers observed special safety precautions, and programs were held outside or in well-ventilated spaces. Both patients and staff were delighted to have the continued support and excitement brought by our volunteers in yellow! The team was able to end the year with a special Hannukah program at one of the in-hospital kindergartens that treat mental health patients. There they ate a healthy version of a traditional Hannukah donut, made holiday lanterns, and enjoyed being reunited with the volunteers.

In Kenya, Colgate Palmolive donated oral health and hygiene products to support our Healthy Living Initiative. Trained Community Health Workers have been distributing Colgate toothpaste and soap to families and orphanages affected by HIV in the greater Mombasa region. The products are a perfect addition to the basic sanitation supplies that we normally provide.



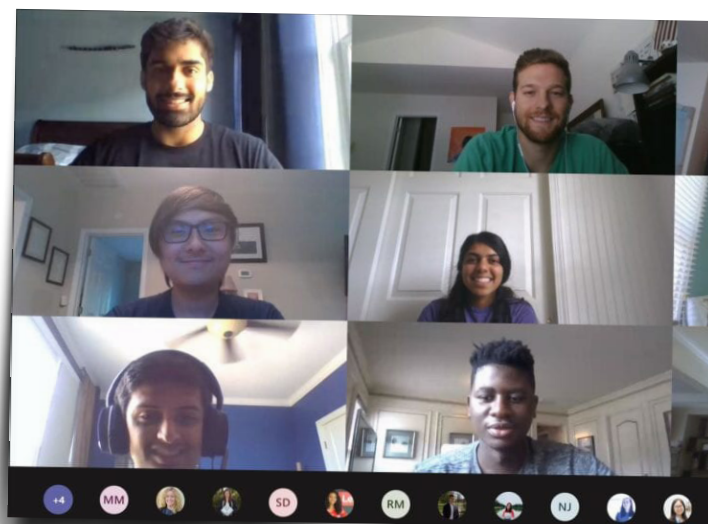
In early 2020, when we began our needs assessment to identify candidate families for our Healthy Living Initiative home visit program, we had no idea that these visits, always conducted by trained volunteers and Community Health Workers, would end up providing a lifeline to nearly 300 families who would be cut off from traveling outside of their communities during government-imposed lockdowns. Thanks to our home visits, medicine, and health and hygiene supplies, reliable and accurate health messaging was provided to these families monthly. Beyond the actual delivery, Project Sunshine workers ensured that families felt valued and included in the community, helping to combat the stark isolation that so many have experienced as this pandemic has unfolded. In total, pairs of volunteers and Community Health Workers conducted 2,365 home visits (home visits in Kenya increased by 60% in 2019), through rain and heat, all while wearing masks, physically distancing, meeting outside, and ensuring proper hand hygiene at all times.



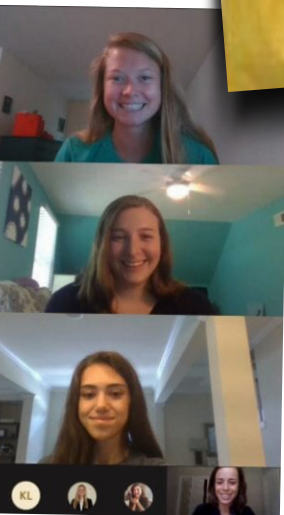
Corporate Support

In 2020, our partners at Salesforce supported our work through volunteer grants, mask drives, and packing Project Sunshine Activity Kits. Since early March 2020, more than 430 Salesforce employees have assembled more than 20,000 Activity Kits for our hospital partners. Volunteers packed kits from their homes in over 24 US states (and Canada), spending over a thousand hours to send kits to our medical facilities across the US.

In October, we partnered with Lenovo during their Global Month of Service to create a one-of-a-kind custom activity book. The 50-page STEM-themed activity book featured math games, science puzzles, brain teasers, and coloring pages, all created by Lenovo employee volunteers. 1,600 copies of the book were distributed to Project Sunshine hospital partners and have provided hours of STEM fun and adventure to the patient recipients.



Our partnership with AT&T grew in a big way this year! When our hospital partners needed kits, AT&T answered the call and 240 employee volunteers across the U.S. assembled Activity Kits in their homes.



This summer, we teamed up with bubly sparkling water to design “bubly Beats Activity Kits,” which brought the healing power of play to pediatrics through engaging, music-themed activities. The kits were packed by PepsiCo employee volunteers and singer-songwriter Hayley Kiyoko featured the kits to her 1.8M Instagram followers. 10,000 bubly Beats Activity Kits were distributed to our hospital partners and we received rave reviews from both patients and Child Life Specialists.



FINANCIALS

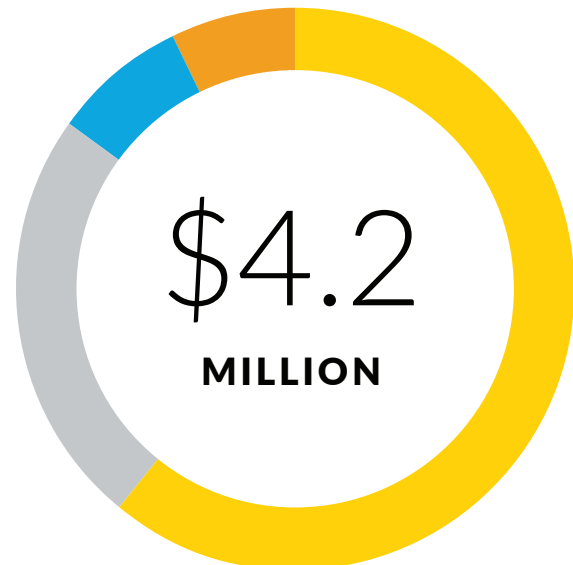
Fiscal Year 2020*

Support & Revenue



- Contributions **82%**
- Fundraising Events (net of expenses) **18%**

Spending & Allocations



- Program **61%**
- Management & General **7%**
- Fundraising **8%**
- Contribution to Reserve **24%**

Notes:

1- Does not include In-Kind Revenue or Expenses.

*These amounts are Unaudited and subject to change. The 2020 Audit will be finalized by August 2021.

2020 DONORS

Thank you to everyone who supported Project Sunshine in 2020, enabling us to overcome challenges and meet increased needs.

Sunshine (\$100,000+)

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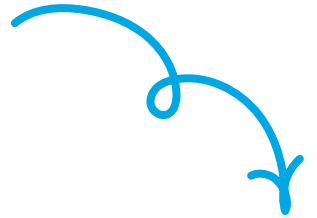
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Thank you!

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