





Content



- 04 A Message from Adam Garone, CEO
- 06 Mission
- 08 Why Happiness Matters
- 10 Where We Are
- 12 Programs
- 16 Meet Olivianna
- 18 Financials
- 20 Our Corporate Partners
- 24 Starlight Supporters
- 26 Starlight Award Honorees
- 28 Leadership & Governance



A Year of Transformation

A Message from Adam Garone, CEO

I am proud to share our remarkable achievements, which were made possible by your unwavering dedication to Starlight. 2023 was a year of transformative growth.

We helped more kids than ever, soaring from 2.4 million in 2022 to distributing programs that impacted 3.0 million children in 2023. Additionally, we grew our network to 724 hospitals and medical facilities across the United States, increasing our leading position as the broadest-reaching charity impacting sick kids.

Our efforts to equitably distribute our inclusive programs to facilities that support medically underserved and vulnerable populations have been at the forefront of our Commitment for Change. Since implementing this initiative in 2022, 50 percent of the facilities receiving our programs serve patients, based on census demographics, who are considered medically underserved and vulnerable.

The innovative technology in our Starlight VR and Gaming programs reduces stress, relieves boredom, distracts from pain and allows kids to be kids. We've grown our Starlight families from a network of 500 families to over 850 as we provide programs that help bridge the gap between at-home and in-hospital care.

With the support of our partners, donors, and fundraisers, we've delivered the power of play. Fandoms such as the

LA Ghostbusters and supporters such as Disney helped fund and distribute character-themed hospital gowns, which inspire kids' imaginations and promote positivity through treatment. The LEGO Group continues to add to our Starlight Toy Deliveries, fostering kids' creativity as they process their hospital experience through play.

Our vision consistently guides us as we look ahead. Our exceptional program ratings serve as a benchmark for our success and satisfaction. With an average impact score of 4.9 out of 5 across all programs, our ratings reflect our promise to deliver happiness through programs that promote a supportive and healing atmosphere. The positive outcomes of these programs include empowering kids and helping them combat the fear and anxiety they may experience through a serious illness. However, these achievements are only possible with the generous support of our donors and partners. As we continue to expand our reach, we rely on your partnership to make a meaningful difference in the lives of children. With your ongoing support, we can amplify our impact and reach even more individuals who need our programs.

Adam Garone,
CEO Starlight Children's Foundation

Mission



No matter the length, hospital stays can be lonely, stressful, and scary. That's why Starlight exists. We ensure hospitals are easier places for kids to be. Our vital programs help prepare kids for treatments, distract them from endless pokes or pain, alleviate stress, and ease boredom to help kids feel better – **because happy kids heal faster.**



Why Happiness Matters



Happiness isn't fleeting; it encompasses deeper contentment and satisfaction. It enhances resilience and can help kids maintain a positive outlook, especially because living with a serious illness can be challenging and unpredictable, even when in the best possible care. That's why Starlight Children's Foundation exists and offers a range of programs to provide

socialization, distraction, procedural support, and comfort to kids when they need it most. When kids are happy, they are more motivated and focused to pursue milestones and outcomes.

In 2023, Starlight positively impacted more than **3 million kids** in **over 700 healthcare facilities** in the U.S., thanks to our generous supporters.

98% of Starlight hospital partners **strongly agree or agree** that Starlight programs **help put kids at ease and combat kids' anxieties and stress** while in the hospital.

“Normally, Jules wears the usual gowns provided by the hospital. It’s standard. But when he got his new [Starlight] gowns, he was so excited! These gowns made Jules’ hospital stay much more enjoyable for us. We were both instantly so happy to get these gifts at a time when we had a hard hospital visit ahead with many procedures/tests for the transplant evaluation.”

—Cherica, Mother of 7-year-old Jules, who diagnosed with megacystis microcolon, hydrocephalus, cerebral palsy, epilepsy, developmental delay, and autism

Where We Are

724 Locations



Programs



Starlight Hospital Gowns

88,000+ gowns and pants delivered

Transitioning from one's personal clothes to a hospital gown is one of the most stressful moments of a pediatric patient's journey. Starlight Hospital Gowns replace traditional hospital gowns to promote a more positive experience. Each gown's brightly colored, fun designs from familiar characters to playful themes delivers happiness by easing anxiety, providing comfort, and spurring a renewed sense confidence and optimism. Some gown collections also come with matching pajama pants that offer even more comfort and coverage.

The themed gowns also lead to interactive experiences that aid emotional well-being, like playing games through our unique gown QR code or bonding with medical staff. Starlight Hospital Gowns are specially designed with ties down the side for better privacy and have snaps on the sleeves to allow easier access for hospital staff during medical procedures.

Starlight Gowns are made possible by Disney, MoneyGram Haas FI Team, and Insmid Incorporated.

Starlight Gaming

1,230,000+ gaming sessions

Powered by Nintendo, Starlight Gaming delivers happiness to hospitalized children by reducing stress, boosting mood, and helping kids cope in an unfamiliar environment. By providing opportunities for decision-making, goal setting, problem-solving and skill development, Starlight's gaming programs can help empower kids and increase their self-esteem to foster a sense of control over their hospital experience. Designed to be used anywhere in the hospital, Starlight Gaming enables children to play from the comfort of their hospital bed or in a playroom to socialize with a group of kids.

Special thanks to Nintendo of America for its longstanding, generous support of Starlight Gaming and to all the Nintendo employees who volunteered to help design, build, ship, and provide technical support for this program.



Happiness improves our health and emotional well-being. That's why we aim to bring joy to hospitalized kids through essential programs that inspire comfort, alleviate stress, and unleash the healing power of play, so kids don't just cope – they thrive.



Starlight Toy Deliveries

607,000+ deliveries to kids

Starlight Toy Deliveries – including the Starlight Hero Wagons, toys, games, books and arts and crafts – provide a sense of relief for hospitalized children through what kids love most – play! Play enables kids to bring elements of their everyday lives into the hospital setting.

Play through Starlight Toy Deliveries brings happiness to children by helping them create a sense of normalcy and routine, which reduces anxiety and improves mood. By playing with hospital staff or family members, Starlight Toy Deliveries also encourage positive social connections that allow children to process their experiences and express their emotions.

Designed exclusively for Starlight by Radio Flyer, the Hero Wagon has many unique features, including an IV pole attachment, making it easier for all patients to enjoy a wagon ride through the hospital while transforming the pediatric patient experience in a fun way.

Special thanks to our 2023 Starlight Deliveries program donors, including Disney, Hasbro, Inc., Humble Bundle, Mattel, Radio Flyer, Rebel Girls, Spin Master, Tencent America, and the LEGO Group.

Starlight Virtual Reality

146,000+ virtual reality sessions in hospitals, and 572 headsets distributed to families at home

Starlight Virtual Reality (VR) delivers happiness to kids by helping them relax during difficult medical procedures, manage and distract from pain, and aid their physical therapy and recovery. Starlight VR offers immersive, closed-environment experiences and calming activities so kids can focus on exploring coral reefs rather than fixating on anxiety-inducing treatments and procedures. The VR headset is hands-free allowing kids to control the virtual environment through eye movement or voice control, making it inclusive for all pediatric patients. In 2023, we continued to offer Starlight VR to patients at home to help support their healing and recovery, no matter where they are.

Starlight VR is funded by Major League Baseball and other generous donors.



*“Receiving the VR gaming donation was the light my son needed to persist through the past two months. He has now had to receive 15 blood transfusions in the last two months alone, and the time spent in the hospital room and emergency department had become incredibly discouraging. After receiving the VR, my son wanted to bring it everywhere. Just yesterday, he was having to be stuck for yet another blood transfusion. **So there he was waiting for the needle with that VR game going, not even worried about a thing.**”*

We are forever grateful for those who donate items like this to children going through such hard circumstances. The resilience these kids have is further empowered through play and the opportunity to still be a kid – even in the hospital.”

–Sarah W. (Mom of 8-year-old Emerson, who was treated for short bowel syndrome at Arkansas Children’s Hospital)





Meet Oliviana



When Oliviana was born, her family immediately knew she was something special, but they never anticipated that their daughter would undergo more than 30 MRI scans by the age of seven.

At just six months old, Oliviana was diagnosed with a grade II atypical choroid plexus tumor on the right side of her brain and immediately admitted to the pediatric intensive care unit. During one of her many surgeries, complications arose that required urgent medical attention which

later resulted in a diagnosis of visual impairment and epilepsy.

“Getting a diagnosis for your 6-month-old baby is heartbreaking. You know kids get sick, you see it on TV, but when they tell you your infant has a brain tumor, it changes you,” said Oliviana’s mom Hildie.

Since then, Oliviana and her family have been in and out of the hospital for treatments, surgeries, and MRIs, but her spirit never wavers, thanks in part to Starlight programs.

*“The Starlight Gowns feel different and have so many cute patterns and **that really helps make her happier and more comfortable.** We have a good amount of them now and I even keep one in the car just in case because you never know when you’re going to need it,”* –Hildie

Hildie added, *“Being able to put Oliviana in one of the Starlight Radio Flyer Hero Wagons and take her out of the hospital room is one of the best things that we get to do. If we stop to talk to someone, she pushes in the wagon like ‘Let’s go mom!’ Her sister enjoys pushing her around in the wagon, too. It’s the highlight of being in the hospital for us*

and we get as much hallway airtime as we can.”

While she’s still frequently hospitalized to help manage her seizures, Oliviana and her family rest a little bit easier knowing that Starlight programs are always there to provide comfort and moments of joy when they need it most.

Financials

Thanks to the support and generosity of so many, Starlight had an outstanding year in 2023. Together, we're delivering happiness to millions of hospitalized kids and their families.



In 2023, we raised

\$18.4 million

Fiscal Year 2023. Year ended December 31, 2023

2023 Net Assets

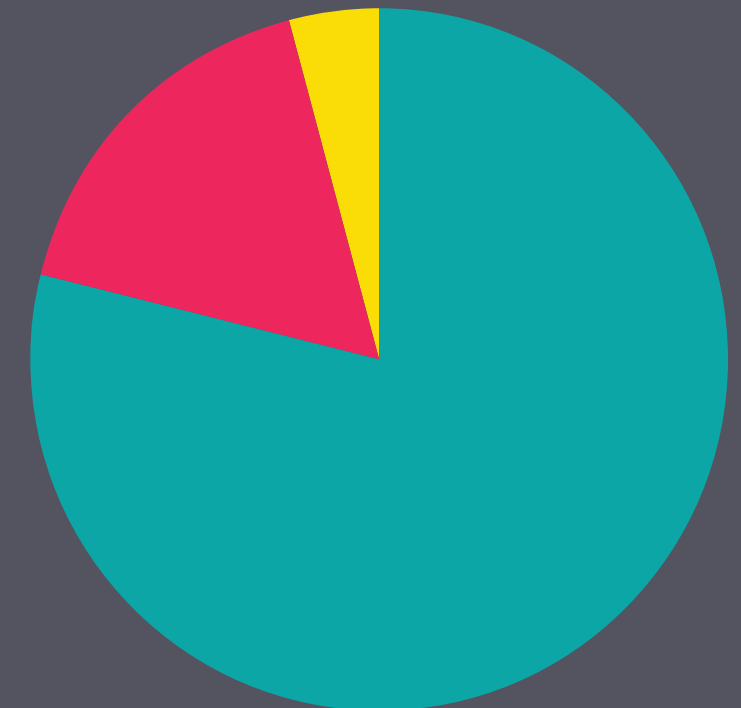
\$18.2 million

2022 Net Assets

\$18.3 million

Allocation of Expenses

- Program Delivery: 79.1%/\$14,597,104
- Fundraising: 17.0%/\$3,131,815
- Management & General: 3.9%/\$719,446



Our Corporate Partners

Thanks to our corporate partners for their generous support, we can deliver happiness to hospitalized kids and their families.

Whether it's the collaboration with Disney to offer children the comfort of their favorite Disney-themed Starlight Hospital Gown and toy deliveries, providing fun through our customized Starlight Gaming program with Nintendo of America, or bringing smiles to kids through the support of Radio Flyer Hero Wagons, these companies and many others help us deliver vital programs to hospitals nationwide, helping young patients feel more comfortable and supported during their healthcare journey.

A very special thank you to our major corporate supporters in 2023!



*“Starlight Children’s Foundation donations have been crucial in us finding success in our program. We are a small child life team serving an underserved population at a county hospital. **The support we receive from Starlight Children’s Foundation helps us to provide important therapeutic play interventions for children and families in need.** We wish we could share the many smiles and expressions of gratitude we have received with the donors at Starlight Children’s Foundation. We could not do our work without the support we receive from you.”*



–Cristina Chandri, Certified Child Life Specialist,
Santa Clara Valley Medical Center, San Jose, CA

Starlight Supporters

Many individuals, streamers, groups and foundations dedicated their efforts and engaged their communities to help fundraise for Starlight Children's Foundation. The passion and commitment of these fundraisers allow us to continuously advance our mission to improve hospitalized kids' emotional and mental well-being and create moments of happiness during difficult situations. Here are just a few from 2023.

The Los Angeles Ghostbusters

When you need someone to spread joy and happiness to hospitalized kids, who will answer the call? The Los Angeles Ghostbusters (LAGB) of course! The LAGB has partnered with Starlight since 2021. Starlight's mission aligned with their passion for bringing joy to kids and families through role-playing and ghostbusting antics, and the decision to work with Starlight helped them to make an even greater impact.

Since the group was founded, the LAGB has raised over \$50,000 for Starlight and recruited even more fan groups to fundraise with them, raising an additional \$20,000 to fund Starlight's first Ghostbusters-themed Hospital Gown in 2023. In addition to their fundraising efforts, the LAGB annually promotes Starlight's mission at events, conventions, and community activations, where they host raffles, trivia, and silent auctions. Their next mission is to fund another run of hospital gowns to help even more kids suit up!



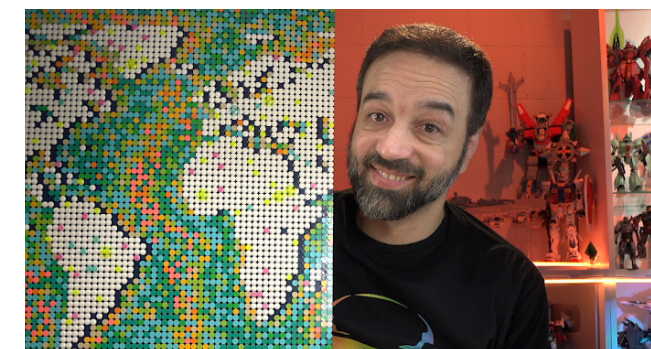
Cassidy Riddlebarger

A community fundraising superstar, Cassidy Riddlebarger has also been a generous donor since their first engagement with Starlight in 2020. As a member of Stream For Starlight (S4S) ambassador Quiltoni's stream team, they have hosted numerous S4S fundraisers and made many generous donations. Cassidy expanded their support in 2023 by joining Starlight's inaugural charity running team at the Disney Princess Half Marathon Weekend. Combined, Cassidy has raised over \$10K through their S4S fundraiser, runDisney fundraising efforts, and personal donations across charity streams. They plan to take their impact even further in 2024 by placing a Starlight Gaming Station at the hospital where their friend's child has received ongoing care.



Nomads_Land_Official

Streaming for Starlight since 2022, variety content creator Nomads_Land_Official can be found active not only on Twitch, but across TikTok, Instagram, and anywhere else he finds that can fit his delightfully quirky, short-form videos. With hundreds of thousands of followers across platforms, his reach and support are significant and have led to more than \$39K in donations for Starlight. A highlight for him was during the 2023 Spring Stream when he received a \$9,500 donation in the middle of a Fortnite match, smashing his personal fundraising goal. He now sports a Starlight logo tattoo because of a milestone challenge he set for his community, the Nomad Fam.



TheJang

theJang, a veteran and Twitch Maker & Crafter, is known for designing original creations for his impressive LEGO® city. This was his first year Streaming For Starlight and he has since continued to return alongside the Twitch stream team, Stream Stars. During his 12 Days of Streaming campaign in December, theJANG mentioned the reach and accessibility that charity fundraising provides, as he's been able to meet and chat with families who've been directly impacted by Starlight's programs. His streaming efforts have raised more than \$30K for Starlight.

Amish_Ace

Joining the Stream for Starlight Family in 2022, Amish_Ace's story is simple: he is that LEGO® guy. Amish_Ace is also a father, a Starlight Stream Ambassador, and avid gamer. He and his community, The Acolytes, fill every broadcast with a myriad of chaotic sounds, animations, and interesting cosplays, many of which make their way into his fundraising streams as rewards and fundraising challenges. During his time involved with Starlight Streaming, he has raised more than \$21K.



Starlight Award Honorees

Starlight's mission is simple: We deliver happiness to seriously ill kids to promote their recovery. Yet, achieving this mission requires a collective effort. We depend on the support of our generous donors, partners, and hospitals.

In 2023, we honored the outstanding individuals, partners and hospital teams who demonstrated extraordinary dedication

to our cause, transforming hospital experiences for kids facing serious illnesses and injuries.

The Starlight Awards allow us to spotlight these remarkable heroes, honoring them for their generosity, kindness and the significant impact they've made on hospitalized children and their families.

Congratulations to the 2023 Starlight Awards honorees:



Lifetime Achievement Award:

Dave Koz

Nine-time Grammy-nominated Saxophonist

Dave Koz has been a global ambassador for Starlight since 1993, supporting all of our core programs. Through his community of friends and fans and activations like the annual Dave Koz Cruise, charitable wine label, and more, he has raised over \$1.75 million to benefit Starlight.



Golden Heart Award:

Tori Boggs

Grand World jump rope champion and Guinness World Record holder

Tori Boggs was an incredible sponsor and fundraiser for the inaugural Star Jump Challenge. In addition to donating proceeds from the sales of a customized Starlight jump rope on her business website TORQ Ropes, Tori used her platform to fundraise for happiness and visited patients at a hospital, teaching them some of her favorite jump rope tricks.



Hospital Heroes:

Diversity, Equity, & Inclusivity Champion:

Hurley Medical Center

Hurley Medical Center started with a bequest of land and \$55,000 from James J. Hurley to the City of Flint to build a hospital for all citizens, "regardless of their ability to pay." It is entirely self-supporting and provides over \$17 million of uncompensated care to those with little or no health insurance each year.

Excellence in Innovation:

Raymundo Jacinto, PA-C

Physician's assistant at Johns Hopkins All Children's Hospital

Raymundo Jacinto works in pediatric acute and chronic pain management and has established a virtual reality program for children to support them while being admitted to the hospital.

Hospital of the Year:

Luskin Orthopaedic Institute for Children

Luskin OIC's philosophy is that effective recovery and rehabilitation involve providing young patients with various pain management tools. They incorporate Starlight programs, like Toy Deliveries and Gaming, to incentivize their patients across their clinics.

Golden Hero Awards:

Michele Axford

Certified Child Life Specialist at AdventHealth Tampa

Michele Axford prioritizes her patients' happiness and well-being above all else. She collaborates closely with Starlight, sharing heartwarming stories of the joy Starlight programs bring her pediatric patients.

Meredith McCulloch

Art Therapist, Cleveland Clinic Children's

Meredith McCulloch is a strong advocate for her patients and went above and beyond to ensure they could experience the impact of the Starlight VR Direct-to-Family program. By doing so, she helped bridge the gap between her patient's hospital journey and their at-home recovery.

501st Legion & The Galactic Senate

Professional Star Wars cosplay groups

The 501st Legion and members of the Galactic Senate support Starlight's mission through character visits with hospitalized kids, fundraising, and more. In cooperation with the other international costume groups, the 501st raised over \$30,000 in just a few days to support Starlight and the children we serve!

Content Creators of the Year

BlkLght

DJ, producer, and partnered Twitch broadcaster

BlkLght began fundraising for Starlight during our 12 Days of Streaming in 2020 and has participated each year since with his team, Stream Stars. He has raised over \$16,000 and helped the Stream Stars raise over \$86,000!

ChefSteve

Food and drink broadcaster

Since 2019, ChefSteve has raised over \$40,000 for Starlight! Dedicated to giving back to charity, ChefSteve led the Good Cause Crusaders stream team and utilized his "More Than Pasta" food truck to encourage his patrons to donate to Starlight.

Quiltoni

Professional quilter and broadcaster

Quiltoni has gone above and beyond in the livestream fundraising space and even participated with Team Starlight in the Princess and Disneyland Half Marathon Weekends. Her community is passionate about Starlight's mission, helping her land in the 2022 Top 3 Stream For Starlight fundraisers!



Leadership & Governance

Our Board

John Rosenberg, Chair

Alisa Bowen, Vice Chair, Nominations & Governance Committee Chair

Debra Johnson, Treasurer, Finance Committee Chair

Howard Cohl, Secretary

Kira Goldberg, HR & Compensation Committee Chair

Shawn Harpen, Audit Chair

Peter Samuelson, Co-Founder

Chris Helfrich

Arnie Mendoza, CPA

Paul Navarro

Rechelle Porter, CCLS

Paula Whiteman

Dawn Wilcox Verrecchia

Ron Burkhardt, Advisory Member

Henry Fields, Advisory Member

Millie Judge, Advisory Member

Steven Spielberg, Chairman Emeritus

Board Committees

Board Committees focus on key areas of governance and report directly to the Board of Directors. These committees include:

Executive Committee

- Acts in a consultative capacity for the CEO
- Reviews, deliberates upon and decides matters of significance
- Handles time-sensitive matters that may need speedy action
- Collaborates with CEO in the preparation of Board meeting calendar and agendas

Finance Committee

- Provides financial oversight
- Reviews financial statements prepared by management for integrity and timeliness
- Collaborates with management to develop and approve operating cash flow budgets
- Monitors adherence to budgets
- Oversees compliance of investment and reserve policies established by the Board

Compensation Committee

- Recommends to the Board the compensation of the CEO and CFO to assure such compensation is just and reasonable
- Oversees implementation of compensation policy

Audit Committee

- Monitors the system of internal controls
- Recommends to the Board selection of independent auditors
- Specifies the scope of external audits
- Supervises internal and external audits

Nominations & Governance Committee

- Determines the skills and qualities needed on the Board
- Evaluates, recruits and nominates prospective directors for election by the Board
- Takes the lead in evaluating the performance of directors





Thank You for Delivering Happiness!



Starlight Children's Foundation is a 501(c)(3) organization.

©2024 Starlight Children's Foundation, all rights reserved. Starlight Children's Foundation®, Starlight®, Starlight Gowns®, and the Starlight logo are registered trademarks of Starlight Children's Foundation. Reg. U.S. Pat. & Tm. Off.™

starlight.org



[StarlightChildrensFoundation](https://www.instagram.com/StarlightChildrensFoundation)



[@StarlightUS](https://twitter.com/StarlightUS)