



A photograph of a child lying in a hospital bed, partially obscured by medical equipment like a ventilator and IV stands. The child is wearing a blue hospital gown. The background is slightly blurred, focusing attention on the child and the overlaid text. The text is in a large, bold, white sans-serif font, centered over the image.

**Delivering happiness
to seriously ill kids.**



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A MESSAGE FROM

Starlight CEO and Board Chair

As we worked through the second year of the pandemic that continued to magnify the loneliness, anxiety, and fears sick kids experience in hospitals, our healthcare partners relied on Starlight programs more than ever. These programs – including Starlight Virtual Reality, Gaming, Hospital Wear, and Deliveries – provide distraction and entertainment to kids coping with illnesses.

Despite the continuing challenges, there's so much to be proud of this year. Through Starlight programs, we delivered happiness to 2.1 million kids in hospitals and facilities across the U.S. at a time when they needed it most.

We continually look for opportunities to go above and beyond our promise to uplift the children and families we serve while helping normalize the hospital experience. For example, building on a 20-year relationship with Disney, we introduced the first-ever line of Disney Princess-themed hospital gowns and pants to help inspire courage and empowerment in kids during hospital stays. These gowns also included printed QR codes on the design. When scanned, the princess on the gown comes to “life” with an interactive storybook.

Additionally, through our 30-year partnership with Nintendo, we introduced the Starlight Nintendo Switch Handheld, preloaded with games and streaming services, like *Super Mario Odyssey*, *Animal Crossing: New Horizons*, and other apps. Specifically built to meet strict infection safety protocols, these gaming handhelds are more portable by design and keep kids entertained and distracted, especially with many playrooms closed due to COVID-19. We remain committed to innovating our programs so that our kids always have the best opportunity to engage, grow, learn and most importantly, find happiness in the face of hardship.

As part of our *Commitment for Change* – an initiative from 2020 that is based on equity, diversity and inclusion – we successfully improved diversity on the board and the management team by adding a number of directors of diverse backgrounds. Regarding the children we serve, Starlight programs impacted:

- 47% of patients who identify as a child of color
- 62% of pediatric facilities serving high-poverty populations
- 38% of patients who benefit from Medicare/Medicaid services

While we've made some headway, we know there is an opportunity to continue to do more. In 2022 we are committed to distributing 50 percent of Starlight programs to facilities caring for vulnerable and underserved children – an improvement from 36 percent in 2021.

Emerging from the pandemic, as an organization, we've become more efficient and focused, and impacted more sick kids than in any prior year.

The impact outlined in this report was not possible without our dedicated and talented staff and you – our donors, fundraisers, and partners. We are deeply grateful for your generosity and dedication in helping us deliver happiness to seriously ill kids and their families.

Adam Garone, Starlight CEO

John Rosenberg, Starlight Board Chair





Our Mission

Every minute, a child is in need of medical care. Often feeling scared and lonely, sick kids miss out on the best parts of being a kid.

That's where Starlight comes in.

We understand the power of play and its role in promoting the well-being of children, especially those coping with sickness or injury in hospitals and healthcare facilities. At no cost to hospital partners, our state-of-the-art programs – like Starlight Virtual Reality, Starlight Gaming, and Hospital Wear – provide entertainment and distraction to help kids get through the pain and stress of medical procedures and conditions.

Since 1982, Starlight has brought smiles to 21 million seriously ill kids and their families in all 50 states and Puerto Rico. Thanks to you, we've delivered happiness to pediatric patients for almost 40 years.



Our Impact

Simply put, our mission is to deliver happiness to seriously ill kids. Doing so requires the support of many partners, from corporate partners to donors to clinicians, including doctors, nurses, and child life specialists, among many others.

Studies have shown that improving patients' emotional and social well-being can positively impact their outcomes when coping with injuries, surgeries, and illnesses. Through the collaboration of medical staff, child life specialists, and the world's top media and technology companies, we've designed innovative programs that provide entertainment and distraction to help kids get through challenging medical procedures and conditions.

Starlight impacted 2.1 million hospitalized kids in 2021 – during another COVID-19 pandemic year – thanks to the generous support of individuals, organizations, foundations, and corporate partners.

Happy kids heal faster.



I am forever grateful for the support of Starlight Children's Foundation programs and deliveries. Thank you for helping us to provide optimal psychosocial outcomes for hospitalized children through play and child-friendly experiences.

—Deanna Warren, MS, CCLS, Child Life Specialist, Pediatrics, Piedmont Athens Regional Medical Center, Athens, Georgia

PROGRAM IMPACT AT A GLANCE

2.1 MILLION



HOSPITALIZED KIDS IMPACTED



1,003

ICONIC RADIO
FLYER WAGONS



102,989

STARLIGHT
HOSPITAL GOWNS



531,542

STARLIGHT
VR SESSIONS



690,606

HOURS OF STARLIGHT
GAMING

705,703

STARLIGHT DELIVERIES
OF TOYS, BOOKS, CRAFTS,
AND OTHER FUN THINGS



126,846

KIDS ENJOYED
STARLIGHT SPACES

DELIVERED TO CHILDREN'S HOSPITALS AND FACILITIES ACROSS THE US AND PUERTO RICO

Starlight Programs



Starlight Gaming

Starlight Gaming Stations provide hospitalized kids a sense of normalcy and distraction from the stress and anxiety that often comes with being in a hospital. Powered by Nintendo systems, Starlight Gaming Stations are designed so they can roll anywhere in the hospital, enabling children to play video games from the comfort of their hospital bed or in a playroom with a group of kids. They have gotten even more portable with the Starlight Gaming Handheld, which can go wherever a child must go without needing extra space or an outlet. In addition, both Starlight Gaming Stations and Handhelds are manufactured to meet strict infection safety protocols.

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



Starlight Hospital Wear

Transitioning from regular clothes to a hospital gown is one of the most stressful moments of the pediatric patient's journey. However, when a child puts on a Starlight Gown, that moment can be magically transformative. Starlight Hospital Wear – gowns and pants – replaces less comfortable ones with high-quality, pajama-like fabric and features QR codes that provide interactive games, digital content, and more to sick kids during their hospital stay. Starlight Gowns are specially designed with snaps on the sleeves and ties down the side to provide better coverage for kids and easier access for hospital staff during medical procedures. Kids love wearing them!

Starlight Gowns are made possible by Colgate-Palmolive, Disney, Fandom, and Rebel Girls.



Starlight Virtual Reality

Starlight Virtual Reality is a state-of-the-art technology program that provides pediatric patients the opportunity to “escape” the walls of their hospital room into new worlds. While Starlight VR can be used to help distract kids during complicated medical procedures or as a resource to reduce stress and anxiety caused by hospitalization, in some instances, it can also offer a drug-free alternative to ease pain in patients. One of the first general use VR programs for hospitals, Starlight VR includes a wipeable, hospital-ready headset with kid-friendly content. Even patients with limited mobility can enjoy the experience just by using head movements.

Starlight VR is supported by Vonage Foundation and other generous donors.





Starlight Deliveries

Starlight Deliveries provide hundreds of thousands of books, toys, games, arts & crafts, and other items directly to seriously ill and hospitalized kids. Thanks to the generosity of our corporate partners, individual donors, foundations, and other groups and organizations, we're able to deliver these products at no cost to our network of more than 800 hospitals across the US.

Each Starlight hospital can order what they need, when they need it, and the amount they want from our inventory free of charge.

Our custom, easy-to-use, secure platform makes it simple and fun to request Starlight Deliveries.

Special thanks to our 2021 Starlight Deliveries program donors, including Disney, Hasbro, Inc., Mattel, Radio Flyer, Rebel Girls, and Spin Master.



Starlight Spaces

Since 2003, Starlight has been transforming hospital spaces into state-of-the-art, interactive, and relaxing environments that children and their families can enjoy. Starlight Spaces improve the psycho-social and emotional wellness of hospitalized pediatric patients and their families by providing a treatment-free space for play, social interaction, and meaningful activities. These playrooms, teen lounges, therapy gyms, healing gardens, and playgrounds offer a variety of diversions, including video games, computers, toys, crafts, music, and best of all, the company of other children.





Meet Kyrell

Having to tell your child they have cancer is one of the hardest things a parent has to do. Lovely, a nurse and the mother of Kyrell, knows this first hand and recalls that moment almost four years ago as the darkest day of her life.

In the middle of the night before that unsettling day, Kyrell knocked on his mom's door, waking her and complaining of a severe headache. At that time, he was only 10 years old.

Lovely could tell that her son was in excruciating pain and took him to emergency care in the morning. Barely able to walk, she carried him.

After several tests, the doctor ordered Kyrell to be transferred to a different hospital for further evaluation. Then things started happening quickly – from being rolled into an ambulance on a stretcher to being moved into a new hospital. As they settled into the room, clinicians came in and out, asking lots of questions and examining him. Lying in the hospital bed, tired and confused, he was more worried about his mom playing the dual role of being his mother and his nurse.

With his immediate family – including his three brothers and some cousins – by his side at the hospital, the doctor asked to speak to Lovely in private. Leading her to a different room, she knew this was not good news and tried to prepare herself mentally. He said, *"I need you to be brave. Kyrell has Acute Lymphoblastic Leukemia."*

Feeling helpless, Lovely fell to the ground. Even being a nurse did not prepare her to handle the news that her own son had cancer. Devasted, she still calls it the *"darkest day of her life."*

When the doctor asked if she would like him to tell Kyrell, she replied, *"No, I'll tell him."*

Pulling herself together and taking a deep breath, she built the courage to face this frightening moment. Surrounded by family, Lovely sat next to him, held his hand, and looked him in the eyes. He squeezed her hands tighter.



"Kyrell, do you know what's wrong?"

"No."

"You have cancer."

They both started to cry. Kyrell wiped his eyes and took a deep breath.

"Now that we know, how can we fix it?" he asked his mom.

Immediately, Kyrell started chemotherapy that would last three and a half years. When the child life specialist team introduced him to Starlight Gaming Station, among other Starlight programs, he was so excited because he loves video games. When he was in isolation for 45 days, he connected with his brothers and cousins through gaming remotely.

Through Starlight Gaming, Kyrell developed a strong bond with another patient going through chemotherapy. The two would end up scheduling their appointments together to play in tandem.

Lovely is grateful for Starlight's support through Kyrell's journey. She said, *"Starlight Gaming brought him happiness and a connection to a best friend that he'll always remember. I can't imagine what his experience would have been like without Starlight."*

After ringing the bell in September 2021, signaling the end of chemotherapy, 14-year-old Kyrell is thinking of his future. The time spent gaming in the hospital inspired him to build his own computer and dream even bigger. His goal is to go to a university one day to study computer science.



Our Finances

Thanks to the support and generosity of so many, Starlight had an outstanding year in 2021. Together, we're delivering happiness to millions of seriously ill kids.

In 2021 we raised, excluding gifts-in-kind:

\$12.2 million in total

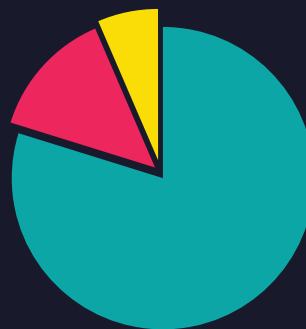
2021 Net Assets:

\$14.8 million

2020 Net Assets:

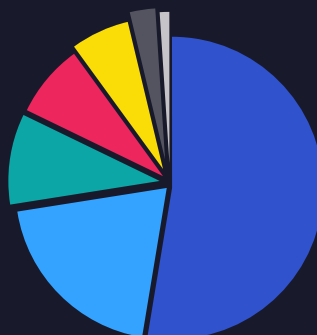
\$14.2 million

Allocation of Expenses:



- Program Delivery**
81.6% / \$9,735,860
- Fundraising**
12.5% / \$1,490,221
- Management & General**
5.9% / \$709,389

Expense by Program:



- Deliveries**
53.0% / \$5,158,072
- Hospital Wear**
20.0% / \$1,946,859
- Mission Delivery**
10.5% / \$1,024,834
- Gaming**
7.2% / \$698,287
- Education**
6.6% / \$643,762
- Virtual Reality**
2.6% / \$254,421
- Spaces**
0.1% / \$9,625



Our Corporate Partners

Thanks to the generous support of businesses and corporations, Starlight is able to deliver happiness to seriously ill children and their families.

Whether it's working with Disney to give children the comfort of their favorite Disney character through our Starlight Gown collaboration, or delivering fun through our 30-year Starlight Gaming program with Nintendo of America, these companies help us deliver programs that are founded in sound research and focused on bringing entertainment, distraction, and inspiration to help sick kids heal faster. Through these partnerships, we help transform the patient experience giving kids in the hospital the strength and confidence to conquer anything.

A very special thank you to our major corporate supporters in 2021.

The **WALT DISNEY** Company



Starlight Donors

Foundations and Individual donors come in all shapes and sizes, but they have one goal in common: to help us bring smiles to seriously ill kids in hospitals. We are grateful to the foundations and individual donors who support our mission. Here are just a few from 2021.

Tom Segura

Stand-up comedian and longstanding Starlight supporter Tom Segura positively impacted hospitalized kids by donating proceeds from selling a limited-edition t-shirt during his holiday tour. We are so grateful for his support of our mission over the years!

Bitterman Family

Since 2020, the Bitterman family has sponsored more than five Starlight hospitals! It's a whole family affair as each donation is made on behalf of a grandchild. Donating almost \$40,000, the Wood-Bitterman Charitable Lead Trust has sponsored five hospitals, including Shriner's Children's Portland and Children's Hospital of Atlanta Scottish Rite.

Together they make it possible for us to provide Starlight Gaming, Starlight Hospital Wear, Starlight Deliveries, and so much more to hundreds of thousands of seriously ill kids across the United States!

Luke Stroud and Family

At just 12-years-old, Luke Stroud was diagnosed with follicular lymphoma in 2021. Fortunately, Luke was declared cancer-free with a swift and successful surgery and minimal recovery time. But, realizing how many other children were not as lucky as himself, Luke and his family wanted to pay it forward by bringing Starlight Gaming to Levine Children's Hospital in Charlotte, North Carolina, where he once was a patient.

In addition to recruiting community leaders, businesses and schools to support the cause, the Stroud family also threw birthday party fundraisers, raising more than \$15,000 to place three custom Starlight Nintendo Switch Gaming stations at Levine Children's. Pediatric patients will enjoy these for years and years to come.

We're incredibly grateful to the 16,400 donors for their support in 2021!



Tom Segura



Luke Stroud

Streamer Spotlights

Stream For Starlight brings digital creators, gamers, and individuals to stream content and raise money to deliver happiness to seriously ill kids. Since 2019, streamers have raised more than \$1.1 million for Starlight Children's Foundation.

DGR_Dave

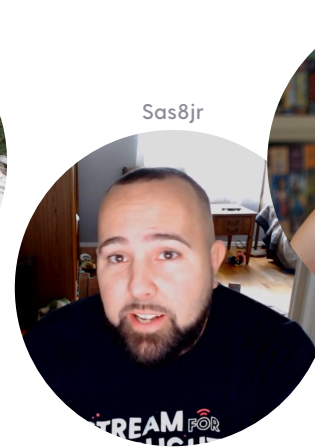
DGR_Dave is a Nintendo-focused content creator on Twitch and Youtube, with over 700,000 followers combined, who flies through Super Mario Maker 2. In addition, he holds the record in fundraising the most funds ever by an individual for *Stream For Starlight*.

DGR_Dave joined Starlight's *12 Days of Streaming* campaign to help deliver holiday cheer to hospitalized kids across the United States. He streamed Nintendo games to more than 140,000 Twitch followers and was blown away by the response. His community crushed the 12-day goal of \$30,000 on the first day and raised over \$80,000 by the last day.

The donation will provide Starlight Gaming and other programs to many hospitals in our network, including Janet Weiss Children's Hospital in Danville, Pennsylvania, where his wife received lifesaving care at a young age. Thank you to DGR_Dave and his community for helping us impact hundreds of thousands of children.



DGR_Dave



Sas8jr

Sas8jr

Since losing his mother to cancer the prior year, Twitch streamer Sas8jr, has dedicated his time to helping children with cancer. As a Good Cause Crusaders team member, Sas8jr organized a 72-hour DJ raid train for *Stream For Starlight* in September, a fundraiser during Childhood Cancer Awareness Month.

Through the support of his community, the 72-hour raid train raised over \$12,000, with more than 190 people donating to the cause. In doing so, he became the top overall streamer for Starlight in September. What a beautiful way to honor his mother by helping Starlight deliver programs to three children's hospitals. We are so grateful to Sas8jr for choosing us to be the benefiting charity.



Banzainator

Banzainator

Banzainator, a family-friendly streamer on Twitch, will have you laughing aloud along with her community. During her *Stream For Starlight* broadcast in September, she brought out all the cards to play tabletop games with her followers, raising more than \$11,000. Thanks to the kindness of Banzainator's company, Master Goblin Games, who matched up to \$5K in donations! Their generous contributions helped place Starlight Gaming at Loma Linda University Children's Hospital!

Starlight Streamer Shoutouts

Introducing the first class of Starlight Stream Ambassadors of 2021. These broadcasters personified all the core values of Starlight and went above and beyond in their fundraising efforts to help deliver happiness to seriously ill kids.

Thank you to the 545 streamers who supported Starlight in 2021!

Are you interested in Stream For Starlight? Visit starlight.org/S4S

Calamity__Cat
calvinthomasmusic
chefsteve330
MeganPlays
Minnesota_Toiz

NachoPanda
sistakaren
tabetaicooking
Quiltoni
zja2damax



Leadership & Governance

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

Our Board

John Rosenberg, Chair

Cara Natterson, MD, Vice Chair

Troy Young, Treasurer,
Finance Committee Chair

Howard Cohl, Secretary

Alisa Bowen

Russ Cashdan, Audit Committee Chair

Henry Fields

Kira Goldberg, HR & Compensation
Committee Chair

Eric Grodan, Nominations &
Governance Committee Chair

Shawn Harpen

David Haspel

Chris Helfrich

Debra Johnson

Marvin Levy

Rechelle Porter (CCLS)

Peter Samuelson, Co-Founder

Steven Spielberg, Chairman Emeritus

Thank you
for delivering
happiness!



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