

# Starlight Deliveries

## Program Overview



Every year, Starlight Deliveries distributes millions of dollars' worth of donated products directly to our 800+ hospital and health facility partners – free of charge. Thanks to the generosity of our corporate partners, individual donors, foundations, and other groups and organizations who support our work, these donations provide hundreds of thousands of books, toys, games, arts & crafts, and other items that kids love and hospitals use to deliver happiness to seriously ill children. Starlight coordinates the delivery of these donated products through a complimentary, fully customized, and secure e-commerce platform where our registered hospital partners can view, select, or request items that are most useful and relevant for their patients and staff. Starlight Deliveries ensure hospitals receive exactly the items they need, in precisely the quantities they can accommodate, just when they need them, and at no cost to the hospital.

*"Bringing happiness to our pediatric patients through comfort gifts often reduces their fear of being in a medical environment and helps them be more receptive to necessary medical treatment."*

–Margie Dolinski, Executive Director, LAC+USC Medical Center

## Reach

Since 2015, Starlight has shipped **\$9,902,206 in deliveries** that have been distributed to **1,260,561 children** at **648 children's hospitals and pediatric units** in all 50 states and Puerto Rico.

## Program Impact



### Play

*"The Radio Flyer Wagon is a significant factor in my son's long hospital stays. He was unable to communicate well and has speech delays. However, the one thing he could always say was "Red Go!" That meant he wanted to take a lap in the wagon through the oncology floor. It was instrumental to his experience and it always gave him something to look forward to no matter how weak he was during his chemotherapy treatments. He even at one point convinced one of his favorite male nurses to take a ride with him!"*

–Krista N., Starlight Mom

- During hospitalization playing with toys has proven to be of high therapeutic value for ill children, thus contributing to both their physical and emotional well-being and to their recovery (Koukourikos et al., 2015).<sup>1</sup>
- It is important for a child to play while they are in the hospital; it can help them reconnect with their home life, distract them from pain and worry, and it can help them get used to new people and things they will see at the hospital (SickKids, 2010).<sup>2</sup>



## Entertainment

*"These wonderful items help calm patients so they can have the best possible treatment experience. Ultimately this kind of gift allows us to maintain our unique child-friendly atmosphere and gives our kids some extra entertainment and emotional support to come with the more challenging parts of medical care. We're giving children back their childhood!"*

–Stephanie Brigger, Vice President, Scottish Rite Hospital for Children

- Toys can be an effective distraction from the hospital environment surrounding sick children, bringing them closer to what is familiar, reducing their anxiety, facilitating their acceptance of procedures, and providing entertainment in an environment that is otherwise very stressful (Soares da Silva et al., 2016).<sup>3</sup>



## Normalization

*"We were able to include the WowWee Fingerlings in our Spring Easter Event for our patients! Having the Fingerlings to include in the Easter Basket really helped our patients feel at home and be included in holiday celebrations they would have had to miss being in the hospital. It seems small but having that toy to normalize their experience and bring a smile means the world to us."*

–Edith Alvarez, White Memorial Medical Center

- The hospital is disruptive to a child's life. Playing with toys is one way to reconnect a child to their home life. The more a child can play, the happier the child will be, and happiness promotes recovery (SickKids, 2010).<sup>2</sup>

---

## The Future

- Starlight will continue to improve the user experience for hospitals using our e-commerce platform by ensuring that our technology remains best-in-class in efficiency and quality so ordering Starlight Deliveries is simple, easy, and quick.
- Starlight will continue to expand the product offering on the e-commerce platform so that more and more seriously ill children can enjoy the highest quality items from world class brands and companies.

---

<sup>1</sup> Koukourikos, K., Tzehe, L., Pantelidou, P., & Tsaloglidou, A. (2015). THE IMPORTANCE OF PLAY DURING HOSPITALIZATION OF CHILDREN. *Materia socio-medica*, 27(6), 438–441. doi:10.5455/msm.2015.27.438-441

<sup>2</sup> Playtime at the hospital for preschoolers aged 3 to 5 years. (2010). Retrieved from <https://www.aboutkidshealth.ca/Article?contentid=1162&language=English>

<sup>3</sup> Soares da Silva, J., Pizzoli, L., Amorim, A., Pinheiros, F., Romanini, G., Gomes da Silva, J., . . . Alves, S. (2016). <https://www.pediatricnursing.net/ce/2018/article42026168.pdf>. *Pediatric Nursing*, 42(2).