

Annual Report 2022



**Delivering happiness
to hospitalized kids.**



Contents

04	A Message from Starlight's Board Chair
05	Our Mission
06	Happy Kids Heal Faster
07	Where We Are
08	Starlight Programs
10	Starlight Kid, Josie
11	Our Financials
12	Our Corporate Partners
13	Starlight Supporters
14	Starlight Award Honorees
15	Leadership & Governance



A MESSAGE FROM

Starlight's Board Chair

Ten years ago, I was afforded one of the great privileges of my career, joining the Starlight Board. The mission is among the most honorable and important I am aware of. So often, we think of curing the terrible illnesses that impact our children, but rarely do we think about the quality of life that seriously ill kids are robbed of. And not just the children, but their family and friends too. Starlight's focus on improving this most challenging journey is, in many ways, as important as seeking cures and it just makes plain sense.

When I joined Starlight, with just three programs, we were serving 759,000 children across the country. In the past 10 years, Starlight has grown its reach significantly, serving 2.4 million children in 2022, in 592 hospitals across the country. The program portfolio has evolved to five, high impact programs including gaming, virtual reality, toy deliveries, hero wagons and hospital gowns. I'm proud to say that 2022 marks the most impactful year in our 40-year history.

In 2022, we built on our legacy of creating exceptional experiences for patients and their families by launching the Virtual Reality Direct-to-Families program. This initiative delivers Starlight VR headsets to children with chronic illnesses to help them manage pain and provide distraction during treatment no matter where they are, whether it be at home, in an outpatient setting or hospital. We formed a new partnership with The LEGO Group, adding 165,000 sets to our Starlight Toy Delivery program to help inspire kids' imaginations, stimulate their creativity, and process their hospital experience through play.

Since 2020 we have charged forward with our *Commitment to Change* initiative. In 2022, we exceeded our goal and delivered 53% of our programs to medically underserved and vulnerable populations, up from 36% the prior year.

We did not stop there.

We know meeting our goal to help more kids hinges on the ability to raise more funds and grow awareness of Starlight's brand, mission and impact. Through our longstanding collaboration with Disney, which amplified our public service announcement, we increased our monthly average reach to 100 million people, inspiring a new cohort of donors and supporters with what we do and why we do it.

Our staff remain some of our best advocates. With an 89% engagement rate, they passionately fulfill our mission alongside you – our donors, fundraisers, and partners. Your continued dedication helps us empower, lift, and energize hospitalized kids mentally and physically. We are deeply grateful.

My journey with Starlight ends in December and while I leave with a heart that will long continue to engage in the mission, I leave knowing that this amazing organization will be in magnificent hands. The talent that occupies the directors' seats and the exceptional devotion of our amazing staff gives me great confidence that the best is yet to come for Starlight.

I know that under the guidance of the board and our Chief Executive, Adam Garone, along with the incredible Starlight staff, we will build upon this amazing base and reach new heights in Starlight's quest to make seriously ill children feel less isolated and afraid. This is why Starlight exists.

John Rosenberg, Starlight Board Chair





Our Mission



No matter the length, hospital stays can be lonely, stressful, and scary. That's why Starlight exists. At Starlight, we aim to deliver happiness to hospitalized kids and their families by transforming the pediatric patient experience and creating a positive environment that reduces anxiety and fosters a sense of comfort and normalcy.

Happy Kids Heal Faster

Studies have shown that happiness improves our health and well-being. Through a collaboration of medical staff, child life specialists, and the world's top media and technology companies, we've designed innovative programs that provide relief and diversion from challenging medical procedures and conditions.

These vital programs are offered free of charge to pediatric facilities that are part of Starlight's nationwide network. Child life teams, nurses and clinicians utilize Starlight programs to provide emotional support, education, and play and distraction therapy to pediatric patients, helping young patients feel more comfortable and supported during their healthcare journey.

As a result, in 2022, Starlight positively impacted more than 2.4 million kids in 592 U.S. hospitals, thanks to the generous support of individuals, organizations, foundations, and corporate partners.

“

We cannot thank the Starlight team enough for all the support they have provided our daughter Amanda and her sister Lydia through Amanda's cancer journey. During some of our darkest days, Starlight was there to put a smile on the girls' faces, which was priceless. A child's cancer diagnosis is overwhelming and Starlight is there to help ease the journey. Thank you, Starlight, for the continued support you provide to so many children and families in need.

—The Haufler family

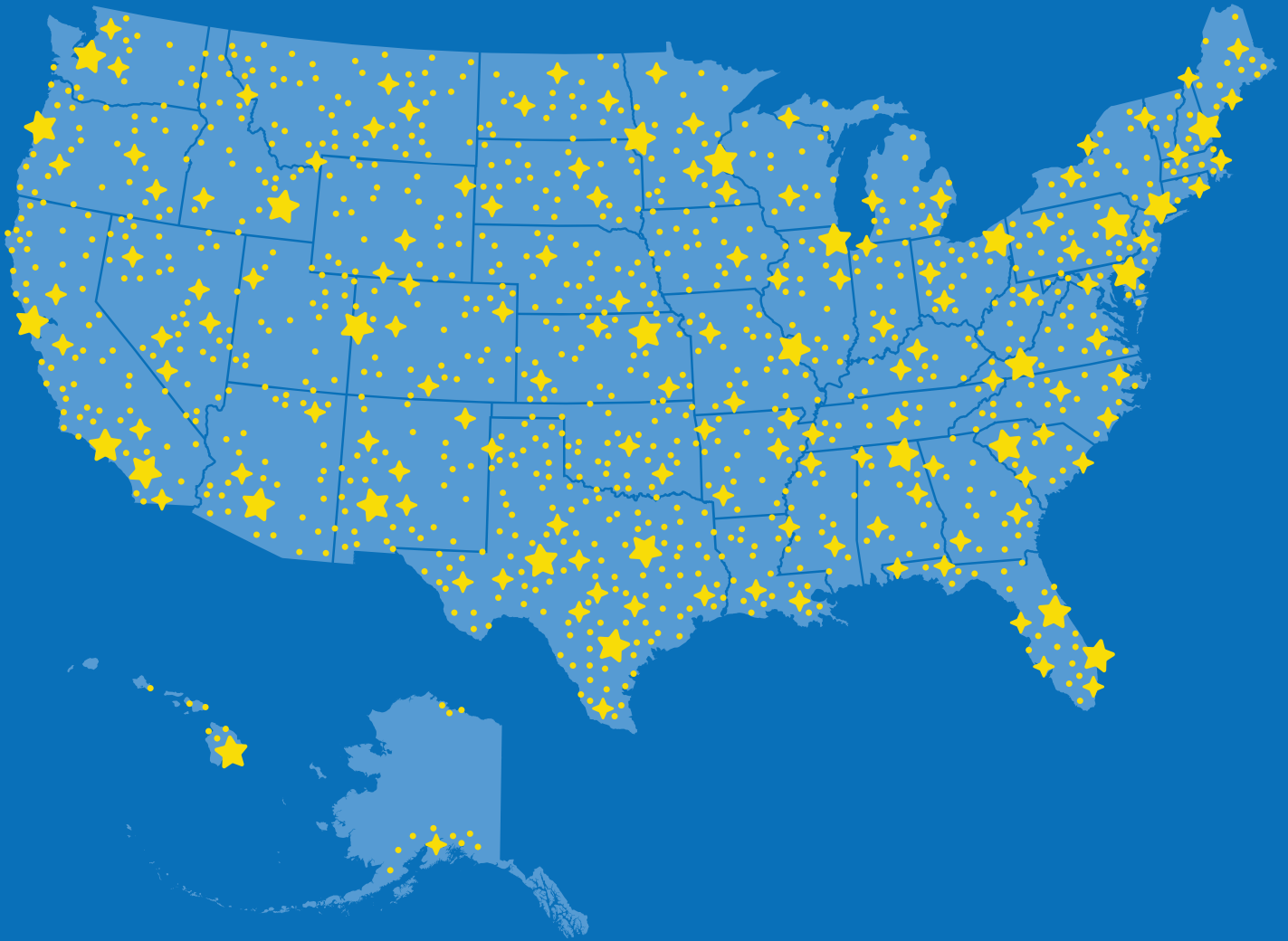


Where We Are

In 2022, we delivered happiness to kids and their families at

592 U.S. children's hospitals
and medical facilities.

53% of these hospitals and facilities care for medically
underserved and vulnerable populations.



Starlight Programs



614,000+

Starlight Gaming sessions

Powered by Nintendo, Starlight Gaming provides hospitalized kids a welcome distraction from the stress and anxiety of medical procedures and treatments. The upright Starlight Gaming Station is designed to roll anywhere in the hospital from room to room, and the portable Starlight Gaming Handheld, the latest iteration, can go wherever a child must go without needing extra space or an outlet. No matter which system a child uses, one thing is for sure – it will help them relax, laugh and have fun without worrying about their next procedure.

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.



1,046,000+

Starlight Virtual Reality sessions

Starlight Virtual Reality (VR) allows pediatric patients to “escape” the hospital room into new worlds of fun and exploration. Studies have shown that VR appeared effective as a complementary therapy to manage pain and distress associated with a wide variety of known painful medical procedures and conditions in pediatric patients. That’s why child life teams and clinicians love using Starlight VR for distraction therapy during complicated medical procedures, managing chronic pain, or as a resource to reduce stress and anxiety caused by hospitalization. Even patients with limited mobility can enjoy the experience. In 2022, we began offering Starlight VR to patients at home to help support their healing and recovery, no matter where they are.

Starlight VR is funded by Meta, Insmmed, Vonage Foundation and other generous donors.

Starlight Programs

continued



118,000+

Starlight Hospital Gowns delivered

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 Hospital Gown, that moment can be magically transformative. Made of higher-quality, pajama-like fabric and designed to offer more privacy, Starlight Gowns replace standard-issue gowns that can leave a child feeling vulnerable.

In 2022, we added pajama pants to our gown collections to offer even more comfort and coverage. QR codes on the gowns were also introduced, providing kids access to digital content when scanned, making these gowns more fun and interactive for patients.

When kids can choose which Starlight Gown to wear – from characters to whimsical designs – it gives them a sense of normalcy and independence. Additionally, Starlight Gowns help create meaningful connections between doctors and patients, contributing to improved outcomes and well-being.

Starlight Gowns are made possible by Disney, Ferrari Club of Beverly Hills, Humble Bundle, Ryan's World, Tencent, and the New York Islanders Children's Foundation.



487,000+

Starlight Deliveries to kids

Starlight Deliveries provide hundreds of thousands of Hero Wagons, toys, games, books, arts & crafts, and other items directly to hospitalized kids.

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 while transforming the pediatric patient experience with a more magical way to move around the hospital.

Toys, games, books, and arts and crafts help provide young patients with much-needed distraction and entertainment, helping alleviate anxiety and boredom from being in a hospital environment. Engaging in such activities also promotes cognitive growth and keeps their minds active, even during periods of limited physical activity.

Special thanks to our 2022 Starlight Deliveries program donors, including Disney, Hasbro, Inc., Mattel, McMillan Children's Publishing Group, Radio Flyer, Rebel Girls, Spin Master, Tencent, The LEGO Group, and WowWee.



Starlight Kid, Josie

Josie is a vibrant teenager who lives life to the fullest through daily battles with osteogenesis imperfecta, a rare disease in which bones fracture or break easily, often with no apparent cause or minimal injury. When she was just a few days old, she broke a bone by simply yawning.

"Pain is very real to me and it's something that I experience a lot," said Josie, 17, who has broken 20 bones in her young life and undergone many surgeries.

Despite being in and out of hospitals countless times, Josie still finds hospitals scary. The sterile, unfamiliar environment, the sound of beeping machines, and the pricks of needles contribute to feelings of anxiety and pain. Each visit brings forth memories of stress, vulnerability, and uncertainty, reminding her of her own fragility.

However, Josie is grateful for Starlight programs that provide her comfort, joy and positive distraction, making her hospital visits a little brighter.

Unlike standard-issued hospital gowns, Starlight Gowns come in a range of sizes from extra small to extra large – equitable for every pediatric patient – and provide more coverage so kids feel less vulnerable.

"Due to my disability, I am quite short and tiny. Starlight Gowns are the only hospital gowns that fit me. It used to be frustrating when the gowns I was provided to wear before surgery would be huge on me. So, when I found out that my hospital had Starlight Gowns, I was really happy," said Josie.

She added, "When I go to the hospital, I look forward to playing video games on a Starlight Gaming Handheld. It helps me escape when I'm feeling intense pain and makes the hospital stay less daunting."

But amidst the trials and tribulations, Josie refuses to let her condition define her. She wants people to know she's more than the girl with many broken bones and frequent hospitalizations. Embracing life with a fierce determination, Josie seizes every opportunity to have fun and live fully. When not playing wheelchair basketball, she's courtside cheering on her teammates or socializing with friends over coffee.

Soon, she'll be attending college to chase her dreams of becoming an educator to help students further themselves and make a difference in their lives.

Our Finances



Thanks to the support and generosity of so many, Starlight had an outstanding year in 2022. Together, we're delivering happiness to millions of seriously ill kids.



Fiscal Year 2022, Year ended December 31, 2022

In 2022 we raised:

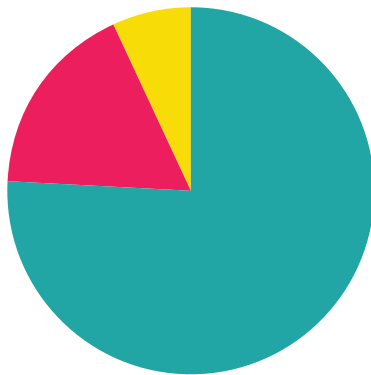
\$16.6 million

2022 Net Assets:

\$18.3 million

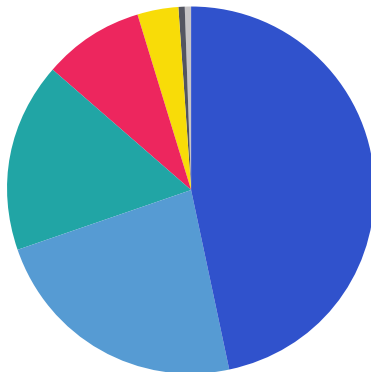
2021 Net Assets:

\$14.8 million



Allocation of Expenses:

- Program Delivery**
76% / \$9,981,832
- Fundraising**
17.3% / \$2,275,178
- Management & General**
6.7% / \$878,965



Expense by Program:

- Deliveries**
46.8% / \$4,668,314
- Hospital Wear**
23.1% / \$2,309,585
- Mission Delivery**
16.7% / \$1,666,228
- Gaming**
8.9% / \$886,310
- Education**
3.6% / \$362,732
- Virtual Reality**
0.5% / \$49,416
- Families & Spaces**
0.4% / \$39,247

Our Corporate Partners



Thanks to the generous support of our corporate partners, we are able to deliver happiness to hospitalized children and their families.

Whether it's the collaboration with Disney to offer children the comfort of their favorite Disney-themed Starlight Hospital Gown, providing fun through our 31-year Starlight Gaming program with Nintendo of America, or bringing smiles to kids through the support of new partners, like The LEGO Group or Humble Bundle, 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 2022.



OFFICIAL FERRARI DEALER

Ferrari Beverly Hills



Starlight Supporters

We're grateful for the support of many incredibly generous individuals, streamers, groups and foundations who dedicate their time and effort to fundraising for the Starlight Children's Foundation. Their unwavering commitment to bringing smiles to the faces of hospitalized children is truly inspiring. Here are just a few from 2022.



Meghan

We are grateful to our community of passionate fundraisers who ran on Team Starlight for the Disney Princess Half Marathon Weekend presented by CORKCICLE, like longtime charity runner and Disney fan Meghan Gawryck. She challenged herself to raise over \$10K to celebrate her 10th Disney Princess Half Marathon Weekend!

"It is an honor to raise funds for and represent Starlight at the Disney Princess Half Marathon Weekend. I lost my dad to cancer when he was 51 years old, and as a (grown) child, watching Dad go through this illness was simply awful. I can't imagine how it would feel if roles were reversed. What started as a small effort to mark the 5th anniversary of my dad's passing has now turned into a passion."

Quiltoni

Quiltoni is a professional quilter, broadcaster, and Starlight Stream Ambassador Alumnus who has gone above and beyond in the live-stream fundraising space. Her community events and passionate support for our cause have led her to be a 2022 top fundraiser for Stream For Starlight and the Disney Princess Half Marathon Weekend presented by CORKCICLE. Through her events, like "Stream That Never Ends" and live quilting races, Quiltoni has raised over \$38K for Starlight and looks forward to having a greater impact in the coming years.

501st Legion

The Galactic Senate is a coalition of multiple international Star Wars cosplay clubs that include the 501st Legion, Rebel Legion, Mando Mercs, Dark Empire, Droid Builders, Galactic Academy, and Saber Guild.

In 2022, members of the Galactic Senate represented Starlight at *Star Wars Celebration* in Anaheim, California. Throughout the weekend, they hosted a Dark Side vs. Light Side fundraising competition, a charity Sabacc tournament, and an auction. These fundraisers, along with their month-long online fundraising campaign, collectively raised over \$30K.

Starlight Award Honorees

The work to deliver happiness to hospitalized kids and their families cannot be done alone. We rely on the support of generous donors, partners and hospitals.

In 2022, we honored these exceptional individuals, partners and hospital teams who went above and beyond in their commitment to helping us advance our mission and transform hospital experiences for kids coping with illnesses and injuries.

Each had a remarkable story to tell, from Luke Stroud, a young teen cancer survivor who fundraised to place four Starlight Gaming Stations in local hospitals, to standout streamer @DGR_Dave, who used his platform to raise \$80,000 for Starlight's 12 Days of Streaming campaign.

Through the Starlight Awards, we aimed to shine the light on these exceptional heroes, recognizing them for their generosity, kindness and the profound impact they made on hospitalized children and their families.

Congratulations to the 2022 Starlight Awards honorees:

Lifetime Achievement Award: Sheri Sobrato

Golden Heart Award: Tom Segura

Happiness Heroes: Kathleen Chung, LA Ghostbusters, The Bitterman Family, Luke Stroud

Hospital Heroes

Golden Hero Award: Child Life Team at AdventHealth Orlando, Lyssa Adams at Children's Clinic for Rehabilitative Services

Hospital Partner of the Year: Mercy Children's Hospital

Hospital MVP: Jacqueline Pufundt at Advocate Children's Hospital

DEI Champion: Edith Castillo at DHR Health, Children's Hospital of Mississippi

Innovation Heroes

Partner of the Year: Radio Flyer

Vendor of the Year: Salesforce B2B Team

Excellence in Gaming: Marty McMahon Texas Children's Hospital

Content Creator of the Year: DGR_Dave



When presented with Starlight gowns, our patients' eyes light up, and we witness their excitement to wear the fun, colorful gowns with child-friendly designs and favorite character decorations. Starlight Gowns have made an impactful difference in the patient experience at our facility, helping children feel less afraid in the hospital setting and more confident while facing medical procedures. We cannot thank Starlight enough for the continued support!

—Children's of Mississippi





Leadership & Governance



Our Board

John Rosenberg, Chair

Cara Natterson, Vice Chair

**Debra Johnson, Treasurer,
Finance Committee Chair**

Howard Cohl, Secretary

**Alisa Bowen, Nominations & Governance
Committee Chair**

**Kira Goldberg, HR & Compensation
Committee Chair**

Shawn Harpen, Audit Chair

**Ron Burkhart, Finance Committee
Advisory Member**

Henry Fields

Chris Helfrich

**Millie Judge, Finance Committee
Advisory Member**

Arnie Mendoza

Rechelle Porter

Peter Samuelson, Co-Founder

Steven Spielberg, Chairman Emeritus

Dawn Wilcox



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.

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starlight.org



StarlightChildrensFoundation



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