

Annual Report

2020



**Delivering happiness
to seriously ill kids.**



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A MESSAGE FROM

Starlight CEO and Board Chair

2020 changed the world. It was a year that put illness on center stage, the coronavirus pandemic taking more than 600,000 lives in the U.S. alone, fundamentally disrupting life as we'd known it by isolating us from one another for the sake of our health and safety.

At Starlight, we heard from hospital partners and families of sick kids alike how the pandemic magnified loneliness, anxiety, and fear within the hospital setting. Because of this feedback—and despite the global circumstances—we increased our programmatic impact in hospitals across the U.S. at a time when hospitalized kids needed it most.

With strict limitations on visitors, communal play closed, and many Certified Child Life Specialists working from home, our hospital partners relied more than ever on Starlight Virtual Reality and Starlight Gaming to provide distraction and entertainment for kids. In a moment of crisis due to hospital overload, Starlight Gowns and Starlight Deliveries brightened patients' spirits and brought smiles. Starlight programs allowed kids to feel normal, even if only for a few minutes, during a very abnormal year.

The challenges of 2020 emphasized the importance and impact of the Starlight mission: to improve a sick child's hospital experience and quality of life. We see this profound responsibility and have doubled-down on our commitment to bring happiness during illness by continually evolving and expanding our programs. But our mission doesn't stop here.

Black Lives Matter brought racism to the forefront of conversation, uniting Americans to stand up for Black lives and stand against systemic racism. Against the backdrop of the pandemic, the social justice movement inspired millions to make a positive change through sustained action.

In support, Starlight launched our *Commitment for Change*: an equity, diversity, and inclusion initiative to deliver Starlight programs to more medically underserved and vulnerable populations.

- Starlight created easier, more direct access to our free programs for hospitals in rural and medically underserved areas.
- We put protocols in place to ensure a more diverse Board, staff, and hiring process.
- We established an internal committee to discuss topics related to diversity, equity, and inclusion; giving staff a safe space to have conversations and provide feedback on how Starlight can be more inclusive in our external communications.

The impact outlined in this report was not possible without you—our donors, fundraisers, and corporate partners. We are deeply grateful for your generosity and dedication to delivering happiness to seriously ill kids.

Adam Garone, Starlight CEO

John Rosenberg, Starlight Board Chair



✧ ✧ OUR MISSION ✧ ✧

Every minute, a child is in need of medical care. These kids are often scared, lonely, and missing out on all of the things that make being a kid great.

That's where Starlight comes in.

Starlight supports kids and families at more than 800 children's hospitals and healthcare facilities in the U.S. We provide fun, state-of-the-art programs such as Starlight Virtual Reality, Starlight Hospital Wear, and Starlight Gaming to thousands of hospitalized kids, at no cost to our hospital partners.

Since 1982, Starlight has brought smiles to over 17 million seriously ill children and their families in all 50 states and Puerto Rico. That's more than 35 years of delivering happiness to seriously ill kids—because a hospitalized kid is still a kid.



OUR IMPACT

While doctors, nurses, and other hospital staff attend to the medical needs of kids with serious illnesses, Starlight steps in to improve the overall health of hospitalized kids by giving them opportunities to have fun.

Evidence shows that improving the mental and social well-being of patients can have a positive impact on their physical health. Starlight programs are carefully designed with the input of medical staff, child life professionals, and the world's top media and technology companies to ensure they entertain, distract, and inspire seriously ill children and their families.

In 2020, thanks to the generous support of individuals, organizations, foundations, and corporate partners, **Starlight impacted more than 1.5 million hospitalized kids** during the COVID-19 pandemic.



With the help of Starlight Gaming, patients can switch from one virtual world to another with ease. On a much larger scale, having these game systems pre-loaded with games, helps us limit the need for additional staff to gown, glove and mask just to go into a patient's room to provide new games therefore conserving critical PPE.

—Tracy Reyes Serrano,
Certified Child Life Specialist,
UCLA Mattel Children's Hospital

PROGRAM IMPACT AT A GLANCE

1,500,000



HOSPITALIZED KIDS IMPACTED



499

ICONIC RADIO
FLYER WAGONS
DELIVERED



65,574

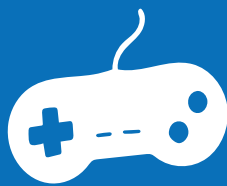
STARLIGHT HOSPITAL
GOWNS DELIVERED

310



STARLIGHT VR
HEADSETS DELIVERED

21



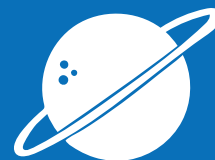
STARLIGHT GAMING
STATIONS DELIVERED

\$2.3M

IN TOYS, BOOKS, CRAFTS
AND OTHER FUN THINGS THROUGH
STARLIGHT DELIVERIES



16



STARLIGHT SPACES
COMPLETED
OR BROKE GROUND



459

PEDIATRIC FACILITIES
IMPACTED

Starlight Programs



Starlight Gaming

Starlight Gaming delivers happiness to seriously ill children by providing them with hours of fun and distraction through their favorite Nintendo video games and streaming movies and TV shows, right from the comfort of their own hospital bed by themselves or as quality time with their parents and siblings or in a playroom with a group of kids. These Gaming stations are specially manufactured by Nintendo to meet strict infection safety protocols for use in a hospital setting.

Special thanks to Nintendo of America for its 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

Starlight Gowns are colorful, high-quality, super soft hospital gowns that deliver happiness to seriously ill children and their families. They are specially manufactured to meet the needs of hospitalized kids with ties on the side (instead of down the back) for comfort and modesty, plastic snaps on each shoulder that allow for easy access during medical procedures and come in a variety of fun designs that kids love to wear.

Starlight Gowns are made possible by Colgate-Palmolive Company, Days Inn by Wyndham Worldwide, Major League Baseball, Nintendo of America, New York Islanders, and Disney.

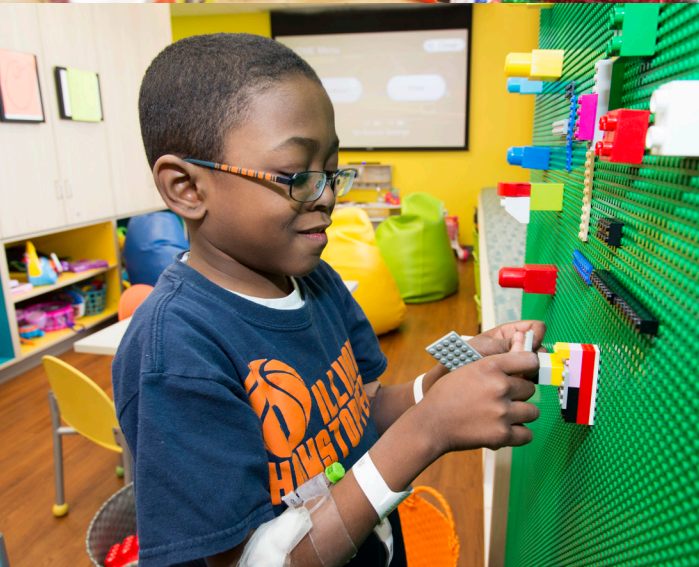
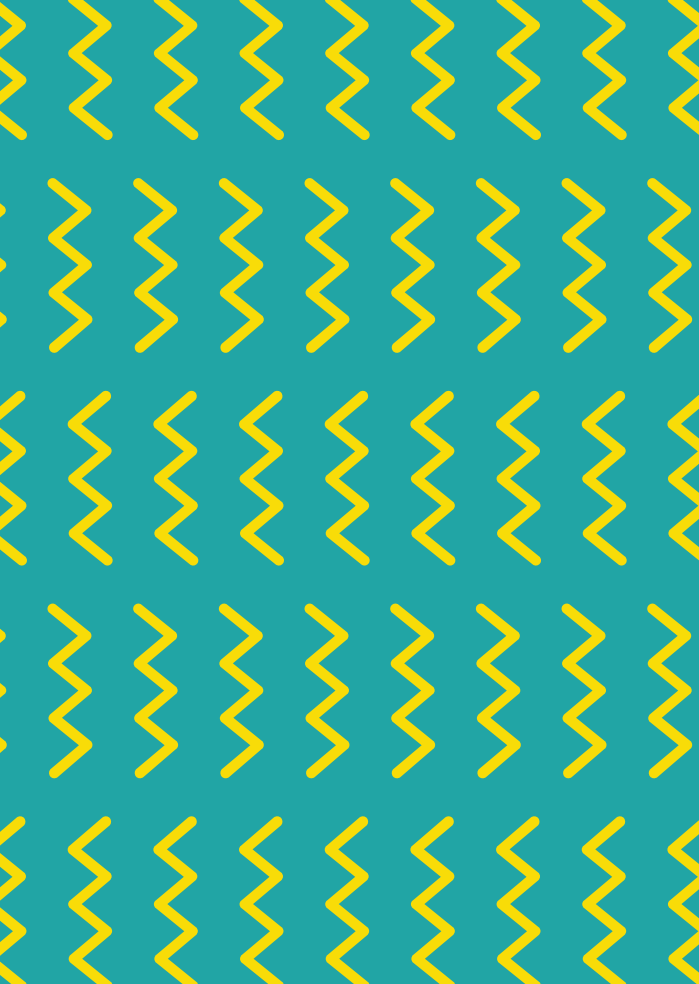


Starlight Virtual Reality

Starlight Virtual Reality is a state-of-the-art technology program that radically transforms the hospital experience for seriously ill children and their families. Starlight VR is the first general use VR program for hospitals that delivers happiness to children through 20+ pre-loaded, kid-friendly experiences to help distract them during difficult medical procedures or simply relax and have fun while they escape into a virtual world.

Starlight VR is made possible by Niagara Cares and Disney.





Starlight Deliveries

Starlight Deliveries offer our more than 800+ hospital and health care facility partners an easy-to-use, free online platform where they can order items directly from our inventory of millions of dollars' worth of donated toys, books, games, crafting materials, and other urgently needed products that deliver happiness to seriously ill children and their families.

Special thanks to our 2020 Starlight Deliveries program donors including CubCoats, Hasbro, Inc., Literati, Radio Flyer, Disney, and WowWee.



Starlight Spaces

Starlight Spaces deliver happiness to seriously ill children by transforming indoor and outdoor hospital spaces into state-of-the-art, interactive, and relaxing environments that can be enjoyed by children and their families. 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.

Special thanks to the Dunkin' Joy In Childhood Foundation and Northwestern Mutual of Southern California for generously supporting this program in 2020.



Meet Luke

Luke is a caring 18-year-old from Pennsylvania who loves dogs. He's also had chronic lung disease and feeding issues since he was born prematurely.

At just five years old, Luke was diagnosed with Childhood Interstitial Lung Disease. After having a double-lung transplant, he was later diagnosed with Chronic Intestinal Pseudo Obstruction and experienced complete intestinal failure.

After waiting ten long months for an intestine transplant, he finally had his procedure in May 2020.

Having a transplant during COVID-19 brought unique challenges. Visitors were limited to just Luke's parents. He missed having his siblings by his side and visits from Pet Friends, who provide support dogs that have been a part of Luke's hospitalizations for over ten years.

"All the special programs that help the kids not feel like they are in the hospital had to be put on hold," said Luke's mom, Heather. "This makes hospitalizations more challenging."

Starlight Gowns are one thing that has made Luke's hospitalizations more comfortable. He always refused to wear regular hospital gowns. A child life specialist gave Luke his first Starlight Gown, and he's been wearing one ever since.



Starlight Gowns are part of the 'little things' that are really big things to kids in the hospital! . . . The snaps were in the right places and the ties were perfectly placed on the side, not the center back. The fabric was soft and easily washable. It was comfortable and Luke actually asked to wear it.

—Heather, Luke's mom

Our Finances

Thanks to the hard work and generosity of so many, 2020 was an incredible year for Starlight.

In 2020, we raised:

\$9.8 million in total

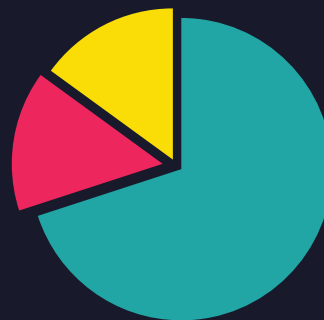
2020 Net Assets:

\$14.2 million

2019 Net Assets:

\$12.6 million

Allocation of Expenses:

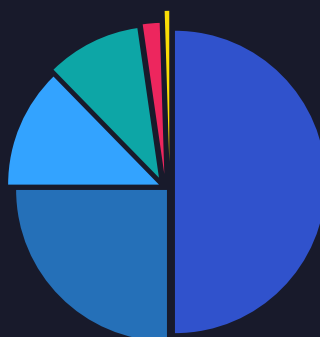


Program Delivery
71.1% / \$6,352,443

Fundraising
14.5% / \$1,294,725

Management & General
14.4% / \$1,282,849

Investment by Program:



Deliveries
49.2% / \$3,128,404

Mission Delivery
26.6% / \$1,689,857

Hospital Wear
13.1% / \$834,731

Virtual Reality
8.5% / \$538,322

Gaming
2.3% / \$143,397

Spaces
0.3% / \$17,732

Our Commitment to Diversity, Equity, and Inclusion

Last year, Starlight launched our *Commitment for Change*—an equity, diversity, and inclusion initiative to deliver Starlight programs to more medically underserved and vulnerable populations.

We recognized we could do more and committed to the following:

- Work with our hospital partners to identify how we could better design and distribute our programs to underserved and vulnerable communities
- Prioritize our efforts to serve more Black and underserved families with seriously ill kids
- Look internally at how we could be more inclusive and diverse

We've made strides in the last year to better understand the patient population of hospital partners and help direct programs to those facilities with a large percentage of patients living in poverty. We've also started prioritizing hospital partners with small child life teams and smaller budgets by granting them early access to Starlight programs with limited quantities.

In 2020...

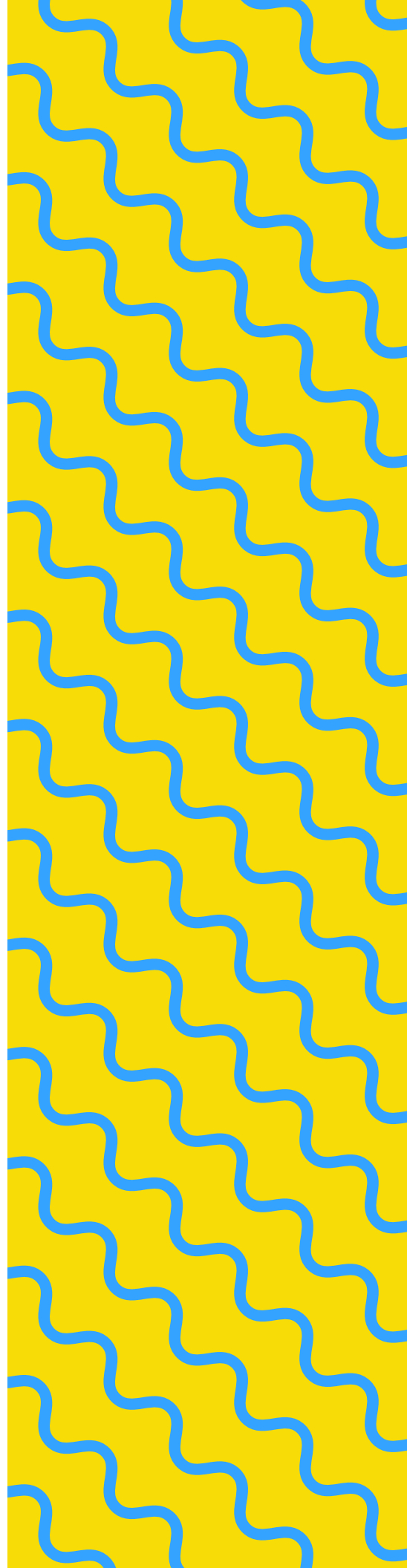
- 62% of the medical facilities receiving Starlight programs are serving high poverty populations
- 47.2% of the patient population positively impacted by Starlight programs identify as non-white
- 38.2% of the patients Starlight serves benefit from Medicare/Medicaid services

Internally, we created a staff committee to discuss topics focused on diversity, equity, and inclusion. The group offers a comfortable environment for team members to come together and review a specific topic and provide ideas on how Starlight can be more inclusive and diverse in our external communications.

Starlight has diversified our Board and staff by gender and ethnicity and changed our recruiting process to ensure it is equitable across applicants and colleagues.

But there's still more we can do as an organization.

This is our commitment to you, our Starlight family, that we will continue to strive for equal access to our programs and ensure diversity at all levels of our organization.





Starlight Brightens Days for Children's of Mississippi Patients

Cancer and blood disorder patients at Children's of Mississippi may spend days, weeks, or even months in the hospital. Who is making those days a little brighter? Starlight Children's Foundation.



Children's of Mississippi's partnership with Starlight Children's Foundation serves as such a benefit and source of support for our patients and families . . . Through Starlight's generous donations and support, we are able to continue this mission, even in the middle of a pandemic that has affected all areas of hospital programming.

—Tiffany Key, child life specialist, Children's of Mississippi

Children's of Mississippi is the pediatric arm of the University of Mississippi Medical Center that includes the state's only children's hospital. It also includes one of the largest pediatric clinics for sickle cell disease.

"Our sickle cell clinic treats children from around the state, so our program is one of the largest in the country in terms of the number of patients we see," said Dr. Melissa McNaul, professor of pediatric hematology/oncology. "Mississippi has the highest percentage of sickle cell disease per capita in the country."

An inherited condition in which there aren't enough healthy red blood cells to carry adequate oxygen throughout the body, sickle cell disease affects about 100,000 Americans and about one out of every 365 African American births. In Mississippi, about 80 babies a year are born with the disorder.

As part of the state's only children's hospital, the Children's of Mississippi Center for Cancer and Blood Disorders offers unique support services designed to help children and their families cope with illness and treatment.

Starlight Children's Foundation helps to provide the toys, tools, and resources to help these patients and their families during hospital stays and clinic visits, Key said.

"Starlight's service is exemplary, and they have a true desire to positively impact the lives of children coping with healthcare-related stressors."





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 29-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.

A very special thank you to our major corporate supporters in 2020.

The *WALT DISNEY* Company

Nintendo®

Colgate®

niagara
cares


Days Inn
BY WYNDHAM

Hasbro



RADIO FLYER

 **Northwestern Mutual**
Los Angeles | Irvine | Las Vegas | West Los Angeles | Manhattan Beach | Ontario



V VONAGE

 **WowWee**

Literati

Cubcoats®

Brianna



ChefSteve330



Streamer Spotlights

Stream For Starlight invites content creators, gamers, and individuals to stream content and raise money to deliver happiness to seriously ill kids. Since 2019, streamers have raised more than \$630,000 for seriously ill kids.

ChefSteve330

Chef Steve is a talented, enthusiastic chef and Twitch streamer in Cleveland, Ohio. If you spend any time on his channel, you'll notice barbeque isn't his only passion. With such a big heart, he's always wanted to use his platform for good.

He joined Stream For Starlight last September with a goal of a few thousand dollars. His community welcomed us with open arms, ready to deliver happiness, and ended up raising \$19,000, making him our top individual fundraiser!

Brianna

Brianna is a former nurse from Texas, turned YouTube sensation with a passion for helping others. From playing video games to posting family-friendly challenges like spending 24 hours in a bounce house, she has created an incredible community of nearly 10 million people.

In 2020, Brianna hosted multiple charity streams for Starlight, raising more than \$10,000, bringing a special line of Brianna-themed Starlight Gowns to children's hospitals across the U.S.



Calamity_Cat

Stream Heroes for Starlight

Coming together as a community can be extremely powerful. Just ask Calamity_Cat, a Twitch streamer who led a team of 92 crafters in streaming for Starlight!

These Stream Heroes for Starlight united from around the world to help us deliver happiness to seriously ill kids and their families. Last December, they joined us in 12 Days of Streaming and raised more than \$29,000! From bladesmith and carpentry streams to knitting streams, there was something for everyone. One team member even got a Starlight tattoo!



Starlight Streamer Highlights

By streaming for Starlight, these generous streamers and their communities helped Starlight achieve a banner fundraising year during the COVID-19 pandemic.

MeganPlays

LaurenZSide

HighSkyl

Ryukahr

TheHotdish

zja2damax

Flipofficial

KatyBentz

JeffBrutlag

The8BitDrummer

Ryukahr

SistaKaren

DrGluon

Nagzz21

SnaxBreak

Celheals

flipofficial

ThomasCalvinMusic

NachoPandaa

Nagzz21

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



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 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 and cash flow budgets
- Monitors adherence to budgets
- Formulates and recommends for adoption by the Board Starlight's investment and reserve policy and oversees compliance with these policies

Compensation Committee

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

Audit Committee

- Monitors Starlight's system of internal controls
- Recommends to the Board selection of Starlight's independent auditors
- Specifies the scope of external audits
- Supervises Starlight's 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 lead in evaluating the performance of directors



Our Board

John Rosenberg, Chair

Cara Natterson, MD, Vice Chair

Eric Grodan, Nominations & Governance Committee Chair

Kira Goldberg, HR and Compensation Committee Chair

Russ Cashdan, Audit Committee Chair

Troy Young, Finance Committee Chair

Alisa Bowen

Howard Cohl

Henry Fields

Zain Habboo

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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starlight.org



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