



playing
together
healing
together

2021 by the numbers:

123,400 patients & families reached

117 volunteer chapters, 7,120

volunteers, 20,500 volunteer hours,

470 hospital & nonprofit partners



mission:

We bring joy to pediatric patients through the healing power of playing together.

innovating and expanding - **together**

Dear Friends,

In 2021, Project Sunshine's supporters fueled a bold new vision for harnessing the healing power of **playing together**. After a year of critical program innovation to address the expanded needs of our patients and families during the pandemic, Project Sunshine quickly shifted gears to lay the groundwork for an ambitious strategic plan. The five-year plan outlines a path to reach more children and families, specifically, to bring the power of healing play to 1.6 million children in five years. This new vision will also allow us to stay relevant with health care trends and reinforce our long-held commitment to health equity.

A part of that work will be to build out our virtual play initiative called TelePlay, which was implemented at the height of the pandemic. Since the launch of TelePlay in July 2021, we've served more than 2,500 children and grown our medical partnerships by 30%. We were also able to create 700 new opportunities for volunteers to virtually partner with us.

We know that scaling Project Sunshine is only possible through vibrant partnerships, a dedicated staff, an engaged board, and timely resources. We are grateful to the growing number of individuals, corporations, and foundations for generously

expressing faith in our mission and innovation efforts. We're especially grateful to our community of volunteers of different backgrounds—college students, community members, corporate employees, teens, and families, along with a myriad of experts—who gave more of their time and energy than ever before. This selfless spirit motivates us to create even more opportunities for **playing together**.

We're excited to grow, learn, and expand our services to more children on journeys of healing. Whether it's in-person volunteering, play kit deliveries, or virtual play sessions, we are committed to ensuring every interaction between Project Sunshine and a child creates deep, lasting, and meaningful connection. We invite you to come and **play together** with us.

Gratefully,



Joseph Weilgus
Founder and Chairman
of the Board



Whitney Namm Pollack
Executive Director

why play?

Play isn't just fun, it's therapeutic. It promotes healing and minimizes the trauma of illness.

–Dr. Taylor Sewell,
Pediatric Hospitalist, Morgan Stanley Children's Hospital,
Project Sunshine Program Committee Member



why play?

Kids need to play. Kids learn through play, express through play, and relax through play. When it comes to children with medical challenges, play enables their bodies and minds to heal. Play normalizes unfamiliar settings, helps build resiliency, and promotes key aspects of childhood like socialization, creative expression, intellectual stimulation, and sensory integration.

Play is healing. A study of pediatric patients at the University of New Mexico Hospital measured biomarkers of heart rate and oxygen saturation to prove that patients demonstrated a physiologic relaxation response both during and after the participation in creative activities.¹

¹Frances K. Lopez-Bushnell, Marian Berg. "Effects of art experience on hospitalized pediatric patients." *Mathews Journal of Pediatrics*. Vol. 3, issue 1, 2018.



Play is protective and restorative. [Play] promotes autonomy, reduces anxiety, and yields a number of other benefits.

– Dr. Michael Grosso,
General Pediatrician, Northwell

project sunshine programs



	here to play (in-hospital)	packed to play (activity kits)	teleplay (virtual play)
Children			
Child-to-child connection	X		X
Independent play		X	
Normalizes health care environment	X	X	X
Reaches children at home			X
Volunteers			
Raises awareness + builds empathy for children in need	X	X	X
Requires committed volunteer leader	X		X
Training required	X		X
Local volunteer presence required	X		
Caregivers and Family			
Provides respite	X	X	X
Offers safe engagement for children	X	X	X
Requires caregiver initiation			X

here to play

It was a difficult time, and Project Sunshine volunteers were there for her. I felt much better emotionally watching the volunteers spend time with her, bringing her supplies and an activity.

–Miriam, mother of a young patient



here to play

We equip volunteers all over the country with creative arts and crafts activities to lead play sessions with pediatric patients in medical facilities. In addition to the comprehensive training provided by Project Sunshine, volunteers complete hospital-specific clearance processes. Hospital partners indicate the dates and frequency of these visits, and our talented and trained volunteers take care of the rest!

36,900 patients & families
reached, 1,970 volunteers,
8,900 volunteer hours



“We get to see how selfless these kids are—kids who are going through so many challenges and are still able to look at the bright side. That’s what Project Sunshine is all about—**we’re always trying to look on the bright side in every interaction.**”

—Breanna, medical student,
University of North Texas

packed to play

My daughter just woke up from her procedure at Jersey Shore Medical Center and went straight for her kit to color.

- Parent of a hospitalized child



packed to play

Designed by child development experts, our individualized packets of play material offer therapeutic value to the physical and emotional healing process. Our kits include developmentally specific activities, as well as a blank journal for creative expression, note taking, and thoughts of the day.

82,600 kits packed & delivered to patients



In 2021, we formed a Youth Advisory Council, an engaged group of 50+ teens committed to the mission of Project Sunshine. The YAC raised over \$15,000 from peer-to-peer campaigns and volunteered over 200 hours with us.

2,000 kits packed by youth advisory council

teleplay

TelePlay creates a space where kids can be kids. They can express themselves and interact with other people. They don't have to focus on anything other than having fun and being in the moment.

-Maya, UCLA volunteer

TelePlay is uniquely designed to be adaptable to any physical limitations and also to a child's comfort level that best allows them to engage.

*-Jessica Parise, Child Life Specialist,
Hospital for Special Surgery*



teleplay

Project Sunshine's virtual program called TelePlay connects isolated children to the healing power of play no matter where they are. Our volunteers deliver a live play experience over video conference using HIPAA-compliant technology.

TelePlay helps to increase joy and emotional relief, while decreasing stress and feelings of isolation. Developmentally appropriate games and activity sessions are available to any child facing medical challenges in the home or at the hospital, allowing children the opportunity to participate on their own terms (with parental permission of course!). In addition, telehealth has been a transformative driver of health care equity.

3,900 patients & families
reached, 1,545 virtual
volunteers, 43 hospital partners



▶▶ We are so excited to expand our partnership with Project Sunshine which will ultimately benefit the patients and families that we serve by providing quality programming and creating smiling faces during even the darkest of times. ▶▶

*-Heather Bailey, M.S., CCLS,
Child Life Program Manager,
Johns Hopkins
All Children's Hospital*

teleplay brings communities together

Beyond the benefits to patients, TelePlay offers advantages to others in the care community.

We laid the **groundwork** in 2021



Caregivers and siblings can depend on a platform designed with their loved one in mind.

Nonprofit organizations (patient advocacy groups) recognize the program as an essential part of the continuum that supports the health care journey.

Medical staff value the convenient way of remaining in touch with patients after they've left the hospital.

Volunteers appreciate TelePlay's versatility and the way it allows personal play connections to flourish.

play abroad

Project Sunshine's programs are an essential part of the HIV treatment and therapy at Bomu Hospital. Families turn to Project Sunshine just as they turn to medical treatment – they can't have one without the other.

– Sister Fatima, HIV/AIDS Nurse Supervisor,
Bomu Hospital, Kenya





Canada

We launched TelePlay in April 2021 with two hospitals in Canada and have plans to partner with nine others! In addition, we sent nearly **6,000 activity kits and Surgi Buddy kits**.



Israel

In May 2021, Project Sunshine Israel resumed in-person volunteering at four medical facilities and two kindergartens for children with special needs. In just eight months of operations after reopening post-COVID, we reached **6,000 children and families through the engagement of more than 80 volunteers** who visited patients in rooms with an activity cart and read books in kindergarten classrooms.



Kenya

In April, Project Sunshine Kenya expanded to another satellite clinic of Bomu Hospital, Wema Clinic (in honor of former board member Vernon Evenson), totaling to four program sites. In addition, Project Sunshine Kenya held special events including World TB Day, Global Handwashing Day, Youth Fun Days, World AIDS Day, and monthly birthday parties. We also began another round of the Healthy Living Initiative to serve over 200 children who live more than 200 km from the nearest clinic. Combined with the clinic programs, we reached **24,000 children and families in Kenya**. Project Sunshine Kenya is generously supported by funding from Gilead Sciences.

working together



working together

Impact Task Force

When we came together in 2021 to form our **Impact Task Force**, the goal was to explore ways to better serve our pediatric patients, caregivers, medical facilities, and volunteers. Comprising of technologists, business specialists, a pediatrician and other experts, this group created an innovative five-year Strategic Plan that will guide expansion and deeper engagement, while remaining faithful to our mission.

Chair: Gireesh Sonnad, CEO, Silverline

Members:

Natan Bibliowicz, Retired Partner, lu+Bibliowicz Architects LLP

Taksina Eammano, SVP Product, Sales Cloud, Salesforce

Mike Goldman, President & COO, NFP

Patrick Lee, Project Sunshine Volunteer

Gerald M. Loughlin, M.D., Former Chair and Pediatrician-in-Chief, Weill Cornell Medicine

Rajesh Madhwarayan, Senior Director, Healthcare and Life Sciences, Silverline

Meg Moloney, COO, Points of Light

Kendrick Perkins, Learning Experience Designer, Salesforce

Andrew Rabin, Angel Investor, MicroVC Fund Manager, Entrepreneur in Residence



working together

Marketing Task Force

We also took a deep dive into our origins and accomplishments to date in order to re-envision Project Sunshine's brand identity and develop a sophisticated understanding of our future impact. Under the guidance of our **Marketing Task Force** made up of industry experts, we went through a rebranding effort to lay the foundation to expand Project Sunshine's marketing presence. The new logo and brand you see in this report is just a part of this sweeping effort! We're looking forward to sharing more of our new look and identity in the coming months.

Chair: **Natan Bibliowicz**, Retired Partner, Iu+Bibliowicz Architects LLP

Members:

Molly Channon, Senior Partner Manager, Pinterest

Andrea Cotter, Founder and President, Virgilio & Cotter, LLC

Kellie Krug, Head of Marketing and Communications, Taproot Foundation

Michael Lieberman, CEO, Kinetic Worldwide

Effie Philippakos, Marketing Analytics and Digital Advertising Expert

Petra Pope, Founder, POPE3SQUARED

Stacy Taffet, Vice President, Brand Marketing for Frito-Lay, PepsiCo

Design Advisor: **Marina Brolin**, Marina Brolin Design

The logo for Project Sunshine features the word "PROJECT" in a clean, uppercase sans-serif font. Below it, the word "sunshine" is written in a larger, lowercase sans-serif font. To the right of the word "PROJECT" is a stylized sun icon composed of several triangular rays in shades of orange, yellow, and pink.

corporate partnership highlights 2021

Michaels, one of the largest provider of arts and crafts supplies in North America, helped Project Sunshine patients get crafty and creative with their special Michaels Crafts Kits. These “Under the Sea” themed kits brought the power of creativity and a healthy distraction at a much-needed time to 31,000 pediatric patients nationwide.



We're grateful to have a dedicated group of corporate partners who allow us to serve thousands of patients across the nation and our international sites through Project Sunshine programs. We want to give a very special thanks to our top ten financial partners - **our Sunshine Partners** - who support us through generous donations and thousands of employee volunteer hours:

Project Sunshine and **bubly sparkling water** teamed up for a second year to create special “bubly beats” Activity Kits which encouraged music-themed play and created a sense of normalcy for pediatric patients. “As our friends at Project Sunshine have taught us, play is healing. These pediatric patients deserve to play like any other kid, so helping bring them music-themed play with our bubly beats Activity Kits is very rewarding,” says Zach Harris, Vice President of Water Portfolio, PepsiCo Beverages North America. With the support of PepsiCo and bubly, 30,000 bubly beats Activity Kits were packed and delivered to children all across the country.



- Arch Insurance Group
- Blackstone
- CC Capital
- Genentech
- Michaels Stores
- Morgan Stanley
- NFP
- Novartis Institutes for BioMedical Research
- PepsiCo
- Salesforce

annual project sunshine golf classic

We were thrilled to host our 11th Annual Project Sunshine Golf Classic on September 13, 2021. The day brought together longtime supporters and many new friends, raising over \$650,000 to further Project Sunshine's mission. We honored our friend and generous supporter (and first female golf honoree!) **Caryn Stoll Unger**, and heard inspiring remarks from former patient **Quemuel Arroyo**. Thank you to our Title Sponsors, Caryn & Howard Unger; our Sunshine Sponsors, Jessica & Natan Bibliowicz, NFP, and RT Specialty; and all our supporters and attendees.



diversity, equity and inclusion

In 2021, Project Sunshine held our first DEI training for staff and board that was facilitated by industry expert Joelle Murchison. As a result, we came together as an organization to put this knowledge into action and redrafted our DEI Commitment Statement. Some of the steps we have initiated include:

- Adjustments and improvements in our recruiting practices for employees and volunteers
- Ongoing education for Project Sunshine staff, board, and volunteers
- Updates to our volunteer training to include a DEI component
- Transparent communications regarding our commitment and progress in the area of DEI, including at the leadership and board level
- Partnerships with culturally diverse organizations to enhance and increase cultural competency in our programs

Project Sunshine is committed to developing and sustaining a culture within our organization that continues to assess and improve our DEI work. We look forward to continue learning and growing as an organization.

donors 2021

The work we do at Project Sunshine is only possible through the generous support of our dedicated donors. We're grateful to partner with so many individuals and organizations to bring healing joy to pediatric patients all around the nation and our international sites.

Sunshine (\$100,000+)

Blackstone
Charitable Lead Annuity
Trust under the Will of
Louis Feil
Genentech
Michaels Stores
PepsiCo
Tylis Family Foundation
Caryn Stoll Unger and
Howard Unger
Anonymous

Sunlight (\$50,000-\$99,999)

Natan and Jessica
Bibliowicz
Gilead Sciences
Guill Family Foundation
Moca Foundation
Salesforce

Sy Syms Foundation
Joseph Weilgus

Sunburst (\$25,000-\$49,999)

Arch Insurance Group
Ardian Foundation
CC Capital
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Mike and Carolyn
Goldman
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NFP
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as Director of the
Judy and Fred Wilpon
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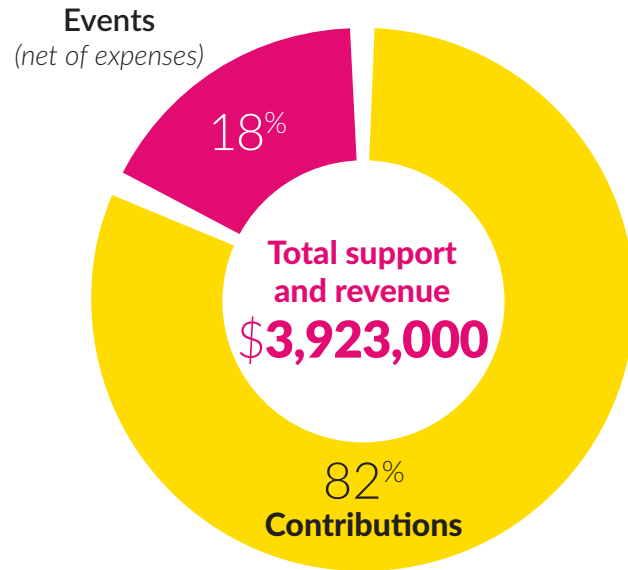
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(\$5,000-\$9,999)**

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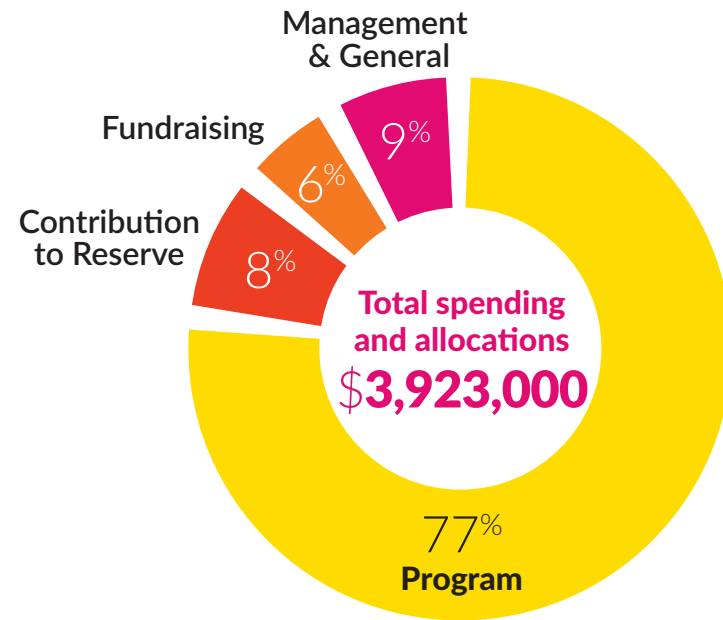
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		Anthony Kays		

financials

support and revenue



spending and allocations



board of directors

Joe Weilgus

Founder & Chairman of the Board; CEO, New Legacy

new member



Quemuel Arroyo

Chief Accessibility Officer, NYS MTA

Natan Bibliowicz

AnnaMaria DeSalva

Global Chairman & CEO, Hill+Knowlton Strategies

Stephanie Glenn

SVP, Commercial Marketing Cloud, Salesforce

Michael Goldman

President & COO, NFP

Shawn McGowen

Advisor, Bank Leumi; Founder & CEO, Leather Honey

new member



Meg Moloney

Chief Programs & Network Officer,
Points of Light

Bernie Rosof, M.D.

CEO, Quality in Healthcare Advisory Group, LLC

Amy Saperstein

Founding Executive Director, Project Sunshine

Matthew Skurbe

COO & CFO, CC Capital

Gireesh Sonnad

CEO & Co-Founder, Silverline

Reed Tuckson, M.D.

Managing Director, Tuckson Health Connections

Al Tylis

Tylis Family Foundation

new member



Caryn Stoll Unger

Founder & CEO, Freestyle Mktg LLC

Robin Wilpon Wachtler, MSW

Noel Wallace

Chairman, President & CEO, Colgate-Palmolive

Howard Weiser

Partner (retired), PwC

new member



Erica Zimmerman

Senior Director of Marketing, PepsiCo



sticking together

PROJECT
sunshine

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