



# 2019 Annual Report

**HERE'S WHAT YOU  
SUPPORTED IN 2019.**





June 2020

## DEAR FRIENDS,

These past months have put a spotlight on the difficult work the health care community faces every day and, like you, we've been doing everything we can to support these heroes. One of the most brutal aspects of COVID-19 has been the isolation it requires. We at Project Sunshine know how important human connection is: for more than twenty years, our thousands of volunteers have brought the healing powers of play and joy into countless medical facilities around the globe. As we face an uncertain future, we hope you will join us in celebrating the helpers, the good work that has already been done, and the commitment we're making to bring sunshine to the days and months ahead.

Here are some of the key areas in which we focused our efforts to continue to improve and expand our services in 2019:

### INNOVATION

Under the direction of a newly-assembled leadership team, we kicked off a rigorous, research-based initiative to evaluate the effectiveness of our programs and ensure we are meeting or exceeding our hospital partners' needs. We conducted site visits and surveyed medical specialists at partner facilities to build closer relationships and better understand patient needs. We introduced a wider range of activity kits and programs that engage patients developmentally, physically and mentally.

### EXPANSION

In 2019, we served more than 195,000 patients and families, a 10% increase from the previous year. We partnered with employees from over 100 companies and counted more than 19,000 trained volunteers

around the globe. In Kenya alone, Project Sunshine reached nearly 29,000 children and families, more than ever before.

### AWARENESS

Awareness of Project Sunshine also continued to increase both nationally and internationally. We were featured on CNN's Morning Express show as one of five nonprofit whose work was featured around the holiday season, and we were profiled among an esteemed group of the top 100 philanthropic organizations by *C-Suite Quarterly* magazine.

### FUTURE IMPACT

In more than 20 years of working with medical centers, care providers, patients, and their families, we have helped our partners to shape and enrich the world of pediatric care. Our vision is to inspire a new norm, in which all young lives disrupted by illness have consistent and meaningful opportunities for creative expression, socialization, intellectual stimulation and sensory integration—aspects of care that are essential to children's health and well-being.

None of this work is possible without your help, and we look forward to your continued support as we continue to grow our impact. Project Sunshine is bringing fun, happiness and human connections into emergency departments, medical centers and hospitals rooms around the world. From babies and toddlers to teenage patients, we focus on the one thing they all have in common: being a child. We encourage you to volunteer with us to experience the power that laughter and joy can have, even in the most serious of settings. Thank you again for helping us make a difference.



## JOSEPH WEILGUS

Founder and  
Chairman of the Board



## WHITNEY NAMM POLLACK

Executive Director

## ABOUT PROJECT SUNSHINE

Project Sunshine harnesses the healing power of play and activities to help children and their families manage childhood medical challenges.

We do this through an international network of volunteers who bring joy to children. Project Sunshine engages volunteers through **Community Chapters**, **College Chapters**, **Corporate Partnerships** and **Kids & Family Service** opportunities. Volunteers provide support in two ways: in-hospital volunteering interacting directly with pediatric patients, and assembling Activity Kits that are used by hospitals to support children and their families.



2019 IMPACT

195,000+

Children and Families Served

100,000+

Activity Kits Delivered

19,000+

Trained Volunteers

10%

Growth in Children and Families Served over 2018

350+

Hospital Partnerships in the U.S., Canada, China, Israel & Kenya

175+

Cities Globally



## PATIENTS & FAMILIES

For over 20 years, hundreds of thousands of children and their families have experienced the healing power of play as they navigate childhood medical challenges.



I was so  
happy to know  
there are people  
who are happy  
to help me.

**ROSA DIAZ**

Mother of three children,  
including asthma patient Alex  
New York, NY



The first time Rosa Diaz brought her son Alex to the emergency department he was just a few months old and gasping for breath. Medical staff swarmed her baby and then he was being taken away from her, fitted with a mask, tubes and lines and machines appearing almost out of nowhere and all but consuming her baby.

Now, nearly thirteen years later, Rosa is still traumatized by that memory. “I felt so helpless,” she says, “my baby could barely breathe, and I didn’t know how to help him.” After Alex was stabilized and breathing normally again, a social worker told Rosa about the East Harlem Asthma Center for Excellence where she began attending workshops to learn how to manage her son’s asthma. It’s also where Rosa was first introduced to Project Sunshine.

“I was so happy to know there are people who are happy to help me,” she says. Alex’s asthma is now well controlled, though he still has occasional episodes. Thanks to the workshops they’ve attended at East Harlem Asthma Center, Rosa is confident Alex can manage his own care. Project Sunshine’s volunteers are key to that—“When it’s arts and crafts day, I make it my business to be there,” Rosa says, beaming. “The kids just love it so much—it’s de-stressing for them. They get to make slime and volcanoes and lava lamps, and they learn so much, too—Alex got a diploma after completing a course of asthma lessons!”

Rosa’s important takeaway from her experience with the Asthma Center and Project Sunshine: the empowerment she feels that comes from knowing how to advocate for herself and her son to ensure he gets the care he needs.



Suleiman Walter lives with his mother on the outskirts of Mombasa. He struggled with frequent bouts of severe diarrhea from drinking untreated water and had endured several life-threatening cases of malaria. Suleiman is like many young people living in Kenya who lack basic knowledge of proper hygiene and disease prevention. That's where Project Sunshine's outreach and prevention program, in partnership with the Centers for Disease Control and Prevention and a grant from the Gilead Foundation, came in.

During an initial home visit, Project Sunshine community health workers, Samu Kanyoko and Mercy Wanjiru, discovered Suleiman had stopped taking his HIV medications. At first, Suleiman resisted participating in the program. As Samu and Mercy walked Suleiman and his mother through an interactive demonstration on how germs are spread, Suleiman realized that neither he, nor his mother, really knew how to effectively remove germs.

Samu and Mercy continued their monthly visits, bringing medicine and supplies like soap, chlorine and bed nets. Suleiman became more open to their instruction and asked questions about living with HIV. They taught Suleiman and his mother how to properly tuck the ends of the bed net under his mattress — something they hadn't done before. In the weeks and months after, Suleima noticed a drop in mosquito bites on his body, as well as a decrease in illnesses.

Nine months after their initial home visit, Suleiman is taking his medications consistently and is much healthier. Suleiman credits the home lessons — particularly the question in one of the games in the curriculum that asks, "Can I stop taking my medicine when I start to feel better?" — with changing his life. He now understands the importance of taking his medicine daily, and he knows how to take simple steps to avoid illnesses that can be fatal to him.



Can I stop taking my medicine when I start to feel better?

**SULEIMAN WALTER**

Patient  
Mombasa, Kenya

## HOSPITAL PARTNERS

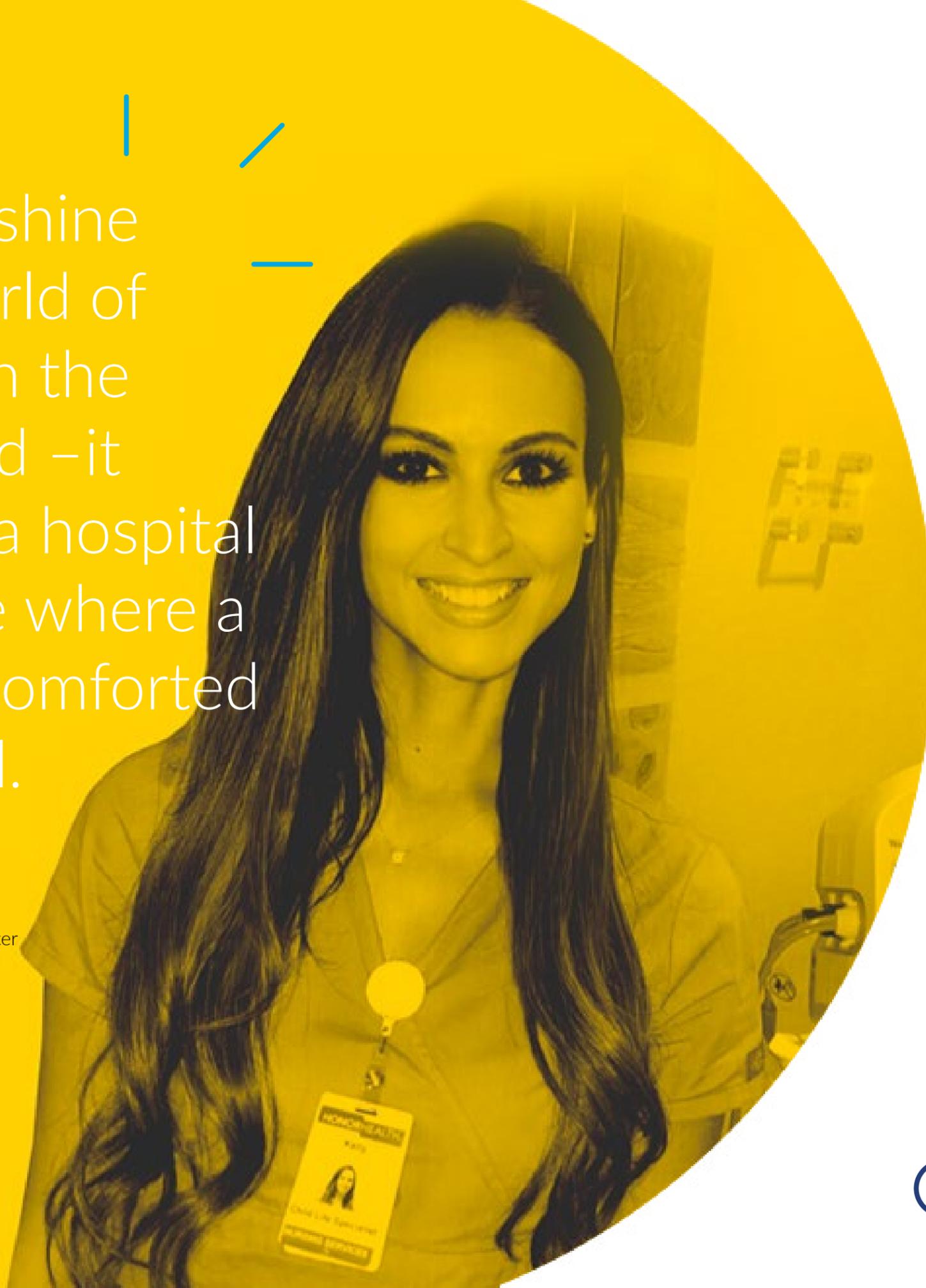
Project Sunshine partners with over 350 medical facilities around the world. Project Sunshine provides support to these partners by engaging volunteers to interact with pediatric patients and providing Activity Kits that can be utilized by hospital staff to engage and bring joy to children and families.



Project Sunshine makes a world of difference in the life of a child – it transforms a hospital into a space where a child feels comforted and hopeful.

**KELLY PINTARICH**

Child Life Specialist  
Honorhealth Deer Valley Medical Center  
Deer Valley, AZ



Kelly Pintarich has seen first-hand the positive impact Project Sunshine has on children in the emergency room, as well as on children receiving long-term care in the hospital. As a Child Life Specialist, Kelly describes Project Sunshine as a necessity for the overall well-being of a child by replacing fear and anxiety with hope, joy and a vital diversion with therapeutic play. Project Sunshine, she says, “enables children to view the hospital as something different than just a scary place and creates a more child-friendly environment.”

Kelly was introduced to Project Sunshine at New York-Presbyterian Morgan Stanley Children’s Hospital, where volunteers and creative activity kits were a constant in the pediatric wing. When Kelly moved and started working at Honorhealth Deer Valley Medical Center in Arizona, she contacted Project Sunshine to partner with her new workplace. Kelly describes Project Sunshine as a game changer and the activity kits as her “go-to resource.” Kelly uses a variety of the activity kits available for different ages and situations and notes that one of the children’s favorites are the puppets they decorate with stickers and markers.

According to Kelly, “the activity kits are such an integral part of the work I do – they help calm, distract, and comfort children in times of distress.” Project Sunshine is the perfect way to help the children she works with to focus less on the fact they are in an unfamiliar place facing medical issues and instead affords them an opportunity to be kids – something essential to every child’s growth, recovery and well-being.



Years ago, Diana Tustin discovered her calling after she volunteered with a Child Life Specialist while helping to care for her ill brother's young children. Now she is a Child Life Specialist herself, employed at Michael Garron Hospital in Toronto, Canada, where she helps "children, youth and families understand, manage and cope with their experiences and feelings through play, education and support."

Diana is always brainstorming new ways to improve the hospital experience so children can cultivate "confidence, strength, courage, hope and bravery." Discovering Surgi Dolls sparked Diana's initial attraction to Project Sunshine. After researching and getting excited about all of the organization's programs, she feels "a sense of relief that more children may have play opportunities when Project Sunshine is present." She adds, "helping children find their superpowers is one of the most rewarding aspects of my job."

And it's not just the children that benefit from Diana and Project Sunshine's contributions. "The Caring for the Caregiver program offered by Project Sunshine has probably had the biggest impact on my work," Diana says. Together, they respond and tend to the stress and well-being of parents and caregivers as well.

#### ABOUT SURGI DOLLS

*Surgi Dolls are gingerbread person-shaped cloth dolls sewn by Project Sunshine volunteers. Child Life Specialists and other medical staff use the dolls to walk pediatric patients through what to expect from an upcoming procedure. By providing children a developmentally-appropriate way to understand their treatment, Surgi Dolls can help decrease their anxiety and increase their coping skills. The patients can also decorate, personalize, and use the dolls as a means of comfort.*

Visit [ProjectSunshine.org/what-we-do/medicalpartners](https://ProjectSunshine.org/what-we-do/medicalpartners) to find out more about becoming a medical partner.



My experience has been that Project Sunshine volunteers are always highly trained, meet expectations, and are professional and friendly: all necessary traits to a successful program.

#### DIANA TUSTIN

Child Life Specialist  
Michael Garron Hospital  
Toronto, Canada



## COMMUNITY VOLUNTEERS

Community volunteers work directly with patients and caregivers at local medical facilities, providing fun and interactive programs.

When I volunteer with Project Sunshine, I get the greatest reward: a sense of purpose and the ability to give back.

**SHERRI RUSHING**

Community Chapter Leader  
Atlanta, GA



Sherri Rushing has been a Project Sunshine volunteer for more than fifteen years. Sherri's initial connection to Project Sunshine was pure chance: she was corporate volunteer liaison with United Healthcare (UHC) and was asked to take responsibility for coordinating UHC employee volunteers with Project Sunshine's volunteer opportunities.

Right from the beginning, Sherri was galvanized by Project Sunshine's ability to "help kids enjoy being kids, regardless of the health challenges they may face." After leaving UHC, Sherri continued to volunteer with Project Sunshine, becoming a Community Chapter Leader in her hometown of Atlanta, Georgia. Today, Sherri brings Project Sunshine volunteer programs to patients and their families in hospitals in her community.

Sherri recently spent time coaxing a particularly quiet patient out of her shell, finally getting her to laugh and engage with the other volunteers. For those few hours, that young girl wasn't just a patient anymore: she was a kid, too. The power of experiences like these are why Sherri describes her work with Project Sunshine as one of the best life decisions she's made.

In fifteen years of doing this work, Sherri has learned a lot. "Expect to make a difference in a child's life," she tells potential volunteers, "but be open to the child making a huge impact on your life as well."

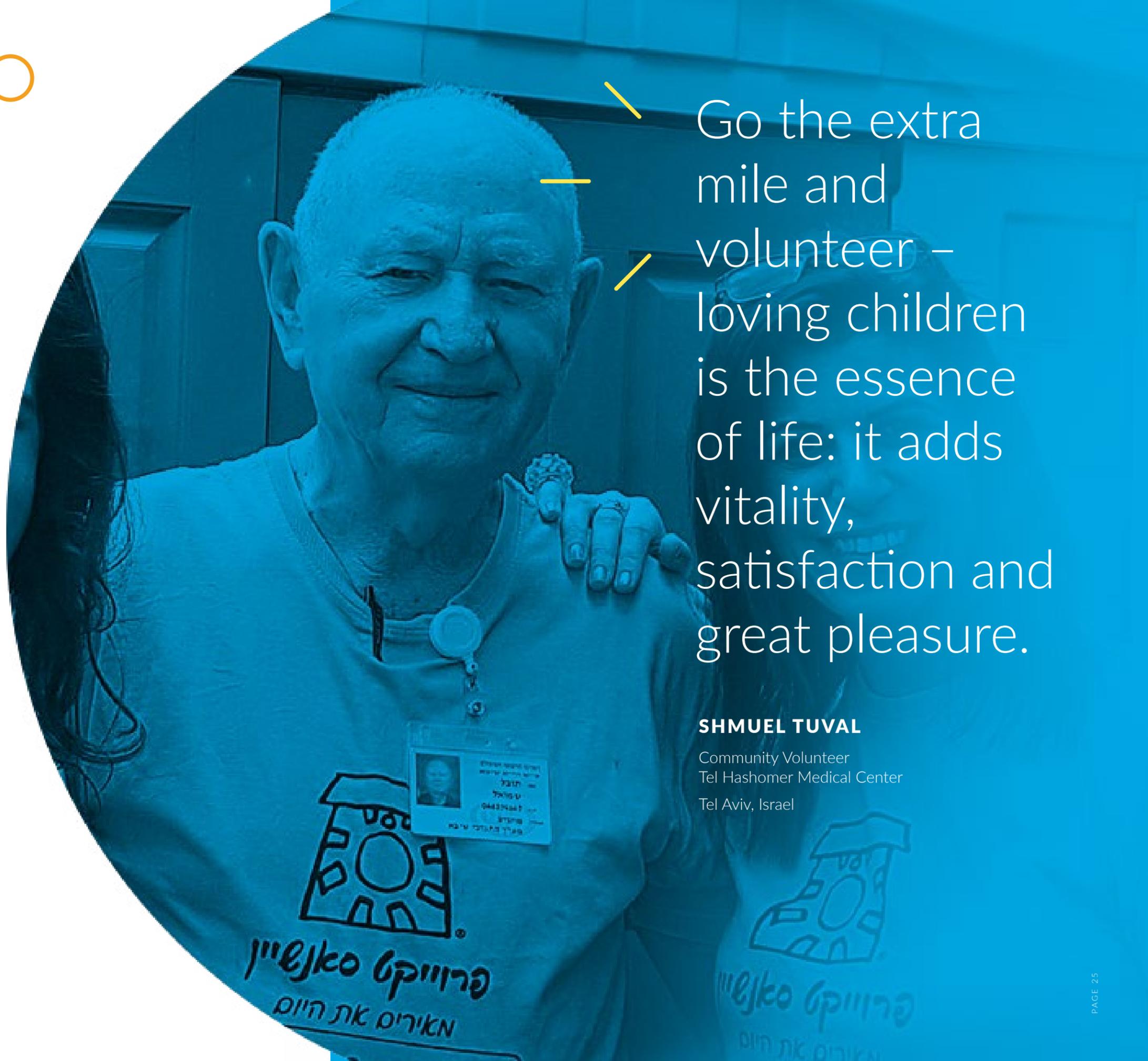


At 80 years young, Shmuel Tuval, a retired businessman who served 22 years in the Israeli military, is Project Sunshine's oldest volunteer. These days though, it's the joyful reaction he sees in the children he serves that fills him with deep pride. "I see that mainly through the children's reactions: They run to me to be hugged, call my name and ask to sit next to me while in class or during outdoor time."

Two years ago, Shmuel was referred to Project Sunshine by the volunteer coordinator at the Tel Hashomer hospital. Shmuel volunteers at the Autistic kindergarten for students with special needs in the Tel Hashomer medical center. He reads to the children, plays games with them and helps them focus during teacher-led circle time. During recess, Shmuel encourages socially-distant children to join in games. "There is a lot of responsibility, especially with those children who are more self-confident, and very active."

Shmuel isn't just a cherished familiar face to the children, he is also beloved by his fellow volunteers and a regular face at social gatherings organized by the local Project Sunshine chapter. "My life has become fuller. This volunteering opportunity certainly contributes to me as well: life is more satisfying." He adds, "it also affected my connection with my children and grandchildren, deepening our relationships."

Visit [ProjectSunshine.org/volunteers/community](https://ProjectSunshine.org/volunteers/community) to learn how to become a volunteer in your local community.



Go the extra mile and volunteer – loving children is the essence of life: it adds vitality, satisfaction and great pleasure.

**SHMUEL TUVAL**

Community Volunteer  
Tel Hashomer Medical Center  
Tel Aviv, Israel

## COLLEGE VOLUNTEERS

College chapters provide opportunities for students to fundraise and volunteer in their local school communities.





Nothing  
makes me  
happier than  
making these  
children smile  
and laugh.

**CAROLINE JONES**

College Chapter Leader  
University of Washington  
Seattle, Washington



Throughout high school, Caroline volunteered at her local hospital and with other programs that worked with children. At the University of Washington's student activities fair, she learned about Project Sunshine and how the organization combined both her interests. Soon after, she was inspired to become a College Chapter Leader.

Caroline manages most of the administration work, but also plans and assembles arts and craft projects and leads direct-service events. "Working with these kids brings me joy and warmth," she says, "any in-hospital event is easily the highlight of my day."

Caroline remembers a little boy in particular who was having difficulty connecting with the volunteers who didn't know much about superheroes or video games. So when the opportunity presented itself for Caroline's chapter to partner with a fraternity, she jumped at the chance. The boy and a fraternity member were "inseparable," and he finally had someone who could understand his references. "I'm happy to provide an outlet for self-expression in an environment where kids don't have a lot of choices," Caroline remarks.

Caroline also volunteers with Rotaract, with a focus on equitable food access and environmental issues. "Volunteering with Project Sunshine has made me realize that I want my future work to have a direct impact on people." She has always been interested in medical or graduate school for a career in research, and now she is considering joining AmeriCorps after graduation.



When Ziyue Jiang, a chief intern at Xiehe Hospital in Beijing, China, describes her typical day volunteering with Project Sunshine, it's clear she wears many hats. "I am responsible for coordinating seven chapters, chapter leaders and sometimes all volunteers." Ziyue adds, "Each hospital or rehabilitation center has different requirements." In other words, "every day is filled with new experiences and learning."

Project Sunshine China's most active volunteer corps are social work students, like Ziyue, from China Women's University who gain valuable hands-on medical experience with pediatric patients while delivering Project Sunshine's programs at partner medical facilities. Chief interns are third-year students who are elected by their peers after serving for a full year as volunteers, and they demonstrate mastery of their academic training in a medical setting.

For Ziyue, working with Project Sunshine meant gaining valuable professional experience as a social worker while engaging in volunteer work that is personally fulfilling. "My weekends are more fun to be with the children, more meaningful than spending every weekend bored, and it also improved my professional skills in social work."

Visit [ProjectSunshine.org/volunteers/college](https://ProjectSunshine.org/volunteers/college) to learn how you can join an existing college chapter or start a new chapter at your college.



After only one  
volunteer  
session, I felt that  
my weekends  
were more fun  
with the children.

**ZIYUE JIANG**

Volunteer  
Beijing, China



## CORPORATE PARTNERSHIPS

Project Sunshine offers corporations hands-on volunteer opportunities that inspire their employees to serve their local communities while encouraging team bonding.



Project  
Sunshine made  
it really easy for us  
as a company to  
get involved and  
to get as many people  
involved as possible.

**BRIANNA GONZALEZ**

Vice President, Business Development  
and Social Responsibility, LabFinder  
New York, NY



Brianna Gonzalez has a passion for social entrepreneurship and a belief that the nonprofit and for-profit sectors can work together for the greater good. “Sometimes people tell me my ideas are too big or they can’t be done,” Brianna admits, but that doesn’t stop her.

After joining LabFinder in June 2018, Brianna put that philosophy into action, connecting LabFinder with Project Sunshine to create a partnership that benefits everyone involved. “Creating win-win situations is really important to me,” she says, “because that’s what makes partnerships work over the long term.”

When LabFinder’s leadership set a target of increasing the number of medical appointments scheduled through their proprietary platform, Brianna saw an opportunity. She pitched an initiative called Quarter Per Order—for every appointment booked, LabFinder would donate \$0.25 to Project Sunshine and each time LabFinder reached 10,000 appointments, employees would participate in a day of service, volunteering in a medical center or assembling activity kits.

When asked about the best part of the work she has done to bring LabFinder and Project Sunshine together, Brianna doesn’t hesitate: “Getting to see kids being kids. Their smiles are the best possible reward.”

Visit [ProjectSunshine.org/volunteers/corporate](https://ProjectSunshine.org/volunteers/corporate) to find out how your company can make a difference.

## KIDS & FAMILY VOLUNTEERING

Our Kids for Kids program engages those younger than 18 who want to spread joy to pediatric patients. In 2019, our Kids for Kids volunteers raised over \$10,000 for Project Sunshine through peer-to-peer fundraising initiatives and assembled 5,000 Activity Kits.

Our newly-formed Family Service Initiative is a meaningful way for families to engage in service together. Since it launched in 2019, the program has logged an impressive 184 volunteer hours.





"I wanted to be a pediatrician when I was young," recalls Kim Krinsky, "but I'm terrible with blood." A serendipitous email from childhood friend and Project Sunshine's Executive Director, Whitney Namm Pollack, set the wheels in motion for Kim and her family to volunteer through Project Sunshine's new Family Service Initiative.

While Kim launched her own leadership development and executive coaching business, she knew she wanted to find a way to continue her interest in medicine. "I was looking for ways to become more involved in the healthcare world. I have always had a passion for finding ways to take the fear out of medical experiences, especially for children: doctors and hospitals can be terrifying!"

Kim was thrilled to find that Project Sunshine gave her a way to be involved in children's healthcare while also introducing her twelve-year-old daughter Eve to volunteering. The Family Service program provides organized and ongoing opportunities for families to engage in service together through hands-on events, including activity kit assembly at local hospitals, piloting and offering feedback on play-based activities, and decorating pediatric units.

Kim has a special appreciation for the way Project Sunshine's programs "help parents who are often exhausted and overwhelmed." She's also been glad to introduce Project Sunshine to some of her corporate clients, noting that Project Sunshine's opportunities for companies "are great—very easy and fun." Any advice for prospective volunteers? "Sign up!" Kim says, "and bring kids. The programs are well-organized and just amazing."

Visit [ProjectSunshine.org/volunteers/kidsandfamilies](https://ProjectSunshine.org/volunteers/kidsandfamilies) to learn more about volunteering opportunities.

It's an easy and fun way to get kids involved in giving back!

**KIM KRINSKY**

Family Service Initiative Volunteer  
and Project Sunshine Donor  
New York, NY

## 2019 HIGHLIGHTS

### CNN'S MORNING EXPRESS

Project Sunshine was featured on CNN's Morning Express with Robin Meade in December, 2019. Project Sunshine was one of five charities CNN profiled during the holiday season. The "Giving Express" segment gave viewers a glimpse at the connection between volunteers and patients and rallied others to volunteer with our organization.

To view the CNN coverage, visit [ProjectSunshine.org/CNN](https://ProjectSunshine.org/CNN)



## Custom mural created by Overall Murals in NYC

Overall Murals along with Kinetic Worldwide and Project Sunshine came together to bring to life an intricate hand-painted mural at the corner of Kenmare and Mott Streets in the heart of New York City. Unveiled in September 2019, the mural celebrates 20 years of service and helped raise over \$50,000 for Project Sunshine.





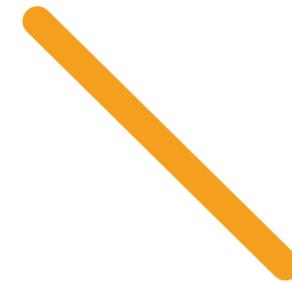
# Celebrating 20 Years

Project Sunshine celebrated “20 Years of Sunshine” at our 2019 Benefit honoring Joel Fleishman, Professor of Law and Public Policy and Director of the Center for Strategic Philanthropy and Civil Society at Duke University and the former President of Atlantic Philanthropies, for his invaluable support and guidance. The event featured remarks by Darren Walker, President of the Ford Foundation, and David Lauren, Vice Chairman & Chief Innovation Officer, Ralph Lauren Corporation, and raised over \$1,000,000 to support Project Sunshine’s programs.



## PROJECT SUNSHINE SHINES AT NYC FASHION WEEK EVENT

Model Devon Windsor appeared along with special guests Miss Universe Catriona Gray and Miss USA Sarah Rose Summers as well as many volunteers and supporters at Project Sunshine’s New York City fashion week charity event at Vacluse, which benefited the patients and families of Project Sunshine.



## GOLF CLASSIC

The 2019 Project Sunshine Golf Classic was held at the Century Country Club on October 15, 2019. This year’s event was sponsored by NFP and honored Vernon Evenson for his commitment and dedication to Project Sunshine.



Visit [ProjectSunshine.org/ps2019](https://ProjectSunshine.org/ps2019) to watch our 2019 highlights video.



Restoring childhood within the hospital environment, restoring the fun that children can have with their family, was enough for me to want to participate.

**BERNIE M. ROSOF, M.D.**

CEO, Quality in Healthcare Advisory Group, LLC  
Project Sunshine Board Member  
New York, NY

“It started with a sneeze,” recalls Bernie Rosof about his introduction to Project Sunshine. During a dinner with friends years ago, Bernie sneezed and a person at a nearby table said, “gesundheit.” That person was Joe Weilgus. “I thanked him for being concerned about my sneeze and we began a little conversation that interested both of us. We exchanged emails and from there it’s a Project Sunshine story.”

What began as a chance encounter has forged a lasting connection. With his nearly three-decade-long background as a medical professional and hospital administrator, Bernie was naturally drawn to the work of Project Sunshine. “I think the value as a medical professional and somebody who spends time within hospitals is recognizing that we can’t do everything in terms of providing for the needs of patients and their families. It’s extremely satisfying to us as professionals and hospital administrators to have volunteers such as Project Sunshine come in and provide that ray of sunshine.”

Bernie’s passion and enthusiasm for Project Sunshine has inspired his granddaughter, who was involved with the formation of the Duke University college chapter when she was an undergraduate student.

As a Project Sunshine board member, Bernie leads the Program Committee as it forges new ways to enhance the organization’s programmatic offerings. This means looking at activities that touch every aspect of the Project Sunshine community – not just the pediatric patients and their families – but the volunteers, nurses, hospital leadership, and pediatric departments, and getting the word out among these constituents “so that they know more about the Project Sunshine programs and that they are fully supported in their own hospital environment.”

Bernie also sees the value of the volunteer experience for budding medical professionals. Project Sunshine’s college volunteers who are considering careers in medicine or business get insight into a future medical career. “What’s better than a college volunteer, when he or she goes out into the business world, the medical world, maintaining their activities with Project Sunshine. Their early experiences are incredible.”



## 2019 DONORS

### SUNSHINE (\$100,000+)

American Express Foundation  
Charitable Lead Annuity Trust under the  
Will of Louis Feil  
Genentech  
Salesforce  
Tylis Family Foundation

### SUNLIGHT (\$50,000-\$99,999)

Blackstone Charitable Foundation  
EvensonBest  
Gilead Sciences, Inc.  
Goldman Sachs  
Keywise  
Kinetic Worldwide  
Polo Ralph Lauren  
Caryn and Howard Unger  
Anonymous

### SUNBURST (\$25,000-\$49,999)

Ruth Albert  
Bank Leumi  
Natan and Jessica Bibliowicz  
Bloomberg Philanthropies  
BNP Paribas  
Estée Lauder Companies  
EY  
Dan Giraud  
Mike and Carolyn Goldman  
Greenberg Traurig  
Kathryn and Alan C. Greenberg  
Hui Capital  
Moca Foundation

Morgan Stanley  
NFP  
Silverline  
Simpson Thacher & Bartlett  
Sy Syms Foundation  
Robin Wilpon Wachtler, as Director of the Judy  
and Fred Wilpon Family Foundation

### SUNRAY (\$10,000-\$24,999)

Accenture  
Adam America LLC  
Murat Agirnasli / Turkish Philanthropy Fund  
AmWINS Group  
The Angel Fund  
AstraZeneca  
AT&T  
Avdoo & Partners Development  
Baker Hostetler  
David Barse  
Petra Pope and Ronald Blaylock  
BNY Mellon Wealth Management  
Brainspark  
The Briger Family  
Ross and Jennings Cameron  
CardWorks  
Cassels Brock and Blackwell  
CBRE  
Chelsea Lighting NYC, LLC  
Citco  
Colgate Palmolive  
Davis & Gilbert LLP  
Gary and Ellen Davis  
AnnaMaria DeSalva  
The Dunkin' Joy in Childhood Foundation  
Elsevier  
Emmet, Marvin, & Martin LLP  
First Republic Bank  
The Gilbert Family Charitable Foundation  
Guardian Life  
H/2 Capital Partners  
Hahn & Hessen LLP  
Haynes and Boone, LLP



Herrick Feinstein LLP  
Larry Heyman  
Hinshaw & Culbertson LLP  
Joan and Sanford I. Weill Medical College and  
Graduate School of Medical Sciences of  
Cornell University  
Stephen and Mary Dixie Kempf  
The Kirsh Family  
Knoll  
KPMG  
Landing Point  
Lenovo  
Madison Dearborn Partners, LLC  
The Marc Hass Foundation  
Shawn and Rachael McGowen  
Meridian Capital Group  
Microsoft  
Dr. Robert Min  
Marie Moody  
NERA Economic Consulting  
New York Mets  
New York Yankees Foundation  
O'Melveny & Myers LLP  
Otterbourg P.C.  
Oxeon Partners  
Ropes & Gray LLP  
The Rosenblatt Charitable Trust  
Adrienne and Bernie Rosof  
Ryan Specialty Care, LLC  
Schonfeld  
Charles and Lynn Schusterman Family Foundation  
Emilia and Ryan Serhant  
Matthew and Christine Skurbe  
Spaulding Ridge  
Stone Point Capital  
Studios Architecture  
Tauck  
Teladoc Health  
Upright Installations  
USI Insurance Services, LLC  
V.I.P Mortgage Inc.  
Weill Cornell Medicine - Radiology  
Howard and Tova Weiser  
Wells Fargo  
Winget, Spadafora & Schwartzberg, LLP  
Anonymous

### SUNBEAM (\$5,000-\$9,999)

AiCure  
Applied Systems, Inc.  
Away Travel  
AXA Insurance Co.  
Bank of America Merrill Lynch  
Beacon Pointe  
BeaconLight Capital  
Benefit Street Partners  
Berro Family Foundation  
Biologique Recherche USA  
Bionest Partners  
Sara Bloom  
Bloomingdale's  
Bristol-Myers Squibb  
Buchbinder & Warren, LLC  
Burns & Wilcox  
Central Synagogue  
Michael Chae  
Chubb Insurance on behalf of Coughlin  
Insurance Group  
Cigna  
Citi  
Cozen O'Connor Foundation, Inc.  
Daversa Partners  
Dechert  
DuPont  
E\*TRADE  
EagleTree Capital  
Eldridge Industries  
Andrew and Lee Fine  
Anne and Jack Forlines  
Forrester Research, Inc.  
Fried, Frank, Harris, Shriver & Jacobson LLP  
The Gabelli Family Philanthropic Fund  
Golush Family Donor Advised Fund  
John Goscha  
Robert and Trudy Gottesman Philanthropic Fund  
Doug and Patricia Hammond  
Shira and Jeffrey Hochberg  
Ice Miller  
JGN Construction Corp.



The Kaufmann Foundation  
 Yoo Jin Kim and Nan Teele  
 Kim and Jonathan Kushner  
 LabFinder  
 Laurie M. Tisch Illumination Fund  
 The Edith and Herbert Lehman Foundation, Inc.  
 Lenox Advisors  
 LexisNexis Risk Solutions  
 Ira Lipman  
 Chad Livingston  
 MarshBerry  
 Merrick Bank  
 Colin Moran Donor Advised Fund  
 NBC Universal  
 Carl and Karen Nelson  
 Nestlé USA  
 New York Life  
 NYC Service  
 Pfizer  
 Rabobank International  
 Craig Rothman  
 Maxine and Fred Rumack  
 Thomas A. and Georgina T. Russo Family Fund  
 Karim and Nathalie Sawabini  
 Jessica Schaefer  
 Schiff Hardin  
 Brett and Carmela Schneider  
 Scott and Susan Shay  
 Shiseido  
 Societe Generale  
 Surgical Care Affiliates  
 Thrive Capital  
 TMNAS, LLC  
 Torrid  
 TRowe Price  
 Dr. & Mrs. Reed Tuckson Charitable Fund  
 Twenty Four 7 Contracting Corp  
 Ultivue, Inc.  
 Viacom  
 Warshaw Burstein LLP  
 Xandr  
 Anonymous

## SUPPORTERS (\$1,000-\$4,999)

AArete LLC  
 Abbott  
 ABR Charitable Fund (of the American  
 Endowment Foundation)  
 Jason Abramson  
 Daniel and Christina Adams  
 Advance  
 Affinity Solutions  
 AG Foundation  
 Alphadyne Asset Management LP  
 Altamarea Group  
 AmWins Group  
 Apple  
 Aramark  
 Keith and Angelika Arbeitman  
 Arch Insurance Group  
 Ashner Family Evergreen Foundation  
 Audi  
 AXA Insurance  
 Ayco Charitable Foundation  
 B2B International  
 Barclays  
 Alex Barnet  
 Willa Baynard  
 BDS Marketing, LLC  
 Hillary Beckman  
 Lisa Belzberg  
 Jim and Diane Berliner  
 Mike Betesh  
 Big Sunday  
 Michael and Eve Blumstein  
 Boston College Chapter  
 Erik Bottema  
 David Bright  
 Brio Benefit Consulting  
 C Suite Resources  
 Capital Group Companies Global  
 Capital One  
 Captivate, LLC  
 Vanessa Cascia  
 Melissa Castello  
 CFA Institute



Jessica and Dr. Huifeng Chang  
 The Leon H. Charney Foundation Inc.  
 Chappaqua Children's Book Festival  
 Justin Chhabra  
 Children's Specialized Hospital Foundation  
 Michael Choy  
 Jennifer Cohen  
 Collibra  
 ConceiveAbilities  
 The Congregational Church of Easton  
 Claudia Cordano  
 Corre Partners Management LLC  
 Crescent Capital Group LP  
 CVS Health  
 CVS Health Foundation  
 Jessica Dadigan  
 The Gloria & Sidney Danzinger Foundation Inc.  
 Archie Gottesman and Gary DeBode  
 Debra and Claudio Del Vecchio  
 Janet and Frank DellaFera  
 Deloitte  
 Suzanne and Joseph DeSimone  
 Destination Media Inc.  
 DLA Piper  
 Paula Dolan  
 Dornam Foundation  
 Glenn and Kelly Drew  
 Nicole Eldridge  
 Brianna Elefant  
 Roger Elton and Carol Francis  
 Ezra Elyahou  
 EMD Serono, Inc.  
 Energy Giving Fund  
 Dasha Epstein  
 Equinox Media  
 Evercore Group LLC  
 Fidelity Charitable  
 Firefly Systems Inc.  
 Firmenich  
 The Roberta and Gary Fisher Charitable Fund  
 Joel Fleishman  
 Frandzel Robins Bloom & Csato, L.C.  
 Friedman LLP  
 The Sharna & Irvin Frank Foundation  
 Adam and Jennie Friend  
 FTI Consulting

Adam Geiger  
 Geller & Co., LLC  
 Gero Fund  
 Fabianne Wolff Gershon  
 Carson and Joe Gleberman  
 Stephanie Glenn and Gideon Katz  
 Global Jet Capital  
 .Daniel and Libby Goldring  
 Jonathan Goldstein  
 Golin  
 David B. Golub and Lisa Piazza Charitable Fund  
 Google  
 Great Big Story  
 Greenlight Capital, Inc.  
 GTIS Partners  
 The Hakimian Organization  
 Arthur Hamilton  
 The Hanover Insurance Group  
 David Harris  
 Harrison Street  
 Heffernan Foundation  
 Jordan Heller  
 Mordechai Herzog  
 Hinshaw & Culbertson LLP  
 Hoffen Family Foundation  
 Ice Miller  
 Integral Ad Science  
 Intuit  
 Jamie Moser and Jamie Sneider Donor Advised  
 Fund  
 JM Zoning LLC  
 Johnson & Johnson  
 Johnson Moore LLC  
 Jonathan Rose Companies  
 Jones Walker  
 Eldon Jones and Maria Pilar Jones  
 James Juillard  
 K&L Gates LLP  
 Kaltura  
 Kasowitz, Benson, Torres & Friedman LLP  
 Michael and Dayle Katz  
 Jon Keidan  
 Kenneth Cole  
 Steve Kerr  
 Laura Klarman  
 Millie Wang Koo

The Betsy and Doug Korn Charitable Trust  
 Paul Korngold  
 Kornwasser Family Fund  
 The Lee & Debbi Krantzow Fund  
 Krinsky Family Charitable Fund  
 Peter and Deborah Krulewitch  
 The Patricia Langer and Barry Weprin Charitable Fund  
 Lauren Bush Lauren and David Lauren  
 The Martha B. Leigh Charitable Fund  
 Caroline and Jeremy Leventhal  
 Carolyn Kaye Levine and Ronald Levine  
 Lexus  
 Benjamin Lipman  
 Lester Lipschutz  
 Long Island University- Brooklyn Chapter  
 Jamie Lowe  
 Ahana Maheshwari  
 Sarah Mangerson  
 Mars Inc.  
 Belinda McGinty  
 MediaCom  
 Medtronic  
 Paul Metselaar  
 Evan Michael  
 John Miller  
 The Stephen & Eve Milstein Donor Advised Fund  
 MKG Family Fund  
 Andrew Moyad  
 MSD Partners  
 Barbara Murstein  
 Michael and Diana Nahmias  
 The Namm Foundation  
 Newell Brands  
 Novartis Institutes for BioMedical Research  
 Michael Och  
 Morris and Nancy Offit  
 Outfront Media  
 Oxford Companies  
 David Pachter  
 Perella Weinberg Partners  
 Anthony Petrillo  
 Whitney Namm Pollack and Joseph Pollack  
 Chris Polos  
 R1 RCM Inc.  
 John Raphael

Floyd Rappy and Michele Kern-Rappy  
 Red Rock Outdoor  
 Redscout  
 Reed MIDEM  
 Jeannine Rivet  
 Robert Half  
 The Roberta and Gary Fisher Charitable Fund  
 Marybeth Rogers  
 John and Paige Rustum  
 Ilene and Steven Sands  
 Daria Myers-Schrage and Mitchell Schrage  
 Matthew Schuster  
 Seelaus  
 Jack Selby  
 Stuart Shapiro and Janice Lee  
 Showtime Networks Inc  
 Skadden, Arps, Slate, Meagher & Flom LLP  
 Sloane & Company  
 Snow Day Entertainment  
 Gireesh Sonnad  
 Harvey Spevak  
 Franklin Speyer  
 Splash  
 St. Joseph's College Chapter  
 Dean Stallone  
 Starr Insurance  
 Judy and Michael Steinhardt  
 Stony Brook University Chapter  
 Stuart Portfolio Consultants LP  
 Gabrielle and Arthur O. Sulzberger, Jr. Family Giving Fund  
 Jed Sunden  
 Talcott  
 Richard and Karen Talmadge  
 Chris Tavarides  
 TGaS Advisors  
 TGI Installers  
 Thermo Fisher Scientific  
 theSkimm  
 TOMS  
 The Torkian Group  
 Tower Hill Insurance  
 Trinseo LLC  
 University of California Los Angeles Chapter  
 Verizon Media  
 Robert Vogliano



Noel Wallace  
 Peter Wallace  
 Walmart eCommerce  
 Chris Wanlass and Tom Wells  
 Wealth Advisory Group LLC  
 Joseph Weilgus  
 Rick and Tammy Wien  
 Allison Weinstein  
 The Weinstein Family Foundation  
 Stuart and Jane Weitzman  
 Erica Werber  
 Lisa D. and James M. Wilson  
 Jonathan Barbara and Devon Windsor  
 Wolf Greenfield  
 Howard Wolk Charitable Fund  
 Melissa Wrenn  
 ZocDoc  
 Anonymous (2)

## FRIENDS (\$500-\$999)

Sam Amoia  
 Regina and Marko Andrus  
 AP3D  
 Quemuel Arroyo  
 Ascaba Foundation  
 Ora Bayewitz-Meier  
 David Bibliowicz and Arietta Gracey-Roth  
 Tommy Bibliowicz  
 David and Ellen Blumenthal  
 Rabbi Angela Buchdahl  
 Noemi and Seth Charnow  
 Sam Chen  
 Clyde Cherry  
 Caryn Clayman  
 Tambi Cork  
 Monique Cueto-Potts  
 Richard Deosingh  
 Erin DeSanto  
 Alison and Geoffrey Edelstein  
 Ross Epstein  
 Minoo and Al Farahani  
 Joshua Farol

Michael Flynn  
 Eric Gertler and Lisa Lewin  
 Ken and Melissa Glassman  
 Roni Goldberg  
 Lorna Goodman and Mary Rutherford  
 Harvard University Chapter  
 Jane and Cliff Hudis  
 Daniel Hyman and Martha Sack  
 Alejandro Kahan  
 Michael and Arlene Klosk  
 Veneranda Kocaj  
 Kristin Koch  
 Rosen Kuslansky  
 Seth Lasser and Emily Pollack  
 Don Lebell  
 The Samuel J. and Ethel LeFrak Charitable Trust  
 Michael Livian  
 Glenn Lostritto  
 Barbara Loughlin and Dr. Gerald Loughlin  
 Barbara Majeski  
 Douglas Meyer  
 Donna and Chuck Moran  
 Amanda and Ned Oakley  
 Open Minded Staffing  
 Jordan Perlmutter  
 Vanessa Polonio  
 Promoshop  
 PwC  
 Andrew Romano  
 Vernon Rosen  
 Royal Press Co.  
 Priyanka Garg and Matthew Schneider  
 Robert Silver  
 Eric Silverman  
 James Sollins  
 Finley van Brocklin  
 Richard and Arlee Weiss  
 Nina Wright and Andrew Weisz  
 Jun Yang and Hua Chen  
 Sue and Moshen Yaraghi  
 Karen Young  
 Fay Zaslavsky  
 Alana Zimmer



*If we have spelled your name incorrectly or you would like to be listed differently, please email [info@projectsunshine.org](mailto:info@projectsunshine.org).*



## FINANCIAL SUMMARY

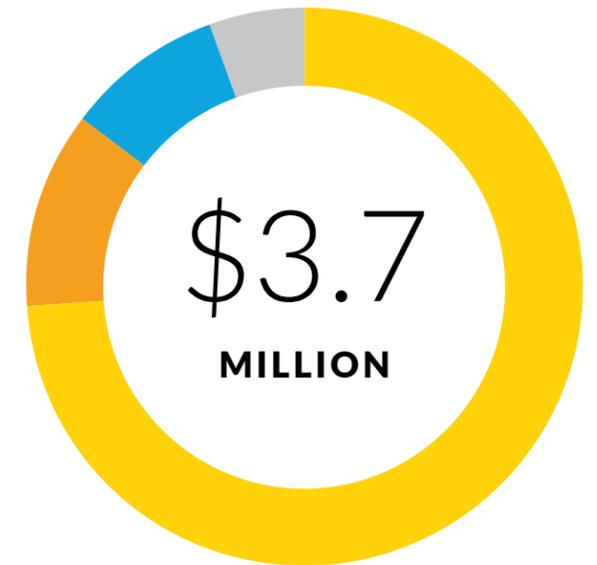
Fiscal Year 2019\*

Support & Revenue



- Contributions 65.5%
- Fundraising Events (net of expenses) 34.25%
- Other 0.25%

Expense & Reserve Allocations



- Program 74%
- Management & General 11.5%
- Fundraising 9%
- Contribution to Reserve 5.5%

\*Unaudited financials. Official audited financials will be available in August 2020.

## BOARD & STAFF

### BOARD OF DIRECTORS

#### Joseph Weilgus

Founder & Chairman of the Board,  
Project Sunshine; CEO, New Legacy

#### Natan Bibliowicz

#### AnnaMaria DeSalva

Global Chairman and CEO,  
Hill+Knowlton Strategies

#### Vernon Evenson

Partner, EvensonBest LLC

#### Fabianne B. Wolff Gershon

#### Stephanie Glenn

Vice President, Growth Business East, Salesforce

#### Shawn McGowen

Advisor, Bank Leumi  
Founder and CEO, Leather Honey

#### Bernard M. Rosof, M.D.

CEO, Quality in Healthcare Advisory Group, LLC

#### Amy Saperstein

Founding Executive Director, Project Sunshine

#### Mark Schonfeld

Partner, Burns & Levinson LLP

#### Matthew Skurbe

Treasurer and Managing Director, Blackstone

#### Michael Goldman

President & COO, NFP

#### Reed V. Tuckson, M.D.

Managing Director, Tuckson Health Connections

#### Albert Tylis

Tylis Family Foundation

#### Robin Wilpon Wachtler MSW

#### Noel R. Wallace

President & COO,  
Colgate-Palmolive

#### Dionne Warwick

#### Howard Weiser

Partner (retired), PwC

### STAFF

#### Whitney Namm Pollack

Executive Director

#### Rouane Bayor

Office Manager

#### Cynthia Brito-Mena

Coordinator, College Volunteer Engagement

#### Megan Carley

Director of International Programs

#### Claire Cumberland

Coordinator, Corporate Partnerships

#### Ariela Federman

Coordinator, Project Sunshine Israel

#### Kaitlin Garzia

Director of Volunteer Engagement

#### Cathy Hertz

Development Manager

#### Katie Hurley

Manager, Corporate Partnerships

#### Samantha Kagan

Director of Development

#### Katy Kienitz

Director of Corporate Partnerships

#### Tim Lemberger

Director of Marketing and Communications

#### Mingming Ma

China Program Assistant

#### Leah Mackay

Program Coordinator

#### Toni Millar, MS, CCLS

Director of Program Innovation

#### Kennedy Mwachala

Chapter Leader, Project Sunshine Kenya

#### Dennis Ngui Myuanga

Coordinator, Project Sunshine Kenya

#### Mercy Nabwire Maita

Chapter Leader, Project Sunshine Kenya

#### Shaylah Nichols

Coordinator, Corporate Partnerships

#### Rita Shrestha

Development Assistant

Your support brings  
joy to hospitalized  
children.

**DONATE AT [PROJECTSUNSHINE.ORG/DONATE](https://PROJECTSUNSHINE.ORG/DONATE)**



211 East 43rd Street, Suite 401  
New York, NY 10017

(212) 354-8035

ProjectSunshine.org  
info@ProjectSunshine.org

 @ProjectSunshineUSA

 @ProjectSunshine

 @ProjectSunshine

 @ProjectSunshine

 @ProjectSunshine

*Graphic Designer: Joel Estrada*

*Volunteer Writers: Caitlyn Conville, Casey Cornelius, and Michele Scirocco*