



Sunrise Association 2022 Impact Report





OUR MISSION

The mission of the Sunrise Association is to bring back the joys of childhood to children with cancer and their siblings worldwide. This mission is accomplished through the creation and oversight of welcoming, inclusive *Summer Day Camps, Year-Round Programs* and *In-Hospital Recreational Activities*, all offered *free of charge*.

OUR VISION

We work towards a world where cancer will not be the defining factor in a child's life; where children and families navigating the difficult world of pediatric cancer can find hope, love and an extra ray of sunshine; where cultural diversity is embraced and every child is celebrated for who they are and for the unique gifts they bring into the world.

OUR VALUES

FUN IS MANDATORY

Sunrise is children just being children – having fun playing and laughing together. We want every child, even if they can only attend for one day, to have the best day ever!

INCLUSIVITY AND DIVERSITY

Sunrise is a worldwide organization made up of people from every walk of life who recognize and embrace the particular journey that our children are on. Sunrise actively seeks to create inclusive communities – whether at camp or in the hospitals – that celebrate diversity and equity among all our children and staff while respecting both the distinctions and the commonalities that bind us together as a human family.

HOPE & HEALING

While we cannot cure cancer, Sunrise can provide the healing of the heart as well as the hope that each child can experience the true meaning of childhood.

FROM OUR LEADERSHIP

Dear Friends,

Sitting down to write this letter, the word growth is top of mind. Over these past few years, despite unprecedented challenges, we have seen a **season of Sunrise growth** unlike others. Our in-hospital programs and services are now in **more than 100 hospitals** across the country, when just four years ago, that number was 26. This past summer we opened **two new camps**, and we can't wait for the opening of our **12th camp this summer**, in the Windy City of Chicago. Our staff continues to grow proportionally - as do our partner organizations - assuring that we will continue meeting the needs of the increasing number of families in our orbit while assuring that the quality of our existing programs is protected and nurtured.

Looking beyond the numbers, we begin to understand the meaning of this growth. Take the **first annual SunriseWALKS Chicago**, which took place in October. **More than 200 supporters** of all ages gathered nine months before a camper will even set foot in the new camp. The community bundled up outside on a chilly morning and raised nearly \$55,000 to welcome Sunrise to their campgrounds. It was a **tremendous show of faith** by a brand new Sunrise community. We've seen this before and we will see it again. Families who have just received a cancer diagnosis for a child have no idea that this inspiring group of people has come together to make each other's lives better. Their lives are about to interact in the most beautiful ways. Because of us. Because of you.

The numbers inspire us to go further, farther and closer to meeting our goal of reaching **one-third of all eligible U.S. pediatric cancer patients and their siblings by 2026**.

A LOOK BACK AT 2022...




10

IN-PERSON
DAY CAMPS

1,844

CAMPERS
ENROLLED



It is attainable. We remember that when we started out in 2006, we had one summer day camp with 96 children enrolled. By this July, we anticipate having 12 locations worldwide - including our virtual camp, SunriseVX. In addition, we are rapidly increasing our year-round services within hospitals worldwide, including our in-person Sunrise on Wheels programs along with our numerous virtual offerings. All in all, we anticipate engaging more than 40,000 children within a year's time.

We can do this. We will do this. And the stories you are about to read go beyond the numbers to shine a light on why we do what we do. They highlight the joy and smiles that we bring to children and their families. They celebrate our supporters and partners of all ages who are making these dreams a reality. They celebrate you.

We deeply thank you.

Joy Zelin
Board Chair



Annie Preminger
President & CEO



46

WEEKLY IN-HOSPITAL
SUNRISE ON WHEELS
PROGRAMS

2,562

CHILDREN SERVED
IN HOSPITALS

87

HOSPITALS PARTICIPATING
IN SUNRISE VIRTUAL
PROGRAMS

29,018

KIDS ENGAGED THROUGH
VIRTUAL PROGRAMMING

1,000,000+

SUNRISE SMILES





FROM CAMPERS TO COUNSELORS: PAYING IT FORWARD

Doing regular childhood things – like going to school – was incredibly difficult for Hina Zahid when she was very young. Hina had battled a brain tumor twice – first at the age of 2 and then again after relapsing when she was 9. That’s when Hina found Sunrise Day Camp–Long Island and the experience was life-changing.

“Sunrise offered me an immediate safe space,” Hina explained. “It wasn’t about treatment or cancer – it was about having fun.” When Hina aged out of the camper program, she came back the following summer as a counselor and has served in that important role ever since. “I wanted nothing more than to give back to the

greatest place on Earth and help other kids experience the same magic as I did.”

Like Hina, many former campers are helping us continue to make that Sunrise magic. This past summer, there were almost 50 Sunrise and Horizon Day Camp counselors who had once been campers. It’s not surprising that the older camps have seen more campers transition to the counselor role, and as Sunrise continues to grow, we can expect to see many more at all locations.

Deanna Slade, Vice President of Camping and Related Services and the Director of Sunrise Day Camp–Long Island, observes

that many of our campers-turned-counselors share similar feelings about why they come back. “These kids have had such an incredible and impactful experience at Sunrise that they want to pay it forward to other kids,” said Deanna. “The campers-turned-staff have seen their counselors as their role models and want to give back to our current campers. It’s really special.”

These campers-turned-counselors have first-hand connections to cancer, and often express to Deanna that it’s “interesting to be on the other side” of the camping experience. “These counselors spend a lot of time reflecting back to when they were campers,” said Deanna, and often exhibit qualities that make them successful in the counselor role. These qualities include being compassionate, hard-working, thoughtful, creative, dedicated and good team players.

Returning as counselors also allows former campers to remain active in the Sunrise

community. Alis Almonte started Sunrise Day Camp–Pearl River as a camper in 2018 and became a counselor in 2021. “Sunrise Day Camp has become my safe space,” said Alis. “There is no place I feel more comfortable in my skin than in the campgrounds at Sunrise Day Camp–Pearl River.”

Nathaniel Blades, 19, has been at Sunrise Day Camp–Long Island for the past 14 summers. His twin brother, Elijah, was diagnosed with acute lymphoblastic leukemia (ALL) right before their fifth birthday. Nathaniel shared that he returns as a counselor to give back to others and to stay connected. “When my brother and I were campers, Sunrise gave us an opportunity to have a summer and not worry about cancer or treatments. I wanted to give back and give an opportunity for other campers to enjoy their summer,” he said. “There’s no question that I’ll continue working for/with Sunrise. Sunrise is like home, and I never want to leave my family.”

The Sunrise Association is proud to have employed a record number of counselors this past summer who began their journey with us as campers!

Sunrise Day Camp–Long Island: 29
Sunrise Day Camp–Pearl River: 13
Sunrise Day Camp–Staten Island: 5
Horizon Day Camp–Baltimore: 1



EXCEEDING EXPECTATIONS

WELCOME TO HORIZON DAY CAMP—METRO DC|VA|MD
AND SUNRISE DAY CAMP—GREATER PHILADELPHIA

Evelyn was the first camper registered for the first season of Horizon Day Camp—Metro DC|VA|MD. “Our family’s experience with Horizon Day Camp far exceeded our expectations,” said Evelyn’s mom, Katharine. “Evelyn loved camp from the very first to the very last day. At the end of the summer, we told Evelyn other campers also had a connection to cancer. She had no idea, which is a huge testament to Horizon’s success in normalizing summer camp for kids.”

Evelyn, who is being treated for B-cell acute lymphoblastic leukemia (ALL) at Children’s National Medical Center sums up her experience in simpler terms. “Camp was awesome,” she said. “I liked that each week was a different theme because they were all so silly. I met so many new friends and I liked how we sang every morning.”

Evelyn’s favorite camp memories include Kona ices, swimming, moon bounce and carnival day. “I really hope we do the same things next summer,” said Evelyn.



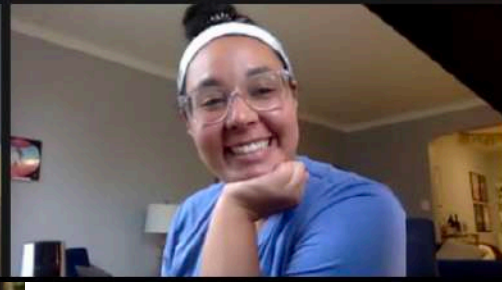


On July 11, opening day of Sunrise Day Camp–Greater Philadelphia, the weather was perfect – sunny without a cloud in the sky. The sunshine matched how Jenni Rebeti, the camp’s Director of Development and Programs, felt inside. Jenni had been waiting for three years for the camp to open, cultivating relationships in the meantime in local hospitals with staff and families. She was thrilled this project was finally coming to fruition.

“Watching my 5- and 6-year-old friends walk into camp smiling and laughing made me fall in love with the Sunrise mission in ways I never knew possible,” Jenni said. “Seeing the tears in the hospital turn into smiles at camp magnifies how special and healing camp really is.”

By the end of the first day of camp, Jenni’s young “best friend” from the hospital reported that she was not her best friend anymore. Jenni had moved down to fifth on the list, because her new camp friends had moved ahead! “I was so happy to have lost best-friend status to her typical peers,” said Jenni. “Camp not only changes the lives of our camp families, but it continues to change my life in the best of ways.”

SunriseVX: SO NO FAMILY HAS TO GO WITHOUT SUNRISE



Alessandra continued to go to Sunrise Day Camp—Long Island after her brother passed from cancer. When she and her family moved away from the camp’s location, she was devastated - but her tears turned to smiles upon learning that there was a new way for her to continue camp with her Sunrise family.

Alessandra learned about our new virtual program, SunriseVX – and embraced it, participating online from her new home in every activity – from movement, art and theater to story writing and virtual field trips.

“Sunrise had been the one place where Alessandra could go to be herself, feel understood and feel really safe,” said Athena Levesque, Director of SunriseVX, Virtual Programming. “Alessandra made friends with the

SunriseVX campers and counselors in her unit and even was the loudest voice at game night. Her mother told us that they were so thankful to continue to be a part of the Sunrise family.”

Sunrise Virtual eXperience, better known as SunriseVX or VX, opened this past summer as the 11th Sunrise Day Camp. Getting its start in the Summer of 2020, when in-person day camp was not possible for anyone, virtual camp remained an option for campers in 2021. It quickly became clear that a full-summer virtual camp option is always needed to reach as many pediatric cancer patients as possible, pandemic or not.

“There are children across the U.S. who are not well enough to attend in-person camp, and many children do not live near a Sunrise Day Camp,” explained Athena. “We also saw a wide range of other reasons children could not make it to in-person camps, such as hospital appointments, family schedules and other circumstances.”

SunriseVX welcomed 70 children from 16 states last summer and is looking forward to hundreds more in the seasons to come. Said Athena: ***“We should always have a virtual option for families, so no family has to go without Sunrise.”***

To learn more, scan below or visit us at sunrisedaycamp.org/vx



TRAVEL THE WORLD WITH SUNRISE



Fasten your seatbelts and get ready for take off with ***Wheels Up!*** This 30-minute travel series features thrilling adventures, creative crafts and exciting trivia! Produced in partnership with **American Airlines**, ***Wheels Up!*** brings children from their home or hospital bed to a new, exciting destination every episode!

OUR 2022 ***WHEELS UP!***

5

SEASONS

53

EPISODES

87

HOSPITALS BROADCASTING

46,618

TOTAL VIEWS VIA THE WEB,
SUNRISE STUDIOS APP AND
IN-HOSPITAL CCTV

Watch ***Wheels Up!***
here! →



ENDURANCE CHALLENGES FOR SUNRISE



Climbing 29,029 vertical feet – the equivalent of climbing Mount Everest – in a 36-hour period is a huge challenge. Board member Evan Cagner is always up for one but felt that this challenge – called Everesting – “should be for a bigger purpose.” That’s why in August, Evan completed the challenge with the larger goal of raising the amount of feet he climbed in dollars to send children with cancer and their siblings to Sunrise Day Camps.

Evan’s Everesting is an example of an endurance challenge that can be done to help Sunrise grow. Running the Chicago Marathon on behalf of Sunrise is, too. But endurance challenges certainly don’t have to be as steep and long – **endurance challenges can be any activity that a supporter chooses.**

Gary Raisig helped start Sunrise’s endurance campaign when he turned to his Peloton to stay in shape, tracking his exercise to fundraise for Sunrise. Gary encouraged his Capital One colleagues to do the same and by March 2021, more than \$50,000 was raised by walking, running, biking or swimming in Capital One’s Banking Your Miles Challenge, which is now one of several programs part of the new campaign.

Participants of all ages can take part. SUSA Soccer Academy held its second-annual walk for Sunrise on May 6, raising over \$37,000 to send six children to camp. This year, the group raised \$60,000!

Also for non-runners – how about yoga, meditation, dance, strength and movement? The second-annual Rise Up for Sunrise event took place on September 18. Powered by Randi Eisenshtat and Cher Meli, this fitness and wellness event raised more than \$13,800 for Sunrise.

What kind of endurance challenge would you like to do on Sunrise’s behalf? To learn more or share another way you can give your all for Sunrise, contact MaryKate Smith at marykate.smith@sunriseassociation.org.

PAVING THE WAY FOR SUNRISEWALKS

Sneakers – belonging to people of all ages – were on the ground for the in-person 2022 SunriseWALKS. It was fantastic to walk side-by-side again at all of our annual SunriseWALKS campaign events.

We took great strides by opening new walkathon campaigns this past year – one in Metro DC and another in Chicago. Through a total of seven walkathons across the country, we raised over \$1.9 million by the end of October.

Young leaders proved that people of all ages are a big part of our success. Three years ago, at age 7, Raegan joined the SunriseWALKS Pearl River team, “Solmates,” and has since raised over \$8,500. Raegan creates TikToks and posters to spread the word about Sunrise. “Sometimes it doesn’t feel like I’m able to make that much of a difference because I’m a kid,” said Raegan, “but if you keep working towards helping others, it can

make a big difference for the kids and their families who are fighting cancer.”

The leading young fundraiser for SunriseWALKS is Gillian, 17, who started Team Port for the Long Island event four years ago. Since then, Gillian has raised more than \$40,000. “Fundraising for Sunrise has become a part of my life that I love, and it’s an experience that brings my family and friends closer together,” explained Gillian, who also works as a counselor at Sunrise Day Camp–Long Island.

We appreciate the work of our fundraisers of all ages and look forward to seeing supporters at our upcoming events. Please visit www.sunrise-walks.org or contact Suzanne Beck at suzanne.beck@sunriseassociation.org to learn more on how you, your family or corporation can get involved and/or to find an event near you. We Walk So They Can Soar!



WITH A LITTLE HELP FROM OUR FRIENDS



Aflac and Sunrise Association have a common bond—we both are committed to helping bring joy to children with cancer. One of the ways Aflac does this is through *My Special Aflac Duck*—an award-winning social robot developed by Aflac to help provide comfort, joy and distraction to children with cancer.

Aflac and Sunrise Association partnered this past camp season to distribute over

800 *My Special Aflac Ducks* to Sunrise, Horizon and Aurora camp families. To the delight of many campers, the Aflac team delivered over 150 *My Special Aflac Ducks* to camp families in person at Sunrise Day Camp—Long Island. In addition to making *My Special Aflac Ducks* available to children participating at our Sunrise Association camps in the U.S., Aflac helped send 10 children to camp through a \$60,000 contribution.



American Airlines and Sunrise Association connected in 2021 and our relationship continues to soar. When our relationship began, we had already produced two seasons of *Wheels Up!*, our engaging video series that transports children in hospital beds to exciting destinations around the world. American Airlines fell in love with *Wheels Up!* and became fast supporters of the program. Since season three, each episode features an American Airlines pilot, flight attendant or other staff member who introduces viewers to the episode's first destination. We love traveling together!

In 2022, American Airlines propelled their support of Sunrise Association to the next level with a gift of three million American Airlines Advantage Miles and became the first National Sponsor of SunriseWALKS. These miles have been distributed to our top SunriseWALKS supporters and have helped fuel our national-expansion efforts.

Dallas-Fort Worth is one of the target cities of our expansion. Building on the momentum of *Wheels Up!* being shown in four leading hospitals in the community, we set out to bring some Sunrise smiles to children battling cancer.

With the help of our friends Brill and Jason Garrett (former Dallas Cowboys head coach), we partnered with Five Below, JCC of Dallas, Aflac, local Dallas-Fort Worth TV station CW33 and more to run an arts, crafts and toy drive for local-area hospitals during Childhood Cancer Awareness Month. The Dallas-Fort Worth community came together to donate over 2,000 items. Brill and Jason Garrett delivered toys and some much-needed moments of joy in person to children battling cancer at Medical City Children's Hospital.







2021-2022 FINANCIAL OVERVIEW

Sources of Revenue

Special Events	\$ 3,880,746
Contributions and Grants	\$ 4,564,746
SunriseWALKS	\$ 1,688,454
Misc. Income	\$ 108,179

Total Raised in support of the Sunrise Association \$ **10,242,125**

Fundraising Costs in 2021-2022 equaled just 7.1% of funds raised.

Uses of Funds

Day Camps, Sunrise on Wheels and Year-Round Programs	\$ 7,148,276
Management and General.....	\$ 1,061,678
Development.....	\$ 736,041

Total Expenses \$ **8,945,995**

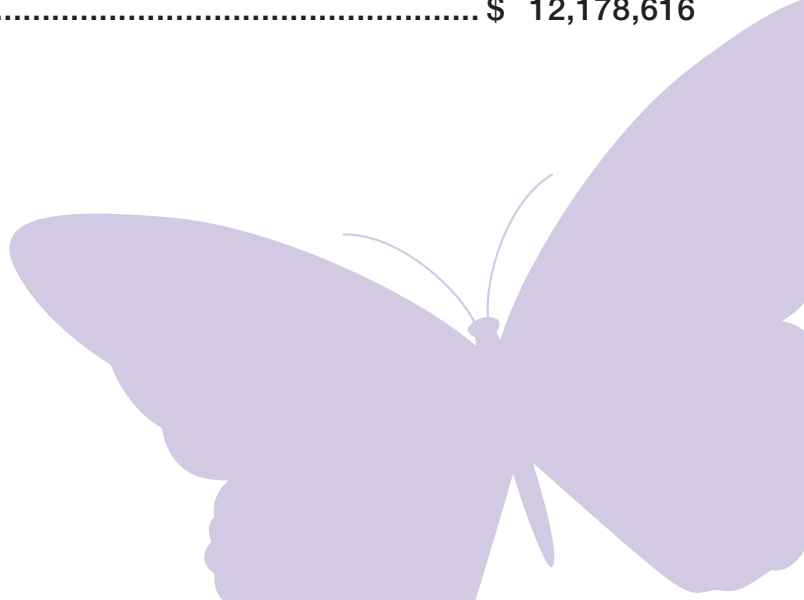
Assets

Total Assets \$ **16,506,297**

Net Assets

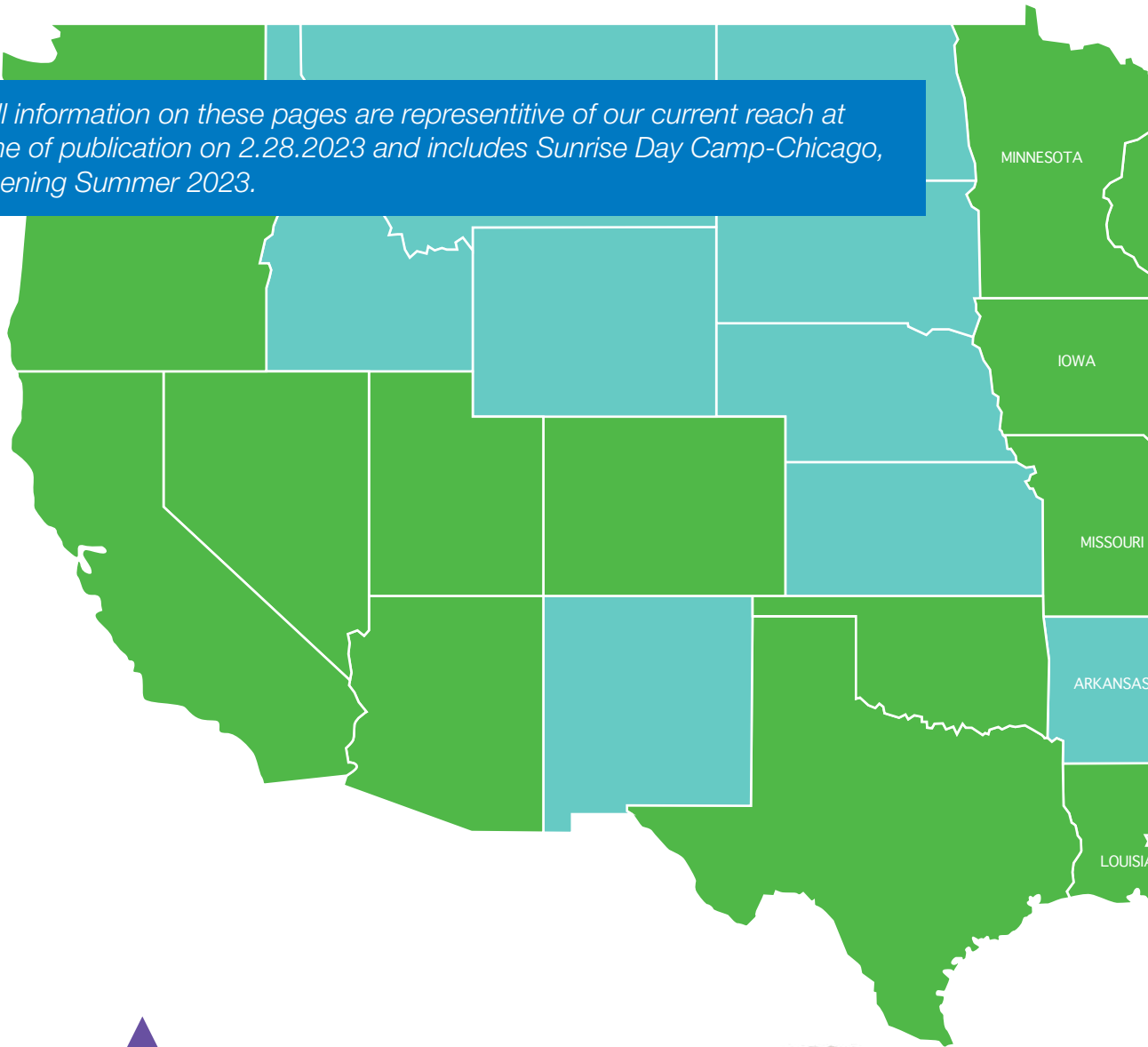
Unrestricted.....	\$ 8,290,050
Temporarily Restricted	\$ 3,888,566

Total Net Assets \$ **12,178,616**



WHERE WE ARE NOW

**All information on these pages are representative of our current reach at time of publication on 2.28.2023 and includes Sunrise Day Camp-Chicago, opening Summer 2023.*



SUNRISE PROGRAMS BY THE NUMBERS

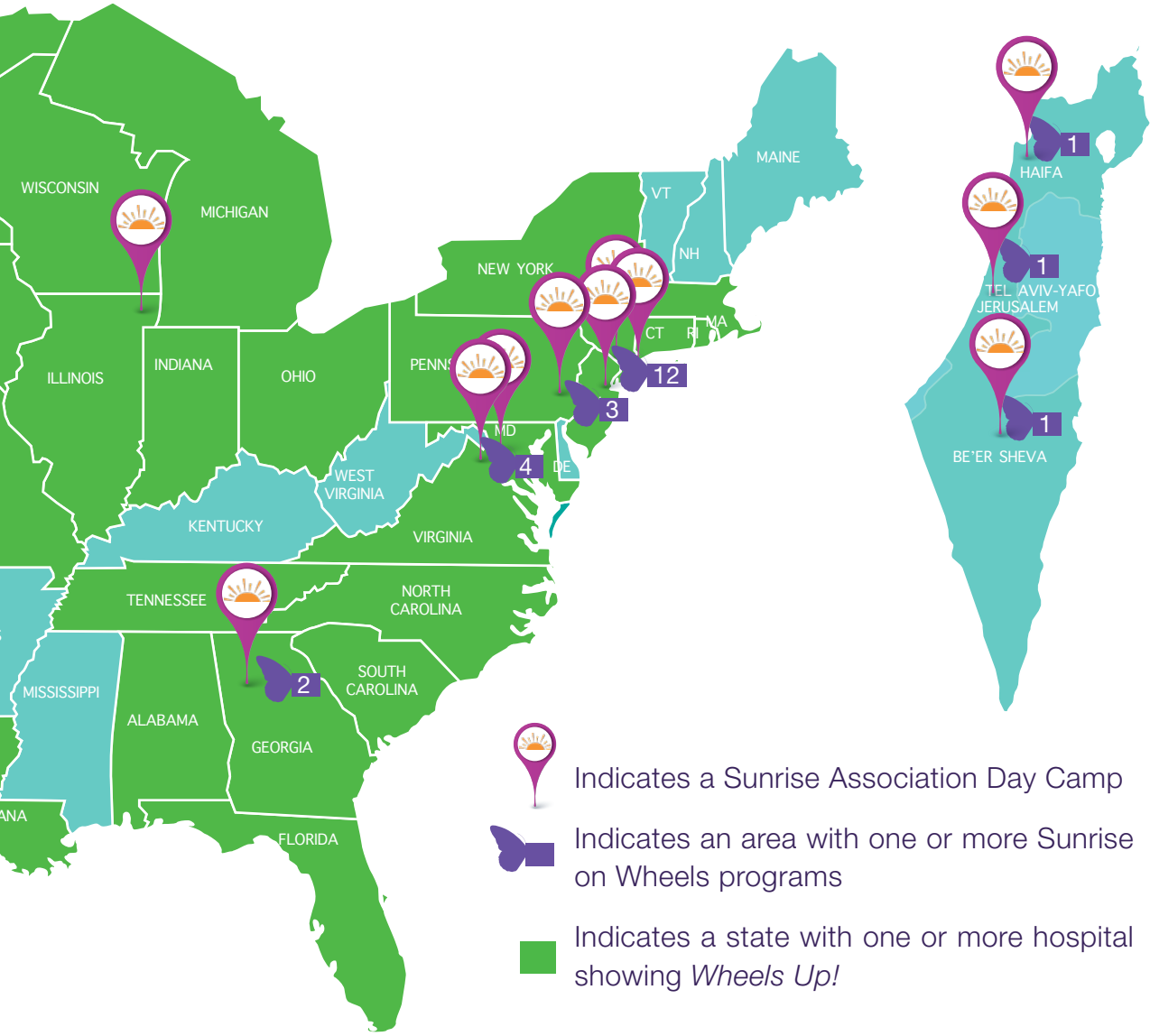
12

Full-Summer
Day Camps

43

Sunrise
on Wheels
Programs





36

Affiliated Hospitals

110

Hospitals & Facilities Showing *Wheels Up!*



WHO WE ARE

BOARD OF DIRECTORS

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Dr. Mark Atlas

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Mark McElrath

*Executive Director,
Horizon Day Camp–Baltimore, MD
Horizon Day Camp–Metro DC|VA|MD*

Rachel Black

*Executive Director,
Sunrise Day Camp–Greater Philadelphia*

Mirit Frenkel

*Executive Director,
Sunrise Israel*

Addie Goodman

*President & CEO, JCC Chicago/
Sunrise Day Camp–Chicago*

Orit Lender

*CEO, JCC of Staten Island/
Sunrise Day Camp–Staten Island*

Jeff Dannick

*Executive Director, Pozez JCC/
Horizon Day Camp–Metro DC|VA|MD*

WITH DEEPEST THANKS

We gratefully acknowledge our friends who have made the dream of Sunrise into a reality...

\$2,000,000 & UP

Feil Family Foundation
Billie & George Ross
The Marcus Foundation, Inc.

\$500,000 - \$1,999,999

Shari & Jeffrey Aronson
Harriet & Jimmy Berg
Lainie & Michael Contillo
Frances Davis Fund
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Laura Rosenberg
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Wilf Family Foundations
Joy & Steve Zelin

\$200,000 - \$499,999

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Doshi Family Foundation
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Union
Muriel & Bert Brodsky
Bruce Supply
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Toyota Dealer Match
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Toyota Financial Service
Toyota Motor North
America
Penny & John Wallerstein
Michelle & Steven Warren
Webster Bank
Ilene & Michael Weinberg
Tammi & Jason Wild

\$50,000-\$99,999

Aflac
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AlphaSights
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Deborah & Isaac Ash
Marla & Kenny Askenase
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Donna Brennan
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