



RAYS OF RESILIENCE

IMPACT REPORT



2023/2024

FROM OUR LEADERSHIP



Perhaps the most critical trait of a durable organization – particularly in a rapidly changing world such as we have experienced over the past 4-5 years – is the ability to quickly pivot . . . to never get stuck in “this is the way we’ve always done it,” but rather to meet the moment wherever that moment is. Through a worldwide pandemic, an economic upheaval and now even through war, Sunrise’s devotion to our children and families is unwavering. But commitment and execution are not the same; the not-for-profit and business worlds are fraught with examples of great intentions that have fizzled out as time-tested solutions failed to meet the challenges of the day.

NOT SO HERE.

When Covid-19 shut down the world, Sunrise moved its programming into cyberspace, creating Sunrise Studios, Sunrise VX, Wheels Up! and a host of new programs that not only met the needs of the day, but have continued to thrive even after the crisis receded. When we found ourselves locked out of traditional fundraising opportunities, we created on-line telethons and virtual walks, raising millions of dollars to keep moving forward until more traditional methods reemerged. And today, with war impacting our camps and hospital programs in Israel, Sunrise has developed new funding strategies, engaged new partners, and has shifted programming to create safer spaces for children now dealing with the double hit of a life-threatening illness and a life-threatening conflict. And we have done so without sacrificing any of our values, steadfastly maintaining our commitment to serving diverse populations both at home and abroad, even in the midst of conflict.

Today, Sunrise continues to expand internationally, creating summer camps and in-hospital programs that at the time of this writing span 6 countries and reach 50,000 children annually. And as we have always done, we continue to seek new, innovative ways to bring services and hope to children struggling with cancer. From “A Taste of Sunrise Day Camp” inside of Florida hospitals to opening new Sunrise on Wheels programs in cities with no Sunrise camps, to expanding our virtual programs internationally or introducing virtual reality to children who are bedridden, this is an organization that rarely sits still... never basking in our accomplishments but instead looking to the future, embracing change before change can engulf us.

The impact report that you are reading is actually a journey; here we explore the core programming and commitment which Sunrise is built on, while peering into the ways in which those values and principles manifest themselves today. It’s a fascinating look at an organization determined to meet emerging needs during changing times without ever blurring or diluting its commitment to its central purpose – our children.

Thank you for your interest and your support.

Sincerely,

Joy Zelin
Board Chair



Annie Preminger
President & CEO





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.

A BRIEF HISTORY OF SUNRISE DAY CAMPS

In 2006, the first Sunrise Day Camp was founded with a mission to bring back the joys of childhood to children with cancer and their siblings. What started as a single camp on Long Island with 96 campers has grown into a remarkable global organization consisting of 13 Summer Day Camps, over 70 weekly in-hospital programs, and virtual programs that are distributed to over 200+ hospitals throughout the world.

The vision for Sunrise was rooted in the unique challenges faced by young cancer patients, for whom the overnight camp experience is not feasible due to their medical requirements and the need for the comforts of home at night. Sunrise Day Camp's inclusive environment ensures that the joys of camp are accessible to all children, regardless of their health needs, right in the heart of their community, free of charge.

Over the years, fueled by the passion and generosity of its supporters, Sunrise rapidly expanded its programs and geographic reach to bring hope, happiness, and a return to childhood to more kids and families impacted by pediatric cancer. Key milestones along this journey include:

2006: Sunrise Day Camp opens on Long Island

2009: Sunrise on Wheels, our in-hospital program, launches

2010: First of three Sunrise-Israel Day Camps open

2013: Sunrise Day Camp-Pearl River opens

2016 – 2018: Camps in Atlanta, Baltimore and Staten Island open

2020: Sunrise Studios launches virtual programming for children not able to attend in person camps and programs

2022 to 2024: The Sunrise Association National Expansion Campaign begins with new camps opening in Metro DC, Greater Philadelphia, Chicago and Orange County, CA



What's next for Sunrise will be driven by the boundless support of its communities. At the beginning of our national expansion campaign in 2022, we set ambitious goals to expand our day camps, Sunrise on Wheels hospital programs, and virtual programming to reach more hospitals. We aimed to reach one-third of all eligible children across the U.S. with a Sunrise program. **Just two years in, we have surpassed many of these goals.** Guided by the core values of love, hope, and joy, this ambitious vision is made possible by the generous contributions of donors and partners who believe in the healing power of camp and childhood.

**13 SUMMER DAY CAMPS:
2,090 CHILDREN ATTENDED***

SUNRISE DAY CAMPS: WHERE LOVE, JOY AND CHILDHOOD SHINE

Our Camps provide a haven where children with cancer and their siblings can escape the confines of hospitals, doctors' offices and months of isolation and simply be kids again.

Sunrise welcomes all children, ages 3½–16, who have been in active treatment within the last five years. Acknowledging the impact of pediatric cancer on the entire family, all Sunrise programs are open to siblings as well on an equal basis and at no cost.

So what does a day feel like at a Sunrise Camp? Well, imagine a place that defies definition, because it's more fun, more joyful and more magical than can be described in words!

Each day at Sunrise is filled with laughter, friendship and a wide range of activities tailored to our campers' interests and needs. From arts and crafts to sports, music and S.T.E.A.M. programs – from swimming, to drama, to camp-wide theme weeks, and color wars that have included visits by the Avengers and a drive courtesy of TV's actual Batmobile - our dedicated staff ensures that every child is included, supported and celebrated.

With on-site medical professionals and air-conditioned facilities, parents can have peace of mind knowing their children are in a safe and nurturing environment. Transportation is without cost, making it possible for every family to participate.

Sunrise Day Camps are more than just a summer escape; they are a testament to the resilience and joy of childhood in the face of adversity. **By supporting Sunrise, our donors and partners are helping to create lifelong memories and friendships for children who need it most. Together, we are bringing love, hope and sunshine to families navigating the challenges of pediatric cancer.**

*2023 attendance number



SUNRISE ON WHEELS: BRINGING JOY TO CHILDREN IN HOSPITALS

For children undergoing cancer treatment, hospital visits can be frightening, isolating experiences. That's where Sunrise on Wheels comes in – a beacon of hope and happiness, transforming challenging days into magical moments of joy and laughter.

Launched in 2009, dedicated staff and volunteers bring colorful trunks filled with age-appropriate toys, games, crafts and activities directly to the pediatric oncology units of our affiliated hospitals. From toddlers to teens, Sunrise on Wheels engages and entertains children of all ages, providing a much-needed respite from the difficulties of their medical journeys.

From a single program at a single hospital, Sunrise on Wheels has grown to impact thousands of children in hospitals across Atlanta, Baltimore, Chicago, Dallas, Greater Philadelphia, Nashville, New Jersey, New York, Washington D.C., Israel, South Florida, and beyond. With over 70 weekly in-hospital programs, we served more than 6,000 children last year alone, bringing smiles and laughter to those who need it most.



**30+ SUNRISE ON WHEELS HOSPITALS
70+ IN-HOSPITAL PROGRAMS
6,000+ CHILDREN PARTICIPATING**



**WHEELS UP! SPONSORED BY
AMERICAN AIRLINES
IS VIEWED BY OVER 40,000 CHILDREN
IN AUSTRALIA, CANADA, ISRAEL,
THE UNITED KINGDOM AND THE UNITED STATES.**



DOROTHY & IRVING ROSS SUNRISE STUDIOS: BRINGING JOY TO CHILDREN EVERYWHERE

The Dorothy & Irving Ross Sunrise Studios is the virtual arm of the Sunrise Association, dedicated to bringing Sunrise magic to children who cannot physically access a Sunrise camp or in-person hospital service. Through two innovative programs, Wheels Up! and SunriseVX, Sunrise Studios ensures that no child misses out on the magic of childhood, regardless of their location or health challenges.

Wheels Up! is an exciting show that combines travel, arts and games into entertaining half-hour episodes. In partnership with American Airlines, Sunrise's Wheels Up! takes children on virtual adventures, from African safaris to discovering wild inventions. With 8 seasons and over 100 interactive episodes available, Wheels Up! has reached over 40,000 children in this past year alone. Through our Sunrise Studios app, YouTube channel and over 200 participating hospitals worldwide.

SunriseVX is a virtual experience that brings the joys of summer camp to children with cancer and their siblings, wherever they are. Offering both full summer day camp and year-round programs, SunriseVX engages children ages 3½ to 16 with a wide variety of activities, including music, dance, sports, virtual field trips and more. The flexible schedule, coupled with a combination of live and pre-recorded programs allows campers to join in as often as they want, while the time zone-friendly programming ensures that no one misses out on the fun.



YEAR IN REVIEW



OPENING OF SUNRISE DAY CAMP-CHICAGO

In 2023, the launch of Sunrise Day Camp Chicago, our 12th summer day camp, brought joy to families throughout the Chicago metropolitan area, welcoming 43 campers during its inaugural summer. The camp is housed at JCC Chicago's beautiful 40-acre Lake County JCC campus, complete with state-of-the-art facilities, including two outdoor swimming pools, a rock-climbing wall, an accredited outdoor science park, and other amenities.

Thanks to the generosity of donors such as the Hechtman Family Foundation, which contributed \$1.5 million in seed funding, including a \$500,000 matching gift, we were able to construct new facilities to meet the unique needs of our campers. This funding supported the creation of a central camp village with new yurt-style cabins for daily activities. These crucial contributions, along with our dedicated team of staff and volunteers, allowed Chicago-area children with cancer and their siblings to enjoy a summer of unbridled childhood fun in a safe and supportive environment. Jennifer Zislis, JCC Chicago's Director of Operations, calls it "a world of yes." "Out of necessity, children with cancer and their siblings are told 'no' very often – whether it's 'no, you can't attend that birthday party' or 'no, you can't play on a sports team with your peers,'" said Zislis.

"At Sunrise Day Camp-Chicago, our goal is to create a safe space – physically and emotionally – in which our campers feel empowered to take calculated risks and fully participate in their environment. From strapping on their safety harness so they can zipline across the campgrounds to cheering them on as they perform a new dance routine, our job is to allow our campers to hear the word 'yes' as often as possible."



HOPE AMIDST CONFLICT: SUNRISE ISRAEL

When Israel was attacked on October 7, 2023, we knew immediately that it would be more important than ever for us to provide support for our Sunrise-Israel families. Their already serious needs were now amplified by the fear and danger of living in a nation at war. Hospitals – usually a place of safety and hope for our children – had turned into casualty centers, and fundraising came to a standstill. Here at the Sunrise Association, we swiftly developed a Sunrise-Israel specific campaign, and our generous and fast-acting donors helped us raise \$200k+ in funds. Thanks to them, devoted staff members and volunteers in Israel have been able to provide the following on-the-ground support:

- **800+ hours in hospitals bringing joy and trauma relief to hundreds of Israeli children with cancer and their siblings**
- **Hand-delivered packages to families across the country that included toys and games specifically curated to aid in trauma relief**
- **Laptops to enable children to participate in virtual school**
- **Personal visits and Zoom calls between Sunrise counselors and their campers to provide a sense of comfort and normalcy**
- **Counseling for 30+ parents who requested assistance on how to appropriately parent their children during times of trauma**
- **Safe transportation between homes and hospitals to ensure children could receive their life-saving treatments**

We continue to do all we can to support the families of Sunrise-Israel during this tumultuous time, regardless of religion or ethnic background. The work of Sunrise-Israel is a testament to the power of compassion and dedication in the face of adversity, and the possibilities that understanding and the sharing of a common issue can bring about. We look forward to our children returning to camp this summer in safety and peace.

YEAR IN REVIEW



PLAYING IT FORWARD: AAMCF'S SUNRISE SUPPORT

Since 2018 Sunrise Association is proud to have partnered with the American Amusement Machine Charitable Foundation (AAMCF), a nonprofit charitable trade organization for members of the coin-operated amusement industry. The partnership was started when Alan Weisberg, who was already a valued Sunrise partner, donor, and friend, had the idea to introduce us to his business's trade organization's charitable arm, AAMCF. Alan's ambassadorship for our mission has continued to grow and blossom into new financial resources and life-long partnerships for the children of Sunrise Association. According to David Cohen, former board chairman, "Sunrise's passion, dedication to the vision, and commitment to engage with us convinced me that we needed to become a financial partner and advocate for them." The synergy between Sunrise and AAMCF was natural and immediate due to our shared mission of bringing joy to children through play.

To date, AAMCF has graciously donated nearly \$500,000 to Sunrise Association, as well as arcade games used in Chicago, Long Island, and Philadelphia during carnival days.

Cohen and his wife, Jane, took the AAMCF partnership international by traveling to Israel to volunteer at the Sunrise on Wheels program at Rambam Hospital in Haifa. Speaking about their experience working with the children, Cohen said, **"Our presence as volunteers was not only an opportunity to provide practical assistance but also to offer a sense of companionship and empathy during their difficult journey."**

The partnership between Sunrise Association and AAMCF continues to grow, with both organizations committed to finding new and innovative ways to support children and families facing the challenges of childhood cancer. Through their shared dedication to bringing joy and hope to these brave children, Sunrise Association and AAMCF are making a lasting, positive impact on countless lives.

#CAMPCOUNSELORDAY

Anyone who has spent time at one of our camps knows that the magic of Sunrise is supplied directly by our counselors. These extraordinary individuals dedicate their summers to working hands-on with children with cancer and their siblings, ensuring that their emotional, physical and social needs are met in the safest and most enjoyable environment possible. During summer 2023, Sunrise Association employed over 550 counselors across our 12 locations, each playing an integral role in providing children with an unforgettable experience. Of her daughter's counselors at Sunrise Day Camp–Long Island, camper parent Evelyn Ain said, "They single-handedly, within a few days, completely rebuilt her self-esteem."

Inspired by their life-changing work at our camps, many of our counselors have even decided to pursue careers in medicine, social work, education and other helping professions. According to Sunrise Day Camp–Chicago counselor Isaac James, a pre-medical student at Ireland's University College Cork, **"Working this past summer with both amazing co-workers and campers showed me that I am capable of undertaking the role of both a healthcare provider and caregiver."**

On July 7, 2023, Sunrise Association spearheaded Camp Counselor Appreciation Day, an event that recognizes and celebrates counselors at summer camps across the globe. For the occasion, our team created a free, downloadable digital marketing toolkit offering handy social media templates and a range of programming ideas for camps, including camper-created thank you cards and special breakfasts for counselors. All who participated were encouraged to share photos on social media using the hashtag #CampCounselorDay.

Through events like Camp Counselor Appreciation Day, Sunrise Association continues to recognize the invaluable contributions of its counselors, who are the heart and soul of the organization's mission to bring joy and hope to children affected by cancer.



WHERE WE ARE NOW

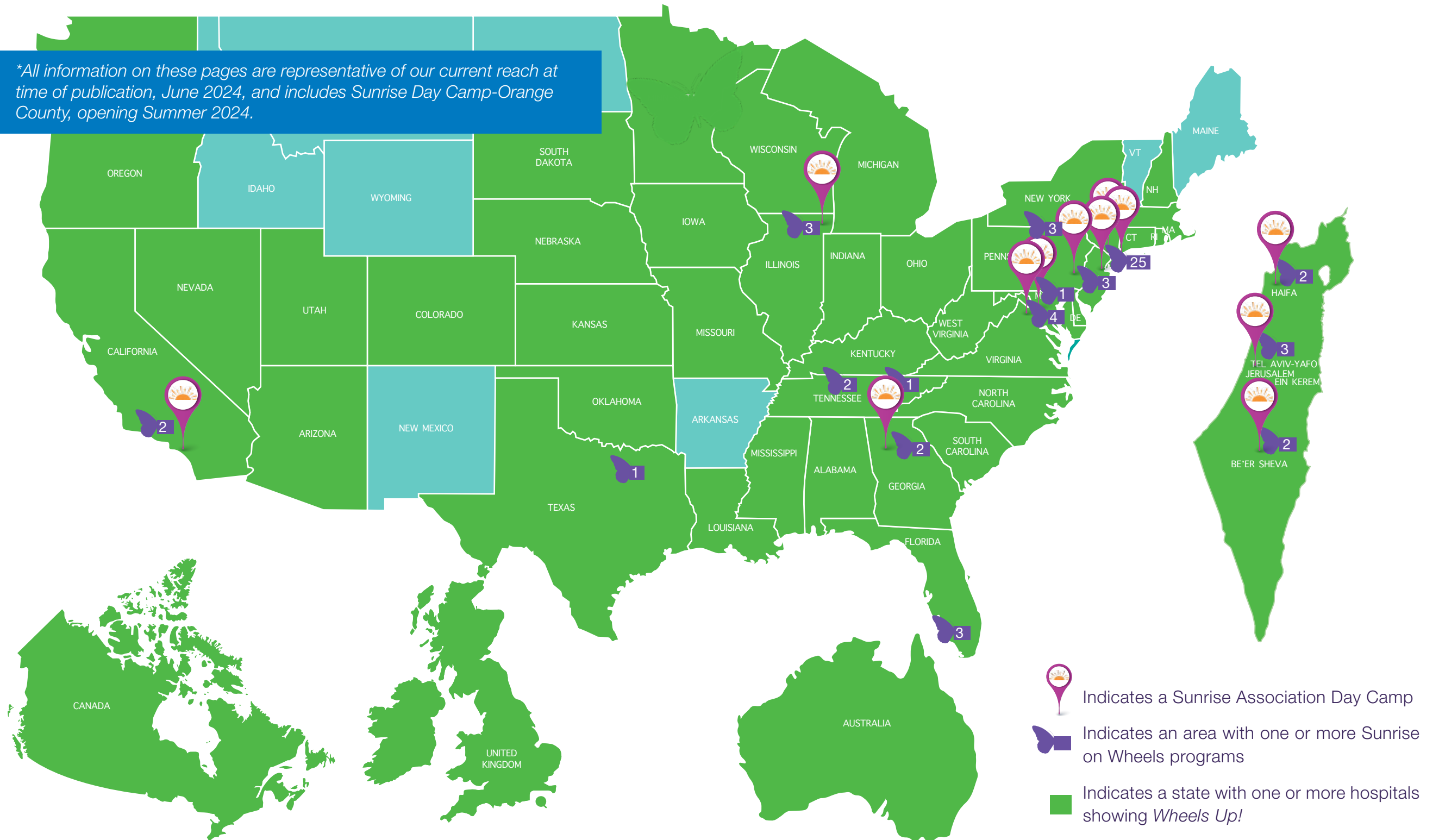
13
CAMPS
WORLDWIDE

70+
WEEKLY
IN-HOSPITAL
PROGRAMS

200+
HOSPITALS
SHOWING
VIRTUAL CONTENT

50K
CHILDREN
IMPACTED
ANNUALLY

**All information on these pages are representative of our current reach at time of publication, June 2024, and includes Sunrise Day Camp-Orange County, opening Summer 2024.*



So many ways to spread the **SUNSHINE**



Create your own **DIY Fundraiser**

Get creative with a do-it-yourself campaign. You can transform any activity or event into an opportunity to support Sunrise. Host a fun event, share your special occasion, challenge yourself with a fitness fundraiser—the options are limitless!

Learn more at sunriseassociation.org/create-a-fundraiser.



Walk to Give Back **Summer to Children with Cancer**

Join us at one of our SunriseWALKS and make a difference for children with cancer. Build a team, fundraise, and be part of a community dedicated to spreading joy and hope.

Visit sunrise-walks.org for a full lineup of walks, dates, and locations.



Host a **Charity Stream**

Become a hero for our Sunrise campers! Host a charity stream and use your content creation skills to support children with cancer. Whether you are a gamer or a creative, your stream can make a world of difference.

Contact Chris Strom at chris.strom@sunriseassociation.org to learn more.



Join our **Sunrise Alumni Association**

Reconnect, engage, and build community with fellow alumni. Help drive the growth and success of Sunrise Association while making a meaningful impact.

Contact Lisa Tobin at lisa.tobin@sunriseassociation.org to learn more.



Connect Sunrise **with Your Company**

Make a difference right here in your community. Employee giving, matching gifts, workplace fundraisers, and volunteer days at camp are ways to make an impact and support Sunrise through your workplace.

Learn more at sunriseassociation.org/become-a-sponsor.



Fundraise through an **Endurance Race**

Join Team Sunrise and participate in endurance events like the Chicago and New York marathons, or any event of your choice, while raising funds to support children with cancer.

Visit sunriseassociation.org/team-sunrise to learn more and start making a difference today.

2022-2023 FINANCIAL OVERVIEW

Sources of Revenue

Special Events	\$ 3,679,333
Contributions and Grants	\$ 6,932,929
SunriseWALKS	\$ 1,384,000
Misc. Income	\$ 579,769
Total Raised in support of the Sunrise Association	\$ 12,576,031

Fundraising Costs in 2022-2023 equaled just 7.1% of funds raised.

Uses of Funds

Day Camps, Sunrise on Wheels and Year-Round Programs	\$ 9,362,508
Management and General.....	\$ 1,229,831
Development.....	\$ 880,677
Total Expenses	\$ 11,473,016

Assets

Total Assets	\$ 17,473,061
Net Assets	
Unrestricted.....	\$ 7,677,658
Temporarily Restricted	\$ 5,224,518
Total Net Assets	\$ 12,902,176



WHO WE ARE

BOARD OF DIRECTORS

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Freelance Computer Graphic Artist

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Senior Director, Pediatrics,
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Brookdale University Hospital

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ManPower

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Sandler Capital

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Sunrise Association Medical Director

Gregory Hill
Executive Director, Aurora Day Camp—Atlanta, GA

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Senior Vice President for National Expansion

Mark McElrath
Executive Director, Horizon Day Camp—Baltimore,
MD

Jennifer Rebetti
Executive Director, Sunrise Day Camp—Greater
Philadelphia

Mirit Frenkel
Executive Director, Sunrise Israel

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
Rachel & Michael
Rosenberg
Billie & George Ross
The Laura Rosenberg
Foundation
The Marcus Foundation,
Inc.

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

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Feinstein
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 The Bristol Assisted Living Communities
 The Charlesmead Foundation

The Children's Cancer Foundation
 The David & Barbara Hirschhorn Foundation
 The Jewish Federation of Greater Washington
 The Kay Family Foundation
 Toyota Dealer Match Program
 Toyota Financial Service
 Toyota Motor North America
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 Michelle & Steven Warren
 Ilene & Michael Weinberg
 Tammi & Jason Wild
\$10,000-\$99,999
 Hope & Marc Altheim Amherst Securities Group LP
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 Marla & Kenny Askenase
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 Donna Brennan
 Michael Brennan
 Eunice & Rob Burnett
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 CBRE
 Charlotte Pipe & Foundry Co.
 Lois Kohn-Claar & Gary Claar

Jane & David Cohen
 Shelly & Lawrence Cohen
 Steve Cohen
 Susan & Bruce Cohen
 Cord Meyer
 Development LLC
 Susan & Andrew Cott
 Dime Community Bank
 Ditmas Realty
 Lisa Donahue & John Patton
 Dunkin' Joy in Childhood Foundation
 Eisner Amper
 Embassy of the United Arab Emirates
 Eminence Capital, LP
 Exelon Corporation
 Louis Faubert
 Beth Stark & Howard Fiddle
 Flagstar Bank
 Robyn & Andrew Frank
 Leah & Edward Frankel
 Holly & Daniel Friedman
 Jackie & Erik Gershwind
 Arlene & Larry Gilbert
 Goldman Sachs
 Natalia & Adam Good
 Nicole & Mike Graziano
 Elizabeth & Paul Greenbaum
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 Sherry & Pat Henry
 Herman & Walter Samuelson Foundation
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 Cindy & Jay Joel and Family

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 Marjorie & Rich Kaplowitz
 Susan & Shepard Kay
 Gila & Rafael Klein
 Amy & Evan Krinick
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 London Fischer LLP
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 Plumbing Contractors Association of Long Island

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 Jody & Jason Schwartz
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 Stacey & Sean Simon
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 Stackman/Casriel Group - UBS
 Diana Stern
 Tracey & Adam Stern
 Alyson & Michael Stianese
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 Giving Foundation
 Talon Air
 Karen & Jeff Tanenbaum
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 The Akerson Foundation
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 The Claire Friedlander Family Foundation
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