

















SUNRISE ASSOCIATION IMPACT REPORT 2018



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

OUR VISION

Whether providing a parent with a bit of respite by spending time with their child in the hospital, or giving a child a place of belonging with others who live in the same difficult world of pediatric cancer, we strive to ensure that each and every one of our programs is designed to bring love and hope to every member of the family. Knowing that there are countless families in the world in need of an extra ray of sunshine, we continue to work every day to increase our programs, expand into new communities and to be there for as many children and familes as we can.



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!

Community Counts

Sunrise is a community of people from every walk of life who understand what our children are going through. We celebrate our diversity and focus on what binds us as a human family.

Hope & Healing

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





FROM OUR LEADERSHIP

The opening of any new Sunrise program brings smiles to our faces - smiles that are then mirrored on the faces of the children we become lucky enough to know. This year, there were plenty of smiles to go around as we opened our newest camp in Atlanta along with five new Sunrise on Wheels programs. Each time we add to our Sunrise family, we further enhance our ability to fulfill our mission - a mission that has not wavered in the 13 years since we opened our first Sunrise Day Camp: to bring childhood back to children living with pediatric cancers.

This coming year will see the addition of a **new headquarters** for the Sunrise Association - the first we have ever had - along with the first permanent **Sunrise S.T.E.A.M.** (Science, Technology, Engineering, Arts and Mathematics) Shack, and other magical enhancements throughout our Campgrounds. It will also see continued progress towards the opening of our **ninth camp** – targeted for summer 2020 – that we will be happily sharing more details on as our plans progress. And finally, we will continue to encourage the expansion of our Sunrise on Wheels programs into more hospitals - a program which this past year alone engaged **over 4100 children in 20 medical centers** throughout the U.S. and Israel.

Sunrise continues to be a highly responsible, stable and forward moving organization. Our strides this past year reflect our ongoing commitment to excellence and sustainability, from which we will never waver. To our community of supporters, we thank you from the depths of our hearts, as you ensure that our commitment to these brave children and their families always remains strong. Sunrise is all that it is because of you – an ever-expanding group of caring, compassionate and diverse individuals who together embrace the joys of childhood and inspire us to do more each and every day.

With deepest gratitude,

Nina **Pickett** Board Chair



Arnie Preminger
President & CEO



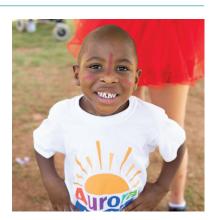
A YEAR OF ACCOMPLISHMENTS

"Some of the best memories I've made have been at Sunrise Day Camp"

~Olivia, age 10







In this past year alone, the Sunrise Association:

- Registered close to 1,950 campers at our eight Free Summer Day Camps throughout the United States and Israel- including our newest day camp in Atlanta, GA
- Introduced five new Sunrise on Wheels programs as well as new evening projects - bringing our reach to more than 4,200 children undergoing treatment at 20 hospitals through our 38 Sunrise On Wheels Programs
- Turned summer fun into year-round laughter through our 34 Year-Round Sunrise Sundays and Sunrise Fundays
- Made dozens of Sunshine from Sunrise Visits to hospitalized children
- Along with our affiliated camps, raised in excess of \$9 million to keep our promise that all Sunrise programs remain 100% free of charge.
- Held our third successful annual All-Staff Conference

- Raised over \$1.5 million in capital donations to construct our new headquarters in New York
- Began work on five new capital projects including new play areas and a S.T.E.A.M Shack.
- Added new Director of Operations and Director of Special Projects positions, brought state of the art software to our Facilities Management and launched virtual Town Hall meetings to connect our staff in different parts of the world
- Expanded programing to our existing camps, including ropes courses and new Counselor in Training projects
- Coordinated between cities and even countries with our Sunrise on Wheels team to bring familiarity to children who moved from one hospital to another.

These are substantial and meaningful impact events and numbers – a level of which any organization would be proud of. And yet, our greatest impact is still measured in the magic of one child's smile...one moment of laughter...one ray of sunshine...all of which we did this year thousands of times over.











1350+





"Sunrise gave my son permission to be a kid again. For that, I am forever grateful." ~Fran, Sunrise Parent















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FORMER CAMPERS
BECAME FIRST
TIME COUNSELORS
THIS SUMMER



"I love Sunrise Day Camp more than glitter and sparkles!"

~Julianna, age 4

















OF CAMP DAYS HAD A SPECIAL THEME IN 2018



"Sunrise gave us back our smiles. Thank you."

~Angelique, Sunrise Parent





Pictured above: Sebastian (center) dances at morning round up at Aurora Day Camp



SPOTLIGHT ON AURORA DAY CAMP-ATLANTA, GA

Sebastian was only 18 months old when he was diagnosed with a brain tumor. After years of treatment and grueling physical therapy, Sebastian's mom heard about the opening of Aurora Day Camp this past summer, where Sebastian and his older sister Valerie could attend together, free of charge.

Aurora Day Camp is the eighth camp of the Sunrise Association, serving the greater Atlanta area. At its opening in June 2018, Aurora boasted the largest first year enrollment of any Sunrise Association day camp, with 90 campers enrolled and an average daily attendance of 35-45 campers. Of those enrolled, 43 children had cancer and 47 were siblings.

Held at The Davis Academy in Sandy Springs, campers were able to find the joys of childhood thorough traditional camp activities including sports, music, drama, nature, arts & crafts and water play. As one mother said, and many others echoed similar sentiments, "My daughter completely blossomed.... camp gave my daughter life again."

But, the fun didn't end on the last day of camp. Aurora Fun-days & Sundays are planned throughout the year for campers to reunite with their friends and counselors.

Aurora on Wheels, which brings camp to children in the pediatric oncology units, was welcomed at Children's Healthcare of Atlanta (CHOA) in two of its medical centers: Scottish Rite and Egleston.

Sebastian's sister Valerie summed up Aurora, "At camp, I'm not the girl whose brother has cancer. I'm in a place where people understand what I have gone through. I am just Valerie."



THE POWER OF COMMUNITY-SUNRISEWALKS









Thirteen years ago, before the first Sunrise Day Camp opened its gates, a humble Walkathon with 200 people was held, raising \$75,000 to support this new endevour. For 2019, five SunriseWALKS are scheduled across the Eastern Seaboard, with more than \$1.7 million anticipated to be raised by thousands of participants from all walks of life. Together they will be taking steps for one important cause—giving summer back to children with cancer.

In Israel, our three Sunrise camps just celebrated their ninth year in the Nike Night Run. Starting with only 50 runners in year one, this year there were 1,000 participants comprised of organizations and individuals, which raised 418,000 NIS (\$114,000) for Sunrise-Israel.

SunriseWALKS is the power of community personified—a sea of people walking through Sunrise's campgrounds, wearing bright shirts, carrying team signs, laughing, cheering and putting feet on the ground. And just like our campers, SunriseWALKers come from many different backgrounds and communities. They are students, clergy, contractors, doctors, nurses, artists, professionals and so many more, walking side-by-side with our campers and their families to help make a difference.

So how many steps does it take to give summer back to children with cancer? Maybe millions, but it starts with one.

Interested in joining one of our Walks? Visit WWW.SUNRISE-WALKS.ORG to learn how you can walk with us so they can soar!

Pictured above, right to left: SunriseWALKS-Long Island participant; SunriseWALKS-Long Island walk trail; Nike Night Run in Tel Aviv; HorizonWALKS participants. Pictured Right: SunriseWALKS-Pearl River walkers step-off.







Larry Levine first heard of Sunrise Day Camp in 2006, when Arnie Preminger asked him to help out with securing some much-needed funding for the first Sunrise camp on Long Island. As a philanthropist and an avid golfer, Larry was already running an annual charity golf event in memory of his Dad, Samuel Levine, and offered to have the proceeds of the next event go to Sunrise. As so began what would become known as the Midred & Samuel Levine Memorial Golf Classic - renamed in memory of both his parents - which continues to be a powerful testament to what compassionate, caring people can create.

In 2008, Larry suggested that his dear friend Michael Faltischek be honored at the golf outing. Michael also fell in love with the Sunrise Association mission. After serving as honoree, Michael joined Larry in co-chairing the event, and over the past 12 years the Mildred & Samuel Levine Memorial Golf Classic has raised more than \$8 million to support the children of Sunrise.

Larry and Michael do so much more for Sunrise than raising money. Together, they have invited family members, colleagues and industry connections to also support Sunrise. They sit on the board of directors and personally volunteer at camp every summer. Larry's company, The Par Group, runs a toy drive every holiday season to support the kids of Sunrise Day Camp, and Michael has been instrumental in securing support for Sunrise's most significant upcoming capital programs.

"The simplicity of the Sunrise mission remains our driving force for all we do - to offer a place where every day is a new beginning for each and every one of the children we serve," said Larry. "Together we are changing lives and bringing smiles to the faces of children with cancer and their siblings."

Pictured right, top to bottom: Larry Levine with Arnie Preminger; Michael Faltischek with Arnie Preminger; A beautiful day at the Mildred & Samuel Levine Memorial Golf Classic







"It's my favorite event because not only are you helping the kids, you get to celebrate with them. I love the community feeling."

~Doug, SunriseWALKS Participant

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VOLUNTEER SPOTLIGHT: HOLLY WALLACE









"I was introduced to Sunrise by Evan & Michele Cagner, owners of BCNY International & Synclaire Brands. After hearing that I survived cancer when I was five years old, they told me about an amazing camp that allows children with cancer and their siblings to attend for FREE! I wanted to learn more...

As I learned about the Sunrise mission, I was blown away! Part of me couldn't help feeling a little slighted that there wasn't a camp like this for my brother and I when I was sick. I may have been little, but I remember the financial hardship that my parents faced and how they always needed help with my brother so they could stay by my side. Now as a mom myself, I truly understand how hard this must have been for them.

My first time volunteering at camp allowed me to connect on a much deeper level. Seeing the kids enjoying activities like swimming, crafts and basketball was life changing for me. Although all of the kids were impacted by cancer in some way, I couldn't tell who was fighting their illness, who was a sibling or who was a survivor. Walking through camp and hearing the laughter, playful banter and singing, I almost forgot this camp had anything to do with cancer.

It has been 37 years since I was a bald, skinny kid, and told I "wasn't going to make it." 37 years feeling insecure about my scar and the odd shape my belly has taken from the scar tissue of two major surgeries. I have spent 37 years proudly calling myself a survivor but hiding the fact that I hated my body.

Volunteering with Sunrise and engaging with the kids changed me. Facilitating a Warrior Empowerment workshop for the teens and hearing them share their insecurities changed me. Getting to know the staff and volunteers who work tirelessly to create a safe environment for these little super heroes changed me. Sunrise helped me to let go of my own insecurities and embrace my own inner warrior. After 37 years, on a trip to Aruba that I won for raising the most money at my company for SunriseWALKS, I wore a bikini!

When I'm asked today what Sunrise means to me, I can confidently say that Sunrise is my Awakening."

~Holly Wallace, Sunrise Volunteer

Pictured above, left to right: Holly (right) as a child during cancer treatment; Holly leading her Warrior Empowerment workshop at Sunrise Day Camp-Long Island; Holly in Aruba celebrating Sunrise





Please consider joining the efforts of the Sunrise Association by giving to one of the many special projects we are currently working on.

American Friends of Sunrise-Israel

Friends stand up for one another. Friends give without asking for anything in return. The Sunrise Association has created "American Friends of Sunrise Israel" as a platform to raise needed funds for the incredible work of our partners across the ocean. We are looking to find friends from everywhere, who can help us bring smiles to even more Israeli children. Sunrise Israel serves children of all backgrounds and religions through their three camps (one in the North, Center and South) and four in-hospital programs at two leading Israeli hospitals.

To learn more about how you can become an American Friend of Sunrise Israel, please contact Will Eastman at 732.586.0089 or will.eastman@sunriseassociation.org.

Building Up Capital Campaign

The Sunrise Association continues to grow at a rapid pace to the point that our current rented space can no longer accommodate our staff and allow for continued expansion of our programs. Our Board of Directors has approved the purchase of a new building suited to support our next stage of development. Growing the network of Sunrise programs is contingent on this new space and the recruitment of additional talent to ensure that our services maintain a standard of excellence.

Once our new offices are operational we hope to add one new day camp and one to three hospital-based programs per year. Your generosity can help change the lives of more than 45,000 children over the next 10 years.

To learn more about this project, contact Beth Fetner at 516.634.4196 or beth.fetner@sunriseassociation.org.

Emerging Camps Fund

What if you could change the world for a child with cancer?

The Sunrise Association invites you to be a part of setting up new camps and hospital programs by supporting our Emerging Camps Fund – a new initiative designed to support new Sunrise programs throughout the United States and beyond. All donations to the Emerging Camps Fund will be used exclusively to help communities set up brand new camps and Sunrise on Wheels programs.

To speak to a Development Associate to learn more about how you can make a substantial difference, please call us at 516-634-4174.

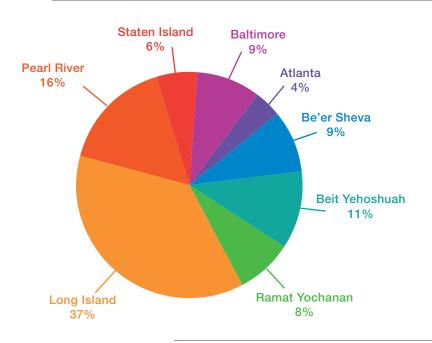
Sources of Revenue	
Special Events	\$4,173,482
Donations	\$2,273,168
SunriseWALKS	\$1,214,476
Total Raised in support of the Sunrise Association	\$7,313,459
Development Costs in 2018 equaled just 11.4% of funds raised	
Uses of Funds	
Day Camps, Sunrise on Wheels and Year-Round Programs	
Management and General	
Development	\$ 835,587
Total Expenses	\$6,976,879
Assets	
Total Fixed Assets	\$1,416,187
Net Assets	
Unrestricted	
Temporarily Restricted	\$2,789,391
Total Net Assets	\$5,817,253

"It was right when we were paying off our child's medical bills, so sending our child to camp was not an option. However, you all made this happen!" ~David, Aurora Parent









SUNRISE ASSOCIATION DAY CAMPS

Atlanta, GA:	90
Baltimore, MD:	175
Be'er Sheva, Israel:	170
Beit Yehoshuah, Israel:	227
Long Island, NY:	701
Pearl River, NY:	305
Ramat Yochanon, Israel:	148
Staten Island, NY:	130

TOTAL CAMPERS IN 2018: 1,946

SUNRISE ON WHEELS PROGRAMS BY LOCATION*

Children's Healthcare of Atlanta at Egleston:	22	Maria Fareri Children's Hospital at	
Children's Healthcare of Atlanta at Scottish Rite:	11	Westchester Medical Center:	133
The Children's Hospital at Montefiore:	357	Memorial Sloan Kettering Cancer Center:	219
Cohen Children's Medical Center of New York:	1627	New York-Presbyterian Morgan Stanley Children's Hospital:	288
Goryeb Children's Hospital at Morristown Medical Center:	5	Rambam Medical Center:	450
Johns Hopkins Medicine The Sidney		Richmond University Medical Center:	102
Kimmel Comprehensive Cancer Center:	250	Sinai Hospital of Baltimore, a Lifebridge	400
Joseph M. Sanzari Children's Hospital at		Health Center:	100
Hackensack University Medical Center:	90	Soroka Medical Center:	260
Kravis Children's Hospital at Mount Sinai:	133	Stephen D. Hassenfeld Children's Center for	440
Maimonides Infants and Children's		Cancer and Blood Disorders at NYU Langone:	110
Hospital of Brooklyn:	43	The University of Maryland Children's Hospital:	36

TOTAL CHILDREN SERVED BY SUNRISE ON WHEELS IN 2018:

4,190

^{*}Estimated figures based on daily program attendance/observation. Since these numbers were calculated, two additional Sunrise on Wheels programs have opened at The Valerie Fund Children's Center at the Children's Hospital of New Jersey at Newark Beth Israel Medical Center and at Children's National Health System, Washington D.C.



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Funds, Sandler Capital

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Freelance Computer Graphic Artist

"Working for Sunrise is more than a job, it is a genuine service of love that we radiate to each child."

~Giancarlo, Sunrise on Wheels ADMINISTRATIVE LEADERSHIP

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Director of Special Projects/Executive Assistant





AURORA DAY CAMP-ATLANTA

A project of the Sunrise Association

Gregory A. Hill, Executive Director Sami Tanenbaum, Camp Director Glen Lew, MD, Medical Director



SUNRISE DAY CAMP-LONG ISLAND

A project of the Friedberg JCC

Deanna Slade, MSED, Camp Director Mark Atlas, MD, Medical Director



SUNRISE DAY CAMP-STATEN ISLAND

A project of the JCC of Staten Island

Sandor G. Haft, LMSW, Camp Director Mark Atlas, MD, Medical Director



HORIZON DAY CAMP-BALTIMORE

A project of the Sunrise Association

Marc McElrath, Executive Director Yoram Unguru, MD, Medical Director



SUNRISE DAY CAMP-PEARL RIVER

A project of the Sunrise Association

Jeremy Levin, MSED, Camp Director Mark Atlas, MD, Medical Director







A project of Sunrise-Israel Amuta

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AFFILIATED HOSPITALS

NY/NJ AREA: The Bristol-Myers Squibb Children's Hospital at Robert Wood Johnson University Hospital • The Brookdale University Hospital and Medical Center • The Brooklyn Hospital Center • The Children's Hospital at Montefiore • The Children's Hospital at Saint Peter's University Hospital • Cohen Children's Medical Center of New York • Goryeb Children's Hospital at Morristown Medical Center • Joseph M. Sanzari Children's Hospital at Hackensack University Medical Center • K.Hovnanian Children's Hospital at Jersey Shore University Medical Center/Hackensack Meridian Health • Kravis Children's Hospital at Mount Sinai • Maimonides Infants and Children's Hospital of Brooklyn • Maria Fareri Children's Hospital at Westchester Medical Center • Memorial Sloan Kettering Cancer Center • Newark Beth Israel Medical Center and Children's Hospital of New Jersey • New York-Presbyterian Morgan Stanley Children's Hospital • New York-Presbyterian Phyllis and David Komansky Center for Children's Health • Staten Island University Hospital • Stephen D. Hassenfeld Children's Center for Cancer and Blood Disorders at NYU Langone • Richmond University Medical Center • Stony Brook University Medical Center • Winthrop University Hospital Cancer Center for Kids BALTIMORE AREA: Children's National Health System, Washington, DC • Johns Hopkins Medicine The Sidney Kimmel Comprehensive Cancer Center • Sinai Hospital of Baltimore, a Lifebridge Health Center • The University of Maryland Children's Hospital IN ISRAEL: Chaim Sheba Medical Center at Tel HaShomer • Ha Emek Medical Center • Hadassah Ein Kerem • Rambam Medical Center • Soroka Medical Center • Schneider Children's Medical Center of Israel • Tel Aviv Sourasky Medical Center (Ichilov)

Sunrise also maintains cooperative relations with Children's Healthcare of Atlanta at Egleston and Children's Healthcare of Atlanta at Scottish Rite in Georgia and St. Joseph's Children's Hospital at St. Joseph's University Medical Center in New Jersey

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

\$2,000,000 & UP

Feil Family Foundation

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

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