

2025 Impact Report

PROJECT
sunshine
The Healing Power of *Play*





Dear Friends of Project Sunshine,

Every child facing a medical challenge deserves to feel seen, celebrated, and surrounded by joy, and it is because of your support that so many children and families can bask in the healing effects of play. On behalf of Project Sunshine's Board of Directors and our entire team, we are honored to share our 2025 Impact Report and to offer our deepest, most heartfelt gratitude to every volunteer, donor, and supporter who made this year possible.

This past year, our community reached new heights. Together, we served **266,527** children and families across **649** hospitals and healthcare facilities, and our more than **18,000** volunteers contributed **53,860** hours of compassionate service. These are more than numbers, they represent moments of laughter in a hospital room, a craft project that sparked creativity, a familiar face that reminded a child they are not alone.

Behind every visit and program is a story like this impactful moment from one of our volunteers. *"I brought hats for the kids to color. I could tell that one young boy in particular was excited about the craft, but he seemed to have a lot of anxiety when it came to interacting. As he was coloring his hat, he became more relaxed and he ended up drawing a really cool design that all the other kids loved. When I pointed it out, they all wanted him to demonstrate how he did it so they could copy it, and I could tell that that really boosted his confidence. He really opened up, and by the end of the group we were all chatting and laughing with him."* This is why we do what we do and why your support matters more than words can fully express.

As you read through this report, we hope you feel the full weight of what you have helped create. The warmth of Project Sunshine belongs to you. We are grateful for your continued partnership and invite you to remain part of this vital mission in the year ahead. Thank you for your continued support as we continue to expand our mission.

With gratitude and sunshine,

Meg Moloney
Chief Executive Officer
Project Sunshine



Natan Bibliowicz
Board Chair
Project Sunshine



Our Mission

To deliver the healing power of play to children with medical needs through trained and dedicated volunteers. Each year, millions of lives are disrupted by stress and anxiety from pediatric illness or injury. We partner with medical facilities across the United States and in three international locations (Canada, Israel, and Kenya) to meet the psychosocial and developmental needs of pediatric patients. Our programming supports these critical needs by providing opportunities for play and authentic engagement in the medical environment, restoring a crucial sense of normalcy for patients and their families.

Medical experts agree that play is essential to children’s development and well-being. Gerald M. Loughlin, MD, former Chair of the Department of Pediatrics at Weill Cornell Medicine and Pediatrician-in-Chief at NewYork-Presbyterian, and a board member of Project Sunshine, emphasized that play is critical for children’s mental health and socio-emotional development. The American Academy of Pediatrics even recommends that physicians “prescribe” play to every pediatric patient they treat.

“Play is fundamental to healthy childhood development,” said Dr. Loughlin. “It supports children’s emotional well-being, resilience, and social growth—especially when they are facing medical challenges. My hope is that programs like Project Sunshine’s can one day be incorporated into every medical facility serving pediatric patients. In the meantime, I encourage everyone to get out there and play—doctor’s orders!”

Project Sunshine understands that play helps children relax, be creative, and heal and is working diligently to expand our global reach.

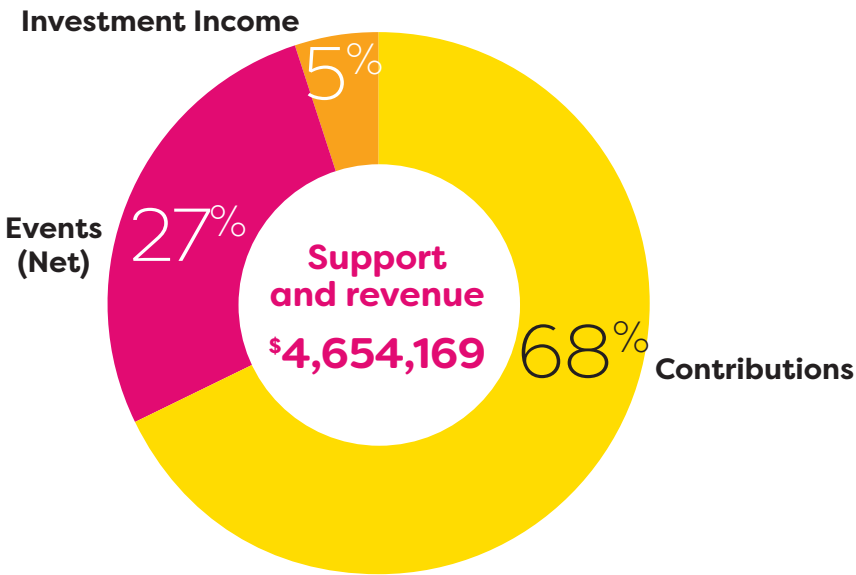
Our Reach

-  **266,527** patients and families reached
-  **18,100** volunteers mobilized
-  **53,860** volunteer hours served
-  **649** hospital & nonprofit partners engaged

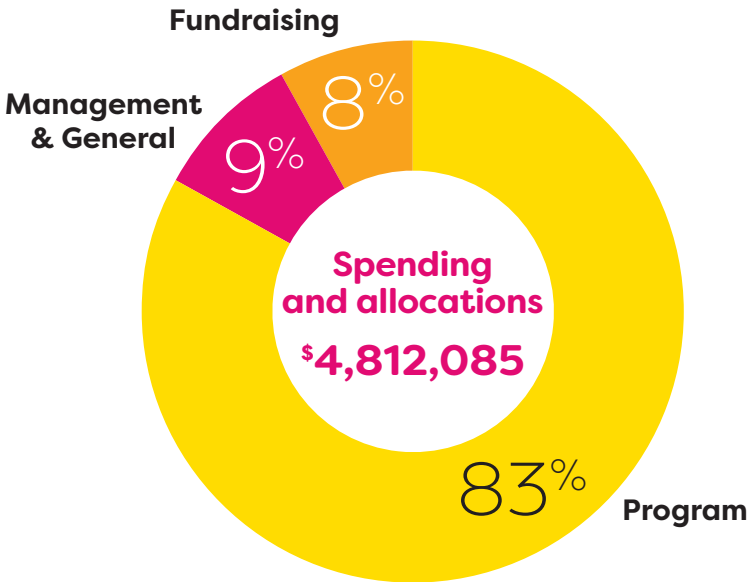


Highlights of 2025 Financial Results

Support and Revenue



Expenses



Our Signature Programs

Project Sunshine delivers play through three signature programs that can be tailored to meet the unique needs of each patient. Whether it's through interactive play kits, bedside playtime, or exciting parties, our aim is to create memorable experiences that promote healing and happiness. We understand the importance of play in a medical setting, and our dedicated team works tirelessly to ensure that every child benefits from our programs.



Here to Play harnesses trained volunteers to facilitate arts and crafts activities with patients in-person at hospitals and clinics. This highly tailored program helps reduce stress, encourages creativity and socialization, fosters intellectual growth, and most importantly brings laughter and joy to families impacted by hospital stays.

93,806

patients and families reached

1,001

Here to Play volunteers

158

medical facility partners



Designed by Child Life Specialists and packed by dedicated volunteers, the **Kits for Play** program allows us to deliver safe, developmentally-appropriate activities to hospitalized children, helping them find joy, creativity, and moments of play when they need it most.

173,406

patients and families reached

12,556

corporate volunteers

366

medical facility partners



TelePlay is Project Sunshine's virtual program and is a game changer for children and families managing chronic or rare illnesses or living in remote areas. TelePlay provides play through HIPAA-compliant video conferencing, allowing volunteers to engage with children in developmentally appropriate activities, helping to reduce isolation and build peer connections.

1,366

patients and families reached

89

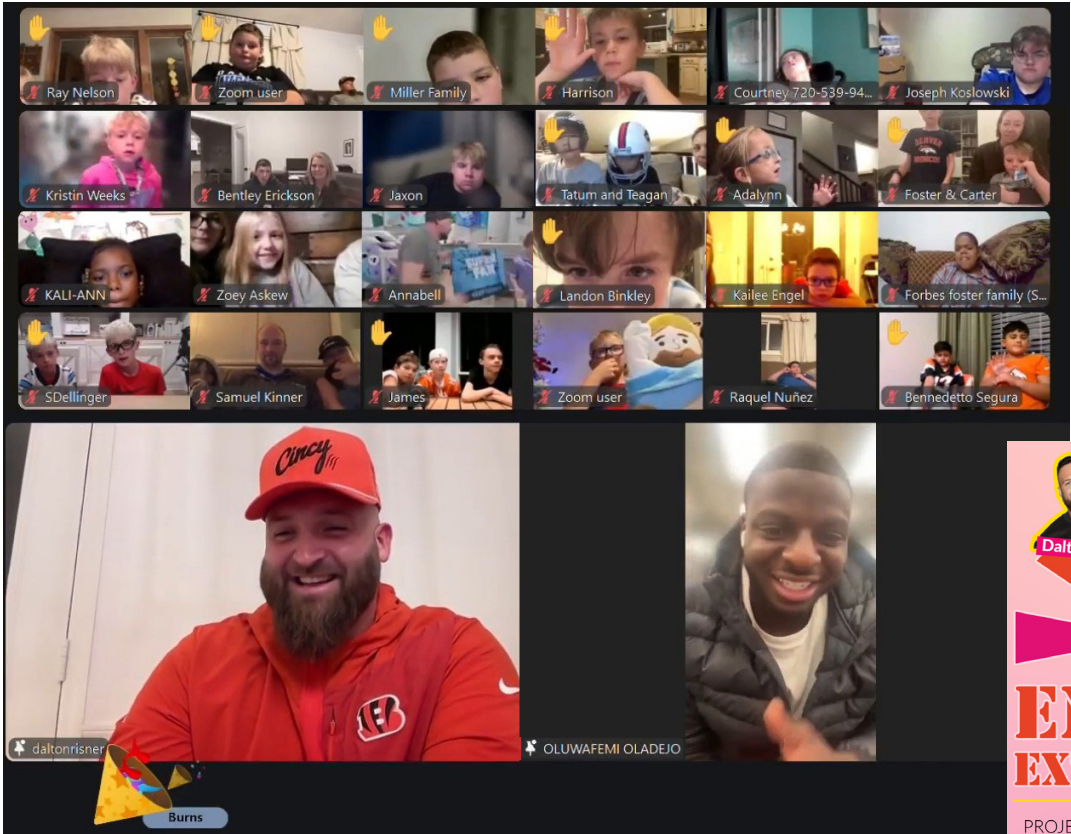
TelePlay volunteers

27

medical facility and non-profit partners

“My daughter is living with a terminal, progressive illness and has been part of the Sunshine Network over the past year. Despite her many challenges, my daughter is a funny, spunky 6-year-old. Because of her condition, she has very limited mobility, along with extreme allergies and sensitivities that make it hard to participate in public experiences. Through Project Sunshine, my daughter has gone to the zoo, learned magic tricks, and even engaged with NFL players. These programs have meant so much to my family and have given my child the chance to see other kids with medical needs, learn about animals (which she loves but rarely gets to experience in person), and be amazed by things like a magic show that truly blew both of their minds. TelePlay helps my daughter feel less isolated and part of something bigger.”

—Sunshine Network family



“Collaborating and communication with Project Sunshine staff and volunteers is excellent and the materials provided are a great fit for our patients and families.”
– Jill Twomey-McLaughlin, Boston Children’s Hospital

Our **Global** Impact

United States

In the U.S. alone, 1.3 million children are hospitalized annually, and 15 million children aged 6 - 17 live with chronic illness. These children experience stress and isolation as they navigate appointments, procedures, and missed school days. As their medical needs take center stage, and their interactions become centered around their conditions, these kids lose out on play, a key part of reaching developmental milestones, processing feelings, relieving stress, connecting with others, and just being a kid! That is why Project Sunshine delivers free, research-backed play programs to 191,439 children and families at 573 medical facilities in US every year through our signature programs.



Canada

Since 2006, Project Sunshine Canada has delivered Here to Play, TelePlay, and Kits for Play across more than 40 medical facilities. In partnership with Bryan College, whose student massage therapists contribute their time as part of their practicum training, Project Sunshine Canada introduced Wellness Zones to help reduce caregiver stress. In 2025, 18 chapters and 183 volunteers brought meaningful impact to 12,651 patients and families across the country.



“2025 was a remarkable year for Project Sunshine Canada as we expanded our programs and deepened our impact - reaching more healthcare partners, engaging more volunteers and supporters, and bringing the healing power of play to more children and families than ever before.”

Israel

Established in 2008, Project Sunshine Israel impacted more than 11,959 patients and families with over 60 volunteers at 6 partner facilities. Delivering in-patient play and literacy programs, they continue to operate despite the unrest in the region.



“In a year that called for both sensitivity and hope, Project Sunshine Israel volunteers continued to show up with remarkable dedication—offering children simple moments of lightness through bedside connection and balloon art. These volunteers, many of which have served every week for more than a decade, bring joy, comfort, and consistency to children and families.”

Kenya

Since 2006, Project Sunshine Kenya has served more than 50,478 children and families annually through health literacy, games, supplies, and hygiene programming. The Healthy Living Initiative connects remote communities through local health worker home visits, while the Clinic Based Program offers hygiene education, arts, tutoring, and healthy snacks. Each quarter, Project Sunshine Kenya partners with the Ministry of Health to bring health education and play to communities across the region.

“Our programs have a profound impact. Last year, we visited six orphanages and reached more than 500 children by bringing meaningful play opportunities and connection through our volunteers. We supported activities throughout the day and distributed food and clothing. These visits, like our other special events, have a lasting impact on the children, families, and broader community served by Bomu Hospital.”



Medical Facility Partners

Medical facilities offer clinical solutions but often lack resources for play-based programming. Project Sunshine operates in 48 out of the 50 states and launched 19 new volunteer chapters in 2025. We partner with Child Life Specialists and Clinicians to provide free arts and crafts materials and play-based programming.

“I have been a Child Life Specialist for 15 years and have collaborated with Project Sunshine to bring play to kids at three different hospitals now. Project Sunshine has been the most consistently supportive partner organization I have worked with. I know that I can always trust Project Sunshine to provide appropriate support where it’s needed most. Volunteers are always well-prepared for anything. The staff are kind, sincere, thoughtful, and intuitive. They truly bring sunshine wherever they go. I am honored and incredibly grateful to get to partner with Project Sunshine.”

– Janis Meadows, NewYork-Presbyterian Queens



Volunteers

At Project Sunshine, we believe that small acts of kindness can make a big difference, especially for the children and families we support and the volunteers who share their time and talents.

- 18,100 Volunteers
- 53,860 Volunteer Service Hours
- 92 College Chapters
- 64 Community Chapters
- 44 Youth Chapters

Volunteer Spotlight: Howard Weiser Award

We were proud to honor William “Tre” Jones as the 2026 recipient of the Howard Weiser Volunteer Award at this year’s Gala. This award celebrates a volunteer who embodies the empathy, joy, and unwavering dedication of Howard Weiser, a beloved founding board member whose legacy continues to inspire our community. Tre exemplifies these values in every sense. Through his twice-weekly service at Children’s Hospital of Philadelphia (CHOP), his leadership as CHOP Program Co-Lead, and his founding of the Project Sunshine chapter at the Philadelphia College of Osteopathic Medicine, Tre consistently goes above and beyond to ensure more children and families experience the healing power of play.

Inspired by Project Sunshine’s founder, Tre often arrives at volunteer sessions in colorful, themed outfits, sparking joy, easing anxiety, and creating an immediate sense of connection with the children he serves. Whether supporting patients in high-acuity settings, mentoring fellow volunteers, or navigating complex moments with calm and compassion, he meets every interaction with emotional insight and genuine warmth.

Tre’s impact extends far beyond individual interactions. He is a leader, an advocate, and a source of light for patients, families, and volunteers alike. We are deeply grateful for his dedication and proud to celebrate him.



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- Michelle Kuba
- Kari Nichols

Corporate Partners

In 2025, we partnered with nearly 200 corporations to bring meaningful connection and critical play to patients and families facing medical challenges.

128,000+
patients and families reached

9,418
corporate volunteers engaged

188
corporate partnerships



“Our team had a fantastic experience partnering with Project Sunshine during our summit to assemble superhero kits for children in hospitals across the country. Their staff was incredibly organized and thorough, making the logistics of hosting the event completely seamless for us. Not only was it deeply rewarding to support such a meaningful cause, but it also provided a wonderful opportunity for colleagues from different teams to connect. Volunteering with Project Sunshine was truly a highlight of our offsite, and we are so grateful for the chance to help bring extra joy to these young heroes.”

- Maria, Administrative Business Partner, Google

Our corporate partnerships in 2025 included support from:



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RALPH LAUREN



Donors 2025

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

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The Healing Power of *Play*

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

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