

Dear **Friends,**

On behalf of Project Sunshine's board and staff, we extend our deepest gratitude to the supporters and volunteers who enabled us to deliver healing play to 240,000 children in 2023.

Research confirms that play supports intellectual, emotional, and social development; increases self-expression and improved communication between families and care teams; and reduces negative emotions.

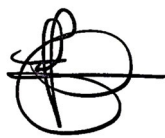
Thanks to you, children with medical needs, in and out of the hospital, get to connect with caring, trained volunteers all over the country and through our international sites. These encounters bring relief to exhausted family members and health care staff, but more importantly, they actually help children get better.

If you are a donor, we appreciate your trust in our work and hope this report demonstrates the measurable return on your financial investment. If you are a volunteer, we honor you as the backbone of Project Sunshine and hope that the words and pictures here capture some of the personal connections you have formed with the children you serve.

We had a number of exciting advancements in 2023. Project Sunshine launched a new technology platform to increase operational efficiencies and enhance the volunteer experience. We received a grant to fund our first-ever research study to assess the effectiveness of TelePlay on patients both in the hospital and at home. Our network of medical facilities and nonprofit partners expanded, approaching 500 in number. None of these accomplishments would have happened without philanthropists and volunteers like you.

As we enter our 25th year of delivering healing play in 2024, we invite you to explore our history and how far we've come. We're looking forward to continued growth, increased impact, and more joyous play for the next 25 years.

Gratefully,

A stylized, abstract signature in black ink, consisting of several overlapping loops and a horizontal line.

Natan Bibliowicz
Chairman of the Board

A handwritten signature in black ink, reading "Whitney Namm Pollack" in a cursive script.

Whitney Namm Pollack
Chief Executive Officer

Our **Mission**

Project Sunshine's mission is to deliver the healing power of play to children with medical needs through trained and dedicated volunteers.

Our **Reach**



241,520 patients and families reached



18,038 volunteers mobilized

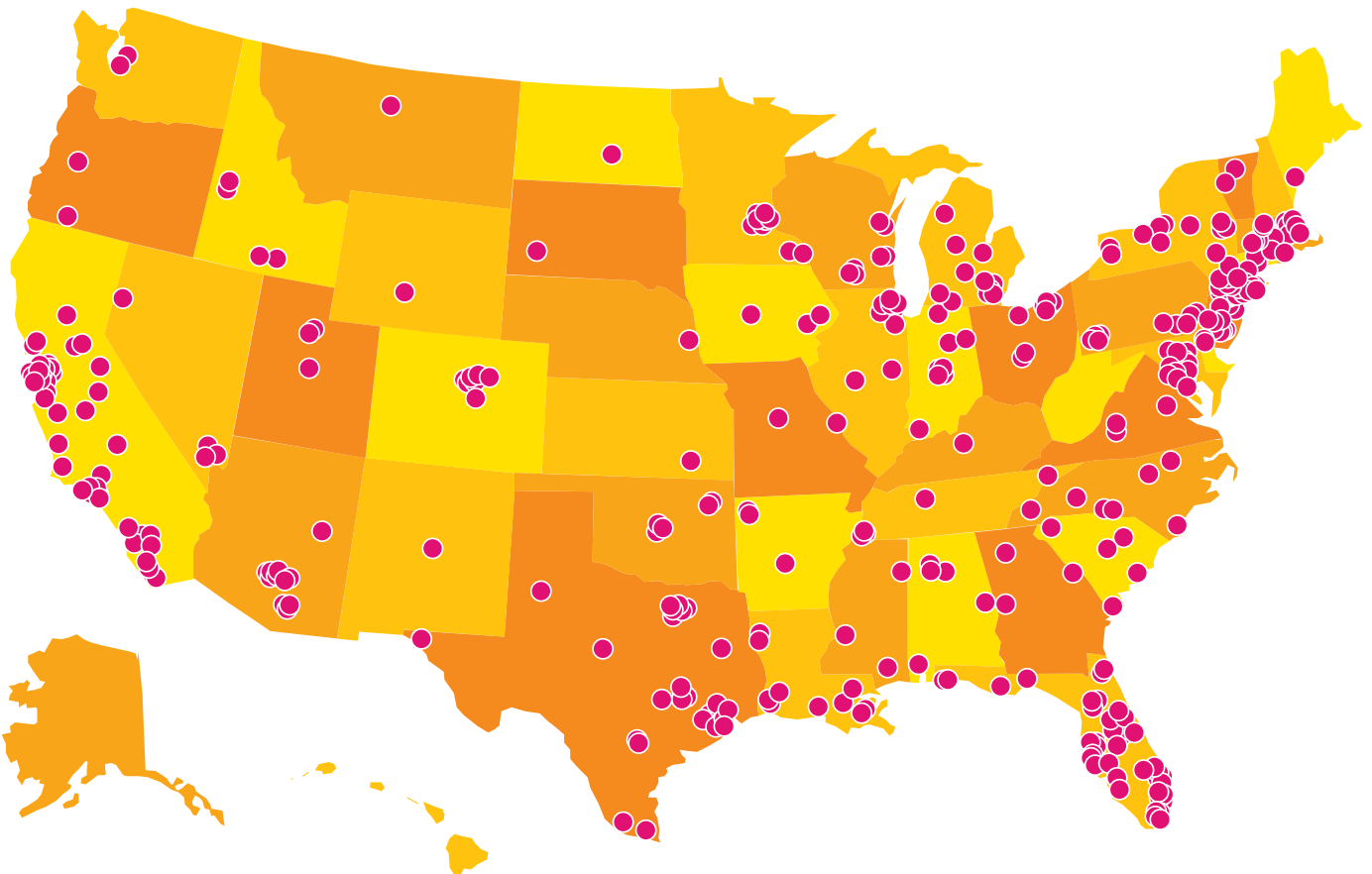


26,157 volunteer hours served



500 hospital & nonprofit partners engaged

Our **Program Partners**





Why **Play**?

Each year, over 3 million children are hospitalized in the United States. 30% of chronically ill kids face academic disruption, missing out on instruction and social interactions. Illness and hospitalization are traumatic and lead to emotional changes for both patients and families.

To remedy this, Project Sunshine delivers healing play to children and families in 48 states in the U.S. and 3 international sites, through 500 hospitals and partners, alongside more than 18,000 volunteers.

Play is:



1998 - 2023 Highlights

As we celebrate 25 years of service, it is remarkable to reflect on our history. What started as a project from the dorm room of a passionate college student, has grown into a trusted and recognized national organization with international presence, annually serving more than 240,000 children. Over our 25-year history, we have brought our programs to

hundreds of hospital partners and nonprofits, mobilized hundreds of thousands of volunteers, and reached more than 2 million children. But we're not done yet! Join us as we celebrate an astounding quarter century of play and eagerly look ahead to deliver the healing power of play in this next period of growth and innovation.



1998

Joe Weilgus enters hospital as college student and recognizes need to bring more play and connection to pediatric patients

2000

Project Sunshine hires first Executive Director



2008

Project Sunshine brings play programs to Israel

1999

Project Sunshine is incorporated

2006

Project Sunshine launches in Kenya and Canada



“Do you believe that in every city, there’s a child who needs help? Do you believe that in those same very cities, there’s someone who wants to help and will help? I do, and that’s what Project Sunshine is here for.”

—Joe Weiglus



2011
Organization
surpasses
**200 medical
facility
partners**

2015
Organization engages
15,000 volunteers
annually for the first time

2021
Project Sunshine embarks on
a strategic planning process to
expand its impact

2023
Project Sunshine brings
play to more than
200,000 kids annually
for the first time

2013
Project Sunshine brings play
to **100,000 kids** annually
for the first time

2020
Project Sunshine launches
new virtual play program,
TelePlay during pandemic



Here to Play

Here To Play brings patients and volunteers together in hospital settings through creative arts activities and other opportunities for social interaction and learning.

10,150

Patients & families

85

Medical facility partners

2,252

Here to Play volunteers

2023 Update

Throughout the pandemic, hospitals nationwide took essential measures to ensure the safety of its patients. Collaborating closely with hospital partners, Project Sunshine prepared to relaunch our programs as restrictions began to lift. More than ever, we recognized the importance of in-person volunteers in providing comfort, reducing anxiety, and encouraging adherence to treatment. By the end of 2022, we were able to resume activities with hospitals and continued to engage with both new and existing Here to Play partners throughout 2023 to reach pre-pandemic levels..

We're excited to continue to build relationships with more partners, to serve more pediatric patients with healing play.



“ Play therapy is how we work on emotional regulation in our child and adolescent psych unit. When Project Sunshine volunteers are on the floor, the mood on the unit is always positive as our patients get to exercise creativity and make things they’re proud of. And for our staff, it’s precious time that they can use to get to tasks like charting or tidying up.”

– Megan Ice, PhD, Psychologist,
Cambridge Health Alliance

Kits for Play

Kits for Play bring safe, creative play directly to children through individual activity kits designed by child life specialists that spark joy and provide therapeutic value to the physical and emotional healing process.

160,565

Patients & families

478

Medical facility partners

11,000

Kits for Play volunteers

2023 Update

This year, we are proud to share that we have sent more kits to partners than ever before! In total, we were able to deliver 160,565 activity kits to pediatric patients. All of this was possible through the dedicated volunteers who helped pack and assemble each and every kit, including 7,300 corporate volunteers and 2,900 college volunteers.

In addition, we continued to innovate new kits and enhance existing kits. For the third year in a row, we partnered with PepsiCo brands to design a new activity kit called “Art-Venture Creativity” kits. These special kits were delivered to 11,650 children across 160 partners in the U.S. We also upgraded our popular Builder’s kit with new materials and added a sensory therapeutic component.

We look forward to reaching even more patients and families next year with our activity kits!



“ My daughter SJ has an extensive medical history with lots of medical anxiety. That day, she was extremely quiet and kept her head down. But when she received the kit from the staff, she became engrossed with playing and coloring, and even showed the doctors what she worked on. Seeing my precious little girl transform back to her joyful self was PRICELESS! It also helped relieve my own fears and allowed me to fully engage with the care team.”

– Emily, Mom of patient at Children’s Hospital Colorado

TelePlay

TelePlay is a live, virtual play experience, using a HIPAA compliant technology platform where trained volunteers meet children online for developmentally-appropriate games and activity sessions.

1,775

Patients & families

41

Medical facility partners

560

TelePlay volunteers

2023 Update

In 2023, we launched our first research study to understand the benefits of TelePlay for children with medical needs. This study has been generously funded by the Kentucky Association of Health Plans (KAHP). For six months, from October 2023 through March 2024, we partnered with two major children's hospitals in Kentucky: Kentucky Children's Hospital and Norton Children's Hospital. Both partners administered TelePlay seven days a week for inpatients and outpatients to evaluate program effectiveness and quality of life outcomes with the support of four Project Sunshine trained volunteers on site.

We're eager to see the results of the study to understand the impact of TelePlay so that we can better support the social and emotional health of the children we serve, now and in the future.



“ It’s been rewarding to see the kids just be kids and have some fun for a while. Even though my fellow volunteers and I are only a small part of their day, their joy and smiles are infectious.

– Aleksandra ‘Ola’ Guzy
TelePlay Chapter Leader




M eet Edwin Icban, Project Sunshine's longest serving volunteer! Since 2003, he has been volunteering at UCSF Benioff Children's Hospital in San Francisco and Oakland, and at Family House San Francisco. This year marks his 20th year of service and he has no intention of stopping now.

Edwin shares, "Over those years, I've received more than what I've given. I realized that I had more than enough. My health, my job, a home. And I needed to give back to the community."

So, with other members of "Team Yellow," Edwin brings arts and crafts supplies to the facilities, ready for play. But sometimes the kids might just want to listen to music together or play a game like Connect 4. One time a patient wanted to paint Edwin's nails, so that's what they did. Edwin and his team also get to serve caregivers. "I'll never forget when one parent desperately asked for just five minutes so that they could shower. Instead, we gave her two hours."

Through Project Sunshine's programs, volunteers like Edwin bring moments of distraction, respite, and joy to children and families in need. Edwin, thank you for 20 years of dedication and service and we look forward to continuing to serve the San Francisco community together for many more years to come!



At the Cleft and Craniofacial Program at Joe DiMaggio's Children Hospital, the weekly clinic sees about 12-14 children at a time, where they attend 4-hour long appointments and meet with about 10 providers. During these appointments, patients are discussing serious surgeries and treatment plans.

Elsie Garcia, a Family Advocate at the hospital, gives out Project Sunshine activity kits in between appointments. She shares, "You can immediately see the impact. We've seen these kits completely transform the mood of our patients and families. We had one child cry because they didn't want to leave. Another took his superhero kit and got his cape signed by all his doctors. And still another patient announced, 'This is the best doctor's appointment ever!'"

For the kids, Project Sunshine activity kits bring a sense of normalcy, much-needed distraction, and plain old fun. For both parents and hospital staff, seeing the smiles of kids and patients provides rejuvenating energy for another day.



Elssy Rosales works with complex care patients at Mount Sinai Hospital, meaning her patients are technology-dependent, have multiple subspecialty medical needs, and many require hospice care.

In her line of work, it's important to work with the entire family. Her team recognized a need to support young siblings of patients, as oftentimes a medically complex child becomes the center of the family and leaves less time and attention for healthy siblings.

So, Elssy decided to set up a monthly TelePlay program for siblings of patients. Matthew (name changed to protect privacy) met regularly with three other participants who all had siblings with medical needs. They immediately found community amongst one another. On one of the sessions, each participant got to bring their medically-challenged sibling on the screen, and it was a rare and special moment for Matthew to be able to finally “play” with his sister.

Sadly, Matthew's sister passed away in early 2023. Elssy and her team attended the funeral and as soon as Matthew saw Elssy, he tugged at his mom to shyly ask if he was still allowed to join TelePlay. Of course, the answer was yes.

“To me, this showed the true power of play and community. TelePlay has helped my patients and their siblings to see that they can associate the hospital with play and joy. It's also a place where they can find community that they don't have access to elsewhere,” shared Elssy.

Play **Abroad**

Canada

This year marks program launches and growth across all facets of Project Sunshine Canada. We proudly introduced TelePlay en français, bringing our virtual, at-home play programming to reach French-speaking children and families with thanks to the generous support of the Ontario Trillium Foundation. Our Here to Play program grew with a new partnership with a medical facility in the Yukon. And we continued to overcome challenges posed by the pandemic by finally resuming NICU picnics to bring moments of warmth and play to families.

Welcoming two new chapters, our network of college chapters now stands at 13 across Canada. Our corporate partner events are on the rise, with our first ever event conducted in French with Demers Beaulne. Additionally, our partnership with the Durham Regional Police Station resulted in our largest kit-packing event this year—with 450 volunteers in attendance, we packed 1,200 activity kits! We look forward to expanding our impact and continuing to serve Canadian children and families in the upcoming year.



Play Abroad



Israel

This year marks Project Sunshine Israel's 15th Anniversary, a glimmer of light amid ongoing challenges. We have been operating in Israel since 2008 and are proud to have built a dedicated community of over 100 volunteers in the country. Since October 7, we have had to adjust our programming, but it has not stopped our team from delivering joy and play to patients. We are grateful for the dedication of our staff person and volunteers who have allowed us to continue all regular programming at our medical

partners while welcoming new programmatic opportunities that arose from adversity. Our volunteers have recognized the urgent need to provide human connection and trauma support to children during the chaotic times. Despite their own grief and fear, the team has both organized additional sessions and continued their regular volunteer service since October 7. We are committed to delivering therapeutic play now and for years to come in Israel.



Kenya

2023 was a year of expansion for Project Sunshine Kenya as we brought our programming to two new satellite locations in Al Walidayn and Timboni through our partnership with Bomu Hospital. A special thanks goes to the Shokooh Foundation for funding this growth. Our Healthy Living Initiative continued to improve and sustain health care practices with the generous support from Gilead Sciences Zeroing In grant initiative. We conducted surveys and found that children demonstrated increased retention of information, reflecting successful learning one year out. We also developed an educational pamphlet on WASH, malaria

prevention, and HIV and distributed over 1,600 copies with the help of our dedicated volunteers. In addition, we reached tens of thousands of children through our community events like Tuberculosis Day, Global Handwashing Day, World AIDS Day, and our signature Youth Fun Day. Our volunteer appreciation event honored one of our founding volunteers Mama Victoria. Our volunteers also visited 316 orphans, providing those communities with essential supplies and engaging them in enriching arts activities. In all, Project Sunshine Kenya served 44,581 children and families this year.

Volunteers

Volunteers are the backbone of Project Sunshine and our programs would not exist without them. Altogether in the US and our international locations in Canada, Israel, and Kenya, we boast of working with 18,000+ volunteers each year.

And so, to better support these wonderful volunteers, we made it a priority to enhance their experience by investing in technology. Over the past year, the Project Sunshine team diligently worked with our partner Silverline, a Salesforce third party implementation firm, to build a new platform called Sunshine Central. This new platform has been designed to provide a more streamlined process to search for current volunteer opportunities, access trainings, stay informed about upcoming program sessions, keep track of volunteer hours, and so much more. In November, we successfully launched Sunshine Central and are excited to utilize this technology and make sure that volunteers can focus on delivering the healing power of play to children with medical needs.





Program Partners



Project Sunshine's programs are delivered through high-touch relational partnerships with medical facilities and nonprofits all over the country. We help child life specialists, healthcare professionals, and nonprofit staff provide psychological, social, and emotional support for pediatric patients and families.

This year, we were thrilled to onboard 50 medical facility partners to our Here to Play program. In addition, we expanded our reach with exciting partners through TelePlay. For example, we are now bringing TelePlay to four more groups with JDRF, the Crohn's and Colitis Foundation, Weill Cornell's Compass Program, the Center for Survivor Wellness at Columbia, and seven facilities at Intermountain Health.

We're grateful to work with amazing partners across the country and aim to build upon these partnerships in 2024.



Corporate Partners



In 2023, our Corporate Partners showed an impressive increase in participation. 89 companies and 7,400 volunteers have engaged with us to deliver our programs, bringing the healing play to over 100,000 children. We were thrilled to see in office programs grow with several engaging 100-300 volunteers at a time.

We were also thankful to deepen existing partnerships and begin new ones. RBC Capital Markets has been a partner since 2022 and this year, Project Sunshine was selected as a feature nonprofit partner during RBC Charity Day for the Kids and received a generous donation of \$225,000 to support our programs. In addition, RBC Capital Markets employees across New York, New Jersey, Dallas, Los Angeles, and San Francisco gathered in their respective offices to pack over 3,400 activity kits for children on the same day.

On Giving Tuesday, we had the privilege of partnering with Tonies for the first time. Along with a \$10,000 donation, Tonies also provided 500 Toniebox Starter Sets and an assortment of Tonies to more than 100 Project Sunshine hospital partners.

Through the active involvement of our corporate partners, we have been able to serve and bring a bit of sunshine to 108,533 more children and families in 2023!

89 companies engaged

307 corporate events

7,432 volunteers

108,500+
children served

Sunshine Partners

We want to give a special thanks to our top corporate partners who support us through financial investment and thousands of volunteer hours.

Arch Group

Blackstone

Citadel

Michaels

Morgan Stanley

Novartis Corporation

PepsiCo

Salesforce

RBC Capital Markets

Tonies

Annual Gala

At this year's Annual Gala, we proudly recognized New York-Presbyterian as our inaugural "Partner In Play." We celebrated our long-standing partnership with New York-Presbyterian that has brought the healing power of play to New York children and families for more than a decade. We also recognized Project Sunshine's Founder, Joe Weilgus, for his 25 years of leadership at our organization, and announced Natan Bibliowicz as our new Chair of the Board. We are deeply grateful to our Gala sponsors, the Tylis Family Foundation and PepsiCo. Through their support and the collective effort of 300 attendees, we raised \$1 million to further Project Sunshine's mission of delivering play to children with medical needs.



13th Annual Golf Classic

At our 13th Annual Golf Classic on September 26, we brought together longtime supporters and new friends to raise over \$570,000. We were delighted to spotlight Dentons, a dedicated corporate partner. Arthur Hamilton, Partner at Dentons, offered remarks about the company's enduring partnership with Project Sunshine and the benefits of corporate volunteering at our Golf Classic dinner. Thank you to our Sunshine Sponsors: HPS Investment Partners, Jessica & Natan Bibliowicz, NFP, RT Specialty, and Weill Cornell Imaging, and all of our supporters and attendees.



Donors 2023

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.

Sunshine (\$100,000+)

Blackstone
Kentucky Association of
Health Plans
Michaels
Morgan Stanley
PepsiCo
RBC Capital Markets
Tylis Family Foundation
Tonies

Sunlight (\$50,000-\$99,999)

Anonymous
Arch Capital Group
Natan & Jessica Bibliowicz
Citadel
Guill Family Foundation
Novartis Corporation
Salesforce
Sy Syms Foundation
Ryan & Emilia Serhant
Caryn Stoll Unger &
Howard Unger

Sunburst (\$25,000-\$49,999)

AIG Insurance
The Angel Fund
Shlomi Avdoo
CC Capital
Church of Jesus Christ
Latter Day Saints
Colgate Palmolive

Epic Foundation
First Republic Bank
Gilead Sciences
Daniel Giraudo
Mike & Carolyn Goldman
HPS Investment Partners
Robin Wilpon Wachtler &
Philip Wachtler, as Director
of the Judy and Fred
Wilpon Family Foundation
Inc.
Jesse Levinson
NFP

Resonance Foundation for
Children's Health
RT Specialty LLC
The Shokooh Foundation
Joseph Weilgus
Weill Cornell Medicine -
Radiology

Sunray (\$10,000-\$24,999)

AAA Northeast
American Express
AmWINS Group
AstraZeneca
Avance Investment
Management
Cadence Solutions
Capital One
Ross Cameron
Robert Chesnut
Citi
David Cohen

Weill Cornell
Cardiothoracic
Ellen & Gary Davis
Davis & Gilbert LLP
Dentons Canada LLP
Dentons US LLP
Dinyar & Aashish Devitre
Dunkin' Joy In Childhood
Foundation
Darren & Suzy Enenstein
Vernon Evenson
Fields Family Foundation
Mario Gabelli
David Goldman & Carrie
Muh
Kathryn Greenberg
Greenberg Traurig
Drew Harmon & Taylor
Sewell
Josh Harris
Haynes and Boone, LLP
Herrick Feinstein LLP
Independent Family Office,
LLC
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Christopher Larsen
Madison Dearborn
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Vayner Media
Anthony Meyer

Marie Moody
Motive
Motorola Solutions
Sean Murphy
The Namm Foundation
New York Mets
O'Melveny & Myers LLP
OneApp
Perella Weinberg Partners
Petra Pope & Ronald
Blaylock
QVC Television Network
Ralph Lauren
Dr. Robert Min
Bernard & Adrienne Rosof
Victoria Rutman
Shiseido
Silverline
Matthew & Christine
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Snap Inc.
Todd & Emily Spector
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Matt Statman
Stone Point Capital
Larry & Katie Sullivan
Tower Research Capital
LLC
Tromberg, Morris & Poulin,
PLLC
Howard & Tova Weiser
John Zito

Sunbeam (\$5,000-\$9,999)

AEO Foundation
(American Eagle)
Akili Interactive
Amazon Web Services
Anonymous
Glenn Arbeitman
Ares Management
Avery Attinson
James Audiss
AVIA
Away Travel
Ballard Spahr Andrews &
Ingersoll, LLP
Kevin Barney
BitxBit
Blue Owl Capital
BondBloxx Investment
Management
Thomas & Megan Brodsky
Jessica Brown
Ross & Jennings Cameron
Chegg
Sean Cook
Julius Cohen
Cisco
CNA
Debra & Claudio Del
Vecchio
Dime Community Bank
DLA Piper
Brian Donaghy
Katharine & Wes
Earnhardt
Bonnie & Jay Eisner
Marks Family Foundation
Jefferies Financial Group
Andrew & Lee Fine

General Atlantic
Glassman Family
Charitable Fund
GTIS Partners
Arthur Hamilton
Shira & Jeffrey Hochberg
Dr. Tom James
Jonathan Rose Companies
Gordon Kaplan
Mary & Martin Kehoe
Dustin Keith
Kirsh Foundation Holdings
Limited
Simon & Kim Krinsky
Jonathan Lapps
Lexis Nexis Risk Solutions
LinkedIn
Marsh & McLennan
Companies
Salvatore Mazzeo
Evan Michael
Microsoft
Mitsubishi International
Food Ingredients, Inc.
Agapito & Leslie Morgan
Michael and Diana
Nahmias
Newman Soderlund Giving
Fund
The Siegfried Group
Chris Nilsen
OmniCom Media Group
Jonathan & Ellen Polkes
Anthony Poulin
Robert Schmid
Natasha Scotland
Kendra Scott
Skadden, Arps, Slate,
Meagher & Flom LLP

Standard Industries
Swartz Family Foundation
Trade Coffee
Turner Surety & Insurance
Brokerage
The Weinstein Family
Foundation DAF
Guy Weltsch

Supporters (\$1,000-\$4,999)

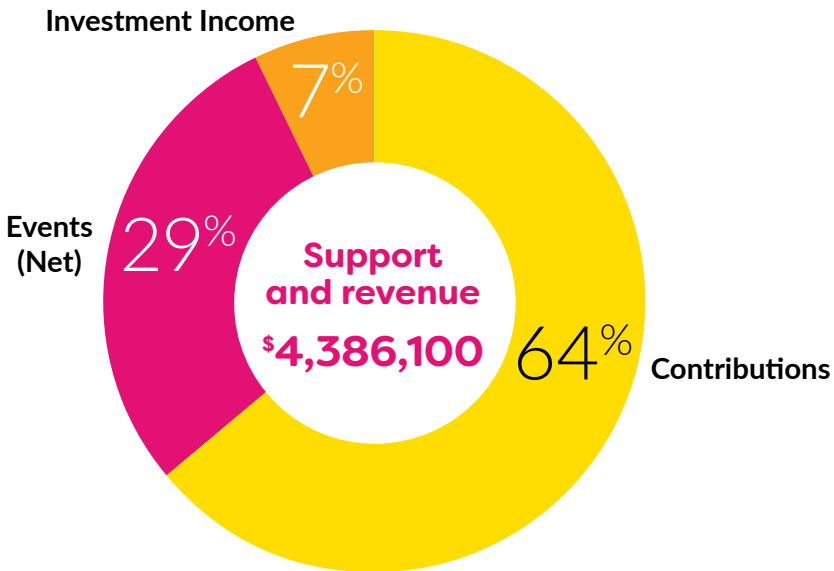
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Affinity Solutions
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Bank ABC
BanyanGlobal
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Jonathan Berg
James & Diane Berliner
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Kyle Blackmon
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Boester
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CHEQ
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Sean Concannon
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Foundation
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Eugene Keenan
KLA Corporation
Ilya Koffman
Laizer & Jessica
Kornwasser
Debbi & Lee Krantzow
Jay Lathen

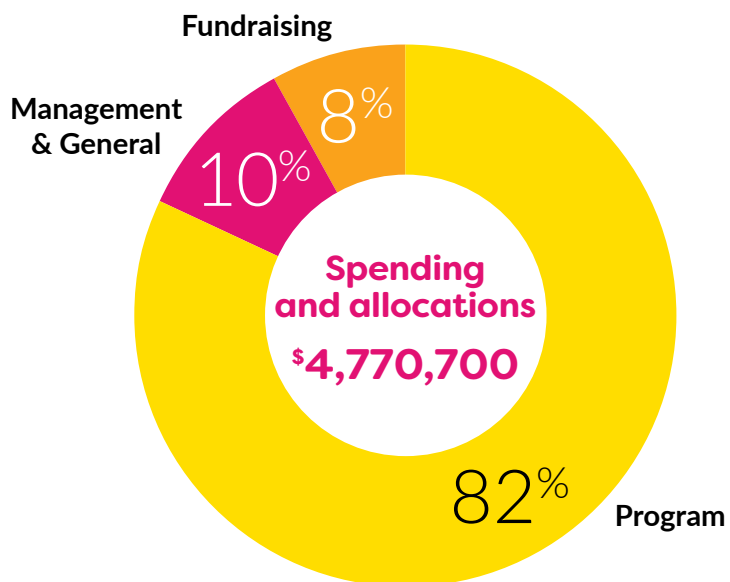
Leviton Manufacturing Co.	Lauren Reilley	David Bibliowicz	Judith Mueller
Michael Lieberman	Nikki Rene	Sarita Broda	Daria & Mitchell Myers
Lionsgate	Edward & Meredith Rerisi	Richard Campen	Satish Nagrani
Barbara & Dr. Gerald Loughlin	The Roberta and Gary Fisher Charitable Fund	Renaissance Charitable Foundation	Diana Noori
Ernest Lyles	Kara Ross	Noemi & Seth Charnow	Amanda & Ned Oakley
Market Performance Group (MPG)	Arthur & Pamela Sanders	Sarah Chopp	Sheldon Pariser
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Rabin Martin	Emerson Smith	Bailey Ezell	Florence Diller & Bill Pollack
Marty & Dorot Silverman Foundation	Dr. Steven Kerner	Vernon J. & Shifra Rosen Charitable Fund	Beth & Dean Putnam
Linda May	Steven Stull	Yield Giving Open Call Fund	David Ravin
Pillar4 Media	Sumitomo Mitsui Banking Corporation	Priyanka Garg	Courtney Redey
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Robert Megennis	Temple Israel of the City of New York Volunteers	Allison Glassman	Paige Rider
Chancy Memorial Foundation	The DAS Group of Companies	Andrea Glenn	Beth Roberts
Evan Michael	Trevor Day School	Ariel Glueck	Joseph Rocco
Sloane Mikesell	Trinseo LLC	T. Goodrich	Robert & Emily Rosenberg
Tom Miranda	Carl Turro	Heather Hernandez	Joy Schneider
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Lloyd Myers	Philip Wachtler and Robin Wilpon Wachtler	Whitney Hillyer	Laura Shanley
The Nandini Fund	West Monroe Partners	Samantha Hilson	Stacy Taffet
City National Bank	Brian Williams	Carolyn Lu	Peter Thompson
Carl & Karen Nelson	Peter Wismath	Bruce Johnson	Good Today
Neurocrine Biosciences	Howard Wolk	Joan Kagan	Bill Tung
Nathan Neyra	Eileen Woll	Laura Klarman	Natan Vaisman
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		John Morrison	Erica Zimmerman

Highlights of 2023 Financial Results

Support and Revenue



Expenses



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Chairman of the Board,
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NYS Metropolitan Transportation Authority
(MTA)

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Assistant Professor of Pediatrics,
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Unger Family Foundation

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Howard Weiser

Partner (retired), PwC

Erica Zimmerman

Senior Director of Marketing, PepsiCo

Whitney Namm Pollack

Chief Executive Officer, Project Sunshine

