

Helping seriously ill children and their families cope with their pain, fear, and isolation through entertainment, education, and family activities.



## Starlight Children Foundation Organizational Goals, Capacity and Performance Evaluation FY2010

Starlight is dedicated to helping seriously ill children and their families cope with the emotional, social and psychological challenges of having a prolonged illness; including pain, fear, isolation, guilt, loss of normal life and depression.

We do this through a comprehensive menu of outpatient, hospital-based and online programs that have been developed using sound research findings and the input of health care experts, children and families. Starlight uses three intervention strategies to carry out our mission:

### **Peer support**

Through our *Great Escapes*<sup>™</sup> family activities program and *Starbright World*<sup>®</sup> online social network, Starlight provides an opportunity for parents and children to meet others going through similar experiences in order to help them feel less alone and isolated.

*Great Escapes* give families a chance to have fun together away from the hospital and medical treatments so they can relax, make special memories together and find a renewed sense of strength and hope. The events also forge important connections between families struggling with similar issues.

The goal of Starlight's *Starbright World* online social network for seriously ill teens and their teen-aged siblings is to connect kids who are going through similar experiences so that no one feels alone. Members chat; document their stories; journal their thoughts; express themselves through photos and personalized profiles; describe their experiences; and have fun participating in contests and playing games. The site is professionally moderated by Starlight staff..

### **Education**

Starlight has developed online games, ezines, webisodes, a comic book and websites to help sick children understand common hospital procedures and better manage illnesses and injuries such as cancer, sickle cell, cystic fibrosis, asthma, Crohn's and colitis, severe burns and kidney disease.

These programs are available on Starlight's website at <http://www.starlight.org/programs/>.

### **Distractive Entertainment**

Starlight provides *Fun Center*<sup>™</sup> mobile entertainment units and *Starlight Site*<sup>™</sup> care rooms, playrooms and teen lounges to hospitals to help distract children from their pain and fear while in the hospital or undergoing treatment.

### **HEADQUARTERS**

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*Fun Center* mobile entertainment units include a Nintendo Wii™ gaming system, a DVD player, and a Sharp AQUOS™ LCD television. Their design allows kids, even those who aren't able to leave their beds or who have limited motion, to play with ease. Fun Centers roll right up to the side of young patients' beds or anywhere in a hospital setting, making them perfect for hospitalized children in numerous situations: anticipating surgery, during long outpatient clinic treatments, waiting in the emergency room or fighting loneliness after visiting hours have ended..

A distinctive part of our service to seriously ill children, Starlight has a long history of transforming designated areas of sterile hospital environments into *Starlight Site*™ care rooms and playrooms - colorful, inviting oases that make the hospital experience less frightening and more bearable for young patients and their families.

*Starlight Site* care rooms provide a warm environment in which young patients can receive treatments. An increasing number of very seriously ill children undergo procedures in hospital treatment rooms and then return home immediately or shortly thereafter. Though it is in these rooms where some of the child's most difficult and painful experiences occur — such as spinal taps, biopsies and other invasive examinations and procedures — the rooms themselves are often dreary and intimidating because they are overlooked when patient rooms and other areas of the hospital are renovated to be more child-friendly. Making the rooms warmer and more comforting helps make the child's experience less frightening and at the same time increases his or her cooperation during the treatment process.

*Starlight Site* playrooms, teen lounges, waiting rooms and playgrounds are beautifully designed, inviting hospital environments created to provide pediatric patients and their siblings with a place to relax and play during their hospital stay. Offering a variety of entertainment and play activities, these rooms include such diversions as video games, computers, toys, crafts, and best of all, the company of other children. These Starlight Sites help ease young patients' stress by providing an antidote to loneliness and an escape from the isolation of a hospital room. Off limits to medical procedures, doctors must check their white coats at the door. While each is unique, every Starlight Site offers respite from the tedious routine most pediatric patients face.

## **Fiscal Year Goals**

Throughout the United States and Canada, Starlight and its chapters and offices now serve roughly 3 million seriously ill children and their family members per year, or approximately 10 percent of the total number of children and family members affected by life-threatening medical conditions and life-altering injuries. This year, we continued to work to increase the number of individuals served by steadily increasing Starlight's program reach. Specifically, between April 1, 2009 and March 31, 2010, we:

- Increased the number of *Fun Center*™ mobile entertainment units and *Starlight Site*™ care rooms available to children and families throughout hospitals that serve children, particularly in hospital-based clinics, waiting areas, emergency rooms, medical surgical floors, recovery rooms and isolation rooms.
- Increased the number of families participating in *Great Escapes*™ family activities by providing (a) the program in more communities, and (b) more *Great Escapes* events in communities where the program is currently offered.
- Increased the usage of existing online programs, including the *Starbright World*® online social network and each of the online educational programs.

Starlight’s headquarters office and its regional offices in accomplished the following:

<b>PROGRAM</b>	<b>FY 2010 GOAL</b>	<b>ACTUAL</b>	<b>% OF GOAL</b>
<b>FUN CENTERS</b>	Place 565 sponsored units	563 units sponsored	99.6%
<b>STARLIGHT SITES</b>	Complete 5 additional sites	4 sites completed	80%
<b>STARBRIGHT WORLD</b>	Launch next generation social network by 1/31/2010	Completed	100%
<b>STARBRIGHT WORLD</b>	Increase membership by 10%	Increased membership by 19% to 5,841	190%
<b>GREAT ESCAPES*</b>	Grow number of participating families to 3,230	3,182 participating families	98.5%
<b>GREAT ESCAPES*</b>	Increase number of Great Escapes to 218 events annually	Hosted 270 events	124%

*\*Figures do not include Great Escapes participants or events in independent chapter territories of Colorado, MidAtlantic, Midwest, NY\*NJ\*CT and Washington.*

**Resources Needed to Reach Starlight’s Goals in FY2011**

In order to reach our goals, Starlight needs a dedicated and well-trained staff and funding and volunteerism from compassionate corporations, organizations and individuals.

Starlight’s programs are overseen by a licensed clinical social worker. All program staff undergo intensive training and are required to adhere established performance guidelines. Collaboration is an integral part of Starlight culture, through which staff share successes, tips and strategies to improve practices for delivering programs to families.

Each of the Starlight teams — program, fundraising, marketing, and administration — sets annual goals for their team and provides progress reports to senior management on a monthly basis. Progress reports are provided to the Executive Committee of the Board of Directors on a monthly basis and to the full Board of Directors on a quarterly basis.

Starlight has a number of partnerships that play an important role in helping us achieve our goals. Learn more about our corporate partners and foundation supporters at [www.starlight.org/partners](http://www.starlight.org/partners).

In addition, partnerships with other nonprofit organizations — such as hospitals and the Crohn’s and Colitis Foundation — allow Starlight to tap into expertise for program development and help us ensure our programs reach their intended audience.

Starlight will require \$8,059,386 in revenue in order to carry out our program goals for fiscal year 2011. The goals we have set to raise these funds, with progress through May 31, 2010, are as follows:

<b>CATEGORY</b>	<b>FY 2011 GOAL</b>	<b>ACTUAL</b>	<b>%</b>
Corporate contributions	\$ 3,940,925	\$ 113,033	3%
Special events contributions	\$ 1,516,900	\$ 13,348	1%
Program revenue	\$ 799,000	\$ 3,600	0%
Foundation/trust grants	\$ 663,500	\$ 52,935	8%
Restricted donations (net)	\$ 655,161	\$ 366,590	56%
Indiv/business contributions	\$ 386,000	\$ 26,867	7%
Miscellaneous revenue	\$ 72,900	\$ 15,759	22%
Interest-savings/short-term investments	\$ 25,000	\$ 1,718	7%
<b>TOTAL REVENUE</b>	<b>\$ 8,059,386</b>	<b>\$ 593,851</b>	<b>7%</b>

### **Program Evaluation & Research**

In addition to numerical goals, Starlight is committed to ongoing review and research of its programs. Starlight staff develop a program evaluation tool for each program that provides feedback from end users and health care experts in order to update and improve our development and delivery process on a regular basis.

In addition, Starlight partners with researchers with expertise in pediatric healthcare to facilitate formal research studies which measure the psychosocial benefit of our programs on children and families, and their efficacy in meeting their stated goals (reduced isolation, improved coping skills, etc.). These studies are conducted at prestigious institutions across North America and their findings are published in well known pediatric health care journals. Learn more about Starlight's research findings at [www.starlight.org/programresearch](http://www.starlight.org/programresearch).