

Connections

2017 HIGHLIGHTS



Changing Lives One Smile at a Time...thanks to you!

Read about it in our newsletter!



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A Message from our Leadership

More than three million children are hospitalized each year in the United States. Because of you, pediatric patients nation-wide are now benefitting from enCourage Kids. 2017 celebrated a year of growth as we expanded beyond the tristate, and **provided funding and programming to pediatric facilities across 26 states and in Puerto Rico.** With a goal of having a presence in all pediatric facilities in the U.S., we look forward to making the hospital **a better place to get better** for all sick kids.

2017 was also a year full of exciting milestones for enCourage Kids. Through our Pediatric Hospital Support Program, **we exceeded \$15M awarded to fund nearly 850 projects**, hosted the 10th Anniversary Weekend Escape at Camp Pontiac, and raised a record-breaking \$1.8M at the 32nd Annual Gala.

In the Spring of 2017, we partnered with martial artist and world record holder, Leif Becker, on his *Breaking Barriers* campaign. In just 24 hours, he set a record and broke 12,120 boards. His journey represented our courageous and resilient enCourage kids overcoming their fears and medical barriers. The event also spread awareness for our **Artists4EKF program**, which funds creative therapies in the hospital such as playroom murals, music therapy, artists-in-residence programs, and creative writing sessions. In addition to the digital advertisements featured on billboards in Times Square, through this campaign we exceeded 200 million media impressions across print, television, and online platforms. This number continues to grow as Leif visits hospitals across the country on a *Breaking Barriers* tour.

With your support, we continue to develop our partnerships with hospitals across the country, and provide programs that improve the emotional well-being of pediatric patients. We hope you enjoy the following pages highlighting the impact your kindness and commitment have had over the past year. Thanks to YOU, these children receive opportunities to laugh, play, and have normal childhood fun.

On behalf of the thousands of children and families whose lives are enhanced by your generosity, thank you.

Sincerely,

Michele Hall-Duncan
Executive Director

Jeffrey Gural
Board Chairman

SMILES BY THE NUMBERS

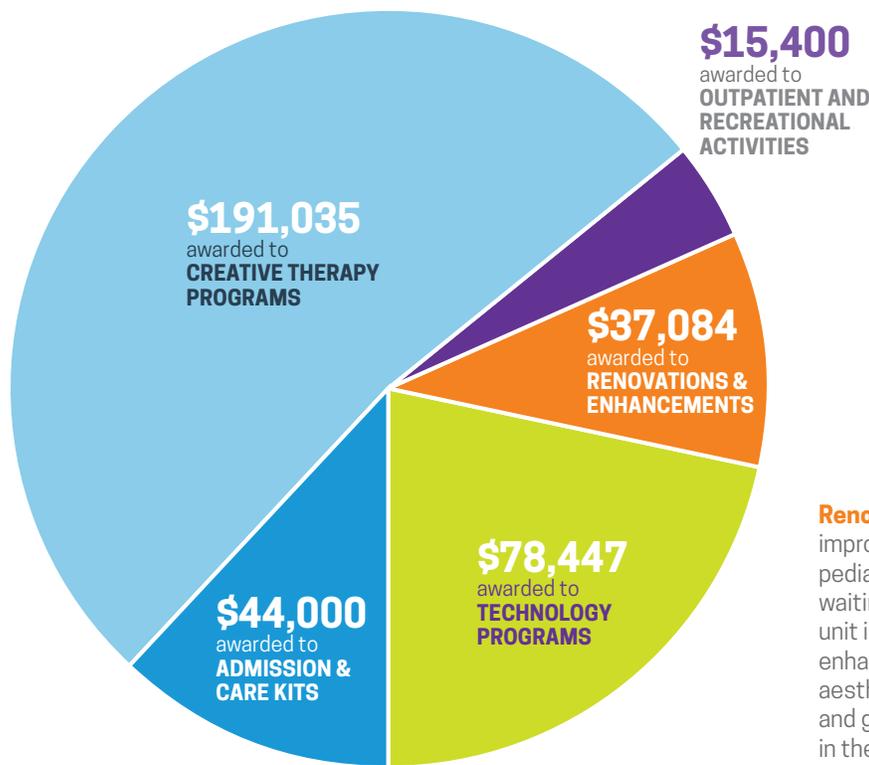
2017 PROGRAM HIGHLIGHTS



PEDIATRIC HOSPITAL SUPPORT PROGRAM

2017 MARKS \$15M AWARDED TO NEARLY 850 HOSPITAL PROJECTS

IN 2017, **\$365,966** WAS AWARDED TO **29 HOSPITALS**.



Creative Therapy Programs fund artist-in-residence programs, support music and art therapy programs, and horticulture therapy. These therapy programs are proven to greatly soothe and reduce patient anxiety, increase patient cooperation with medical procedures, and provide arts education for pediatric patients.

Outpatient and Recreational Activities, which range from hospital parties to day trips, provide distractions from the stress of treatments and hospital stays, and give pediatric patients opportunities to interact with other children. The experiences encourage mobility and independence, and pediatric patients return with increased self-esteem, self-confidence, and motivation to live fuller, more active lives. Additionally, the hospital experience becomes less scary as the patients are shown that the hospital is not always associated with procedures or pain.

Renovations & Enhancements provide much needed improvement of hospital facilities where families and pediatric patients alike spend much of their time. Be it a waiting room, playroom, or general improvement of the unit in its entirety (hallways, artwork, floors, etc.), these enhancements and renovations significantly improve the aesthetic of the hospitals. This in turn improves the mood and general outlook for both patients and their families while in the hospital.

Technology Programs include inpatient gaming & entertainment systems, tablets for distraction and education, advanced recording technology for music therapy, intra-hospital patient-to-patient TV programming, and mobile treatment units that can travel room to room to soothe and entertain non-mobile patients while undergoing difficult treatments.

Admission & Care Kits are individualized activity packs given to pediatric patients upon arrival to the Emergency Department. These packs prevent boredom during wait times, provide distraction during tests, and can alleviate the anxieties accompanying an emergency trip to the hospital.

2017 PEDIATRIC HOSPITAL SUPPORT PROGRAM RECIPIENTS

Bernard & Millie Duker Children's Hospital at Albany Medical Center
 Blythedale Children's Hospital
 Bristol-Myers Squibb Children's Hospital at Robert Wood Johnson University Hospital
 Brookdale Hospital & Medical Center
 Brooklyn Hospital Center
 Children's Hospital at Montefiore
 Children's Hospital of Michigan*
 Children's Regional Hospital at Cooper University Hospital
 Children's Specialized Hospital
 Columbia Memorial Hospital
 Elizabeth Seton Pediatric Center
 Flushing Hospital Medical Center
 Hospital for Special Care
 Hospital for Special Surgery
 Jamaica Hospital Medical Center

John T. Mather Memorial Hospital
 Maria Fareri Children's Hospital at Westchester Medical Center
 Mount Sinai Kravis Children's Hospital
 Newark Beth Israel Medical Center
 NewYork-Presbyterian/Morgan Stanley Children's Hospital
 NewYork-Presbyterian/Phillis & David Komansky Center for Children's Health
 North Shore University Hospital
 NYC Health + Hospitals/Bellevue
 NYC Health + Hospitals/Harlem
 NYU Langone Medical Center
 St. Margaret's House and Hospital for Babies
 St. Mary's Hospital for Children
 Stony Brook Children's Hospital
 Yale-New Haven Children's Hospital

* first time recipient

Our Hospital Partners

- PHSP
- Care Room
- Tablets
- Bears
- Entertainers
- Hospital Happenings
- Oriental Trading Gift Cards

ALABAMA

Children's of Alabama ●

CALIFORNIA

Children's Hospital Los Angeles ●
 Marin General Hospital ●
 Miller Children's and Women's Hospital ●

CONNECTICUT

Bridgeport Hospital ●●●
 Connecticut Children's Medical Center ●●●●●
 Danbury Hospital ●
 Hospital for Special Care ●●
 Natchaug Hospital ●
 Norwalk Hospital ●
 St. Francis Hospital & Medical Center ●
 Yale-New Haven Children's Hospital ●●●●●

DELAWARE

Nemours/Alfred I duPont Hospital for Children ●

FLORIDA

Holtz Children's Hospital ●
 Nicklaus Children's Hospital ●
 The Salah Foundation Children's Hospital at Broward Health ●

ILLINOIS

Alexian Brothers Women & Children's Hospital ●
 Ann & Robert H. Lurie Children's Hospital of Chicago ●
 Comer Children's Hospital at UChicago Medicine ●
 Mercyhealth Hospital-Rockton Avenue ●

INDIANA

Peyton Manning Children's Hospital ●
 Riley Hospital for Children at Indiana University Health ●

KENTUCKY

Kentucky Children's Hospital ●

LOUISIANA

Children's Hospital at University Health ●
 Our Lady of the Lake Children's Hospital ●

MARYLAND

Johns Hopkins Hospital ●
 University of Maryland Children's Hospital ●

MASSACHUSETTS

Baystate Medical Center ●
 Boston Children's Hospital ●
 Boston Medical Center ●
 UMass Memorial Children's Medical Center ●

MICHIGAN

Children's Hospital of Michigan ●●

MINNESOTA

Hennepin County Medical Center ●
 Mayo Clinic Children's Center ●
 North Memorial Health Hospital ●
 St. Cloud Hospital ●

MISSOURI

St. Louis Children's Hospital ●●

NEW HAMPSHIRE

Elliot Hospital ●

NEW JERSEY

AtlantiCare Regional Medical Center ●
 Bayonne Medical Center ●
 BMSCH at Robert Wood Johnson University Hospital ●●●
 CentraState Medical Center ●
 Children's Regional Hospital/Cooper University Health Care ●●●●
 Children's Hospital of New Jersey at Newark Beth Israel Medical Center ●●●●●●
 Children's Specialized Hospital (New Brunswick) ●●●●●●●
 Children's Specialized Hospital (Toms River) ●
 Chilton Medical Center ●●●●
 Clara Maass Medical Center ●●●
 Englewood Hospital and Medical Center ●●●●●●
 Goryeb Children's Center at Overlook Medical Center ●●●●●●●
 Goryeb Children's Hospital at Morristown Medical Center ●●●●●●●●●
 JFK Medical Center ●
 Joseph M. Sanzari Children's Hospital at Hackensack UMC ●●●●●●●●●
 K. Hovnanian Children's Hospital at Jersey Shore Medical Center ●●●●
 Meadowlands Hospital Medical Center ●
 Monmouth Medical Center ●
 Monroe Community Hospital ●
 Montefiore Medical Center - Jack D. Weiler Hospital ●
 Montefiore Medical Center - Wakefield Campus ●
 Our Lady of Lourdes Medical Center ●
 Raritan Bay Medical Center ●
 St. Barnabas Medical Center New Jersey ●●●●●●
 St. Joseph's Children's Hospital ●●●●●●●
 St. Peter's University Hospital ●●●
 The Valley Hospital ●
 The Wanaque Center for Nursing and Rehabilitation ●
 Trinitas Regional Medical Center ●●
 University Hospital ●●
 University Medical Center of Princeton at Plainsboro ●●
 Virtua Health System ●●

NEW YORK

ArchCare Terence Cardinal Cooke Health Care Center ●
 Arnot Ogden Medical Center ●
 Bernard & Millie Duker Children's Hospital at Albany Medical Center ●●●●●●
 Blythedale Children's Hospital ●●●●●
 Bronx-Lebanon Hospital Center ●●●●●●●
 Brookdale University Hospital & Medical Center ●●●●●●●●●●
 Children's Hospital at Montefiore ●●●●●●●●●
 Cohen Children's at North Shore University Hospital ●●●●●●●●●
 Cohen Children's Medical Center ●●●●●●●●●
 Columbia Memorial Health ●●●●
 Columbia University Medical Center ●
 Elizabeth Seton Pediatric Center ●●●●●●●●●●
 Flushing Hospital Medical Center ●●●●●
 Good Samaritan Hospital (Suffern) ●
 Good Samaritan Hospital (West Islip) ●●●●●●
 Good Shepherd Hospice ●●
 Helen Hayes Rehabilitation Hospital ●
 Hospital for Special Surgery ●●●●●●●●

- Incarnation Children's Center ●●
- Interfaith Medical Center ●
- Jamaica Hospital Medical Center ●●●●
- John T. Mather Memorial Hospital ●
- Lenox Hill Hospital ●
- Maimonides Infants & Children's Hospital ●●●●●●●●
- Maria Fareri Children's Hospital at Westchester Medical Center ●●●●●●●●
- Memorial Sloan Kettering Cancer Center ●●●●
- Mohawk Valley Health System ●
- Mount Sinai Beth Israel ●●●●●
- Mount Sinai Kravis Children's Hospital ●●●●●●●●
- Mount Sinai St. Luke's ●●
- Mount Sinai West ●●●●●
- Nassau University Medical Center ●●●●●●
- New York Eye & Ear Infirmary of Mount Sinai ●
- NewYork-Presbyterian/Brooklyn Methodist Hospital ●●●●●●●●
- NewYork-Presbyterian/Morgan Stanley Children's Hospital ●●●●●●
- NewYork-Presbyterian/Phillis & David Komansky Center for Children's Health ●●●●●●●●
- NewYork-Presbyterian/Queens ●●●●●●●●
- Northern Westchester Hospital ●●●●
- Nyack Hospital ●●
- NYC Health + Hospitals/Bellevue ●●●●●●●●●●
- NYC Health + Hospitals/Coney Island ●●●●●●
- NYC Health + Hospitals/Elmhurst ●●●●●●●●●●
- NYC Health + Hospitals/Harlem ●●●●●●
- NYC Health + Hospitals/Jacobi ●●●●
- NYC Health + Hospitals/Kings County ●
- NYC Health + Hospitals/Lincoln ●●●●●●●●
- NYC Health + Hospitals/Metropolitan ●●●●●●
- NYC Health + Hospitals/Queens ●●
- NYC Health + Hospitals/Woodhull ●●●●●●
- NYU Langone Health System/Hassenfeld Children's Hospital of New York ●●●●●
- NYU Langone Health System/Hospital for Joint Diseases ●●●●●●●●
- NYU Langone Health System/Lutheran Medical Center ●●●●●●
- NYU Langone Medical Center ●●●●●●●●
- Orange Regional Medical Center ●●●●●●
- Richmond University Medical Center ●●●●
- Rochester General Hospital ●●●●
- St. Barnabas NYC ●
- St. Charles Hospital ●
- St. Francis Hospital ●
- St. Margaret's Center ●●●●
- St. Mary's Healthcare System for Children ●●●●●●●●
- St. Peter's Hospital ●
- Staten Island University Hospital ●●●●●

- Stony Brook Children's Hospital ●●●●●●●●
- Strong Memorial Hospital ●●
- SUNY Downstate Medical Center ●●●●●●●●●●
- The Brooklyn Hospital Center ●●●●●●●●
- The School for Children With Hidden Intelligence ●
- Upstate Golisano Children's Hospital ●●●●
- Vassar Brothers Medical Center ●
- Westchester Medical Center - Outpatient Infusion Center ●
- White Plains Medical Center ●
- Winthrop University Hospital ●●●●●●●●
- Women's & Children's Hospital of Buffalo ●●●●
- Wyckoff Heights Medical Center ●●●●●●●●

NORTH CAROLINA

- Brenner Children's Hospital ●
- James and Connie Maynard Children's Hospital ●

OREGON

- Doernbecher Children's Hospital ●
- Shriners Hospitals for Children ●

PUERTO RICO

- San Jorge Children's Hospital ●

PENNSYLVANIA

- Children's Institute of Pittsburgh ●

SOUTH CAROLINA

- MUSC Children's Hospital ●

TEXAS

- Children's Hospital of San Antonio ●
- Clear Lake Regional Medical Center ●
- Covenant Children's Hospital ●

UTAH

- Timpanogos Regional Hospital ●

VIRGINIA

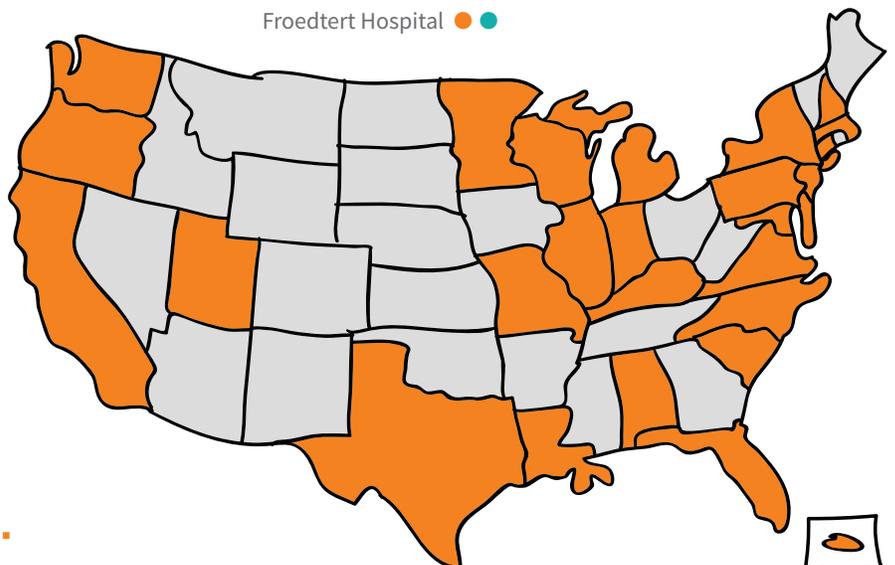
- Children's Hospital of Richmond ●

WASHINGTON

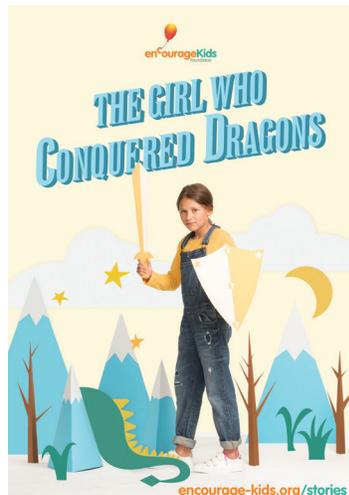
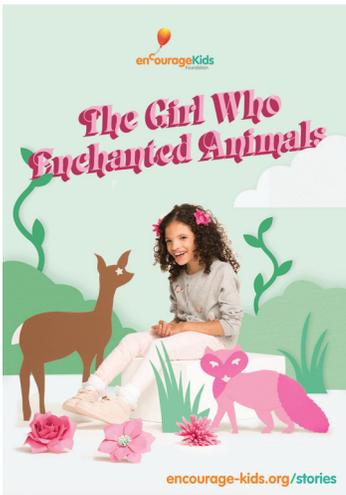
- Seattle Children's Hospital ●

WISCONSIN

- Froedtert Hospital ●●



WE ARE INCREDIBLY PROUD TO PROVIDE SUPPORT TO HOSPITAL PARTNERS IN 26 STATES AND PUERTO RICO.



Tales of Courage

In 2017 enCourage Kids was proud to introduce our **Tales of Courage** campaign across the tri-state area. Celebrating the resilience and bravery of kids who struggle with the daily challenges of fighting serious and sometimes life-threatening illnesses, the campaign featured the stories of four incredible enCourage kids—Arizona, Danielle, Christina, and Tyrie. **By outwardly transforming them into the heroes they are inside, the campaign shows how they use their strength, kindness and imagination to battle medical monsters in their everyday lives.**

To bring these stories to life, Geometry, our invaluable creative agency, enlisted the help of makeup artists, set designers and an award-winning photographer. Donating their time, they turned an ordinary studio into a fairy tale land, helping our pint-sized heroes and their families put their illnesses and hospital stays behind them for the day.



geometry



We launched these larger-than-life stories with high profile media placements in New York's Times Square, on city buses, commuter trains, and in malls and airports throughout NY, NJ and CT, thanks to OOH Pitch. Viewers were driven to the enCourage Kids website to learn more about each hero's story.

Our heroes also made appearances at our Annual Gala where we created interactive environments that allowed fans to join the story. Images were then shared on the

enCourage Kids social channels to give our campaign an even more powerful reach. Finally, we followed up with a direct mail campaign that gave donors a chance to be real life heroes by supporting our worthwhile cause.

To read more about our heroes' stories, and how enCourage Kids has made a difference in their lives, please visit encourage-kids.org/stories.

As always, we are so thankful to our partners, Geometry and OOH Pitch, for dedicating their time, talent and tremendous effort to this campaign.





DANIELLE'S TALE OF COURAGE: THE PRINCESS WITH A GIANT HEART

Once upon a time in the Kingdom of New Jersey lived a princess named Danielle. From the outside this 17-year-old was just like any other teenager who loved shopping, getting her hair and nails done, listening to music, and hanging out with friends.

But there was something special about Princess Danielle that set her apart from the rest – she had a giant heart filled with love and kindness.

One such tale of kindness that spread through the Kingdom was how she selflessly collected toys for kids at the hospital for her Bat Mitzvah. And while the princess' good deeds never went unnoticed, it was a mystery in the Kingdom how her heart could be filled with so much love and kindness despite the many struggles she faced in her life.

From an early age, Danielle experienced frequent seizures – so frequent that her parents feared that an evil sorcerer cast a spell on her.

Their advisors informed her parents that the origin of the sorcery was a rare neurological condition known as **Hemimegalencephaly (HME)**, in which one side of the brain is abnormally larger than the other. It was the enlarged brain tissue that was causing the seizures and the only remedy to the spell was removing the affected hemisphere of the brain.

But Danielle has never looked at any of her 17 surgeries, 189 doctor visits or therapies as a burden. When she arrived at the hospital, Danielle would gracefully greet everyone she came in contact with, and the Kingdom's citizens were always humbled to receive a visit from our royal princess. "Her life is just about making other people smile and laugh," shared dad Hal.



When the princess was just 7 years old, a hope of light was cast on Danielle and her family in the form of the enCourage Kids Foundation.

By offering Danielle, her parents, and her brother **fun-filled experiences** that they could share together, enCourage Kids gave them the opportunity to laugh, to play, and to have fun, despite the daily struggles.

For over 10 years, the royal family has enjoyed outings to amusement parks, weekends at camp, and nights at the ballpark. "The great thing is it's not just for the child – it's for



Danielle celebrating her 17th birthday at Camp with her parents, Hal and Susan.

the family," explained Hal. "To include all the kids, it's really encouraging family."

By meeting other families at these events, the royal family soon found that their community expanded outside of their Kingdom. "The families

here [at camp] are unique. We all have our issues but nobody cares and it's a chance for the parents to talk, and the kids to get together," reflected Hal during their weekend at camp.

And while Danielle loves the time she gets to spend with her family, there was one special ball that allowed our princess to step out on her own for the very first time. Through



Danielle after throwing out the game's first pitch at enCourage Kids Night at Citi Field.

enCourage Kids' partnership with the Garden of Dreams Foundation, Danielle was invited to the Garden of Dreams



Danielle with new friends at Garden of Dreams Prom.

Prom. Leading up to the evening, she was treated like a true VIP princess, enjoying a shopping spree for her dress, having her hair and make-up done, and walking the red carpet. Usually dependent on her parents, that evening she was proud to walk in on her own and mingle with other teenagers throughout the night – all without losing a slipper.

To read our other heroes' stories, please visit, encourage-kids.org/stories.



**OUR LADY OF THE LAKE
CHILDREN'S HOSPITAL**



**MERCYHEALTH HOSPITAL-
ROCKTON AVENUE**



**JAMES AND CONNIE MAYNARD
CHILDREN'S HOSPITAL**

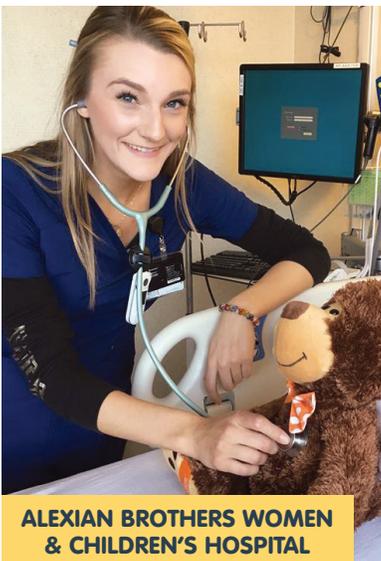


**NYU LANGONE HEALTH SYSTEM/HASSENFELD
CHILDREN'S HOSPITAL OF NEW YORK**

Bear Spotlight

To celebrate National Teddy Bear Day on September 9th, enCourage Kids launched a fundraising campaign to generate donations and awareness for our Bear program. In honor of our 32nd birthday, we set a goal to reach a cumulative total of 32,000 enCourage Kids Bears delivered into the arms of hospitalized children. This coincided with a visibility campaign, in which Bears were sent to pediatric hospitals nation-wide. In turn, the hospitals shared heart-warming photos of the Bears with pediatric patients and Child Life staff, as well as how they demonstrate medical play for the kids, creating a wave of social media buzz.

We are proud to share that through this campaign, our Bears made their way into 46 hospitals in 22 states across the country, and that we closed the year having distributed a lifetime total of 32,480 Bears.



**ALEXIAN BROTHERS WOMEN
& CHILDREN'S HOSPITAL**



**MOUNT SINAI KRAVIS
CHILDREN'S HOSPITAL**



**MAYO CLINIC
CHILDREN'S CENTER**

10TH ANNIVERSARY

enCourage Kids Weekend Escape at Camp Pontiac



This past Labor Day Weekend, 200 enCourage kids and family members traveled to **Camp Pontiac**, located in Copake, New York, to enjoy a weekend of family fun. Summertime camping is an honored family tradition for many, but most of our enCourage Kids families do not have the luxury of a weekend vacation, worry-free. Whether it is medical or financial restrictions, or the fact that most camp sites are not

wheelchair friendly, it is not possible for most of our families to go on these types of trips alone.



Although only a few hours from home, there is a change in the families' demeanor as the weight of stress, fear, and anxiety turns into laughter, smiles, and fun.



While the kids play soccer, enCourage Kids moms sit on the sidelines and chat together, catching up since the last Escape. They talk about hospital visits, treatments, and their other children and home life, with ease. enCourage mom Tiffany put it simply, "When we're here, it's a reminder that we aren't the only ones going through hard times. There's an understanding here."



The weekend is filled with nonstop fun including: arts and crafts, family trivia, miniature golf, bilingual bingo, and everyone's favorite, *Minute to Win It*. Teens can be found in the video arcade and playing pick-up games of kickball, basketball, and tennis, while younger kids enjoy board games, and playing with sidewalk chalk outside the Canteen. Saturday night kicks off with a delicious BBQ picnic and ends with roasting s'mores out by the lake.



The partnership and support of co-owners and camp directors Rick and Ken Etra over the last 10 summers has been instrumental to the success of what has grown to be a favorite Escape among our enCourage Kids families.

As we celebrate this milestone, we remember the Mendelow Family, to whom we are forever grateful for their generosity in sponsoring our Camp Weekends.



Breaking Barriers

In the summer of 2016, Leif Becker, in partnership with **Ripley's Believe It or Not! Times Square**, first approached enCourage Kids with an idea that had been 7 years in the making. As an established martial artist and world record holder, with featured appearances on *The Today Show* and *The Late Show with David Letterman*, Leif was ready for his next challenge. As a sought-after motivational speaker, he wanted to take the passion and creativity he uses to bring out the best in the corporate world to bring awareness to the challenges children and families fighting illness face on a daily basis. HIS challenge: *attempt to set a new world record by breaking 12,000 wooden boards in just 24 hours.*

Each board would represent a barrier that children face such as cancer, dialysis, and fear. By breaking the boards, Leif's attempt would represent the ability to overcome such barriers.



Breaking Barriers team celebrates official announcement at EKF 32nd Annual Gala.



Due to the size and scope of the event, we retained the experiential marketing agency, **N2U Creative Marketing Group** of Los Angeles, to conceptualize the blueprint of the event and successfully produce *Breaking Barriers* through activation. Once the agency secured **ABC News to live stream the 24-hour event to their 11 million viewers**, N2UCMG began to galvanize a team of existing and new partners to bring *Breaking Barriers* to life. enCourage Kids' long-time global branding agency, **Geometry**, created the logo which all collaterals would be built around. **Wanderlust Productions** created powerful digital content for billboard and social media use. Leif announced the event at our annual Gala in March with a powerful video showcasing his board breaking skills and a motivational speech to over 850 guests. The energy in the room was palpable.

Beginning at **Mount Sinai Kravis Children's Hospital**, we held workshops where kids could paint boards and learn to break them with Leif's help. From oncology clinics to pediatric rehabilitation facilities, young patients painted their fears, frustrations, and challenges and sent them to our headquarters for Leif to halve in Times Square.



Evan & Milo with Family | Hemophilia A | Ages 11 & 9

24 Hours ★ 12,000 Boards ★ Unlimited Courage



During the week before the event, Ripley's held a **Week of Giving** where visitors to the attraction could purchase and decorate a certified board for a donation of \$5 to benefit enCourage Kids. At the Week of Giving kick-off on May 4th, passersby were treated to a *Breaking Barriers* preview where they got to experience the thrill of Leif breaking the boards they had just painted. *HuffPost Weird News* was on hand to live stream the launch on their Facebook page. Later that week, Leif and enCourage Kids Executive Director Michele Hall-Duncan were also featured on CBS 2's Sunday morning show with Cindy Hsu.

At 8 AM on May 11th, Leif Becker began his history-making journey in front of the crowd that had gathered to watch. **For the first time ever, Ripley's would be open to the public for a full 24 hours** with Leif's elaborate set of boards staged at the entrance. For the next 23 hours, as emcee Matthew Lee-Alliston engaged the crowds and provided lively commentary, Leif plowed through the boards as his team set them up in a pattern that enabled him to use his hands, arms and feet.



By the time the final hour came, Leif was exhausted, bruised and little bit bloodied. But then came the last very special group of boards, the ones painted by our enCourage kids. Their inspiring messages gave Leif a surge of energy.



When time ran out and the count was verified by RecordSetter, **Leif ended up surpassing his goal, breaking 12,120 boards** and setting a new world record!



Cast members from Broadway's *Mary Poppins* stopped by to support Leif and enCourage Kids.



An excited crowd gathers to watch Leif near the half-way mark.



Thank you to all of our partners who helped make Breaking Barriers such a huge success!

Thanks to a multi-platform social media strategy and the incredible efforts of our pro bono PR agency, The O'Hara Project, as well as Nicholas and Lence Communications and OnPoint PR, **Breaking Barriers and Artists4EKF garnered more than 200 million media impressions** including coverage in print, television and online with *The Huffington Post*, CBS New York, *Sing Tao Daily*, NY 1, Fox 5 Good Day New York, PIX11 News, and *Sports Illustrated Kids*.



marketing // public relations // social media
oharaproject.com



Wanderlust Productions
Navigating Your Creative Needs

Introducing Artists4EKF

During the board painting sessions, with the help of our friends in the Child Life community, the connection to art therapy soon became apparent and we came to realize that the *Breaking Barriers* campaign was about to take on a whole new meaning.

enCourage Kids Executive Director Michele Hall-Duncan and event producer Marc Brogdon of N2U Creative Marketing Group began to reach out to renowned professional artists across the country and asked them to paint boards as well. The response was immediate and enthusiastic.....and so, the **Artists for enCourage Kids Foundation Program** (Artists4EKF) was born.

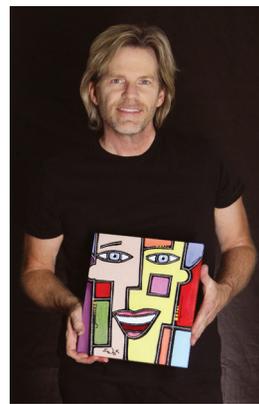


Artists4EKF share the inspiration behind their boards during the launch party.

Nearly a dozen artists participated in the launch of the Artists4EKF program including **Katrina “Kat Tat” Jackson** from VH1’s hit series *The Black Ink Crew: Chicago*, **James Warhola**, **Miles Regis**, **Eric Waugh**, **Charles Bibbs**, **Roland Benberry Jr.**, **Shawanna Davis**, **Troy Blackman**, **Carly Rose Sonenclar**, **Alvin Clayton** and, **Synthia SAINT JAMES**. Each created one-of-a-kind inspirational works of art reflecting various barriers, issues facing society today, as well as works of hope and inspiration.

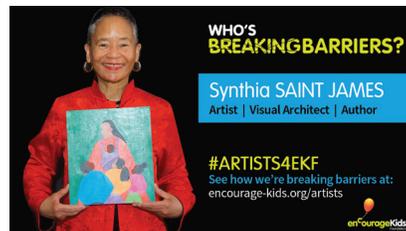
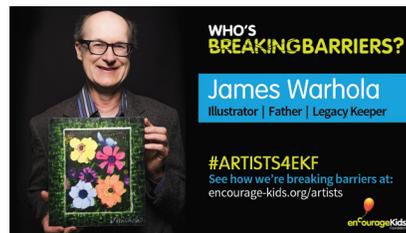


Artists4EKF Campaign displayed on ClearChannel billboard in Times Square.



Eric Waugh and his board, *Big Smile*.

During the months of April and May, digital ads featuring Leif, the artists and their boards were displayed on billboards in Times Square and on the Ripley’s attraction marquee on 42nd Street. The program officially launched at a post-*Breaking Barriers* celebration held at Samsung 837 in NYC where the artists’ boards were displayed and Michele moderated a panel discussion with several of the artists. Sharing their stories behind their artwork, many acknowledged gaining inspiration not just from their own experiences but from the stories of our enCourage kids.



auctioned off with the proceeds going to support creative arts therapies in pediatric facilities.

Beyond Breaking Barriers...

The Artists4EKF program continues to thrive. Last October, Cynthia SAINT JAMES held her first art salon in NYC in 4 years with proceeds from the sale of her artwork benefitting Artists4EKF. Katrina Jackson has held two art showcases in Los Angeles in support of enCourage Kids. This year, we hope to plan another art event in New York City in partnership with multiple artists, and Leif is currently embarking on a *Breaking Barriers* tour, visiting pediatric facilities and sharing his inspirational message across the country.

The artists’ boards were then



Synthia SAINT JAMES with EKF’s ED Michele Hall-Duncan and Board Chairman Jeffrey Gural.

Breaking Barriers Through Creative Arts Therapies

It has been said that art is good for the soul, but studies over the last 10 years have shown it to have healing properties for the body as well. A study published in the Journal of the American Art Therapy Association found that **45 minutes of creative activity significantly lessens stress in the body** and that young people in particular could benefit greatly from the de-stressing powers of art.

Nowhere is this more evident than in healthcare. **For more than two decades, enCourage Kids Foundation has provided over \$1.3 million in support of creative therapies, including art, in the hospital setting.** Projects have ranged from hallway and playroom murals and art supplies to music therapists, artists-in-residence and creative writing programs—all designed to provide hospitalized children with the tools they need to express themselves and to promote an environment where healing can take place. In fact, several studies have shown the effects of art therapy on children with cancer and asthma including reduction of pain perceptions, fatigue levels and anxiety, and improved feelings of quality of life.

“Boards – like Barriers – are meant to be broken.”

– Lief Becker, Martial arts master

“Some of these kids are in the hospital for weeks or even months at a time, feeling frustrated and powerless,” says enCourage Kids Foundation Executive Director Michele Hall-Duncan. “Creative therapies, especially art and music, help bring those feelings to the surface, often helping clinicians to manage coping skills for the patients.”



Danielle's board shows the 17 surgeries she's had.

In an ever-changing arena of merging hospital systems and shrinking hospital budgets, **Child Life staff have come to rely on enCourage Kids to support creative programs and initiatives** that provide enhancements to pediatric caregiving that exist outside of the normally tight operating budgets. Being on the front lines of pediatric care, they can also attest to the impact these therapies have on their patients.

enCourage Kids is proud to continue to partner with Child Life and medical staff to make hospitals a better place to get better!

One Brave Boy



Dylan with his board
Medullablastoma | Age 5

“I don't want to hear about the bad stuff.” When it came to the subject of his brain tumor, this was Dylan's automatic response. According to Victoria Goldsmith, Dylan's Art Therapist at **Children's Hospital of Michigan (CHM)**, discussing anything related to his brain tumor was off limits and just the use of his “bad stuff” phrase would result in a cringe and noticeable shift in his mood.

That was before Breaking Barriers. When Victoria first heard about the board painting project, she hoped Dylan would want to participate in it. “He is a bright, charming and silly little boy who has endured a lot over the past year.” Projects like these are effective tools to help children express feelings

and thoughts they can't put into words, in a way that is empowering. This project, in particular, was the catalyst that allowed Dylan to talk with his Art Therapist about the “bad stuff” he's experienced.

“Dylan communicated detailed instructions about the symbol he envisioned as a reflection of himself and his experience of being ill,” Victoria explained. “The symbol is a broken red brick wall that has been smashed by a hammer to reveal a vault of gold bricks. The significance of this image only grows more powerful when one begins to read the words—**LONELY, SCARED, POKES, PORT CHANGES**—and to reflect on all of the positive qualities and characteristics he sees in himself written in the gold bricks—**KIND, FUNNY, STRONG, BRAVE**. The hammer belonging to one of his favorite super heroes, Thor, represents the real life barrier he is working very hard to continue breaking through.”

Victoria and the Child Life Staff at CHM worked very hard to make sure Dylan's board made it to enCourage Kids before Breaking Barriers began, and he and his family couldn't wait for his board to be broken by Leif.

Kind, Funny, Strong and Brave....Dylan has all of those qualities and more!

IICF Volunteer Week

In October, more than 30 employees participated in the **Insurance Industry Charitable Foundation's (IICF) Week of Giving** with enCourage Kids. With a focus on helping communities and enriching lives, the IICF unites employees in the industry to provide grants, volunteer service and leadership.

This year, employees from CNA Financial Corporation and Frenkel & Company put together 2,000 Halloween-themed treat bags. Filled with candy, small toys, and themed temporary tattoos, the treat bags were distributed to 9 hospitals including Brookdale Hospital, The Brooklyn Hospital Center, Children of Bellevue, The Children's Medical Center at Winthrop University Hospital, Maimonides Infants & Children's Hospital, Mount Sinai Kravis Children's Hospital, NewYork Presbyterian/Brooklyn Methodist Hospital, NYU Langone Health System/Lutheran Medical Center, and NYU Langone Medical Center.



Additionally, employees from Michelman & Robinson, LLP and Insurance Information Institute created 30 Party-In-A-Boxes. Each box was filled with supplies that our hospital partners could use to host parties for celebrations that typically take place at school or with friends.

We are incredibly grateful to the IICF and the many employees who have generously contributed their time to help our enCourage Kids and families.

Volunteer of the Year – Bernardo Cano



Volunteers are the backbone of nonprofit organizations, and enCourage Kids Foundation is no exception. Volunteers are key to fulfilling our mission of empowering kids facing health challenges to lead their most awesome lives. Each year, our 325 volunteers donate their time and talents to help make sure we continue to bring uplifting hospital programs and cost-free fun family outings to sick children and their families.

We're thrilled to feature a longtime and dedicated supporter of enCourage Kids, **Bernardo Cano (Bernie)** for this year's Volunteer Spotlight. Bernie first learned about enCourage Kids Foundation from a friend who has been involved with numerous enCourage Kids events. Looking to make a difference and inspired by our mission, he began volunteering.

Bernie started lending a hand at our Escapes outings, including our annual Holiday Party as Santa, and our annual summer weekend at Camp Pontaic. At Camp,



Bernie can typically be found on the basketball court with the kids during the day, and by the fire pit helping to make s'mores at night. The families know they can always count on him for laughter and smiles.

Additionally, 2018 will mark Bernie's third year in a row running and fundraising on behalf of enCourage Kids in the TCS New York City Marathon. Having raised a total of \$6,507 so far, Bernie shared that thinking about all of the kids who are battling illnesses and being able to support them is what gets him through the 26.2 mile long race.

"I'm motivated by their courage, strength, and ability to overcome adversity," he explained. Additionally, he wants to show his daughter that you can do anything in life if you put your all into it.

A BIG thank you to Bernie for all he does to brighten the lives of our enCourage Kids!

More ways YOU can send a Smile

When you give to enCourage Kids Foundation, your donations support much needed programs and activities for pediatric patients that are typically not covered by the hospital budget. Your donations also provide Escapes for seriously and chronically ill kids and their families, all free of charge, so that everyone may enjoy a break from coping with illness without any financial worry.

Plan Now and Create a Legacy for the Future

Making a positive impact doesn't require great wealth—just planning. A planned gift is a special way for you to support enCourage Kids Foundation and is a living legacy of your compassion and commitment to supporting sick children.

Generous donors most often remember enCourage Kids with a bequest in a will, a donation of stock or real estate, or with a gift of life insurance. But there are many ways to leave a legacy and you can make a charitable bequest without adversely affecting your family's financial security. Your financial advisor can help you determine what is right for you.

If you have remembered enCourage Kids in your will, or are planning to, please let us know. We would like to thank you for having the caring and foresight to help enCourage Kids continue our mission.

If you would like more information, or would like to inform us in confidence of your estate wishes, please call Michele Hall-Duncan, Executive Director, at (212) 354-2878.

Team enCourage Kids

Team enCourage Kids is proud to participate in the TCS New York City Marathon and other races each year. Donors, parents, and volunteers run miles to keep enCourage Kids smiling. You will be assigned a dedicated staff manager to provide personalized support to make your efforts feel fun, easy, and rewarding.



Young Professionals Committee

Our Young Professionals Committee (YPC) is a dynamic group of caring professionals in NYC committed to serving children living with serious and chronic illnesses. Meeting monthly, the YPC is dedicated to finding new, fun ways to raise awareness and funds to support enCourage Kids' programs inside and outside of the hospital. We are always looking for new faces to help us in our mission to brighten the lives of seriously ill children. **Email Casey@encourage-kids.org for more information.**

Corporate & Foundation Support

Share the message of enCourage Kids with any of your corporate or foundation contacts to organize a promotional tie-in, sponsor an event, donate goods and services or help secure a grant.

Create an Online Fundraiser

Create a personalized fundraising page on Crowdrise, enCourage Kids' online fundraising platform. This provides a secure format for donations so your donors can feel safe. Send an email with the link to your personal fundraising webpage to everyone you know, and watch the dollars roll in.

In-Kind Donations

We rely heavily on donated goods and services, whether they are for Hospital Happenings, Escapes, special events or office needs.

Matching Gifts

The easiest way to double your donation. Simply fill out your company's matching gift form and mail it to enCourage Kids along with your contribution.

Stock Gift

If you have held your security for longer than a year, you may deduct the full fair market value of your gift and avoid capital gains tax. Your gift qualifies as a charitable deduction and benefits enCourage Kids.

Third Party Fundraisers

Some of our most popular ideas include happy hours, bowl-a-thons, trivia and movie nights, bake sales, jeans days, shopping parties, and bear drives. You can even have your friends and family make donations to enCourage Kids in lieu of gifts for a special occasion.

For more information regarding how you can make an impact, please contact Christina Buono, Manager of External Relations, at 212-354-2878 or at Christina@encourage-kids.org. To make a donation, please visit encourage-kids.org/newsletter.

2017 Fundraising Highlights

32nd Annual Gala at Marriott Marquis March 16, 2017

Honorees: George M. Klett of Signature Bank and Peter J. Sotoloff of Mack Real Estate Group

Official Sponsor & Community Partner: American Airlines

Music by Live Wire Entertainment

Hosted by Andy Adler, Sports Director and Sports Anchor for PIX11 News



15th Annual enCourage Kids Night at Citi Field June 15, 2017

Official Sponsors: New York Mets, Aramark

Star Sponsors: Cougar Capital, The Donut Pub, Durst

Supporting Sponsors: Excel Global Security, Feil Family Foundation, Principal Building Services, Savanna

Contributing Sponsors: BNY Mellon, Friedman LLP, Scheman & Grant

Special Guests: Mr. Met & Mets Wives

Save the Date: June 25, 2018



3rd Annual Serving Up Smiles at Current October 23, 2017

Tastings: Butter, Benjamin Steakhouse Prime, Coarse, Delicatessen, Fairway, Chef David Waltuck, Mastro's Steakhouse, Megu, Robert, Tao Group

Desserts: Arcade Bakery, Bryant Park Grill, Insomnia Cookies, Melt Bakery, Roni-Sue's Chocolates

Wine & Spirits: Disaronno, Justin Vineyards & Winery, Landmark Vineyards, Mizu Shochu, MJM World Imports, SIMPLE Vodka, Soltado Spicy Añejo Tequila, Uproot Wines

Official Sponsor: American Airlines

Star Sponsors: Bryant Park Grill, Capital One Bank, Cougar Capital, Feil Family Foundation, Robert, Sanders Family, Signature Bank

Supporting Sponsors: Lucy & David Ball, BankUnited, Buchbinder & Warren, Excel Global Security, Principal Building Services

Save the Date: October 22, 2018



2017 TCS New York City Marathon November 5, 2017

Runners: Andrea Barragan, Andreea Boitor, Bernardo Cano, Dani Letsche, Sahil Manocha, Andreas Schneider, Jennifer Valentine

Interested in running the 2018 race to benefit enCourage Kids? Email Emma@encourage-kids.org for more information.



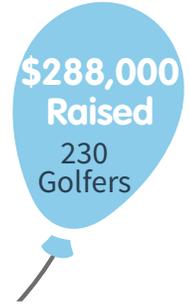
14th Annual Golf Outing July 17, 2017

**Mill River Club, Pine Hollow Country Club
Oyster Bay, NY**

Honorees: Matt Duthie, JLL; Michael E. Keaveney, Waterman Properties; Carolina Ramos, CBRE

Sponsors: Cool Breeze Air Conditioning, Excel Global Security, Nouveau Elevator

Save the Date: July 16, 2018



Stir Crazy at Revolution Hall February 3, 2017

Community Partner Award Recipient: J. David Mahoney, CEO & President, Noble Gas Solutions

Champion Sponsor: Hannoush Jewelers

Heroes: Albany Medical Center, The Ayco Company Mohawk

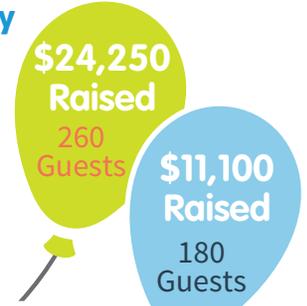
Partners: The Anderson Group, Bunkoff General Contractors, Cocksackie Transport, Inc., D.J. Jake Allen, HD Supply Waterworks, Megan S. Hayes, Zappia & Fryer General Dentistry



Starry Night Cocktail Party May 9, 2017

230 Fifth Rooftop
Hosted by EKF's Young Professionals Committee

Save the Date: May 14, 2018



Holiday Happy Hour November 29, 2017

The Ainsworth, Chelsea
Hosted by EKF's Young Professionals Committee



To learn more about our upcoming events, visit encourage-kids.org/events

1560 Broadway, Suite 600, New York, NY 10036 | 212-354-2878 | encourage-kids.org/newsletter

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ny.give.org