

enCourage Kids Foundation

Annual Report 2020



A NOTE FROM OUR PRESIDENT & CEO

At the start of 2020, I would not have imagined what our reality would soon be.

As the year began to unfold, the COVID-19 pandemic caused overwhelming uncertainty, fear, and isolation.

In early March, as the global crisis was in its beginning stages of devastation, enCourage Kids made the difficult but prudent decision to cancel our 35th Anniversary Gala the day before it was set to take place. As the days crept on into April, what we thought would be a two-week interruption quickly turned into a life-altering, life-threatening pandemic, with New York City at the epicenter.

The healthcare community was severely impacted. Hospitals nationwide were under-resourced and overrun, far surpassing their capacity trying to treat patients suffering from COVID-19.

This was also an especially challenging time for children. The virus caused a growing fear of the hospital environment, yet despite COVID-19, kids still needed medical attention for unrelated diseases, traumas, emergencies, life-threatening illnesses, and even preventative care. Pediatric units became dedicated to serving adult COVID-19 patients, hospital playrooms were shut down, visitor restrictions meant most kids were only allowed one caregiver at their bedside, and daily routines were disrupted. They experienced more anxiety than ever before, and many hospitals already had limited budgets for resources focused on their mental well-being. This was exacerbated by the pandemic, and most notably in vulnerable communities.

enCourage Kids listened to the evolving and urgent needs of healthcare professionals and their patients. We pivoted, took swift action, and remained a source of support during this unprecedented time.

With the generosity of our donors, we got to work, providing Care and Coping Kits for kids of all ages, cuddly enCourage Kids Bears, virtual entertainer visits, and gift cards to be used how hospitals needed most. These offered much-needed distraction, connection, and comfort for pediatric patients facing their toughest days.

We hope the following pages offer a look into what was accomplished and what work still needs to be done to support pediatric patients and their families. We are committed to making hospitals a better place to get better and are immensely grateful to you, our supporters, who have helped make this possible over the last 35 years. Thank you for making a meaningful difference.

Michele Hall-Duncan

Michele Hall-Duncan
President & CEO



MAKING HOSPITALS A BETTER PLACE TO GET BETTER

for the 3 million children hospitalized in the United States each year. enCourage Kids has partnered with over 330 pediatric facilities in all 50 states and Puerto Rico to meet the unique needs of their patients, providing \$16 million in direct funding and serving nearly 1 million children annually.

OUR MISSION

enCourage Kids Foundation helps humanize healthcare for children and their families by resourcing impact-driven pediatric programs and supporting the Child Life Community.

OUR VISION

enCourage Kids Foundation envisions a world where every child—regardless of the difficulty of his or her medical journey—experiences joy, hope, resilience, and healing.





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“For decades, enCourage Kids Foundation has been a champion for city hospitals, helping us to address the health disparities we encounter across underserved communities. As the largest public health care system in the United States, we see some of the city’s most vulnerable infants, kids, and teens, and your support allows us to treat them with the dignity and respect they deserve. Thank you for caring for the city’s kids!”

*Dr. Mitchell Katz
President and Chief Executive Officer
NYC Health + Hospitals*

HOW WE LISTENED DURING COVID



The COVID-19 pandemic has caused a huge shift in enCourage Kids’ programming. With playrooms shutting down and child life teams facing so much uncertainty, our programs had to remain flexible and agile. We knew that each day presented new challenges, so we did what we do best. We listened closely to child life specialists around the country and let them tell us what kind of support was essential during these unprecedented times.

enCourage Kids makes it their mission to ensure that children’s needs are being met. In order to do so, we have to listen closely to the experts and what they see as a need in the pediatric healthcare space. Many have expressed their need for more staff, space, and access to creative art therapies. Our partners fear that they will lack the necessary resources to help make the hospital environment a comfortable and welcoming one for patients. enCourage Kids stepped up for our hospital partners at the beginning of the pandemic and have continued to do so throughout 2020 and beyond.

Kate Fenton, a Director, Child Life Specialist from Good Samaritan Hospital in Suffolk said:

“The welcome kits and Teen kits were used throughout the year as we were limited to visitors during the first and second surge. The teens really enjoy the special attention. We continue to use our iPads to connect families of our COVID patients, and recently we were able to connect families with their babies in our NICU while the families were quarantined at home. This provided great comfort and JOY. So needed during these times.”

The pandemic was full of uncertainty, however, we are proud of how we pivoted and adapted our programs in new and innovative ways to continue to provide the critical resources our hospital partners needed.



COPING THROUGH COVID

NYC Health + Hospitals/Elmhurst

When the COVID-19 pandemic hit, enCourage Kids knew we would need to pivot our programs to support our hospital partners with what they needed. Because of strict safety protocols in place, hospitals could only receive donations directly from organizations like EKF. **We worked with one of our long-time partners, Garden of Dreams Foundation, to create 500 Coping Kits specifically designed for teenage patients in the New York metro area.** These kits included age-appropriate activities, coloring books, a variety of craft materials, as well as games, cards, and small electronics.

Nicole Perez, a Certified Child Life Specialist and Coordinator of Child Life Services at NYC Health+Hospitals/Elmhurst recently shared a story about the impact our Teen Coping Kits had on one of her patients, Denise. Denise was a new patient awaiting medical clearance before being admitted to the inpatient psychiatric unit. We will let Nicole tell her story.

“Denise, a 14-year-old patient was one of the recipients of the EKF Coping Kits during her stay here at Elmhurst. She was a young woman struggling with several health issues compounded with anxiety, depression, and suicidality, brought on by her increased social stressors. Denise was dealing with lots of uncertainty due to the loss of her father to COVID-19, remote schooling, a strained relationship with her mother, and relocation. Her father was her primary caretaker and she lived with him in North Carolina up until

his demise, when she was forced to move to NYC.

Here in New York, Denise lived with her mother and maternal grandparents, with whom she had limited contact, up until this point. She had to become accustomed to living with people she was mostly unfamiliar with all her life, learn the ins and out of a new city, neighborhood, etc. In addition, Denise was also diagnosed with a chronic illness requiring frequent hospitalizations; without her father there to help, it was challenging for Denise to navigate the often overwhelming hospital environment.

Denise was having a difficult time adjusting to all the changes brought forth by the pandemic and its effects on her inner circle. Upon receiving the coping kit, Denise was absolutely floored! She could not believe her eyes and smiled for the first time in quite a while, saying: **“This is for me? Wow, I haven’t gotten a gift since before my dad was sick. I can’t believe it’s all for me...thank you so much!”**

She was also pleased to know all the items (minus the Ziploc bag of course!) were deemed safe for her transfer upstairs; she would be able to place the items with her personal belongings, to enjoy upon discharge home.”

Thanks to your support and our partnership with Garden of Dreams Foundation, 500 other teen patients around New York City received these impactful Teen Coping Kits, **providing a therapeutic distraction and chance to make the hospital environment more friendly and comforting.**





CELEBRATING 35 YEARS

The year 2020 brought with it an exciting milestone for enCourage Kids: our 35th Anniversary. We recognize we would not be where we are today without the dedication and support of our community.



“We’ve been involved with enCourage Kids since KE was about 4 (years old). We love EKF, we love all of the volunteers, we love the staff, we love everybody. KE has made really good friends that have become his family.”

– Colleen & KE, EKF Family

“

I’ve had the distinct pleasure of volunteering with enCourage Kids Foundation for the last 21 years. It’s always been instilled in me the importance of volunteering and giving back to your community and I can’t think of a better way to spend my time then with the staff, volunteers, and families of enCourage Kids.

– Mike Lee, Volunteer

”

enCourage Kids has played an instrumental part in my life. They helped to alleviate some of the stress which comes with being an individual with a disability. enCourage Kids was able to expose me to experiences and opportunities that I could only have dreamed about.

Happy 35th anniversary to an amazing group of individuals that make up a wonderful organization that I will cherish and remember for a lifetime! Thank you for all that you do for me and individuals like myself!”

– Tyrese, EKF Alumnus



”

You’ve joined us very early in humanizing healthcare for children and families and we are eternally grateful for our partnership, for your generosity and for your vision.”

– Diane Rode, Director of Child Life and Creative Arts Therapy Department Mount Sinai Kravis Children’s Hospital

”

What I find so amazing is how strong the kids are who are seriously ill. Over the last 35 years I have met many of the children either in a hospital setting or at our annual gala and their strength always amazes me. It has been my privilege to be associated with enCourage Kids from the beginning.”

– Jeff Gural, Chairman Emeritus

OUR DONORS

\$250,000+
Jeffrey Feil/Charitable Lead Annuity Trust Under the Will of Louis Feil

\$50,000-\$99,999
Feil Family Foundation

\$25,000-\$49,000
The Blanche and Irving Laurie Foundation
Consolidated Edison Company of New York, Inc.
E. E. “Buzzy” Geduld
GFP Real Estate, LLC
Arnold Penner
Ellen and Harvey Sanders
Signature Bank

\$10,000-\$24,999
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AmTrust Title
Angelo, Gordon & Company
Ark Restaurants Corporation/
Michael Weinstein
Benenson Capital Partners, LLC
Buchbinder & Warren, LLC
Cadwalader Wickersham & Taft LLP
Peter Caparso
Capital One, N.A.
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The Durst Organization
Eastdil Secured LLC
Ernst & Young LLP
Excel Global Security
A. Gary Fieger
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SL Green Management LLC
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Vornado Realty Trust
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Whitehall Property Management, Inc.
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The Carl Marks Foundation Inc.
Colliers International
Cool Breeze Air Conditioning, Inc.
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Dunkin’ Joy in Childhood Foundation
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Gagnon Securities LLC
Ellen and Michael Goldberg
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Humana Healthy Horizons
Jack Schenker Charitable Trust
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The Philip and Janice Levin Foundation
Principal Building Services, LLC
The Rachel & Drew Katz Foundation
Royal Abstract
Rochelle and Brian Steinwurtzel
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\$2,500-\$4,999
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Ace-Atlas Corporation
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Arch MW LLC
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Diehard Exterminating Inc.
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The George A. Ohl, Jr. Trust
Gurney’s Montauk Resort & Seawater Spa
Handro Properties, LLC
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Howard L. Zimmerman, Architects, P.C.
The Jerry & Marilyn Handler Foundation
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M&S Mechanical Services, Inc.
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Quality Building Services
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Reidy Contracting Group, LLC
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Signature Metal and Marble Maintenance LLC
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Moshe Sukenik
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TEI Group
Aaron Welsh
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Andrew Albstein
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BNY Mellon Community Partnership
The Brodsky Family Foundation
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Great Ink Communications, Inc.
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Integras Intelligence, Inc.
Gretchen and James Johnson
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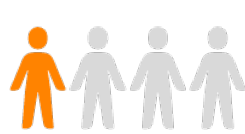
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OUR IMPACT IN 2020

THE NEED

3 MILLION CHILDREN
are hospitalized in the United States each year.



1 in 4 children
face a chronic or
severe illness.



There are **5.9 million** hospital
stays each year.



The average
hospital stay is
4 days long.

OUR PARTNERS

330 UNIQUE HOSPITAL PARTNERSHIPS
formed in all 50 states and Puerto Rico.



HOSPITAL PARTNER BREAKDOWN

- | | |
|------------------------------------|----------------------------------|
| 44% Children's Hospital | 1% Hospice |
| 50% Hospital Pediatric Unit | 4% Outpatient Clinic |
| 2% Long Term Care Facility | 1% Nonprofit Organization |

IN 2020...

NEARLY ONE MILLION CHILDREN
were served by enCourage Kids programs throughout 2020.

PROGRAMS DELIVERED



IMPACT FOCUS AREAS



JOY

reduces anxiety, boosts learning, and helps
children to try new things.

HOPE

is the single best predictor of well-being compared
to any other measures of trauma recovery.

RESILIENCE

allows children to be confident, curious, able to
adapt to new situations, and become better
skilled to extend their reach into the world.

HEALING

in therapeutic play programs helps children
express feelings and cope with pain.

FINANCIALS

For the year ending December 31, 2020

STATEMENT OF ACTIVITIES

REVENUE

Contributions and Investments	\$1,337,126
Special Events	\$808,050
Contributions	\$545,727
Investments/Other	(\$16,561)
In-Kind Support	\$3,394,659
TOTAL	\$4,731,875

FUNCTIONAL EXPENSES

Program Services	\$4,481,443
Escapes Program	\$14,860
Hospital Happenings	\$4,415,165
Pediatric Hospital Support Program/Other	\$51,418
Management & General	\$181,632
Fundraising	\$512,716
TOTAL	\$5,184,791



ENCOURAGE KIDS LEADERSHIP

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Relationships*

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