

# I'm a Hospital Hero Campaign Accomplishments

**In 2016, Hope for Henry advanced an ambitious plan for a \$2.5M, three-year "I'm a Hospital Hero" Campaign. The goals were threefold, specifically to:**

- Reinvent the pediatric patient experience, building on our comprehensive year-round program, specifically, our novel patient incentive program — Hope for Henry's Super Path to Super Duper Better — and
- Serve more kids not only in our hometown of Washington, DC, but in hospitals in our region and around the country, and
- Ensure Hope for Henry is built to last by embracing a smart, sustainable approach to the expansion of our staff, technology, office space and other systems.

## Reinvent the Pediatric Patient Experience

- Engaged in partnership with Children's National to study impact of immersive virtual reality experience on pediatric patients' perception of pain.
- Created Hope for Henry's "Super Rewards for Super Kids," a cloud-based patient incentive program to increase patients' investment in their own well-being, improve adherence to medical protocols and improve patient outcomes.
- Planning is underway for Hope for Henry-hosted convening of leaders dedicated to improved pediatric patient experience.

## Serve More Kids

- Served our 20,000 patient.
- Expanded to Baltimore by establishing the Lenny "Batman" Robinson Hope for Henry Program at Sinai Hospital which has served more than 1,200 children.
- Developing scalable model of Hope for Henry's programming to enable its accessibility to child life programs nationwide.

## Ensure Hope for Henry is Built to Last

- Raised \$1.9M, or 76% of Campaign goal.
- Doubled annual revenue over 2015.
- Moved to new office to accommodate growing staff.



# I'm a Hospital Hero Campaign Donors

**We thank the following Heroes for their Lead, Multi-Year Gifts that have made all of this possible in year one!**

### \$100,000 & Above

AFCEA Bethesda  
Altamira Fund  
Association for Accessible Medicines  
Bender Foundation, Inc.  
Salvador Briman, World Champions for Hope  
The Andrew & Abby Cherner Family Foundation  
Tracy and Todd Foreman  
Jill and Rich Lane  
MedStar Health  
Venable Foundation

### \$50,000 - \$99,000

Friends of Batman  
Philip L. Graham Fund  
MedStar Georgetown University Hospital  
Helaine Greenfeld and Richard Mintz  
Karen and Bruce Levenson  
Penelope and Ed Peskowitz

### \$25,000 - \$49,999

Bloomberg Philanthropies  
Laura Caliguiri  
Mary Beth Durkin and Hugh Panero  
The Mackadoo Family Foundation, Ellen and Larry Macks  
Monumental Sports & Entertainment Foundation  
Linda and Sid Moskowitz  
Stacy and Ken Samet  
Jill Wilkins and Jon Kaplan

### \$2,500 - \$24,999

Gary and Pennie Abramson Charitable Foundation  
Shelley and Robby Banks  
Becker and Greaney Family Fund  
Amy and Richard Buckley  
Arlene and Harvey Cherner  
Randee and Jonathan Cherner

Nancy and Marc Duber  
Ralph and Louie Dweck  
Jonathan Evans  
Diana and Stephen Goldberg  
Gail and Steve Hubberman  
David and Dana Jacobsohn  
Jennifer Klein and Todd Stern  
Jodi and Rodd Macklin  
Jeanie Milbauer and Bill Knapp  
Judi Morris  
Joy Ron-Paul  
Serten Advisors  
Scott Sigman  
Mickie Simon and Brian Schwalb  
Laurie Strongin and Allen Goldberg  
Pat and Sy Strongin  
Susan Toffler  
The Yuen Foundation  
Kathie and Mike Williams



**Be a Hero. Join Hope for Henry's "I'm a Hospital Hero" Campaign Today!**

[www.hopeforhenry.org](http://www.hopeforhenry.org) | 202.813.3385 | [laurie@hopeforhenry.org](mailto:laurie@hopeforhenry.org)