Over the past 12 years, Hope for Henry has reinvented how hospitals care for seriously ill children and their families. We’ve done it by introducing three simple, powerful, interconnected programs:

- Our signature hospital events bring joy and hope to patients and their families. To date, we’ve provided more than 15,000 sick kids with birthday parties, spa days, book signings, superhero visits, and more.
- Our Child Life Specialists explain medical care and procedures and accompany patients to treatment.
- Hope for Henry Bucks offer a unique incentive for young patients to co-operate during procedures that can be frightening, even painful, but medically necessary.

In 2015, we touched the lives of over 1,800 children. Because many more children in our area could benefit from our services, we’re expanding at Children’s National and MedStar Georgetown University Hospital in Washington, DC, and we’re planning to serve all the patients at The Herman & Walter Samuelson Children’s Hospital at Sinai in Baltimore.

Dear Supporter:

Hope for Henry continues to grow and thrive thanks to all the support from our community. This year was our most successful yet as we celebrated the accomplishment of serving more than 15,000 kids.
Over the years, you and other generous donors have sustained our game-changing work and enabled dramatic growth. We have exciting plans for the future:

- Expanding our program to meet needs by establishing the Lenny Batman Robinson Hope for Henry Program at Sinai Hospital;
- Support child life innovation by establishing a Child Life Innovation Lab to fund research and develop additional tools and programs to improve pediatric patient life; and organize a convening of leaders in the field to foster collaboration;
- Ensure Hope for Henry is built to last by hiring key staff and improving our infrastructure.

Many of the young patients touched by Hope for Henry make a complete recovery and go on to lead normal lives. Others aren’t as fortunate. Either way, the investment of compassion and joy goes a long way for the children and their loved ones.

We want to give special thanks to our 2015 Child Life Specialists Carolyn Schneiders Fung, Jess Abrams Murray and Kelly Beck, who will serve Sinai Hospital in 2016. We also want thank all of the volunteers, donors, board members, hospital partners and most importantly our kids and their parents who brighten our lives with their smiles and courage.

Thank you all for your thoughtful game changing contributions.

Laurie Strongin
FOUNDER AND EXECUTIVE DIRECTOR

Hugh Panero
CHAIRMAN
Revolutionizing Healthcare

“I didn’t want to have leukemia, but I have to have leukemia.”

Words no child should ever have to speak. Andy, a shy and sweet 11-year-old, spends most of his time in the hospital. Today is different, though. He’s standing outside MedStar Georgetown University Hospital with a widening smile on his face … brimming with anticipation. In full Batman costume, he’s ready for a Hope for Henry Superhero Celebration—and a visit from the Dark Knight himself.

Since 2003, Hope for Henry has created uplifting experiences for thousands of kids like Andy in DC-area hospitals and beyond. We serve the sickest children—children who are literally fighting for their lives. We aren’t curing Andy’s leukemia or the other horrible diseases that afflict children, but we are revolutionizing health care. As the only nonprofit in the Washington, DC, area solely focused on immediately and continuously improving the patient experience for children treated at local hospitals, we’re bringing about better medical outcomes. That’s because this isn’t only about the smiles or the compassion. It’s about delivering the latest research-based, cost-effective solutions.

Today, far more children need Hope for Henry than can be served by our current financial and staffing capacity. That’s why we’re asking for more support from more donors.
A Game Changer

In the last 40 years, the overall survival rate for children's cancer has increased dramatically; for example, the survival rate for acute lymphoblastic leukemia has climbed from 10% to nearly 90%. Despite incredible advances in the treatment of serious childhood diseases, quality-of-life programming for children has not kept pace.

In a world where so many kids survive, much more needs to be done to alleviate the emotional trauma of diagnosis and treatment. Hope for Henry is perhaps the only research and development lab dedicated to using child life services to improve patient outcomes and lessen the emotional scarring that follows prolonged hospitalization and painful medical treatment.

We design, test, implement, measure and distribute the next generation of pediatric patient experience programming. From our groundbreaking incentive program, to planned research into virtual reality for diminishment of pain, to a 2016 best practices convening for top national child life providers, Hope for Henry is constantly leading, challenging the status quo and innovating for these vulnerable children.

“Hope for Henry has been a game changer for Children’s National.”

Dr. Kurt Newman, CEO Children's National Health System
Proven Strategies

Collaborating with the staff at partner hospitals—including DC’s Children’s National Medical Center and MedStar Georgetown University Hospital—Hope for Henry reduces the stress and suffering associated with long-term, scary, and painful medical care. Our successful program has three pillars:

**Build Trust:**
We embed full-time child life specialists at each hospital. These trained and certified experts get to know kids as people, not just patients. Our specialists explain complicated diagnoses to children and their families and accompany them to medical procedures. These frontline caregivers implement Hope for Henry’s programs.

**Make Healing Fun:**
Young patients undergoing chemotherapy and radiation are immunocompromised. They can’t be around their friends, classmates, and other children. They miss out on everyday childhood activities like going to the movies, attending sporting events, celebrating birthday parties and trick-or-treating in their neighborhood. Hope for Henry brings these experiences right into the hospital.

**Empower Patients:**
Hope for Henry helps patients become actively involved in their own care on a daily basis. Hope for Henry’s Super Path to Super Duper Better program provides incentives for compliance with treatments like chemotherapy, radiation, and other painful but necessary procedures. For example, Charlotte, an 18-year-old battling acute promyelocytic leukemia, overcame her fear of needle sticks to earn four tickets and backstage passes to the 2015 One Direction concert in Baltimore.
Some 2015 Game Changing Accomplishments Included:

- **15,000th**
  We served our 15,000th patient.

- **1,200**
  Our Child Life Specialists provided comfort and care to more than 1,200 patients being treated for cancer and other serious illnesses at Children’s National Medical Center and MedStar Georgetown University Hospital.

- **125**
  1,250 kids got brand new games to play with their families, friends, and/or child life specialists.

- **226**
  226 kids met professional athletes including Washington Capitals, Washington Spirit and pro boxers, among others.

- **220th**
  We celebrated our 220th birthday for a hospitalized child.

- **767th**
  The 767th patient benefitted from our innovative incentive program, Hope for Henry’s Super Path to Super Duper Better, earning Hope for Henry Bucks and exchanging them for backstage passes to One Direction, field passes to Washington Redskins games, Lego sets, little stuffed bunnies and much, much more.

- **245**
  245 kids met authors and got new, signed books.

- **200**
  200 kids got brand new games to play with their families, friends, and/or child life specialists.

- **15,000th**
  The 15,000th patient met professional athletes including Washington Capitals, Washington Spirit and pro boxers, among others.

- **15,000th**
  The 15,000th patient celebrated birthday for a hospitalized child.

- **15,000th**
  The 15,000th patient benefitted from our innovative incentive program, Hope for Henry’s Super Path to Super Duper Better, earning Hope for Henry Bucks and exchanging them for backstage passes to One Direction, field passes to Washington Redskins games, Lego sets, little stuffed bunnies and much, much more.

- **15,000th**
  The 15,000th patient met authors and got new, signed books.
Laurie Strongin

Laurie Strongin is founder and executive director of the Washington, DC-based Hope for Henry Foundation. Laurie’s work with Hope for Henry and the memoir she published, Saving Henry, have placed her at the forefront of supporting the rights of patients and their families and the responsible use of new medical technologies. Laurie’s advocacy has led her to service on the nation’s preeminent science policy and bioethics panels – including her participation on the National Academy of Science’s Committee on Ethical and Social Policy Considerations of Novel Techniques for Prevention of Maternal Transmission of Mitochondrial DNA Diseases.

Her activism has produced op-eds in national newspapers; appearances on television and radio; collaborations with Congressional leadership; and recognition from the White House.

An in-demand inspirational speaker, Laurie has been featured as a People magazine “Heroes Among Us” and was the subject of profiles in the USA Today and The Washington Post.

“You can be a hospital hero. Join us and revolutionize the pediatric patient experience.”

Laurie Strongin, Henry’s Mom
Henry’s Story

In 2002, Allen Goldberg and Laurie Strongin suffered a heartbreaking loss: Their seven-year-old son, Henry, succumbed to Fanconi anemia, a rare and fatal disease he’d been diagnosed with just weeks after being born.

In trying to save their son’s life, Laurie and Allen spent hundreds of nights in hospitals across the country. High-quality medical care treated Henry the patient, but the needs of Henry the kid went unmet. They found that by personally arranging a birthday party on his special day, trick-or-treating on Halloween, seeing blockbusters the day they came out, and giving Henry the chance to meet his heroes brought normalcy to Henry’s life and motivated him to get better.

Recognizing the importance of optimism and play in the lives of seriously ill children, Laurie and Allen created Hope for Henry in 2003. Since then, the stories of thousands of brave kids, parents, and medical professionals have confirmed that original insight.

“Based on what we went through with Henry, we knew, intuitively, that when you lift the spirits of hospitalized kids, you give them something critical for the fight of their life.”

Allen Goldberg, Henry’s Dad
Get Involved Today.

Hope for Henry is reinventing how hospitals care for seriously ill children and their families through innovative programs that entertain, reduce stress and empower children to be active participants in their own care. Since 2003, we have served more than 15,000 kids and families.

Here’s how you can help:
- Collect and donate brand new board games, superhero action figures, or gift cards
- Donate online at hopeforhenry.org
- Host a fundraising event
- Follow us on social media

Facebook: /hopeforhenry
Donors

$1-$999

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Donna and Roy Alexander
Debra Alfarone
Alice Allen
Helen Allen
Hal Ammann
Morris Antonelli
Amy Arnberg
Janet and Mitch Arnowitz
At Home With Abby
Karen Auerbach
Jane Aylor
Felicia Eversole and David Bachman
Nikhil Bakshi
Dr. Guillaume and Anna Maria Balfour
Ilana Bar-Levav
Kathy and Norman Barker
Robyn and Tom Bankin
Greg Baron
Carolyn Lederman Barotz
Deborah Barr
Carolyn Lederman Barotz
Gregg Baron
Robyn and Tom Barkin
Kathy and Norman Barker
Ilana Bar-Levav
Nancy and Marc Duber
Sue and George Driesen
Josie and Dave Drewyer
Down Dog Yoga
Melody Dorfman
Ranit Mishori and John Donvan
Melpomene and Bill Novosel
Deborah Novosel
Sherry and Pat Christiansen
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Anne and Jon Coakley
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Heather Cohen
Phyllis and George Cohen
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Vee Dixon
Jeffrey Dobrinsky
Julie Donovan
Ranit Mishori and John Donvan
Melody Dorfman
Down Dog Yoga
Josie and Dave Drewyer
Ellen Clare and Scott Dreyer
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Nancy and Marc Duber
Laurie and Scott Dubin
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Norma and Dean Eisen
CVOCOR Government Services
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Dawn and Al Espinoza
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Dan Falls
Fasnight Family Foundation
Mohamed Fathebab
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Deborah and Sheldon Fox
Matt Fox
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Barbara and Herb Franklin
Karim and Tom Freedman
Alison Freiert
Louise and Glenn Friedman
Friendship Hospital for Animals
Carolyn and Justin Fung
Keith Fung
Gan Parents Association
Dene and Mel Garbow
Lynn Gefsya
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Mallory and Carl Genoways
Cathy and Michael Gildenhorn
Neil Glickfeld
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Ted Goldberg
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Donna and Stephan Goldenstein
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Jack Goodman
Goodman Family
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Greenberg, Weider and Elg, LLC
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Olen Herschberger
Ellen and Herbert Herschowitz
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Hind Hind
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Linda Kellner
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Helena Klassy
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Cheryl Littman
Joey and Keung Loi
Joanne London
Beverly Louis
Jennifer and Daniel Low
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Jodi and Rodd Macklin
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Managing Director, Microsoft

Abby Cherner
Attorney-at-Law

Dawn Espinoza
CEO, Design-her Gals

Allen Goldberg
Co-Founder, Hope for Henry; CMO, GPhA

David Jacobsohn, MD
Division Chief, Blood and Marrow Transplantation, Children’s National Medical Center

Sara Just
Deputy Bureau Chief, ABC News

Stephen LaMontagne
CEO, Georgetown Cupcake, Inc.

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Richard Mintz
Principal, The Harbour Group

Amanda Orr
Communications Consultant

Abeer Al Otaiba
Honorary Chair, Hope for Henry, Creative Director, SemSem

Hugh Panero
Chairman, Hope for Henry; Owner Yellow Brick Road Ventures

Aziza Shad
Director, Division of Hematology/Oncology, Blood & Marrow Transplantation, MedStar Georgetown University Hospital

Mickie Simon
MSW

Laurie Strongin
Executive Director & Co-Founder, Hope for Henry; Author, Saving Henry

Susan Toffler
Media Strategist
# Financial Statement

**Fiscal Year 2015: January 1, 2015 to December 31, 2015**

<table>
<thead>
<tr>
<th>Total Assets</th>
<th>$220,859</th>
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<tbody>
<tr>
<td>Total Liabilities</td>
<td>$7,587</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$213,272</td>
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<tr>
<td>Total Liabilities &amp; Net Assets</td>
<td>$220,859</td>
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### Revenue

<table>
<thead>
<tr>
<th>Component</th>
<th>UNRESTRICTED</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions – Cash</td>
<td>$605,956</td>
<td>$605,956</td>
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<tr>
<td>Contributions – In-kind</td>
<td>$69,152</td>
<td>$69,956</td>
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<tr>
<td>Net Assets Released from Restriction</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$675,108</strong></td>
<td><strong>$675,108</strong></td>
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### Expenses

<table>
<thead>
<tr>
<th>Component</th>
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<tbody>
<tr>
<td>Program Services</td>
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<td>$568,941</td>
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<tr>
<td>Supporting Services</td>
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<tr>
<td>Fund Raising</td>
<td>$116,543</td>
<td>$116,543</td>
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<tr>
<td>Management &amp; General</td>
<td>$18,228</td>
<td>$18,228</td>
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<tr>
<td><strong>Sub Total</strong></td>
<td><strong>$134,771</strong></td>
<td><strong>$134,771</strong></td>
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<tr>
<td><strong>Total Expense</strong></td>
<td><strong>$703,712</strong></td>
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<table>
<thead>
<tr>
<th>Component</th>
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<tbody>
<tr>
<td>Change in Net Assets</td>
<td>$(28,604)</td>
<td>$(28,604)</td>
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<tr>
<td>Net Assets – Beginning of Year</td>
<td>$241,876</td>
<td>$241,876</td>
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<tr>
<td>Net Assets – End of Year</td>
<td>$213,272</td>
<td>$213,272</td>
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The financial records were audited by Gelman, Rosenberg and Freedman and their report is available as requested from our office.