Dear Supporters,

This year has been one of momentous accomplishments for Hope for Henry. Our work to reinvent the pediatric patient experience has led to honors that include earning the Catalogue of Philanthropy’s distinction as one the “Best of the Best” nonprofits and seats for Hope for Henry CEO Laurie Strongin on the Association of Child Life Professionals (ACLP) Advisory Council and Disney’s Team of Heroes.

Hope for Henry’s high-profile partnership with ACLP has led to calls from hospitals around the country eager for Hope for Henry’s superior programming. One of those calls was from Cleveland Clinic Children’s. In Spring 2018, Hope for Henry introduced its comprehensive hospital program there, serving all its pediatric patients with our industry-leading program.

As we prepare to celebrate our 15th anniversary, we take pride in Hope for Henry’s growth from one bereaved—but determined—mom with a passionate desire to fill a critical gap in services to what is now a recognized national leader in child life innovation.

In 2003, Hope for Henry served its first child. We just served our 30,000th. In addition to improving patient quality-of-life one child at a time, Hope for Henry is a leader in incentivizing hospitalized children to do the things they need to do to get better through its innovative program, Hope for Henry’s Super Path to Super Duper Better. Thanks to the generous support from the Bender Foundation, this program will be available to more children at more hospitals in years to come. A newly formed Hope for Henry Patient Advisory Council and Parent Advisory Council will ensure that our programming is responsive to the needs of patients and families whose experiences we are dedicated to improving.

Thank you for your steadfast support for our mission. Together we are helping the sickest kids heal faster with fewer long-term, negative effects.

Laurie Strongin
FOUNDER AND CEO

Hugh Panero
CHAIRMAN
Henry embraced each opportunity for living completely and reminded the rest of us to do so.

On October 25, 1995, Henry Strongin Goldberg was born. Two weeks later, he was diagnosed with Fanconi anemia, a disease that threatened to take his life.

His sparkly eyes, mischievous grin, and infectious smile were a call to action to smile back, laugh along, and dance with him. His boundless energy and indefatigable spirit were far more noticeable than his many surgical scars and low-platelet-related bruises. He suffered plenty of setbacks and spent more nights in the hospital fighting against whatever Fanconi anemia would throw his way. Just when it looked like the disease was too tough of an opponent, Henry would rise up and get back to the life he chose to lead. He had ice cream for dinner and transitioned from the hospital to running a lemonade stand in a matter of minutes.

On December 11, 2002, the unimaginable happened. Henry died.

In trying to save Henry's life, his parents, Laurie Strongin and Allen Goldberg, 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. Laurie and Allen found that by giving Henry the chance to have a birthday party in the hospital, trick-or-treat in the hospital corridors, or meet his favorite superheroes not only brought normalcy to Henry's life but also motivated him to get better and stay that way.

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

Hope for Henry’s national program team and local best-in-class certified child life specialists collaborate with the staff at Children’s National Medical Center and MedStar Georgetown University Hospital in Washington, DC, and Herman & Walter Samuelson Children’s Hospital at Sinai in Baltimore to reduce the stress and suffering associated with long-term, scary, and painful medical care.

OUR PREMIER PROGRAM HAS THREE PILLARS:

Build Trust: We hire and embed full-time child life specialists at each partner hospital. These trained and certified experts get to know kids as people, not just patients. Our specialists explain complicated diagnoses to children and families; accompany kids to medical procedures; provide nonpharmacological pain management; and offer needed comfort and care to patients and siblings to minimize the negative effects of chronic illness. These frontline experts also develop, plan, and implement all of Hope for Henry’s in-hospital programs.

Make Healing Fun: Young patients undergoing treatment for serious, long-term, chronic illnesses are often immunocompromised and isolated from friends, classmates, and other children. They miss out on everyday childhood activities like going to the movies, attending sporting events, celebrating birthdays, and going to school. Hope for Henry brings the wonder of childhood right into their hospital rooms.

Empower Patients and Facilitate Recovery: Hope for Henry helps patients become actively involved in their own care on a daily basis. Our Super Path to Super Duper Better and Super Rewards for Super Kids pediatric patient incentive programs reward kids for adhering to life-saving treatments like chemotherapy, radiation, and other painful procedures. Research is underway to document the positive effects of these programs on patients’ psychosocial and medical outcomes.
When a seriously ill child doesn’t fully comply with medical treatments, families and hospital staff can grow desperate and frustrated. It may be tempting to give in to the wishes of young patients enduring the horrible ordeal of fighting a life-threatening disease, but noncompliance can set back recovery, add to the expense of care, or even jeopardize lives.

Experts recognize that caring for the whole child is critical to reducing the anxiety, sadness, and isolation that accompany lengthy hospital stays and painful medical treatments. And Hope for Henry understands that in the midst of scary and difficult times, a kid needs to be a kid. Drawing on the proven benefits of play, positivity, and good cheer, Hope for Henry designs, deploys, and measures the latest and most effective pediatric-patient-experience programming available. The results so far have been game-changing. The experts say we have provided much-needed therapeutic distractions and psychosocial support to more than 30,000 really sick children and teenagers so far. We say we have delivered innumerable smiles.

**HOPE FOR HENRY’S SUPER PATH TO SUPER DUPER BETTER IS USING BEHAVIORAL ECONOMICS TO HELP KIDS HEAL**

Our groundbreaking patient incentive program is one of the exciting and innovative ways we do just that. Hope for Henry’s Super Path to Super Duper Better rewards young patients for adhering to uncomfortable or painful medical interventions that are critical to their treatment, such as undergoing chemotherapy and radiation, enduring needle sticks and IV placements, and
participating in physical therapy. Patients earn Hope for Henry Bucks for completing these difficult, yet necessary, tasks according to compensation levels they set based on how much courage they need to overcome for each challenge. The Bucks can then be exchanged for gifts such as iPads, Legos, spa days, concert tickets, or whatever patients dream up for their personal wish lists. And once gifts are acquired, patients can go back to earning more Bucks.

Thanks to a grant from the Bender Foundation, the all-inclusive Super Path to Super Duper Better Program Toolkit is being piloted in a select group of hospitals around the country. The Toolkit includes game boards, challenge stickers, Hope for Henry Bucks, wallets, and instructions for patients, families, and hospital staff. Booster packs of stickers and other game pieces are also available to customize the program for use in different medical settings, including bone marrow transplantation, cardiology, hematology/oncology, gastroenterology, and radiology.

Patients can play along on the bright, cheerful game boards decorated with stickers showing superheroes performing the medical challenges they face. We are building a robust evaluation system to closely track our impact, enabling us to make program adjustments and identify new opportunities for innovation and improvement. Already, preliminary studies demonstrate a number of positive outcomes for our patients enrolled in Super Duper Better at three hospitals, including complying with their treatments more readily, bonding with their family and fellow patients over the game, and gaining a sense of control over their medical situation.
COOKIES FOR ALL!

That was one of the top orders of business when nine-year-old Mia served as “President for a Day” at the kids’ entertainment-media company Nickelodeon. Making decisions from her swag-filled office with her name on the door, Mia ordered an all-staff cookie break.

“I liked being in charge,” Mia says of her special day, the unique and exciting centerpiece of a trip to New York City Hope for Henry arranged for her and her family. Mia’s mom and six-year-old sister Ellie accompanied her to Nickelodeon, where they enjoyed VIP status and a fun look at the company’s inner workings. Mia and Ellie got to test out new virtual-reality games featuring kittens and robots, make Minecraft toys on a 3D printer, and see first-hand how episodes of the cartoon SpongeBob SquarePants are produced. “The best part was that Mia could be herself [at Nickelodeon],” her mom says. “She was smiling, interacting, being goofy.” Mia says she was proud to be President for a Day, and had such a good time with Ellie and everyone they met at the company. “It was really special,” Mia says between giggles, “because it was all for me.”

Hope for Henry has also brightened Mia’s many days in the hospital. Halfway into a two-and-a-half-year-long regimen of daily chemotherapy treatments to knock back a cancer that has already returned once, Mia doesn’t always have the time, energy, or health to just be a kid. That’s where Hope for Henry has stepped in. During her long hospital stays, Mia enjoys Hope for Henry events, like movie showings, author visits, and SuperGirl SuperFun Pamper Parties. She also participates in Hope for Henry’s Super Path to Super Duper Better. But the New York trip, Mia’s mom, Jessica, says, was a reward beyond all others.
NEW CLOUD-BASED REWARDS PROGRAM ALLOWS KIDS AND TEENS TO EARN REWARDS ANYWHERE, ANYTIME.

This year, Hope for Henry launched its new Super Rewards for Super Kids cloud-based patient incentive program, which allows us to serve more patients by offering a versatile program that can be accessed from any device, anywhere. Kids and teens earn points each time they overcome a medical challenge. They exchange points for gift cards from their favorite retailers.

This program reaches all ages and diagnoses of patients—including teens who often are not interested in typical hospital programming. Hope for Henry’s child life staff are able to communicate directly with patients while they are receiving treatment from the hospital, rehabilitation facility, or home. Personalized certificates recognize important milestones that patients achieve throughout treatment including celebrating their birthday, receiving a final chemotherapy treatment, or reaching 100 days after transplant.

Meet Lily

The new cloud-based patient incentive program meets teens, like 16-year-old Lily, where they live—on their cellphones. “It looks cool,” Lily says of the Super Rewards app. “It feels like games I would play.”

The app, with fun contests and surveys, features a customized point-rewards system. Patients earn points each time they overcome a medical challenge, such as receiving chemotherapy. With a tap on their screen, they can buy gift cards, choosing from more than 200 on-and off-line stores, like iTunes and Dunkin’ Donuts. Lily’s favorite: the cosmetics seller Sephora. “I love shopping online and I love makeup, so it’s perfect,” she says. Lily was first treated for cancer when she was 10 years old, but the disease returned last summer, just before her junior year in high school. Now, getting homeschooled and dealing with unrelenting rounds of radiation and chemotherapy, she says the Super Rewards program “motivates me to do the things I don’t want to do.”
As part of our industry-leading work, we secured support from Bloomberg Philanthropies to plan and execute a convening of experts in the fields of medicine, child life, innovation, hospitality, entertainment, and patient care, as well as parents whose children have experienced chronic illness. The convening aimed to inspire its participants to brainstorm and conceptualize innovative ways to enhance the experience of all hospitalized children and their families.

It did just that. Thanks to Bloomberg Philanthropies’ generosity and vision, Hope for Henry held an unprecedented two-day event in the fall of 2017 that brought together a cross-section of professionals who don’t ordinarily get to interact. Informal dialogue and structured design-thinking exercises yielded two intertwined outcomes: (1) a deeper understanding of the difficulties—beyond the immediate pain and suffering of the illness—that persists with pediatric patients for years past their treatments; and (2) a commitment to developing ambitious, yet realistic, solutions that incorporate mental health considerations.
As a result of the convening, Hope for Henry formed a National Patient Advisory Council and National Parent Advisory Council to continue to inform the development of patient-centered programs and tools to support improved outcomes, guide our own product development, and serve as a resource to others with similar missions. The convening also led us to partner with a national company to transform dreary hospital rooms into vibrant spaces that feel more like children's own bedrooms and prompted the Association of Child Life Professionals (ACLP) to invite Hope for Henry’s CEO to serve on its Advisory Council and as its Annual Conference Keynote Speaker. Currently, in collaboration with convening attendees, Hope for Henry is evaluating the viability and impact of the innovations that were conceived at the convening and discussing next steps, including pilot testing, impact measurement, product distribution, and opportunities for new innovations.
I’m a Hospital Hero
Campaign Accomplishments (2016-2018)

A three-year, $2.5M effort to support our industry-leading work to reinvent the pediatric patient experience.

Expanding Our Program to Meet Needs
• Served our 30,000th Patient
• Expanded to Baltimore by Establishing the Lenny “Batman” Robinson Hope for Henry Program at Sinai Hospital

Leading Innovation in Pediatric Patient Experience Programming
• Engaged in Partnership with Children’s National (DC) to Study Impact of Virtual Reality on Pediatric Patient Perception of Pain
• Created “Super Rewards for Super Kids™,” a Cloud-Based Hub to Reward Kids & Teens in Outpatient Settings for Doing the Difficult Things They Need to Do to Get Better
• Hosted Inaugural Convening of Experts from Medical, Child Life, Entertainment, Politics, Technology, and Hospital Administration Fields and Working Collaboratively Toward Solutions that Improve Pediatric Patient Experience

Ensuring Hope for Henry is Built to Last
• Raised $2.5M or 100% of Three-Year Campaign Goal in Two Years
• Doubled Annual Revenue Over 2015
• Moved to New Headquarters

Year Two Accomplishments
We thank the following Heroes for their Lead Gifts that have made all of this possible in year two:

CAMPAIGN DONORS

$100,000 & Above
AFCEA Bethesda
Altamira Fund
Association for Accessible Medicines
Bender Foundation, Inc.
Salvador Briman, World Champions for Hope
The Andrew and 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 and Entertainment Foundation
Linda and Sid Moskowitz
Stacy and Kenneth Samet
Jill Wilkins and Jonathan 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
Louie and Ralph Dweck
Jonathan Evans
Diana and Stephen Goldberg
Gail and Steve Hubberman
Dana and David Jacobsohn
Jennifer Klein and Todd Stern
Jodi and Rodd Macklin
Jeanie Milbauer and Bill Knapp
Judi Morris
Joy Ron-Paul
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
9,876 kids benefitted from the comfort and care of Hope for Henry Child Life Specialists while undergoing needle sticks, MRIs, chemotherapy, radiation, and other painful, scary procedures while hospitalized for cancer and other life-threatening illnesses.

120 kids facing long-term hospitalizations and numerous painful procedures learned to cope better with fewer negative effects thanks to a new, innovative patient incentive program—Hope for Henry’s Super Path to Super Duper Better.

852 girls and moms were treated to makeovers, manicures, and photo shoots at Hope for Henry SuperGirl SuperFun Pamper Parties.

2,674 princesses, superheroes, witches, and goblins trick-or-treated in brand new costumes, got their faces painted, and visited pumpkin patches, even while in the hospital on Halloween.

30,000 patients have been served by Hope for Henry.
The very first spark of light we received was from Hope for Henry.

I was holding this peaceful sleeping child when they uttered the words I never knew existed. “We are fairly certain Karter has cancer.” I remember looking down at Karter and my mind couldn’t really process the diagnosis nor accept it. How could my perfect little boy, so small, have such a gigantic diagnosis?

Karter’s giggles, his determination to keep fighting, and his will to make it to his 2nd birthday have been fueled by Hope for Henry. Hope for Henry has shined some of our darkest days with its light and has allowed Karter to have a childhood within these walls, which is something we feared cancer would take from him.

Krista, Karter’s mom
What’s Next for Hope for Henry?

SUCCESS LEADS TO NEW OPPORTUNITIES. NEW OPPORTUNITIES LEAD TO BIGGER ASPIRATIONS. BIGGER ASPIRATIONS LEAD TO AMBITIOUS GOALS.

To ensure that more patients at more hospitals benefit from the positive experiences and improved outcomes that accompany Hope for Henry’s game-changing approach to pediatric patient care, Hope for Henry’s team is working with our Patient Advisory Council, Parent Advisory Council, partners, and other industry leaders to enhance existing programs and innovate to improve the field as a whole.

HOPE FOR HENRY’S A ROOM OF YOUR OWN BROUGHT TO YOU BY DORMIFY

Hope for Henry Foundation and Dormify are announcing a new program, “A Room of Your Own,” to ease the difficult transition from home to hospital. The program will provide kids undergoing bone marrow transplantation, cancer treatment, and other medical interventions that require lengthy hospital stays with everything they need to create a comforting and personalized space, including decorative pillows, plush bed blankets, throw blankets, wall decals, picture frames, string lights, message boards, and more. This year, we will pilot the program with 50 young patients at Children’s National, MedStar Georgetown University Hospital, and the Herman & Walter Samuelson Children’s Hospital at Sinai.

SPOT REWARDS RECOGNIZE ACCOMPLISHMENTS AND HARDSHIP

Achieving the hard-won goal of the 100th day post-transplant merits a reward. The same is true for learning how to swallow pills or finding out that you just experienced a setback—or even worse—a relapse. Hope for Henry is developing a new spot rewards program—Spot Rewards for Super Heroes recognize and honor kids and teens during these times of highs and lows to show them that they are not alone and to recognize their super strength.
HOPE FOR HENRY’S SUPER PATH TO SUPER DUPER BETTER 2.0
As Hope for Henry’s Super Path to Super Duper Better serves more kids with more conditions, we have identified a need to expand the selection of booster kits filled with disease- and/or treatment-specific challenges. Work is currently underway to complement our existing set of boosters with those focused on Pulmonology, Nephrology, Neurology, and Endocrinology.

HOPE FOR HENRY IS EXPANDING TO CLEVELAND
Hope for Henry is expanding its comprehensive, year-round, in-hospital program, led by an embedded Hope for Henry Certified Child Life Specialist—our “Hope for Henry 365” program—to Cleveland Clinic Children’s. This expansion is supported by a three-way partnership between the hospital, the local community, and Hope for Henry.

HOPE FOR HENRY’S PATIENT ADVISORY COUNCIL AND CHILD LIFE TEAM PARTNER TO CREATE CHILD-FRIENDLY RESOURCES TO EASE ANXIETY AROUND MEDICAL PROCEDURES
Feedback from Hope for Henry’s closest advisors—namely, its child life team and beneficiaries of its services—consistently point to a lack of resources to prepare young patients for common, frightening medical procedures, like MRIs, port accesses, medical dressing changes, and cardiac catheterizations, among others. Plans are underway to create step-by-step, colorful, accessible, illustrated explanations of what is going to happen and when, and how it may affect the patients from a sensory perspective. The goal is to break down feelings of fear and loss of control that interfere with patients’ ability to cope and be active participants in their own care.
A social entrepreneur, Laurie Strongin founded Hope for Henry 15 years ago. Building the organization and the memoir she published, “Saving Henry,” have placed her at the forefront of advocating for patients and their families.

In 1995 after Henry was born, Laurie became involved in advocacy for a national stem cell policy that would provide Americans with access to life saving medical technologies. Laurie participated on policy panels (alongside Newt Gingrich and Dr. Bernadine Healy, formerly Director of the National Institutes of Health, among others); worked with then-House Speaker Nancy Pelosi and Congresswoman Diana DeGette (D-CO) in 2006 to urge Congressional passage of the Stem Cell Research Enhancement Act; presented a parent’s perspective on ABC’s Nightline and in a Sunday New York Times magazine cover story; authored op-eds; and appeared on national television. In 2009, when President Obama lifted the ban on federal funding for stem cell research, Laurie was one of a few dozen honored guests at a White House signing ceremony. Laurie’s memoir chronicling her fight to save her son’s life, Saving Henry (Hyperion 2010), was featured on national broadcast and print media.

Laurie continues to appear across the country as an inspirational speaker. In May 2018, Laurie was the keynote speaker at the annual conference of the Association of Child Life Professionals and presented at The Atlantic’s conference titled “Children & Cancer” at the Newseum. Saving Henry, has just entered its second printing.

Laurie serves on the board of directors of the National Marrow Donor Program/Be the Match which has facilitated almost 90,000 transplants through managing the largest and most diverse marrow registry in the world.
Board of Directors

Lauren Aronson
Principal, Mehlman Castagnetti Rosen & Thomas

Jason Belinkie
Chief Operating Officer, Athletes for Hope

Michelle Belinkie
Businesswoman and Coach

Lisa Belkin
National Senior Correspondent, Yahoo News

Salvador Briman
CEO, World Champions for Hope

Amy Squire Buckley
Marketing Consultant

Laura Caliguiri
Assistant Deputy Secretary, US Department of Health and Human Services

Abby Cherner
Attorney-at-Law

Jonathan Evans
President, Bart & Associates

Todd Foreman
CEO, UCG

Allen Goldberg
Vice President, Communications, Association for Accessible Medicines, Co-Founder, Hope for Henry Foundation

George Hwang, MD
Assistant Professor & Endoscopy Division Chief, MedStar Georgetown University Hospital

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

Sara Just
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Stephen LaMontagne
CEO, Georgetown Cupcake

Rich Lane
Principal, West, Lane & Schlager

Richard Mintz
Principal, The Harbour Group

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

Stacy Samet
Volunteer and Philanthropist

Aziza Shad, MD
Director, Ellen W.P. Wasserman Endowed Chair & Director of the Division of Pediatric Hematology/Oncology, Herman & Walter Samuelson Children’s Hospital

Abeer Shoukry
Founder & Creative Director, SemSem, Philanthropist, Honorary Chair, Hope for Henry Board of Directors

Laurie Strongin
CEO and Co-Founder, Hope for Henry, Author, Saving Henry

Susan Toffler
Media Strategist
Financial Statements
FISCAL YEAR 2017: JANUARY 2017 TO DECEMBER 2017

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| **Expenses**         |              |                        |       |
| Program Services     | $866,379     |                        | $866,379 |
| Supporting Services  |              |                        |       |
| Fund Raising         | $325,140     |                        | $325,140 |
| Management & General | $133,473     |                        | $133,473 |
| Sub Total            | $458,613     |                        | $458,613 |
| **Total Expenses**   | $1,344,992   |                        | $1,344,992 |

| **Change in Net Assets** | | |
| Net Assets - Beginning of Year | $347,598 | $155,884 | $503,482 |
| Net Assets - End of Year     | $392,378   | $157,915  | $550,293 |
|                               | $739,976   | $313,799  | $1,053,775 |

Temporarily Restricted funds in excess of the expenses incurred during the current fiscal year will be utilized to offset expenses incurred in subsequent years.

The financial records were audited by Gelman, Rosenberg and Freedman and their report is available from our office upon request.
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 30,000 kids and families.

Here’s how you can help:

- Make Hope for Henry the beneficiary of your corporate giving.
- Designate Hope for Henry as your charity of choice through the United Way, World Bank, or Combined Federal Campaign.
- Collect and donate brand new, unopened board games, superhero action figures or gift cards.
- Donate online at hopeforhenry.org.
- Host a fundraising event.
- Follow us on social media.

Get Involved Today