

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

Legal Name: Starlight Children's Foundation		Federal Tax ID#: 95-3802159		501(c)(3) Public Charity 509 (a)(1)	
Address: 400 Corporate Pointe, Suite 590		City: Culver City		State: CA	
				Zip Code: 90230	
Website: www.starlight.org		Fax: (424) 245-3693		United Way Funded: No	

Fiscal Year:

January 01 to December 31

Head Of Organization

Name: Adam Garone		Title: CEO	
E-Mail Address: adam.garone@starlight.org		Phone: (424) 245-3667	

Application Contact

Name: Amy Paquette		Title: Director Grants and Foundations		E-Mail Address: amy.paquette@starlight.org		Phone: (424) 245-3667	
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Previous Najim Funding

Year	Funding \$
2008	\$42,700
2009	\$21,250
2010	\$29,750
2011	\$12,750
2012	\$12,750
2014	\$25,000
2016	\$25,000
2017	\$37,500
2018	\$37,500
2019	\$42,500
Total	\$286,700

Has the organization applied to the Najim Family Foundation in the past and been declined?

No

Grant Amount Requested \$: \$44,100	Total Project Budget \$: \$44,100	Organization's Annual budget \$: \$12,930,361
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Mission Statement:

PROJECT INFORMATION

Program / Project Title:

To support funding for Brave Gowns and Fun Centers at Methodist Children's Hospital, University Hospital, Children's Hospital of San Antonio and Ronald McDonald House.

PROJECT TIMELINE

Start Date	End Date
11/01/2020	06/30/2021

Harvey E. Najim Family Foundation Priorities:

Mental Health

Program / Project Description:

Until the 1980s, few studies took place on the effects of persistent pain and severe illness on children and their families. However, the last 40 years of research illustrate both the short and long-term impacts on children who experienced significant time coping with a chronic disease.

The January 2011 Journal of Depression and Anxiety states, "Anxiety disorders are thought to be one of the most common psychiatric diagnoses in children/adolescents. Chronic medical illness is a significant risk factor for the development of an anxiety disorder, and the prevalence rate of anxiety disorders among youths with chronic medical illnesses is higher compared to their healthy counterparts...anxiety disorders can have serious consequences in children/adolescents with chronic and/or life-limiting medical illnesses." (Pao, 2010)

Through our programs, Starlight Children's Foundation disrupts the development of anxiety in seriously ill children by providing a sense of socialization, normalization, and comfort. Providing tools to assist with procedural support and pain management mitigate pain and fear.

Through our 360-degree platform, Starlight hospital partners can request programs at no cost to them for the patients and families they serve. The e-commerce platform also allows Starlight to quickly mobilize and deliver supplies to hospitals that may struggle to access resources during this of COVID. We currently partner with seven facilities in San Antonio, many of which have wish lists of Starlight programs they would like to receive. Plus, we have longstanding partnerships with brands like Disney and Nintendo that distinguish us from other organizations in the pediatric healthcare space and enable us to secure high-quality programs featuring iconic characters that children connect with on a personal level.

At this time, there are no other programs that provide hospital partners these services.

As stated in the prior paragraph, feelings of anxiety, fear, depression, and uncertainty are prevalent in seriously ill children. Starlight programs help alleviate these emotions. We accomplish this through the following initiatives: Starlight Hospital Wear, Starlight Gaming, and Starlight Virtual Reality (VR).

The transition from their clothes to hospital gowns is one of the highest stress moments in a child's hospital journey, which is why we started the Starlight Hospital Wear program in 2016. Starlight Gowns meet both the functional requirements of hospital usage and the psychosocial needs of kids. They replace unattractive, uncomfortable, and embarrassing hospital gowns with high-quality, comfortable, and brightly colored ones. Starlight Gowns come in a variety of fun designs, including superheroes, sports teams, and kids' favorite characters, making them far superior to traditional gowns. Also, the colorful gowns are a conversation starter with everyone from clinical staff to other patients, and the familiar Disney and Nintendo characters remind children of comfortable pajamas from home.

Starlight is proud of our 27-year partnership with Nintendo of America and the gaming stations provided to our hospital network. Starlight Gaming helps provide socialization by allowing pediatric patients to connect with their siblings, peers, and clinicians and provide structure, familiarity, and security during hospitalization. Most significantly, a scientifically studied benefit is that video games redirect a child's focus, resulting in reduced anxiety and improved mood. Doctors, nurses, clinicians, and child life specialists can use a single gaming station in various settings, from the ER to a playroom to treatment and even bedside for a pediatric patient in isolation.

Starlight launched its Starlight VR program in 2017, and it has been a game-changer in the pediatric landscape. Forbes recently published an article titled "Virtual Reality Emerging as Effective Pain Management Tool" detailing how VR "decreases anxiety....and [how] being able to lower the pain in a non-invasive, risk-free way can be instrumental in avoiding potential opioid addiction". (Sackman, 2020).

The ability for a child to feel in control helps reduce anxiety during hospitalization and medical procedures. The state-of-the-art technology program radically transforms the hospital experience for kids by transporting them out of the hospital and into a virtual world. It is an engaging intervention that helps decrease anxiety and pain for children and provides dynamic content geared toward entertainment and distraction, such as virtual snowball fights, immersive field trips to exotic locations, fun video games, and more.

Therefore, we would like to ask for \$44,100 to provide the following:

Methodist Children's Hospital: 300 gowns and 3 VR Units

University Hospital: 300 gowns and 3 new Switch Lite Gaming Consols

Children's Hospital San Antonio: 300 gowns and 3 new Switch Lite Gaming Consols

Ronald McDonald House of San Antonio: 3 new Switch Lite Gaming Consols

We anticipate that in one year we will serve 23,580 seriously ill children with these programs.

Evaluation Plan:

Currently, our evaluation plan is based on direct feedback from hospitals on the efficacy of the programs. This year Starlight made a strategic decision to hire a former child life specialist to serve at the Project Impact Manager (PIM). The purpose of this position is to create evaluation strategies and methods to disseminate findings with stakeholders. Using the aforementioned pillars of happiness and health, the PIM will work with the rest of the Programming Team at Starlight to outreach directly to hospitals, patients and families that are using Starlight programs to garner both qualitative and quantitative data as it pertains to the outcome of the program.

Plans to sustain project beyond the term of this request:

We continue to improve upon our programming in order to serve our hospital partners. For example, in 2019 we launched our Starlight Hub. Now, hospitals can quickly go onto our website and see if there are in-kind products available from our toy partners or they can request our programs as part of our wish list. This improvement has allowed us to fulfill the needs of our hospitals quickly. This important especially during these uncertain times. For example, the gowns that the Najim Charitable Trust funded last year was so appreciated when COVID hit and valuable PPE was scarce. As long as we continue to have funding we will support our children who need it the most.

Children Impacted:	
How many unduplicated children will the TOTAL PROJECT INITIATIVE impact?	How many unduplicated children will NFF REQUESTED FUNDS impact?
23,580	23,580

Please provide the percentage of each group below that will be served by the project in which funds are being requested. Do not leave any area blank. If that specific group will not be served, include zero. The percentage should total 100%.

A. Population Served Age		B. Population Served Ethnicity	
Infants (0-5)	24%	African American	10%
Children (6-13)	62%	Asian American	3%
Young Adults (14-18)	14%	Caucasian	3%
TOTAL:	100%	Hispanic/Latino	81%
		Native American	1%
		Other and Define	2%
		TOTAL:	100%

City Council District for Which Children are Being Served:
 District1, District5, District8

Line item Budget:		
Line Item Description	Total Project Funds Allocation	Najim Funds Allocation
Total Hard Costs for Hospital Wear, Gaming and VR (product/equipment, manufacturing, etc)	\$34,398	\$34,398
Total Distrabution	\$2,602	\$2,602
Total Operations (tech & equipment)	\$5,100	\$5,100
Total Administrative Support (overhead costs)	\$2,000	\$2,000
TOTAL:	\$44,100	\$44,100

OTHER FUNDING RESOURCES

For Project being Requested: Funding sources and amounts, pending and committed.

PROJECT - PENDING

Funder Name	Amount Requested
No other funding specific to San Antonio	\$0
TOTAL:	\$0

PROJECT - COMMITTED

Funder Name	Amount Requested
No other funding committed	\$0
TOTAL:	\$0

Other funding sources and amounts, pending and committed not specific to this request.

ALL OTHER ORGANIZATION REQUESTS - PENDING

Funder Name	Amount Requested
Hermann Foundation	\$100,000
TOTAL:	\$100,000

ALL OTHER ORGANIZATION REQUESTS - COMMITTED

Funder Name	Amount Requested
No other funding committed	\$0
TOTAL:	\$0

BOARD OF DIRECTORS

What percentage of your board contributes financially to the organization?
100%

If Board giving is not at 100%, please explain why?
We have improved upon this 2019.

How are board members expected to participate in your organization?
Our board members are becoming much more involved. Our CEO has made an effort for them to help with our fundraising.

LIST OF BOARD DIRECTORS

Name & Office Held	Corporate Affiliation
John Rosenberg	g-Net Media
Cara Natterson	Worry Proof Media
Troy Young	Destiny Financial
Carol Savoie	Deloitte Tax LLP
Russ Cashdan	Hogan Lovells
Eric Grodan	Merrill Lynch
Henry Fields	Morrison & Foerster LLP
Kira Goldberg	Netflix
Zain Habboo	Fenton
David Haspel	Haspel Communications
Chris Helfrich	Eat, Learn and Play Foundation
Marvin Levy	Amblin Partners

Signature
Amy R. Paquette