of an essential worker.

give a new pair of pajamas and book to a child

THE Pajama Program on May 2nd

Hundreds of walkers joined

Charity Navigator | May 1, 2020

Melissa Joan Hart

project, broadening our reach as much as 600%!

Giving Tuesday Now

Team Target

440,907

Key Partnerships in COVID Response

PAJAMAS

CHILDREN

115

READING CENTERS

books, and read one-on-one with caring volunteers at

thousands of children received new pajamas and

Before having to pause all Reading Parties in March,

READING PARTIES

wanted to promote our mission of supporting a comforting bedtime

in the face of the COVID-19 crisis for a safe, healthy activity

routine for all children.

Pajama Program promotes and

mission

STORIES

Impact • Thoughtful Leadership

Community • Sustainable

VALUES

Good Nights for Good Days - even through the challenges of the

Pajama Program continued to pursue our mission and adapt our

Good Night Advisory Council member, Innessa Donskoy, featured as an expert

“5 Signs Your Toddler Should Stop Napping, According to Experts”

Pajama Program featured as one of five Giving Tuesday Now campaigns alongside Planned Parenthood, No

“Want to help others in a pandemic? Try these campaigns through Giving Tuesday Now”

Mashable | May 5, 2020

New York Post | May 6, 2020

Pajama Program’s Good Night Advisory Council member, Rebecca Robbins, featured as an expert

https://blog.myfitnesspal.com/reasons-you-need-more-sleep-right-now/

Pajama Program’s Good Night Advisory Council member, Jill Braunstein, Esq., featured as an expert

Watch Her Prosper™

Founder/CEO

Ruchi Pinniger

Pajama Program’s Good Night Advisory Council member, John S. Kiely, Esq., featured as an expert on

https://www.careeradvisor.com/list-aug-17-2016/2016-fastest-growing-occupations/

570,000

RISING READING RATES

virtual readers. Readings are archived for our Community

ProjectGivingKids and Visit.org to bring in additional

to help children connect over a story and continue a bedtime

Virtual Reading Parties were hosted on our social channels

7:30PM

the actions Pajama Program

face to share some of my

I’ve become really inspired by

the favorite childhood experiences

by reading to children through

Pajama Program.”

“Being able to contribute to reading and bedtime in the lives of children is truly a gift. It gives me the opportunity to

people. It fulfills a need and offers success to children by providing an activity that is free of judgment and barriers.

Pajama Program. It is a joy to be in the community and support a good cause.”

“Since I was a child, I have loved to read, and being able to share that love with children was a great way to

The board of directors:

Jennifer Connors

Managing Director

Jennifer Connors

Managing Director

David Rush

President, New York

Take-Two Interactive

Senior Dir. and Counsel

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Goetz Fitzpatrick LLP

Jill Braunstein, Esq.

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Software, Inc.
<table>
<thead>
<tr>
<th></th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
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<tbody>
<tr>
<td>Public support and revenue:</td>
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<tr>
<td>Donated books and pajamas</td>
<td>$2,569,056</td>
<td>$2,569,056</td>
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<td>Contributions</td>
<td>2,093,597</td>
<td>$10,000</td>
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<td>Fundraising event income</td>
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<td>In-kind contributions</td>
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<td>Interest income</td>
<td>36,683</td>
<td>36,683</td>
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<td>Net assets released from restrictions</td>
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<td>(81,118)</td>
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<td>Total public support and revenue</td>
<td>5,056,137</td>
<td>(71,118)</td>
<td>4,985,019</td>
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<td>Expenses:</td>
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<tr>
<td>Program services</td>
<td>3,973,869</td>
<td>3,973,869</td>
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<tr>
<td>Supporting services:</td>
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<tr>
<td>Management and general</td>
<td>502,131</td>
<td>502,131</td>
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<tr>
<td>Fundraising</td>
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<td>Total expenses</td>
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<td>Change in net assets</td>
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<td>(71,118)</td>
<td>130,250</td>
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<td>Net assets - beginning of year</td>
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<td>78,552</td>
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<td>Net assets - end of year</td>
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<td>$7,434</td>
<td>$4,995,506</td>
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<tr>
<td>Supporting Services</td>
<td>Program Services</td>
<td>Management and General</td>
<td>Fundraising</td>
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<tr>
<td>---------------------</td>
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<td>Salaries</td>
<td>$635,936</td>
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<td>Payroll taxes and benefits</td>
<td>112,997</td>
<td>10,092</td>
<td>32,469</td>
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<td>Distribution of books and pajamas</td>
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<td>Professional fees (including in-kind)</td>
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<td>Office expenses</td>
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<td>Occupancy expenses (including in-kind)</td>
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<td>5,340</td>
<td>18,690</td>
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<td>Postage and shipping</td>
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<td>Travel costs</td>
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<td>Insurance</td>
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<td>Advertising and marketing</td>
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<td>151,279</td>
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<tr>
<td>Fundraising event expenses</td>
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<td></td>
<td>9,609</td>
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<tr>
<td>Program supplies</td>
<td>25,500</td>
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<tr>
<td>Other expenses</td>
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<td>40,946</td>
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<td>Dues and subscriptions</td>
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<td>9,762</td>
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<td>Depreciation</td>
<td>36,511</td>
<td>3,261</td>
<td>10,491</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$3,973,869</strong></td>
<td><strong>$502,131</strong></td>
<td><strong>$378,769</strong></td>
</tr>
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