

# JULY 2019- JUNE 2020 IMPACT REPORT



## Pajama Program

### Good Nights Are Good Days

Pajama Program continued to pursue our mission and adapt our programming in order to support our community and deliver Good Nights for Good Days - even through the challenges of the pandemic. We are pleased to share this overview of our activities and impact across the United States.

#### MISSION

Pajama Program promotes and supports a comforting bedtime routine and healthy sleep for all children to help them thrive.

#### VALUES

Integrity • Equity • Shared Community • Sustainable Impact • Thoughtful Leadership

#### VISION

Good nights for good days for all children, everywhere.

#### READING CENTERS

Before having to pause all Reading Parties in March, thousands of children received new pajamas and books, and read one-on-one with caring volunteers at our Reading Centers in New York City (newly renovated and reopened in November) and Atlanta.

Volunteers from Target celebrate Dr. Seuss's Birthday at the New York Reading Center.

4,126  
CHILDREN

2,667  
VOLUNTEERS



440,907  
PAJAMAS

130,208  
BOOKS

#### GOOD NIGHTS ARE GOOD DAYS PROGRAM

Our national distribution of pajamas and books continued as we developed additional channels to ensure we reached children of first responders and essential workers during the pandemic.

#### Key Partnerships in COVID Response

THRIVE GLOBAL

Bright Horizons™

HarperCollins

Pajama Program delivered pajamas and books to children at childcare centers participating in #FirstRespondersFirst, providing free support for families of first responders.

HarperCollins donated 10,000 books and 10,000 Pajama Program "bedtime routine" bookmarks, to include in book shipments. This donation supported a 3,000 book request from Cradles to Crayons for their "Back to Learning" Program, in addition to many others.



A Florida Chapter volunteer safely sends out pajamas and books.



A nurse from St. Mary's Hospital in Bayside reads with her son after working long shifts since the onset of the pandemic.

127  
STORIES

105  
VOLUNTEERS

Celebrities, authors, and sponsors joined the project, broadening our reach as much as 600%!

#### VIRTUAL READING PARTIES

7:30PM  
@PAJAMAPROGRAM

Virtual Reading Parties were hosted on our social channels to help children connect over a story and continue a bedtime routine during these uncertain times. We partnered with ProjectGivingKids and Visit.org to bring in additional volunteer readers. Readings are archived for our Community Partners on our website's new Virtual Community Bookshelf.

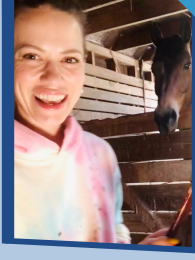
"During these difficult times, I've become really inspired by the actions Pajama Program performs every day in order to better the lives of people. It puts a smile on my face to share some of my favorite childhood experiences by reading to children through Pajama Program." - Volunteer



Melissa Joan Hart



Kel Mitchell



Bethany Joy Lenz



Carter's Cares



Team Target



Nikki Grimes



Team Mets



Peta Murgatroyd



#### FUNDRAISING EVENTS & CAMPAIGNS

##### National Pajama Walk

The National Pajama Walk brought our community together in the face of the COVID-19 crisis for a safe, healthy activity to promote our mission of supporting a comforting bedtime routine for all children.

Hundreds of walkers joined Pajama Program on May 2nd from over 20 states!



\$120K  
RAISED

386  
PARTICIPANTS

#### Giving Tuesday Now

**THE \$10 DIFFERENCE**  
For every \$10 donation, Pajama Program will give a new pair of pajamas and book to a child of an essential worker.  
GIVINGTUESDAYNOW  
DONATE TODAY!



Pajama Program participated in Giving Tuesday Now — a movement to support COVID-19 response initiatives — on Tuesday, May 5, 2020. We ran "The \$10 Difference" campaign from April 28th-May 5th to support our efforts to deliver pajamas and books to the children of essential workers in addition to our existing Community Partners.

\$8,400  
RAISED

138  
DONORS

#### MEDIA & NEWSWORTHY ITEMS

##### MyFitnessPal | May 13, 2020

"5 Reasons You Need More Sleep Right Now"

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

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

##### New York Post | May 6, 2020

"How you can donate time, skills and money to heroes on the front line"

<https://nypost.com/2020/05/06/how-to-donate-time-skills-and-money-to-heroes-on-the-front-line/>

Pajama Program featured as one of 11 local and national organizations to donate to during the pandemic

##### Mashable | May 5, 2020

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

<https://mashable.com/article/giving-tuesday-now-coronavirus/>

Pajama Program featured as one of five Giving Tuesday Now campaigns alongside Planned Parenthood, No Kid Hungry, GoFundMe and Human Rights Watch

##### Romper | April 29, 2020

"5 Signs Your Toddler Should Stop Napping, According to Experts"

<https://www.romper.com/p/5-signs-your-toddler-should-stop-napping-according-to-experts-22845559>

Pajama Program's Good Night Advisory Council member, Innessa Donskoy, featured as an expert

##### Charity Navigator | May 1, 2020

Pajama Program received a 4-star rating from Charity Navigator! We are now in an elite class of only 1% of nonprofit organizations to receive this rating 11 years in a row.



#### LEADING DONORS



carter's®

LEAD PAJAMA PARTNER

Scholastic Book Clubs

LEAD BOOK PARTNER

#### BOARD OF DIRECTORS

**Ruchi Pinniger**  
Founder/CEO  
Watch Her Prosper™  
BOARD CHAIR

**Nick Berger**  
Managing Director  
Newmark Knight Frank  
VICE BOARD CHAIR

**David Rush**  
President, New York  
| E | N | V |  
TREASURER

**Pia Marinangeli**  
PhD, LCSW, CASAC  
Psychotherapist  
SECRETARY

**Melissa Bortnick, Esq.**  
Senior Dir. and Counsel  
Take-Two Interactive  
Software, Inc.

**Jennifer Connors**  
Partner  
Holland & Knight LLP

**John S. Kiely, Esq.**  
Associate  
BlankRome

**Agi Semrad**  
President  
Mijas Holdings

**Aaron Boyajian, Esq.**  
Managing Partner  
Goetz Fitzpatrick LLP

**Julie A. D'Emilio**  
EVP of Sales  
Carter's, Inc.

**Ann Marie Resnick**  
Vice President, Marketing  
Hammacher Schlemmer

**Randy Weis**  
CEO  
RD Weis Companies

**Jill Braunstein, Esq.**  
Partner  
Moritt Hock & Hamroff LLP

**Carla Hall**  
Chef and Cookbook  
Author

**Irene Rowe**  
Regional Vice President  
Retail  
Carter's, Inc.

**Jill Wilson**  
SVP of Human Resources  
& Talent Development  
Carter's, Inc.

Pajama Program National Office  
171 Madison Avenue, Suite 1409  
New York, NY 10016

(212) 716-9757  
pajamaprogram.org

info@pajamaprogram.org  
@pajamaprogram

**PAJAMA PROGRAM, INC.**  
**STATEMENT OF ACTIVITIES**  
**FOR THE YEAR ENDED JUNE 30, 2020**

	Without Donor Restrictions	With Donor Restrictions	Total
Public support and revenue:			
Donated books and pajamas	\$2,569,056		\$2,569,056
Contributions	2,093,597	\$10,000	2,103,597
Fundraising event income	134,798		134,798
In-kind contributions	140,885		140,885
Interest income	36,683		36,683
Net assets released from restrictions	81,118	(81,118)	0
	<u>5,056,137</u>	<u>(71,118)</u>	<u>4,985,019</u>
Expenses:			
Program services	3,973,869		3,973,869
Supporting services:			
Management and general	502,131		502,131
Fundraising	378,769		378,769
	<u>4,854,769</u>	<u>0</u>	<u>4,854,769</u>
Change in net assets	201,368	(71,118)	130,250
Net assets - beginning of year	<u>4,786,704</u>	<u>78,552</u>	<u>4,865,256</u>
Net assets - end of year	<u><u>\$4,988,072</u></u>	<u><u>\$7,434</u></u>	<u><u>\$4,995,506</u></u>

**PAJAMA PROGRAM, INC.**  
**STATEMENT OF FUNCTIONAL EXPENSES**  
**FOR THE YEAR ENDED JUNE 30, 2020**

		Supporting Services		
	Program Services	Management and General	Fundraising	Total Expenses
Salaries	\$635,936	\$56,792	\$182,729	\$875,457
Payroll taxes and benefits	112,997	10,092	32,469	155,558
Distribution of books and pajamas	2,462,613			2,462,613
Professional fees (including in-kind)	92,044	213,424	86,888	392,356
Office expenses	63,782	5,698	18,325	87,805
Occupancy expenses (including in-kind)	341,459	5,340	18,690	365,489
Postage and shipping	134,963	4,499	10,497	149,959
Travel costs	51,587		5,732	57,319
Insurance	11,621	1,038	3,339	15,998
Advertising and marketing		151,279		151,279
Fundraising event expenses			9,609	9,609
Program supplies	25,500			25,500
Other expenses	4,856	40,946		45,802
Dues and subscriptions		9,762		9,762
Depreciation	36,511	3,261	10,491	50,263
Total expenses	<u>\$3,973,869</u>	<u>\$502,131</u>	<u>\$378,769</u>	<u>\$4,854,769</u>