



Pajama Program

Good Nights Are Good Days

ANNUAL IMPACT REPORT

2017



MISSION

To promote and support a comforting bedtime routine for *all* children to help them thrive



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ORGANIZATIONAL NEWS

Former Board Chair and long-time Pajama Program supporter, Jamie Dyce, assumed the role of Executive Director in May 2017. Ms. Dyce brings 11 years of experience as an attorney and supporter of several nonprofits, including Pajama Program and GEMS, to her new role. Ms. Piturro will continue her work with Pajama Program as an advisor and champion while she launches her public speaking and engagement services business based on her experiences building Pajama Program.



Jamie Dyce

Incoming Executive Director



Genevieve Piturro

Founder | Outgoing Executive Director



Pajama Program awarded 4-star rating by Charity Navigator for the eighth year in a row.

2017 MILESTONE

June 2017 Pajama Program Reading Center | Atlanta Opens

Thanks to the generous support of Pajama Program's lead pajama partner, Carter's, Inc., Pajama Program reached a new milestone with the grand opening of its Atlanta, Georgia Reading Center on June 13, 2017. To commemorate the event, an official ribbon cutting ceremony was held featuring guests of honor, reading advocate and First Lady of Georgia, Sandra Deal, and Michael D. Casey, Chairman & Chief Executive Officer, Carter's Inc.

Children from a local community partner joined the festivities and enjoyed a special story time reading with Mrs. Deal, Reading Center dedication with Mr. Casey, and a surprise guest appearance and inspirational message from former NFL player and actor Sergio Joachim.

Proud 2017 sponsors of the Pajama Program Reading Center | Atlanta include: Carter's, Inc., Scholastic, Target, The Ganek Foundation, The Elf on the Shelf, Atlanta Woman's Club Education Committee, Mannington Flooring, Caleb Onsite Wood Work, Pinniger Family, Baker's Man, and U.S. Electric Supply.

Led by dedicated staff and volunteers, the Atlanta Reading Center will offer a variety of programming for children of all ages. Through our main Reading Party program, children will enjoy connecting with our caring volunteers.



Sandra Deal, First Lady of Georgia, Michael Casey, Chairman & CEO of Carter's Inc.;
Genevieve Piturro, Founder of Pajama Program



2017 HIGHLIGHT

TEAM

Teens Empowering And Mentoring

The TEAM pilot program launched in 2017. Local high school students in NYC come to the Reading Center once a week to meet with an elementary-school student. Along with other adults, the teens serve as the volunteers for our Reading Parties. By pairing a teen with a younger student, the older children can further their own development of self-esteem and confidence through increased interaction with the community and relationships with younger students. This program has been very popular all around: the children, teens, and adult volunteers are deeply committed to the program.

IMPACT

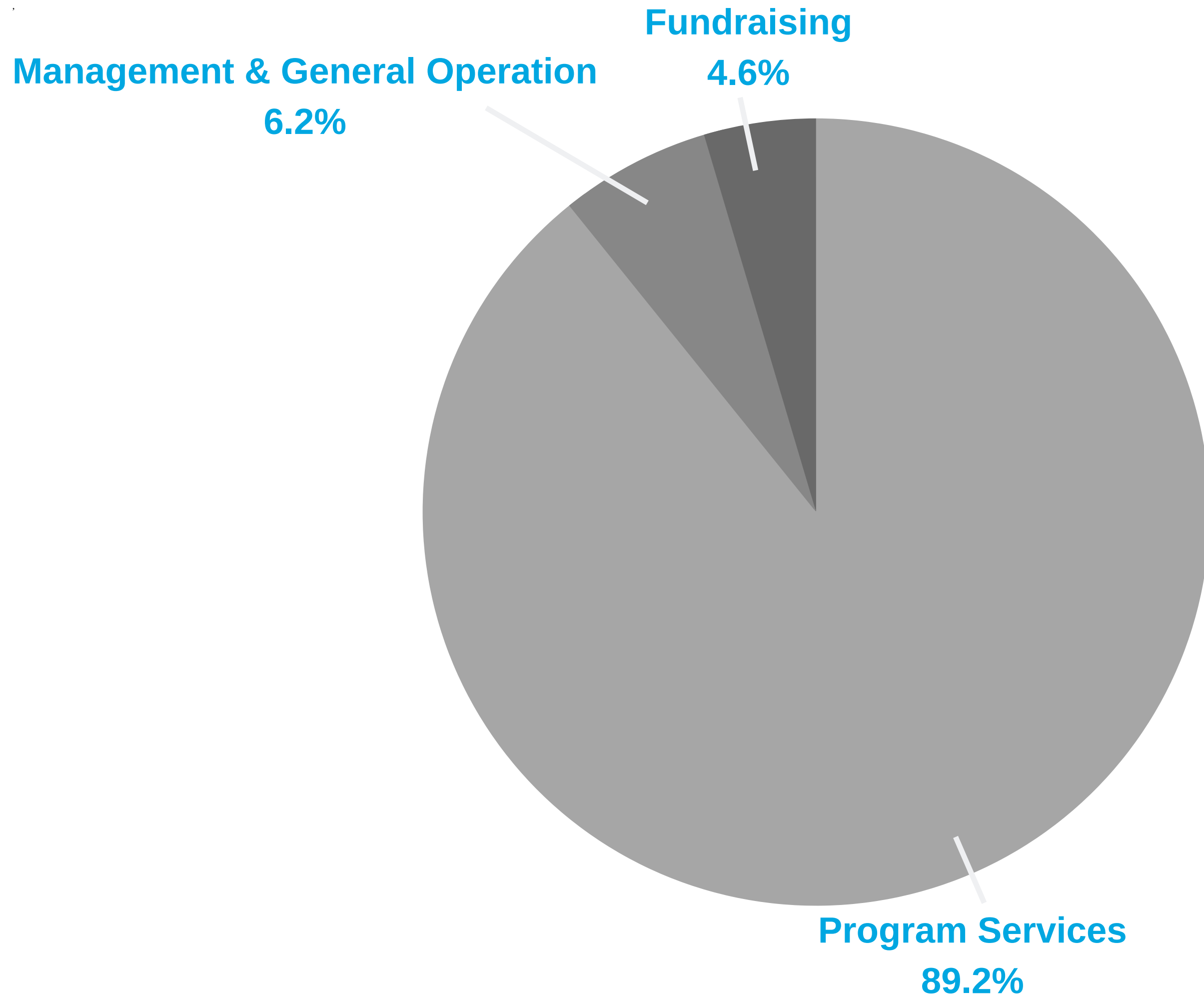
739,939

Good Nights Delivered -
515,244 Pajamas
and 224,695 Books

4,860

Connections Made -
With children at the
Reading Centers

ALLOCATION



FINANCIAL STATEMENTS

For the year ended December 31, 2017

	Program Services	Management & General	Fundraising	Total
Book and Pajama Distributions	\$3,313,291	-	-	\$3,313,291
Wages	\$533,049	\$107,602	\$132,476	\$773,127
Program Expenses - General	\$502,780	-	-	\$502,780
Cost of Pajamas and Books	\$252,940	-	-	\$252,940
Rent	\$168,262	\$15,537	-	\$183,799
Fundraising Event Expenses	-	-	\$133,166	\$133,166
Freight and Postage	\$116,571	\$3,886	\$9,066	\$129,523
Payroll Taxes and Fringes	\$85,126	\$17,184	\$21,156	\$123,466
Travel, Lodging and Meals	\$94,842	-	\$10,539	\$105,381
General Fundraising Expenses	-	-	\$59,606	\$59,606
Marketing, Advertising and Promotion	-	-	\$59,006	\$59,006
Repair and Maintenance - Office & Equipment	-	\$41,374	-	\$41,374
Professional Fees	-	\$40,555	-	\$40,555
Dues and Subscriptions	-	\$29,611	-	\$29,611
Office Expenses	-	\$23,821	-	\$23,821
Utilities and Telephone	\$1,962	\$17,653	-	\$19,615
Insurance	\$12,682	\$3,169	-	\$15,851
Bank Service Charges and Credit Card Fees	-	\$10,946	-	\$10,946
License and Fees	-	\$10,177	-	\$10,177
Volunteer Appreciation Expenses	\$9,048	-	-	\$9,048
Background Checks	-	\$8,559	-	\$8,559
Depreciation	-	\$3,346	-	\$3,346
Total Expenses	\$5,099,112	\$324,861	\$425,015	\$5,848,988

FINANCIAL STATEMENTS

For the year ended December 31, 2017

Unrestricted Net Assets

Revenues and Other Support

Unrestricted Contributions	\$1,992,609
Fundraising Events	\$420,948
Total Revenues and Other Support	<u>\$2,413,557</u>

Book and Pajama Distributions

Purchased Books and Pajamas	\$252,940
Revenues & Other Support Less Book & Pajama Distributions	<u>\$2,160,617</u>

Expenses

Wages	\$773,127
Program Expenses - General	\$608,161
Rent (Cash Portion)	\$139,399
Events Expenses	\$133,166
Freight and Postage	\$129,523
Payroll Taxes and Fringes	\$123,466
Fundraising Expenses	\$59,606
Marketing, Advertising and Promotion	\$59,006
Repairs and Maintenance	\$41,374
Professional Fees	\$40,555
Dues and Subscriptions	\$29,611
Office Expense	\$23,821
Utilities and Telephone	\$19,615
Insurance	\$15,851
Bank Service Charges and Credit Card Fees	\$10,946
Licenses and Fees	\$10,177
Volunteer Appreciation Expenses	\$9,048
Background Checks	\$8,559
Depreciation	\$3,346
Total Expenses	<u>\$2,238,357</u>

Statement of Activities - In-Kind Portion

Increase in Revenue and Other Support over Book and Pajama Distributions

Donated Books and Pajamas	\$3,347,535
Donated Rent	<u>\$44,400</u>
Total Revenues and Other Support	<u>\$3,391,935</u>

Book and Pajama Distributions

Beginning Inventory	\$828,913
Donated Books and Pajamas for Distribution	\$3,347,535
Books and Pajamas Available for Distribution	<u>\$4,176,448</u>

Ending Inventory	<u>(\$863,157)</u>
Total Book and Pajama Distributions	\$3,313,291
Rent Expense In-Kind	<u>\$44,400</u>

\$3,357,691

Increase in Revenue and Other Support over Book and Pajama Distributions

(Decrease) in Net Assets - Cash Portion	<u>(\$51,073)</u>
Total (Decrease) in Net Assets before Interest Income	<u>(\$16,829)</u>

Interest Income	<u>\$21,810</u>
Increase in Net Assets (Unrestricted)	\$4,981

Net Assets

Beginning of Year	\$3,911,889
End of Year	\$3,916,870

SUPPORTERS



Lead Pajama Partner



Lead Book Partner

Additional Leading Donors

American Sleep Association
Bob's Discount Furniture
Carla Hall Petite Cookies
CBS Cares
County Coach Corp.
Duane Morris LLP
Entergy Farmingdale UFSD
Environetics
Fisher-Price
Herbert M. Citrin Charitable Foundation
International Interior Design Association
Invesco
Jamie Barker Foundation

Komar Brands
Ludwig Family Foundation
Marin Management Corporation
Mt. Carmel Pharmacy
New York Life Insurance
Newmark Knight Frank
Novartis
Pascale Communications
PJ Masks
PVH Foundation
RD Weis Companies
Richard Leeds International
Ronald McDonald House Charities

Say Yes to Education
Shydlo Communications
Target
The Amy Marie Crabtree Foundation
The Charles Engelhard Foundation
The Elkes Foundation
The Gannett Foundation
The Mead Foundation
The Neuberger Berman Foundation
The Order of St. John
The Peters Group
The Thomas & Agnes Carvel Foundation
The Westchester Bank

TJX Foundation
Uncle Sam's/Armynavydeals.com
Vineyard Vines
Wade Family Trust