



Pajama Program

Good Nights Are Good Days

Pajama Program has continued support of our community throughout the first half of 2020 - through all of the challenges we have faced during this time. We are pleased to share the impact we have had on our community across the United States.

JANUARY-
JUNE 2020
**IMPACT
REPORT**

READING CENTERS

Before we were forced to close our Reading Centers in New York City and Atlanta in early March 2020, we had over 1,800 children visit and over 1,100 volunteers working to support our mission.

Dr. Seuss's Birthday Celebration with volunteers from Target at the New York Reading Center.



GOOD NIGHTS ARE GOOD DAYS PROGRAM

Our national distribution of pajamas and books continued and we developed additional channels in response to COVID-19 to ensure we reached the children of first responders and essential workers.

Key Partnerships in COVID Response

THRIVE GLOBAL

Bright Horizons™

HarperCollins

Pajama Program delivered pajamas and book 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.

108,886
PAJAMAS

39,803
BOOKS



Florida Chapter volunteer safely sending out pajamas and books



Nurse from St. Mary's Hospital in Bayside, reading 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

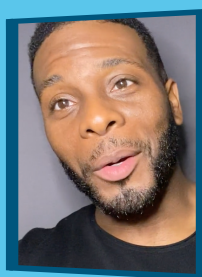
7:30PM
@PAJAMAPROGRAM

Virtual Reading Parties are hosted on our social channels to help children connect over a story and continue a bedtime routine during these uncertain times and are archived on a new Community Partner Resource Portal on our website. Partnered with ProjectGivingKids and Visit.org to bring in additional volunteer groups.

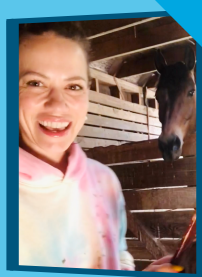
"During these difficult times, I've become really inspired by the actions Pajama Program performs everyday in order to better the lives of people. It puts a smile on my face to share some of my favorite childhood experiences by reading to children through Pajama Program." - Volunteer



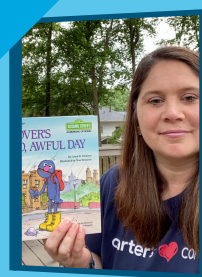
Melissa Joan Hart



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 comforting bedtime routines for all children.

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



\$120K
RAISED

386
PARTICIPANTS

Giving Tuesday Now



Pajama Program participated in Giving Tuesday Now - a movement to support COVID-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 5 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

