





We believe that tomorrow starts tonight for every child.

At Pajama Program, we promote equitable access to healthy sleep so all children can thrive.

We focus on young children facing adversity—due to economic hardship, housing insecurity, or familial instability—that often keeps them from getting the vital sleep they need.





OUR IMPACT: SCHOOL YEAR 2023-2024



175,980 new pajamas and storybooks delivered to children facing adversity



15,486 children educated through our programs



22,578 caregivers trained through our programs



750 Pajama Partners we collaborate with to reach families across the <u>US</u>

8 Million

Through our network of community-based partners, we've delivered more than **8 million** new pajamas and storybooks to children in shelters, community centers, and classrooms nationwide.



Kids sleep an average of **30 minutes longer each school night**, paving the way for a brighter tomorrow, because **tomorrow starts tonight.**



Why Is Healthy Sleep So Important For Children?

Sleep is our children's superpower!

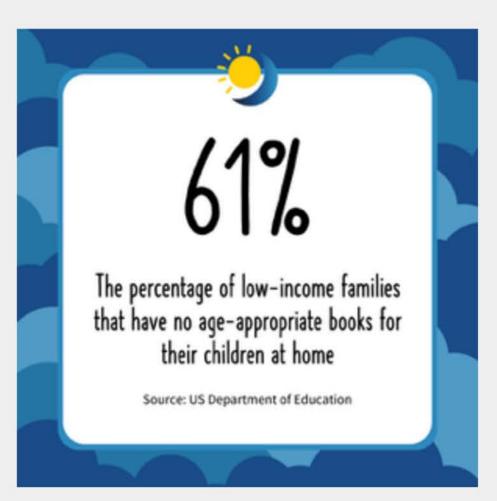
SLEEP IS A
BASIC NEED

CHILDREN THRIVE WITH ROUTINE

SLEEP IS A SOCIAL JUSTICE ISSUE



We provide children facing adversity with the tools and support they need to ensure that a better tomorrow starts tonight.







Our Signature Programs



BEDTIME READY PROGRAMS

FOR KIDS

Bedtime READY for Kids (English and Spanish) is a **90 minute** interactive workshop that teaches children in grades K-3 about the importance of healthy sleep and a bedtime routine.



FUNDING FOR THIS PROGRAM

This year, 84 workshops will be facilitated across Pajama Program Centers in New York City, Atlanta and metro-Detroit, reaching thousands of children.

FOR FAMILIES

Bedtime READY for Families is a **90 minute** interactive workshop (English & Spanish) for caregivers about the importance of sleep and how it contributes to the overall well-being of the children under their care.



FUNDING FOR THIS PROGRAM

Can support one or more of the **84 sessions** scheduled at one of Pajama Program's three centers based in New York City, Atlanta or Detroit or at a participating school.

CLASSROOM CURRICULUM PROGRAM

A training course for early childhood educators (3K – PreK) to learn and implement a 2-week curriculum about healthy sleep for their students. Teachers learn how sleep impacts children's well-being and how sleep deficits can negatively impact children's academic outcomes, socio-emotional skills, and their physical and mental health. Educators leave the training with Teacher Kits filled with lesson plan materials, 20 teddy bears, new pajamas and storybooks for their students.

FUNDING FOR THIS PROGRAM

- Help us achieve our goals to reach 400 new educators this year
- 200 Impact 200 additional classrooms with this programming
- 4k Enhance the well-being of up to 4,000 children

Our Signature Programs



SLEEP & WELL-BEING PROFESSIONAL DEVELOPMENT PROGRAM

Provides sleep health education for professionals who work in settings or agencies that promote child and family well-being for families experiencing poverty through Head Start, Title 1 Schools, key agencies like foster care, shelter-based staff and social workers. We expect to reach **300** professionals this year alone.

FUNDING FOR THIS PROGRAM

300

Many agencies do not have funding for professional development. Your support can train 300 frontline professionals who directly work with families and children experiencing hardship every day, and enable us to offer this program at no charge to them.

FOSTERING SLEEP PROGRAM

Sleep problems among children in foster care are more common and more severe than in other children. This program is a 90 minute, evidence-based healthy sleep workshop for foster care staff formulated based on years of research and expertise from sleep researchers.

FUNDING FOR THIS PROGRAM



Can provide **10 workshops** for **100 foster parents**, supporting **the children** in their care.



Can provide 4 workshops for 80 foster care staff, supporting 1,600 foster parents and the children in their care.

Our Lead Brand Partners





LEAD PAJAMA PARTNER

Through our partnership with Carter's, Pajama Program is able to provide millions of cozy pajamas to children to help create comforting bedtime routines. Carter's has supported Pajama Program since 2009.

"Because of our 16 year partnership with Pajama Program, we have reached over 2.5 million children experiencing poverty with new pajamas and funded over \$16.5M to support programming for children and their adults to create bedtime routines that last. Our Carter's team volunteers at Pajama Program Centers to experience our campaign impact first hand...We value our longstanding partnership with Pajama Program to create impact together."

Jill Wilson

SVP, Human Resources & Community Affairs



LEAD BOOK PARTNER

Thanks to the generosity of Scholastic, Pajama Program distributes more storybooks to more children throughout the United States each year. Scholastic donates thousands of new children's and young adult books to Pajama Program from its vast portfolio of beloved titles and authors. Scholastic has supported Pajama Program since 2007.

"Books, stories, and the safety and comfort of that special bond between a parent and child is a crucial part of the bedtime experience for children. For more than 15 years, Scholastic has been a proud partner, donating more than a million new books and providing grants to help children and their caregivers build better bedtimes."

Billy DiMichele

SVP, Brand Marketing & Corporate Social Responsibility

Signature Partners



Morgan Stanley















bloomingdales



Partnership Opportunities

Support Our Work With A Custom % of Sale Campaign



SPECIFIC TIME-FRAME OR PRODUCT

- → Donate a percentage of sales to Pajama Program for a specific time-frame:
 - Giving Tuesday/Holiday (December)
 - National Sleep Awareness Month (March)
 - Beginning of school year
 - Whenever you're in the giving mood
- → Or donate a percentage of sales to Pajama Program by a specific product(s):
 - Can be retail or web-based

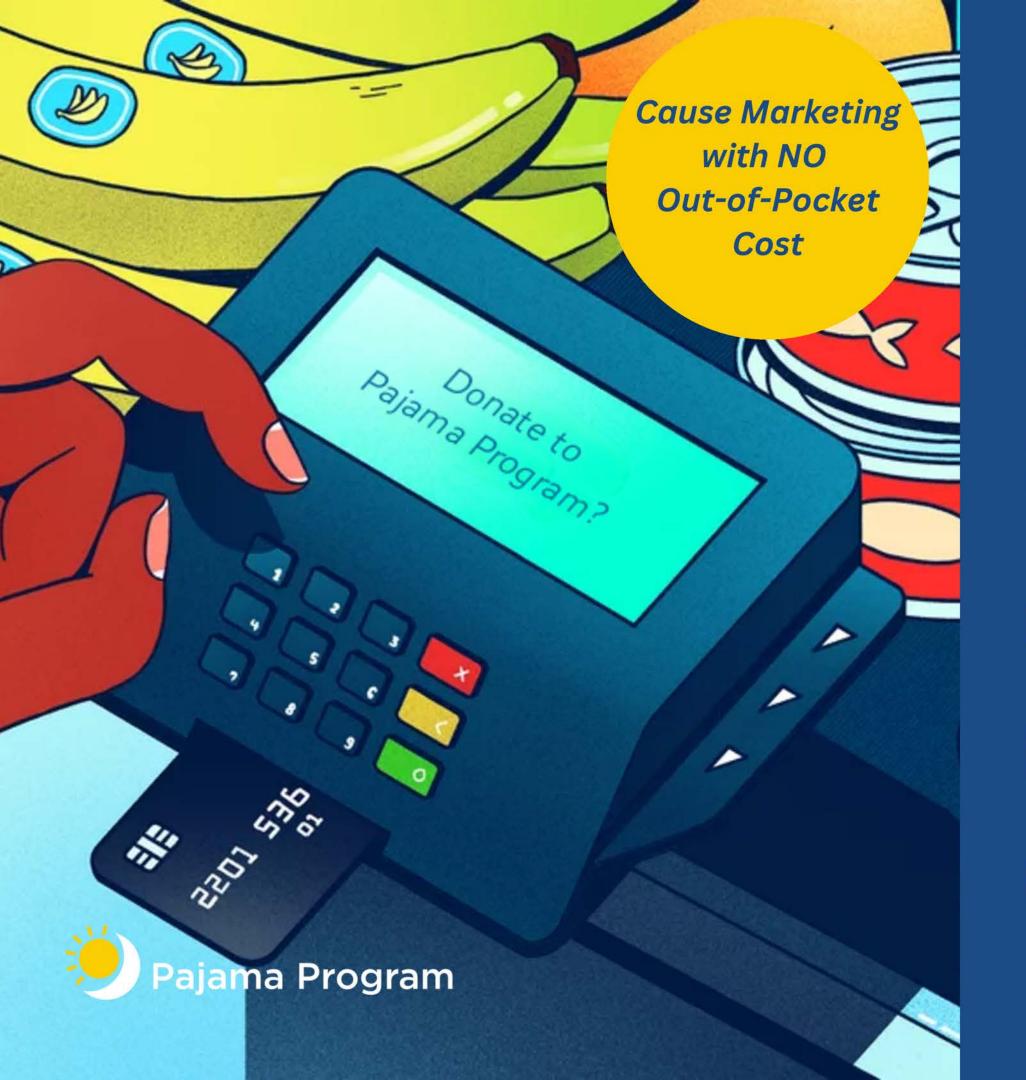


baloo

Save 10% & support children in need of healthy sleep.



added at checkout



Partnership Opportunities

Support Our Work With A Point-of-Sale (POS) Fundraising Campaign

Retail partners can establish a Point-of-Sale donation campaign to benefit Pajama Program



Round-up all retail sales to the nearest dollar at check-out



Prompt customers to donate directly to Pajama Program at check-out



Start a Pajama Drive - accept pajama donations at retail locations

Partnership Opportunities

Sleep Awareness Month Campaign Support



Join Pajama Program's Sleep Awareness Month Campaign

- March is National Sleep Awareness Month
- Your brand can join us and other name brands for our annual campaign to raise awareness that sleep is crucial for children's health and well-being. Together we can support the millions of children who do not have equitable access to resources to support comforting bedtime routines.
- Financial support for our Sleep Awareness Month campaign will help expand our impact and make a difference in childrens' lives well beyond March.



Will You Help Us Raise \$ To Support Our Mission?

Here's What We Offer If You Raise	\$25,000+	\$10,000-\$24,999	\$5,000-\$9,999
Bedtime READY for Kids Session (Volunteer Opportunity)			
Pajama Folding Party (Volunteer Opportunity)	⊘		
Recognition at Pajama Program's Sipping into Spring Event			
Dedicated email announcing partnership			
Dedicated social post announcing partnership			
Your logo and contact info on various marketing materials		⊘	
Prominent placement on our website			
Promote equitable access to healthy sleep so all children can thrive	⊘		

Corporate Volunteer Engagement Opportunities





Bedtime READY

Children from K-3 classrooms come to a Pajama Program Center to learn about healthy bedtime routines led by our staff and leave with a new pair of pajamas and storybook.

Your corporate group can volunteer at our New York City, Atlanta, and Detroit Centers to support this program by participating in a key part of a comforting bedtime routine by sharing stories with children during breakout sessions. We aim to have a 3:1 volunteer to child ratio at every session.

Timing: Select weekdays, 10am – 12pm Number of Volunteers: 8-12

Pajama Folding Parties

For corporate volunteers who want to support children, but prefer to not participate in an interactive lesson, this is the opportunity for them! Each child who participates in Pajama Program's various programs gets a new pair of pajamas and a book. We fold and package our pajamas with a bow, so children feel like they are receiving a present.

Groups of up to 30 people can come to our Atlanta, Detroit, or New York City Centers and support our staff by folding pajamas for upcoming program sessions that month.

This opportunity can take place at your office and have upwards of 100 volunteers, pending level of support chosen!

Timing: 1-2 hours

Number of Volunteers: 10-30

Our Pajama Program Centers

New York City Center

114 East 39th Street
New York, NY 10016
(212) 716-9757
info@pajamaprogram.org

Atlanta Center

680 Murphy Avenue SW, Ste. 4217 Atlanta, GA 30310 (404) 748-9221 atlanta@pajamaprogram.org

Metro Detroit Center

19171 Merriman Road
Livonia, MI 48152
(248) 478-3242
info@pajamaprogram.org



THANK YOU.

For more information, please contact our Chief Advancement Officer, Ashley Dittmar

ashley@pajamaprogram.org



