A TIME LIKE NO OTHER
SUNRISE ASSOCIATION IMPACT REPORT 2019/2020
“Next to being in remission, his time spent at Sunrise was the best thing to happen to my son since his diagnosis.” —Mary, Sunrise Parent
OUR MISSION

The mission of the Sunrise Association is to bring back the joys of childhood to children with cancer and their siblings worldwide. Sunrise accomplishes this through the creation and oversight of welcoming, inclusive summer day camps, year-round programs and in-hospital recreational activities, all offered free of charge.

OUR VISION

We work towards a world where cancer will not be the defining factor in a child’s life; where children and families navigating the difficult world of pediatric cancer can find hope, love and an extra ray of sunshine; where cultural diversity is embraced and every child is celebrated for who they are and for the unique gifts they bring into the world.

OUR VALUES

Fun Is Mandatory
Sunrise is children just being children – having fun playing and laughing together. We want every child, even if they can attend for only a day, to have the best day ever!

Inclusivity and Diversity
Sunrise is a world-wide organization made up of people from every walk of life who recognize and embrace the particular journey that our children are on. Sunrise actively seeks to create inclusive communities – whether at camp or in the hospitals – that celebrate diversity and equity among all our children and staff while respecting both the distinctions and the commonalities that bind us together as a human family.

Hope & Healing
While we may not be able to cure cancer, Sunrise can provide the healing of the heart as well as the hope that each child can experience the true meaning of childhood.
Dear Friends,

As this trying year comes to a close and we look forward to better times ahead, we hope this finds you and your families safe and well.

This impact report highlights Sunrise's progress from 2019 through 2020 – a year of hope and expansion followed by a year of unprecedented challenges. And yet within those challenges, we found a resilience that propelled us forward in ways previously unimagined.

Just one short year ago, our Association staff had just moved into our first wholly-owned headquarters – a building we had constructed following years of planning, fundraising and dreaming. But just as we were hanging our pictures on our office walls, the world abruptly shut down. Suddenly our doors were locked, our hospital programs shuttered, and our camps – our premier programs – looked out of reach.

We had a choice: Watch and wait, or pivot. *We chose to pivot.*

Within just weeks, Sunrise completely reimaged itself, moving our in-hospital programming into the virtual world, supporting our families through referral services and emergency aid, and creating an online version of camp that kept over 1,700 children coming back for more, summer day after summer day. We then created an app so that our children can now have “all things Sunrise” in the palm of their hands, built an entire division now known as *Sunrise Studios*, recreated our *SunriseWALKS* so our supporters could safely hike the hills in their own backyards, and moved our fundraisers from catering halls to TV screens with stunning success. Our donors, true believers in the Sunrise mission, stepped up to the plate as never before, raising and donating millions to our efforts as we continued to plan, reinvent and create new avenues of engagement for the children whom we knew, as well as the ones to come.

As we continue to move further into 2021, Sunrise’s path forward is more than encouraging. From Ohio to California, new opportunities for engagement have developed as a direct result of our work during the pandemic, allowing us to engage with children in areas long considered too remote. And today, albeit slowly, we are starting the process of safely bringing Sunrise on Wheels back into our affiliate hospitals and planning for in-person camps for this summer, re-imagining our programs to meet the limitations of the day without sacrificing even a single moment of magic for our children.

This has been a time like no other, and to try to paint it with a glossy sheen would be inappropriate; we have all lost too much this past year, both personally and professionally. But Sunrise has always defined itself as a beacon of light in an arena of darkness . . . as an organization determined to turn fear into smiles. This past year has surely tested us, but it couldn’t break us. We remain as determined as ever to continue bringing hope and laughter to children who need it the most, and if this past year is any indication, we will continue to succeed.

*The sky’s the limit with Sunrise!*
IMPACT, as defined by Webster’s Dictionary, is the force of impression of one thing on another: a significant or major effect.

IMPACT: has never meant more than in 2019-2020.

IMPACT: the incredible generosity of our donors who continually make an impact on the lives of our families.

IMPACT: excellence in continually living our mission – to bring the joys of childhood to children with cancer and their siblings, free of charge.

IMPACT: turning a dreary day into one of fun and laughter.
CAMP & YEAR-ROUND PROGRAMS

In 2019, Sunrise impacted the lives of approximately 3,500 families and cared for more than 6,000 individual children in myriad programs.

Just under **2,000** children attended our summer day camps and year-round Sunrise Sundays and Fundays.

More than **5,000** children enjoyed **43** weekly Sunrise on Wheels programs at **21** hospitals.

The **Laura Rosenberg S.T.E.A.M. Shack** (Science, Technology, Engineering, Arts & Math) opened on Long Island to accolades. The building – a beautifully designed air-conditioned facility – is both rustic and modern at the same time. This addition brings new content to Sunrise and we are excited to replicate its programming across our community, further enhancing our existing camps.
SUNRISE ON WHEELS

2019 was a year of incredible growth for our in-hospital programs. As of December 2019, we are proud to be affiliated with 36 renowned hospitals world-wide.

- We opened a new SOW program in NewYork Presbyterian Komansky Children’s Hospital/ Weill Cornell Medicine.
- Our first evening program in the U.S. – Sunset from Sunrise – premiered at Cohen Children’s Medical Center/Northwell Health and was met with enthusiasm from hospital staff and families.
- A brand new affiliation was formed with CHOP (Children’s Healthcare of Philadelphia), one of the largest pediatric health care providers in the world.

The mission of Sunrise on Wheels is to bring a joyful camp experience to children in pediatric hematology/oncology units in the hospital. Our goal is to provide fun and laughter to patients and their siblings, while offering respite for their families, during their hospital stay.
SCHOLARSHIPS

We are incredibly proud to work with the Virginia B. Toulmin Foundation to grant college scholarships to our cherished camp staff pursuing a career in a healthcare related field.

- In 2019, The Virginia B. Toulmin Foundation granted 10 scholarships totaling $40,000 to Sunrise counselors, representing camps throughout the United States and Israel.
- Over $170,000 has been given out in scholarship funds to 44 different staff members since this incredible program began in 2014.

“These young people do so much for our children and we are grateful for the opportunity to say thank you in this way.

“Sunrise has given me the gift of empathy. I now know that as a doctor, it will be about healing patients physically, but also about healing their spirit.”

~ Danielle Abraham, Toulmin Scholarship Winner

Congratulations to our 2019 Scholarship Winners!

Maria Rosita Valencia, Horizon Day Camp–Baltimore
Hang Anastasia Bui, Sunrise Day Camp–Long Island
Ava Dawson, Sunrise Day Camp–Long Island
Jenna Meyers, Sunrise Day Camp–Long Island
Danielle Abraham, Sunrise Day Camp–Pearl River
Melody Ashby, Sunrise Day Camp, Pearl River
Jake Kelly, Sunrise Day Camp–Staten Island
Dana Beck, Sunrise Israel, Beit Yehoshua
Liran Freidus, Sunrise Israel, Beit Yehoshua
Rand Shibel, Sunrise Israel, Beit Yehoshua
FUNDRAISING

By the end of June 2019, we had raised more than $11.5 million between our annual operations and capital campaign, including our franchises. This is the largest amount in the history of our organization.

Aurora Day Camp in Atlanta held their inaugural gala raising $145,000, surpassing their goal of $100,000.

With a deep love for the mission of the Sunrise Association, Sandy and Larry Simon generously pledged $500,000 over five years in support of the organization’s life-changing work.

We established an American Friends of Sunrise Israel campaign which raised more than $200,000 in 2019.

The Kahlert Foundation made a $125,000 gift to Horizon Day Camp, which represented Horizon Day Camp’s largest gift received in 2019 – the same year Greg Kahlert and his wife Roberta were honored as Summer Dreams Honorees. The Kahlert Foundation has generously donated more than $500,000 to Horizon Day Camp in Baltimore.
THE LARGEST SINGLE GIFT IN OUR HISTORY

$3 million pledge from Feil Family Assured Completion of Building Project

Board member Jeffrey Feil has always taken our dreams and made them come true.

Since our inception in 2006, the Sunrise Association has benefited from the continued generosity of Jeffrey and his family through the Charitable Lead Trust of the Will of Louis and Gertrude Feil – named for Jeffrey’s beloved parents. At our Long Island Campgrounds, the Louis and Gertrude Feil Sunrise Pavilion – built in 2012 – creates air-conditioned, indoor spaces for our children who need to get out of the sun or find a place to play on a rainy day. This, alongside the numerous annual gifts we have been the beneficiary of, the Feil family has provided Sunrise with the resources to expand both its footprint and its programming.

As our capital campaign to build our first headquarters kicked off, Jeffrey was among the first to let us know that he would be there for us when the time came. True to his word, Jeffrey – in 2019 – pledged $3 million to the overall campaign, effectively putting us within striking distance of our final goal. This contribution was the largest one-time gift in the history of Sunrise! In February 2020, the Sunrise Association proudly opened its first headquarters – The Louis and Gertrude Feil Sunrise Center.

BILLY AND GEORGE ROSS PLEDGE
$1 MILLION TO CAPITAL CAMPAIGN

A treasured and generous couple, Billie and George Ross have been key supporters of Sunrise since our inception. A consistent proponent of Sunrise’s need for a national headquarters, George – who sits on the Board of the Association – announced that he and Billie would donate a million dollars to the capital campaign to assure that this dream came true. To celebrate their dedication to Sunrise and to creating this building, the Campus has been named in their honor and affixed in perpetuity upon the new building.

100% BOARD SUPPORT

Led by Capital Campaign Chair Jimmy Berg and Board Chair Nina J. Pickett, the Sunrise Board of Directors demonstrated their support of the New Headquarters Project by committing themselves to 100% giving. “Every board member gave to the campaign commensurate with their ability,” said President and CEO Arnie Preminger. “Jimmy was our leader and the Board fully backed his efforts.

By giving at the 100% level, the Board made a clear statement to the rest of the community as to how vital they saw this project as being.” All in all, the Board of Directors contributed over $5 million to the campaign, with major gifts ($50,000 and above) credited to Froma Benerofe, Jimmy Berg, Laurie Girsky, Gary Hisiger, Andrew Sandler, Joy Zellin, and of course, Jeffrey Feil and George Ross.
SUNRISEWALKS 2019

We Walked...Raised over $1.9 million...and They Soared!

With over 5,000 walkers in five communities in the U.S. (Long Island, Pearl River, Staten Island, Baltimore & Atlanta) combined with more than 1,200 participants in Israel’s Night Run, SunriseWALKS had our most impactful campaign to date.

And we did it together...one step at a time.

2019 was a year of milestones:

- On Long Island, five of our top 15 fundraising teams were captained by youth as young as 13 and combined raised over $72,000!
- One corporate team, Gettry Marcus, raised over $102,000!
- A brand new team in Pearl River, Team “Sol” Mates brought 86 Walkers to the event and raised $21,200!
- The 1st Annual AuroraWALKS in Atlanta was a tremendous success. Held at Chastain Park, more than 400 registrants from 52 teams raised $80,000 for Aurora Day Camp.
- Hosted at Camden Yards Sports Complex in Baltimore, HorizonWALKS brought together 400 registered walkers and more than 50 volunteers who raised $175,000 for Horizon Day Camp.
- More than 1,200 runners participated in the Tel Aviv Night Run in October, raising over $180,000 for Sunrise Israel’s three day camps that are attended by over 550 Arab and Jewish children.

In this overwhelming world, it feels like one person can’t make a difference. The truth is, one person can make a difference...a huge difference....

One Step At A Time.
AvalonBay Communities, Inc. is driven by a bold purpose: creating a better way to live. Rooted in the company’s core value of *A Spirit of Caring*, AvalonBay has a long-standing history of building strong communities by giving back. Carrying on this tradition, AvalonBay has supported the Sunrise Association through myriad fundraising events and volunteer days starting in 2008 at Sunrise Day Camp—Long Island. Our relationship has grown immensely over the years; from the opening of Sunrise Day Camp—Pearl River in 2013 and Horizon Day Camp—Baltimore in 2016, to attending SunriseWALKS as a team since 2015. Once again in 2019, AvalonBay proved to be a wonderful friend as they helped us make significant improvements to two of our camp locations. *Together our partnership has built miles and miles of Sunrise smiles!*
2020 began with a wonderful start for the Sunrise Association.

In January, we held our 4th Annual Staff Conference - “Because They Deserve It; Achieving Excellence” - which was attended by 70 Sunrise staff from the US and Israel.

A short while after our conference, our Association staff was excited to move into the brand new Louis & Gertrude Feil Sunrise Association Headquarters on the Billie & George Ross Campus!

In March, we were thrilled to add our most recent hospital affiliation at Nemours/Alfred I. duPont Hospital for Children.
We began to understand what our families have lived with since their child was diagnosed with cancer:

Fear of Germs
Social Distancing
Constant Handwashing

WE DIDN’T SIT AND WAIT. WE IMMEDIATELY JUMPED INTO ACTION:

FOR OUR FAMILIES

SUPPORT FROM SUNRISE:

- Many of our families experienced issues such as loss of employment or a reduction in income as a direct result of the pandemic. Our staff proactively developed an Information & Referral initiative that connected our families to agencies offering the specific resources they needed. Every Sunrise family was contacted by a member of our staff to check in and gently assess their need for assistance.

- 1,000 families have been provided access to resources including food, basic supplies, emergency aid, employment technology, mental health services and COVID support.
VIRTUAL CAMP:
All five Camp Directors in the U.S. worked together to develop virtual camp while at the same time maintaining their individual community’s uniqueness:

Atlanta held camp three days per week. On the other two days, counselors drove to make socially-distanced visits to kids. In total they travelled 5,000 Miles for Smiles!

In Baltimore, singing and fun was the order of each day. The highlight of the summer was the Glee Night talent show and awards ceremony, done virtually to rave reviews!

Long Island’s crowning achievement was virtual Color War – Sunrise Wars – a parody of all nine Star Wars movies that appealed to all ages from the safety of their homes.

Pearl River partnered with Staten Island, with support from Long Island, to create a memorable summer for hundreds of children who found and fostered new friendships.

Sunrise Israel sent every family a high-end camp-in-a-box that contained a week's worth of sophisticated activities for the family to do together.

Overall, more than 1,750 campers attended virtual camp this summer – 90% of our 2019 registration! Each week, 5,173 camp-in-a-box packages were mailed to children in the U.S. and Israel with supplies to supplement and complement our virtual content.

"Virtual camp was an excellent idea implemented with professionalism and uncompromising quality."
- Camper Parent

Many families did not have the resources to provide a computer for their children to attend virtual camp. Upon hearing this, Ken Faltischek, Vice Chair of the Sunrise Association Board, immediately reached out to Miami-based Social Mobile®, which graciously donated 200 tablets to all of our families in need. “We hope that through enabling digital access to the Sunrise Association programs, we are helping provide a fun, educational, and well-deserved distraction for these children from the daily challenges they face” said Robert Morcos, Founder & CEO of Social Mobile®.

Robert then reached out to William Curry of Atlanta’s Telrite's Pure Talk, which generously provided data plans for those families who do not have internet service in their homes. Said Will, “We are proud to support the Sunrise Association and their mission by providing this essential service to their campers!"

Thank you to everyone involved for this incredible team effort to support our families!
The pandemic changed life as we know it. Particularly hard hit were our hospitals. As Covid-19 forced hospitals to shut their doors to outside partners, our Sunrise/Aurora/Horizon on Wheels programs had to be closed down. But, that didn’t stop us! We quickly pivoted to new programming.

**• SURPRISES FROM SUNRISE:** Thanks to the generosity of our donors, highly curated gift packages filled with toys, activities and games were shipped to hospitals to be distributed by Child Life Specialists to both in and out-patient children.

**• SMILES FROM SUNRISE:** This new program brings weekly Sunrise on Wheels bags of arts & crafts projects to our hospitals, replicating what our volunteers would create with the children before the pandemic.

**• VIRTUAL SUNSHINE FROM SUNRISE:** When a child is hospitalized, their guardian can request a virtual visit from a favorite staff member, volunteer or counselor!

**• ON WHEELS:** Our new bi-weekly newsletter is distributed across our hospitals and filled with games and activities.

**SUNRISE ON SCREENS**
Our children were now quarantined and we wanted to make sure we could provide the services they have come to expect. We created in-home/in-hospital video programming filled with games, contests, sing-a-longs, exercises and just plain fun! Videos featured appearances from many of our staff that our campers have come to know and love, helping bring Sunrise magic into homes and hospital bedsides.

**WHEELS UP!**
This new video series takes children on adventures around the world. Each half hour episode features trivia and a related crafts project. *Wheels Up!* is now available on our YouTube channel, the Sunrise Studios app and on the Closed Circuit TV of participating hospitals.

To date, we have produced 94 episodes with over 15,000 views of Wheels Up! and Sunrise on Screens combined, and sent 10,000 packages filled with Sunrise love to our hospitals!
NOTHING STOPS OUR SUPPORTERS FROM WALKING...
As with all of our programming in 2020, Covid-19 forced our SunriseWALKS events to change course. What at first seemed a daunting task actually presented us with many unanticipated silver linings. Our new format allowed for so many people to get involved in their own neighborhoods, and we were humbled by the support and love from communities willing to quite literally go the extra mile for our Sunrise children.

We may not have walked hand-in-hand, but we were thrilled to connect our participants via social media for exciting kick-off events. Pre-recorded and live videos featured our campers and staff, and comedian and Long Island native Ray Romano even appeared on screen to lead some pre-walk activities! Walkers from as far away as California, Texas and Alaska took to city blocks, suburban streets and rural roads, raising collectively over $1.3 million for all of our U.S. camps.

As an Association, we had to be innovative and adapt with new ways of supporting our individual walker and team goals. We are so proud of the creativity shown by our participants who in turn found new and exciting ways to support our campers and families!

Plans for SunriseWALKS 2021 are already underway! We hope that we will be able to gather again in-person; however, if we can’t, we are prepared with amazing programs to generate even more enthusiasm! For updates please visit:

www.sunrise-walks.org
OUR URGENT CAMPAIGN
Sunrise. Because They Need Our Magic Now.

When the pandemic forced us into quarantine, our Development Team launched into an unprecedented Urgent Campaign, raising nearly $1.2 million – far exceeding expectations. This is a testament to the love and dedication our donors have for the Sunrise mission. As soon as the campaign launched, our Sunrise community responded in the most extraordinary ways. Thank you to everyone who made this possible!

"My own business world is crashing and crushed. But we still need to remember and help those in greater need. And these kids need us now."
- Dennis Riese
Chairman and CEO of the Riese Organization

ALL OF OUR IN-PERSON EVENTS SHIFTED INTO VIRTUAL PROGRAMS...

The first virtual Mildred and Samuel Levine Memorial Golf Classic raised a staggering $430,000, which was $100,000 above our budgeted projections. This exciting event featured comedian Marion Grodin and special guest performers Joan Jett & the Blackhearts.

Horizon Day Camp presented the Summer Dreams Concert Series – three live streamed concerts which raised over $272,000.

Under the leadership of Co-Chairs Andy Cott and Andy Frank, and with the support from the event committee, our Pearl River Hole in One Challenge raised over $90,000! Looking ahead, on July 26, 2021 we are excited to get back to the golf course and honor Adam Barsky, EVP & CEO of the New York Power Authority and Mike Richter, legendary former New York Rangers goalie and President of Brightcore Energy.
**SunriseLIVE!**

The pandemic forced us to either cancel, postpone or virtualize all our major fundraising events – creating an uncertain future and concern over how we would continue to fund our programs. But this is exactly when some very special friends stepped in to help save the day! Sunrise Association board member Andrew Sandler, along with longtime volunteers Gary Podell and Jeffrey Wolf, provided their leadership as Co-Chairs for SunriseLIVE! Together, with the event committee, they shattered all expectations and raised over **$1 million!**

The evening, hosted by Bravo celebrity **Andy Cohen**, allowed us to honor Sunrise Association philanthropists **Lainie and Michael Contillo** and also recognize Sunrise Staff Alumni on the front lines of the COVID-19 crisis. The evening featured performances by Tony Award Winner **Lea Salonga** and **The Modern Mentalist Kevin Nicholas**, as well as inspiring camper stories and an exciting auction.

Thousands tuned in from the comfort of their own homes to watch the show and celebrate the Sunrise mission. It was particularly exciting to see guests generously contributing to the show’s Send a Child to Camp pledge drive and surpassing goal after goal.

SunriseLIVE! was also a kickoff for the upcoming SunriseLIVE! 2021, another virtual event, where we are excited to honor Danielle & Michael Ramin and Beth Stark & Howard Fiddle on June 3rd.
While Covid-19 forced us into isolation, it also presented us with a unique opportunity to find new ways to connect, catapulting us into the future of communication. Every day, each of us turn to our screens like never before to reach out to the world, making "long-distance" a term of the past.

At Sunrise, we have embraced this new future, immediately beginning to use technology to our advantage in order to reach our campers and families. And now, we find ourselves at a pinnacle moment as we dive into the digital world, enabling us to connect with children affected by cancer whom we were never before able to reach.

Thanks to a $1 million donation from the Frances Davis Fund, we were able to create the Dorothy & Irving Ross Sunrise Studios. Through this incredible program – based in the new Sunrise Association headquarters – we now have a portal into the homes and hospital beds of children across the world who were previously too far to experience the magic of Sunrise.

Building upon the digital library already created by Virtual Camp, Wheels Up! and Sunrise on Screens, Sunrise Studios will further expand both our virtual Sunrise world and our children’s access to it. For the first time ever, our content is easily accessible on our exciting new Sunrise Studios app for mobile, tablet and Smart TV devices! New videos will be produced on a regular basis, and plans are in the works for live content, including interviews and shows featuring our Sunrise community. While we have every hope to run an in-person camp experience this summer, thanks to Sunrise Studios, virtual camp is here to stay for any child who may be unable to attend.

We could not be more grateful to Richard Ross for allowing us to bring Sunrise Studios to life. As a supporter of Sunrise for over a decade, Ross serves as both an advisor to the Frances Davis Fund and the Diane and Richard Ross Fund. Also, as President of Mature Temps, a pioneer in understanding the advantages of seniors returning to the workforce, Richard’s goal is to improve the lives of both children and seniors.

"We chose the Sunrise Association because the work they do in creating an atmosphere for children with cancer to just be children and not be defined by their disease is incredibly important," said Richard Ross. “In this time of isolation, the opportunity to create a way to bring some joy into a child's life touched our hearts. The Dorothy & Irving Ross Sunrise Studios was our first and only choice for this important gift."
Sources of Revenue

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<tr>
<td>Special Events</td>
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<td>Donations</td>
<td>$ 4,922,388</td>
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<td>SunriseWALKS</td>
<td>$ 1,147,277</td>
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Total Raised in support of the Sunrise Association $ 8,225,045

Development Costs in 2019-20 equaled just 8.8% of funds raised.

Uses of Funds

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<th>Use</th>
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<td>Day Camps, Sunrise on Wheels and Year-Round Programs</td>
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<td>Management and General</td>
<td>$ 877,824</td>
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<td>Development</td>
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Total Expenses $ 8,582,703

Assets

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Net Assets

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Total Net Assets $ 7,919,336

"We want to share our feelings of pride and happiness by helping the 'sun rise' again for the children of our wonderful organization. They need our support and kindness more than ever before!"

- Larry Simon
SUNRISE PROGRAMS BY THE NUMBERS

SUNRISE ASSOCIATION DAY CAMPS

Atlanta, GA: 131
Baltimore, MD: 178
Be’er Sheva, Israel: 142
Beit Yehoshuah, Israel: 219
Long Island, NY: 708
Pearl River, NY: 324
Ramat Yochanan, Israel: 124
Staten Island, NY: 148

TOTAL CAMPERS IN 2019: 1,969

*Over 1,720 children participated in virtual camp in 2020 with average daily attendance meeting or exceeding our 2019 numbers.

SUNRISE ON WHEELS PROGRAMS BY LOCATION*

Children’s Healthcare of Atlanta at Egleston 48
Children’s Healthcare of Atlanta at Scottish Rite 192
Children’s Hospital of New Jersey at Newark Beth Israel Medical Center 104
The Children’s Hospital at Montefiore 504
Children’s National Hospital/Washington D.C. 15
Cohen Children’s Medical Center of New York/Northwell Health 1,294
Goryeb Children’s Hospital at Morristown Medical Center 62
The Herman & Walter Samuelson Children’s Hospital at Sinai, LifeBridge Health 166
Joseph M. Sanzari Children’s Hospital at Hackensack University Medical Center/Hackensack Meridian Health 364
Maimonides Children’s Hospital 26
Maria Fareri Children’s Hospital/Westchester Medical Health Network 143
Memorial Sloan Kettering Cancer Center 358
Mount Sinai Kravis Children's Hospital 124
NewYork Presbyterian Morgan Stanley Children's Hospital 179
NewYork-Presbyterian Komansky Children's Hospital/Weill Cornell Medicine 47
Rambam Health Care Campus 378
Richmond University Medical Center 42
The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins University 373
Stephen D. Hassenfeld Children’s Center for Cancer & Blood Disorders/NYU Langone Health 119
Soroka Medical Center 216
University of Maryland Medical Center 49

TOTAL CHILDREN SERVED BY SUNRISE ON WHEELS IN 2019: 4,803

*Estimated figures based on daily program attendance/observation.
WHO WE ARE

BOARD OF DIRECTORS

Board Chair: Nina J. Pickett, MPS  
Senior Director, Pediatrics  
Memorial Sloan Kettering Cancer Center

Vice Chairs:  
Shari Aronson  
Trustee, Aronson Family Foundation

President & CEO: Arnie Preminger, MSW  
Founder, President & CEO, Sunrise Association

Kenneth D. Faltischen  
Chief Operating Officer, Sandata Technologies, LLC

Treasurer: Lawrence J. Levine  
The Par Group

Laurie Girsky, MBA, CFP  
Founding Principal, G-Squared Advisory, LLC

Secretary: Gila Klein  
Project Coordinator, The Feinstein Institute for  
Medical Research at Northwell Health

George Ross  
Former Executive Vice President and Senior  
Counsel, The Trump Organization

Assistant Secretary: Adam Russ, Esq  
Partner, Wasser & Russ, LLP

Trustees: Froma Benerofe, LCSW  
Clinical Social Worker

Evan Cagner  
CEO, Synclaire Brands & KidsShoes.com

Michael L. Faltischen, Esq.  
Founding Partner, Ruskin Moscou Faltischen, PC

Jeffrey J. Feil  
Chairman, The Feil Organization

Michael Fliderbaum, M.Sc.  
International Investor Entrepreneur  
Founding Chairman, Recover Health Ltd.

Gary C. Hisiger  
Partner, Moritt Hock & Hamroff LLP

Michael Kaminsky  
Managing Director, Senior Portfolio Manager, Neuberger Berman LLC

Steven L. Marcus, CPA  
Managing Partner, CEO, Gettry Marcus CPA, P.C.

David S. Miller  
Creative Director, PBG Miller Immersive Environments

Theodore C. Richman, Esq.  
Managing Partner, Solomon Richman P.C.

Andrew Sandler  
Money Manager, Managing Senior Partner,  
Sandler Capital

Joy Zelin  
Freelance Computer Graphic Artist

ADMINISTRATIVE LEADERSHIP

Michele Vernon, MSW  
Senior Vice President for Camping & Related Services

Joel Block  
Chief Operating Officer

Bonnie Flatow, MT  
Senior Vice President for Hospital & Community Services

Aileen Hoffman, LCSW  
Vice President for SunriseWALKS & Standards

Beth Fetner  
Senior Vice President for Development

Judy Fishkind  
Vice President of Marketing
WHERE WE ARE

AURORA DAY CAMP – ATLANTA
A project of the Sunrise Association
Gregory A. Hill, Executive Director
Sami Tanenbaum, Camp Director
Glen Lew, MD, Medical Director

SUNRISE DAY CAMP – LONG ISLAND
A project of the Friedberg JCC
Deanna Slade, MSED, Camp Director/
Regional Director of NY Camps
Mark Atlas, MD, Medical Director

SUNRISE DAY CAMP – STATEN ISLAND
A project of the JCC of Staten Island
Sandor G. Haft, LMSW, Camp Director
Mark Atlas, MD, Medical Director

HORIZON DAY CAMP – BALTIMORE
A project of the Sunrise Association
Marc McElrath, Executive Director
Braulio Salas, Camp Director
Yoram Unguru, MD, Medical Director

SUNRISE DAY CAMP – PEARL RIVER
A project of the Sunrise Association
Jennifer Reich, Camp Director
Mark Atlas, MD, Medical Director

SUNRISE – ISRAEL

BEIT YEHOSHUAH
BE’ER SHEVA
RAMAT YOCHANAN

A project of Sunrise-Israel Amuta
Mirit Frenkel, Executive Director
Dan Harlev, MD, Medical Director

AFFILIATED HOSPITALS

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Baltimore Area: Children’s National Hospital/Washington D.C. • The Herman & Walter Samuelson Children’s Hospital at Sinai, LifeBridge Health • The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins University • University of Maryland Children’s Hospital

Southern NJ/Greater Philadelphia Area: Children’s Hospital of Philadelphia • Nemours/Alfred I. duPont Hospital for Children IN ISRAEL: Chaim Sheba Medical Center at Tel HaShomer • Hadassah University Hospital – Ein Kerem • HaEmek Medical Center • Rambam Health Care Campus • Schneider Children’s Medical Center of Israel • Soroka Medical Center • Tel Aviv Sourasky Medical Center (Ichilov Hospital) – Israel

Non Affiliated Hospitals with Wheels programs: CHOA (Children’s Healthcare of Atlanta) at Egleston • CHOA (Children’s Healthcare of Atlanta) at Scottish Rite

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