



BOUNCE
Children's Foundation®

2020 Annual Report



I hope you and your loved ones remain healthy and safe.

In 2020 we were stretched, challenged, and tested. It has been draining, exhausting, even disheartening. But we will prevail - especially if we don't have to go it alone.

Not going it alone is a resilience builder, a force multiplier. A fundamental tenant of Bounce Children's Foundation®, it's what turns impossible into possible. And it's what makes bounce - and Bounce - possible.

Thanks to determined volunteer leaders and staff, generous donors, and collaborative partners, Bounce emerged from 2020 not just standing, but in many ways, standing taller.

Bounce Families have been hit disproportionately hard by the pandemic. The first to shelter-in-place, they will be the last to emerge. Reduced access to healthcare placed greater caregiving burdens on parents and caused kids to regress. And the recession hits extra hard when already saddled with enormous out-of-pocket medical expenses. To keep up with their rapidly changing needs, Bounce:

- Pivoted in-person family events and activities to online
- Created new forms of inspiration and distraction from the safety of home
- Doubled down on remote support to strengthen 24x7 connection and community

Bounce also pivoted operations to keep everyone safe, while continuing to operate efficiently. Most importantly, the Community of families united together to ensure none face the hardship of chronic pediatric illness alone, grew by 10%.

We continue to work harder and faster than ever. But we are not doing so alone. Now more than ever, I am grateful for your friendship, support, passion, and your compassion.

Until the nearly 1 in 5 U.S. children diagnosed with a disease for which there is no cure can access Bounce's life changing friendship and fun, education and resources, belonging and hope, it will not stop bouncing. Thank you for being the force multiplier that ensures one day every family who needs help bouncing has it.

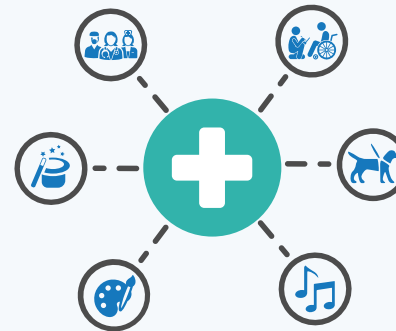
Joan M. Steltmann, CEO



Nearly **1 in 5** U.S. children live with **Chronic Illness**



When a **Child** is diagnosed, the **Entire Family** is diagnosed



Bounce fills the gap between the wealth of resources in hospitals and lack of support at home and in the community.

OUR MISSION

Transform the lives of chronically ill children and their families, shifting all from surviving to thriving.

2020 Achievements

A year that required us to BOUNCE like never before



Launched
Radio PSA
(Public Service
Announcements)
to help families
find Bounce



Bounce Family
Membership Grew 10%
to 407 families

Bounce Kiddos = 430
Bounce Siblings = 665
Bounce Parents = 820



**Earned Top
Accreditation**
4th consecutive year

Best Bites For Bounce
hosted online featuring
Land O' Lakes Executive Chef,
Jim Churches, CCA/CAC/ACC,
raised \$50,000



Hired first
**Development
Manager**
to accelerate
growth

2020 Programs

We pivoted, we innovated, we delivered

*Bounce is being ourselves again,
making friends, having fun!*

- Bounce Mom, Violet



**Delivered 1200 kits,
2x last year, providing
extra support during
quarantine:**

- National Pizza Day
- National Super Hero Day
- Thanksgiving



**Earned high
satisfaction marks:**

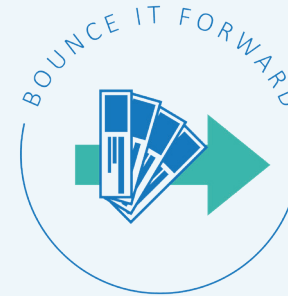
- Help me Advocate for my Child = 5/5
- Help me Take Action On Behalf of my Child = 4.5/5

**Refreshed needs
analysis during COVID**



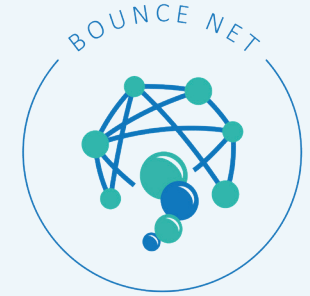
**Innovated to Offer
Virtual and In-Person
Adventures:**

- Ice Skating, Bowling, Movies & Theater
- Virtual Halloween Hoopla for ghosts & goblins
- Disco Dance Party got families moving & grooving via Zoom
- IMAX SuperPower Dogs Private Screening & virtual Meet & Greet with the lead dog, Henry
- Goebbert's Pumpkin Patch event safely got Bounce Families out of the house



**Pivoted to Virtual
Meet & Greets:**

- George McCaskey, Chairman of Chicago Bears
- Andrew Benintendi, Boston Red Sox Outfielder
- Rebecca J. Gomez, Children's Author
- Shedd Aquarium's Sea Lions



**Grew private, online
parent community
content four-fold:**

- Launched Motivational Monday
- Launched Thankful Thursday
- Posted Weekend At Home Activity Ideas
- Curated Educational and Inspirational Global Content



2021 Goals

Still Moving Forward

Bounce showed us we can do many things we thought were impossible!

-Bounce Dad, Mike



Host first Golf Outing & (hopefully) return Best Bites to in-person



Enroll the 500th Bounce Kiddo and his/her family



Recruit 5 new members of Board of Directors



Hire Marketing, Communications & Social Media Manager



Raise \$750,000

Thanks to Bounce I don't feel alone at all!

- Bounce Kiddo Saida, age 14

Join the Bounce Movement



www.BounceChildrensFoundation.org



Info@BounceChildrensFoundation.org



844-6-BOUNCE (844-626-8623)



[/BounceChildrensFoundation](#)



[/BounceForKids](#)



[/BounceForKids](#)



[/BounceChildrensFoundation](#)

