



A Message From Our Executive Director

This last year reflected the need to operate lean and efficiently. The board and staff looked strategically at how best to apply our fundraising efforts, to do many fundraising events versus focusing on just a couple and concentrate resources to significantly grow them. The conclusion was the latter.

Early indicators of this strategy are showing success. As you will read in the related article, we just had our annual Luncheon event. In addition to attendees saying it was the strongest program we have had for the Luncheon, Starlight exceeded our budget goals for the event. This result reflects a committed and focused Board, hard working staff and volunteers, and the generosity of our sponsors and donors. Thank you to everyone who made this year's Luncheon a great success.

This year Walgreens stores in Washington State have enthusiastically agreed to participate in a toy drive to benefit Starlight. They have 142 stores in Washington State and they will kick off the holiday toy drive campaign in mid-November and it will run through New Year's Eve. We are looking forward to this relationship becoming a multi-year partnership that will benefit

hospitalized children and Starlight families across the state. So, please go to your local Walgreens store during the holidays and either purchase a toy there to donate to Starlight or bring in a new unwrapped toy to a local Walgreens and place it in the Starlight toy drive container.

Even with all of these efforts, we cannot succeed with Starlight's mission without your continuing support. It is always a team effort to achieve worthwhile goals. Please include Starlight in your donations and positive actions this holiday season. We need your direct support and we are counting on you. Please contact me directly to get more information or to explore how you can get more involved with Starlight. (steve@starlight-washington.org, 425-861-7827 x101).

You are an important part of this partnership. Together we act on the value that seriously ill children and their families deserve and will get the support they need to deal with the fear, pain, isolation, and trauma of serious illness. Together we bring light and joy into some of the darkest moments of these children's and families' lives. Thank you for sharing and acting on that value.

Starlight's Annual Luncheon a Success

On Monday, October 18, more than 425 people attended Starlight Children's Foundation's 2010 Luncheon at the Bellevue Hyatt Regency to support Starlight and honor Don James, Executive Vice President of Operations for Nintendo of America, as the "Starlight Citizen of the Year."

The luncheon included a video message to Don James from movie star and Starlight supporter Jamie Lee Curtis. "You are a great man, great father, great husband — and HOT," Curtis gushed, drawing laughs from the crowd.

The luncheon also honored 600 volunteers who gave more than 8,800 hours of service to Starlight Children's Foundation of Washington over the past year, and featured heartfelt testimonials from several parents and kids who have benefitted from Starlight programs in Washington.

Among the speakers, a Starlight teen, Brianna Naslund, described the isolation she felt when she became ill, how she was able to connect with other hospitalized

teens through Starlight, and how much it meant to her family when Starlight gave them the means to do simple things like go to the zoo.

"When you have to choose between the medical bills or tickets to the zoo, it's pretty obvious what you do. Thanks to Starlight, we've been able to attend so many wonderful events that have brought us together as a family," said Naslund.

Starlight board member Don Young remarked, "At this very moment, families throughout our region are hearing life altering words, "I'm sorry your child has cancer, I'm sorry, but with the severity of your child's cerebral palsy, it's not likely that they'll ever walk, and the list goes on. We cannot protect families from bad news, but we can support them and provide them with a lifeline through it."

Thanks to the sponsors and guests of our 2010 Luncheon, more than \$120,000 was raised to support Starlight Children's Foundation of Washington.



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Starlight families have to learn many things about illness. They've learned that it doesn't care how old you are, it doesn't care if the holidays or a birthday are just around the corner, it will strike when it wants to, who it wants to and how it wants to...

~ Don Young, Starlight Board Member and speaker at our 2010 luncheon.

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Don Young, Starlight Board Member, and our special guest, Cassidy Huff, a Starlight Kid, invite guests to "Reach for the Stars" at our 2010 Luncheon.

Thank you to our luncheon sponsors

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Don James, Executive Vice President, Operations, of Nintendo of America" speaks to our guests after receiving the 2010 "Starlight Citizen of the Year" Award for his twenty years of leadership and engagement to advance Starlight's mission.



Starlight Moms Shannon Reynolds and Jennifer Sinconis, two of our featured speakers, shared their moving stories with our guests.



Starlight Teen, Brianna Naslund shares her personal story of growing up with Narcolepsy with Cataplexy, an autoimmune sleep disorder.



Representatives from Seattle Children's Hospital, one of Starlight's partner hospitals, joined us on October 18th.

Brightest Stars Breakfast



Starlight's Spokane Leadership Council hosted the 3rd annual "Brightest Stars" Breakfast and Starlight Citizen Award Reception on October 6, 2010 at the Red Lion Hotel at the Park in Spokane, WA.

Local leader, Trish McFarland, Director of Development for the Spokane YWCA, was honored with the Starlight Citizen Award. The Spokane Leadership Council selected Ms McFarland for her work both as a private citizen and area non-profit leader.

Grammy award winning pianist, John Fluker, entertained guests at our October 6th "Brightest Stars" breakfast in Spokane.

This year's breakfast also featured an appearance by John Fluker, a Grammy winning pianist, vocalist, and accompanist and musical director for Gladys Knight.

The "Brightest Stars" Breakfast was underwritten by Pemco Insurance, Northwest Farm Credit Services and other area underwriters, with more than \$20,000 raised to support Starlight Children's Foundation of Washington's Spokane Program.

Thank you to everyone who attended and supported Starlight. Your support strengthens our reach in the Spokane area.

Spokane Chiefs

On Saturday October 23, 2010, 45 Starlight kids and families attended the Spokane Chiefs Hockey game at the Spokane Arena.



Thank you volunteers!

We would like to extend a very special thank you to the 200 volunteers, who, over the last three months, offered Starlight 1600 hours of their time organizing these and many other Great Escapes and Hospital Happening events. Our volunteers also offered administrative support in our local offices, assisted with fundraising activities, worked in our toy warehouse, and donated their skills and expertise to make our work possible!

Recent Great Escapes Highlights

CPK Kids

It was an afternoon of hula hoop contests, lawn bowling, kickball, and great fun for the more than 100 Starlight Washington children and family members who enjoyed their very own CPK Kids Great Escape.

A balloon artist, dance instructor and magician also provided entertainment, while close to two dozen volunteers from Starlight and CPK local restaurants made sure everything ran smoothly.



Great Wolf Lodge

Starlight Washington recently hosted the largest Great Escape in the history of its 17-year program when it took more than 350 Starlight children and family members—70 families total—to Great Wolf Lodge for two days of water park fun.

One Starlight mother wrote to Starlight's Program Director, Erin Behen, "We wanted to thank you for setting up the Great Wolf Lodge getaway for all the families. Our family loved it and enjoyed being able to get away from the everyday trials of having to deal with doctors and hospitals."



This event is just the beginning of a wonderful relationship with Great Wolf Lodge. Five similar events for Starlight families will be taking place over the next few months.

Trick or Suite

On October 23, Starlight Children's Foundation partnered with area businesses and Embassy Suites for our seventh annual Trick or Suite event. This year 240 children and family members from more than 50 Starlight families participated, making it Starlight's biggest Trick or Suite ever.

The Starlight Children went trick-or-treating through 30 suites decorated in different themes by local businesses, organizations, and families, who also provided fun activities and delightful giveaways. After the festivities 30 Starlight Families stayed the night.



**Starlight Children's Foundation-
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**Find us on Facebook: facebook.com/
starlightwa**



Photo compliments of grillphoto.com

Santa for Starlight

Reserve a volunteer Santa for your holiday event! Visits are available from November 26 to December 23, 2010.

All proceeds benefit
Starlight Children's Foundation
of Washington.

Call 425-861-7827 x 100 to book now and brighten the lives of seriously ill children and their families throughout the year!

Starlight's Mission: to help seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities.

Starlight is a 501c3 charity, federal ID #91-1558287

Starlight Children's Foundation of Washington has a four-star rating on Charity Navigator.



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