

Pickleberry Pie Incorporated

Annual Report

July 2014



28 years of helping kids



# What we've done with 28 years, hundreds of volunteers, and millions of children

- We have provided over 4,600 free concerts for kids in about 40 hospitals and special facilities nationwide.
- We have created four full time commercial-free webcast channels of children's stories, music, Spanish songs, and lullabies, heard worldwide.
- We have produced 500 free half-hour children's programs for public radio. In doing so, we won the **Corporation for Public Broadcasting's Gold Award** in 1990.
- We have created a channel of on-demand children's entertainment for hospitals nationwide.
- And we have done it all with a budget of about \$100,000 per year. **We have no administrative, development, staff, or rental costs.** We are a volunteer organization.



# What's a Pickleberry?



## Pickleberry Pie started as a free radio series

Our public charity was founded in 1986 by Linda Arnold, P. J. Swift, and a volunteer group of adults and kids. We simply couldn't understand why there were no programs for young children on the public radio system. So we decided to create one... all on volunteer time and with donated audio tape. Our series, "Pickleberry Pie", proved to be one of the most popular children's series ever, and **won the Corporation for Public Broadcasting's highest award.**



Then, toward the end of the 80's, our volunteers started additional outreach activities in the San Francisco Bay Area. With foundation help, we created a closed circuit radio channel for kids at Packard Hospital in Stanford. Packard then asked us to put on concerts for hospitalized kids, and again, we couldn't say no.



## Pickleberry Pie then created a Hospital Concert Series

So our volunteers started a free monthly acoustic concert series for seriously ill and disabled children in Packard and Shriner's Hospital in San Francisco. Seventeen years later, thanks to the generosity of The Sam Mazza Foundation, the Gilkison Foundation, The Margo and Irwin Winkler Charitable Trust, and many other funders, we've expanded to our current level of over 400 concerts in about 45 hospitals and specialized facilities nationwide. We bring the healing power of music to about 200,000 children and their families yearly. Our current locations include San Leandro, San Francisco, Sacramento, Orange County, San Diego, Santa Barbara, Goleta, Los Angeles, Portland, Chicago, Miami; Fairfax County and Charlottesville, Virginia; Baltimore and Annapolis, Maryland; and Washington D.C.

## Why a hospital concert series?

When you're a kid, being in the hospital is scary. Strange people poke needles in your arm and keep you tethered to noisy machines. People wear masks and rush in and out. Your parents look worried, sad, and very stressed. It hurts.



*In situations of sadness, grief, fear, frustration and exhaustion, the Pickleberry team of musicians brings joy, humor, and connection to kids in need. Lanny Sherwin, Board Member*



*While hospitalization is tough for families and patients alike, the opportunity to allow a child to sing, dance, smile, and to enjoy being a normalized child is like no other. We are extremely grateful to have access to Pickleberry Pie and their performers, and hope that we continue with the opportunity to work with such wonderful artists.*

*Lindie McDonough, Child Life Specialist, Mt Washington Pediatric Hospital*



## **Local and Adaptable**

We stay adaptable because we're small and locally-run. Each of our concerts is planned, scheduled, managed, and paid entirely by the local co-ordinators of Pickleberry Pie: all the hospital staff has to do is publicize the concert to their patients. Because we are well-connected to children's music, we hand pick the entertainers for the concerts, selecting people we know and trust. Frankly, it takes a special person to do this, and frankly, we know the people who can. Many of our performers have won Grammy awards. We pay our entertainers well, assuring an individualized, site-specific performance each time. Our entertainers are given strict guidelines and supervision, created in conjunction with hospital staff, to insure that their performance is upbeat and appropriate.

Watch videos of Lanny Sherwin at Cottage Hospital, Santa Barbara:

<https://www.youtube.com/watch?v=6eVYYRN5V5Y>

A Pickleberry visit at Lurie Hospital, Chicago: <https://www.youtube.com/watch?v=6eqInGN9SRs>

And Cal Pacific's experience of one Pickleberry performing group in San Francisco:

<http://loriandrj.com/testimonials/>



*The mission of Pickleberry Pie is truly admirable. With dedicated leaders like you, many children have the opportunity to build a better and brighter future.*

*Judy Meehan, the Jacquemin Family Foundation*



*Pickleberry Pie has the capacity, manpower, and connections to bring special programming to our organization that we would not otherwise be able to provide. Kids with life-threatening illnesses grow up way too fast. By providing them with Pickleberry entertainment, these kids have an escape- while learning to cope with their illness and support each other.*

**Cristen Cravath, Outreach Co-ordinator, The Children's Inn at NIH**



## **We work smart**

Many people question how we can do so much with less than \$100,000 in our annual budget. Over the years, we've learned how to put our funds where they matter most. Where possible, we use volunteers. We work smart: when we know a performer is coming to a hospital vicinity, we will book that performer for additional Pickleberry concerts. We pay for multiple locations and get a discount. And we generally use performers for weekday performances which do not conflict with a performer's weekend concerts.

We've had a great variety of multicultural performers in our many concerts - from singers to storytellers to clowns to magicians. All performers strive to involve the kids in the concert, using free, hygienically sealed rhythm instruments, group singing, and collaborative storytelling where possible. What these kids need most is personal attention.



After every performance, the entertainers visit the kids who are not able to attend the group concerts and give them private concerts in their rooms. And all of our Pickleberry performers leave free CDs for the hospital library.

# Current locations for Pickleberry Pie free concerts:

## **Washington DC/ Virginia/Maryland:**

Georgetown University Hospital  
Georgetown-Lombardi Pediatric Cancer Clinic  
The Inova Kellar School  
The Lab School of Washington  
The Baltimore Lab School  
Kennedy Krieger Institute  
Johns Hopkins Children's Center  
Mt. Washington Pediatric Hospital  
University of Maryland Children's Hospital  
The Herman and Walter Samuelson  
Children's Hospital at Sinai, Baltimore  
The Kilmer Center  
The Key Center  
Anne Arundel Medical Center  
UVA Children's Hospital  
The Downs Syndrome Assoc. of Northern VA  
The Children's Inn, NIH

## **Sacramento:**

UC Davis Children's Hospital  
Shriner's Hospital

## **Santa Barbara Area:**

Cottage Hospital  
Hollister Special Ed facility

## **Florida:**

Miami-Lion's Camp  
Miami Children's Hospital  
Miami-Camp FunRise  
Miami- Diabetes Camp  
Miami-Brain Institute

## **Portland, OR:**

Shriner's Hospital  
Doernbecher Hospital

## **San Francisco Bay Area:**

California Pacific Medical Center  
UC San Francisco Children's Hospital  
George Mark Children's Hospice  
Valley Medical Center

## **Southern California:**

Cedars Sinai Medical Center  
Children's Hospital, Los Angeles  
Rady Children's Hospital, San Diego  
Children's Hospital of Orange County  
The Jeffrey Foundation, Los Angeles

## **Chicago:**

Shriner's Hospital  
Comer's Hospital  
Lurie Children's Hospital (Chicago Memorial)  
Rush University Medical Center

## **Pilot Programs:**

Riley Hospital for Children, Indianapolis  
Children's Hospital Colorado  
Yale Children's Hospital, New Haven  
Children's Hospital of Philadelphia







## Pickleberry Pie created an entire Public Radio Network for Kids

Our Pickleberry volunteers have continued to help public radio stations nationwide finally address their most neglected audience: children. Recently, our Pickleberry volunteers have combined new and existing children's programs to create a free internet-based, multi-channel network for kids. You can see and hear it at [www.kidspublicradio.org](http://www.kidspublicradio.org) We now have four 24/7 channels:



*Lullaby*



*Jabberwocky*



*Pipsqueaks*



*Cosquillas*

Our roster of donated programs features award-winning series such as *Rabbit Ears Radio* and *Kids Earth and Sky*, Where we could not find existing series for use on the network, we made them. Thus, **Lullaby** features a classic jazz lullaby program with artists from Ella Fitzgerald to Bing Crosby, and a classic rock lullaby program called, of course, 'We Will Rock You.'

**Jabberwocky** brings storytelling to life, with classic stories, comedy, and children's commentary. **Pipsqueaks** has kids singing and favorite sing alongs- just right for families to sing together. And **Cosquillas** has songs and stories for kids in Spanish and Portuguese!

Several public stations and web based broadcasters have adopted portions of Kids Public Radio for their own local listeners. Our affiliates include WVUB (Vincennes, IN), KCHW (Chelwelah, WA), WSDL/WSCL (Salisbury, MD,) KART DBN (Maple Shade, NJ) , WFSN ( Union City, PA ), CKLU (Sudbury, ONT) and ANANDA in Indonesia.

Kids' Public Radio's webcasting costs are funded by small fees from affiliates and by public donations on our site. **These funds are kept separate from the hospital program.**

Kids Public Radio was recently recognized as "Top 10" on

**ALL MY FAVES**

## Those are our many activities. These are our guiding principles:

- Everything we do for kids, we do for free We can do this because of our volunteer structure, and because of foundation support.
- Everything we raise goes directly back to the kids Again, we can do this because we have an entirely volunteer administration, and we are frugal. Less than 7% of our budget is spent on indirect costs such as postage.
- Everything we do for kids, we do [with](#) kids Our web-based channels are hosted by kids, our concerts involve kids, we even have a young adult on our Board.
- We are locally based Although we operate nationally, we have a local co-ordinators to support our efforts. They set up the concerts, they supervise the concerts, they make the decisions. Everything we raise locally is dedicated solely to that location. And our supporting foundations frequently visit to see the concerts in action.
- We focus on the kids, not on ourselves We have no plastic Pickleberry dolls, no proprietary video games, no celebrity photo ops. This is not about us.
- We listen to our Board and Foundations All of our projects over the years have been suggested or initiated by Board members or funders. Our volunteer board spans the nation and represents several kid-related occupations. We take suggestions from our funders to heart. They were the ones, for instance, who got us involved in the first hospice in the U.S. dedicated solely to children.

*Thank you for caring for kids who need more joy in their lives.  
Joan Gilkison, The Joan L. and Robert C. Gilkison Foundation*





Pickleberry Pie Inc. has received the Gold Award, the highest award from Guide Star, representing a commitment to transparency in all that we do.

We were also named one of the nation's



## Our Goals and Objectives for Fall 2014 to Summer 2015:

Our Pickleberry Pie, Incorporated Board of Directors (see last page) meets on-line frequently during the year. Our Executive Committee talks to each other online almost daily. During these meetings, the following goals and objectives were set for the coming year:

- **Continue and expand the [Hospital Concert Series](#)**
- Objective: Raise funds to continue the free monthly "Hospital Concert Series" for 45+ children's hospitals nationwide, and begin expansion in Los Angeles, Denver, Indianapolis, New England, and Philadelphia. Outcome: 500 concerts by noted children's artists, presented free of charge.
- **Grow the [Kids Public Radio](#) network**
- Objective: Continue to develop a free, non commercial network for kids on the internet. Upgrade of website and links. Encourage the expansion of our affiliate program. Outcome: Continue to serve millions of kids and families, and increased financial support from our affiliate program.



## Budget

Please note that all of the funds raised for the Hospital Concert series are only used for that purpose and for that location. We keep funds separate.

Although we are a volunteer organization, we do have expenses. We rely on foundations which have goals similar to ours to support most of the Hospital concert series in various locations. We frankly couldn't do it without them, and **we thank them deeply**. Our radio, website, and webcasting activities are supported mostly by individual online donations. We have a significant fund balance at the end of each year because we receive funds for programs implemented in the following year.



## Income 2013

The Margo and Irwin Winkler Charitable Trust	9,000
The Joan L and Robert C Gilkison Foundation	5,000
The Asofsky Foundation	1,000
The Emerson and Dolores Reinsch Foundation	250
The Dimick Foundation	4,000
The Caruthers Foundation	1,000
The John Jacquemin Family Foundation	1,800
The Marshall B Coyne Foundation	1,000
The Better Living Foundation	1,000
The Writer Family Foundation	2,000
The Jerome Yavitz Charitable Foundation	6,000
The Harry and Zoe Poole Foundation	6,000
The Samuel and Katherine French Fund	6,000
The Sorci Family Foundation	2,000
The Mildred and Marian Kiger Foundation	2,500
Morgan Stanley Contribution (matching)	750
The Herman and Walter Samuelson Children's Hospital at Sinai employee donation	3,500
Income from interest on accounts	61

**Total income** **53,961**

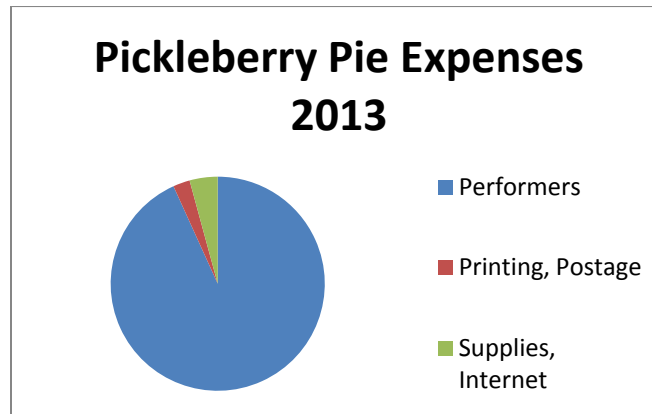




## Expenses 2013

Printing, Postage and Shipping	1,509
Supplies, Utilities, Rhythm Inst, Internet	2,590
Consultants (entertainers and local co-ordinators)	55,150
<b>TOTAL</b>	<b>59,249</b>

All other expenses (rent, telephone, administrative, development etc) are in-kind donations or volunteer. We estimate that these in-kind costs total over \$300,000 per year.



*Was able to get by to see Dan Crow at Cedars today and was delighted. The best part was not the children smiling, but their parents seeing them smile. Dan was wonderfully silly with them, and I was very proud to be a part of it.*

*Margo Winkler of the Margo and Irwin Winkler Charitable Foundation*





**Overall Budgets for 2014-15:** Listed by Project- detailed budgets available  
Please note we have no administrative or development costs- all monies raised go to help kids

**Hospital Concert Series (all locations, 450 concerts)**

Cost: \$120,000

Existing funds: \$45,000

To raise: \$75,000

**Kids Public Radio**

Cost: \$4,000 (internet server and software licenses)

Funds for this project come from affiliate fees and individual donations to KPR





# Pickleberry Pie Incorporated Board of Directors 2014-15

This is an entirely volunteer and uncompensated Board

## **Executive Committee- on-line weekly**

Monty Harper, children's artist, Board Chair, Stillwater, OK

Irene Light, music educator, Vice Chair, Vienna VA

Katherine Dines, children's artist, Secretary, Denver, CO

P.J. Swift, retired special education teacher, Treasurer and volunteer CEO, Santa Cruz CA

## **Other Board members- on-line frequently**

Linda Arnold, children's artist, Santa Cruz CA

Ned Hearn, entertainment attorney, San Jose, CA

Stacy Kafka, arts teacher, Ashburn, VA

Phil Kane, children's artist, Milton, DE

Mary Lounsbury, PhD., clinical children's psychologist, Carmel CA

Greta Pedersen, children's artist, Portland, OR

Hannah Perlman, high school student, Chicago, IL

Robbie Schaefer, children's entertainer and *XMKids* DJ, Vienna, VA

Lanny Sherwin, children's artist, Santa Barbara, CA

Rachel Sumner, children's artist, Nashville TN

Robert Wesley, M.D (cardiology), Las Vegas, NV

John Wood, kidzmusic.com, Los Angeles, CA



This annual report is dedicated to the memory of Kim Charovkine, steadfast and selfless Pickleberry

*Pickleberry Pie truly brought a great energy to our clinic this morning. My favorite part was seeing the kids skip by my office, playing their kazoos without a care in the world. Thank you from the bottom of my heart. Pickleberry Pie made a huge difference in our patients' lives today.*

*Amy Frias, Community Education, Children's Hospital of Orange County*



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