COACHART

2020

ANNUAL REPORT
WELCOME

CoachArt community,

Like us, you may have experienced something during this pandemic that many CoachArt kids have experienced throughout their lives -- the sense of isolation and fear that comes from health fragility.

Our entire team has been so inspired by the way this community has responded: by stepping forward to connect, lean in, and create meaningful moments.

When we pivoted to online lessons in March, we had no idea that more volunteer coaches would provide more arts and athletics lesson hours to more kids impacted by chronic illness in more cities across the country than ever before!

And we're so grateful to our board and funders for continuing to invest in these programs, despite all the uncertainty in the world and despite the temporary suspension of our traditional in-person events.

Thanks to this participation and support, as we enter 2021 our updated program model is positioned for growth, and our vision is to continue to serve more families nationwide.

Our job remains the same as it has always been: to make it as easy as possible for people to embrace the CoachArt mission and connect with each other to fulfill it.

This means we’ll continue to match volunteers who have something to teach with kids impacted by chronic illness who want to learn. And to share stories with our funders and supporters that show the impact of their support.

We want to thank you very much for being part of this community. We hope you continue to enable and enjoy more such connections in the year to come….

Warmly,

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In the face of the COVID-19 pandemic, CoachArt was aware that families impacted by chronic illness would have to adhere to strict shelter-in-place guidelines due to their greater vulnerability. As a result, their children needed accessible extracurricular activities more than ever, with the role of “play” becoming all the more important in decreasing stress, fatigue, and depression—and in improving social and emotional wellness.

On March 25, CoachArt launched interactive online programming models to serve our community and keep kids connected: 1-on-1 and group lessons via Zoom video-conferencing, and Facebook Live tutorials. Lessons included arts and crafts, painting, drawing, music, cooking, acting, martial arts, yoga, and more.

The response to online programming was positive. 96% of parents reported that online lessons were engaging for their child, and 87% of parents expressed an interest in continuing online programming after COVID-19 safety guidelines are lifted—underlying the need for accessible, online lessons moving forward.

One parent, overwhelmed with joy, told us, “CoachArt is doing more than just teaching. [The organization is providing] warmth, comfort, and structure during a scary and uncertain time.”

With prior geographic barriers now removed, CoachArt officially started serving chronically ill kids and their siblings outside of California too. Our team organized free virtual summer camp programs not only in our traditional services areas of Los Angeles, San Diego, and the San Francisco Bay Area, but also in Chicago, Dallas, Denver, New York City, and Portland. The five-day virtual summer camps featured a different 1-hour arts or athletics activity each day, with all materials provided at no cost to participants.

Incredibly, our lesson hours increased 40% from 2019, with a total of 18,119 hours completed, and December 2020 finished off the year as the best month of matching coaches with students in CoachArt history, with 392 matches made.

Thanks to the ongoing success of online programming and CoachArt Connect, CoachArt plans to offer online programming to ANY child impacted by chronic illness in ANY city nationwide in 2021. By the end of the year, we intend to fulfill our vision: that every family nationwide will be connected to a community of support and an opportunity to learn and grow together.
SAMUEL

Samuel, age 10, of San Diego experienced frequent sickness from the young age of 2 years old: skin cancer, chronic fevers, speech impairments, processing impairments, and Alice in Wonderland Syndrome, which causes migraines that swell one’s brain and affect vision and hearing. Due to his persistent chronic illnesses, Samuel was nonverbal, quiet, shy, and withdrawn.

Miss Rilla, a speech pathologist, used books to draw out Samuel’s language. Discovering a love of reading gradually inspired Samuel to talk. His parents were amazed at how much Samuel had been bottling up inside. Soon, he began writing his own stories. Writing became an amazing tool to help Samuel come out of his shell and relate to people.

After hearing of Samuel’s passion for writing, CoachArt matched him with bestselling author Kelly Corrigan, who approached their lessons with the same respect and advice she would give to an adult writer. “His instincts are actually pretty honed,” Kelly told CoachArt. “It was a real conversation between two people.”

Samuel learned about dialogue and about creating a character’s backstory. Receiving input about his stories ignited a fire in him. For CoachArt’s Salute to Coaches event, Samuel read aloud Part One of his original series, The Adventures of Super Tiger: Problems on Planet Panda, in which a heroic tiger strives to save the forest of his new panda friend.

Since joining CoachArt in February 2019, Samuel and his brother have quickly become power-users, completing a total of 168 lesson hours — not only in creative writing, but also in piano, baseball, and sock puppetry.

“He’s closed up for a lot of his life, but CoachArt has made that bubble more bearable,” said Samuel’s Mom. “I can’t imagine doing this without programs like CoachArt.”
Charlotte, age 14, of San Francisco was born two months prematurely and diagnosed with periventricular leukomalacia. This condition involves the death of small areas of brain tissue, which affected her motor control. As a toddler, Charlotte needed physical therapy and assistance to sit up, roll over, and crawl.

Seeking a way for Charlotte to live a fuller life, her parents enrolled her with CoachArt when she was 8 years old. CoachArt enabled Charlotte to try a range of activities she couldn’t participate in elsewhere. Because CoachArt sports are ADA-friendly, Charlotte was able to use her walker while playing soccer, baseball, and basketball with other children on a team.

“A lot of kids don’t feel like they can do things because of their limitations, but I tell them that CoachArt is incredibly supportive and they will help you do the things that you never thought you would do,” Charlotte told us. “CoachArt has challenged me. They have inspired me to take up things that I would have never taken up in the first place.”

Since 2014, Charlotte has completed 204 lesson hours with CoachArt, and has discovered her passion for Voice and Theatre Arts. In 2020, CoachArt matched Charlotte with actor Dylan Sprayberry. Together, they worked on a scene from Zootopia that was presented at CoachArt’s Shine Like the Stars Showcase.

Charlotte’s mom told us, “CoachArt never ceases to amaze me, how they can make all sorts of activities accessible to kids. They’ve really created a unique solution to a problem that I think most people don’t know exists.”
IMPACT PITCH 1
The “extension of care” narrative

When kids are in children’s hospitals, they have access to great art therapy rooms and music wings, and various programming offered onsite by amazing partner organizations to help improve their social and emotional wellbeing. But these days, kids spend more and more time out of the hospital, even with really serious illnesses. And CoachArt is there for them. When kids move from inpatient to outpatient, they sign up and tell us what they want to learn – how to throw a spiral or play Chopsticks on the keyboard, etc.

IMPACT PITCH 2
The “let kids be kids” narrative

When kids get a serious illness, they usually miss out on participating in the same sports and arts opportunities as other kids their age. That’s where CoachArt comes in. We provide adaptive art and athletic lessons that help kids stop thinking of themselves as a “patient” and start thinking of themselves as an artist or athlete... and as a kid again.

IMPACT PITCH 3
Solving old problems in new and innovative ways

In 2016, we released CoachArt Connect -- a scalable online platform that uses the same technology as Lyft or Airbnb to directly connect volunteers who have art and athletic skills with the parents of kids impacted by chronic illness. When the pandemic hit, we launched online lessons -- using video conferencing to provide the same art and athletic lessons in 1-on-1 or group settings. Our vision is that one day any child impacted by chronic illness will be able to sign up on the platform, and volunteers who live near them can come to their house and teach them the art and athletic skills they want to learn.

GLOSSARY

Student: A recipient of our services. Must be 5-18 years old and either have a chronic illness that lasts at least 30 months or be the sibling of a child with such an illness. (Never “patient.”)

Coach: A volunteer who has completed our training, passed a background check, and provides our services.

Lesson hours: The total time that a student spends participating in an art or athletic lesson from a coach or group of coaches.

1-on-1 lessons: A one-on-one pairing of a student and coach with eight lessons focused on an art or athletic activity, either in a physical location or via video conference. At the end of each match, the volunteer and the student/parent have the choice to renew and continue the match.

Group lesson: A group of coaches and group of students doing an art or athletic activity either in a physical location or via video conference.

Online lesson: A 1-on-1 or group art or athletic lesson provided via video conference.

Match: A pairing of a student and coach for a series of art or athletic lessons, usually for 4-8 weeks. May also be the pairing of a group of students with a group of coaches.
"Thank you so much! Claire has been trying to get her brother back to his love for music. He's home under hospice care. It's been hard on Claire. I do believe that when his sister started playing the ukulele, a part of him woke up. Thanks to CoachArt!!"

- Claire’s Mom

"My son was born with multiple medical problems and we came across a CoachArt application during one of our visits to CHLA, soon after submitting the form we came into contact with Coach Erick and we were blown away during our very first class! Everyone was very kind and welcoming! As soon as we left the class my son’s response was, ‘Let’s do that again!’ There are truly no words to express my gratitude for this organization and the work that they do!"

- Nicholas’s Mom
AMIT AHUJA
SAN FRANCISCO BAY AREA

Amit is Vice President of Adobe Systems. Before rising to VP, he served as the Senior Director of Product Management, where he was responsible for leading the strategic direction and execution of multiple initiatives. Prior to this role, Amit spent seven years in Adobe’s Corporate Development Group, executing numerous transactions including acquisitions of Omniture, Scene7, Efficient Frontier, Demdex and Auditude. Amit joined Adobe via the acquisition of Macromedia, where he was in the Corporate Development Group, focusing on mobile/video.

JAMIE BARRETT
SAN FRANCISCO BAY AREA

Jamie is an advertising writer and creative director. In 1990, he joined Portland agency Wieden+Kennedy, where he created iconic Nike work for Michael Jordan, Tiger Woods, Andre Agassi, Charles Barkley, and the Atlanta Olympics. In 1995, he was named the lead creative director on the Nike business. In 1998, Jamie joined Fallon as Partner and Executive Creative Director. In 2000, he was named Adweek’s “National Creative Director of the Year.” In 2002, Jamie began a 10-year run at Goodby Silverstein & Partners in San Francisco. He was named one of the world’s top 50 creative people by Creativity Magazine three times in that span, and in 2010 Goodby Silverstein was honored as Ad Age’s “Agency of the Decade.” In 2012, Jamie and his partner Patrick Kelly founded barrettSF. In 2018, Advertising Age named barrettSF “West Coast Small Agency of the Year.”

Kara believes in the brilliance of young people and the adults who uplift them. She stays focused on family, good sneakers, green tea and equity (and she’s also the ceo at UMOJA, a national adult capacity-building organization).

ELIZA LURIE BECKER
SAN FRANCISCO BAY AREA

Eliza was a first and second grade teacher for ten years, in both public and private schools. She has also been a Tinkergarten garden leader, promoting the value of learning through play and getting kids outside to connect to nature and exploring the world around them. A longer-term goal of this outstanding program is to help children develop the skills to solve problems collaboratively and creatively with mixed-age peers, and to develop persistence and grit, all through the joys of sensory play. Additionally, Eliza taught as a JQuest teacher through Temple Isaiah, a leader in Jewish education programs. Most recently, Eliza is home full time, managing two elementary-aged distance learners and a toddler. 2020 has been a year of digging deep into learning to live with self-compassion. The civil unrest of 2020, plus accepting the reality of her oldest child’s recent diagnosis with Autism, has propelled her parenting mission to further pass on values of inclusion for all diversities. Coaching her children to embrace the spectrum of humanity and prioritizing social and emotional health has never been more important to her.

KARA C ALLEN
CHICAGO

Leah Bernthal is an organizational strategist and social entrepreneur whose mission is to create the next generation of bold businesses and philanthropists driven by action, community, and transparency. Leah is the Head of Partnerships at dotOrg Technology, a startup creating a state-of-the-art software platform to help organizations and people dramatically increase the impact they have on the world. Leah is also the founder of Every Purpose, an impact strategy firm that collaborates with conscious individuals, businesses and Boards to build purpose-driven strategy, thoughtful engagement, and sustainable action. Prior to Every Purpose, Leah worked with the Annenberg Foundation to launch AnnenbergTech and PledgeLA. Leah began her nonprofit career in 2001 when she co-founded CoachArt, a nonprofit organization that supports families impacted by childhood chronic illness.

JAMIE BARRETT
SAN FRANCISCO BAY AREA

Leah Bernthal is an organizational strategist and social entrepreneur whose mission is to create the next generation of bold businesses and philanthropists driven by action, community, and transparency. Leah is the Head of Partnerships at dotOrg Technology, a startup creating a state-of-the-art software platform to help organizations and people dramatically increase the impact they have on the world. Leah is also the founder of Every Purpose, an impact strategy firm that collaborates with conscious individuals, businesses and Boards to build purpose-driven strategy, thoughtful engagement, and sustainable action. Prior to Every Purpose, Leah worked with the Annenberg Foundation to launch AnnenbergTech and PledgeLA. Leah began her nonprofit career in 2001 when she co-founded CoachArt, a nonprofit organization that supports families impacted by childhood chronic illness.

LEAH BERNTHAL
LOS ANGELES
CO-FOUNDER

Dr. Kara C Allen
Chicago

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Eliza Lurie Becker
San Francisco Bay Area

Leah Bernthal is an organizational strategist and social entrepreneur whose mission is to create the next generation of bold businesses and philanthropists driven by action, community, and transparency. Leah is the Head of Partnerships at dotOrg Technology, a startup creating a state-of-the-art software platform to help organizations and people dramatically increase the impact they have on the world. Leah is also the founder of Every Purpose, an impact strategy firm that collaborates with conscious individuals, businesses and Boards to build purpose-driven strategy, thoughtful engagement, and sustainable action. Prior to Every Purpose, Leah worked with the Annenberg Foundation to launch AnnenbergTech and PledgeLA. Leah began her nonprofit career in 2001 when she co-founded CoachArt, a nonprofit organization that supports families impacted by childhood chronic illness.
Sean Brecker is Chief Financial Officer of Headspace, a global leader in meditation and mindfulness with more than 65 million users across 190 countries. Headquartered in Santa Monica, California, Sean is the driving force behind all financial and commercial matters, overseeing the growth of the company as it continues to expand and develop its content. Headspace partners with many of the world's most-recognizable brands, including Apple, Amazon, Nike, the NBA and more. Headspace for Work offers meditation as a benefit to employees of more than 1,500 companies. In addition, Sean serves as a board member both at Headspace as well as CoachArt, a transformative arts and athletics community for families impacted by childhood chronic illnesses.

Prior to joining Headspace, Sean enjoyed a 15-year career as a trader and originator at large investment banks such as JPMorgan, Lehman Brothers, and Citigroup—spanning numerous locations including New York, London and Singapore. He has an MBA in Finance from the Wharton School of the University of Pennsylvania and a BA in Mathematics and Economics from Wesleyan University.

Chris Britt is the Founder & CEO of Chime, the leading US consumer fintech that helps members avoid fees, get paid early, save money automatically, and achieve financial peace of mind. From 2007-2012, Chris was Chief Product Officer and SVP, Corporate Development at Green Dot. Chris was also a senior product leader at Visa and one of the first executives at ComScore. Chris lives in San Francisco with his wife, Alex and their two kids who both love participating in CoachArt family events!

Pete Distad is a leader within the Services group at Apple working on the Apple video business. Prior to Apple, Pete served as the SVP of Marketing & Distribution for Hulu, and led Hulu's content distribution and customer acquisition/retention efforts as a member of the executive management team. There, he was responsible for subscriber acquisition and retention; paid, on-channel, and brand marketing; distribution strategy and partnerships; and content marketing. Pete also served as a Management Consultant at McKinsey & Company prior to his time with Hulu.

Ken Ebbitt is a Product Manager at Google where he has worked on both the Cloud and Ads teams. Prior to Google, Ken’s career included time in finance (banking and venture capital), startups (Sunrun and Upwork), and large tech companies (PayPal and Yahoo!). Ken is the founder of The Foundation for Giving HOPE, a non-profit that raises awareness and funds for children suffering from chronic and life-threatening illnesses. Over the past 18 years The Foundation for Giving HOPE has raised nearly $1M to support children’s charities. Ken’s other volunteer activities include serving as the Board Chair of Hidden Villa, an environmental and educational non-profit based in Los Altos Hills, and he has been actively involved with Paul Newman’s “Hole in the Wall Gang Camp” since high school. Ken lives in Los Altos with his wife, Jennie, and four children. On weekends you can typically find him shuttling kids between games, and coaching Little League.

Michael Fitzpatrick is an Engineering Leader at Apple, where he focuses his work on machine learning for Siri. Before his time at Apple, Michael was the President and COO of PullString, Inc, which provided companies with collaborative tools to rapidly design, prototype, and publish highly engaging voice applications on Amazon Alexa and Google Assistant. Prior to PullString, he co-founded and led ConnectSolutions. Earlier in his career, Michael held various management positions at Adobe and Macromedia. In addition to CoachArt, Michael works with a number of nonprofits focused on children and educational development.
Russ Fradin is a digital media industry veteran with more than 25 years of experience in the online marketing world. He is co-founder and Chairman of Dynamic Signal. He co-founded and was CEO of Adify, which was acquired by Cox in 2008, and he also co-founded SocialShield. Russ was also SVP of Business Development at Wine.com, Executive Vice President of Corporate Development at comScore, and among the first employees at Flycast, which was acquired by CMGi in 2000. He is an active angel investor in the digital world and currently sits on a number of boards.

Christina Gallo completed her undergraduate studies at the University of Pennsylvania and graduated Magna Cum Laude with a Bachelor’s in the Biological Basis of Behavior. She then pursued a Master’s of Science in occupational therapy with the specific intent to work with children using a neurobiological approach to therapy. She graduated from Temple University and earned Temple’s Award for Highest Academic Achievement. Christina has also completed an advanced practice certificate in Infant Parent Mental Health through the University of Massachusetts Boston. Christina owns and operates a unique, multi-therapist, pediatric therapy clinic in the East Bay, which provides service to about 100 families per week. She is an Advanced Mentored Clinician in Sensory Processing Disorder, via the STAR Institute. Additional training/certifications include DIR/Floortime, therapeutic listening, interactive metronome, Sequential Oral Sensory Approach to feeding, and Brain Gym. She is an exercise enthusiast, and enjoys adventuring, and spending time with her friends and three children.

Alli Goldstein is the founder of Cinch PR, a San Francisco-based agency specializing in consumer lifestyle brands. Since 2006, Cinch PR has carved out a ‘non-tech’ leadership position, focusing on top travel, destination, food & beverage, and retail brands. Alli is the driving force behind Cinch’s strategy and oversees its operations, while serving as a pragmatic advisor to Cinch’s portfolio of brands, including Four Seasons Hotels & Resorts, Hyatt Resorts, AutoCamp, Westfield, JaM Cellars, Squaw Valley, and Blue Bottle Coffee. She ensures Cinch delivers revenue-oriented PR programs at a superior level of service with results-driven, measurable outcomes. Alli is a certified Wish Grantor for Make-A-Wish Foundation, trained clinic escort for Planned Parenthood, and mentor for the Northwestern Alumni Association, and served on The Board of Directors for Cal Shakes, co-charging their Youth Advisory efforts.

Jason Hahn is the Head of Strategic Initiatives for Activision Blizzard’s Esports division, where he manages strategy, planning, business development, and analytics. Jason has led over $500M of team sales transactions, bringing ownership groups from cities around the world into the world of Esports through Activision’s leagues. Prior to this role, Jason was in the Corporate Strategy and M&A group at Activision, where he led the acquisitions of King Digital and Major League Gaming and built the business plan for several new operating divisions. Prior to joining Activision Blizzard in 2014, Jason was a Vice President at JPMorgan in their Entertainment Industries Group in Los Angeles. Originally from New York, Jason now lives in Santa Monica with his wife and two young children.
Elena Halpert-Schilt has dedicated her career and pro bono efforts to ensure that Los Angeles County youth can achieve their dreams, regardless of the circumstances of their birth such as racism, poverty, inequity, injustice and prejudice. Elena has recognized expertise in implicit bias, improving outcomes in under-resourced populations, community organizing and engagement, program development and implementation, and organizational development.

In 2017 Elena retired from the position of Assistant Executive Director of the LA County Commission on Human Relations. She previously served as the Director of Engagement and Development at LA Best Babies Network, Executive Director at MotherNet LA and Chairperson of the county’s advisory committee on families impacted by substance abuse.

Currently Elena focuses on antiracism efforts and spends as much time as possible with her family, especially grandsons Connor and Finn. Elena joined the CoachArt board over fifteen years after her son, Bradley, became a CoachArt student.

Elena Halpert-Schilt
LOS ANGELES

Carlyn is a Managing Director with The Oxbridge Group, where she has been since 2000. She started with the firm’s New York office and opened the Los Angeles office in 2002. Carlyn began her career in recruiting with a New York-based Investment Banking search firm. Prior to that, she worked in the office of the CEO of Prudential Securities, managing the Prudential Securities Foundation for Charitable Giving. She also spent three years at The Museum of Modern Art in a business development and fundraising capacity.

Carlyn Henry
LOS ANGELES
EXECUTIVE COMMITTEE SECRETARY

Scott is a Managing Director with Alvarez and Marsal’s Corporate Transformation Consulting Practice. Scott recently served as interim CEO for a private equity owned FinTech company. Previously, he was a Partner at a boutique strategy consulting firm focused on the FinTech sector. Scott was an SVP with MasterCard Advisors pre/post IPO, a Partner with Ernst & Young’s strategy practice, and a Partner with Cresap/Towers Watson – where he led the firm’s alliance with its Japanese affiliate (a BCG spinoff). He served on the Boards of Pyramid Autism Center, Growers First, Laguna Beach SchoolPower and The Living Desert. Scott was named one of UCLA Anderson’s ‘100 Most Influential MBA Alumni‘ for his work around innovation within the non-profit space.

Scott Haug
LOS ANGELES

Eric is currently CEO of LaneOne. Before transitioning to LaneOne, Eric served as an Executive VP at CBS and GM of CNET Media Group, an online content network within CBS Interactive. Prior to his work with CBS and CNET, Eric was the President and COO of Wolfgang’s Vault, as well as Vice President at J.P. Morgan for over 10 years.

Eric Johnson
SAN FRANCISCO BAY AREA

Jennifer Kuperman is the Head of International Corporate Affairs for Alibaba Group. Jennifer is a proven international communications leader who has spent the last six years leading global communications strategy and stakeholder engagement for Alibaba. Prior to Alibaba, Kuperman was Senior Vice President and Head of Corporate Marketing and Reputation at Visa Inc., and also previously served as the Chief of Staff to Visa’s CEO. Kuperman began her career as a management consultant with Accenture. She received a B.A. from Middlebury College and an M.A. in Organizational Psychology from Columbia University. She lives in San Francisco with her husband and two daughters.

Jennifer Kuperman Johnson
SAN FRANCISCO BAY AREA
Stefanie is the Managing Partner of PwC’s Southwest market and responsible for all aspects of PwC’s service delivery across Southern California, Arizona, Colorado, Nevada, New Mexico and Utah. With almost 30 years of experience with PwC, Stefanie has led the service teams for several of PwC’s largest clients, with a primary focus in the Technology, Media and Telecommunications (TMT) sector, and helps her clients as they reinvent themselves and their business models for improved competitive positioning in the digital environment. In addition to CoachArt, Stefanie sits on the board of The Music Center and the CalChamber.

Chris is the founder and President of Oakland Kia and Oakland Mitsubishi. He has served as the Dealer Principal since 2002, and has started and sold several dealerships in Northern California since then. Chris is also the founder and managing principal of an Oakland-based real estate development firm specializing in urban infill redevelopments including multi-family, office, retail, and hospitality. Chris recently broke ground on Downtown Oakland’s first hotel project in over 15 years.

Jason is a Real Estate Attorney with a focus on leasing, purchase and sale, the formation of real estate investment companies, property acquisitions and dispositions, financing, tax deferred exchanges, and development related matters. For over 10 years Jason was in-house counsel at Reynolds & Brown, a real estate development and management company that owns and operates a portfolio of industrial, retail, office, and mixed-use assets. Before that he served as an Associate at both Foley & Mansfield and Severson & Werson.

Zander is CEO of SurveyMonkey and serves on its board of directors, which he has been a part of since 2009. Previously, Zander was Senior Vice President of Entertainment at GoPro; he has served on the company’s board of directors since 2016. Prior to GoPro, Zander was SVP of Strategic Development at CBS Corporation, via its acquisition of CNET Networks, where he served as Chief Financial Officer and Head of Corporate Development. Zander began his career in the technology investment banking group at JPMorgan, leading equity transactions and mergers and acquisitions in the Internet sector.

Kay is the former Global Vice President and Head of Content Partnerships at @ Twitter, Inc. where he oversaw the company’s worldwide efforts to engage with media and content publishers. He was responsible for leading the teams that develop the executional strategies and deals for how partners can extend, scale, market, and monetize their content and programming initiatives. Outside of work, Kay is a passionate advocate for youth in underserved communities. He is a founding Board Member & Chairman Emeritus of both Brooklyn Excelsior and Atlanta Heights Charter Schools. Kay also serves on the Advisory Board of Harvard University’s Hutchins Center for African and African American Research, and on the board of Dallas-based Wingstop Inc. In 2014, President Obama appointed Kay to the President’s Advisory Council on Financial Capability for Young Americans.
Erik is Executive Vice President, Corporate Development and M&A at Sony Pictures Entertainment (SPE). He is responsible for developing growth strategies for the studio, identifying potential partnership or acquisition prospects, and managing other business opportunities alongside SPE’s senior executive team. Prior to SPE, Erik most recently served as EVP and President of Corporate Development, New Ventures and Investments at Time, Inc. Prior to Time Inc., he has held several key Corporate Development roles at Fox Networks Group, eBay Inc., and Level 3 Communications.

Kelly joined YouTube in 2015 and serves as Vice President of Content Partnerships. In this role, Kelly leads YouTube’s global partnership strategy and management for content creators across the Americas. Prior to YouTube, Kelly served as Vice President, Content Acquisition at Netflix from 2007-2014. Her efforts were instrumental in driving the company’s international expansion across markets including Canada, France, Germany, Latin America, UK, and the Benelux and Nordic Regions. Kelly also held positions in digital distribution and business development at Sony Pictures, and spent time at both Bain & Company and Audax Group, a private equity firm in Boston. Kelly is a graduate of the University of Texas at Austin and Harvard Business School. She serves on the board of CoachArt, a California-based non-profit that provides coaching sessions in the arts and athletics to chronically ill children and their siblings. Kelly also serves on the board of New Classrooms, a nonprofit on a mission to personalize education by redesigning how a classroom works.

Sean serves as Chief Executive Officer and a member of the board of directors of Leaf Group. Sean was previously the CEO of Saatchi Art, which Leaf Group acquired in August 2014, and the President and CEO of Ticketmaster, where he also served on the board of directors. Sean held positions of increasing responsibility during his tenure at Ticketmaster, including EVP, Technology and Chief Operating Officer. Sean has also served as an Entrepreneur in Residence at Mayfield Fund and he began his executive experience as EVP, Technology at Citysearch.

Jimmy was named ESPN president and co-chair, Disney Media Networks, on March 5, 2018, after serving eight years as a top Disney executive. In making the announcement, Bob Iger, The Walt Disney Company chairman and chief executive officer, said “Jimmy’s appointment was the result of more than 20 years spent at the intersection of technology, sports and media.” In October of 2020, Jimmy was named Chairman, ESPN and Sports Content at The Walt Disney Company. A visionary leader, Jimmy has identified and consistently communicated internally and externally four business priorities — Innovation, Storytelling and Programming, Audience Expansion and Direct to Consumer — to keep ESPN poised for future success. He serves on a variety of industry and charitable boards in addition to CoachArt, including the NCTA, the Paley Center for Media, The V Foundation, and Pacer.
Regan is a licensed realtor at Compass with an emphasis on residential investment and rehab projects. Regan also worked at Google for over eight years where she served in a number of roles including Head of Strategic Partnerships for Home & Health, Vertical Lead for Publisher Platforms & Monetization, and Global Account Director. Before her time with Google, she was a Wealth Management Associate at Presidio Financial Partners. In addition to her professional work, Regan is also the co-founder of East Bay Impact Group, a local giving circle focused on fundraising for small 501c3’s providing services for women, children and families in Contra Costa County.

Erika is a Partner at Leonard Green & Partners, a private equity firm based in Los Angeles, which she joined in 2011 to lead the Firm’s capital raising, investor relations, and limited partner co-investment activities. Previously, Erika was with Centerbridge Partners, a private equity and credit investment firm, and Renaissance Technologies, a quantitative hedge fund firm, both based in New York. She began her career at PwC. Erika earned a Bachelor of Arts degree in Economics from Wellesley College.

Bob is a pioneer in the digital music arena, joining with longtime partner Dave Goldberg in 1994 to found LAUNCH Media, one of the world’s first digital music enterprises. After a highly successful run, the company was acquired by Yahoo! Inc. in 2001. As part of the sale, Bob became Head of Music at Yahoo!, overseeing its global music operations until 2007. Most recently, Bob was President of Fender Musical Instruments Corporation where he remains a member of its board of directors. Prior to that, he served as Co-Founder and CEO of Dashbox, a workflow management system and marketplace for music licensing.

Jamie serves as Managing Principal for Cresa’s San Francisco office, and leads the San Francisco downtown practice group. Prior to joining Cresa, Jamie was a Vice President at Jones Lang LaSalle and one of the founders of the Technology/High Growth practice group, working with a number of Bay Area technology and media companies. Jamie has specific expertise in tenant-focused strategic planning and extensive market knowledge of San Francisco’s Financial and South of Market districts, which house some of the largest technology companies in the area.

Manoj is the Co-Founder and Chief Revenue Officer at Tabapay. While he was a Fin-Tech EIR at Crosslink Capital, he conceptualized and incubated the initial market fit and use cases that led to Tabapay’s funding. Prior to that Manoj was a Senior Business Leader at MasterCard, where he built the West Coast Office focusing on BD & Partnerships in the Digital Sector. Other career highlights include investment banking with Lehman Brothers and a BD and Corp Dev Executive at Amazon, Yahoo! and IAC.
Brent Weinstein is Chief Innovation Officer and a partner at leading global talent and entertainment company United Talent Agency (UTA). Recognized as one of the entertainment industry’s leading innovators, Weinstein has long been on the forefront of creating and driving iconic, groundbreaking deals across all forms of media, representing and advising many of the world’s most iconic content creators, as well as a number of the most innovative companies, from start-up to Fortune 500. During his tenure at UTA, Weinstein helped build and launch, and continues to oversee numerous market-leading practice areas, including the company’s Digital Talent, Podcasting, Events & Experiences, and Ventures teams. Weinstein also co-manages UTA IQ – UTA’s strategic data and analytics division – and the agency’s market-leading News & Broadcast division, which represents many of the world’s most renowned journalists.

Prior to joining UTA, Weinstein practiced corporate and business litigation. He is a graduate of the University of Southern California, where he earned a Bachelor’s degree in Business Administration, and the University of San Diego School of Law. He lives in Los Angeles with his wife and two children. He serves on philanthropic Boards for CoachArt and the Friends of the Saban Community Clinic.

James is the Founder of James Williams Consulting, a specialty communications marketing consultancy. A PR professional with more than 40 years of global agency experience, he most recently was Executive Vice President and General Manager of Edelman, LA’s largest PR firm. Previously he was EVP and General Manager of Ogilvy PR Los Angeles and San Francisco. He also served on Ogilvy’s global Strategy + Planning task force. Prior to Ogilvy, James worked in the New York, Atlanta, Washington, D.C. and Los Angeles offices of Ketchum where he was named Partner and Global Account Director. James also serves as Chair, Emeritus of Point Foundation, the country’s largest LGBTQ Scholarship Organization.

Noah Wintroub is a Global Chairman responsible for helping founders and entrepreneurs navigate, scale, and succeed in a period of massive disruption and innovation fueled by technology and creativity and to deliver J.P. Morgan and its capabilities to Silicon Valley and the innovation community globally.

Based in San Francisco, Noah founded J.P. Morgan’s Internet and Digital Media (“IDM”) business. Since joining J.P. Morgan over 20 years ago, Noah has helped the firm become Wall Street’s preeminent platform for founders as well as traditional and emerging clients seeking content, advice, access, and capital to take advantage of disruption and innovation in consumption patterns, platforms and business models.

Noah graduated Phi Beta Kappa, Magna Cum Laude from Colgate University with a B.A. in History and a minor in Religion. An avid traveler, Noah studied abroad in Russia and Israel and has visited over 30 countries.

A native of Chicago and diehard Cubs fan, Noah lives with his wife and three daughters in San Francisco, California. In 2015, he was named the youngest-ever Vice Chairman at J.P. Morgan and was named #13 on Fortune’s 40 under 40. In his free time, Noah serves on the board of CoachArt, Congregation Emanuel, and the advisory board of Yad Hanadiv. He enjoys running, coffee and spending time with his family.
2020 REVENUE*

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Giving</td>
<td>$92,434</td>
</tr>
<tr>
<td>Foundation &amp; Other Grants</td>
<td>$225,144</td>
</tr>
<tr>
<td>Individual Contributions</td>
<td>$103,263</td>
</tr>
<tr>
<td>Special Events</td>
<td>$1,653,902</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE:</strong></td>
<td><strong>$2,074,743</strong></td>
</tr>
</tbody>
</table>

*The revenue figures above represent internal projections, which have not yet been audited. They are subject to change once our 2020 audit is completed.

COACHART
www.coachart.org

Last Updated 01/21
COACHART BY THE NUMBERS

Almost The Numbers

309 Students Onboarded
676 Volunteers Onboarded
2,270 New Matches
18,119 Total Lesson Hours

Registered Students - 1,402

Volunteers - 2,086

Parents - 778

San Diego 78
Los Angeles 316
Bay Area 371
Expansion Cities* 23

*Expansion Cities include Chicago, Dallas, Denver, New York City, Portland & Hartford

COACHART www.coachtart.org

Last Updated 01/21

COACHART PROGRAMS

Art & Athletic Lessons

In 2020, CoachArt served 18,119 hours of free lessons in the Bay Area, Los Angeles, San Diego, and our 5 new expansion cities: Chicago, Dallas, Denver, New York City and Portland.

“This year’s most popular categories are:

Performing Arts
Visual Arts
Literary Arts
Music
Digital Media
Sports & Wellness
Culinary / Nutrition

Student Feedback

95% have fun learning new skills.
85% feel more confident.
86% feel more relaxed.
93% met a positive adult role model.

Parent Feedback

85% feel more supported in helping their child through their illness.
81% feel more connected to a broader community.
96% would recommend CoachArt.
96% of parents reported that online lessons were engaging for their child.

All CoachArt programs are ADA-friendly. Based on program success in 2020, CoachArt’s accessible online lessons will become a permanent part of our program offerings.

Most Requested Activities

Creative Writing 16%
Animation 13%
Soccer 4%
Arts & Crafts 15%
Culinary / Nutrition 12%
Dance 11%
Photography 6%

Coachtart Programs

11 Lessons
38%
Culle
55%
Program Partner Scholarships
2%
Camp
4%

COACHART www.coachtart.org

Last Updated 01/21
MAY

#JA Awareness Month: Meet Joel Rothman and Laura Schultz! Leaders of the Juvenile Arthritis Association and longtime friends of CoachArt, their daughter, Sophia, was diagnosed with Juvenile Arthritis at age 2. See more.

LinkedIn Engagement
8 reactions
2 comments

JUNE

Instagram Engagement
71 likes
8 comments

AUGUST

Instagram Engagement
58 likes
11 comments

JULY

CoachArt @CoachArtOrg . Jul 7, 2020
We’re proud to share we’ve been selected as an #WorkTogether Grant recipient! Together with independent professionals on Upwork, we’ll scale our virtual artsandathletics programs for children impacted by chronic illness to five new cities this summer: hubs.ly/H0sbM1j0

Twitter Engagement
10 likes
4 retweets
3 comments
SEPTEMBER

FACEBOOK LIVE ENGAGEMENT

359 views
26 comments
26 likes
6 shares

OCTOBER

TWITTER ENGAGEMENT

9 likes
3 retweets
“We really appreciate this stuff right now, being cooped up and medically fragile at the same time lends itself to depression even with these little ones, and it’s a great outlet. Thanks again.”

-Carter’s Mom