



SweetDream
Makers®

Annual Report 2021
January 1 – December 31, 2021

5
years!

WE WON'T REST UNTIL
**EVERY CHILD HAS A
BED OF THEIR OWN**



2021 Governing Board of Directors

Brian Broad,
President

Leslie Steinberg,
Treasurer

Debbie Block,
Secretary

Larry Geller
Doris Gillman
Marc Malaga
Marc Schiller

In Memoriam

Jim Gordon,
Founding Board Member

Advisory Board

Marcia Andrews
Stephen Block
Neil Gillman
Judy Gordon
Wendy Greenhut
Tim Lewis
Melissa Malaga
Matthew MacFarland
Joanna Sackel
Rick Steinberg

Staff

Suzanne Broad,
Executive Director

Chloe Textor, *Director of Development & Communications*

Susan Tucker,
Program Manager

James Bulger,
Warehouse Manager

Jody Ijac, *Warehouse Coordinator*

A NOTE FROM SUZY

Dear friends,

In just over 5 short but impactful years, Sweet Dream Makers has provided **more than 10,000 beds**, and that is truly a milestone to be celebrated. Your shared belief that every child should have a bed of their own was put into action through your commitment to our vision. Together, the unbelievable dedication of our vendors, staff, and volunteers empowered us to make sweet dreams come true.

Our world faced a “new normal” this year; for families with children the continued pandemic, rising housing costs, and transitioning students back to in-person classes were a challenge to navigate. ***With your support, we delivered a record 2,884 beds in 2021! That’s over three times the number of beds we provided our very first year in 2017.*** While the reality of the staggering need for beds grounds us, we are humbled to bring respite to so many local families.

There are endless reasons why families need beds. Many of those circumstances bring tears to our eyes, but “bedlessness” in our local neighborhoods is something we can solve – literally overnight. I invite you to turn to Page 6 to read more about “bedlessness,” and the reports from families whose lives have improved from receiving beds of their own.

This past year, we delivered 19% more beds than in 2020, resulting in over 300 beds per month going forward! Not only did we continue to serve Palm Beach County with tenacity, we committed ourselves to a controlled expansion into Broward County. Now hundreds of additional children and their families will have a good night’s rest for years to come.

As we enter our 6th year of service, we know there is much work to be done in 2022. Your commitment to getting kids off the floor and into a bed is a tremendous testimony to your care for our community. I hope you are enlightened about our vision and feel inspired to stay involved. Please call or email me any time to talk about what we can accomplish together. From the bottom of my heart, *thank you for making sweet dreams come true!*

All my best,



Suzanne Broad, Founder and Executive Director of Sweet Dream Makers





OUR MISSION

Sweet Dream Makers improves the health and well-being of children and families by providing beds, bedding, and essential furniture.

OUR VISION

We won't rest until every child who is sleeping on the floor, sharing beds, or sleeping in unsafe, unsanitary conditions has a bed of their own so they can dream of a better future.

In 2021, Sweet Dream Makers provided **2,884 beds** to children and their families.

Through our flagship program, A Bed of My Own, children and their families in need are referred through our network of 75+ social service providers and receive at no cost:

- ★ A new mattress
- ★ A mattress protector
- ★ A box spring
- ★ Bed frame
- ★ Bedding including sheets and comforter chosen by the children
- ★ Fresh pillows



“As someone who has spent his entire life in the sleep business, I truly appreciate the importance of a quality sleep and know the influence it has on young and old. Being involved with Sweet Dream Makers over the years has allowed City Mattress to impact the lives of many school-aged children and help them get the sleep that they need to perform at their highest. We all enjoy doing our part to provide a bed for every child in need.”

— Marc Schiller, Chief Executive Officer of City Mattress & Sweet Dream Makers Board Member

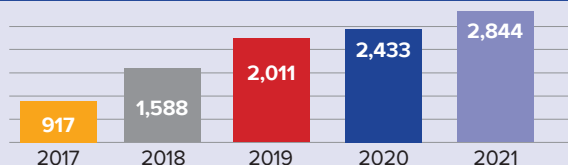


Sweet Dream Makers consistently increased bed deliveries to local families during the past 2 years of COVID variants so that children and their parents could get the rest they needed.



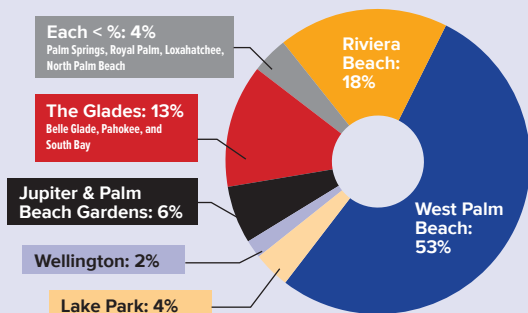
BY THE NUMBERS

Total Beds Provided

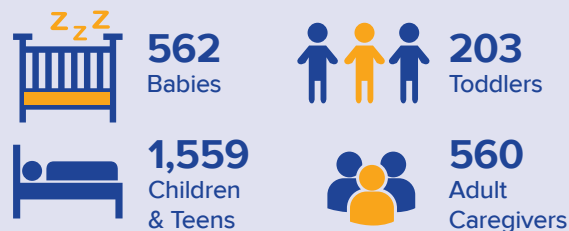


Sweet Dream Makers is the only locally-serving agency solely dedicated to providing beds as a necessity of health and wellness. We have a **215% increase** from our first year in 2017 to 2021!

North PBC Service

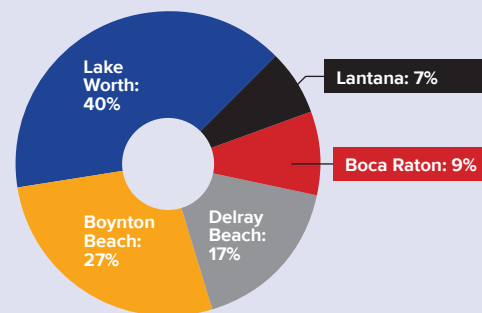


People Served in 2021



South PBC Service

Broward Expansion
In 2021, 477 beds were provided to families in Broward County — that's a **533% increase** since 2020 and **16.5% of all beds** this year!



OUR PARTNERSHIPS

Social service agencies continued to request beds and cribs for children and families in need as an essential element of health, safety, and dignity. In fact, our network of referring agencies grew to more than 75 this year. Our partners include:

Achievement Centers for Children and Families

Adopt-a-Family

Aid to Victims of Domestic Abuse

American Assoc. of Caregiving Youth

Boys Town South Florida

Bridges of PBC

Center for Child Counseling

Center for Family Services

Child First

ChildNet

Children's Home Society

Chrysalis Health

Cityhouse of Delray Beach

Community Based Connections

Community Partners

Dept. of Children & Families

El Sol Jupiter

Families First of PBC

Guardian ad Litem

Gulfstream Goodwill

Harmony Development Center

Healthy Mothers, Healthy Babies

Henderson Behavioral Health

Institute for Child and Family Health

Kids in Distress / KID First

Legacy Behavioral Health Center

Multilingual Psychotherapy Center

One Hope United

PBC School District

PBC Human/Veteran Services

PBC Sheriff's Office

Place of Hope

Ruth & Norman Rales Jewish Family Services

Stand Down House

Women in Distress

YMCA - Harmony House

& more



One of our committed partners is PBSO — who call us when they find families in need of beds and bring a positive impact to members of our community.

You are so effective in capturing need and impact through numbers and pictures but, honestly, we will never know the ripple effect of your work this side of heaven. Thank you for creating partnerships — like with PBSO — to create even more connections and goodwill within the community as we reach out to take care of one another.

—Melanie Burgess, Executive Director of The Jim Moran Foundation

WHAT IS “BEDLESSNESS”?

Bedlessness is a symptom of modern poverty, right here in our own neighborhoods – co-sleeping, babies without cribs, children sleeping on air mattresses, or bare floors.

Thankfully, families are receiving aid for food, housing, aftercare, and more, but many do not have the financial means to purchase furniture, especially beds. Until now, no organization in South Florida was specifically addressing bedlessness, the staggering need for beds, that we are now solving within 24-48 hours.

In 2021, referring case managers reported many causes of bedlessness:



Recently homeless



Escaped domestic violence



Bed bugs, mold, or damage



Cannot afford storage



Economic hardship



Eviction



Four children co-sleeping on the floor atop a deflated air mattress.

Effects of insufficient sleep:

- Back pain and physical ailments
- Behavioral issues
- Chronic diseases
- Depression
- Exhaustion
- Lack of focus and attention
- Weakened immune system
- Obesity

*Sources: CDC, Mayo Clinic, John Hopkins University

PERSPECTIVE OF A CASE MANAGER

Anthony, Wraparound Facilitator at Community Partners

“When I first became acquainted with SDM, I realized how awesome the program was. I never thought about it. People always give away clothes but one of the most important things is a bed and a good night’s sleep

Each time I visit a home, I’m there firsthand to see when beds are needed. I can call Sweet Dream Makers and they will deliver new beds and bedding within 24-48 hours.

I’ll never forget this one home I visited. It’s ingrained in my head. This single mother was working 6 days a week, trying so hard. Her 16-year-old son’s room was impeccably clean... but he was sleeping on a toddler bed and a couch cushion... taped together by duct tape... duct tape! The siblings needed beds too.

There’s an element of shame, you know,

IMPROVING BEHAVIOR, GRADES, AND SLEEP QUALITY

The pandemic combined with the economic shift of the housing market caused continued stresses for the working poor in 2021. Our effort to alleviate the unending need for beds increased 19% from 2020.

Our surveys of the children and teens who received a bed this year show that nearly 80% of them had improvement in their physical health, and that these vulnerable students were also able to maintain adequate sleep, resulting in better focus at school. Studies show that a good night's rest has a direct positive correlation with learning.

These efforts to bring relief to school-aged children who have experienced an educational roller coaster since March 2020 were bolstered by our 4th Annual Back To School Campaign. For the second year in a row, the effort was doubled by the generous support of Hands On Tzedakah ("HOT"), who matched all gifts from first-time donors to Sweet Dream Makers. This collaboration yielded an impressive 170 beds for local students to start the school year off with a good night's sleep.

Our post-delivery surveys to families reported that

Nearly 80% of children who receive a bed of their own report improved behavior, grades, and quality of sleep.



Books donated by Junior League of Boca Raton to our Warehouse Program – where children can pick out as many as they'd like.

parents don't want to admit that they need help providing basic necessities. But that's why we're here.

Once we set up the bed that kid realized it was actually real, that this was for him. He got his own space, big enough for him - not little cushions taped together. Everyone got new beds, bedding and pillows.

Our team felt so good about it. ***How can you get a good night's sleep on a makeshift bed like that?*** I know how these families feel and I've been in their shoes. A nice firm mattress – it pays dividends. I'm so happy to partner with Suzy and the good work Sweet Dream Makers is doing.

People really appreciate your help – they really do."



MAKING A HOUSE A HOME: OUR WAREHOUSE PROGRAM

Families who are unable to afford beds are often unable to afford other essential furniture, such as dressers to store clothes or tables for eating, studying, or gathering. For this reason, Sweet Dream Makers operates a small warehouse of gently-used furniture and housewares, generously **funded by the Pat Moran Family Foundation**. All items are donated by community members and distributed free of charge as needed through our Warehouse Program.

Warehouse Manager, James Bulger, and his team pick up furniture every Saturday from our generous neighbors throughout Boca Raton and Delray. James works closely with Jodi Ijac, who serves as our Warehouse Program Coordinator making appointments directly with families who need other essential furniture items. **Together, our community donated approximately 3,000 furniture and houseware items** — totalling more than \$65,500 in in-kind donations — to 200+ families in 2021.

There are many reasons why families find themselves without beds and furniture. Oftentimes, families who overcome homelessness or escape domestic abuse are finally placed in more permanent housing — but the space is empty. Or perhaps bed bugs infest the living space and they have no choice but to throw away their furniture and beds, causing an already struggling caregiver to start from scratch. Our Warehouse Program allows recipients to pick out the furniture they need — at no cost. The dignity of choosing their own items creates a feeling of ownership and pride. ***It's making a house feel like a home for the first time in a long time*** — where their children can thrive in a safe, comfortable, and stable environment.

Some of the most requested items are:

- ★ Dressers
- ★ Dining Tables
- ★ Sofas
- ★ Lamps
- ★ Housewares
- ★ Towels
- ★ Blankets
- ★ Toasters

Dressers are so often requested by the families we serve that we allocated a small portion of our budget in 2021 to deliver them with beds when necessary.

Casper

newell
BRANDS

EVENTS

As life started to return to “a new normal,” our organization continued to face challenges planning our annual events in an ever-evolving climate. Pivoting to keep our attendees safe, our shift to 3 outdoor, open-air events provided safety and peace of mind as we transitioned back to in-person events.

One of those initiatives was our **Inaugural Play Fore Beds Premiere Golf Event** held at Royal Palm Yacht and Country Club. With PNC Private Bank as presenting sponsor, our newest invite-only event included over 80 golfers who enjoyed 18 holes, whiskey tasting, and an elaborate, chef-inspired dinner.

In addition, our **2nd Annual Bingo & Breakfast for Guys & Dolls** had a deeper sense of community this year as the outdoor event at Boca West Country Club was renamed in memory of Janice August – an enthusiastic SDM Ambassador and generous supporter.

Our most successful year yet came to a close with our **4th Annual “Be A Sweet Dream Maker” Celebration** surrounded by 250 of our committed donors and friends who raised their glasses and bid paddles to celebrate all that Sweet Dream Makers has accomplished in the past year. The Addison was transformed into a winter wonderland for this exclusive invite-only evening, including an elaborate live auction and outpouring of generosity. The Celebration raised funds to provide over 1,200 beds for the start of 2022. The impact of the fundraiser would not have been possible without the generous support of our event hosts Doris and Neil Gillman, our 2021 Sweet Dream Makers of the Year.

Doris Gillman added, *“When we tuck our own grandchildren in at night and wish them sweet dreams, we feel so blessed that we’re able to provide children who are less fortunate the safety and security of having a bed of their own, too. That’s what every child deserves.”*



Doris and Neil Gillman, our 2021
“Be A Sweet Dream Makers of the Year”

DONORS

\$100,000 and Up

Leslie L. Alexander Fdn
Gillman Family Fdn
H.F. Lenfest Fund
Boca West Comm Fdn

\$50,000 to \$99,999

The Jim Moran Fdn
McNally Family Fdn

\$20,000 to \$49,000

Carolyn & Sean Bachrodt
Ballenlsles Charities Fdn
Peggy Gotte
Hands on Tzedakah
Bill Keith
Leonard & Hilda Kaplan Fdn
Tim Lewis Sr.
Men Giving Back
Pat Moran Family Fdn

\$10,000 to \$19,999

Jeanette & Peter Austin
Batchelor Fdn
Debbie & Stephen Block
Church of Bethesda-by-the-Sea
Carla Cohn
Larry Geller
Brad & Veronika Ginsberg
Giving Tree of TBE
Myliissa & Greg Graber
Karen & Barry Hamerling
Irvin Stern Fdn
Mary Alice Fortin Fdn
Newell Brands Comm Fund
PBSO
Kristina & Mark Pickard
PNC Private Bank
Pulte Family CF
Debra Rales
Ronald McDonald House
Charities of SoFI
Nancy & Chuck Rosenblatt FF
Rosenzweig CF

Heidi Schaeffer CF
Pauline & Alex Shender
Sid Pashelinsky Family Fdn
Steve E Bernstein Fdn
Sandy & Arthur Tauber
William & Helen Thomas CT

\$5,000 to \$9,999

Asofsky Family Fdn
Irena & Louis Bachrodt
Louis Beck
Boca Rio Fdn
Suzy & Brian Broad
Marcus Family Fdn
CAR Fdn
Mindfull Management
Ms. Crane
Debbie Dentry Baggett
Eastern Metal Supply
Leslie & Bernie Friedman
Meryl & Ron Gallatin
Danielle Geggis
Michelle & Michael Hagerty
Harcourt M. & Virginia W.
Sylvester Fdn
Cathy & Richard Johnson
Just Play, LLC
Stephen Keiser
Lattner Family Fdn
Cristina & Tim Lewis Jr.
Alejandra & Bill Lippolis
Lost Tree Village CF
Charli & Greg Lynn
Margaret & R. Parks Williams CF
Maureen Marino
Elise & Vic Micati
NatureCity
PSB Charitable Fund
Linda & Bobby Schmier
Lisa Schultz
Martha & Ken Schwartz
Robert Sheetz & Deborah
Lindstrom

Casey & Matt Shore
Simard Family Fdn
Sokol Fdn
Steelers Charities
Leslie & Rick Steinberg
Marc Tanner
Thirty Capital, LLC
William R. Watts Fdn
Sabrina & Matt Williams

\$2,000 to \$4,999

100 Women Who Care SPB
Abby Rose Counseling
Donna & Steven Aptekar
Lianne Berger
Michelle & Greg Bernardo
Bob Bok
Kathy & Jim Brown
City of Boca Raton
Tom Comparato
Casey Cowell
Cratos Equipment
Andrea & Jim Crook
Jeannette Deorchis
Mary & Bill Donnell
Susan & Charlie Emby
Regina & Marshall Faillace
Jori & Evan Farrell
Fran & Mark Freeman
Cindy & Robert Friezo
Maggie & Tony Infantino
Joel L. Altman CF
John & Nellie Bastien Mem Fdn
Lauren & Roger Kalina
Suzanne & Jeff Katz
Rose & Robert Kelly
Ellen & Steve Krieger
Ann Krouse
Melissa Lorensen
Jim MacCutcheon
Mark Timothy, Inc.
Melissa & Marc Malaga
Maureen & Marty Murphy

Deb Neilson
Neubauer Family Fdn
Myrna & Steve Pressman
Susan & Frank Richard
Ruth Silverman-Rosenbloom &
Victor H. Rosenbloom CF
Linda & Richard Schaps
Andrea & Larry Schnurmacher
Steve Seiderman
Deborah & Scott Siegel
Cara Singer
Isabel Smith
Ly & Alfred Teo
Sandy & Uf Tukul
Thomas Venables
Elyse & Eddie Ventrice
Linda & Mark Weiss
Whole Foods Market
Community Giving
Jennifer Yuli-Steinberg &
Michael Steinberg
Jane & Richard Zenker

\$1,000 to \$1,999

Dennis & Barbara Adama
Baldwin R Baldwin FT
Debbie & Howard Belford
Cristofer & Janine Bennardo
Amy & Richard Berg
Linda & Don Brodie
BRRH Fdn
Myra & Barry Cohen
Evaristo Cruz, Jr.
Patti & Dick Damron Jr.
Mitzi & Warren Eisenberg
Estreich & Company
Sheldon Ezring
Les & Judy Fishman
Kelly & Will Fleming
Ann & Ira Friedman
Rona & Steve Geller
Cyndi & Bob Gies
Susan & Jimmy Ginzler

Goldman Sachs & Co
Matching Gifts
Jill & Butch Goldsmith
Babette & Calvin Haddad
Mary Cheryl & John Hargrove
Mr & Mrs Herling
Kathy & Dennis Hillier
Matthew Hoidal
Karleen & Elias Janetis
Alexandra & Anthony Juliano
Karolina & Howie Kanner
Ann Kelman
Diana & Ari Khatchikian
Elaine & Dan Kraus

Patty & Peter Larkin
Rhonnie & Sam Leder
Kerry & Pete LoBello
Jessica & Matthew MacFarland
Michelle & John Makris
Michael Martin
Lizette & Alfredo Martinez
Mashek Family Fdn
Lynne & Steven Milhauser
Richard Morgenstern
Jeanine & Lee Morris
Debby & Joel Neiterman
Lulu & Philip Oranburg
Angelica Palank-Sharlet

Kimberly & David Panichi
Lauren Peasley
Julie & Dennis Ratner
Christine Raymond
Judy Rechler
Judy & Shep Remis
Richard M Schulze Fdn
RNL Facility LLP
Judy & Bernie Robinson
Susan & Stu Rosenholtz
S & L Charitable Trust
Harvey & Phyllis Sandler Fdn
Joe Scaggs
Marla & Steve Schaefer

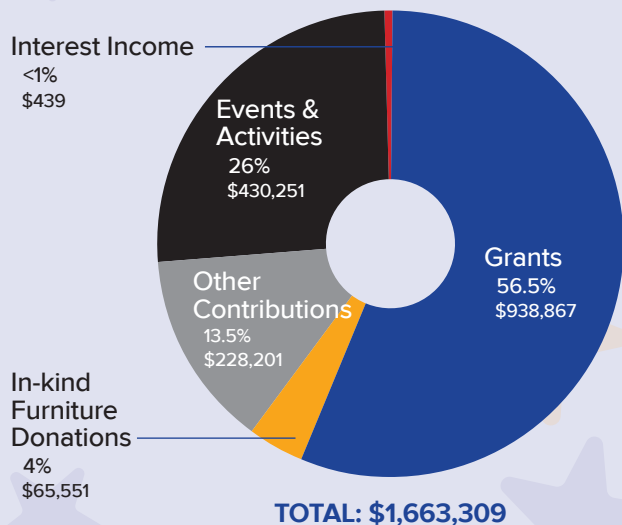
Jenny Schneider
Barbara Schwartz
Jeffrey & Deborah Schwartz
Mara & Michael Shapiro
Sorooptimist Int'l
Meredith Spunt Cohen
Marvin Steinberg
Mitchell Stern
Anne Sullivan
Ann & Charles Talanian
Joelle Tarantino
Marilynn & Paul Yentis
M.B. & Edna Zale Fdn
Robin & Thierry Zerbib

We truly value every single donor who made sweet dreams come true in 2021.

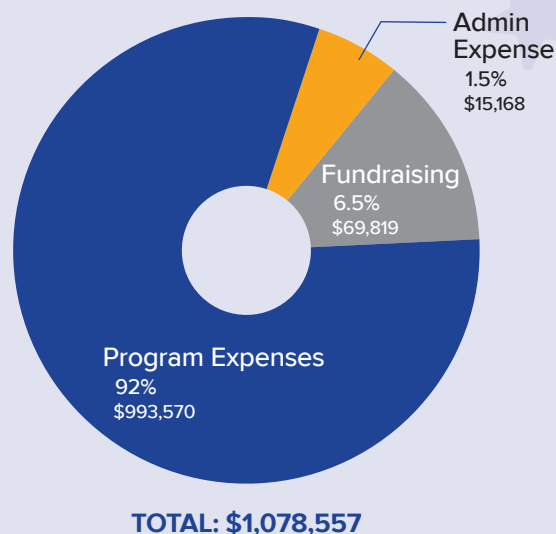
Each \$250 contribution made a difference for a child to have a restful night's sleep in a bed of their own.

2021 FINANCIAL SUMMARY

Income



Expenses



Financial Summary above is based on Draft 2021 P&L.

To view our 990 and Audited Financials, visit our website at www.SweetDreamMakers.org

Sweet Dream Makers is a non-profit 501(c)(3) organization, and your contribution is tax deductible as allowable by law. A copy of the Official Registration and financial information may be obtained from the Division of Consumer Services by calling toll-free within the State of Florida at 1-800-435-7352 or outside of Florida at 1-850-410-3800. The Department website is www.fdacs.gov/ConsumerServices. Registration does not imply endorsement, approval, or recommendation by the State.

Looking back on our best year yet...

Sweet Dream Makers was able to grow our mission and share special moments like these thanks to the support we received from our wonderful community, volunteers, and foundations.



55 NE 5th Avenue, Suite 400
Boca Raton, FL 33432
(561) 247-1404
info@sweetdreammakers.org
www.sweetdreammakers.org

1. New Staff Member, Susan Tucker, Program Manager who is responsible for placing all bed orders and communicating with recipients
2. Young girl beaming with joy after receiving a bed of her own
3. Warehouse Manager James Bulger recognized by the Florida Panthers Foundation
4. Rainer Stampar of Stampar Jewelers, acknowledged for his generous donation of a stunning yellow diamond ring for our Be A Sweet Dream Maker Celebration
5. Susie Lehrman with Ellen Krieger, Janice August's daughter, at The Janice August Memorial Bingo & Breakfast
6. Men Giving Back SPBC presenting a \$25,000 check (From L to R: Neil Gillman, Suzanne Broad, Rick Steinberg, Jodi Ijac, Brian Broad)
7. Back to School backpacks donated by the Giving Tree for families at our Warehouse
8. New Staff Member, Chloe Textor, Director of Development and Communications who joined our team in August 2021, passionate about bedlessness after seeing the need firsthand as a South Florida native
9. Our New Beginnings Program provided 562 cribs for babies in 2021