

# Smarter, Stronger, Kinder — Together.



## Contents

**A Letter from the CEO of  
Sesame Workshop**

4

**The Sesame Effect**

6

**Trauma and Resilience**

8

**Humanitarian Response**

10

**Autism Acceptance**

12

**Global Media**

14

**50 Years and Counting**

16

**Major Supporters**

22

**Financials**

28

**Leadership**

32



**Sesame Workshop is a nonprofit  
on a mission to help children  
everywhere grow smarter,  
stronger, and kinder.**

Fifty years after the debut of our landmark TV show, Sesame Workshop is doing everything we can to help children reach their full potential, as we have for millions of little learners in more than 150 countries. On screens, in classrooms, in communities, and everywhere families need a trusted hand, you'll find our unforgettable characters bringing joyful learning into children's lives—changing the world one smile at a time.



## A Letter from the CEO of Sesame Workshop

### 2019 marked the 50th anniversary of *Sesame Street*, both a remarkable artistic achievement and an important milestone for the world's children.

With your generous ongoing support, Sesame Workshop has become so much more than the producer of a television show. It is now a mission-driven, global nonprofit organization focused on helping children everywhere grow smarter, stronger, and kinder—with a legacy that grows generation after generation.

In many ways, 2019 is a culmination of that legacy. In these consequential and divisive times we are living in, Sesame Workshop's programs have never been needed more. As we have for half a century, we continue to be focused on helping children ages two to five get ready for school and get ready for life.

- We now have four educational television series in production in the U.S. with two more on the way, including a new documentary series focused on important family issues
- We returned to having the largest preschool audience of any show on PBS
- We are seen in over 150 countries, with active co-productions in countries where children, and especially girls, have the least access to quality early education
- We have launched the largest early childhood development (ECD) initiative in the history of humanitarian response, to help educate and emotionally nourish displaced children
- We are helping to destigmatize autism, which impacts one in 59 kids in the United States
- We have created *Sesame Street in Communities* to help children cope with parental addiction, family homelessness, foster care, and other adverse childhood experiences (ACEs) that can flood their brains with toxins that stunt brain development

We are fortunate to have earned income from pay television distribution and character and brand licensing partnerships to help sustain us. Nevertheless, the support of the funders and donors listed in this report is absolutely crucial to the breadth and depth of our work, in addition to inspiring us to do more and reach higher to help.

And we're delivering. This year alone, the Workshop received an Institutional Peabody Award, considered the Pulitzer Prize for broadcasting; a Kennedy Center Honor, considered the nation's highest award for artistic achievement; was named one of *Fast Company's* 50 Most Innovative Companies; and took home four more Emmy awards.

Education has always been the way in which individuals, families, and entire communities have lifted themselves up. Today's preschoolers are growing up in a more complicated world than we experienced only a generation ago. A more peaceful and stable world for us all depends on equal access to quality education during the first years of a child's life, when it matters most. Fifty years on, *Sesame Street* remains one of the most proven and cost-effective ways to reach and teach children at scale.

You can count on Sesame to remain true to its mission and its theory of change, and to use the power of media to help all children be treated with respect, kindness, and equality of opportunity. Through it all, we return to the questions that inspired *Sesame Street* way back in 1969: *What's going on in children's lives? And how can we help?* Sustained by an ingenious recipe for relevance and impact that has been proven around the world over 50 years, Sesame Workshop will keep rising to the next challenge in children's lives, and the next, and the next.

With gratitude,

**Jeffrey D. Dunn**  
President & CEO



# The Sesame Effect

DELIVERING IMPACT TO VULNERABLE CHILDREN

For five decades, *Sesame Street* has reached the most vulnerable children in the years of their lives that matter most. It began in 1969 with our revolutionary TV show for kids who lacked access to high-quality early learning. The approach grew to bring culturally relevant lessons to generations of children on five continents. In the 21st century, it's spread further, engaging millions of little learners on the ground with specialized support for the ever-changing challenges they face.

We know that the earlier we reach children, the greater the impact we have. Research shows that a child's brain develops at an astonishing rate in the first five years of their life. We also know that early adversity during this period can hamper their brain development, with serious consequences for their long-term well-being.



We fortify the relationships and foster the skills needed to build healthy families, communities, and societies.

Traumatic experiences affect many children. But there is a remedy: engagement with a caring adult in those critical early years. By surrounding them with nurturing care and opportunities to learn, we can mitigate the effects of adversity on children and grow skills and resilience that serve them for a lifetime. This is how our work gives every child their best chance for success—as it has for millions around the world.

## Doing a world of good

Our investments in early education not only make a difference for an entire generation of children; they have the power to help address some of the world's biggest challenges. By encouraging parents and children to learn and solve problems together, we fortify the relationships and foster the skills needed to build healthy families, communities, and societies.

Call it the “Sesame Effect.” It's what happens when you combine the power of media with the enduring appeal of the *Sesame Street* Muppets to people of all ages. *Sesame Street*'s ability to reach adults as well as children speaks to Joan Ganz Cooney's prescience in 1969, when she predicted that if a parent watched with their child, the learning would be deeper.

Fifty years on, our programs continue to nurture the all-important connection between caregiver and child, a relationship that can help overcome life's greatest challenges. From refugee camps in the Syrian response region to communities confronting tough topics like incarceration and addiction, Sesame Workshop continues to deliver the “Sesame Effect” to millions of children around the world. Because when we prepare children to reach their full potential, we create a more peaceful and stable world for us all.

# Trauma and Resilience

FOSTERING RESILIENCE IN THE FACE OF ADVERSITY

**Sesame Street has always been a source of comfort for children coping with difficult circumstances. In fact, it's central to our mission. We know that traumatic experiences at an early age can threaten children's healthy development and well-being long-term. So we bring the tools and support they need—where and when it counts—to help set them up for a lifetime of success.**

That's the guiding idea behind *Sesame Street in Communities*, a nationwide initiative created to help parents, caregivers, teachers, service providers, and others give the children in their care a strong and healthy start.

We're reaching millions with free bilingual resources on a range of topics, such as family homelessness, foster care, and parental addiction, that make these subjects much easier to talk about. As a vital piece of this initiative, we go directly into vulnerable communities to build partnerships with community organizations and train them to make the most of our resources. Research tells us our efforts are making a difference with families facing all-too-common challenges—results that compel us to do even more.

## Putting a face on parental addiction

In 2019, we launched an effort to address addiction in the family, a sizable but often invisible problem. In the U.S. 5.7 million children under age 11 live in households affected by a substance use disorder.

The effect of parental addiction on children is profound. Having a parent battling addiction is one of the most stressful situations a child can face, impacting their mental and physical health, and potentially increasing their risk of addiction later in life.

Our objective: put a relatable face on a problem that's hard to talk about while planting seeds of hope and resilience for everyone it touches. That means delivering the words children need to hear most: *You are not alone. You will be taken care of. Addiction is a sickness, and like any sickness, people need help to get better. And most importantly, It's not your fault.*



**Meet Alex, Karli, and Lily,** friends who know firsthand about the difficult issues children face—like incarceration in the family, parental addiction, and family homelessness. They share their stories to make it okay to talk about.

“Going through tough times is harder for families—but when they get to the end of it, they end up stronger.”

— Salia



## Stories of healing and hope

These messages arrive via videos and activities that grow children's understanding and ease their worry, using language kids can relate to. Ten-year-old Salia shares her family's real-life experience with addiction to let kids know it does get better. She talks about how her parents' sickness impacted the entire family, being separated from her mom and dad, and how she dealt with her feelings.

Then there's Karli, a six-year-old Muppet who speaks about her mom's addiction and her placement in foster care. Karli's example helps children in crisis feel less alone, and muster the strength to cope with similar challenges. Just as she comforts children, Karli's story acknowledges the huge role of foster parents in making kids feel safe and loved.

With friends like Karli and Salia who have walked in their shoes, children and their caregivers are better able to face an uncertain future with hope and optimism.



Major support provided by the Joan Ganz Cooney Fund for Vulnerable Children, including a matching grant, and the Robert Wood Johnson Foundation.

# Humanitarian Response

**BRIGHTER FUTURES AHEAD FOR CHILDREN IN CRISIS**

**Wherever they live, children affected by trauma need the same things: nurturing care, the chance to learn, and resilience to get through life's hardships. For refugee children, these needs are especially dire.**

**As part of a pioneering initiative, Sesame Workshop is bringing love, laughter, and life-changing education to families in crisis from Beirut to Bangladesh.**

The scale of the global refugee crisis is staggering. Today, more than 70 million people are displaced worldwide. Nearly half are children. They've lost homes and loved ones, seen violence, and endured the kind of trauma that threatens their future health and well-being. Millions have no access to quality early learning opportunities that can help them recover from adverse experiences and prepare them to thrive.

The conflict in Syria and the Rohingya refugee crisis in Bangladesh have become the defining humanitarian challenges of our time. How the world meets these challenges will have ripple effects on society for decades. For us, it was a call to action—and we knew we couldn't do it alone.



**Meet Basma and Jad**, the fun-loving, Arabic-speaking friends of *Ahlan Simsim*. They're always ready to make a new friend and share a new adventure, as Jad learns when he's welcomed to the neighborhood with open arms by Basma.



## **A historic partnership**

In 2016, Sesame Workshop teamed up with the International Rescue Committee (IRC) and set out to deliver early learning and nurturing care to millions of children affected by displacement in the Syrian response region. With an extraordinary show of support from the John D. and Catherine T. MacArthur Foundation, we are now creating the largest early childhood intervention in the history of humanitarian response.



**Major support** provided by the John D. and Catherine T. MacArthur Foundation, LEGO Foundation, Bernard van Leer Foundation, and Open Society Foundations.

Our joint effort combines on-the-ground services from the IRC with Sesame's proven expertise engaging children to help them learn. Our initiative is called *Ahlan Simsim* ("Welcome Sesame" in Arabic), an all-out push to give children and families across the region the early learning and caregiving resources they need most.

Through a new, local version of *Sesame Street* featuring original Muppet characters and direct services in Iraq, Jordan, Lebanon, and Syria, *Ahlan Simsim* will reach millions of families wherever they are—from classrooms and health clinics to TV and mobile devices—with the support they need to thrive.

## **Models for the future**

Our goal is to create a model that can be replicated to uplift displaced children and families wherever they might be. Through ongoing research and evaluation, we're creating a knowledge base that can evolve how the humanitarian community rises to these challenges.

Just as audacious philanthropy helped us transform children's media in 1969, our partners are again stepping up in a big way. A \$100 million grant from the MacArthur Foundation put a powerful spotlight on the role of early education in humanitarian settings. That inspired the LEGO Foundation to commit an additional \$100 million to deepen our impact and expand our program to meet the needs of Rohingya refugee children in Bangladesh.

In collaboration with BRAC and IRC, the LEGO Foundation-funded *Play to Learn* project will provide the essential building blocks of play-based learning and lay the foundation for transformational change in early childhood development. By generating a set of tested, scalable, and transportable models for use in other humanitarian crises globally, *Play to Learn* will allow us to reach generations of children affected by crisis and displacement, no matter where they are.

Much important work still lies ahead. But with global stakeholders united around our efforts, we're more determined than ever. Together, we're helping millions of families tap a well of resilience that runs deeper than any conflict.

# Autism Acceptance

SEE AMAZING IN ALL CHILDREN

While one in 59 children in the U.S. receive a diagnosis of autism, people with autism spectrum disorder still face a worrisome lack of public understanding. This we know: All children want to feel safe, happy, and loved—and they all have something unique and wonderful to contribute. That insight led to our award-winning initiative to bring awareness and acceptance to children with autism.

Launched in 2015, *See Amazing in All Children* is developed with input from over 250 organizations and experts within the autism community, as well as many families and autistic individuals. To date, our initiative has been accessed by millions of people online, and hundreds of thousands of storybooks have reached educators, service providers, and families, giving them language and tools to navigate everyday moments and challenges.

## One family's story

Jeremy Abarno is the father of Vivian, a five-year-old with Angelman syndrome, a disorder related to autism. He shares how Julia is changing the way the world sees his daughter, and how she sees herself.

"She's not verbal. It's hard for her to walk. There's a lot of pre-judgments that happen to our daughter on a daily basis. But Vivian is an amazing kid. We want her to have the same access and opportunities that everyone else has. How do you get other people around to see her brilliance?"

With Julia, she's able to engage in a way that she sees herself. For her to have representation, and for her to be known, seen, and more likely to be accepted, means the world to us.

It's been so meaningful for us to inspire our big kids, the 10- and 13-year-olds, to be able to advocate and push for inclusion, to understand that other people are facing the same kind of challenges with a sister with a disability."



**Meet Julia**, a four-year-old Muppet who loves to draw and play tag—and also has autism. In 2019, we introduced Julia's family to show the joys and challenges parents and siblings face, and how to advocate for a loved one with a disability.



## Proven impact

Our initiative has achieved an impressive level of awareness in the U.S., where over half of all adults have heard of Julia. A new study\* shows that our *See Amazing* resources grow empathy and understanding, and help families better cope.

**70%**

of parents who do not have an autistic child showed an increase in knowledge and acceptance of autism after using our resources.

**53%**

of parents of autistic children reported an increase in their comfort level about involving their child in their community.



Major support provided by American Greetings, the Robert R. McCormick Foundation, and Kristen Rohr.

\*Anthony Bruno J, Hillary A Robertson, Alyssa Verbalis, Yetta Myrick, Mary Troxel, Sydney Seese, and Laura Gutermuth Anthony. "Increasing autism acceptance: The impact of the Sesame Street 'See Amazing in All Children' initiative." *Autism*, (May 2019). <https://doi.org/10.1177/1362361319847927>.

# Global Media

## MEDIA-POWERED IMPACT ON A GLOBAL SCALE

**At Sesame Workshop, one principle unites all our efforts: connecting with children. Before you can teach them, you need to reach them. By engaging children through our lovable characters, *Sesame Street* has the unique ability to impart valuable lessons, which we reinforce everywhere we can—on air, online, in books, products, live shows, and theme parks—to deliver cumulative impact.**

While the world has changed much in 50 years, our formula for creating innovative and engaging educational content still holds: understand the needs of children and families, and use the power of media to address them head on. The approach has made us the largest informal educator of young children in the world, with programming in over 70 languages and millions of weekly viewers. Season 49 of the U.S. *Sesame Street* show focused on learning through play, while Season 50 teaches children the power of possibilities, embracing the "oopses" and "a-has" of learning. In 2019, we won four Emmys, making us the most-awarded children's show in history. Our YouTube channel is a top digital destination for parents and their preschoolers, with 11 million subscribers and over six billion minutes watched in 2019.

We continue to set the gold standard for educational, entertaining television with co-productions around the world reflecting local languages, cultures, and educational needs. In South Africa, *Takalani Sesame* celebrates its 20th anniversary with a brand new, reimagined show for today's viewers, while *Baghch-e-Simsim* in Afghanistan, *Sisimpur* in Bangladesh, and *Sésamo* in Latin America continue to help prepare children to succeed in school. In Germany, we just completed the 46th season of *Sesamstrasse*, and recently committed to producing a minimum of four additional seasons.

As families' needs evolve, we're bringing new properties and curriculum to life. *Esme & Roy* premiered on HBO, PBS, and around the world, breaking new ground in animation.



A new *Ghostwriter* reboot for tweens inspires a love of reading, and *Helpsters* delivers a pre-coding curriculum on the pioneering Apple TV+ platform. Finally, we announced a landmark five-year partnership with WarnerMedia which includes not only new episodes of *Sesame Street*, but a minimum of four new series to premiere on HBO Max. As with *Sesame Street*, all new properties will be made available to PBS and distributed globally.

### Experiences beyond TV

In a crowded marketplace for content, our status as a nonprofit, mission-driven organization sets us apart. When people buy a Sesame Workshop product, they're not just benefiting their own children. The revenue we generate through product licensing and themed entertainment is a major contributor to the Workshop's resources, essential to furthering our global educational initiatives for children.

To grow this critical funding, we extend the fun and learning of *Sesame Street* to new categories and new audiences. Our licensed products and themed entertainment are infused with the same delightful blend of education and entertainment that distinguishes our shows.

In these efforts, we are fortunate to have so many partners who believe in our brand and share our mission. Their partnership, along with the support of consumers and fans, enables us to extend our impact year after year.

And we're not slowing down. With an unwavering commitment to innovation, Sesame Workshop is positioned as the go-to partner for the next generation of families with young children.



# 50 Years and Counting

A COAST-TO-COAST CELEBRATION OF SESAME STREET IMPACT

## New York City's Official Sesame Street

On May 1st, Mayor Bill de Blasio proclaimed a stretch of West 63rd Street near the Workshop headquarters as “Sesame Street.” In attendance were the *Sesame Street* Muppets, cast members past and present, and a crowd of gleeful onlookers to hear remarks from the mayor, the council member who sponsored the naming resolution, and Sesame Workshop President and CEO Jeff Dunn.

## Sesame Workshop Annual Gala

Our landmark anniversary gala on May 29th was a moving tribute to the past, present, and future of the longest street in the world. Former First Lady Michelle Obama was honored for her tireless work to improve the lives of children, the culmination of a full evening of performances and honors spanning *Sesame Street*'s 50-year history.

“There is nothing like visiting Sesame Street, nothing that marries boundless aspiration with simple goodness, nothing that strips away the daily madness and distraction, nothing that is so pure and hopeful—and absolutely essential to the future of our country and our world.”

— Former First Lady Michelle Obama





# 50 Years and Counting

A COAST-TO-COAST CELEBRATION OF SESAME STREET IMPACT

## Sesame Street Road Trip

The *Sesame Street* Muppets marked 50 years with an epic summer road trip. Weekend visits to 10 cities included free outdoor festivals for families. At each stop, the furry friends visited community partners and the children they serve, and filmed segments for Season 50 capturing what kids love about where they live.

## Sesame Street Forever Stamps

With a new pane of Forever Stamps, the U.S. Postal Service honored one of the most influential children's television shows in history.



## 50th Anniversary Broadcast Special

Millions of adoring fans tuned in to our primetime TV special in November, created in collaboration with HBO and PBS. All-star guests included Joseph Gordon-Levitt, Patti LaBelle, Sterling K. Brown, and the *Sesame Street* Muppets.

## Kennedy Center Honors

On December 8th, *Sesame Street* made history as the first TV show to receive a Kennedy Center Honor, for revolutionizing the role of television in early childhood education. The honor included a tribute to Sesame Workshop co-founders Joan Ganz Cooney and Lloyd Morrisett.



**We did it together.**

# Major Supporters

## \$20,000,000+

LEGO Foundation

John D. and Catherine T. MacArthur Foundation

## \$1,000,000+

Mai Family Foundation  
MetLife Foundation  
Peter G. Peterson Foundation

PNC  
PNC Foundation  
U.S. Agency for International Development

U.S. Department of State  
USAA  
World Vision, Inc.

## \$250,000–\$999,999

American Greetings  
Carnegie Corporation of New York  
Chan Zuckerberg Initiative  
Children's Investment Fund Foundation (CIFF)  
Joan Ganz Cooney  
Dubai Cares

FEMSA Foundation  
Ford Foundation  
Robert Wood Johnson Foundation (RWJF)  
Kellogg Company  
Lucas Family Foundation  
Laura and John Overdeck

PSEG Foundation  
Sanlam  
U.S. Department of Defense  
UnitedHealthcare  
Vitol Foundation  
Bob Woodruff Foundation

## \$100,000–\$249,999

The Advertising Council  
Beaches Resorts  
Karen and Jeffrey D. Dunn  
Jane D. Hartley and Ralph Schlosstein  
Hasbro, Inc.  
Marlene Hess and James D. Zirin

Insurance Industry Charitable Foundation  
The Joel Foundation  
Christy and John Mack Foundation  
Thomas and Janet Montag  
Ogden Cap Properties, LLC  
Party City

The James E. Rohr Family Fund  
SeaWorld Parks & Entertainment  
Ann and Andrew Tisch  
UN High Commission on Refugees  
WarnerMedia Entertainment  
YouTube Kids

## \$50,000–\$99,999

Altman/Kazickas Foundation  
Anonymous  
Apple  
Bank of America Merrill Lynch

Bloomberg Philanthropies  
Rachel Hines and Michael Cembalest  
Kaufman Astoria Studios  
Jenna Mack

Viacom and Nickelodeon  
Procter & Gamble (P&G)  
Tetra Pak

## \$25,000–\$49,999

Anonymous  
Aporta Desarrollo Sostenible  
The Arthur M. Blank Family Foundation  
Boston Consulting Group  
Emma and Varun Chandra  
Margaret and Michael Chi Citi  
Vanessa and Lee Eastman  
EGL Charitable Foundation  
Facebook  
Feeding America  
Erin and Peter Friedland  
Goldman Sachs & Co.  
The Agnes Gund Foundation  
The Marc Haas Foundation  
Hutchins Family Foundation  
Hosh Ibrahim

Susan Jang and Kenneth E. Lee/Levine Lee LLP  
JPMorgan Chase & Co.  
W. K. Kellogg Foundation Trustee Fund/  
Ruth Cox and Milton Chen  
The Ronald and Jo Carole Lauder Foundation  
Alison and Paul Lindley  
Macy's Inc.  
Jillian Manus  
Miranda Family Fund  
National Geographic  
Nelvana Limited, A Corus Entertainment Company  
New York-Presbyterian Hospital  
News Corp.  
The Obama Foundation

The Raine Group  
Reach Capital Partners  
The Romano Family  
Margaret Smith and James C. Rhee  
Strategic Investment Group  
Gabrielle Sulzberger  
Chrissy Teigen and John Legend  
Maya and Robert Tichio  
Tishman Speyer  
Uhrig-Vournas Charitable Fund  
UNIQLO  
Bernard Van Leer Foundation  
Arts Music / Warner Music Group  
Jeffrey Weiss and the Weiss Family Foundation  
Sherrie and David Westin

## \$15,000–\$24,999

Briar Foundation  
BTIG, LLC  
Irene Hong Edwards and William Edwards  
Brian Goldner  
Grey Worldwide New York

Jacqueline and Frans Hijkoop  
Carol Sutton Lewis  
Elizabeth and Michael G. Manasse  
Cassie and Billy Rahm  
Rattner Family Foundation, Inc.

Sourcebooks  
Stanford University  
Tiger Baron Foundation, Inc.  
Kristel Wyman

## \$7,500–\$14,999

Mariam and Zaid Alsikafi  
Anonymous  
Arista Foundation  
Molly Ashby, Solera  
CIBC World Markets Corp.  
Jill and Dan Ciporin  
Mary and Dr. Drew Collins  
Andrea and Timothy Collins  
Katie Couric  
Kelly and Brooks Cullen  
Abigail Black Elbaum and Richard Elbaum  
EPIC!  
Heather and Nathan Faust  
Feld Entertainment  
Friedman Kaplan Seiler & Adelman LLP

Judith Gibbons  
Graefe Family Foundation  
Myrna Katz Greenberg and Stephen Greenberg  
Laura and Chris Heintz  
Cheryl Henson and Ed Finn  
Lisa Henson  
Lena Kaplan  
Kimberly and Sean Klimczak  
Tyler Lewis  
Michelle Marra and Jimmy Rizos  
Crystal McCrary and Raymond J. McGuire  
Anne and Peter McNerney  
Thomas Murphy  
NBCUniversal

Margo and James Nederlander  
Brette and Adam Ottavino  
Deven Parekh  
Partners Capital Investment Group  
Random House Children's Books  
Sarah and John Richardson  
Florence Ann Romano  
Diane Sawyer  
Sinking Ship Entertainment  
The Bristol-Myers Squibb Foundation  
Anita Tandon and Sujit Chakravathy  
Target  
Davis Wright Tremaine LLP  
Lynn and Jeffrey N. Watanabe

# Major Supporters

## \$2,500–\$7,499

Anonymous (2)  
 Appnovation  
 Baked by Melissa  
 Sara Bareilles  
 Kara and Dov Barnett  
 Andi and Tom Bernstein  
 Erica and Jonathan Blob  
 Bombas  
 Aryeh B. Bourkoff  
 Barbara Breen and Joseph Salvo  
 The Brooks Family  
 Linda Burch and Rajen Dalal  
 The Burke Foundation  
 Jess and Christopher Callans  
 Kathy Calvin  
 Marcia M. Carlucci  
 Phyllis and Bennett Cerf Foundation  
 Susan C. and Edward J. Ciolkosz 🦄  
 Christopher Clouser  
 CoreSite  
 Country Bank  
 Bruce Crain  
 Lindsay Creedon  
 Discovery Inc.  
 Jodie and John Eastman  
 EBA Foundation  
 Cheryl and Blair Efron  
 Will Fowler  
 Stephanie and Adam Frankel  
 Devon George  
 Georgescu Family Foundation  
 Jennifer Gottlieb  
 Kim Greenberg  
 Dr. Erik M. Gregory and Rictor Noren  
 Guru Animation Studios

Maryanne and James Gutknecht  
 Nancy Mueller Handal  
 Heather B. Henson  
 Jane Henson Foundation  
 Oscar Isaac Hernandez  
 Katie Hockmeyer and Mathew Maloney  
 Iger Bay Foundation  
 JAKKS Pacific / Disguise  
 Amy Beth Jordan and  
 John Michael Spandorfer  
 Nancy Kanter  
 Dr. Mitchell A. Kline  
 Jill Krumholz, RealHR Solutions  
 The Lattis Family  
 Esther Lee  
 Téa Leoni  
 The Levine Family  
 Agatha and Steve Luczo  
 Annie and Douglas Mabie  
 Patrick J. McGinnis  
 The MCJ Amelior Foundation  
 Rosanne McManus  
 MicroMem / Captus Systems  
 Krista Milam  
 Chris Miller  
 Sarah Min and Matt Pincus  
 Hasan Minhaj  
 Mary and Lloyd N. Morrisett  
 Terrence Nash - Dell Technologies  
 National Association of  
 Drug Court Professionals  
 Alexandra Nicholson  
 Nielsen Company  
 Nurse-Family Partnership National Service

Jody and Frank Osborn  
 Eda Ozmen  
 Patterson Belknap Webb & Tyler LLP  
 Dr. JoAnne Pedro-Carroll  
 Holly Robinson Peete and  
 HollyRod Foundation  
 Phillips Family Foundation  
 Christine and Michael Preston  
 Dr. Kyle Pruett  
 Tish Rabe  
 Lynda Johnson Robb  
 Ryzman Foundation  
 Carole and Gordon Segal  
 Meredith and Teddy Segal  
 Shout! Factory  
 The Sine Family Fund  
 Pamela Smith and Tony Marconi  
 Peter and Susan Solomon Family Foundation  
 Gillian Sorensen  
 Wendy and Mark Sterling  
 Teachstone Training  
 Roy & Niuta Titus Foundation  
 TravAlliance Media  
 Cynthia and Thomas Wagner  
 David Wardrop  
 Cecilia and Waide Warner  
 Ellen A. Wartella  
 Sandy Wax  
 Adam Weinstein  
 Leslie Williams and James A. Attwood  
 Renee Wilson-Simmons/  
 ACE Awareness Foundation  
 Elaine P. Wynn and Family Foundation  
 Mary and Jeffrey Zients

## \$1,000–\$2,499

Chuck Acker  
 Aileen and Chahe Agopian  
 Mark Amsterdam  
 J. Anderson  
 Lisa Hertz Apkon and Stephen Apkon  
 Sarah Lesser Avins  
 Hilaria and Alec Baldwin Foundation  
 Diane Benedict  
 The Bentex Group  
 Kathryn McKinnon Berthold  
 Alvin Bowles  
 Patrick Bullock  
 Robert Burch  
 Christina Carbonell  
 Cecilia Conrad  
 Steve Cragle  
 Nora Creedon  
 Caroline Cruise  
 Sue Cushman and David V. Britt  
 Anoop Dave  
 Harriet Dominique  
 Troy Draizen  
 Carolyn and Doug Everson  
 Maria Fanjul  
 Karen Falk and Michael Goldman  
 Feature Presentation LLC

Laura Forese M.D.  
 Geoffrey Fradkin  
 Jane and Roger Goodell  
 Judy Honig and Stephen Robb  
 J. Crew  
 Janice and Ralph James  
 Linda and Morton Janklow  
 Miranda and Philip Kaiser  
 Hans Kertess  
 Dr. Rebecca Kirk and Randolph Marshall  
 Douglas Kudler  
 Renee Kwok  
 Priti Lad  
 The Leibner Cooper Family Foundation  
 Helen Lin  
 John Linn  
 Shelby Mamdani  
 L. Camille Massey  
 John McDermott  
 Ana McDonald  
 Jennifer Merriam and Janet Merriam 🦄  
 Cobb Mixer  
 Dawn and Wes Moore  
 Milind Nerurkar  
 Katherine and John Oliver

Denise Pickett  
 Sarah Podlogar  
 PopSockets, LLC  
 Prone Family Foundation  
 Lindsay and Arthur Reimers  
 Lucinda Robb  
 Deborah Roberts and Al Roker  
 Gordon Rubinstein  
 Elizabeth Rutledge  
 Shirley Schmidt  
 Sachin Shah  
 Gil Shiva  
 Lindsay Shookus  
 Silda Wall Spitzer  
 Lucie Steinberg and Kamyll Bazbaz  
 Anne Tatlock  
 Dr. Jennifer Taw  
 Deborah M. Thomas  
 Wiebe Tinga  
 Charles Tolbert  
 Meredith Vieira and Richard Cohen  
 Tiffany Villigan  
 Marissa Wesely  
 Elaine and James Wolfensohn  
 Jia Long Yu 🦄

## \$500–\$999

Abigail Adams 🦄  
 Anonymous  
 Barbara and Douglass Barrett  
 C.J. Brucato  
 Tawana Murphy Burnett  
 Julie O'Connor and Daniel Burstein  
 Charlotte and Taylor Chess  
 Coquette Charitable Fund  
 Barbara Cox  
 Tara Fitzgerald  
 Gina and Kevin Gore  
 Dr. Arian Hatefi 🦄  
 Rachel Lee  
 Amanda Lipitz

Samantha Lomow  
 Brenda and Chris Major  
 Kimberly Mccleskey 🦄  
 Melinda and Tom McMahon  
 Christopher Neylan 🦄  
 Christopher Redd  
 Kathleen Heather Rhatigan  
 Charles Richardson  
 Brendan Ripp  
 Patrick K. Robert and Timothy A. Robert  
 Jack L. Rose  
 Jonathan Scanlon  
 Mary Ann Schafer  
 Lester Schwalb

Dr. Garrett Senney 🦄  
 Saaima Shahn  
 Jasmine Sharma 🦄  
 Southern Lighting Source  
 Samantha Stetson  
 James Stone  
 Craig Sullivan  
 Clara Ruthrauff Thomas  
 Rosemarie Truglio and Steven Brown  
 Truist  
 Lisa Williams  
 Heather D. Winandy  
 Caryn Young

🦄 **Yellow Feather Friends monthly sustaining donors**

# Thank You!



**Look how far we've come together.**

*Sesame Street* and its enduring legacy would not be possible without the generous contributions and courageous commitment of our partners and supporters year after year. From all of us at Sesame Workshop, our sincere thanks for all you do.



# Financials



**Sesame Workshop remained financially strong in FY 2019 with positive growth in revenues, programmatic activities, and net assets compared to the prior year.**

2019 \$M	YOY \$ +/-	YOY % +/-
<b>OPERATING REVENUE</b>		
<b>\$171.8M</b>	<b>+\$36.6M</b>	<b>+27%</b>
<b>INVESTMENT IN PROGRAMMATIC ACTIVITIES</b>		
<b>\$122.5M</b>	<b>+\$23.0M</b>	<b>+23%</b>
<b>END OF YEAR NET ASSETS</b>		
<b>\$314.9M</b>	<b>+\$28.8M</b>	<b>+10%</b>



**Sesame Workshop continues to benefit from highly diversified sources of funding, including the generous support of individuals, private foundations, government agencies, and corporate underwriters.**

Revenue from these sources, excluding those with donor restrictions, increased 42% in FY 2019, to \$54.9M. This increase largely reflects the expansion of our humanitarian work in support of children affected by the Syrian and Rohingya refugee crises. In addition, revenues with donor restrictions, which will fund future programmatic activities, added an additional \$13.3M in revenue, resulting in total revenues directly in support of programs of \$68.2M.

In addition, revenues generated from the distribution of our media content and the licensing of the *Sesame Street* characters and brand increased by 18%, to \$102.8M, as we continued to expand our slate of educational programs both in the U.S. and around the world. The income generated from these sources goes directly into the creation of educational content as well as substantially covering our fundraising and administrative costs.

Total operating expenses were \$149.5M in FY 2019, an increase of 20% over FY 2018. The share of operating expenses spent on programmatic activities increased to 82% from just under 80% in FY 2018. Overall, net assets without donor restrictions increased by \$15.5M with an increase of \$13.3M in assets with donor restrictions.

Sesame Workshop maintains a strong balance sheet which provides flexibility to invest in mission-critical initiatives and to provide long-term reserves to ensure the sustainability of the organization in times of economic uncertainty. At June 30, 2019 Sesame Workshop had operating cash and long-term investments totaling \$256.9M and total net assets of \$314.9M, including \$38.5M with donor restrictions.

Sesame Workshop relies on the support of individuals, foundations, governments, and corporations to fund programmatic activities and initiatives that target the most vulnerable children, including our *Sesame Street in Communities* and autism initiatives in the U.S., our programs in India, Africa, Bangladesh, and Afghanistan, as well as our work reaching displaced children in the Middle East and Bangladesh. Because of our unique business model, with significant revenues from distribution and licensing, we are able to invest our grant and contribution revenues directly into expanding these initiatives.

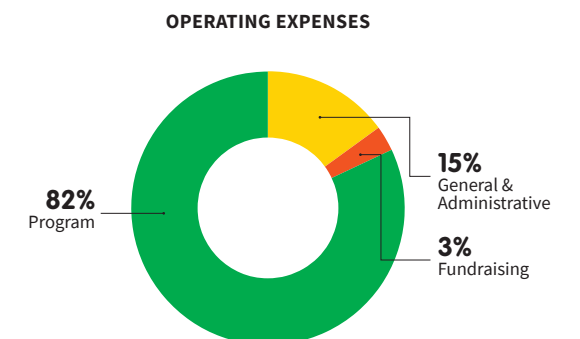
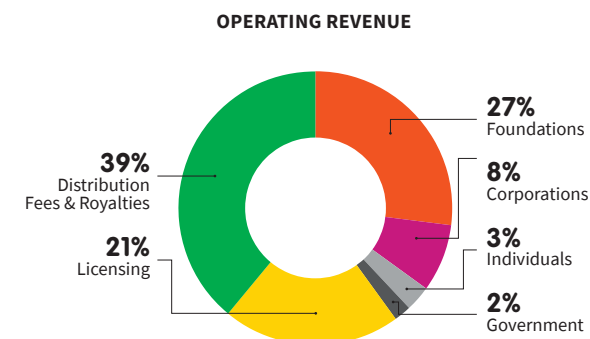
# Financials

## STATEMENT OF ACTIVITIES

	FY 2019			FY 2018		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
<b>REVENUE</b>						
Program Support	\$ 15,373	\$ 52,829	\$ 68,202	\$ 11,819	\$ 35,967	\$ 47,786
Distribution Fees and Royalties	67,457	-	67,457	52,931	-	52,931
Licensing	35,322	-	35,322	34,517	-	34,517
Investment Return Designated for Operations	822	-	822	-	-	-
Net Assets Released from Restrictions	39,504	(39,504)	-	26,734	(26,734)	-
<b>TOTAL REVENUES</b>	<b>158,478</b>	<b>13,325</b>	<b>171,803</b>	<b>126,001</b>	<b>9,233</b>	<b>135,234</b>
<b>EXPENSES</b>						
<b>PROGRAM EXPENSES</b>						
Media and Education	65,485	-	65,485	55,065	-	55,065
Global Social Impact	43,905	-	43,905	30,263	-	30,263
Creative	9,066	-	9,066	9,640	-	9,640
Strategy and Research	4,016	-	4,016	4,486	-	4,486
<b>Total</b>	<b>122,472</b>	<b>-</b>	<b>122,472</b>	<b>99,454</b>	<b>-</b>	<b>99,454</b>
<b>SUPPORT EXPENSES</b>						
Fundraising	4,866	-	4,866	4,283	-	4,283
General and Administrative	22,202	-	22,202	20,711	-	20,711
<b>Total</b>	<b>27,068</b>	<b>-</b>	<b>27,068</b>	<b>24,994</b>	<b>-</b>	<b>24,994</b>
<b>TOTAL EXPENSES</b>	<b>149,540</b>	<b>-</b>	<b>149,540</b>	<b>124,448</b>	<b>-</b>	<b>124,448</b>
<b>OPERATING INCOME</b>	<b>8,938</b>	<b>13,325</b>	<b>22,263</b>	<b>1,553</b>	<b>9,233</b>	<b>10,786</b>
Investment Return	6,707	-	6,707	15,501	-	15,501
Provision (Benefit) for Income Taxes	155	-	155	(13)	-	(13)
<b>INCREASE IN NET ASSETS</b>	<b>15,490</b>	<b>13,325</b>	<b>28,815</b>	<b>17,067</b>	<b>9,233</b>	<b>26,300</b>
Net Assets, Beginning of Year	260,950	25,120	286,070	243,883	15,887	259,770
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 276,440</b>	<b>\$ 38,445</b>	<b>\$ 314,885</b>	<b>\$ 260,950</b>	<b>\$ 25,120</b>	<b>\$ 286,070</b>

## STATEMENT OF FINANCIAL POSITION

	FY 2019	FY 2018
<b>ASSETS</b>		
Cash and Cash Equivalents	\$ 19,102	\$ 21,856
Receivables	41,994	36,725
Programs in Process	61,918	19,461
Investments	237,762	226,933
Intangible Assets	32,436	34,464
Property and Equipment	18,082	19,469
Other Assets	3,627	2,958
<b>TOTAL ASSETS</b>	<b>\$ 414,921</b>	<b>\$ 361,866</b>
<b>LIABILITIES &amp; NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts Payable and Accrued Expenses	45,290	34,335
Deferred Revenues	41,166	26,864
Deferred Rent Payable	13,580	14,597
<b>Total Liabilities</b>	<b>100,036</b>	<b>75,796</b>
<b>NET ASSETS</b>		
Net Assets without Donor Restrictions	276,440	260,950
Net Assets with Donor Restrictions	38,445	25,120
<b>Total Net Assets</b>	<b>314,885</b>	<b>286,070</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 414,921</b>	<b>\$ 361,866</b>





# Leadership

## EXECUTIVE MANAGEMENT

**Jeffrey D. Dunn**  
President & CEO

**Shadrach Kisten**  
Chief Technology Officer,  
Technology Engineering

**Steve Youngwood**  
President, Media & Education  
and Chief Operating Officer

**Diana Lee**  
Chief Human  
Resources Officer

**Sherrie Westin**  
President, Social Impact &  
Philanthropy

**Samantha Maltin**  
Chief Marketing Officer

**Tanya Haider**  
Executive Vice President,  
Strategy, Research & Ventures

**Daryl Mintz**  
Chief Financial Officer

**Brown Johnson**  
Executive Vice President  
and Creative Director

**Michael Preston, Ph.D.**  
Executive Director,  
Joan Ganz Cooney Center

**Sheila Kelly**  
Chief Development Officer,  
Philanthropic Development

**Joseph P. Salvo**  
Executive Vice President  
and General Counsel

## BOARD OF TRUSTEES

**Amb. Jane D. Hartley,**  
**Chairman of the Board**  
**Joan Ganz Cooney, Co-Founder**  
**Lloyd N. Morrisett, Co-Founder**  
Jeffrey D. Dunn  
Varun Chandra  
Milton Chen, Ph.D.  
Lee Eastman  
Adam Frankel  
Marlene Hess  
Frans Hijkoop  
Rachel Hines  
Amy Beth Jordan, Ph.D.  
Paul Lindley OBE  
Jenna Mack  
Michael G. Manasse  
Gabrielle Sulzberger  
Ann Rubenstein Tisch  
Jeffrey N. Watanabe  
Jeffrey Weiss

**Past Trustees**  
Roger C. Altman, 1986–1992  
Luis Alvarez, 1973–1987;  
1988–1998  
Fabiola Arredondo, 2006–2016  
Joanna Barsh, 1995–2005;  
2006–2015  
Richard I. Beattie, 1998–2008  
Afsaneh M. Beschloss, 2003–2007  
David V. B. Britt, 1990–1999  
Diana D. Brooks, 1987–1992  
Antoinette (Toni) Cook Bush,  
1994–2007  
Lisa Caputo, 2005–2015  
Marcia M. Carlucci, 1989–1999  
Hillary Rodham Clinton,  
1989–1992  
David Cole, 1999–2009  
Eugene Cota-Robles, 1971–1976  
Daniella Lipper Coules, 2005–2015  
Lawrence Arthur Cremin,  
1970–1987  
James Day, 1970–1986  
Paul Barry Firstenberg, 1975–1982  
Bernard Gifford, 1986–1996  
Martín Gómez, 2002–2012  
Phyllis Harrison-Ross, 1974–1988  
Craig Hatkoff, 2008–2014  
Peter Hero, 2009–2015  
Amos B. Hostetter, Jr., 1980–1994  
Declan Kelly, 2013–2017  
Gary Knell, 2000–2011  
Gerald Lesser, 1970–1986;  
1987–1996  
Delano Lewis, 2002

Evelyn G. Lipper, 1993–2003  
Sanford Litvack, 2003–2013  
James Bruce Llewellyn,  
1975–1977  
Margaret Loesch, 2001–2009  
Enrique Hank Lopez, 1975–1981  
Ana Loud-Jones, 1975–1988  
Vincent Mai, 1994–2017  
Robert McCabe, 1972–1988  
H. Melvin Ming, 2011–2014  
Kyle Pruett, 2003–2013  
Keith Reinhard, 2005–2015  
Lois Rice, 1970–1973  
Linda Roberts, 2001–2011;  
2012–2015  
Ralph Rogers, 1970–1974  
Terry Sanford, 1970–1972  
Susan Rebell Solomon, 2005–2016  
Lionel Sosa, 1996–2001  
Richard Steadman, 1972–1987;  
1988–1998; 1999–2009  
P. Michael Timpone, 1989–1999  
Merryl Tisch, 2008–2014  
Rodney Wagner, 1979–1989;  
1990–2000; 2001–2005  
Ellen Wartella, 1996–2006;  
2007–2017  
Eddie Williams, 1970–1986  
Blenda J. Wilson, 1986–1998  
Deborah Wright, 2007–2014  
Lester Wunderman, 1986–2003

## GLOBAL ADVISORY

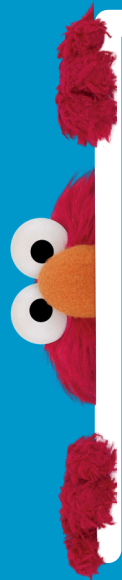
**Vincent Mai, Chairman**  
Tony Blinken  
Amb. Jane D. Hartley  
Hosh Ibrahim  
Deborah Lehr  
Tsitsi Masiyiwa  
Denis McDonough  
Adm. Mike Mullen  
Amb. Cathy Russell  
Mary Zients

## LEADERSHIP COUNCIL

**Jason Graefe, Co-Chair**  
**Robert Tichio, Co-Chair**  
Cherie Alcoff  
Mariam Alsikafi  
Erica Blob  
Margaret Chi  
Drew Collins  
Irene Hong Edwards  
Peter Friedland  
Laura Heintz  
Katie Hockmeyer

Kim Klimczak  
Tyler Lewis  
Michelle Marra  
Patrick McGinnis  
Krista Milam  
Brette Ottavino  
Sarah Richardson  
Florence Ann Romano  
Lindsay Shookus  
Anita Tandon  
Maya Tichio





Thank  
You!

## Stay Involved

HOW YOU CAN HELP SESAME WORKSHOP

### SHARE YOUR STORY

Have Sesame Workshop's tools and resources impacted you, your family, or your community? Share your story with us at [yellowfeatherfund@sesame.org](mailto:yellowfeatherfund@sesame.org).

### DONATE

Make a tax-deductible donation by visiting [sesameworkshop.org/donate](https://sesameworkshop.org/donate) or by texting WORKSHOP to 91999. If you prefer to make a donation by check, please make out to "Sesame Workshop" and send to:

#### Sesame Workshop

P.O. Box 21609  
New York, NY 10087

For information about donor-advised funds, giving stock, matching gifts, and planned gifts, please contact [major.giving@sesame.org](mailto:major.giving@sesame.org).

### FUNDRAISE

Anyone can raise funds for Sesame Workshop! Start your own campaign to support our work and make a difference. For information, visit [sesameworkshop.org/fundraise](https://sesameworkshop.org/fundraise).

### PARTNERSHIPS

For information about partnerships or sponsorships, please contact [partnerships@sesame.org](mailto:partnerships@sesame.org).

### JOIN THE CONVERSATION



@SesameWorkshop



@SesameStreet



**“A legacy is when  
something’s  
over.**

**And this isn’t  
over, it just  
goes on...”**

**— Joan Ganz Cooney**



**SESAME WORKSHOP**

**Sesame Workshop**  
1900 Broadway  
New York, NY 10023  
sesameworkshop.org

TM/© 2020 Sesame Workshop.  
All Rights Reserved.