

We view the world through a child's eyes.





We know the early learning years
are the most critical.

We don't shy away from the tough stuff.



We believe in hugs.
We see challenges as opportunities.
We bask in sunny days.



We practice kindness.
We aim for giggles.





We tinker. We measure whether it works.
We accept that it's not always easy.

We are stronger together.



We open our doors to everyone.
We stand up for what is right.
We hope for a better world—for all children.



We will do pretty much whatever it takes.

WE are the Workshop.



In a moment of profound global upheaval, Sesame Workshop is doing everything we can to deliver on our mission of helping kids grow smarter, stronger, and kinder, as we have for over 50 years.

Today the COVID-19 pandemic is not only upending children's lives and routines, but also creating the largest disruption of education in history. The economic fallout will deepen inequality, food insecurity, and other issues vulnerable families face, for years to come. Meanwhile, a rising movement for racial justice is confronting children and parents with issues they can't—and shouldn't—ignore.

In these consequential times, educational media has never been more important. And Sesame Workshop is uniquely equipped to respond. Indeed, Sesame was created for just such a crisis. Our research-driven programs continue to rise to complex, ever-changing challenges at home and abroad, using the power of media and technology to guide, comfort, and empower children and families with lasting impact.

In 2020, the Workshop addressed urgent new needs while delivering on our most ambitious plans.

- In response to COVID-19, we launched the *Caring for Each Other* initiative and produced numerous specials, resources, and targeted messages to support families in 102 countries.
- In the wake of nationwide protests about racial injustice, we partnered with CNN to air a town hall, *Coming Together: Standing Up to Racism*, and launched a special, *The Power of We*, on PBS Kids and HBO Max.
- New seasons of *Sesame Street*, *Esme & Roy*, and *The Not-Too-Late Show with Elmo* premiered on HBO Max.
- Season 49 of *Sesame Street* and Season 1 of *Esme & Roy* launched on PBS Kids.
- The inaugural seasons of *Ghostwriter* and *Helpsters* streamed on Apple TV+.
- Seasons 1 and 2 of *Ahlan Simsim* debuted across the Middle East and North Africa, reaching kids affected by conflict and displacement.
- Season 11 of *Takalani Sesame* launched in South Africa, *Sisimpur* aired its 12th season in Bangladesh, and the very first season of *Sesame Sheeko Sheeko* premiered across Somalia, Ethiopia, Djibouti, and Kenya.
- The Workshop took home 11 Emmy Awards and received the prestigious Kennedy Center Honor recognizing our 50 years of contribution to American culture.

Consistent with longstanding plans, 2020 also marked the year that Jeff Dunn's time as President and CEO of this remarkable institution came to a close. Effective January 1st, 2021, Steve became the sixth CEO of Sesame Workshop and Sherrie became the Workshop's new president. We are both enormously grateful to Jeff for his leadership, thoughtful guidance, and mentorship throughout his tenure with Sesame Workshop. It is an honor to carry on this extraordinary work at home and around the world.

We are so proud of the accomplishments and progress we've made together this past year. And there is much more to be done. While we know the challenges ahead are immense, we see a brighter future for children everywhere. Our heartfelt thanks go out to the many partners, donors, and friends whose trust and investment continue to make this essential work possible. Regardless of what's happening in the world and in children's lives, Sesame will remain a trusted and reliable foundation for families. Now more than ever, the future needs us.

With gratitude,

Stephen M. Youngwood and Sherrie Westin

12	Mission	14	Learning in the Time of Coronavirus	29	We Takes You
13	The Power of Media	16	A Virtual Playdate for Families under Lockdown	30	Major Supporters
		18	Extra Support for Kids in Tough Circumstances	32	Financials & Leadership
		20	Coming Together for Racial Justice	36	How You Can Help
		22	Leading a Family-First National Conversation	37	Thank You
		24	Our New Racial Justice Task Forces		
		26	Humanitarian Outreach		
		27	Leaping over Obstacles to Early Learning		

2020
SESAME
WORKSHOP
ANNUAL
DONOR
REPORT

We¹ are the
nonprofit² educational³
organization helping
kids⁴ grow smarter,⁵
stronger,⁶ and kinder.⁷

1 Educational specialists, puppeteers, producers, writers, strategists, researchers, artists, technicians, designers, and other passionate experts, partners, and collaborators.

2 A nonprofit focused on one thing: helping children. Everything we do, from social impact programs to corporate partnerships, supports that.

3 Bringing early learning into everyday moments—on screens, in classrooms, in communities, everywhere little ones learn. Preferably while they're having fun.

4 Reaching children in 150+ countries, with a focus on ages 0 to 6, a critical window when children develop skills and understanding that shape their lives and potential.

5 From ABCs and 123s to critical thinking and problem-solving, our curriculum reinforces the academic fundamentals all children need.

6 Helping kids develop the full spectrum of life skills to thrive and navigate their world as they grow up, like emotional resilience, healthy habits, and physical wellness.

7 Teaching and modeling empathy, mutual respect, and understanding. Because children have the greatest potential to make the world a better place for all.

THE POWER OF MEDIA

Today the well-being of young children is more precarious than at any point in recent history. How we choose to respond will have ripple effects for generations.

While the scale of the upheaval is new, the solution is not. The Workshop has blazed the path for more than 50 years.

Educational media has the singular power to engage the whole child—and whole families—in ways that change mindsets, change behaviors, and change the future. Our proven formula for laughter and learning is a necessary force for good: nurturing resilient brains and bodies, connecting children to each other and their world, and continuing to rise to challenges we can't imagine yet.

We don't know the future, but we know our role. Whether the next crisis is sudden or systemic, local or global, the Workshop will be there to give young children the best possible start on life—whatever it brings.

PHOTO BY RYAN DONNELL



LEARNING

IN THE TIME OF CORONAVIRUS



**SESAME
WORKSHOP
&
COVID-19**

FOR FAMILIES, the COVID-19 pandemic is a perfect storm. Kids around the world have seen their lives and routines upended overnight while adults around them struggle¹ with a rollercoaster of uncertainty. With the disruption affecting even the youngest, the impact on children’s wellbeing and development—and society as a whole—may not be recognized for decades.



ABOVE: *Sesame* friends assure families that while we may be apart, we are in this together. RIGHT: Scenes from our first COVID-19 CNN town hall and *Elmo’s World News*.

and global TV specials³ brought kid-friendly health messages, help adjusting to new routines, and words of comfort to children in 102 countries⁴ and 41 languages. Muppets and other experts took on kids’ biggest questions at three televised town halls.⁵ With most activities off limits for families, our wellspring of online resources⁶ helped fill the gap.

We are committed to going where the needs are greatest, from delivering targeted support to families with special challenges⁷ to finding digital work-arounds when essential in-person services are interrupted.⁸ Thanks to heroic support from funders⁹ and partners, these efforts continue to evolve with the growing need.

And as children and families face new waves of hardship from this crisis,¹⁰ Sesame will be there at every step. It’s what we’ve done for over 50 years: help families learn, laugh, play, and grow through stormy times—and guide them through to sunnier days ahead.



1 53% of U.S. adults say that their mental health has been negatively impacted due to worry and stress over the coronavirus.

Source: Kaiser Family Foundation

2 The pandemic has underscored the importance of over-the-air TV for children’s learning. Nearly 1 in 3 students lacks adequate internet or devices to sustain distance learning at home.

Source: Common Sense Media

5 At our first COVID-19 town hall, Dr. Sanjay Gupta, CNN’s Erica Hill, and Big Bird joined a panel of experts to answer tough questions from kids.

6 Each week, sesamestreet.org/caring serves up new videos, songs, stories, and learning games featuring *Sesame Street* friends, along with tools for parents to tend to their own wellbeing.

7 Learn more on page 18.

8 See page 26 to learn how we evolved our humanitarian work to reach isolated refugee families.

9 Thanks to major support provided by AT&T, DFID/ Unilever HBCC, IDB, LEGO Foundation, Oak Foundation, UNICEF, USAID, Viatris, Walgreens, Walton Family Foundation,

and others, we have been able to respond to communities in need during the COVID-19 pandemic.

10 Even after COVID-19 is brought under control, researchers expect that households with children will face especially high rates of hardships like hunger, eviction, homelessness, and mental health problems.

Source: Center on Budget and Policy Priorities



3 *Elmo’s World News* began airing worldwide in April. Elmo calls on friends like Weather Reporter Grover and Special Correspondent Cookie Monster—and children from around the world—to share how they learn through play while staying safe.

4 Our *Caring for Each Other* broadcasts reached millions of families on nearly every continent around the world.

WHATEVER IT TAKES

A VIRTUAL
PLAYDATE
FOR FAMILIES
UNDER
LOCKDOWN



Ernie with puppeteer
Peter Linz shooting in
his improvised home
studio in April.
PHOTO BY ARIA LINZ

When the first coronavirus cases hit the U.S. last March, Ben Lehmann, executive producer of *Sesame Street*, braced for disruption.

New York City was shutting down. With the Workshop's production team unable to enter the studio, he recalls, "we had to learn how to communicate all over again." Production meetings with 100+ people were held via Zoom. Puppeteers prepared to work in quiet corners of their homes with Muppets hoisted on arms and mics tethered to foreheads.

Lehmann remembers the flurry of decisions. "We've shipped the puppets to the talent. Now how are they capturing stuff? What phones do they have? Does he have a green screen? What's the right setting to capture audio?"

Meanwhile, millions of kids were waking up to a total loss of routines. The Workshop knew waiting it out wasn't an option. "COVID disrupted everything," says Rosemarie Truglio, the Workshop's SVP of curriculum and content. "So we asked, 'What do children need now and how can we deliver?'"



Elmo's Playdate premiered on April 14th to bring families a moment of joy and connection in challenging times.

MAKING A DATE

Demand for children's TV skyrocketed in early 2020.¹ With enthusiastic support from our distribution partners around the world,² we quickly deployed kid-friendly [PSAs](#) with short health and safety messages. Steve Youngwood, Sesame's chief executive officer, then asked Lehmann if his team could handle something bigger.

Inspired by the then-novel concept of video hangouts, the idea for a "virtual playdate" took shape—a chance to reassure families that although they're separated, they're not alone.

"All of the sudden it was moving. People just start doing their thing," says Lehmann. "Usually, we'd take up to three months to write a script for a special. But we knew the sooner we can do this, the more powerful it will be."

Zoom's constraints became opportunities. "The art of puppetry is setting eyelines to make interactions seem real," says Lehmann. "But with Zoom, everyone's looking at the screen." With all eyes turned to the camera, "Zoom ends up being a great way to do a sing-along. It elevates that feeling of being in this together."

¹ Downloads of the PBS Kids video and game apps surged 80% in the first three weeks of April 2020.

² Thanks to major distribution partners including WarnerMedia, PBS, BBC, TV Azteca, SABC, MBC3, NHK, ABC Australia, HBO Asia, Tiny Pop, Armed Forces Network, and many others.

Booking famous faces, like Tracee Ellis Ross and Lin-Manuel Miranda, was the easy part. “Celebrities asked us, ‘What can I do?’ but they didn’t always know the implications,” Lehmann recalls. “‘We’re going to need you to video yourself and send us the file.’ No matter how much you prepped people, it was new.”



ABOVE: Elmo and Anne Hathaway play “Head, Shoulders, Knees, and Toes” over Zoom.
BOTTOM AND TOP RIGHT: Executive Producer Ben Lehmann and the cast and crew of *Sesame Street* return to the set after months of working remotely.
PHOTOS BY ZACH HYMAN

WHAT THE WORLD NEEDS NOW

In fact, the Workshop was well prepared for this moment. “In the new season of *Sesame Street*,³ we focus on the importance of perseverance and learning through set-backs and mistakes,” says Truglio. “Resilience is an integral life skill, necessary when life is throwing you curve balls. When COVID hit, we said, ‘How do we think creatively and get this content out?’”

Within weeks of entering lockdown, Sesame debuted *Elmo’s Playdate*,⁴ a primetime TV special created to offer families much-needed comfort and support. United virtually for games, songs, and laughter, *Sesame Street* friends show kids that, despite so many changes, fun can still happen.

Anne Hathaway leads Elmo in a spirited round of “Head, Shoulders, Knees, and Toes” (minus the face touching), kids take a virtual cookie-making class with you-know-who, and the special wraps up with a star-studded sing-along. Learning through play is baked into the fun, from sharing tips for healthy handwashing to recognizing the essential workers keeping the outside world going.

SMALL SCREEN, BIG IMPACT

Reaching over five million viewers worldwide, *Elmo’s Playdate* has become a model for the Workshop’s programs globally, including *Elmo’s World News*⁵ and *Ahlan Simsim: Friends Time*.⁶

As tools like Zoom become a lifeline for families, *Elmo’s Playdate* models how screen time can be quality time. “We’re helping families make the most of what they have and engage in playful learning in everyday moments,” says Truglio.

By summer’s end, Lehmann’s team was back in the studio — but not back to “normal.” They’re still learning how to make TV with an ever-changing playbook. “I’ve had 15 COVID tests in the last month,” he says, undaunted. “This is just the way the Workshop always responds to urgent needs. When kids need us, we’re there.”



WHEN KIDS
NEED US,
WE’RE THERE.

3 Season 51 premiered November 12th, with guest appearances from Kelsea Ballerini, Stephen and Ayesha Curry, and Issa Rae.

4 The special premiered on April 14th on PBS Kids, HBO Max, and other WarnerMedia channels.

5 Broadcast in 54 countries, this special models playful activities for kids and caregivers to do together at home.

6 This Arabic-language special is designed to bring together children and caregivers across the Middle East.



COVID-19 has made the world much smaller for families with young children. As they adapt to the “for-now normal” of shelter in place and physical distancing, parents find themselves without the connections and routines they depend on for their families’ wellbeing, comfort, and safety.



FAR LEFT: Julia and her rabbit Fluffster learn to wear masks. CENTER: Sketches and style boards for *Sesame Street*’s Julia. ABOVE: Mom eases Julia’s disappointment when the park is too crowded to play.

THERE WHEN IT COUNTS

EXTRA SUPPORT
FOR KIDS
IN TOUGH
CIRCUMSTANCES

Yet for parents of children on the autism spectrum, the stakes are even higher. “For the autistic community, routines are an essential base that connects them with others,” says Jeanette Betancourt, SVP of U.S. social impact at Sesame Workshop.

The need to wear masks, learn online, and remain flexible in changing routines—burdens on any family—become significant challenges for kids who are neurodiverse. “These children may be limited in language, they may need to see therapists often,” says Betancourt. “How do you maintain that support now that everything’s changed?”

Families of children with special needs have long had a friend in Sesame Workshop. In 2015, we launched [See Amazing in All Children](#) to bring awareness and acceptance¹ of children with autism. Our resources have reached millions of educators, service providers, and families, giving them language and tools to navigate everyday moments and challenges.

Those needs are not static, and neither is our approach. “COVID didn’t change what we do, this is what we do best,” says Sherrie Westin, the Workshop’s president. “We always work to address the most pressing issues facing children, to give families and caregivers the tools they need to help children cope with challenges. Responding to COVID-19 was no exception.”

¹ New research suggests *See Amazing* is changing minds among parents of kids with and without autism.
Source: [Disability Scoop](#)

RESOURCES TO THE RESCUE

“Right away as a result of COVID, we saw increased stress and anxiety in vulnerable households,” says Betancourt. “Our partners and families were asking us how we can help bring comfort and ease.”

This summer, Sesame snapped into action with new coronavirus-related resources for families with autistic children. Our videos, storybooks, and daily routine cards help families deal with tricky issues, such as embracing new health and safety behaviors and adapting to on-screen therapies.

One video features Julia, a 4-year-old Muppet with autism. When she doesn’t want to wear her mask to visit the park, her dad helps her see that with practice, she can get used to it—just like her toy rabbit Fluffster. Another video models flexibility when things don’t go as planned. With the park too crowded for Julia and her family, they make an adventure out of the walk home: bird watching, hopping cracks, and refocusing on each other.

SURROUNDED BY SUPPORT

As these resources show, supporting children means speaking to the grown-ups in their lives. “Our programs help parents cope with their own difficulties, so they can keep themselves and those around them healthy,” says Betancourt. “When we create a circle of care and nourishing connections around young children, we are much more likely to mitigate the effects of trauma.”

That’s the driver behind Sesame Street in Communities: an initiative to support families in difficult situations by empowering community partners and delivering trauma-informed resources.

Take parental addiction, an issue that’s intensifying under COVID-19.² When a family member struggles with addiction, the whole family struggles. Children may feel shame, embarrassment, guilt, and loneliness, and worry the illness is their fault.

For them and so many others, we created Little Children, Big Challenges: Building Resilient Kids, Families & Communities. This new special episode unites Muppets with real-life community partners to help kids talk through big feelings,



In our *Little Children, Big Challenges* special, Sesame friends seek advice and reassurance from experts in local communities.

vital when in-person services aren’t possible. *Sesame Street*’s Alan reaches out to Karli, a 6-year-old Muppet whose mom struggles with addiction. “My mom was doing a lot better, but now she seems really worried. I’m scared she’ll get sick again.” With advice from an adult expert and an 11-year-old who’s been there, Karli is comforted that, with time, things will get better.

HAND IN HAND WITH PARTNERS

Thanks to a generous grant from the Robert Wood Johnson Foundation, our work on issues like parental addiction keeps evolving. “Our RWJF grant is helping

us reach children more directly than ever before,” says Betancourt. “We’re also changing the mindset of key community influencers. So when they think about parental addiction, children are part of that.”

“Our unique partnership with Sesame is about more than delivering wonderful educational content,” says Kathryn Wehr, senior program officer at RWJF. “By addressing conditions that make it hard for children to live their best lives, we’re helping families feel cared for and understand that, especially in this difficult moment, their community is there for them.”

The innovative approaches that are arising in response to COVID-19, says Betancourt, will help the Workshop build family and community resilience even beyond the pandemic. “When you’re forced to be creative, you end up with a model for the future.”

2 Experts worry COVID-19 may feed a new addiction crisis by disrupting the routines that help people in recovery stay healthy.

Source: [Treatment Magazine](#)

RIGHT AWAY AS A RESULT OF COVID,
WE SAW INCREASED STRESS AND ANXIETY
IN VULNERABLE HOUSEHOLDS.



COMING TOGETHER

INSIDE & OUT

**SESAME
WORKSHOP
&
RACIAL
JUSTICE**

IN 2020, millions took to the streets¹ to condemn racism. Whether witnessing protests on TV or in their own neighborhoods, kids paid attention. The demand that people be safe, seen, and respected, whatever their skin color, is ultimately about creating a better world for all children to grow up in.

That belief has guided us for over 50 years. On *Sesame Street*, built on inclusion and kindness, friends of all colors, furry and not, have always come together to celebrate differences² and cherish what we share. Over the years, we've never shied away from tackling issues caused by the systemic disparities³ that have burdened generations of Americans. At this critical moment, we knew the Workshop had a role to play, and silence wasn't an option.⁴

We know that racism hurts everyone—and that families from all communities, BIPOC and non-BIPOC, want support to talk to their children about race and identity. With children starting to notice racial differences in infancy, it's never too early.⁵

Now we're using our platform as never before to help families build understanding, skills, and courage to stand up for racial justice. In our broadcast TV specials,⁶ *Sesame* friends help families make sense of what's happening in the country, give parents strategies⁷ to start conversations, and model behaviors that can create positive change.⁸

And this Workshop-wide push keeps building steam. This summer, we convened experts in the areas of race, identity, and equity to guide all our work as an organization. Through our new Racial Justice Content Task Force,⁹ we are continually reviewing our language and assumptions. Working with partners, we'll soon develop and release new resources to help families heal from historical trauma.

Speaking out against racism is about supporting the full humanity of children. When kids are proud of their identities¹⁰ and learn how to be "upstanders" for themselves and others, they grow into more confident, fair-minded, and empathetic adults. That's an investment in a more equitable society for generations to come.



ABOVE: *Sesame Street* debuted in 1969 with the first-ever integrated cast in children's TV, a commitment to diversity, and a mission to uplift less advantaged children.

PHOTO BY CHARLOTTE BROOKS

TOP RIGHT: Kids share their hopes and struggles in our CNN town hall special in June.



1 Black Lives Matter has been called the largest movement in U.S. history. As many as 26 million Americans participated in country-wide protests since May 2020.

Source: *The New York Times*

2 Whoopi Goldberg famously shared with Elmo that she loves her "pretty brown skin," just as Elmo loves his red fur, and even if they could trade, they wouldn't want to.

3 From incarceration to health disparities, we take on issues that disproportionately affect families of color and reflect the troubling reality of institutional racism in the U.S.

4 When caring adults are silent about racism, children miss out on important lessons, like the need to reject negative stereotypes and to value their own identities and those of others.

5 Research tells us that children are not colorblind.

Source: Erin N. Winkler, Ph.D.

6 Read about the creation of our latest TV special, *The Power of We*, on [page 22](#).

7 Our guidance to parents includes not shutting down children if they mention race, and inviting kids to look for the good in others and see that good in themselves.

8 In our CNN town hall *Coming Together: Standing Up to Racism*, Abby Cadabby shares a story about how her friend Big Bird was a victim of prejudice, and how she stood up for him.

9 Learn all about it on [page 24](#).

10 Our recent "Identity Matters" study explores how parents and educators think about children's social identities and their critical role in children's healthy development.

Summer of 2020 was a watershed moment in our country. The protests that erupted¹ after the killing of George Floyd challenged many Americans to reckon with a painful past and present of racial inequity—ready or not.

“We see our nation opening up,” says Jeanette Betancourt, SVP of U.S. social impact. “We need to collectively engage with racial injustice. But if people don’t have the vocabulary yet, that can be difficult.”

Race and racism have long been taboo topics. “We learned from our identity study² that white parents especially have a hard time talking about this. They think it’s not age-appropriate,” says Rosemarie Truglio, the Workshop’s SVP of curriculum and content. “Parents of color are more open, but also struggle with these conversations.”



A VOCABULARY GAP
That has consequences. When caring adults are silent about racism, they risk leaving children unable to reject negative stereotypes. Developing a positive sense of their own identity, and the identities of those around them, is essential for children to become confident and accepting adults.

How do you expand the comfort zone around a critical conversation? “The Workshop has always been about diversity and inclusion,” says Kay Wilson Stallings, executive vice president of creative and production. “Well, now it’s time to be explicit about what racism is.”

“When judgments are made based on one’s racial identity, people are hurt,” says Truglio. “If we are staying true to children’s needs, we knew we had to take this on.”

LEADING A FAMILY-FIRST
NATIONAL CONVERSATION

STANDING UP to RACISM

COMING TOGETHER

Sesame put that conviction into action with a televised town hall, *Coming Together: Standing Up to Racism*, which aired June 6th. Hosted by CNN’s Van Jones and Erica Hill with Sesame friends, this town hall special was the first media event to help families grapple with what was taking place in the country.

It was the beginning of a strategy we built on throughout the summer, including inviting experts³ to help us define the terms of the challenge. The questions were not easy, recalls Akimi Gibson, Workshop VP and education publisher.

“How do we meet people where they are on the journey, whether part of the affected community or those outside? How can we start hard conversations without people feeling rebuffed?”

“We knew Sesame had to come from a strength-based perspective: creating an opening that invites and includes everyone,” Gibson says. “It’s a big narrative challenge,” admits Executive Producer Ben Lehmann. “It’s hard to explain racism to a 3-year-old without showing a racist incident, which can aggravate the trauma.”



In *The Power of We*, Sesame friends model ways kids can stand up to racism, like creating signs and chalk murals.



Artwork announcing our *Power of We* special, which aired in October.

THE POWER OF WE

Out of this intensive exploration came *The Power of We: A Sesame Street Special*.⁴ Debuting October 15th and starring Elmo, Abby Cadabby, Gabrielle, and her 8-year-old cousin Tamir, the special talks about unfair treatment based on skin (or fur) color in a way that’s new for children’s TV.⁵

In one scene, Gabrielle and Tamir are at a meeting with actor Chris Jackson and other Black friends: a chance to celebrate their identity and talk about their feelings. Catching up afterwards, Abby asks Tamir, “What kind of feelings?” “Feelings about racism,” he says. “You know, how people that look like me can get treated differently because of the color of our skin.”

Tamir shares an animation where a white boy tells a Black boy, “You can’t be a superhero. Superheroes are supposed to white.” Lehmann explains, “Showing what racism is in an animation was strategic, so we don’t show our characters getting hurt.”

When the boy’s friends stand up for him (“Superheroes can be ANY color”), Elmo and Abby are inspired to be “upstanders” to racism. “It’s one thing to be an upstander for yourself as part of an affected group,” says Wilson Stallings. “It’s another thing to be an upstander as an ally.”

The program’s rousing anthem, about treating all people fairly and kindly, crystallizes the lesson: “Stand up for what is right—listen, act, unite!”⁶ “The songs make the special work,” says Lehmann. “Music gives you the power to be positive and celebratory about a serious issue.”

A JOURNEY OF HEALING

The Power of We is a shining example of using our platform to change mindsets and behaviors. “We are teaching families that children are never too young to be ‘upstanders’ for themselves, one another, and their communities,” says Wilson Stallings.

“The community sing-along supports the empowerment of our youth and is part of the healing journey,” says Truglio. “It mirrors what we should be doing as a nation. Right now we all need some healing.”

WE ARE TEACHING FAMILIES THAT CHILDREN ARE NEVER TOO YOUNG TO BE ‘UPSTANDERS’ FOR THEMSELVES, ONE ANOTHER, AND THEIR COMMUNITIES.

1 The scale of protests against racism and police violence was unprecedented, with marches in at least 1,700 cities and all 50 states. Source: USA Today

2 Learn more about our study conducted with NORC at the University of Chicago.

3 Key to our approach, advisories convene teams of cross-disciplinary experts to help make our work as effective as possible.

4 *The Power of We* was broadcast on PBS stations and streams on HBO Max and PBS Kids apps.

5 See our “Watch & Play” guide for the special.

6 Sing along with Chris Jackson, Andra Day, and the *Sesame Street* community.

OUR NEW
RACIAL JUSTICE
TASK FORCES

Diversity and inclusion are in *Sesame Street*’s DNA. We debuted 50 years ago with the first-ever integrated cast¹ in children’s television. We’ve always been a place that welcomes and celebrates all children, regardless of their race, gender, class, or country of origin.

How we honor those founding principles keeps evolving with children’s needs. “Because of what’s surfacing in our Black and Brown communities, in 2020 and going back historically,” says Jeanette Betancourt, the Workshop’s SVP of U.S. social impact, “we recognize our responsibility to go much deeper on issues of racial justice.”

“We are living through a second civil rights movement,” says Akimi Gibson, VP and education publisher at the Workshop. “Systemic racism remains one of the biggest things we need to dismantle to truly equalize things.”

To honestly confront systemic racism, there are no shortcuts. So the Workshop team is bringing our whole selves—empathetic hearts and open minds—to transform how we address race, identity, and equity in the lives of young children from the inside out.

¹ Early on, the Mississippi State Commission for Educational Television voted to ban *Sesame Street* due to its diverse cast, a decision that was overturned after 22 days.

² Both task forces bring together people of different ages, backgrounds, and racial identities from across the Workshop to ensure a wide diversity of perspectives.



ALL TOGETHER NOW

In 2020, we launched two new Workshop-wide task forces.² “We’ve never had anything like this,” says Rosemarie Truglio, SVP of curriculum and content. “These efforts will affect everyone’s work, growth, and development.”

Our Internal Task Force aims to build a more supportive and inclusive Workshop for our employees of color, uniting people across racial identities, ages, and teams to help us address our own gaps as an organization. Working in tandem, the Content Task Force aligns our capabilities to help dismantle racism and build a more equitable world outside our walls.

Pictured left to right: Akimi Gibson, Kay Wilson Stallings, and Jeanette Betancourt are co-leading the Workshop’s Racial Justice Content Task Force. PHOTO BY MATTHEW SEPTIMUS

Following massive protests in all 50 states, we convened panels³ of equity and inclusion experts to ground our staff in the shifting landscape. Panelists shared what they’re responding to in their communities, what tools families need to grapple with these difficult issues, and how approaches should vary for different communities.

These insights, among many others, are coalescing into the Workshop’s first educational framework for racial justice. Betancourt explains, “We need a shared foundation to guide curriculum and communication across the organization, from formal learning to production to social impact.”⁴ Already in the works: common language to address the varying needs of BIPOC and non-BIPOC communities, parents as well as their children.⁵

REVIEW AND REPRESENT

Kay Wilson Stallings, EVP of creative and production and a leader of the Racial Justice Content Task Force, describes the work underway. “One of our roles is providing feedback on anything we make globally with an element of racial justice.” That could be a costume, a storyline that touches on racism,⁶ or the design of licensed products. “Are there issues of cultural appropriation? Is there an interaction that doesn’t feel right? Now we have a gatekeeper for those issues.”

Affirmative representation is at the heart. “There’s a part of *Sesame Street* that’s always been gritty and reflective of society,” says Gibson. “One thing we’re exploring is how to make *Sesame Street* look more like the world.”

While much of the cultural discourse on racism can feel confrontational, Gibson says, “we are leading with a strength-based, positive



Racism is a “system of advantage based on race.”

BEVERLY DANIEL TATUM, Ph.D.



“When someone is treated unfairly because of the color of their skin, that’s hurtful; and there are things we can do to change it. Systems are made by people and systems can be changed by people.”

ANNA HINDLEY



“The only qualification necessary to act in this movement is sincerity.”

DAMON CARSON, J.D.

approach.” “As Sesame, we’re here to help families move toward hope and healing,” continues Betancourt. “That’s a new contribution.”

LOOKING FORWARD

The Racial Justice Content Task Force is ultimately focused on the future. “We’re imagining what racial justice looks like across our platform in three years,” says Wilson Stallings, be it part of *Sesame Street*, brand new content, or community outreach. “How can it touch everything within the organization?”

Research, too, must advance. “Today there’s not much guidance,” says Betancourt. “We want to challenge our conceptions of how race and identity affect children. This may be a window of opportunity, but we need to know what’s missing.”

This dynamic work in progress, Gibson explains, comes back to what children need most. “We are getting down to Sesame’s essence: being as relational as we can to support the full humanity of the child, how they see themselves and engage with the world that awaits them.”

No one on the task force takes the responsibility lightly. “It’s an honor to help the whole organization walk the talk,” says Gibson. “We have to get it right as we carry it into the world.”

3 The first advisory, held in June, was a candid question and answer session with experts about how to best support families at this moment. A second, in July, focused on the historical and institutional structures that continue to afflict BIPOC communities.

4 A new racial literacy curriculum for families and community partners will launch in 2021, part of our *Sesame Street in Communities* social impact work.

5 Language includes being an “upstander” for ourselves, each other, and our community. Our approach addresses the need for both affected and unaffected communities to confront racism, but in different ways.

6 For example, in a script in development for our *Ghostwriter* series, task force members analyzed a storyline with a racist incident to ensure it was handled sensitively.

Some of the equity and inclusion experts informing our approach through the Workshop’s racial justice advisories.

RENÉE BOYNTON-JARRETT M.D., Sc.D.
Associate Professor of Pediatrics, Boston Medical Center and Boston University School of Medicine
Founding Director, Vital Village

DAMON CARSON J.D.
Executive Vice President and General Manager of Education, Instruction, and Operations, Neighborhood House Association

CHRIS CRASS
Educator, Speaker, and Author, *Towards the “Other America”: Anti-Racist Resources for White People Taking Action for Black Lives Matter*

BEVERLY DANIEL TATUM Ph.D.
President Emerita, Spelman College
Speaker and Author, *Why Are All the Black Kids Sitting Together in the Cafeteria? And Other Conversations about Race*

DERRICK GAY Ed.D.
Writer, Lecturer, Diversity and Inclusion Strategist, Derrick Gay LLC

TOBEKA GREEN
Former President and CEO, National Black Child Development Institute

JENNIFER HARVEY Ph.D.

MARGARI HILL
Co-Founder and Executive Director, MuslimARC

ANNA HINDLEY
Director of Early Childhood Education, National Museum of African American History and Culture

NONI THOMAS LÓPEZ Ed.D.
Head of School, Gordon School

DANIELLE K.C. ADAMSON M.S.Ed.
Senior Director of Programs, National Black Child Development Institute

KRISTY M. ARNOLD Ph.D.
Executive Director, LIFT-DC

KENNETH BRASWELL
CEO, Fathers Incorporated

MARIANA CHILTON Ph.D., MPH
Professor, Dornsife School of Public Health, Drexel University

TERRY L. CROSS (HA-NE-GA-NOH) MSW, ACSW, LCSW
Founding Executive Director and Senior Advisor, National Indian Child Welfare Association

BARBARA DUFFIELD
Executive Director, SchoolHouse Connection

CHANDRA GHOSH IPPEN Ph.D.
Associate Director, Child Trauma Research Program at UCSF
Director of Dissemination and Implementation for Child-Parent Psychotherapy

AMANDA GUARINO
Policy Director, First Five Years Fund

LINA GUZMAN Ph.D.
Vice President of Strategic Initiatives and Strategy Director of Child Trends’, Hispanic Institute

SARAH KASTELIC (ALUTIIQ) Ph.D., MSW
Executive Director, National Indian Child Welfare Association

KATHLEEN KING
Interim Policy Director, Children’s Defense Fund

HILARY O. SHELTON
Senior Vice President, Policy and Advocacy Director to NAACP Washington Bureau

HOWARD C. STEVENSON Ph.D.
Constance Clayton Professor of Urban Education, Graduate School of Education, University of Pennsylvania

SESAME
WORKSHOP
&
HUMANITARIAN
OUTREACH

RESPONDING IN A CRISIS

AND BEYOND

A puppeteer with Jad of *Ahlan Simsim*, Nowar Mahayri, after filming a scene in Jordan. When multiple emergencies in 2020 halted our work, we quickly adapted to reach children in new ways.
PHOTO BY MUHAMMAD HAMED/REUTERS

REACH,

LEAPING OVER OBSTACLES
TO EARLY LEARNING

ADAPT,



In the Azraq refugee camp, a girl and caregiver do learning activities as Ma'zooza, the mischievous goat from *Ahlan Simsim*, looks on.

Now in its tenth year, the Syrian conflict has displaced over 11 million people, half of them children. They've lost homes and loved ones, and endured trauma that even adults struggle to process.

For these children and others in the region, a ray of hope, playful learning, and fun emerged in February 2020 when our Arabic-language TV show, *Ahlan Simsim*,¹ began broadcasting in 20 countries. With new local Muppets,² music, and storylines that build social-emotional and cognitive skills, the show's first season has proven very popular with families across the Middle East and North Africa.³

Key to the broader Ahlan Simsim initiative are innovative learning services delivered by our partner, the International Rescue Committee (IRC).⁴ In IRC centers and during home visits, trained personnel and volunteers from the community support children and caregivers directly, complementing the show's lessons and helping parents nurture their children's growth.

COMPOUNDED EMERGENCIES

In late 2019 and early 2020, political strife in Syria, Lebanon, and Iraq abruptly worsened, followed by a global pandemic that shut down life across the region. "It affected all dimensions of our work," says Workshop VP of Humanitarian Programs René Celaya. "Families and staff could no longer go to our learning centers, and our production team couldn't get to the studio to continue filming the show."

REPEAT

Laila Hussein, an early childhood development technical lead for Ahlan Simsim, knew the disruption could be catastrophic.

"In the small window for early learning, we can't miss our chance to reach these kids," she says. "If they move up to first grade without the skills they need, they won't make it."

Hussein and her colleagues began looking for solutions that could work under lockdown. "We asked ourselves, what resources do we have? Does our audience have internet access? What platforms do they use?"

¹ Ahlan Simsim means "Welcome Sesame" in Arabic.

² [Learn more](#) about the show and see its characters featured on *60 Minutes*.

³ In its first six months on the air on MBC3 and on YouTube, *Ahlan Simsim* reached over three million children in the Levant (Iraq, Jordan, Lebanon, and Syria) and millions more across 20 countries in the Middle East and North Africa.

⁴ [Read more](#) about this [innovative global partnership](#), supported by a [\\$100 million grant from the MacArthur Foundation](#).

DIRECT TO DIGITAL

Adapting to evolving context was built into the plan. “The humanitarian reality changes week to week, so we have to reevaluate and adapt. It’s in the program’s DNA,” says Celaya.

The IRC was already using WhatsApp to invite families into learning centers. Why not make their phones the meeting place? In no time, the team began sharing parenting tips, health messages, segments from the show, and playful skill-building activities with families via mobile. “In these interactions, we role-play with caregivers, modeling all they can do with their children at home,” says Hussein.⁵

Initial feedback suggests families embraced our messages, with their lovable *Ahlan Simsim* characters and engaging advice. “Our research partner, NYU’s Global TIES for Children, will assess not only which messages and formats families prefer, but also what they’re learning,” says Celaya. “Those insights will inform our future work.”

The potential goes far beyond emergency response, says Su’ad Jarbawi, the regional vice president of the Middle East for IRC. “When we deliver high-quality learning experiences digitally, we can support families in situations and countries we couldn’t reach before. The scale of impact is enormous.”

NEW LIFELINES

A similar evolution is underway in Bangladesh, where the Workshop is collaborating with BRAC and the IRC to reach hundreds of thousands of Rohingya children in the massive refugee settlement at Cox’s Bazar as part of the *Play to Learn* project.⁶

“Mobile service and internet are expensive and unreliable in the camps,” says Workshop VP of Humanitarian Programs Lesley Bourns. “In normal times, BRAC uses projectors in group settings where we work to share our learning content with families.” When COVID-19 hit, “that wasn’t viable.”

Our innovative response: a phone-based model with messages and lessons drawn from *Play to Learn*’s curricular approach. On 20-minute calls with parents and children, BRAC facilitators share information on mental and physical health, and activities that help children learn through play, says BRAC Executive Director Erum Mariam.



A Lebanese girl colors at home using Ahlan Simsim distance learning materials, full of engaging activities children can do anywhere.
PHOTO BY INTERNATIONAL RESCUE COMMITTEE

The effort has been wildly effective, reaching 80% of families living in camps and 90% in host communities. While COVID-19 has severely isolated families, says Mariam, “the calls remind them they’re part of a community.”

During COVID-19, we are committed to continuing to engage children in their homes, sharing playful audio messages over local radio stations and distributing colorful posters on healthy habits throughout the camps.

ADVOCACY IN ACTION

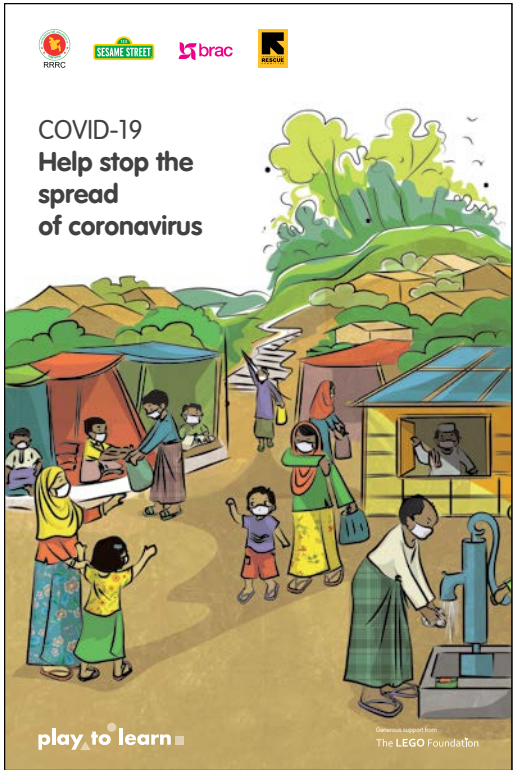
The pandemic is also advancing a far-reaching goal at the Workshop: amplifying the power of early childhood development to uplift children in any circumstances. “COVID brought the issue to everyone’s doorstep,” says Bourns. Cut off from everything outside the home, the playful lessons of Ahlan Simsim were a joyful outlet for families. And government ministries, NGOs, and donors in the region saw the potential.

“With our existing show, books, and other educational material, we can quickly support children with dynamic and engaging learning moments,” says Celaya.

Now conversations are underway with education and health ministries in Lebanon, Jordan, and Iraq eager to keep children learning when schools and childcare centers are closed. “Their priority is supporting as many families as they can,” says Celaya, “and we can say, ‘Here’s what we can do to make that happen.’”

In addition to governments, these projects also aim to ensure that early childhood services stand out as a priority for donors and humanitarian actors as they respond to a range of urgent needs. “We want them to see that early childhood education is a smart investment that can transform the lives of all children,” says Bourns. “And even in a pandemic, it works.”

- 5 Go deeper into how the Workshop and IRC are reaching children during COVID-19.
- 6 Take a photographic tour of BRAC’s colorful play labs in Bangladesh, funded by a \$100 million grant from the LEGO Foundation.



Family-friendly health messages address the unique challenges of COVID-19 in refugee settlements in Cox’s Bazar, Bangladesh.



Basma’s puppeteer, Hind Jaal, remotely tapes a scene from our 2020 broadcast special, *Ahlan Simsim: Friends Time*.

WE TAKES YOU

Our work would not be possible without the
generosity of donors at every level.



MAJOR SUPPORTERS

Larkin A. and Daniel Schmidt
Carole and Gordon Segal
David and May Skinner Foundation
SubCom
Grant Thornton LLP
Tiger Baron Foundation, Inc.
UNIQLO
Ellen A. Wartella
Leslie Williams and James A. Attwood
Sarah and Stephen Youngwood

\$1,000 – \$2,499

Cherie Alcott
J. Carol Anderson
Anonymous
Michelle Baker
Erica and Jonathan Blob
Jane Blumberg and Mark Thompson
Bogstad Family Foundation
Bond Family Fund
Jennifer Caracappa
Charlotte and Taylor Chess
Jill and Dan Ciporin
Adam and Tracey Collins
Dr. Morgan Elser
Paula Litt and Irving Faber
Karen Falk and Michael Goldman
Robin Fisher
Geoffrey Fradkin

Douglas Golann
Paige and George Hagle
Jane Henson Foundation
Katie Hockmeyer
Judy Honig and Stephen Robb
Darin Johnson
Miranda and Philip Kaiser
Avi Kalichstein
Nancy Kriz
Douglas Kudler
The Levine Family
The Loesch Family Trust
Terri McCullough and Howard Wolfson
Jennifer Merriam and Janet Merriam*
Ana McDonald
Sabrina Model
The Moore Charitable Foundation
Natter Family Foundation
Christopher Neylan*
Jane and John Nixon
Prone Family Foundation
Quatt Associates
Dominique Raccah and Raymond Bennett
Patrick K. Robert and Timothy A. Robert
Linda and Jim Robinson
Jack L. Rose
Gordon Rubinstein
Lisa Beshara Saia

Samantha Hilson Sandler and Jack Sandler
Julia Sayegh
Emily and Tim Scott
Gil Shiva
Jennifer and Michael Singer
Brandon Smith
Silda Wall Spitzer
Kim Taylor
Mary Ann Thompson-Frenk*
Meredith Vieira and Richard Cohen
Waide and Cecilia Warner
Erin and Chris Weibel
Diane Whitty
Elaine and James Wolfensohn
Jia Long Yu*
Mary Zinn
Jeff Zucker

\$500 – \$999

Abigail Adams*
Nancy Alliegro*
Haritha Ambros
Rory Babich
The Bacow Family
Douglas S. and Barbara J. Barrett Foundation
Dunya Bin-Mahfouz
Carolyn Boitnott
Charles Brucato
Naomi Bunis
Mary Camarata

Susanna Choy
The Cortright Family Charitable Foundation
Angel (Teddy) Cuadrado
Dr. Jessica Essary
Sheri Evans
Kelsey Farnam
Judith Feldman
Lauren Fenenbock
Christopher E. Franklin and Brian J. Manning
Laura Gallagher
David and Lucille Gildin Family Foundation
Carol Gronstal
Dr. Arian Hatefi*
Dr. Zachary Herrmann
Erica Hill
Dwight Hilson
Ann Van Hine*
Gloria Johann
Amy Beth Jordan and John Michael Spandorfer
Rob Klausner
Téa Leoni
Alexander Lieu
Randolph Lowell
Kristina Luna*
Divya Mankikar
Janet Matricke*
Elena and Roger Matthews
Peter Mayer
Kimberly McCleskey*

Shannon McGinness
Jessica McLean*
Jane Murphy
John Nelson
Michael Nye
Nick and Shannon Offerman
Susan and Alan Patricof
Angela Powel
Charles Richardson
Deborah Roberts and Al Roker
Joseph Rossi
Ann and Mike Russo
Daisy Sanchez*
Ken Scarborough
Shirley Schmidt
Angela Sharp*
Jasmine Sharma*
Terri Slagle and Alfred Oppenheim
Kathleen Stacy*
Wendy and Mark Sterling
Brian Tillman*
Jason Tomita
Kristen Vincent
Teresa Viola
Tracey Weaver
Jane Wilks
Rayna Yaker

*Yellow Feather Friends
monthly sustaining donors

MATCHING GIFT
& WORKPLACE
GIVING PROGRAMS

Bank of America
BNY Mellon
Bristol-Myers Squibb Foundation
Capitol Group
Cinven
Google
KeyBank Foundation
MetLife
Microsoft
Salesforce Foundation
The Boston Consulting Foundation
The Ford Foundation
The JK Group, Inc.
The Meredith Corporation Foundation
UnitedHealth Group
Walmart Foundation
Warner Bros. Television Group

2020

FINANCIALS & LEADERSHIP



SESAME WORKSHOP remained financially strong in FY 2020 with positive growth in revenues, programmatic activities, and net assets compared to the prior year.

	2020 \$M	YOY \$ +/-	YOY % +/-
OPERATING REVENUE	\$248.5M	+\$76.7M	+44.7%
INVESTMENT IN PROGRAMMATIC ACTIVITIES	\$183.4M	+\$60.9M	+49.7%
END OF YEAR NET ASSETS	\$361.1M	+\$46.2M	+14.7%

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 13% in FY 2020, to \$61.8M. This increase largely reflects the continued expansion of our humanitarian work in support of children affected by the Syrian and Rohingya refugee crises. Revenues with donor restrictions, which will fund future programmatic activities, added an additional \$27.5M in revenue, resulting in total revenues directly in support of programs of \$89.3M.

In addition, revenues generated from the distribution of our media content and the licensing of our characters and brands increased by 54%, to \$158.4M, as we continued to expand our slate of educational programs both in the U.S. and around the world, including two new series that launched on the Apple TV+ service in FY 2020. 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 \$211.4M in FY 2020, an increase of 41% over FY 2019. The share of operating expenses spent on programmatic activities increased to 87% from 82% in FY 2019. Overall, net assets without donor restrictions increased by \$18.7M with an increase of \$27.5M 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, 2020 Sesame Workshop had operating cash and long-term investments totaling \$313.7M and total net assets of \$361.1M, including \$66.0M 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* initiatives in the U.S. around racial justice and autism acceptance, 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.

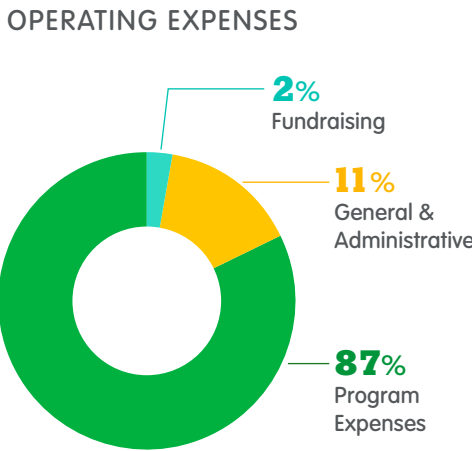
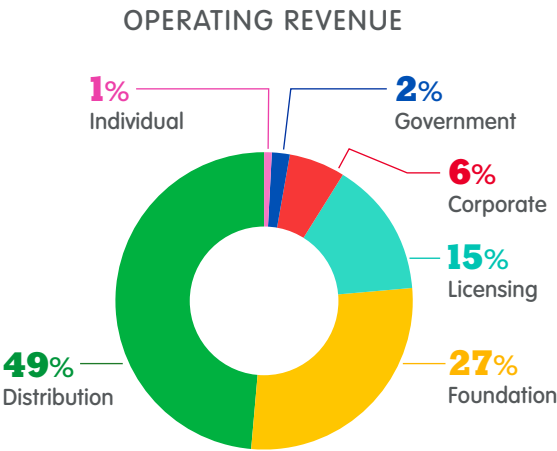
STATEMENT OF ACTIVITIES*

	FY 2020			FY 2019		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE						
Program Support	\$ 12,985	\$ 76,333	\$ 89,318	\$ 15,373	\$ 52,829	\$ 68,202
Distribution Fees and Royalties	122,210	-	122,210	67,457	-	67,457
Licensing	36,195	-	36,195	35,322	-	35,322
Investment Return Designated for Operations	819	-	819	822	-	822
Net Assets Released from Restrictions	48,811	(48,811)	-	39,504	(39,504)	-
TOTAL REVENUES	221,020	27,522	248,542	158,478	13,325	171,803
EXPENSES						
PROGRAM EXPENSES						
Media and Education	113,913	-	113,913	67,882	-	67,882
Global Social Impact	56,413	-	56,413	43,905	-	43,905
Creative	8,004	-	8,004	6,669	-	6,669
Strategy and Research	5,069	-	5,069	4,016	-	4,016
Total	183,399	-	183,399	122,472	-	122,472
SUPPORT EXPENSES						
Fundraising	4,436	-	4,436	4,866	-	4,866
General and Administrative	23,568	-	23,568	22,202	-	22,202
Total	28,004	-	28,004	27,068	-	27,068
TOTAL EXPENSES	211,403	-	211,403	149,540	-	149,540
OPERATING SURPLUS	9,617	27,522	37,139	8,938	13,325	22,263
Investment Return	9,217	-	9,217	6,707	-	6,707
Provision for Income Taxes	112	-	112	155	-	155
INCREASE IN NET ASSETS	18,722	27,522	46,244	15,490	13,325	28,815
NET ASSETS, BEGINNING OF YEAR	276,440	38,445	314,885	260,950	25,120	286,070
NET ASSETS, END OF YEAR	\$ 295,162	\$ 65,967	\$ 361,129	\$ 276,440	\$ 38,445	\$ 314,885

* In thousands

STATEMENT OF FINANCIAL POSITION*

	FY 2020	FY 2019
ASSETS		
Cash and Cash Equivalents	\$ 53,546	\$ 19,102
Receivables	53,579	41,994
Programs in Process	35,576	61,918
Investments	260,158	237,762
Intangible Assets	30,409	32,436
Property and Equipment	19,676	18,082
Other Assets	3,938	3,627
TOTAL ASSETS	456,882	414,921
LIABILITIES & NET ASSETS		
LIABILITIES		
Accounts Payable and Accrued Expenses	45,169	45,290
Deferred Revenues	38,021	41,166
Deferred Rent Payable	12,563	13,580
Total Liabilities	95,753	100,036
NET ASSETS		
Fundraising	295,162	276,440
General and Administrative	65,967	38,445
Total Net Assets	361,129	314,885
TOTAL LIABILITIES & NET ASSETS	\$ 456,882	\$ 414,921



EXECUTIVE MANAGEMENT

Stephen M. Youngwood
Chief Executive Officer

Sherrie Westin
President

Tanya Haider
Executive Vice President,
Chief Strategy Officer,
Research and Ventures

Shadrach Kisten
Chief Technology Officer,
Technology Engineering

Diana Lee
Executive Vice President,
Chief Human Resources
Officer

Samantha Maltin
Executive Vice President,
Chief Marketing Officer

Daryl Mintz
Executive Vice President,
Chief Financial Officer

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

Joseph P. Salvo
Executive Vice President,
General Counsel

Kay Wilson Stallings
Executive Vice President,
Creative and Production

Maureen Trantham
Senior Vice President,
Operations, Social Impact
and Philanthropy

Ed Wells
Executive Vice President,
Head of Global Media
and Education

Wanda Witherspoon
Senior Vice President,
Chief Diversity, Equity,
and Inclusion Officer

CO-FOUNDERS
AND LIFETIME
HONORARY TRUSTEES

Joan Ganz Cooney

Lloyd N. Morrisett

BOARD OF TRUSTEES

Amb. Jane D. Hartley
Chairman of the Board

Varun Chandra

Milton Chen, Ph.D.

Jeffrey D. Dunn*

Lee Eastman

Kathleen G. Elsesser

Adam Frankel**

Marlene Hess

Frans Hijkoop

Rachel Hines**

Valerie Jarrett*

Amy Beth Jordan, Ph.D.

Paul Lindley OBE

Jenna Mack

Michael G. Manasse

Gabrielle Sulzberger

Beverly Daniel Tatum, Ph.D.*

Ann Rubenstein Tisch

Jeffrey N. Watanabe

Jeffrey Weiss

Stephen M. Youngwood*

* Began serving January 2021
** Served through October 2020
*** Served through January 2021

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

Robert Tichio
Co-Chair

Jason Graefe
Co-Chair

Mariam Alsikafi

Jenna Arnold

Erica Blob

Margaret Chi

Drew Collins

Irene Hong Edwards

Peter Friedland

Laura Heintz

Katie Hockmeyer

Kim Klimczak

Tyler Lewis

Michelle Marra

Tai Mendoza

Patrick McGinnis

Krista Milam

Brette Ottavino

Akhil Paul

Sarah Richardson

Florence Ann Romano

Lindsay Shookus

Anita Tandon

Maya Tichio



INVEST IN CHILDREN. CHANGE THE FUTURE.

We're doing everything in our power to reach and teach children in their time of need. If you believe in our work, there's never been a more important time to support it. Your donation is a meaningful investment in a smarter, stronger, kinder world for every child, everywhere. Here's how you can help.

DONATE TODAY

Make a tax-deductible donation by visiting:
sesameworkshop.org/donate

Or, text:
SESAME to 21000

If you prefer to make a donation by check, please make it out to "Sesame Workshop" and send it 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

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

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

PARTNER WITH US

For information about partnerships or sponsorships, please contact:
partnerships@sesame.org

JOIN THE CONVERSATION

[@SesameWorkshop](https://twitter.com/SesameWorkshop)
[@SesameStreet](https://twitter.com/SesameStreet)



YOU + ME = POWER OF WE

THANK

YOU

