

2023 Annual Report

365 Days of Hope

We bring light to see smiles



MISSION

*As a non-profit organization of superhero
*causeplayers and other support volunteers, we
strengthen our community by raising spirits,
awareness, and funds for and with nonprofit
organizations; public service agencies; and
community associations **supporting children,
families, and fans of all ages.***

We bring light to see smiles!

*Our Vision is that those
smiles last beyond our visits
and bring light from within
when needed.*



*Causeplay is our variation of the pop culture term cosplay, which combines the words costume and play. To cosplay is to bring to life to a personally meaningful character by donning their costume and persona. For many, cosplay is an expressive hobby shared socially at comic book conventions, whereas causeplayers cosplay for charitable causes, like those we support through our programs.

INTRO

Greetings, True Believers!

Brian "Cap" Korzec, here.
Founder CEO President, etc.

In the movie Spider-man: Into the Spider-verse, Mary Jane Parker said,
"We all have powers of one kind or another. We all share the power of choice. In our own way, we all are Spider-Man and we're all counting on each other to use our powers responsibly... to make good choices."

Making good choices is the mark of effective leaders and superheroes. One of the most difficult choices for superheroes is that you can't save, or serve, everyone. Choosing who we could serve responsibly became our challenge in 2023, when the demand for Superhero Support skyrocketed to 80 requests. Our goals were to:

- 1) Continue providing quality/meaningful support for events related to our mission
- 2) Find a sweet spot that keeps volunteering meaningful for our volunteers

Continued...



INTRO

continued



So, we chose to adapt and support about 3 events per month and one per day. This strategy enabled us to accept 40 requests, leaving us with the difficult task of declining 40. By March, our 2023 calendar was pretty much full. By October 2023, we had agreements for 14 events in 2024 with 10 more pending. We're grateful for the causes we could support in 2023 and thank those we couldn't for understanding.

Albert Einstein said, ***"Imagination is everything. It is the preview of life's coming attractions."*** His quote describes the Superhero Support experience well. We support those who need symbols of hope. We ignite their imagination to distract them from their current reality. We remind them of all the positive possibilities beyond what they think they know or were told about their current situation. We remind people that inside each of them is a hero that can and will lift their spirits. That's why people smile when they see us; why **we measure success in smiles**. Our 2023 report will share that and more.

We hope that you enjoy this year's report and share it with others who need and value Superhero Support!

Stay Safe and **SUPER!!!**



ACCOMPLISHMENTS

Superhero Support Inc. is very proud to share its accomplishments for 2023 with you, our stakeholders; community partners; friends; fans, and other supporters!

2023 was a year in which our volunteer organization realized another all-new high demand for superhero support as our volunteers **supported 40 events, generated 66,000+smiles, and helped raise \$1.5M+**

We saved our Community Partners \$108,000 overall by volunteering our services!
That's about \$2,600 per event!



We raised spirits, awareness, and funds in six Maryland counties and two other states for the following causes:

Raised Spirits

- o Pediatric Hospital, Respite, and Home Visits
- o Health/Resource Fair
- o Volunteer Appreciation

Raised Spirits and Awareness

- o Children's Mental Health
- o Elementary School Character Building
- o Public Library Resources
- o Community Relations & Parades
- o Leadership/DEI
- o Community Diversification

Raised Spirits, Awareness, and Funds

- o Suicide Prevention
- o Cancer Research & Treatment
- o Free Community Mediation
- o Resource-giving for Low Income Families
- o Environmental Preservation
- o Military Veteran Mental Health
- o Fire Safety Events
- o Ronald McDonald House Visits & Fundraising
- o Mt. Washington Pediatric Hospital Visits & Fundraising
- o LGBTQ+





Quarterly Budget Process

New Board Member Packet

Post-Mission Debrief

New Superhero Characters

Orient New Volunteers Quarterly

90-day Volunteer Onboarding

Board Member Opportunities for Volunteers

Spidey at Every Event

Annual Volunteer Satisfaction Survey



IMPROVEMENTS - Quality



IMPROVEMENTS - Online Presence

In 2023, Superhero Support Inc. adapted/enhanced its online presence to satisfy changing volunteer and donor preferences and maximize its outreach. This comprehensive approach included website updates, social media engagement, email marketing, and leveraging various digital tools.

Developed a Branded Website: Our website was updated regularly to reflect our most current brand through consistent fonts, color schemes, theming, messaging, as well as updating our logo and volunteer roster. This branding introduced prospective volunteers and donors to our mission and values, and communicated professionalism, inspiring trust and community involvement. Visitation on our page increased by 30%.

Engaging on Social Media: SSI uses social media platforms like Instagram and Facebook to engage supporters from various age groups. Facebook followers increased by 51% and engagement showed a 100% response rate. We have established a LinkedIn page to expand our visibility—and increased visibility by creating various content, including educational and testimonial videos. Our social media now links back to our website to encourage donations.



Finances

Revenue \$78,000 (includes in-kind donations)

Charitable contributions through

- Website, QR Code (PayPal)
- Network-for-Good (Meta/Facebook)
- Check
- Cash
- In-kind Donations
 - Volunteer Hours (2,200)
 - Sponsorships
 - Items (Toys, Comics, etc.)

Our Supporters Include Our Volunteers. Some Go Beyond Giving Their Time To Donating Money Or Raising Funds Through A Facebook Birthday Fundraiser.

Our Greatest Value Comes From The Time That Our Active Volunteers Donate.



Treasurer, Johanna Flores
"Wonder Woman Jo"

We Feel Grateful For Our Loyal Supporters Who Value Our Mission And Are Moved To Donate At Events Or Online. Some Even Hand Us Cash Or Send Checks Annually Through Snail Mail.

Expenses \$4,000

- 990 Nonprofit Tax Filing Fee
- Director & Officer Insurance
- MD Charity Registration Renewal
- MD Nonprofits Membership
- Background Checks
- Recruiting
- Marketing
- Training
- Supplies
- Online Services (Website, Conferencing, etc.)
- Bank Service Charge-corrected
- In-kind Donations (Toys, Comics, etc.)



Board of Directors



Johanna "WW Jo" Flores,
Treasurer

Brian "Cap" Korzec
Founder - President



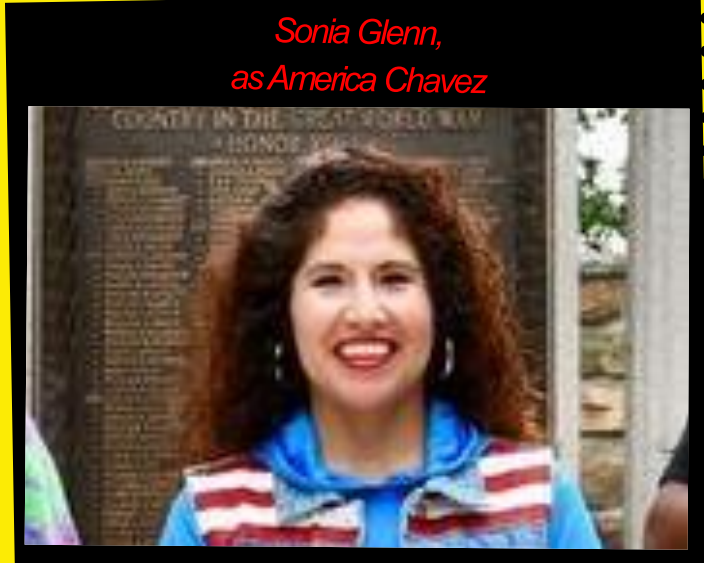
Steve "GA Flash" Stahley



Dave Pittenger, Secretary



Katina "Moon Girl" Stapleton



Sonia Glenn,
as America Chavez

Programs

Hospital and Recovery Visits 1,000 Smiles

Our Superhero Causeplayers provide a welcome distraction to children and their families in hospitals, rehab, and accommodations like Ronald McDonald House Charities by sharing stories of hope and interacting to lift spirits and empower children to face the present and future with optimism and courage.



Public Service Events 2,400 Smiles

Law enforcement, schools, libraries, fire rescue and safety, public health, etc. seek to **raise awareness and educate**. We are there for photo ops; to interact with attendees, tell and read stories, or present on topics like character-building, etc.

Fundraisers 39,500 Smiles
and helped raise >\$1,500,000

Superheroes are symbols of hope that inspire daily heroism and encourage people to act heroically by giving to help a cause.



Programs



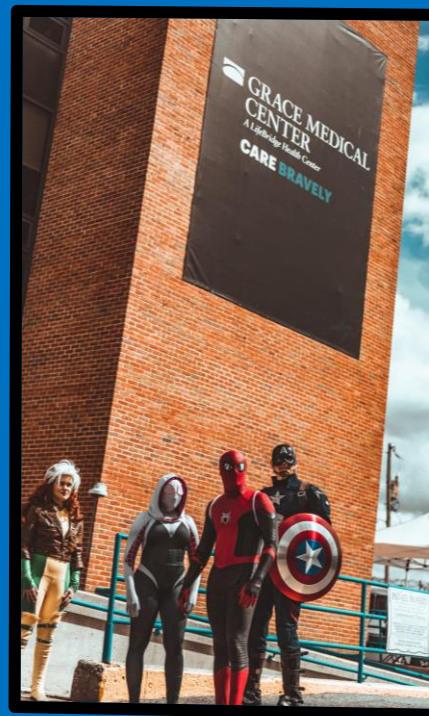
Military and Veteran Appreciation 200 Smiles

There is no way to repay someone for putting their life on the line to protect our country and way of living. So, **to show our appreciation, we suit up** to visit veteran hospitals and military base family events to raise spirits.



Community Events 5,400 Smiles

Raising spirits and awareness at community events like festivals and parades is where attendees can get photos or selfies with their favorite superheroes. These events help local nonprofits, community associations, public service organizations, and small businesses connect and flourish.



Feedback on our Support

The theme for this year's **RMH HamburGala** was "superheroes." We couldn't think of a more perfect fit than Captain America and Wonder Woman mingling and taking photos with guests.



Ronald McDonald House Charities MD - Red Shoe Shuffle

For some of our RMH kids and their families, the Red Shoe Shuffle may be the only 5k they will ever do. Having the amazing Superhero Support Causeplayers at our event not only seemed like a natural fit, but also necessary. Who better to cheer on our RMH kids than actual superheroes? We could not love working with you more. <3 Thanks for all you do!



Activity Hours

Ronald McDonald House families are going through some of the most difficult times in their lives. Their world is turned on its ear and we do our best to provide a soft place for them to land and to bring a little joy to their journey. The Superheroes visit the House on the first Monday of every month and our kids LOVE it! Thank you for putting smiles on the faces of the families we take care of. :)

Feedback on our Support

Mt. Washington Pediatric Hospital



Christmas in July Gift/Fundraiser
The superheroes always put smiles on our patient's faces when they visit with us. Thank you for all your support & kindness!



We supported
Walking with Grace
5k for the MWPB
Children's Fund!



10th Annual Holiday Toy Shop Giving to Patient Families

It was a perfect engagement.
We are so grateful for your support!



VOLUNTEERS

Bringing light to see smiles!

THANK YOU to our 2023 volunteers for being so generous with their time, presence, cosplays, ideas, feedback, teamwork, and creating so many smiles!



CAUSEPLAYERS

Alia Reza
Anna Manning
Betty-Jean Duncan
Brian Thomas
Brent Marquis
Courtney Johnson
Crystal Trezza
Danny Victor Soriano
Dave Pittenger
Dickson Cheung
Doug Ulrich
Emma Hawthorn
Gabriela Fernandez
Gregg Petersen
Jake Hounshell

Jason Newman
John Nesky
Julia Conyers
Katina Stapleton
Kevin Burke
Max Aboko-Cole
Mykell Taylor
Otto Masaya
Regan Garnett
Sonia Glenn
Steve Stahley
Tai Holmes

PHOTOGRAPHERS

Desmond Johnson
Erin Gray
Jim Conyers
Lawrence Hicks (no photo)
Robert O'Steen (no photo)
Serafina Graham-Ross



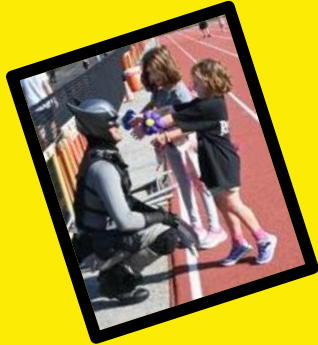
Fun-raising

Our volunteers take their missions seriously and still make time for some fun!



Memorable Moments

There are so many times that remind us why we do this work



Smiles



Seeing children excited to meet their hero



Enthusiastic fans of all ages



Hugs

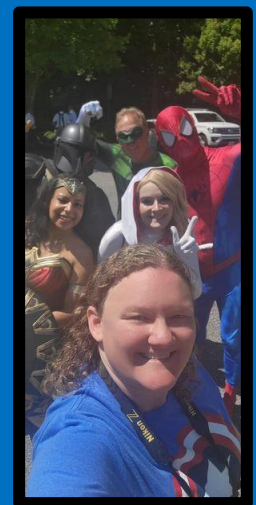
As we were leaving, a hospital staff member called us heroes. I replied "You're the real hero." and shared that my daughter was born premature. "And fortunately, we have hospitals with people like you." I told her that "I'm playing a fictitious character. What you're doing is real."

All of the children were ecstatic to see us. One of the parents was so moved that she began crying when she saw her child so happy. That was incredibly touching.





To be continued...



Stay safe and SUPER!!!