



2024 ANNUAL REPORT

366 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 Korzec, here.
Founder CEO President
of Superhero Support Inc.

Hope is important! It provides us with a sense of meaning and purpose to survive and thrive. Hope is important! It is created and maintained by our ability to imagine our future and our many choices to navigate it. Hope is important! It can be impaired when life throws something at us that wears us, and those who support us, down; our imagination shuts down and our choices seem few to none. Hope is important! It can be revived. That is why Superhero Support Inc. was formed, to spark the imagination.

This year, we sparked the imagination of over 40,000 people. We know because “we bring light to see smiles!” and these smiles are the spark that ignites imagination and possibilities! Sometimes, a spark is all we need to revive hope, get back on track, or change things for the better.

Continued...



INTRO

continued



One example is when Christopher Reeves sustained a life-altering injury and felt hopeless, the spark was his wife saying, “You’re still you and I love you.” After hearing that, Reeves continued living and was a hero to many even though he would never play Superman again.

Superhero Support reminds us that we all have and need heroes, and most of all that we are and can continue to be heroes. When the Superman movie, starring Christopher Reeves, first came out, the most frequently asked question was, “What is a hero?” His answer was “A hero is someone who commits a courageous action without considering the consequences.” After his accident, Reeves’ answer changed to “A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles.”

At Superhero Support, our intention is to spark the imagination in ordinary individuals as they find their strength (hope) to persevere and endure in spite of overwhelming obstacles. Our superheroes support fans by offering listening ears, attentive eyes, empathic responses, and positive perspectives. We support nonprofit organizations by raising spirits, awareness, and funds for children and families in our community. This is our mission that brings light to see smiles.

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 2024 with you, our stakeholders; community partners; friends; fans, and other supporters!

This year our volunteer organization received 80+ requests for superhero support from across the U.S.. We were available to **support 29 events that generated approximately 42,000 smiles and helped raise \$2,000,000.**

We saved our Community Partners \$150,000 (retail) by volunteering our services!
That's about \$6,000 per event!



We raised spirits, awareness, and funds in 7 Maryland counties and two other states for the following causes:

Raised Spirits

- o Ronald McDonald House
- o Health/Resource Fairs
- o Sick Visits

Raised Spirits and Awareness

- o Children's Mental Health
- o Elementary School Fun Night
- o NICU Reunion
- o Community Relations & Parades
- o Public School Education Day
- o Assisted Living Visit
- o LGBTQ+

Raised Spirits, Awareness, and Funds

- o Suicide Prevention
- o Cancer Research, Treatment, & Support
- o Special Olympics
- o Kidney Foundation
- o Alzheimer's Association & Elder Care
- o Prune Belly Syndrome
- o Fire Safety Month Events
- o Ronald McDonald House Visits & Fundraising



Joined
Combined
Federal
Campaign

New
Sources
For
Volunteers

Superhero
Support Is
Trademarked

Expanded Our
Character-
base

Increased
Coverage

Joined the
Maryland
Charity
Campaign

Spider-
verse and
Multiverse
Heroes

Raised funds
for Prune Belly
Syndrome

Revised
Board
Member
Packet

Training to
work with
vulnerable
populations



IMPROVEMENTS – Quality

IMPROVEMENTS

Trademarked SUPERHERO SUPPORT: We pursued the Trademark to brand Superhero Support and avoid any confusion with our organization and services. Serial No. 98580137

Increased Coverage and Training: We have always carried Directors and Officers Insurance, trained our volunteers, and provided background checks but as we are always seeking to increase public trust and improve our operations, we added coverage and required annual training for working with vulnerable populations.

Revised Board Member Packet: We want to make sure that all of our volunteers feel valued and have what they need to add value.

Joined Fundraising Campaigns: Like other nonprofits, we have operating expenses that our revenue is used to pay. Raising funds is one way to meet that need. This year, we joined the Combined Federal Campaign (CFC) and Maryland Charity Campaign (MCC) to give according to their ability throughout the year.



IMPROVEMENTS

Developed New Volunteer Resources: We have been primarily reaching out to the cosplay community to volunteer as Costumed Superheroes. And we used social media and Business Volunteers Maryland to satisfy other volunteer roles, like Board Members, Photographers, Wranglers, and admin support. This year, we registered with The Baltimore County Volunteer Center and Chezuba's Corporate Volunteering Program.

Raised funds for Prune Belly Syndrome: We typically support other nonprofits with their fundraising for a cause. This year, we raised funds directly for the Prune Belly Syndrome (PBS) Network. We were inspired to do so after revisiting a child who lives with PBS. When we first met , he was 8 years old and going in for his 40th surgery. This year, he turned 10 with 45 surgeries and countless ER visits. Hopkins is the only hospital that will treat him, which is a far ride back and forth from Gaithersburg for him and his family. We felt for them and their increasing medical expenses, but they selflessly wanted us to raise for PBSN and not their household.



IMPROVEMENTS

Expanded Our Character Base: Superhero Support has always stayed true to its name by exclusively providing fan experiences with classic popular comic book superheroes. Due to fan demand and the popularity of the multiverse or Spider-verse, we began offering various versions of the same superhero and heroes from the Star Wars Universe.

Quality Over Quantity: One important lesson that we learned from superheroes is 1) we cannot be everywhere all the time and 2) we can't save everyone. Each year, we see 1) which of our Volunteers want to continue learning and growing with us and 2) Community Partners truly value working with us. One result that stood out this year was that our schedule for next year started filling as much as a year in advance. And even though, we continue being more selective and take on engagements that fit, the demand for Superhero Support and the results of our good work have stayed high.



Finances

Revenue \$99,500 (with in-kind donations)

Charitable contributions \$6,500


- Website, QR Code (PayPal)
- Network-for-Good (Meta/Facebook)
- Combined Federal Campaign (CFC)
- Maryland Charities Campaign (MCC)
- Check
- Cash
- In-kind Donations
 - Volunteer Hours (2,700 = \$93k)
 - Sponsorships (8)
 - Items (Toys, Comics, etc.)

Our Supporters include our Volunteers. Some go beyond giving their time and donate money or raise funds for us through a Facebook birthday fundraiser.

The time that our Active Volunteers give, is immeasurably valuable to our Mission.

Treasurer, Johanna Flores
“Wonder Woman Jo”



Thank you to our loyal supporters who value our mission and are moved to donate money, time, comics, toys, etc. Whether you prefer to hand us cash at events, send checks annually through snail mail, or donate online via our website, CFC, MCC, etc. Thank you 

Expenses \$4,700

- 990 Nonprofit Tax Filing Fee
- Insurance Coverage
- Accounting Services
- CFC Registration
- MD Charity Registration Renewal
- MD Nonprofits Membership
- Background Checks for All Volunteers
- Recruiting
- Marketing
- Supplies
- Online Services (Website, Conferencing, etc.)
- Bank Service Charge-corrected
- In-kind Donations (Toys, Comics, etc.)



Board of Directors

Johanna "WW Jo" Flores,
Treasurer



Sonia Glenn
as Squirrel Girl



Brian Korzec
Founder -President



Dave Pittenger, Secretary

Programs

Hospital and Recovery Visits

600 Smiles

Our Superhero Causeplayers provide a welcome distraction to children and their families in hospitals, rehab, sick visits, and accommodations like Ronald McDonald House Charities. We share stories of hope and interact in ways that lift spirits and empower children to face the present and future with optimism and courage.



Fundraisers 16,000 Smiles and helped raise >\$1,923,000

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

Public Service Events 5,000 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.



Programs



Community Events 21,000 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.

Military and Veteran Appreciation

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.



What our
Community
Partners say
about us...



Ronald McDonald House Charities MD - Red Shoe Shuffle

(3500 smiles, >\$500k Raised)

Hi friends! Thank you so much for supporting the Red Shoe Shuffle again this year! We are so grateful to you and the joy the superheroes bring to the Ronald McDonald House throughout the year and having you at the Shuffle put a smile on everyone's face. Thank you for your kindness and your support—we love you guys! I hope you enjoy these photos. Thanks for coming strong with all the Spideys! 😊



Ronald McDonald House – Monthly 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.

What our
Community
Partners say
about us...

Polar Bear Plunge

(10k smiles, \$1.1M Raised)

Everyone enjoyed taking pictures with the heroes and they were a big hit with both kids and adults. Glad you all were able to come out and hope you enjoyed the event as well.



Family Fun Night with Lyons Mill Elementary

(500 smiles)

We truly appreciate this team of superheroes. Our first impression is an assurance that whatever superheroes we get, we know that we will get a team that is seamless in showing their passion and dedication to their craft. Wow! We had an incredible experience when the Superheroes graced us with their presence at our Family Fun Night! The superheroes captivated everyone's (adults & kids) attention the moment they arrived. Their vibrant costumes and larger-than-life personas added an extra layer of excitement to the entire event. The attention to detail they put into their appearances really made the experience feel authentic and special. The superheroes demonstrated exceptional professionalism throughout their visit. They engaged with everyone in an interactive and age-appropriate manner; making sure everyone felt included and valued. It was evident that they truly enjoy what they do and genuinely care about making a positive influence. We highly recommend them to any school or organization looking for an extraordinary and impactful event. Thank you, Superheroes! We will call you again!

**What our
Community
Partners say
about us...**

Kennedy Krieger Institute ROAR 4 Kids

(150 smiles, \$100k Raised)

Superhero Support Inc. was a great company to work with! They interacted with many of our patients and attendants, and everyone loved seeing superheroes at the event! I heard nothing but great things about them. Seeing them do their work in person is incredible, and it means a lot for kids to see. I would definitely work with them again! They were such a responsive team and made our experience so easy.



Sinai Hospital - NICU Reunion

Thank you all so much for supporting our NICU Reunion on 5/19 – we appreciate you so much and the kids loved it!



Casey Cares Foundation - 5k Fundraiser

(500 smiles, \$62k Raised)

Spiderman was a big hit at the race! Fantastic to work with and a "super" fun addition to our charity race. Thanks for supporting Casey Cares!

What our
Community
Partners say
about us...

4th of July Parade – Catonsville

We have had the superheroes attend the Catonsville 4th of July parade for many years and they are always a hit with all the attendees. They interact with the crowd, and to see the delight in the kids' eyes is wonderful to watch!

20,000
smiles



Independence Day Parade – Havre de Grace

Thanks for another amazing Havre de Grace Independence Day Parade yesterday. It was unbearably hot, but you all worked through it and provided our community with a great show. Everyone is raving about how entertaining and exciting you all were. Thank you so much for all of your support!

CONTEST PRIZE WINNERS!



What our
Community
Partners say
about us...



RisuCon 2024 (550 smiles, Raised \$1,020 for Prune Belly Syndrome)
Just a super experience that would not have been possible without the support and assistance of superhero support. Our event benefited 10-fold because of their participation and partnership



Recovery Fest – On Our Own of Calvert County

Our 10th Annual Recovery Fest was a huge success thanks to the Superhero Support. Young and old enjoyed taking pictures and talking to our special guests. We hope to see them in Calvert County for future events!



Fire Safety Month Open House – Pikesville Volunteer Fire Company

These Superhero Causeplayers are phenomenal! We love them all!

What our
Community
Partners say
about us...

**Public School Education Day –
Coppin State University (3,100 Smiles)**

The kids, alumni, students, administration, and our staff had a blast interacting with Superhero Support! I have to figure out how to top this!

**Honoring Past and Future Generations with the
Cottages of Perry Hall for the the Alzheimer's Association**

Partnering with Superhero Support was such a memorable experience for all involved. Such a wonderful group of people! They truly helped assist us with our company mission and enhanced the human spirit of all those who they encountered! We highly recommend that other community partners check them out to serve the greater good of the community!



OUR VOLUNTEERS

bring light to see smiles!

CAUSEPLAYERS

Alia Reza
Amy Hargadon
Anna Manning
Betty-Jean Duncan
Brent Marquis
Brynn Tennehill
Crystal Trezza
Danny Victor Soriano
Darcy Colon
Dickson Cheung
Doug Ulrich
Gabriela Fernandez
Jake Hounshell

Jason Newman
John Nesky
Julia Conyers
Kevin Burke
Miguel Estrella
Mykell Taylor
Otto Masaya
Tai Holmes

PHOTOGRAPHERS

Desmond Johnson
Erin Gray
Jim Conyers
Robert O'Steen
Serafina Graham-Ross
Regan Garnett
Jean-Christian Curney

THANK YOU to our 2024 volunteers for being so generous with their time, presence, cosplays, ideas, feedback, teamwork, and creating so many smiles!



I was needing to volunteer but wanted to do something fun and more than just donating items or money but donating time, so I looked up groups that would cosplay and do things like go to hospitals. I'm so grateful Superhero Support showed up! It's even better than I thought since we do more than just hospital visits, which keeps every mission new and exciting. I'm glad I stuck around with Superhero Support Inc.

Scaling down on how many events we participated in, through 2024, made a big difference not only in causeplayer participation but also in quality of events.

i was already cosplaying so causeplaying sounded easy. And seeing how happy the families get when seeing their favorite superheroes in person is fun as well.

It's a great organization with even better people!
I think Superhero Support is doing a great job. I enjoy my time at their events and spreading smiles. Every time I enter an event, they tell me exactly where, when, and what to expect. Couldn't ask for anything more.

I have nothing but good experiences with SSI. Very much looking forward to another year with the organization. I only wish I had the time to volunteer more.

The BEST thing any of us can give is what we already do... the experience and memory of meeting their favorite superhero or getting to know a new hero. That's what we give and leave behind. It's that simple and wonderful.

I enjoy the interactions with kids and parents and seeing them enjoy the characters.

I really enjoy the events that have an impact to those in less fortunate situations. For instance, the bike show, the senior living event, and the low-income neighborhoods. All events are for a good cause of course but continuing to have a variety of causes helps us to reach out to more people.

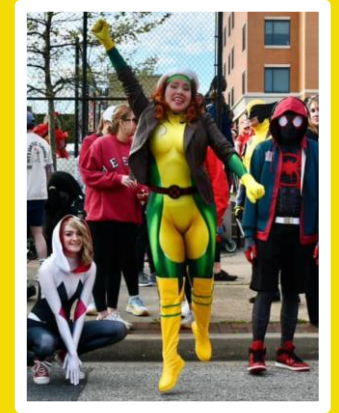
Our organization has hit a plateau (in a good way). Overall, great performance from the organizers, board members and the rest of the team.

**What our
Volunteers
say about
us...**



Fun-raising

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



Memorable Moments

Each year, we have many moments that remind us of **why we do this work**

Seeing children excited to meet their hero



Smiles



Enthusiastic fans
of all ages



"I was interacting with a child and the mother told me she does not talk. By the end of our visit the child was talking to me, softly, but talking."



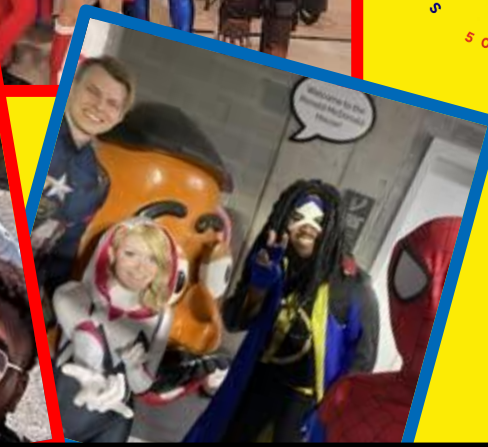
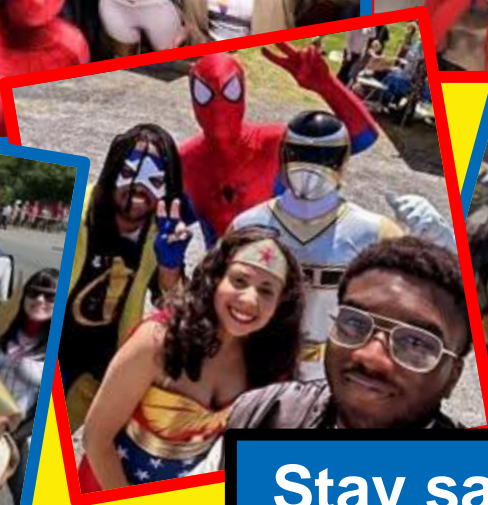
Hugs



"One child gave me a Captain America coloring page. It's hanging on my fridge now."

"So many children asked if they were meeting the real Captain America. The entire reason I volunteer is to give children an authentic experience of meeting their hero like I wanted when I was their age."

To be continued...



Stay safe and **SUPER!!!**