

Incorporated as a Nonprofit February 2020
501(c)(3) Nonprofit since July 2021



Superhero Support, Inc

www.superherosupport.org



We bring light
to see children smile





uperhero
upport Inc.



olunteers



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.*

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





Brian Korzec,
Founder, President,
CEO

Greetings True Believers!

As I look at our numbers and the types of causes our volunteers supported in 2022, I feel proud and humbled by the work we do. There is an apparent need for *symbols of hope that bring smiles* to so many. Just as Blue Lantern, St. Walker, said *"I have been chosen to help lift up those who need it."* our volunteers feel called to create memorable moments for those we support.

We share an understanding, with those that request Superhero Support, that *alleviating human suffering is a "never-ending battle."* What keeps us going is *seeing children's faces light up; hearing them call out the name of their favorite superhero; seeing their excitement when we wave or offer a high five or fist bump, a brief interaction, or a photo op!*

Thanks to our Community Partners for inviting us to serve with you.

Continued...



Brian Korzec,
Founder, President,
CEO

Even though we are there for children, our *volunteers give and receive love from fans of all ages.*



Seeing adults feel moved by a nostalgic moment with their favorite superhero and knowing these *fans received something to help them keep going* is when we truly see the power of causeplay.

It is true that our superheroes are the stars during our events but it is equally true that those who volunteer in the shadows and behind the scenes are equally important to our success. Our photographers are out there during events capturing us posing with fans, as well as our candid moments that show what Superhero Support is all about.

Lastly, with many opportunities to go off course, our board members help us stay focused on our mission and help out at events, as needed.

With that, we hope you enjoy this year's report and share it with others who need Superhero Support!

*Stay safe
and SUPER!!!*

ACCOMPLISHMENTS



Superhero Support Inc. is very proud to share our accomplishments for 2022 with you, our major stakeholders; community partners; friends; fans, and supporters.!

We were very grateful to have supported thirteen events during the second half of 2021 when the restrictions of COVID let up a bit. We are even more grateful that *2022 has been a year in which our volunteer organization realized an all-new high demand for superhero support as our volunteers supported thirty-five events; generating over 45,000 smiles* during In 2022. We supported twenty-seven new Community Partners, including one that already contracted monthly through 2023 and a 5-year partnership with Monkey Con which takes place annually starting August 2023. We also supported eight Community Partners that we supported before.

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

- Adults with Disabilities
- Back to School and Year-end Activities
- Bullying Prevention at Schools
- Cancer (various forms)
- Character Development
- Child medical patients and their Families
- Community Parades and Festivals
- Community and Family Resources
- Community Giving (holiday/back-to-school)
- Community-building
- Fire Prevention and Safety
- Military Families
- Multiple Sclerosis
- Nonprofit Celebrations
- Organ Donation
- Police-Community Relations
- Save the Children Campaign
- Suicide Prevention

Our thirty-five volunteers served 196 hours at events, which does not include their prep and travel time. Our five Board Members met six times for a total of forty-five hours, which does not include time on projects and meeting prep. Another 2000+ volunteer hours were logged administratively. Two board members attended educational offerings through Maryland Nonprofits, including the Nonprofit Basics Series and also earned a certificate in Diversity, Equity and Inclusion at the Workplace (DEI).

Our volunteers also supported several causes through Superhero Support. Some walked for MS fundraising, and others helped promote Women's Herstory Month and Juneteenth with video testimonials. On Free Comic Book Day, Spider-man dropped off books at Mt. Washington Pediatric Hospital. We also donated recreational equipment to an adult residential recovery facility at Tuerk House.

Improvements



**Online
Presence**



**Quality
STANDARDS**



**Contracting
Process**

**More
Spidey**

Improvements

01

Online Presence

We made it easier to:

- find and navigate our website
- submit Requests for Superhero Support
- volunteer
- donate
 - website
 - social media (Facebook, Instagram, GuideStar, Network for Good)
 - Amazon Smile
 - at events using QR codes

We added personal profiles and photos of our Board and many of our volunteers, so people may get to know us better.

We posted "Memorable Moments" and tagged Community Partners in our posts and event photo albums.

02

Process

We improved our contracting process by meeting upfront to:

- determine eligibility
- clarify expectations
- inform Requestors that we accept tax-deductible donations

Continued...

Improvements

03

Quality

We provided volunteers with:

- Guidelines describing their role and responsibilities
- Onboarding Orientations
- Quarterly All Hands Update meetings
- Volunteer-led "Cosplay Approval Committee" that provide feedback to ensure events are supported by screen-quality, family-friendly, and recognizable costumes.

All volunteers go through a criminal background check, annually.

04

Spideys

As far as events, we have learned and made sure to always have a Spider-man available! Each one below is a different causeplayer.



Finances

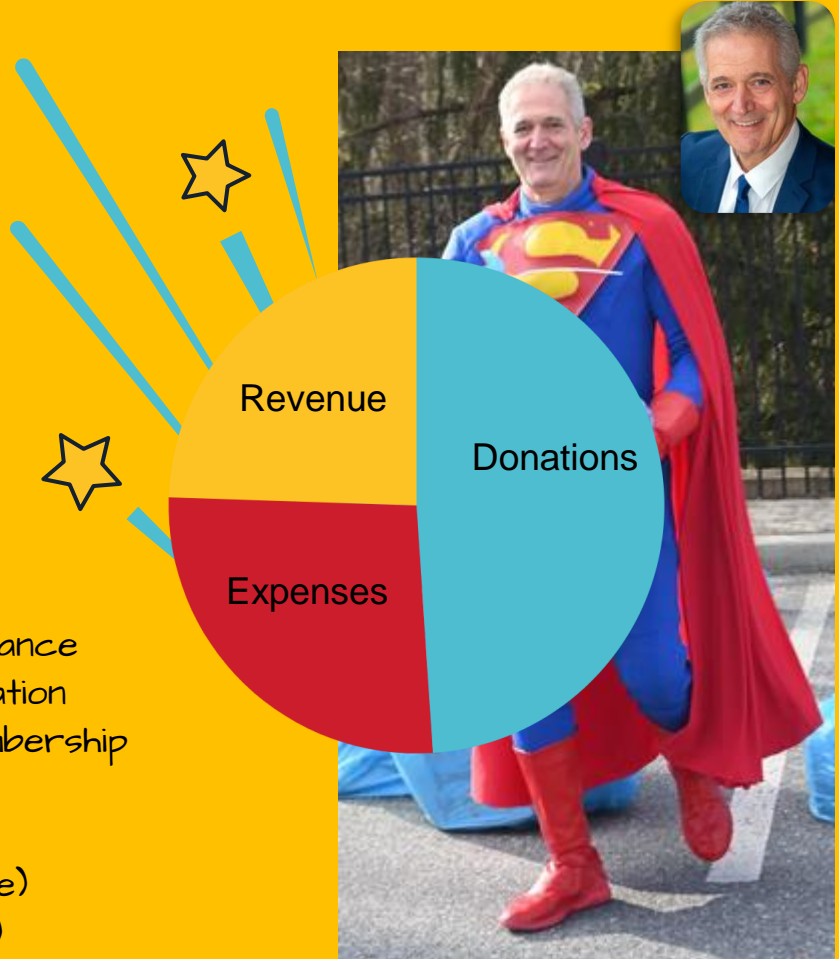
We feel fortunate and grateful to have many dedicated supporters that appreciate our mission and are moved to donate at events or online. Some even send checks annually through snail mail. Our supporters include our volunteers, who go beyond giving their time and energy to donating money directly or offering a Facebook fundraiser for their birthday.

Revenue \$5226.00

- Charitable contributions
 - PayPal
 - Network-for-Good (Meta/Facebook)
 - Check
 - Cash
 - In-kind Donations

Expenses \$2873.00

- 990 Nonprofit Tax Fee
- Director & Officer Insurance
- Maryland Charity Registration
- Maryland Nonprofits Membership
- Recruiting Events
- Event Supplies
- Technology (External Drive)
- Online Services (GoDaddy)
- Repay Founder for Startup Fees
- Bank Service Charge-corrected



Board Members

Brian Korzec, Founder/President/CEO

Johanna Flores, Treasurer/COO

Dave Pittenger, Secretary

Stephen Stahley

Katina Stapleton

FEEDBACK ON OUR SERVICES

Catonsville 4th of July Committee - Parade
The Superheroes are a wonderful addition to our Catonsville 4th of July Parade! Truly a crowd pleaser!



Chesapeake Urology - Zero Prostate 5K (to end Prostate Cancer)
We are so grateful. The children loved the Superheroes! You all went above and beyond. Thank you!



Children of Promise, Inc - 12th Annual Back to School Fair
Superhero Support was the highlight of our event! The children enjoyed seeing their favorite hero in person. Seeing the smiles on children's faces warms my heart.



FEEDBACK ON OUR SERVICES

Ronald McDonald House Charities Maryland - Activity Hour

Having the Superheroes at the Ronald McDonald House the other night was such a treat for our kids! They are still talking about it and "flying" through the House talking about their superpowers.



This was a much-needed spirit-lifter for our families who would rather be home for the holidays but are here instead. Thank you, Superhero Support!

Lansdowne Elementary School - Superheroes Against Bullying

The superheroes were so engaging with our students and are always ready to dive in to help our school and community! The staff and students are still talking about how useful and engaging the presentation was.



Riverview ES - Fall Festival

Superhero Support is a fantastic organization that brought so much joy to our students, staff, parents, and community members at Riverview Elementary's Fall Festival. They were engaging, friendly, and took hundreds of pictures to the delight of everyone that attended. We would love to have them come back and visit us again! Absolutely super experience. Thank you so much for what you do! We loved having you at our event.

Riverview Fall Festival on October 25, 2022 - A New Fall Tradition!

We had 593 community members join us at our first annual Fall Festival on Tuesday, October 25th. Families were able to visit our pumpkin patch and select pumpkins to decorate, take pictures with superheroes by a fall photo backdrop, meet our hometown heroes, the Lansdowne Volunteer Fire Department, enjoy a free book from the Baltimore County Public Library, play over nine different carnival games, and hop on the BCPS Parent Mobile to learn more about resources in our school and in Baltimore County. Partners in attendance included BCPL-Lansdowne, Lansdowne Volunteer Fire Department, Love Light City Church, and Bridge Maryland. Pumpkins, haybales, and more were donated from our partners including, Bryan Mager, Towson Elks Lodge, Shaw Orchards, First Fruits Farm, and Magnolia Meadows Farm. It was such a great night for our community!



Here are just a few photos from the evening. Thank you to all who attended and supported us that evening! And thank you to our partners for your donations!

PROGRAMS

Hospital and Recovery Visits

1000 Served

Our Superhero Causeplayers provide a welcome distraction to children in hospitals and rehab by sharing stories of hope and interacting to lift spirits and empower children to face the present and future with optimism and courage.



mwphestories During our centennial year we were so fortunate to have support from many community partners. This #flashbackfriday is a special shout out to @Superhero_support_causeplayers who so generously gave of their time and talent at several centennial hospital events last year. Thank you for bringing so many smiles to our patient families!

Fundraisers 19,500 Served

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



PROGRAMS

Community Events *19,850 Served*

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 flourish.



Public Service Events *4,400 Served*

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



Military and Veteran Appreciation *120 Served*

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.



CAUSEPLAYERS: Capes & Cameras

Thank you to all of our 2022 volunteers for being so generous with their time, effort, cosplays, and creating so many smiles!

SUPERHEROES

These costumed crusaders are on the frontlines interacting with children and families to raise spirits, awareness, and funds!

Alice Irvin

Amy Shapiro

Betty-Jean Duncan

Bill Johnson

Brian Korzec

Corey Morgan

Crystal Trezza

Danny Victor Soriano

Dickson Cheung

Doug Ulrich

Fred Holt

Gabriela Fernandez

Gregg Petersen

Johanna Flores

John Nesky

Katina Stapleton

Kevin Jerome Burke

Max Aboko-Cole

Otto Masaya

Regan Garnett

Robert Morell

Sonia Glenn

Thea Elisabeth Curley



PHOTOGRAPHERS

These superhero shutterbugs are on the frontlines, in the shadows, capturing memorable moments that document our good work so we can share it publicly after events!

Brent Marquis

Jim Conyers

Desmond Johnson

Robert Osteen

Christine Harazim



WRANGLERS

These unsung heroes step in as needed at events or behind the scenes doing admin work!

Emma Hawthorn

Erin Gray

FUN & MEMORABLE MOMENTS

with attendees and each other

