



IMPACT REPORT 2021

A LETTER FROM JULIE FLYGARE

PRESIDENT & CEO

Dear Project Sleep Community,

While COVID-19 continued to present challenges in 2021, Project Sleep's momentum continued forward thanks to our strong community of supporters and advocates who share our passion for raising awareness and advocating for sleep health, sleep equity, and sleep disorders.

In 2021, we proudly launched the new **Narcolepsy Nerd Alert** topic-based series. Additional 2021 highlights include:

- Awarding 31 scholarships to students with narcolepsy and IH
- Producing a video series with NFL player, Josh Andrews raising awareness for World Narcolepsy Day
- Launching the Sleep Disorders in Film & TV Database
- Training 19 new Rising Voices patient advocate speakers
- Hosting the second annual Sleep Advocacy Forum online
- Celebrating diversity and intersectionality with special features throughout the year

Thank you to all those who made this important progress possible.

Gratefully,



Julie Flygare, JD
President & CEO



Julie Flygare with NFL player, Josh Andrews

Project Sleep's 2021 Board of Directors



Julie Glazer Scher – Chair



Tracy Christensen – Secretary



Ed Sweet – Treasurer



Kamali (Kami) Barron - Director



Kristyn Beecher - Director



Cienna Ditri - Director



Kylee Keskerian– Director



Ana Lara - Director



Anne Taylor - Director

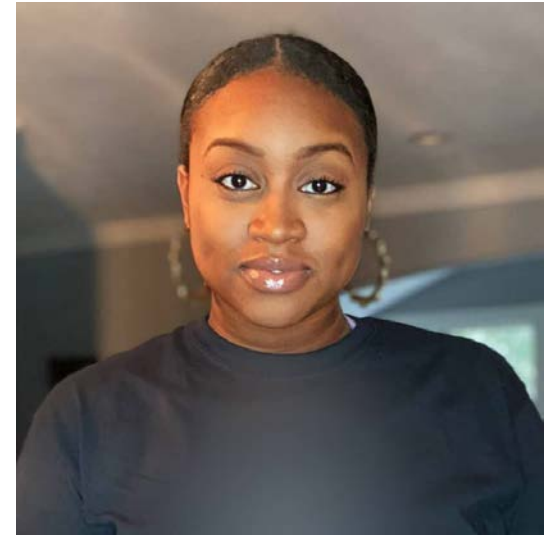
Meet New Board Member: Kristyn Beecher

In April 2021, Kristyn Beecher joined the Board of Directors of Project Sleep. Kristyn is a storyteller and news producer from Houston, Texas. She was diagnosed with narcolepsy at age 24.

A graduate of Hampton University, Kristyn works daily to make sure that underrepresented voices are heard and their stories shared. She believes it's her purpose to produce content that looks like the world around us, colorful, rich, and full of light.

"I feel overjoyed to be a part of this board," said Kristyn Beecher. "As a content creator, I know how impactful one person's story can be. That's why I'm honored to have such an important role in an organization that empowers people to tell their stories."

Kristyn is also a trained speaker with Project Sleep's Rising Voices program. Please join us in welcoming Kristyn to our Board of Directors!



Meet New Board Member: Ana Lara



In January 2021, Ana Elena Lara joined Project Sleep's Board of Directors. Ana has been involved with Project Sleep for several years now.

Ana Elena Lara was born and raised in the sunshine state of Arizona where she still resides with her husband and three-year-old daughter. She is a person living with narcolepsy type 1 and a stay-at-home mom. Ana enjoys writing about her experiences with narcolepsy and sleep. She sees writing poetry as a form of therapy, to connect her wake life and dream life.

"I truly feel that Project Sleep turned me from a patient into an advocate with a new passion for raising awareness," said Ana Lara. "I hope to continue these efforts with this amazing community while serving on the board."

Please join us in welcoming Ana and follow her on Instagram at @ananapz!

Project Sleep Overview

1. Incorporated in California in 2013
1. Received 501(c)(3) tax-exempt status in 2014
1. Mission:
Believing in the value of sleep, Project Sleep aims to improve public health by educating individuals about the importance of sleep health, sleep equity, and sleep disorders. Project Sleep will educate and empower individuals using events, campaigns, and programs to bring people together and talk about sleep as a pillar of health.
1. Vision: *Let's make sleep cool!*

2021 Programs at a Glance

1. Sleep In 2021
2. Jack & Julie Narcolepsy Scholarship
3. Rising Voices of Narcolepsy
4. Narcolepsy Awareness Program
5. Sleep Disorders in Film & TV Database
6. Sleep Advocacy Program
7. Sleep Health Disparities Initiative



Let's make peace with sleep!

7th Annual Sleep In

Project Sleep's [Sleep In 2021](#) (#SleepIn2021) brought the sleep community together online to honor our needs for rest and recovery. The seventh annual Sleep In event took place from March 12-14, 2021. Participants were encouraged to prioritize sleep, rest, and self care while fundraising for Project Sleep.

- Posted **over 580 times** using the hashtag #SleepIn2021 on Instagram
- Raised **over \$16,000** to support Project Sleep
- Spanned **13 countries on 6 continents** including Australia, Belgium, Brazil, Canada, Eswatini, Germany, Great Britain, Ireland, Malaysia, New Zealand, Portugal, Thailand, and the United States.



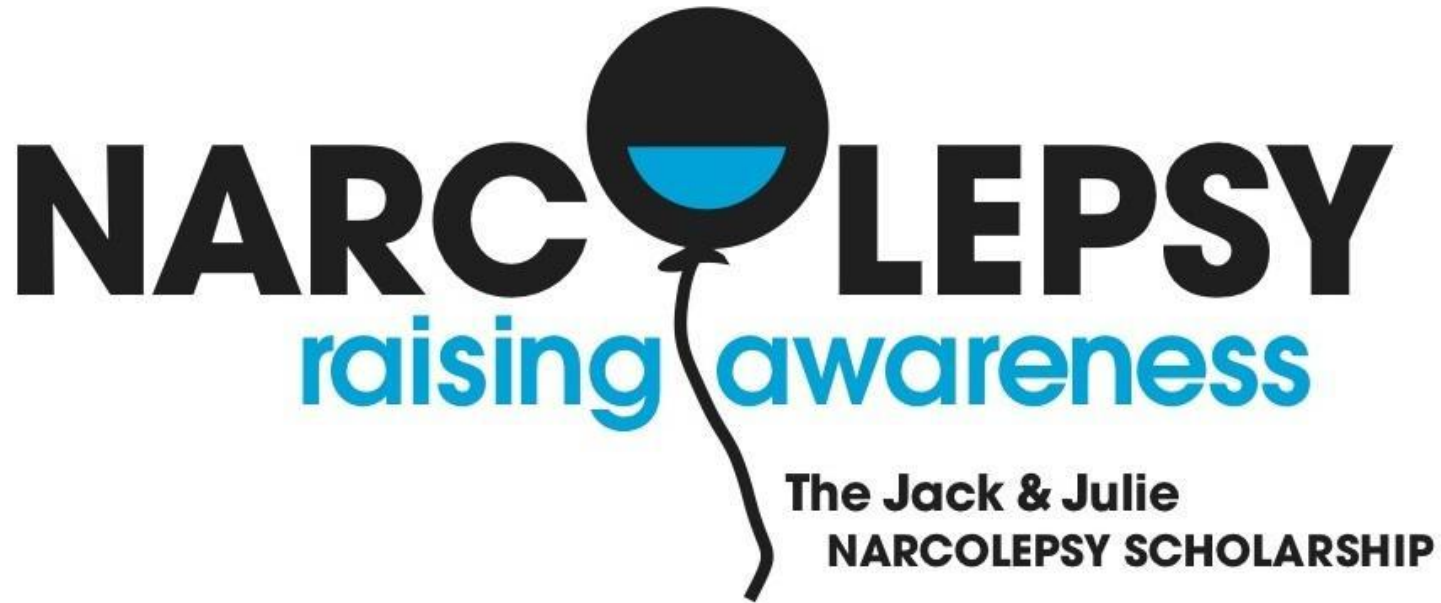
7th Annual Sleep In

- During the Sleep In 2021, online events included an interview with sleep expert, Dr. Shelby Harris, and a yoga and mindful breathing session led by Sara Clem of Salveo Yoga.



- In our feature panel, “**Sleep and Your Space**” special guests, Dr. Dayna Johnson, Dr. Till Roenenberg, and Eilis Finnegan shared insights on how our space and environment impacts our sleep.





**Scholarship program supporting
students with narcolepsy and idiopathic hypersomnia
while also fostering awareness**

Jack & Julie Narcolepsy Scholarship

In June 2021, **31 college-bound students** received scholarships through the Jack & Julie Narcolepsy Scholarship program. This was our largest class of recipients to date, with each recipient receiving \$1,000 toward their college education. Recipients included students diagnosed with narcolepsy or idiopathic hypersomnia.

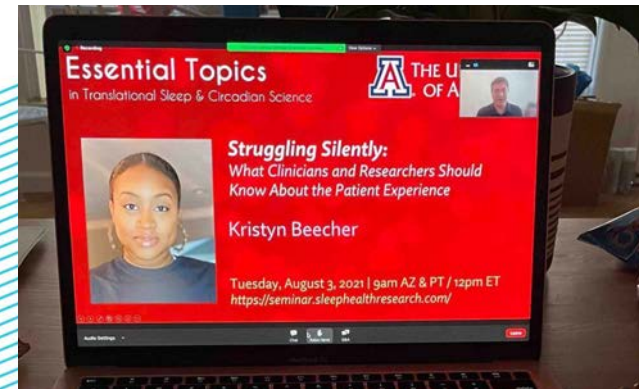




**Training people with sleep disorders
to effectively share their stories**

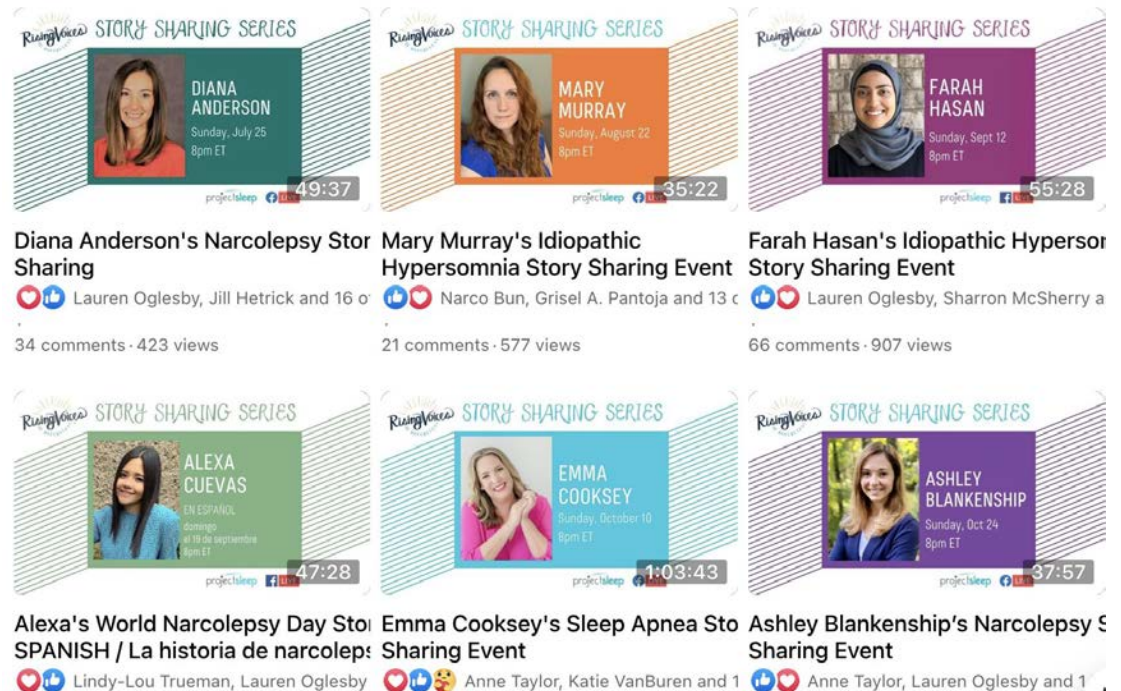
Rising Voices Speakers 2021

- Over the summer, Project Sleep held our 5th annual **Rising Voices speaker training course**.
- **19 speakers** completed the speaking training, including our first speaker living with sleep apnea.
- Over the course of 2021, 12 Rising Voices speakers secured speaking engagements, reaching over 560 audience members!



Story Sharing Series

- The **Rising Voices Story Sharing Series** continued in 2021, with **19 advocates** sharing their powerful stories via live video broadcast.
- Videos are available on Facebook and YouTube.





Increase the percentage of general population who have heard of narcolepsy from 70% to 80% by 2025



Reduce delays to proper narcolepsy diagnosis from 8 – 15 years to an average of two years by 2030



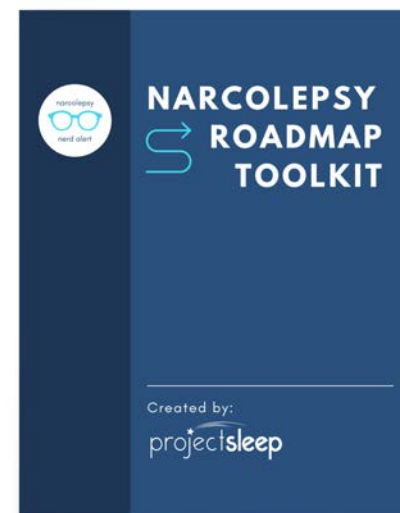
Reduce stigma for those living with narcolepsy

to improve outcomes for people with narcolepsy

Narcolepsy Awareness Program 2021

New! Narcolepsy Nerd Alert

In 2021, Project Sleep launched the new **Narcolepsy Nerd Alert** topic-based series. Each **live broadcast** explores an aspect of the narcolepsy experience, with special guests sharing their insights and expertise. Following each broadcast, we create and publish a corresponding printable, downloadable **PDF toolkit** distilling the information shared and highlighting guest and audience insights.



New! Narcolepsy Nerd Alert

Project Sleep hosted **10 Narcolepsy Nerd Alert** topic-based broadcasts in 2021 on a variety of important topics, including:

narcolepsy
roadmap



becoming a
narcolepsy
advocate

brain



fog

navigating



school
with

narcolepsy

narcolepsy



around the
world

friends



family

narcolepsy



goes
to

hollywood

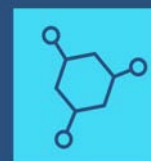
napping

and

narcolepsy



science of



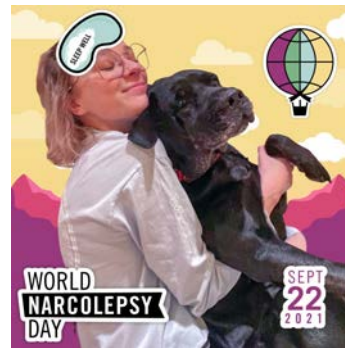
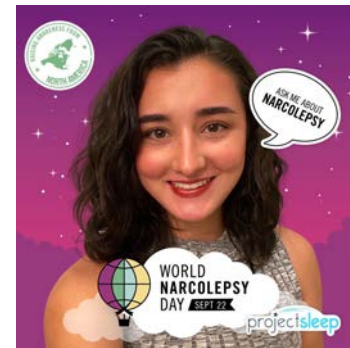
narcolepsy

new +
upcoming
narcolepsy
treatments



3rd Annual World Narcolepsy Day

In 2021, Project Sleep's Virtual Photo Booth generated over 750 photos from across 6 continents.



NFL Player Josh Andrews Video Series

NFL player, Josh Andrews shared his story of living with narcolepsy for the first time in honor of World Narcolepsy Day 2021 in a powerful video series published by Project Sleep.



The Thomas Family Raise Awareness

Project Sleep advocates, Isiah Thomas, Lauren Thomas, and family raised significant awareness for World Narcolepsy Day.



NBA Live Ticker on Sept. 22, 2021: "Today is World Narcolepsy Day. To learn more and get involved visit: project-sleep.com"

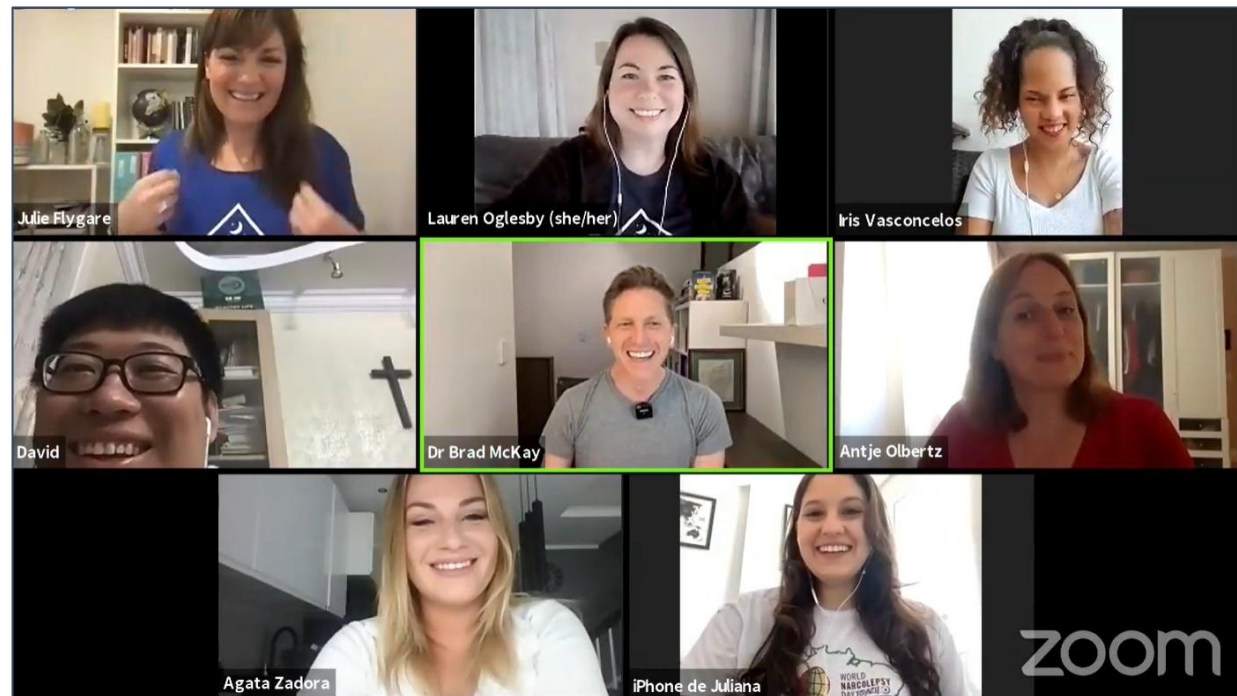
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Project Sleep's WND 2021 Events

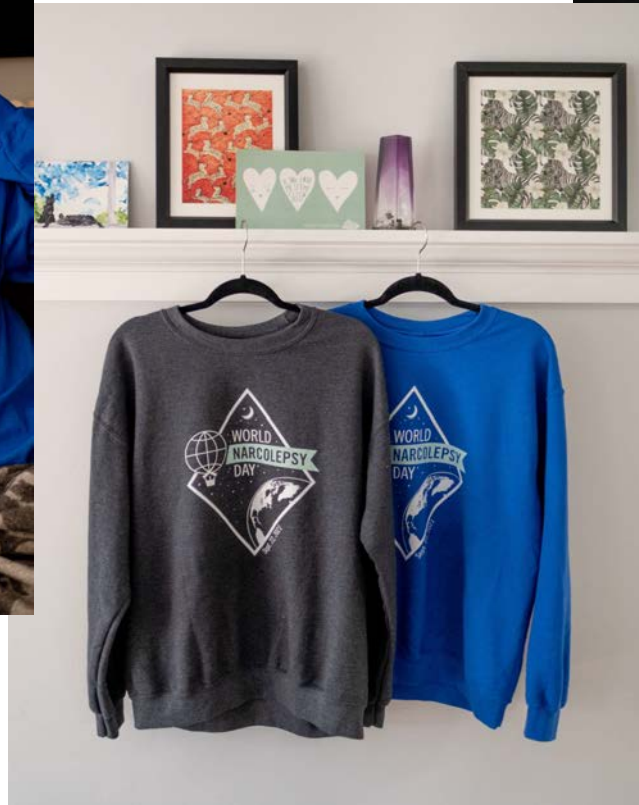
Project Sleep hosted events in Sept 2021 leading up to World Narcolepsy Day on Sept. 22nd, 2021 including:

- Farah's Story from Canada
- Media Training
- Alexa's Story in Spanish
- Narcolepsy Around the World Event featuring advocates in China, Australia, Germany, Angola, Brazil, and Poland
- IG Live with NFL player, Josh Andrews



World Narcolepsy Day Gear

In 2021, over 1,000 World Narcolepsy Day t-shirts were sold to advocates raising awareness around the world.



Josh Andrews: My Cause My Cleats

In 2021, NFL player Josh Andrews of the Atlanta Falcons chose Project Sleep as his #MyCauseMyCleats organization.



New! Sleep Disorders in Film & TV Database

In June 2021, Project Sleep launched a new [Sleep Disorders in Film & TV Database](#) to track cinematic portrayals of sleep conditions and help support future research. There is currently **no published research** addressing media depictions of narcolepsy and other sleep disorders, as exists for other conditions like epilepsy, multiple sclerosis, autism, and Tourette's syndrome.





Sleep Advocacy Program 2021

Our Advocacy Guiding Principles

- Advance Sleep Research
- Accelerate Treatment Options
- Ensure Access to Healthcare
- Further Education, Awareness, and Training
- Address Sleep Health Disparities

Project Sleep's Advocacy Program Growth

- In 2017, Project Sleep began an advocacy partnership with the Sleep Research Society.
- In 2020, Project Sleep established the **Sleep Advocacy Forum** to increase federal awareness of sleep, ensure sleep's place in the federal advocacy process, and increase the effective coordination of sleep-related advocacy priorities to improve health outcomes for people with sleep disorders and the public at large.

Record-Breaking Support from Congress

In March 2021, thanks to grassroots sleep advocates across the country, a bipartisan group of **54 Representatives** signed onto an [important letter](#) prioritizing sleep health and sleep disorders in the Federal appropriations/budget process.



**54 Members of Congress Co-Sign
Bipartisan Letter Supporting Sleep Community!**

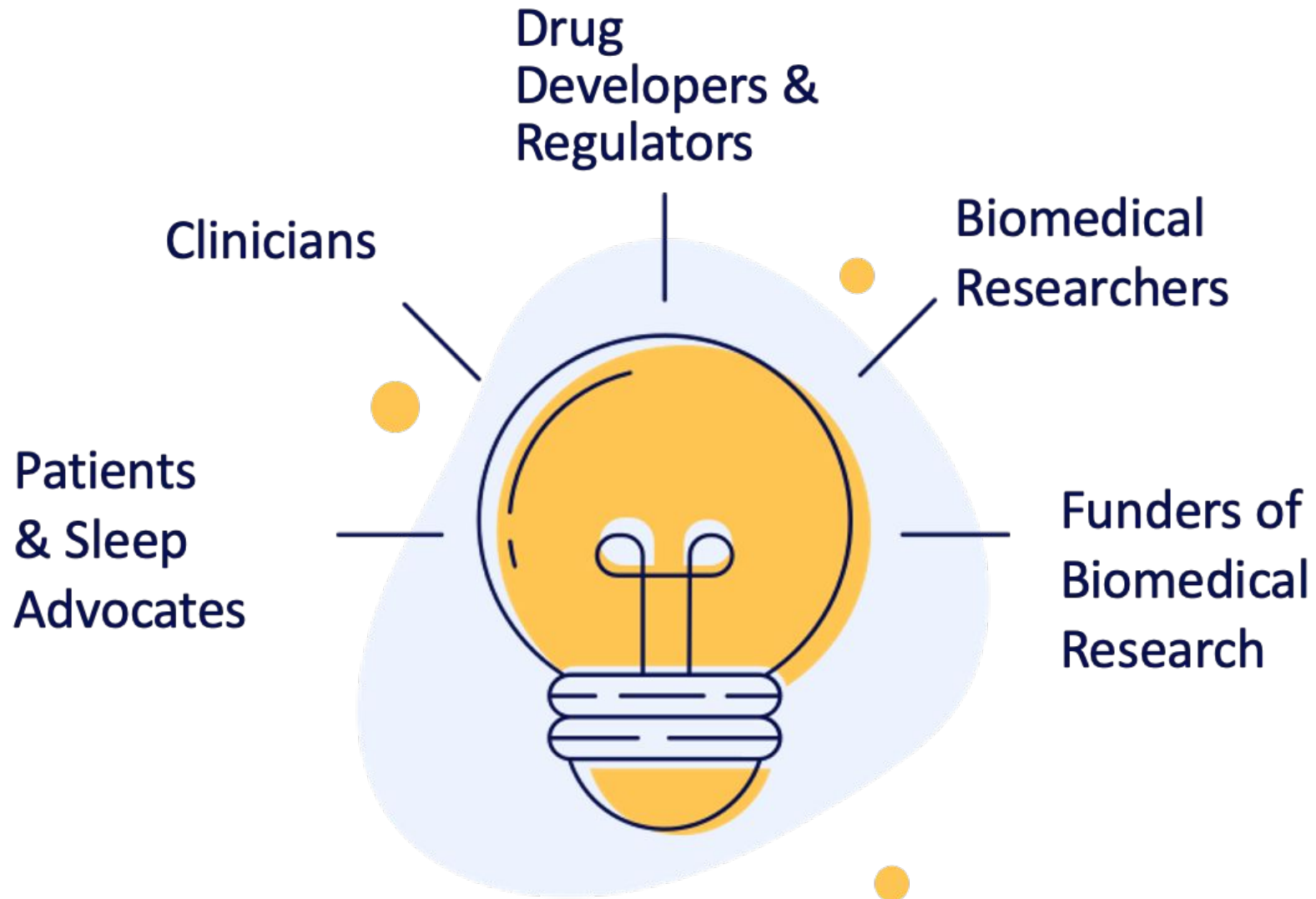


2nd Annual Sleep Advocacy Forum

- On Oct. 18, 2021, the second annual [Sleep Advocacy Forum](#) featured educational sessions on a variety of topics, including a featured panel on **public health and screening**.
- Over 80 participants attended online, including sleep advocates, federal agency representatives, professional society and patient organization leaders, and drug developers.
- On Oct. 19, an Executive Session brought together sleep professional and patient organizational leaders to talk about shared priorities and collaboration opportunities.



Sleep Advocacy Forum Participants



Highlight Videos on Website & YouTube

- [Watch videos](#)



projectsleep Congresswoman Zoe Lofgren & Congressman Rodney Davis | Sleep Advocacy Fo... Share

Congressional Remarks
Congresswoman Zoe Lofgren & Congressman Rodney Davis
Sleep Health Caucus Co-chairs

Watch on YouTube

“ Together we can push for good policies to help fund the research and initiatives we need to prioritize sleep health, and in turn better overall health.”

—Congressman Rodney Davis



projectsleep Public Health and Screening: Dr. Dennis Hwang | Sleep Advocacy Forum 2021 Share

Public Health and Screening
Special Emphasis Panel 2021
Dr. Dennis Hwang

Watch on YouTube

“ We successfully implemented a novel Sleep Vital Sign in primary care clinics. Applying the Sleep Vital Sign increased the rate of identifying potential sleep disorders.”

—Dr. Dennis Hwang

New! Sleep Health Disparities Initiative

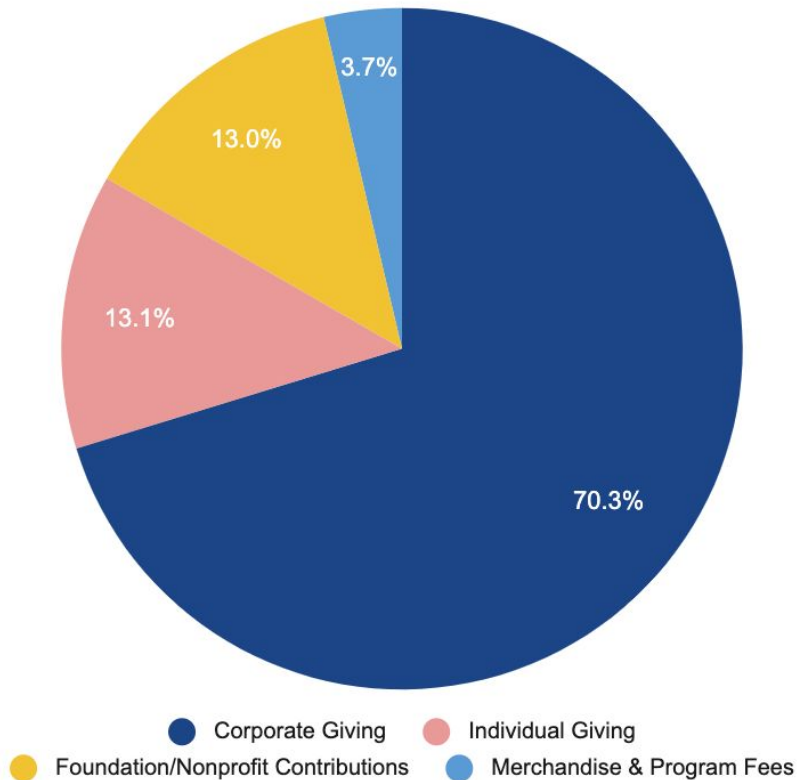
In 2021, Project Sleep celebrated diversity and intersectionality via month theme features including:

- Black History Month, Women's History Month, National Poetry Month, LGBTQ+ Pride Month

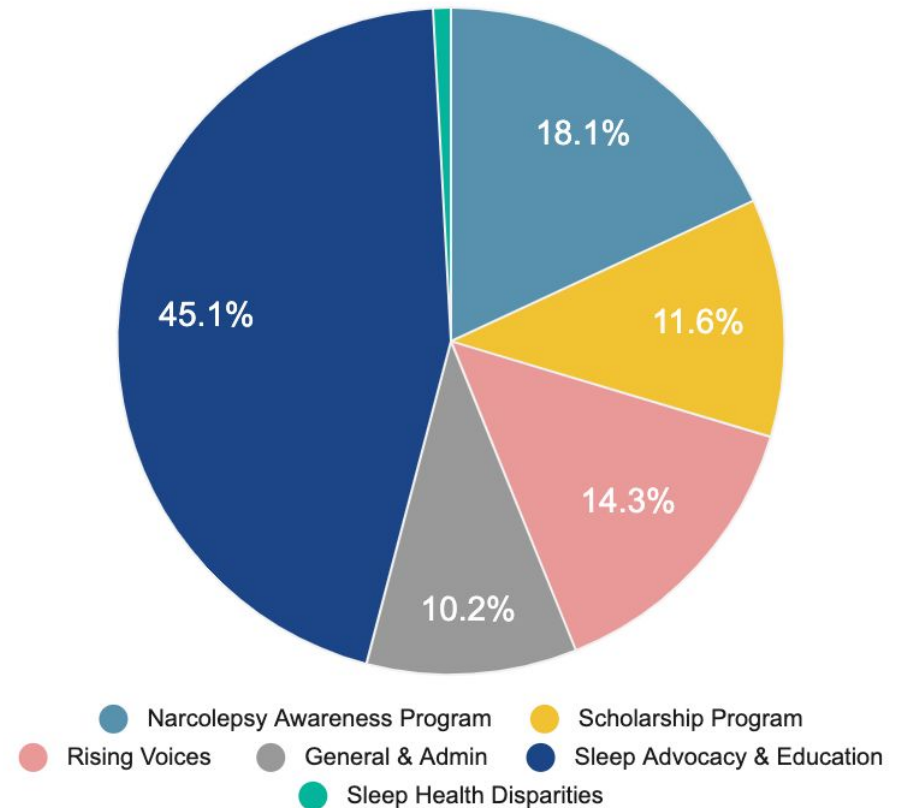


2021 Financial Position

Total Revenue for 2021 \$460,177



Total Expenses for 2021 \$309,593





Thank you for your incredible support!