



2021 Champions for Children Honorees

Corporate Leadership Award: New York Life

New York Life, including its charitable arm, the New York Life Foundation, has been a long-term partner of Eluna and its Camp Erin network. New York Life's funding, collaboration on various initiatives, and people power through its corps of volunteers across the country, have helped to elevate the national conversation about childhood bereavement and enable Eluna to reach more youth and families across the country.



In 2008, Camp Erin had only eight camps—but, with the help of New York Life, it has expanded to 34 camps, which has resulted in serving more than 32,000 bereaved children and teenagers, and their families, as of 2020.



The New York Life Foundation and Eluna work collectively to create special camps and programs in response to communities that have experienced grief-related tragedies, including Parkland and Newtown.

In addition to camps, the New York Life Foundation's support of Eluna's state-by-state resource directory helps to ensure that grieving families across the country are able to find the support they need in their local community.



New York Life also assists Eluna through people power. Thousands of New York Life employees and agents that participate in New York Life's Volunteers for Good network have donated their time, talent, and finances to help foster environments where campers can explore their grief, learn essential coping skills, and make friends with peers who are also grieving.

Even during this past tumultuous year, New York Life provided critical funding that allowed campers to remain connected and receive continued support through virtual programs, "camps-in-a-box," and care packages.

For these reasons and many others, New York Life, its foundation, and its workforce are champions for children, and we are proud to honor them. The award will be accepted by Ted Mathas, New York Life's Chairman and Chief Executive Officer.