

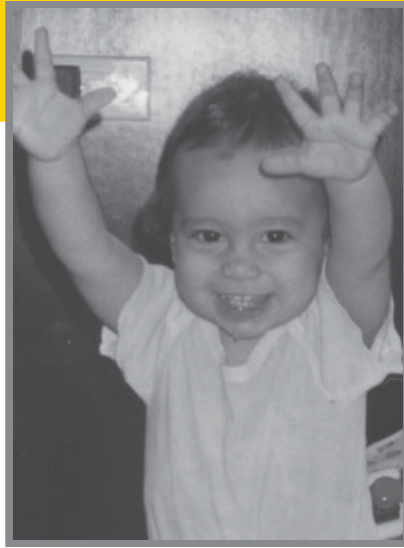


KIDS IN DANGER<sup>SM</sup>

A nonprofit  
organization  
dedicated to  
protecting children  
by improving  
children's product  
safety

2003  
Annual  
Report

# Dear Friends:



This summer, the U.S. Consumer Product Safety Commission released their annual report on injuries and deaths from nursery products. In 2002, 67,000 children were rushed to emergency rooms for injuries involving a nursery product. Fifty-two children on average die each year from these products. KID's goal is to reduce deaths and injuries from cribs, high chairs, strollers and other products. We work in honor of Danny Keysar and all victims of unsafe products and their families.

In the five years since KID was founded, we have been responsible for much progress in improving children's product safety. Most nursery products now at least have voluntary standards to guide manufacturers; millions of parents and caregivers have learned of unsafe children's products and how to protect children, seven states have adopted the Children's Product Safety Act, and many organizations and individuals are joining KID in calling for mandatory safety testing. Though the number of injuries and deaths from children's products dropped slightly in 2002, it remains intolerably high. During 2003, KID launched several new projects to tackle the persistent danger of children's products. Our efforts continue to receive recognition from the media and public as well. Our new website won two prestigious awards, *Parenting Magazine* named Linda Ginzel and Boaz Keysar "Parenting Leaders of the Year" and *Parents Magazine* honored Linda as a "Mom With A Mission."

We remain dedicated to promoting the development of safer children's products, advocating for children and educating the public about children's product safety. Our lifesaving work would not be possible without your generous contributions to Kids In Danger. Please read on to discover what your continued support has enabled our organization to achieve in 2003 and our vision of a safer environment for children. As always, thank you very much.

Sincerely,

Nancy A. Cowles  
Executive Director

Linda Ginzel and Boaz Keysar founded Kids In Danger (KID) in 1998, after their sixteen-month-old son, Danny Keysar, died when a portable crib collapsed around his neck. Although the crib had been recalled five years earlier, word of its danger had not reached Danny's parents, caregivers, or a state inspector who visited the childcare home just days before Danny's death.

KID's mission is to **promote** the development of safer children's products, **advocate** for a legislative and regulatory strategy for children's product safety, and **educate** the public, especially parents and caregivers, about dangerous children's products.

# Financial Statement 2003

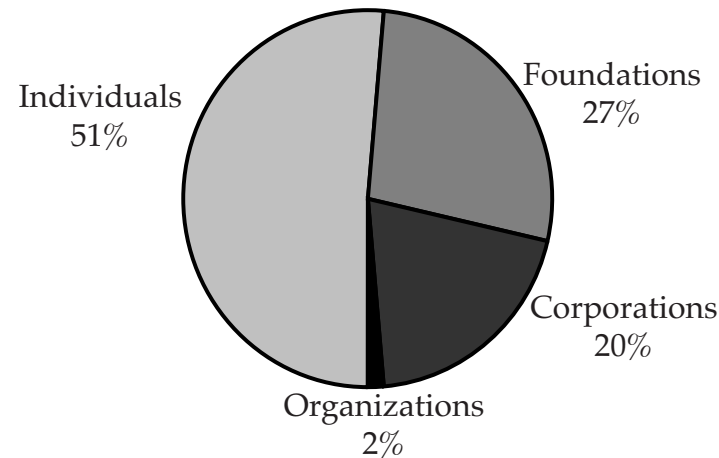
## Summary of Financial Position As of May 31, 2003

<b>Assets</b>	
Current Assets	\$ 110,047
Fixed Assets	□ 5,263
<b>Total Assets</b>	<b>\$ 115,310</b>
<b>Liabilities and Net Assets</b>	
Current Liabilities	\$ □ 4,382
Unrestricted Net Assets	110,928
<b>Total Liabilities and Net Assets</b>	<b>\$ 115,310</b>

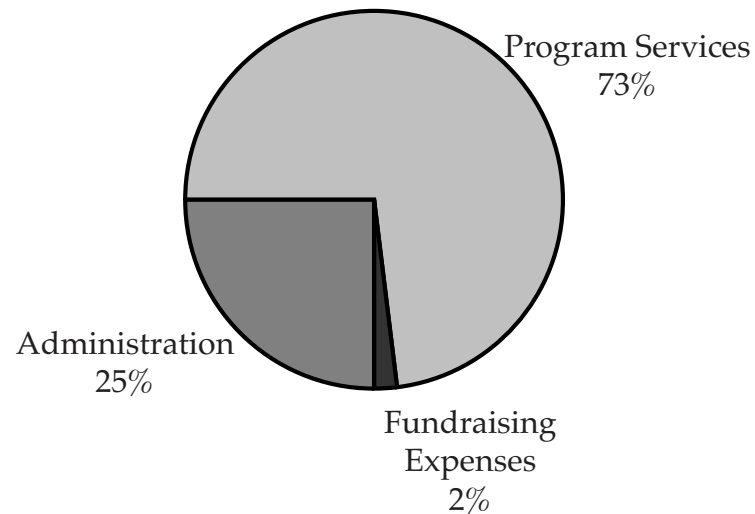
## Summary of Revenues & Expenses June 1, 2002 - May 31, 2003

<b>Unrestricted Net Assets</b>	
<b>Support</b>	
Net Fundraising Support	\$ 18,984
Public Contributions	139,979
Interest Income	970
<b>Total Unrestricted Support</b>	<b>\$ 159,897</b>
<b>Expenses</b>	
Program Services	\$ 122,381
Administration	40,808
<b>Total Expenses</b>	<b>\$ 163,189</b>
<b>Decrease in Unrestricted Net Assets</b>	<b>\$ 3,292</b>

## Sources of Support



## Summary of Expenses



At the 3rd Annual Best Friend Award Night, KID honored U.S. Representative Jan Schakowsky, Illinois Senator Carol Ronen, and Chicago Commissioner of Consumer Services Caroline Shoenberger for their outstanding contributions to children's product safety.

KID thanks all who helped make KID's Best Friend Award Night a great success: revenues exceeded \$20,000, a 23% increase from last year's fundraiser. In addition, special thanks go to Monsoon Restaurant, Chandra Ram of Magnet Communications, and our silent auction item donors.



Boaz Keysar praises KID's honorees

# Promote

## Student Staff

Estera Barbaresa  
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Kara Luiz  
Megan Miller  
Jessica Scordato  
Jocelyn Scordato



In May, KID said goodbye to Program Director Genevieve Kirk, who left to work as a Peace Corps Volunteer in Mauritania, West Africa. Genevieve worked at Kids In Danger for four years, designing many of KID's publications, presenting workshops, and fundraising. We wish her well in future endeavors.

With funding from Underwriters Laboratories Inc. (UL), KID launched **Teach Early Safety Testing (TEST)**, in spring 2003, to promote the development of safer products by integrating children's product standards and safety testing into undergraduate engineering curricula. Four Midwestern engineering programs, University of Michigan, Purdue University, Rose-Hulman Institute of Technology and Illinois Institute of Technology are looking at ways to include KID materials in classes this fall. Pending funding, KID will distribute information to engineering, design, and business programs at universities nationwide.

In October 2002, Nancy Cowles and Marla Felcher (author of *It's No Accident: How Corporations Sell Dangerous Baby Products*) met with Hal Stratton, the new chairman of the **US Consumer Product Safety Commission (CPSC)**. KID hoped this preliminary meeting would foster a productive working relationship with this administration. In March 2003, the CPSC denied a petition filed by the Consumer Federation of America and supporters, including Kids In Danger, to require registration cards for children's products. At the same time, the CPSC scheduled three

public meetings on recall effectiveness, and Nancy Cowles spoke about the need for premarket testing and mandatory safety standards. KID continued to represent consumers on the children's products subcommittees of **ASTM International**, participating in the development of voluntary standards.

# Advocate

Launched in September 2002, **Test It Now!** is a three-year nationwide campaign to raise public awareness of untested children's products in homes and childcare facilities. KID developed local campaigns in Seattle, Boston, Washington, D.C. and Chicago and built coalitions with other organizations to mobilize grassroots support to compel manufacturers to begin more safety testing. This program aims to prevent injuries and death by creating a groundswell of consumer support for safer children's products.

In 2002, Missouri and Rhode Island passed the **Children's Product Safety Act**, prohibiting the resale of recalled children's products and their use in licensed childcare facilities. During spring 2003, 5 more states introduced the bill, with sponsors planning to reintroduce it in the 2004 session.

# Educate

In January 2003, KID initiated the **Health Care Providers Outreach Program**, which is reaching a large, diverse body of new parents and caregivers in the Chicago area through their health care providers. KID is informing the public about the problem of dangerous juvenile products and providing resources to protect their families. KID hopes to replicate the program nationwide in 2004. By cooperating with health care providers, KID can save children's lives by empowering parents and caregivers.

Kids In Danger expanded our **Education and Outreach** campaign by developing the **Don't Learn About Recalls From Your Child** workshop package in both English and Spanish for trainers and organizations. Evaluation of the program in Chicago indicates that **Don't Learn About Recalls From Your Child** is an extremely effective program, motivating most parents and caregivers who receive its safety message to take direct action to protect children. Since it became available in February 2003, 12 organizations in 5 states and Canada have purchased and presented these lifesaving materials.

On August 14, 2002, Kids In Danger released **A Burning Threat: Fire and Burn Hazards of Children's Product Recalls 1992 to 2002**, in collaboration with the Chicago Fire Department and other children's safety advocates. This report catalogues the fire, burn, and electric shock dangers posed to children by recalled products. Forty-two products were pulled off the market in the past decade because of fire and burn related incidents. These recalls account for over 16 million individual units, many of which can still be found in homes and child care facilities. In February, KID released **A Minefield of Danger: Children's Product Recalls in 2002**, which found that 43% of product recalls in 2002 were items designed for children, accounting for more than 11 million individual recalled units.

Daily hits at [www.KidsInDanger.org](http://www.KidsInDanger.org) have more than doubled from an average of 121 per day in FY 2002 to 263 per day this year. In addition, the website won two awards for excellent design and content, the **Adding Wisdom Award** given by ParenttoParent.com and the **Golden Web Award** presented by the International Association of Web Masters and Designers. KID thanks our volunteer web design team, led by board member and Technology Chair Linda Stone, for their excellent work renovating the site.

## KID 2003 Best Friends



U.S. Representative  
Jan Schakowsky



Illinois Senator  
Carol Ronen



Chicago Commissioner  
Caroline Shoenberger

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