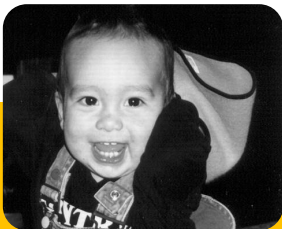




IMPROVING
CHILDREN'S
PRODUCT
SAFETY

ANNUAL REPORT 2011



KID is a nonprofit organization dedicated to protecting children by improving children's product safety.

KID was founded in 1998 by Linda Ginzel and Boaz Keysar, the parents of sixteen-month-old Danny Keysar who died in his Chicago childcare home when a portable crib collapsed around his neck.

KID's mission is to **PROMOTE** the development of safer children's products, **ADVOCATE** for children, and **EDUCATE** the public, especially parents and caregivers, about dangerous children's products.

Dear Friends,

When Linda and Boaz started **Kids In Danger (KID)** in 1998, they could not foresee how long it would take to make durable changes in our product safety system, but they also could not imagine that KID would be instrumental in creating a stronger children's product safety system. The progress that we have seen in the past few years is the legacy of Danny Keysar and other victims of unsafe children's products.

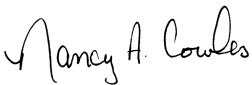
Please take a look at our annual report for KID's fiscal year from June 2010 through May 2011. You will be amazed by the systemic changes on a national scale that are now in place as well as by the significant impact KID has had on individual lives.

As we move forward, KID continues to educate parents and caregivers, about the hidden dangers of children's products; how to use KID's resources to keep their children safe; and how to advocate for improved safety. We reach students in engineering and design programs to encourage safer designs in the future. And we are a strong and trusted voice for parents, who want to keep their children safe as well as those whose children have been hurt or killed by unsafe children's products.

As I recently told an international group of government regulators and juvenile products manufacturers, I keep Danny's picture on my desk – never forgetting the price of unsafe products or the importance of KID's mission.

Your support has carried KID to this point; please continue to support our lifesaving work.

Sincerely,



Nancy A. Cowles
Executive Director

Pictured: KID releases recall report with Congresswoman Schakowsky and Illinois PIRG



FINANCIAL STATEMENT

SUMMARY OF FINANCIAL POSITION AS OF MAY 31, 2011

Assets

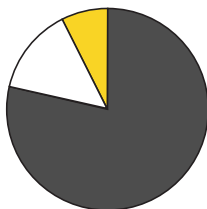
Current Assets	\$ 77,666
Fixed Assets	0
Restricted Assets	<u>46,127</u>
Total Assets	\$ 123,793

Liabilities & Net Assets

Current Liabilities	\$ 3,144
Unrestricted Net Assets	74,522
Restricted Net Assets	<u>46,127</u>
Total Liabilities & Net Assets	\$ 123,793

SUMMARY OF EXPENSES

● Program	79%
○ Administrative	14%
● Fundraising	7%



SUMMARY OF REVENUES & EXPENSES

Net Assets Support

Net Fundraising Support	\$ 40,635
Public Contributions	106,772
Interest Income	349
Net assets released from restrictions	<u>26,468</u>
Total Support	\$ 174,037

Expenses

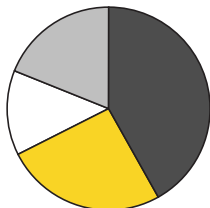
Program Services	\$ 162,193
Administration	<u>28,763</u>
Total Expenses	\$ 190,976

Decrease in Net Assets \$ -16,939

SOURCES OF SUPPORT

● Individuals	42%
● Corporations	28%
○ Foundations	13%
● Government*	16%

(1/3 of \$100,000 3-year grant)



* KID received a \$100,000 grant from the Office of the Illinois Attorney General. It is a three year grant for outreach and education on children's product safety in Illinois.

ADVOCATE: KID is your voice for product safety

We are beginning to see the children's product safety system we envisioned at the founding of KID in 1998 – a regulatory system that requires products be tested to strict standards by independent laboratories and demands safe products for our children. In this fiscal year:

- CPSC launched the first publically available product incident database, SaferProducts.gov.
- Manufacturers are now required to provide a product registration postage-paid card and internet form with new infant and toddler durable products.
- On December 28, 2010, the world's strongest standard for cribs was adopted.
- CPSC and FDA put out a strongly worded warning about sleep positioners that has stopped production of this hazardous product.

KID worked hard both to see these milestones implemented and to alert the public to the new resources and requirements. In addition, we were hard pressed to continue to push back against calls from juvenile products manufacturers and others to roll back the progress we had made on safety. KID executive director Nancy Cowles testified before the U.S. House Sub-Committee on Commerce Manufacturing and Trade on the importance of safety regulations on February 17, 2011. Throughout the year, KID maintained vigilance in letting lawmakers and regulators know that safety must come first. We continued to work in coalition with allies such as the Consumer Federation of America and Consumers Union.

Here in Illinois, the state adopted a ban on cadmium, a dangerous heavy metal, in children's toys and jewelry. KID continued our work with the Illinois Attorney General on product safety alerts to Illinois families and worked with the Infant Toddler Licensing Workgroup to integrate updated product safety requirements into child care regulations.

KID and Consumer Federation of America with CPSC Chair Tenenbaum and Illinois Attorney General Lisa Madigan announcing new safety tool for parents.



EDUCATE:

KID gives parents and caregivers the tools they need to keep children safe.

In a time of great changes and improvements to children's product safety, KID's been ramping up our outreach efforts to reach communities and caregivers with new information and resources to help parents and caregivers protect kids from unsafe children's products.

KID has been adapting our outreach efforts and safety message to meet consumers' need for information in rapidly changing times:

KID worked with childcare providers to help them identify and remove unsafe products from child care facilities with trainings for the **Southside Professional Network Association, Charlotte's Learning Center** in Waukegan and at the annual conference of the **National Association for Family Child Care** held in Nashville, TN.

To reach wider networks of families, KID partnered with **American Public Health Association** for **National Public Health Week** and posted a series of themed safety tips for parents and caregivers. To reach local communities, KID participated in health and community events, including **McHenry County's Children's Health and Safety Fair, Chicago's 17th Annual All Kids and Family Health Fair, the 39th District Back-to-school Fair** and **Rush Medical Center's Annual Premie Picnic**. KID presented workshops to families and caregivers at **Mount Prospect Public Library, Asian Human Services, The Junior League of Chicago** and **Aon**.

Through Danny's Law, most durable infant and toddler products must now contain a product registration card, enabling consumers to learn of recalls directly from the manufacturer. In June, KID teamed up with CPSC Chairman Inez Tenenbaum, consumer advocates, parents, and state officials at a press event to unveil new tools and resources to assist consumers in registering their products. To promote awareness of this change, KID sent information to retailers across the state.

KID's Debby Sayah Grandparent Outreach Program educated thousands of grandparents on safety while caring for their grandchildren. KID's program director Sarah Chusid gave presentations at **Sanfoka House** in Chicago, the **Community Resource Center** in Riverdale and the **Grams Club** in Pecatonica. Hundreds of the grandparent-focused version of our educational brochure, *Are you grandkids safe?*, were distributed to over 140 agencies and organizations that serve this population throughout the state, from Freeport to Mount Vernon, from Granite City to Effingham. To mark **National Grandparents Day** (Sept. 12th), KID used social networking to post messages connecting the holiday with children's product safety and gave a talk at **Trinity Community Church** in Berwyn, IL. Internet-savvy grandparents can also join KID's new listserv with information just for them.



KID releases recall report with Congresswoman Schakowsky and Illinois PIRG

PROMOTE:

Safer products,
from design through
manufacturing

The real key to product safety is to make safe products, all the rest is simply trying to react to the problem of products with unsafe designs or inadequate quality. To that end, KID devotes a great deal of time to standard setting activities through ASTM International. In particular, since the passage of Danny's Law that requires mandatory standards for durable infant and toddler products, the pace of standard setting has picked up. The initial final standard published was for baby bath seats. Due to the rigorous nature of this standard, none of the products that were on the market could meet it. KID recommends against the use of bath seats. This fiscal year also saw the publishing of the mandatory standard for cribs and non-full size cribs as well as infant walkers and toddler beds. To prepare for the mandatory standards, the ASTM subcommittees on juvenile products work to improve the underlying industry standard. This year the groups launched new standards on slings and children's jewelry. In particular KID provided extensive information on warnings in the sling standard, magnetic hazards for jewelry and assembly and consumer use issues on all the standards.

KID's Executive Director Nancy Cowles serves on the board of directors of the International Consumer Product Health and Safety Organization. At the group's symposium this winter, KID participated on panels on recall effectiveness and injury prevention.

KID continues to work to encourage tomorrow's designers and engineers to make safer products. Our TEST program worked with teams from Northwestern University and University of Michigan who looked at injury patterns in sleep environments and high chairs and developed prototypes that addressed the hazards.

FAMILY VOICES:

Joining together
to keep other
children safe

Many of you know one or more of the families that work with KID to make children's products safer. Linda and Boaz founded KID after Danny's death in a dangerous portable crib. Sadly over the years we have met other families who have also suffered injuries or loss because of dangerous children's products. At KidsInDanger.org you can read their stories in our Family Voices section. These brave families have been instrumental in bringing about the remarkable change we have seen in the children's product safety system over the past few years. Without their willingness to share their children's stories with us and in some cases participate in efforts to strengthen standards or regulations, progress would be much slower. We added the stories of three children to our voices this year:

Tyler died in 1997 – before KID was even founded. He died when his drop-side crib came apart, entrapping him between the side rail and mattress. His mother Michelle never stopped working to alert others to the dangers of drop-side cribs and push policy makers to ban the design. This year, thirteen years after his death, CPSC did just that when they published the world's strongest crib standard.



Preston and Aiden both died the same way in early 2010, thousands of miles apart, with their faces up against crib bumpers, suffocated. Preston rolled off a sleep positioner and into the bumper. CPSC and FDA warned against those products soon after his death – an action KID had been asking them to take since 2001 when Andy Sage suffocated on his sleep positioner. Action against risky crib bumper pads is moving even more slowly, but with Preston's and Aiden's families' help, progress is being made.



*Pictured from top to bottom:
Tyler, Preston and Aiden*



Top left: Zoraida Sambolin of NBC Chicago provides the voiceover for KID's new Spanish language video. Top right: Students examine design hazards through KID's TEST program. Lower photo: KID's program director provides workshop for caregivers.

RESOURCES:

KID provides tools to inform parents, policy makers and the media

Working with a team from Net Impact Board Fellows from the University of Chicago Booth School of Business, volunteers, a board committee, staff, a great designer (Amy Cordell) and programmer (Matthew Johnson), KID launched the new KidsInDanger.org this year. The site makes it easier to navigate to vital safety information, learn how to get involved and keep up with news on KID's integrated blog. We also dove more fully into the world of social media. Parents and other consumers can follow KID on Facebook and Twitter – giving up to the minute reports on recalls and other product safety news.

The culmination of two years of work, KID produced an updated version of *Safe from the Start*, a short educational video outlining the problem of unsafe children's products and KID's Three Steps to Safety. This video is ideal for staff trainings, looping videos for patient waiting rooms or maternity centers, and educational events for parents and child care providers. There is also a one minute PSA. Visit KID's website or YouTube page to view and contact KID for a downloadable or DVD version.

Each year, KID releases a report to assess the state of children's product safety in the United States. This year, KID report ***Moving towards Safety: Children's Product Safety and Recalls in 2010***, analyzed CPSIA's positive impact on children's product safety and recommendations to continue moving forward in the years ahead.

2011 BEST FRIEND AWARD NIGHT: A Night of Celebration

On May 19, 2011, KID supporters gathered at **Fulton's on the River** to support our cause, sample culinary delights from an array of distinguished chefs, and honor KID's 2011 Best Friend, **Mitch Lipka, Consumer Columnist**.

KID was proud to recognize Mitch for his career-long commitment to reporting on children's product safety issues. KID also honored the **ThoughtWorks** team with the first ever Volunteer-of-the-Year award for all their hard work in developing KID's iPad app and other social media projects.

This year KID kicked off our inaugural **Great Chefs Tasting Event** with tasting samples from local chefs including **Chef Luca Corazzina** of 312 Chicago, **Chef Vicente Duran** of Vivo, **Chef Robert Rovito** of Capri Ristorante, **Chef Kevin Schulz** of Fulton's on the River, **Chef Michael Altenberg** of Bistro Campagne and desserts from **Chicago Pastry**.

A special thanks to **Mary Botros** and her team at **M.B. Classics** for decorating the event space beautifully and to **D. Sampras Photography** for her photography services.



Top left: Mitch Lipka with Linda Ginzel. Top right: Chefs at work. Lower photo: Guests at the 2011 Best Friend Award Night.

THANK YOU:

For the Generous
Ways You Help
to Support KID

IN-KIND DONATIONS

- Chef Michael Altenberg of Bistro Campagne
- Amy Cordell Designs
- Antioch Fine Wine and Liquors
- Marion Brooks
- Chicago Pastry
- Chef Luca Corazzina of 312 Chicago
- Chef Vicente Duran of Vivo
- D. Sampras Photography
- Paul Karabush
- M.B. Classics
- Chef Robert Rovito of Capri Ristorante
- Zoraida Sambolin
- Thoughtworks
- University of Chicago Gleacher Center
- Wolfgang Puck Catering

MATCHING GIFTS

- Aon Foundation
- Bank of America
- Mattel Foundation
- Northern Trust

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- Itzhak Ben-David
- Zahi & Ayelet Ben-David
- Karen Casson
- Norman Cohan
- Ian Rudiger Comparato
- Kalven Jack Epting
- Fabrizio Liam Fiordalisi
- Dave & Marla Fry
- Jack Anthony Gallo
- Sonny & Julia Garg
- Arjun Ghanara
- Dan Gilbert & Marilynn Oliphant
- Linda Ginzel
- Robert J. Hughes
- Peggy Kagan
- Stonie & Charlotte Kagan
- Theo Lafontant Kagan
- Camryn Lynn Kauzlarich
- Ginzel-Keysar Family
- Bridget & Benjamin Kornfeld's family and friends
- Dolma Eve Losel
- Sarah Isabella Maestripieri
- Dan McClure
- Ava Marie Nashert
- Aram Daniel Orian
- Kyle Nolan Ossowski
- Sameer Pai
- Dr. Mark Plante
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- Tara-Pedma Roushdy
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- Katherine Schipper
- Tina Silverman

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- Tess Squires
- Steve Swibel

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- Danny Lineweaver Luna
- Preston Maxwell
- Frank McClintock
- Art Primack
- Ernie Rubin
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- Myrna Sam
- Leona Stirling Stowie
- Shelley Weisman

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- Civil Justice Foundation

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- Linda Ginzel & Boaz Keysar
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- Campagna-Turano Bakery, Inc.
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- Barbara Passy
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