



# MAKING A DIFFERENCE

ANNUAL REPORT FISCAL YEAR 2013 (06/13-05/14)

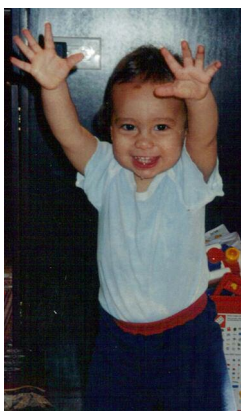
## KID RESEARCH GENERATES NATIONWIDE INTEREST AND ACTION ON RECALL EFFECTIVENESS

In February, KID was joined by Illinois Attorney General Lisa Madigan, Congresswoman Jan Schakowsky, and other allies to release our annual recall report. Not only did we review 2013 recalls of children’s products, but we looked at how companies communicated those recalls through social media. **The findings? Fewer than 14% of companies used social media to broadcast vital news on a safety recall – despite using their pages to reach their customers regularly on other, less important topics.**

The report also looked back at those recalls we reported on for 2012. Using progress reports filed with the US Consumer Product Safety Commission (CPSC) we found that **fewer than 10% of recalled toys, nursery products and other children’s items are ever accounted for – most remain in homes and child care facilities.**

We received a lot of attention from national and local media as well as stakeholders in product safety. We’re hoping the numbers this year will show marked improvement.

KID is the voice for parents – raising issues that highlight dangers to our children and then working with partners, policymakers and others to develop effective solutions.



**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.

*We invite you, our supporters, partners and allies, to discover the progress KID made in the last fiscal year, celebrate our victories and help us plan to keep moving forward.*

### OUR WORK

By hosting...  
**20 SAFETY WORKSHOPS**  
KID has reached **300+**  
PARENTS, GRANDPARENTS & PROFESSIONAL CAREGIVERS with lifesaving product safety information

Through participation in...  
**27 COMMUNITY EVENTS**  
we’ve helped spread awareness about product safety, connect individually with local families and caregivers, and help distribute:  
KID BROCHURES **4731 1063**  
[In English] [In Spanish]

**280** DVDs **153** COMPREHENSIVE KID BROCHURE PACKETS

**1616** GRANDPARENT BROCHURES ♥♥♥

PRODUCT INVENTORY SHEETS **1202 265**  
[In English] [In Spanish]

**1055** SAFE SLEEP FLYERS[E/S] **291** SHOP SAFE FLYERS

**2790** POSTCARDS **909** SUMMER SAFETY[E/S]



## OUR PEOPLE

A look at the participants of KID's safety workshop:

50%

AFRICAN AMERICAN,  
HISPANIC OR ASIAN

WOMEN MADE UP 98% OF THE  
PARTICIPANTS

31%  
PARENTS

19%  
GRANDPARENTS

50%  
CHILDCARE  
PROVIDERS

## OUR DIFFERENCE

AS A RESULT OF KID'S SAFETY  
WORKSHOP:

- I will be stressing to all my parents the importance of safety
- I will check my products at home & in my classroom for recalls
- I will sign up for the email alerts and stay updated with recalls and pass on the information to parents and caregivers
- I will use caution when purchasing products and do some prior research

## ONLINE AND COMMUNITY PARTNERSHIPS

allow us to serve as a safety resource for parents and caregivers across the nation- ensuring families can make informed decisions about their child's safety.



## LOOKING TO THE FUTURE: REACHING TOMORROW'S PRODUCT DESIGNERS

Last year, KID worked with teams of students at University of Michigan, Northwestern University, and Harvey Mudd College through our **Teach Early Safety Testing (TEST)** program. Taking real world hazards from children's products, we challenge the students to design solutions.

From encasing small magnets to make toys safer while preserving the play value, to making a low-cost portable crib for those with limited income and space, students rise to the challenge and produce amazing prototypes. In the process, they learn and help teach other students about the importance of considering the end user of a product – in this case harried, sleep deprived parents and inquisitive and active children – to eliminate risks through design, not relying on warnings or instructions alone. The program continues to expand to other universities and high schools.

*"I've been a contributor since Linda and Boaz formed KID. One of my son's was born months before Danny and their commitment to prevent other preventable tragedies was just fundamental. Their impact on infant and child safety continues to exceed expectations. And there is so much more that KID can do with all of our support."*

- Heather L Mason  
Executive Vice President  
Global Commercial Operations  
Abbott Nutrition



## KID STAFF

**Nancy A. Cowles**  
Executive Director

**Laura Nikolovska**  
Program Director

**Karen Yellen Dillon**  
Director of Development

### Interns

Jordan Durrett  
Sophie Foster  
Sarah Johnston  
Manjree Khajanchi  
Jessi LaChance

## ADVOCATING TO KEEP OUR CHILDREN SAFE

This spring, KID worked closely with almost all of the major health and safety groups in Illinois to pass a ban on the sale of crib bumper pads through the Illinois House of Representatives and a Senate Committee. While time ran out on a vote in the full Illinois Senate, the bill will hopefully be called for a vote this fall. Crib bumper pads serve no purpose, pose suffocation and strangulation risks and confuse the unified safe sleep message from all stakeholders in infant health: bare is best when it comes to infants sleeping safely.



## KID'S BEST FRIEND AWARD NIGHT 2014

More than 200 people gathered at the MidAmerica Club in Chicago as KID Co-Founders Linda Ginzel and Boaz Keysar presented the Best Friend Award to former Chairman of the US Consumer Product Safety Commission (CPSC) Inez Tenenbaum. During her tenure at CPSC, Ms. Tenenbaum oversaw the implementation of Congress' 2008 Consumer Product Safety Improvement Act (CPSIA), which included the requirement of mandatory standards for a number of infant and toddler durable products. That section was named after the KID's founders' son, Danny and is often referred to as "Danny's Law." Further, Ms. Tenenbaum helped to ensure that as of 2011, all cribs sold in the US have to meet the toughest crib standards in the world.

Guests sampled small plates from Great Chicago Chefs including 312 Chicago, Smoque BBQ, South Water Kitchen, Vivo, Beatrix, and the Mid-America Club. Our emcee for the evening was NBC5 Morning News anchor, Zoraida Sambolin.

**Special Thanks** to our Gold Champion Sponsors: Exelon and Toys R Us, and our Gold Sponsors GATX, New Vernon Wealth Management and the Philip H. Corboy Foundation. Also kudos to the many individuals who came together as our Host Committee, co-chaired by Dawn Kasserman and Leslie Batterson.

**May 20, 2015** - KID's Best Friend Award will be presented to Barbara Guthrie, Vice President and Chief Public Safety Officer, Underwriters Laboratories, Inc. Check our website for more details.

**Volunteers** See a complete list of our wonderful volunteers online at [www.KidsInDanger.org](http://www.KidsInDanger.org)

## FY14 BOARD OF DIRECTORS

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Children's Hospital of Chicago

**Drew Weller**  
The Boeing Company

**THANK YOU!**  
THANK YOU! THANK YOU!

### Grants

- The Turano Foundation
- Underwriters Laboratories, Inc.

### Matching Gifts

- AON Foundation
- The Boeing Company
- CDW Coworker Matching Gifts Program
- GE Foundation
- Marin Software
- Salesforce.com Foundation

### In-Kind Donations

- Peggy Groves Design
- JB Graphics
- Amy Cordell Design
- Devyani Seth
- MB Classics
- University of Chicago Gleacher Center
- Wolfgang Puck Catering
- Gopho Collective

# FINANCIAL STATEMENT 2014

## SUMMARY OF FINANCIAL POSITION AS OF MAY 31, 2014

### Assets

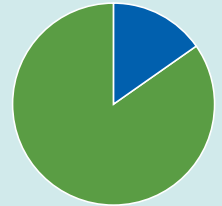
Current Assets	\$ 146,991
Fixed Assets	\$ 0
<b>Total Assets</b>	<b>\$ 146,991</b>

### Liabilities & Net Assets

Current Liabilities	\$ 6,584
Unrestricted Net Assets	\$ 60,230
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 146,991</b>

## SUMMARY OF EXPENSES

- Administrative 16%
- Program 84%



## SUMMARY OF REVENUES & EXPENSES

### Unrestricted Net Assets Support

Net Fundraising Support	\$ 67,671
Public Contributions (Unrestricted)	\$ 106,916
Public Contributions (Restricted)	\$ 0
Interest Income	\$ 197
<b>Total Unrestricted Support</b>	<b>\$ 174,784</b>

### Expenses

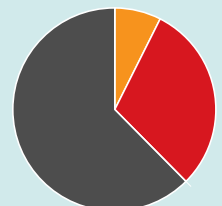
Program Services	\$ 189,814
Administration	\$ 37,496
<b>Total Expenses</b>	<b>\$ 227,310</b>

Decrease in Net Assets \$ 15,816

\*KID has previously received grant money of \$36,710 to cover program expenses

## SOURCES OF SUPPORT

- Foundation 7%
- Corporations 29%
- Individuals 64%



# THANK YOU

We are grateful for the generous ways you help support KID.

## **GOLD CHAMPIONS** (\$10,000 & Over)

- Linda Ginzel & Boaz Keysar
- Exelon Corporation
- Tomasik Kotin Kasserman LLC
- Toys "R" Us, Inc. and the Toys "R" Us Children's Fund Inc.

## **CHAMPIONS** (\$5,000 - \$9,999)

- Philip H. Corboy Foundation
- The Elias Foundation
- GATX Corporation
- Lester & Edna Shapiro Family Foundation
- The Turano Foundation
- Underwriters Laboratories, Inc.

## **HEROES** (\$2,500 - \$4,999)

- William & Susan Goldin-Meadow
- Marc & Jaime Knez
- Stahl Family Charitable Foundation
- Dr. & Mrs. Robert Tanz
- Campagna-Turano Bakery, Inc.
- Ellen & Andrew Weller

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- Kay Deaux & Sam Glucksberg
- Eugene & Sally Fama
- Sonny Garg & Julia Harris
- James Gillespie
- Myung Ja Ginzel
- Wrigley Company
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- Rick Larrick & Cynthia Monarrez
- Donald Learner Family Foundation
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- Perry Lentine & Heather Mason
- Mazzetta Company, LLC
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- Barbara Passy
- Bill Prinzmetal
- The Romano Family Foundation
- Judy & Mark Sage

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- Steven & Leslie Swibel
- Inez Tenenbaum
- Cyril Thiel Jr
- George Wu & Penny Visser
- Drew & Jen Weller

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- Sarah & Omri Ben-Shahar
- Tim & Krista Bollnow
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- Ceva Insurance Agency, Inc.
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- Ellen & John Engel
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- Lawrence Sayah
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- Holly Schroth
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- Caroline Shoenberger
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- Jen Wegener

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- Wafa Berbari
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- Melissa Van Buskirk
- Eliza Weber
- Karen & John Wheatley
- Leslie Winter & David Haymes
- Richard Wood
- Amanda & Derek Wright
- Jill & Luigi Zingales

KID values all our donors! Because print space was limited, the complete list of our **FRIENDS** (\$100 - \$249) and **SUPPORTERS** (Up to \$99) is only shown on this online version. Please see pages 5 & 6.

## THANK YOU to our RAFFLE & AUCTION DONORS!

View the complete list on page 6.

### **IN HONOR OR IN MEMORY OF A LOVED ONE** -

Making a donation to KID is a great way to celebrate a special occasion, or honor/memorialize a loved one. Check out our website donate page to see how easy it is to do. Your donations to KID do make a difference, no matter how big or small.

**DOUBLE YOUR DONATION** - Does your workplace match your charitable contributions? Please make sure you take advantage of their generosity by letting them know you support KID.

*"We first learned of KID after our daughter passed away in a defective sleep positioner. Our daughter's death was preventable and the work that KID is doing undoubtedly is helping put an end to these tragedies. That is why we donate, and continue to donate to KID. To ensure that their work continues, that the word spreads to others, and to prevent the painful loss of a child from happening to other families."*



-Kristine & Brian Thiel  
Parents of Juliette

Juliette's story is part of Family Voices on KID's website

# THANK YOU

*We are grateful for the generous ways you help support KID.*

## **FRIENDS** (\$100 - \$249)

- Pam Abrams & Paul Kligfield
- Ana Amado-Garcia
- Erin Azuse
- David Baker
- Jeff Batterson
- Todd Belcore
- Joanne Gilbert & Mike Bishop
- Ray & Susan Black
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- Laura & John Arnold Foundation
- The Arthur J. Gallagher Foundation

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- Jordan Durrett



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