

KID

KIDS IN DANGER



MAKING A DIFFERENCE
ANNUAL REPORT FISCAL YEAR 2015



KID is a nonprofit organization dedicated to protecting children by improving children's product safety. Founded in 1998 by Linda Ginzel and Boaz Keysar following the death of their son in a recalled portable crib, 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. The work of KID is done in loving memory of Danny Keysar and all victims of dangerous juvenile products. This is the annual report for the fiscal year ending May 31, 2015.

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I have been a supporter of KID for many years. If each of us makes a monetary contribution, regardless of the size, and gets at least one family to sign-up for KID's recall e-mail alerts we are certain to make a positive impact on the lives of all the children we love and children everywhere.

Susan Nied, KID Board Member



Dear Friend,

We are your voice on safety. Whether testifying before legislative bodies or regulators, serving in organizations such as the Midwest Injury Prevention Alliance or the International Consumer Product Health and Safety Organization, or talking to a local child care association, KID speaks for safety for all children.

Near the start of the fiscal year featured in this annual report, KID testified at the US Consumer Product Safety Commission (CPSC) on recommendations for the agency's agenda and priorities for the coming year. That testimony helped frame our priorities for the year as well: effective recalls, safe sleep, strong standards and preventing furniture tip-overs.


Our mission to promote the development of safer products, advocate for children and educate the public about children's product safety guided our actions this year. Read about our outreach to child care providers and new parents. Follow along with one team in KID's TEST program as they design innovative solutions to current hazards. And see how your voice, added to KID's and joined to our coalition members, helped convince the Illinois House to vote to ban the sale of crib bumper pads. Now we just need to be louder for the Senate and others to hear us too!

KID is helping ensure all kids are surrounded by safe environments, so they can and will experience a more fearless tomorrow. We are grateful for your support of our lifesaving work.

Nancy Cowles, Executive Director

KID EDUCATES PARENTS AND CAREGIVERS, GIVING THEM THE TOOLS THEY NEED TO KEEP CHILDREN SAFE. IN FY15:

KID hosted our safety workshop
CREATING SAFE ENVIRONMENTS FOR CHILDREN **27x** for
785+ parents, caregivers & healthcare professionals

Through our education & outreach efforts, we put  **4,131** brochures, flyers, and postcards in the hands of parents and caregivers

..... **80**
Our team published more than **80 articles & blogs online**, delivering reliable, user-friendly information to parents and caregivers everywhere

..... **20**
We attended **20** community events and connected one on one with **hundreds of caregivers**

..... **10,000**
KID connects to over **10,000** people online through **social media**

..... **ONE GOAL:**
But we still have **ONE GOAL:** To prevent death and injury as a result of unsafe and recalled products to our most vulnerable consumers – **our children.**

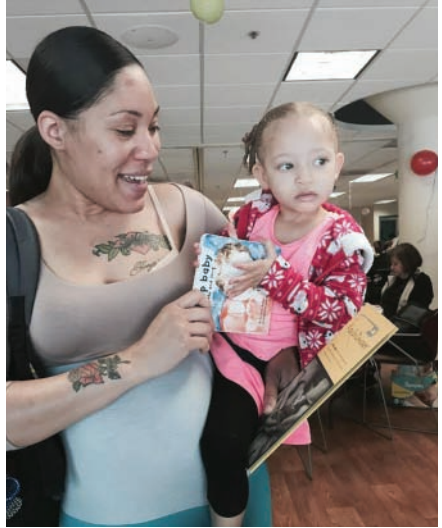
KID IS A VALUED PARTNER TO HEALTH AND SAFETY ORGANIZATIONS IN CHICAGO AND AROUND THE COUNTRY.

Since 2011, KID has attended the **Community Baby Shower at Prentice Hospital** in Chicago. This year KID distributed 500 new mom safety kits at the event. Jill Stein, Resource Coordinator at Northwestern Medical Group, had the following to say about the event and why KID's presence is necessary.

How did you get connected to KID?

My mother in law was actually a colleague of Linda and Boaz (KID founders) for some time and my own daughter was born just days after their son Danny's death. **So from the onset of being a parent, I knew how important and how real the issue of product safety was.** Sadly, it is an often overlooked or ignored topic for parents and caregivers.

That's why when I took over the biannual Community Baby Shower at Prentice three years ago, I was thrilled to see KID already a part of the event. I have tried to make the baby shower a one-stop shop for parents where they can go see all the resources and support available to them. **KID is definitely one of those vital resources.**



This mother takes home a KID safety kit from the Mt Sinai Hospital Community Baby Shower in May 2015.

Why is it important for KID to be at these community outreach events?

In my opinion, KID brings awareness to a topic that parents and caregivers might otherwise overlook. There is just such a learning curve for new parents; so much information to know and not nearly the time to know it all. KID's presence at community events like the Prentice Baby Shower help bridge that gap.

What is KID bringing to the table?

Without KID, parents wouldn't have easy access to this information. What's more, they wouldn't even know they needed this information and as a result, they would never get it. KID helps to bring important attention to this often over-looked, but very real issue.

KID RESEARCH CONTINUES TO DRIVE NATIONAL DISCUSSION ON RECALL EFFECTIVENESS.

Media, regulators, advocates and industry look to the KID annual report on children's product recalls for important data on hazards, recall effectiveness and safety.

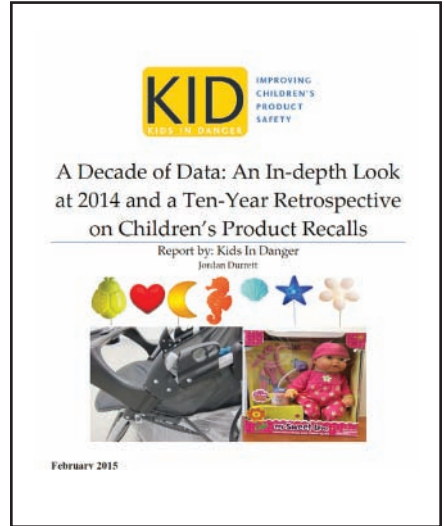
A Decade of Data: An In-depth Look at 2014 and a Ten-Year Retrospective on Children's Product Recalls reviewed recall data from the US Consumer Product Safety Commission (CPSC) for 2014 and the prior nine years.

The report found that incidents, injuries, the recalls and the deaths related to them have decreased. A review of trends over the past decade show that new mandatory standards required by the **2008 Consumer Product Safety Improvement Act (CPSIA)** and "**Danny's Law**" reduced deaths and recalls of the regulated products. There was however only small progress toward getting recalled products out of homes. Eighty percent of recalled products are unaccounted for – many still in use.

Stronger standards, port surveillance and testing requirements have reduced recalls and improved safety. We need to keep strengthening that safety net and address the gap between recalling a product and getting it out of our homes.

The report was widely covered by media and referenced often throughout the year in discussions on improving recall effectiveness.

KidsInDanger.org



KID'S VOICE IS STRONGER THROUGH PARTNERSHIPS.

Building strong coalitions allows our small organization to tackle big issues. From broad national coalitions focusing on CPSC oversight and congressional action to a strong statewide coalition in Illinois working on safe sleep, KID engages partners in our work.

SAFE SLEEP

Bumper pads are involved in dozens of deaths and contribute greatly to confusion over the safe sleep message that **"Bare is Best."** Our coalition, with leadership from **KID, Illinois Action for Children, SIDS of Illinois, Everthrive Illinois** and others, passed legislation in the Illinois House, sponsored by Rep. Emily McAsey, to extend Chicago's ban statewide. However, opposition from manufacturers thwarted the efforts in the Senate. Progress continues regardless with retailers such as IKEA and Target stopping the sale of crib bumpers.

FURNITURE SAFETY

KID partners with **Shane's Foundation** to reach parents with information on keeping their children safe from falling dressers, TV's and other furniture. We helped CPSC develop and promote their **Anchor It!** campaign urging the use of anchoring straps. For long-term solutions, we participate in ASTM International standard setting process to encourage the development of furniture that is less likely to tip.

AND MORE...

There were other emerging issues this year that drew our attention. KID joined an ASTM standards group looking at laundry packets after thousands of injuries occurred when children handled or bit into these toxic little packages. Similarly, KID supports legislation introduced in Congress to protect children from liquid nicotine now available widely with the advent of e-cigarettes.

Your voice is vital to our success as advocates for safety. KID has launched the **KID Action Team** – giving you a way to influence policy makers, the media and businesses to put child safety first. Sign up at www.kidsindanger.org and be a part of our team.



TEST [TEACH EARLY SAFETY TRAINING]

KID's TEST program is unique – bringing the principles of design safety to undergraduate engineering students through real world hazard scenarios and design projects. How does the project promote safer products?

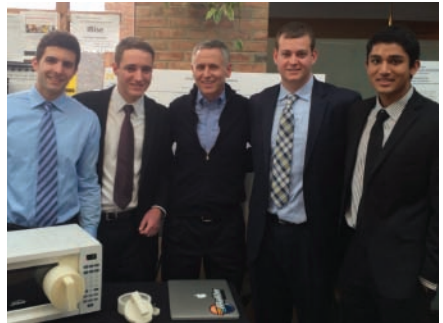
LET'S FOLLOW ONE TEAM:

A team of four students is given this scenario: ***Everyday 40 children under the age of 18 are sent to the emergency room when a piece of furniture like a dresser or bookcase tips over onto them. The goal of this project is prevent furniture tip overs through product design and testing. Can you design a piece of furniture for a child's room that reduces the risk of tip-over?***

The team researched injury data and the current market. They bought a dresser from IKEA – a common choice for a child's room – and redesigned it to have a trapezoid shape – changing the center of gravity and greatly reducing the risk of tip-over.

The students learned lessons on design safety, end users, foreseeable use, standards and pre-market testing.

When these students graduate and work in industry, they will bring extra insights to design that will make future products safer. Each year at



Northwestern University alone, KID works with almost 100 students on various projects. We also work with teams at University of Michigan, Harvey Mudd College and others.

Stepping back for a wider view, industry, CPSC and those in the product safety field also get viable solutions to seemingly intractable problems. CPSC requested this prototype and used it to highlight one approach to reducing tip-over injuries. Three other teams came up with equally viable solutions. And this is just one set of projects – KID also looked at stroller and high chair safety along with microwave scalds and ingestion of laundry packets. KID shares project prototypes with standard setting organizations, manufacturers and CPSC to help in developing safer products in the future.

“Our partnership with KID is an important part of our mission of educating human-centered design innovators.”

Walter Herbst
Clinical Professor, Mechanical
Engineering Segal Design Institute at the
McCormick School of Engineering

KID'S 2015 BEST FRIEND AWARD REACHES NEW HEIGHTS.



With a spectacular view from the 80th floor of Chicago's iconic Aon building, over 260 friends and supporters of KID gathered at the Mid-America Club to celebrate and honor our **Best Friend Award** recipient, Barbara Guthrie, Underwriter Laboratories' Chief Public Safety Officer. Guthrie serves as key spokesperson representing UL on major global safety initiatives.

"KID has what it takes. I would encourage anyone who values the safety of our children to support KID. Together we can all make the world a safer place," says Guthrie. "When all kids die of old age, then our work is done."



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OUR GREAT CHICAGO CHEFS

for donating tasting portions of their favorite dishes: 312 Chicago, Beatrix, Delightful Pastries, Howells & Hood, Kinmont, Seven Bar and Restaurant, Smoque BBQ, South Water Kitchen, and the Mid-America Club.

OUR EVENT COMMITTEE

chaired by Leslie Batterson, Dawn Kasserman and Julius Rhodes, and all the many committee members and volunteers who pulled off this great event. Jane Monzures, host of WGN's Living Healthy Chicago, emceed the event.

OUR DONORS

who contributed prizes for our auction and raffle! (For a complete list, see the online version of the annual report)



SAVE THE DATE

May 18, 2016 at the Mid America Club in Chicago. Join us for KID's Best Friend Award honoring **Lisa Turano**, VP Legal Turano Baking Company and the Turano Foundation. Check out the KID website for details.



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We are most grateful to all of our donors and know we couldn't do our work without your support. Because of you, KID is working to ensure all kids are surrounded by safe environments.

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Wolfgang Puck Catering
Gopho Collective



Members of the KID Running Team participated in the Run Forest Run 5K and 10K in September in Aurora, Illinois and the Edwards Hospital Marathon and Half Marathon in Naperville in November.

FINANCIAL FY15

SUMMARY OF FINANCIAL POSITION AS OF MAY 31, 2015

Assets

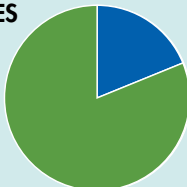
Current Assets	\$ 112,886
Fixed Assets	\$ 2,093
Total Assets	\$ 114,979

Liabilities & Net Assets

Current Liabilities	\$ 9,364
Unrestricted Net Assets	\$ 92,533
Restricted Net Assets	\$ 13,082
Total Liabilities & Net Assets	\$ 114,979

SUMMARY OF EXPENSES

- Program 83%
- Administrative 17%



SUMMARY OF REVENUES & EXPENSES

Unrestricted Net Assets Support

Net Fundraising Support	\$ 52,624
Public Contributions	\$ 146,425
Interest Income	\$ 131
Total Support	\$ 266,275

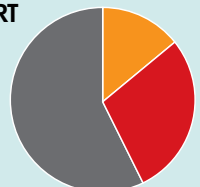
Expenses

Program Services	\$ 193,699
Administration	\$ 40,273
Total Expenses	\$ 233,972

Increase in Net Assets \$ 32,303

SOURCES OF SUPPORT

- Individuals 59%
- Corporations 29%
- Foundation 12%





KID FOUNDERS RECOGNIZED BY LURIE CHILDREN'S HOSPITAL.

KID founders Linda Ginzler and Boaz Keysar received the first ever **Hope and Courage Award for Community Advocates** from Ann & Robert H. Lurie Children's Hospital on Friday October 10, 2014. The award was presented by Chicago's First Lady, Amy Rule.

Pictured: Boaz Keysar, Ann Lurie & Linda Ginzler

KID VOLUNTEERS

- | | |
|--------------------|---------------------|
| Evaline Bai | Yijie (Ellie) Jiang |
| Laura Baron | Sophia Li |
| McKenna Batterson | Nan Lin |
| Sarah Beechy | Valerie Mejjias |
| Asia Bey | Mitali Mewara |
| Chynna Calip | Shernaz Mistry |
| Catherine Callahan | Esmeil Naqeeb |
| Alexis Carrillo | Zhang (Pacy) Peiwen |
| Zhuyi Chen | Paige Randall |
| Jordan Durrett | Matthew Rice |
| Roberta Goldner | Poonam Sharma |
| Alissa Griffin | Shana Willis |
| Brad Groebe | Nicole Witte |
| Cynthia Herrera | Qing (Nancy) Xia |
| | Zhou, Xue (Silver) |

UC INTERNS

- Lauren Daurizio
- Jordan Durrett
- Chloe Gremaud
- Miriam Hauser
- Sarah Johnston
- Jessi LaChance
- Nicholas Walker Craig



THE MANY WAYS TO SHOW HOW MUCH YOU LOVE KID

- 1) Be a "GEM" by Giving Every Month
- 2) Make a Tribute Gift to honor or remember a loved one
- 3) Double your donation with a workplace match
- 4) Support KID when you shop online

Find the details online at KidsInDanger.org, and **THANK YOU** for your support!



IMPROVING
CHILDREN'S
PRODUCT
SAFETY