

KID

KIDS IN DANGER



MAKING A DIFFERENCE
ANNUAL REPORT FISCAL YEAR 2016



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, 2016.

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Pictured below: The Young Professionals Board 2015-2016



Dear Friend,

Children need KID, KID needs you – now more than ever.

It is my honor to provide this annual report – looking at our fiscal year 2016 (June 2015 to May 2016) to you – our supporters, allies, partners and friends.

Much has happened since the fiscal year ended, but let me take this opportunity to remind you of the hard but crucial work KID did during this time:

- Released new research on **pacifier safety**, along with our annual report on children's product recalls – providing solid data for making improvements in the product safety system for children.
- Held two **Bumper Exchanges** in Chicago – giving parents the opportunity to swap dangerous crib bumper pads for a safe sleep kit.
- In the media: KID appeared on the **Dr. Oz Show** to discuss the dangers of bumper pads and convinced Xfinity to remove images of a cluttered crib from their ads – providing our life-saving message to millions of families.
- Provided testimony to a **US Senate Sub-Committee on Consumer Product Safety** and the **Recall Process** – providing a voice for parents at the highest levels of decision making.
- Used all **communication paths** – workshops, social media, email and community events to reach parents and caregivers with the tools they need to keep their children safe.

Read inside about these and other achievements and then answer our call to action – **support KID to keep children safe.**

Nancy Cowles, Executive Director

This word cloud gives you an idea of what action child care providers and parents attending KID workshops pledge to take to keep children safe.



KID'S RESEARCH GIVES STAKEHOLDERS THE INFORMATION THEY NEED TO IMPROVE SAFETY.

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

A KID Report Card: Children's Product Recalls in 2015 reviewed recall data from the US Consumer Product Safety Commission (CPSC) for 2015 and analyzed recall effectiveness for 2014 recalls.

The report found that over 5.5 million units of children's products were recalled in 2015, the lowest since KID began tracking recalls in 2001. Analysis showed that companies are increasingly utilizing social media to increase awareness of recalled products. Nevertheless, most recalled products still remained in consumer hands, demonstrating a dangerous gap between recall announcements and their actual removal from homes.

The number of injuries resulting from unsafe products has decreased 95% since the **Consumer Product Safety Improvement Act (CPSIA)** and **"Danny's Law"** were passed in 2008, but there is still much work to be done. KID will continue fighting to increase recall effectiveness, broaden consumer awareness, and prevent injuries and deaths related to unsafe children's products.

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



KID Executive Director Nancy Cowles, joined by Illinois Attorney General Lisa Madigan and Sessy Nyman of Illinois Action for Children released a report card on recalls for the year. Some passing grades, but more work to do.

The KID Report Card		
GRADE	SUBJECT	REMARKS
B	Recalls	68 children's products were recalled in 2015. By unit (\$501,952), it is the lowest since KID started tracking in 2001.
C	Types of Products	Clothing & Nursery products accounted for over half of all children's product recalls. All of the clothing recalls were for violations of long-standing standards on choking hazards, drawstrings and flammability. Let's beef up testing!
C-	Incidents	819 incidents with the products were reported prior to recall, an average of 12 reports filed before a recall is issued.
A-	Injuries	Seven percent of recalls involved injuries prior to the recall. 36 injuries in all. That is a 95% decrease since Danny's Law passed in 2008. Outdoor and sports products accounted for over half of the injuries.
A-	Fatalities	No deaths were reported prior to recall of these products in 2015. However, read the full report for the deaths that didn't lead to a recall of IKEA furniture.
B-	Social Media	Just under half (44%) of companies with a Facebook account posted about their recall, double from 22% in 2014. Keep up the good work.
Incomplete	Effectiveness	Thirty-seven percent of children's products recalled in 2014 have been successfully fixed or destroyed. But for products already in consumer hands at the time of the recall, the number drops to 13%. Both represent an increase over 2013, but for many of the recalls vital information is missing from CPSC records.

ENGINEERS AND DESIGNERS OF TOMORROW LEARN TO INTEGRATE DESIGN SAFETY INTO THEIR WORK.

The KID **TEST (Teach Early Safety Testing)** program allows undergraduate engineering students to research and design safe children's products, addressing known safety hazards. This year, students from the **University of Michigan, Northwestern University, and Harvey Mudd College** focused on hazards of furniture tip-over, latch failures, burns from microwave ovens and more.

In June 2015, freshman engineering students from **Northwestern's Segal Design Institute** presented designs that solved some parenting safety dilemmas. One set of teams was faced with the task of designing products that soothed a fussy baby. Solutions included an app to encourage safe use of infant swings, a bassinet and a prototype for airline travel called the Aerobaby. The Aerobaby is a cross between an infant soft carrier and hammock for babies to relax safely on parents' laps during flight.

In the fall, engineering students at Harvey Mudd College worked on projects addressing the issue of high chairs and safety latches. Students researched hazards with high chairs and presented

new designs to eliminate the hazards. In the spring, HMC students worked on child-resistant microwaves. These microwaves are difficult for young children to open, reducing the risk of scald burns.

In March, students from the University of Michigan addressed the hazard of furniture tip-overs by designing a storage unit that will not tip over. This dresser can withstand a child's weight up to 75 pounds without tipping over, and has non-removable drawers to prevent children from pulling them out.

Also in March, more students from Northwestern University looked at problems with latches on children's products – specifically strollers, gates and high chairs. teams designed strollers with safer latching systems, a high chair that eliminated pinch points and a baby gate. The **Push n Twist** is a baby gate with a two-step spring locking system. It prevents children from being able to unlock the gate.

If you want to hear more of the student experiences, check out KID's YouTube page and hear what they learned about designing for safety.



KID OUTREACH

WEBSITE




195,725 sessions including 178,110 new visitors. That's

 **536**

VISITS EACH DAY

And what do visitors want to see?

After home page, www.KidsInDanger.org the most viewed pages are:

- 1** A blog post on pacifiers 
- 2** Toys"R"Us Great Trade In Event
- 3** Product hazards page on bath seats
- 4** Understanding the Nap Nanny Recall 
- 5** Family Voices: Preston's Story 

EMAIL



6,858 people got the KID monthly email alert with the downloadable **RECALL ALERT**

SOCIAL MEDIA



The year ended with 8,835 Facebook likes



3,015 Twitter followers

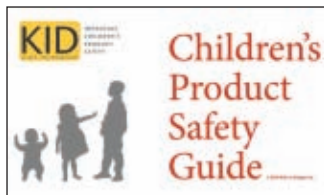
WORKSHOP participants

30% parents

30% minorities

12% grandparents

81% childcare providers



TOP MATERIALS DISTRIBUTED

Safe Sleep Flyer	940
KID Brochure	842
Choking Hazards Flyer	529
Prevent Tip-Over Deaths	351
Children's Product Safety Guide	343

This year, KID developed a new **Children's Product Safety Guide**. This guide can be used for children from birth to school-age and is a handy reference to keep around. Both focus group and survey research shows that it is well received by parents and caregivers and delivers KID's safety message effectively.

WHERE TO FIND KID

This year, you could find KID and our life-saving message all over Illinois and around the country including these events and programs:

10th Legislative District Community Resource Fair 19th Annual Infant Toddler Conference 4- C McHenry Training Alderman Arena Health & Wellness Fair Berwyn Health Fair Children's Home & Aid Childserve New Mom Teen Training DeKalb Childcare Training Esperanza Health Fair Go AEYC Conference Humboldt Park Bumper Drive Illinois Action for Children Spring into Action Conference Illinois Head Start Conference Indiana AEYC Loyola Park Back to School Fair Midwest Injury Prevention Alliance Conference My Giant Steps Child Care NLU Leadership Conference Ohio AEYC Conference Ready to Learn Conference Regional Head Start Conference Riis Park Back to School Rogers Park Community Service Expo Roseland Back to School Rush Premie Picnic South Carolina Early Childhood Education Conference SPARK St. Mary's County Health Department Swedish-American Hospital Tuesday's Child United Child Care Uptown Bumper Pad Exchange Waukegan Public Schools Training Women's Business Development Center YWCA

After a KID workshop, almost all the providers and parents say they will take action. Many would take multiple actions, but here is their top priority:

- 47%** Check for recalls or unsafe products
- 24%** Sign up for email alerts from KID or CPSC or register products
- 15%** Take action on a specific issue: safe sleep, choking hazards, or anchor furniture
- 14%** Share information with colleagues or parents



KID BEST FRIEND NIGHT 2016



On May 18th, over 300 supporters of KID turned out to the **Mid-America Club** to celebrate our **Best Friend Award** recipient, **Lisa M. Turano** of the **Turano Baking Company** and the **Turano Foundation**. Lisa became involved with KID when she was a student at the University of Chicago Booth School of Business when Danny Keysar died and KID was founded. She has chaired this event and served on KID's board for many years since then.

"As proud as I am that KID has had success, the work of KID is continuing... There will always be the need for safety concerns and oversight to protect our children who neither have the voice or experience among themselves to set standards, expectations and demands."



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312 Chicago, Beatrix, Dearborn Tavern, Mercat a la Planxa, Mid-America Club, South Water Kitchen

OUR EVENT COMMITTEE

Chaired by Dawn Kasserman, Julius Rhodes, and Laura Phillips; coordinated by Laura Ford

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



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Alex Vargas | Victory Gardens Theatre | Waveland Bowl | Drew Weller
Wheel of Fortune | Wines for Humanity | Wolfbait & B-Girls Under Advisement, Ltd.

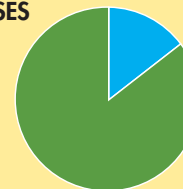
FINANCIAL FY16

SUMMARY OF FINANCIAL POSITION AS OF MAY 31, 2016

Assets	
Current Assets	\$ 121,573
Fixed Assets	\$ 1,046
Total Assets	\$122,619
Liabilities & Net Assets	
Current Liabilities	\$ 6,630
Unrestricted Net Assets	\$ 115,989
Restricted Net Assets	\$ 0
Total Liabilities & Net Assets	\$122,619

SUMMARY OF EXPENSES

- Program 84%
- Administrative 16%



SUMMARY OF REVENUES & EXPENSES

Net Assets Support

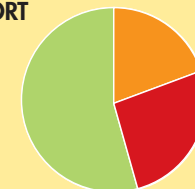
Net Fundraising Support	\$ 75,249
Public Contributions	\$ 194,581
Interest Income	\$ 51
Total Support	\$282,963

Expenses

Program Services	\$ 218,813
Administration	\$ 40,694
Total Expenses	\$259,507
Increase in Net Assets	\$ 23,456

SOURCES OF SUPPORT

- Individuals 55%
- Corporations 25%
- Foundation 20%



THANK YOU

UC INTERNS

Jessica Attas
Maya Baumann
Alexandra Blankenhorn
Jordan Durrett
Samantha Edwards
Sophie Foster
Chloe Gremaud
Miriam Hauser
Camesha Jones
Madison Lo
Tara Maguire
Kristina Mueller
Judith Phinney
Emily Stuart-Morse
Caryn Thor

KID VOLUNTEERS & INTERNS 15-16

Adriana Alfaro-Rojas
Helen Cain
Ludovica Chiappini
Nan Lin
Roberta Goldner
Elizabeth Salgado
David Santiago
Amanda Weiss



KID works hard to keep children safe – especially in their cribs. That is why we have continued to press to get dangerous crib bumper pads out of cribs and off store shelves. We got a boost on the issue this year when, after new research showing increasing numbers of suffocation deaths was published in *Pediatrics*, the **Dr. Oz Show** took up the issue and urged his viewers to sign a petition on **Change.org** and stop using bumpers.

<https://www.change.org/p/the-consumer-product-safety-commission-help-babies-sleep-safely-by-banning-crib-bumpers>



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