



Fighting for Product Safety





KID is... a nonprofit organization dedicated to protecting children by fighting for product safety. Our mission is to save lives by enhancing transparency and accountability through safer product development, better education and stronger advocacy for children.

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Carson Gaffney
Program Associate
Natalija Kosic
Administrative Assistant

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Alex Vargas

Pictured below: Gathering of The Young Professionals Board



Dear KID supporter,

Each New Year's Eve we light a candle in our home. December 31st is Danny's birthday. This year, Danny would have turned 21. Hard to imagine; still, we look at his brothers and try to imagine him among them.

Over the last twenty years, the force that Danny's death provided changed the landscape of children's product safety. We founded KID and led its dedicated board of directors but the real work is done by Nancy and her staff. KID is a tiny organization in Chicago with a huge national presence. This has only been possible because of the emotional and financial support that you provide. Some of you have been with us since day one, some of you joined along the way. Together we have made children safer and kept families whole.

After twenty years, we are passing the baton to new leadership. It is time. Our new president, Shawn Kasserman, has been a KID champion from the beginning and will now lead KID in fighting the good fight. We are grateful to Shawn and all the board members for their dedication. We know that our cause is in excellent hands.

When the national press calls KID to learn the facts, they are always stunned to discover that it is such a small operation. You can see in KID's activities report for the year how much our small staff was able to accomplish with so few resources. Just imagine the impact they would have with more funding. We hope you consider helping KID this season by making a donation.

With sincere thanks,



Linda Ginzel & Boaz Keysar



OUTREACH

KID'S LIFE-SAVING MESSAGING IS THE CORNERSTONE OF OUR OUTREACH AND EDUCATIONAL EFFORTS WITH PARENTS AND CAREGIVERS THROUGHOUT THE COUNTRY.

In **FY17**, we distributed
3,723 BOOKLETS,
BROCHURES, MAGNETS & MORE

This year, we introduced a new workshop, ***Is This Safe? A step-by-step guide to assessing infant sleep products***, and the corresponding **Safe Sleep Checklist**. Our **8-step checklist** will help parents and caregivers quickly evaluate the safety of any infant sleep product, and make the safest choices for their children.

KID's work with childcare providers is a cornerstone of our outreach efforts. In January, KID's ED Nancy Cowles traveled to South Carolina to present our workshop, **Creating Safe Environments for Children**, to the **South Carolina Early Childhood Association**.



In May, KID's Program Director, Carson Gaffney, travelled to Flatwoods, WV to present our newest safety workshop, ***Is This Safe? A step-by-step guide to assessing infant sleep products***, to 100 representatives from hospital and home visiting programs across the state – crucial points of contact for new parents in creating safe sleep environments.

Through workshops and outreach events conducted with foster parents and DCFS staff, KID offers resources for foster parents and DCFS staff to create safer environments for the nearly 17,000 children currently served by DCFS within Cook County.



Every month, **7,115 subscribers** received KID's monthly **Email Alert** and **Recall Digest**. With support from WomenOnCall volunteer Marit Ripley, we redesigned our alert to improve users' experiences – especially on mobile devices – where most of you view our email alert.



Our **Children's Product Safety Guide**, introduced last year, quickly became our most popular resource, and for good reason! We distributed **1,685 GUIDES** this year, and got great feedback from recipients.

Did you learn something from the booklet?

77% learned a lot

22% learned something

1% learned nothing

How likely are you to take action based off what you learned in the booklet?

89% very likely

11% somewhat likely

In **FY17**, we built upon our track record of success working with childcare providers, and invested in new relationships with other early childhood professionals, including foster parents and home visitors. Here are examples of work we've done with our partners:



RESEARCH

KID'S FIRST PRODUCT TESTING REPORT - FURNITURE STABILITY

In August 2017, KID released a research report on furniture tip-over in collaboration with Shane's Foundation. This report marks the first time KID conducted independent testing of products currently on the market to supplement our review of injury and fatality data.

After reviewing injury data, KID worked with UL technicians to test dressers intended for use in a child's room. KID tested 19 dressers and chests for adherence to the current ASTM voluntary standard and also conducted our own additional tests based on realistic use at home. The report found that:

- Ten of 19 units failed tests in the current voluntary standard.
- Only two units passed all tests.
- Furniture placed on carpet was less stable.
- There was a wide variety of how much weight a unit's open drawer could hold without tipping, ranging from 17 to over 70 pounds.

From the research, KID concludes that the current voluntary standard must be updated to include testing that more closely mimics what we see in homes. Even with an updated voluntary standard, dangerous furniture could still be on the market since the standard is voluntary.

In the upcoming year, KID will continue advocacy work regarding tip-overs. To get involved and learn more, visit KID's advocacy page online or sign up for email alerts.

RECALLS AND CHILD SAFETY: A KID REPORT CARD

KID has been tracking child product recalls from the **U.S. Consumer Product Safety Commission** for over a decade. With the passage of Danny's Law in 2008, requiring tough standards and testing, and more recent emphasis on recall effectiveness, we are starting to see progress towards safety for children. Based on 2016 recalls and recall effectiveness data from 2015, here is the KID Report Card on recalls. Access the full report on KID's website.

The KID Report Card		
GRADE	SUBJECT	REMARKS
C	Recalls	Seventy-six children's products were recalled in 2016, a 13% increase from 2015.
C-	Incidents	4,847 incidents were reported prior to the recalls. Five products accounted for 84% of those incidents
C	Injuries	There was a tenfold increase in injuries from the 2015 report. Over half were the result of faulty strollers by Pacific Cycle.
D	Fatalities	Seven deaths were reported from tipping IKEA dressers and chests. All but one happened years before the recall.
B	Social Media	Almost 60% of companies with a Facebook account posted about their recall, up from 44% in 2014.
D	Effectiveness	Very few efforts seem to be made to either improve tracking of recalls or share that information with the public.

KID RESEARCH PUBLISHED IN PEER-REVIEWED JOURNAL

Research conducted by KID intern **Athena Neofotistos** was published this year in the International Journal of Pediatrics. **Choking Hazards: Are Current Product Testing Methods for Small Parts Adequate?** examines incidents and recalls involving choking on children's products and concludes that both the current test fixture for small parts and use and abuse testing standards may warrant review.

TEST: BY THE NUMBERS

KID's **TEST (Teach Early Safety Testing)** Program's goal is to integrate design safety into engineering education at the University level. In addition to curriculum materials available to programs throughout the US at the **National Academy of Engineering Online Ethics Center**, KID works with programs on student projects that address current real-world hazards and presents design solutions to reduce injuries from products. Here's an overview of the work this year:

SCHOOLS



STUDENT TEAMS

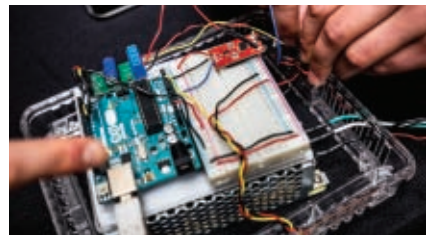
60 students
in 15 teams

STUDENT PROJECTS

15 PROTOTYPES

HAZARDS ADDRESSED

- Crib entrapment
- Crib suffocation
- Stroller collapse or entrapment
- Furniture tip-over
- Baby monitor overheating
- Baby monitor strangulation
- Connected toy electronics
- Privacy issues



Student projects address hazards in toys, furniture, and nursery products, including infant monitors.

ADVOCATE

KID TAKES ACTION TO KEEP CHILDREN SAFE

In June 2016, KID traveled to DC to present our priorities to the US Consumer Product Safety Commission. Among our other concerns, we again raised the issue of the sale of crib bumper pads in the U.S. Despite the American Academy of Pediatrics and every other child health and safety group warning against the use of crib bumpers – which have been linked to suffocation, strangulation and other infant deaths – they remain on store shelves. This year however, progress has been made. Ohio joined Maryland, Chicago, IL and Watchung, NJ in banning the sale of padded crib bumpers. In addition, the then-Chairman of the US Consumer Product Safety Commission, along with commissioners, put out a strongly-worded statement on the dangers of padded crib bumpers and asked the CPSC to begin rulemaking to reduce the suffocation hazard.

KID also continued our crucial role in voluntary standard setting – sometimes the lone consumer voice in the room – working on nursery products, toys, laundry pods, dressers and chests, and hoverboards.

We even took our safety message to the international stage, speaking at the **ICPHSO International Conference** in Brussels, the EU's **International Product Safety Week** conference, and the **Tri-Lateral Product Safety Summit** in Beijing, China. KID spoke on recall effectiveness, social media, and internet sale safety.

FINANCIAL FY17

SUMMARY OF FINANCIAL POSITION AS OF MAY 31, 2017

Assets

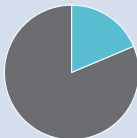
Current Assets	\$ 139,304
Fixed Assets	\$ 0
Total Assets	\$ 139,304

Liabilities & Net Assets

Current Liabilities	\$ 14,603
Unrestricted Net Assets	\$ 124,701
Restricted Net Assets	\$ 0
Total Liabilities & Net Assets	\$ 139,304

SUMMARY OF EXPENSES

- Program 83%
- Administrative 17%



SUMMARY OF REVENUES & EXPENSES

Net Assets Support

Net Fundraising Support	\$ 39,074
Public Contributions	\$ 189,451
Interest Income	\$ 85
Total Support	\$ 228,610

Expenses

Program Services	\$ 181,828
Administration	\$ 38,070
Total Expenses	\$ 219,898
Increase in Net Assets	\$ 8,712

SOURCES OF SUPPORT

- Individuals 48%
- Corporations 33%
- Foundation 18%



BEST FRIEND AWARD NIGHT 2017



This year KID honored four University Programs for the pivotal role they have played in advancing the design of safer products, more effective recalls, and KID's own growth and development.

- The Segal Design Institute at Northwestern University for their work in providing quality design safety education
- Michigan Engineering at the University of Michigan for their work in providing quality design safety education
- The Institute of Design at the Illinois Institute of Technology for groundbreaking research on improving recall effectiveness
- The Rustandy Center for Social Sector Innovation at the University of Chicago Booth School of Business for their support of KID with innovative board development programs.



The evening brought together leaders, advocates, families, and supporters to celebrate KID and our Best Friends. Guests participated in fun activities, won amazing prizes, and enjoyed small plates from **Beatrix**, **Eddie V's**, **Mercadito**, **312 Chicago**, **The Dearborn**, and **Smoque**.

KID relies on this annual event to support our work fighting for children's product safety.



SPECIAL THANKS TO:

OUR DONORS

For contributing prizes for our auction and raffle! For a complete list, see the online version of the annual report on the KID website.



BEST FRIEND AWARD NIGHT VOLUNTEERS

Maya Baumann
 Melissa Bocker
 Sarah Champlin
 Jimmy Champlin
 Sarah Chusid
 Todd Costigan
 Hannah Costigan-Cowles
 Walter Costigan-Cowles
 Rachel Constanzo
 Celia Cullom
 Paola Del Toro
 Laura Duff
 Rich Duff
 Roberta Goldner
 Jessica Hamilton
 Sierra Jackson

Ellie Jiang
 Kalie Keenan
 Kristin Keenan
 Avi Keysar
 Tomer Keysar
 Sean Kenny
 Anne Kozisek
 Jasmine Kwong
 Autumn Leto
 Madison Lo
 Jillian Sanford
 Jenny Sasena
 Poonam Sharma
 Amber Shumard
 Iswarya Srinivasan
 Sam Taylor

Caryn Thor
 Jocelyn Weisman
 Sam White
 Delia Zoquiapa
 Jesenia Zoquiapa



THANK YOU!

CHAMPIONS OVER [\$15,000]

Underwriters Laboratories, Inc.

DEFENDERS [\$10,000 - \$14,999]

Abbott Laboratories
Linda Ginzel & Boaz Keysar

PROTECTORS [\$5,000 - \$9,999]

GATX Corporation
Perry Lentine & Heather Mason
Polk Bros. Foundation
Danny and Anne Shapiro
Susan Sujanto and Tandeane Rustandy

HEROES [\$2,500 - \$4,999]

All Baby & Child
Amsted Industries Inc.
BreathableBaby
William & Susan Goldin-Meadow
Halo Innovations
Richard Larrick & Cynthia Monarrez
France Leclerc & Richard Thaler
Susan Nied
Tomasik Kotin Kasserman LLC

ADVOCATES [\$1,000 - \$2,499]

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Leslie & Blake Batterson
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Gul B. Chotrani
Sarah Clarke & Omri Ben-Shahar
Anthony Cuda
Kay Deaux & Sam Glucksberg
Eugene and Sally Fama
Sonny Garg & Julia Harris
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Ken & Barbara Lieberman
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North Park University
Marisol Pantaja
Barbara Passy
Jane Passy
Philip H. Corboy Foundation
William Prinzmetal
Marcia & Joseph Romano
Judy & Mark Sage
Holly Schroth
Karen Sheehan, MD
Leslie & Steven Swibel
Jill & Bob Tanz
Andrew & Ellen Weller
Drew & Jen Weller

SUSTAINERS [\$500 - \$999]

Admati Anat and David Kreps
Jeanne Brett & Steve Goldberg
Rita & Steve Cevaal
Elizabeth and David Cornelius

SUSTAINERS [continued]

Hannah Costigan Cowles
Liz and Bill Cullen
Suzanne & Harry Davis
Linda Erf Swift
Chely & Jim Frantzen
Irene Freeman & Robert Mc Donald
Daniel T. Gilbert & Marilyn Oliphant
Anne Henly and Howard Nusbaum
Lance & Ann Hopkins Avery
Robert & Frances Hughes
Lineweaver Trust
Donna & Robert Weinstein
Naperville Marathon
Naturepedic
Amy O'Connell
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Dr. Darrell Rigel & Mrs. Beth Rigel
Lawrence Sayah
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Lisa Turano
George Wu and Penny Visser

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Ellen and John Engel
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Don Mays
Tanya Menon Gandhi & Priithvi Gandhi
Leah Morros

GUARDIANS [continued]

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Francis Patrick & Patricia Murphy
Jason Osborn
Holly RaiderGuy & Naama Rolnick
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Stephen J. Senderowitz
Jessica Shukman
Lisa & Tim Siefert
Leonard & Robin Soffer
Becca Stephen
Chris Tinsley
Karen & John Wheatley
Anastasia Zakolyukina

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Cheryl & Wayne Baker
David Baker
Kenneth Bardach
Ayelet & Itzhak Ben-David
David Bentkowski
Dana & Lyle Berkowitz
Sandu Berschadski & Susan Masula
Joanne Gilbert & Mike Bishop
Raymond & Susan Black
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Ms Barb Brandstetter
John Brandstetter
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Barbara & Joel Cooper
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Ginny & Todd Costigan
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Rhonda Duffaut
Jamie Eagle
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THANK YOU!

ALLIES [continued]

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Judith Maas & Howard Silver
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Nicole Kasserman
Elliot Kaye
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Shelley & Edward Keller
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Sean Kenny
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Karim Ladha
Rebecca Levin
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Gale Lukat
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Gretchen Mako
Shara & Daniel Margoliash
Carmen Marti
Mathew Logar
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Jeremy and Janet McGee
Jennifer & Kevin McGowan
Ed Miller
Michelle Million & Michael Ranney
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Helen Morse & Fritz Skeen
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Mary Ann & Joe Opperman
David Palay
Sharon Parke & Peter Litton
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Mitchell & Beverly Petersen
William Peterson
Susan & William Popa
Drs. Kyran & Maura Quinlan
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Christine Readdick
David Ritter
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Burton & Fredda Sage
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Miriam & Harvey Schiller
Terese Schwartzman
Steve Shevell & Jeanne Marsh
Maxwell Shuftan
Mark Siegler
Barbara & Michael Simon
Brain & Heather Spang
Benjamin Squires
Daniel Sternberg
James Stewart

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Bryan & Jodi Stuart
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Jeanne & Tom Szromba
Katherine & Kenneth Tallering
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Brent & Terri Tucker
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Elaine Walden
Eliza Weber
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Joan Winstein
Ana-Maria Zaugg
David Zivan

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Jason Collier
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Timothy Flynn
Anne & Ken Frantzen
Elliot and Tamar Frolichstein-Appel
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Leon Gold
Steve & Rita Gordon
Dan & Susanne Griffith
Kay Hendricks
June Huang
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Matthew Johnson
Emanuel & Rivka Kahana
David Kaneshiro
Leslie Kay
Paul & Vicki Kendall

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Anat Keysar
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Gillian Siegel
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Lori Walsh, MD
Ed & Robin Weiss
Lauren Ziskind

THANK YOU!

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Bottleneck Management
John Brandstetter
Brookfield Zoo- Chicago Zoological Society
CH Distillery
Chicago Bears Football Club
Chicago Blackhawks
Chicago Blue Dolphins
Chicago Bulls
Chicago Cubs
Chicago Fire Soccer Club
Chicago Shakespeare Theater
Chicago Sky
Chipotle Mexican Grill
CorePower Yoga
Court Theatre
CrossTown Fitness
Dearborn Tavern
DineAmic Group restaurants
Dinkel's Bakery
Diversey River Bowl
Eclipse Aromatherapy
Eddie V's Prime Seafood
Alexandra Eidenberg
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FieldHouse Jones Hotel
Four Corners Tavern Group
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Gateway Arch Riverboats
Gymboree Play and Music
Halo Innovations
John & Tony's
John G. Shedd Aquarium
Kaiser, Leslie & James
Kilwin's Hyde Park
Koval Distillery
Krista McGann
Lakeshore Sport and Fitness
Laugh Factory
Lil' Kickers Chicago
Little Beans Cafe
Little Beet Table
Little Goat Diner
Lou Malnati's Pizzeria
Margie Korshak Inc
Marriott Theatre in Lincolnshire
Mercat a la Planxa
Missouri Botanical Garden
Monica + Andy

AUCTION & RAFFLE PRIZE [continued]

Museum of Contemporary Art Chicago
Susan Nied
Old Town School of Folk Music
Panera Bread
Parachute Restaurant
Kristina & Daniel Paschall
Paul Stuart
Pickles Playroom
Pinot's Palette
Porchlight Theatre
Pump It Up
Purina Farms
Purple Monkey Playroom
Ralph Lauren Restaurant
Revival Theater
Royce' Chocolate
Salon Blue
Silk Road Rising Theatre
Leonard & Robin Soffer
St Louis Cardinals
St. Louis Symphony
The Denim Lounge
The Saint Louis Brewery
The Second City
Wines for Humanity

FOUNDATION GRANTS

The Alvin Baum Family Fund
The Austin Community Foundation
The Center for Injury Research
and Policy at Nationwide Children's Hospital
CJ First Candle
The Reva and David Logan Foundation
The Turano Foundation

CORPORATE MATCHING GIFTS

Aon Foundation
American Institute for Foreign Study
The Boeing Company
Exelon Corporation
GE Foundation
Mattel Children's Foundation
UBS Community Affairs and Corporate Responsibility

IN-KIND DONATIONS

Amy Cordell Design
Gage Restaurant
University of Chicago Gleacher Center
Gotho Collective
Hyatt Corporation
JB Graphics
Knaack 4 Design
Lakeshore Audiovisual
Devyani Seth
Virginia Wolff Flowers
Wolfgang Puck Catering

IMMEASURABLE STRENGTH

KID is a small but mighty organization, and we gain immeasurable strength from the dedicated interns and volunteers who join us in our cause. Throughout their time at KID, interns and volunteers assist in a variety of ways, including translation of KID materials to other languages, social media strategy development, and independent research reports. In FY17, University of Chicago work study students contributed 1,082 hours to our cause, and volunteers contributed at least 1,000 more hours. Here's what some of our recent interns and volunteers have to say about their time with KID:

"It was a pleasure to be part of a nonprofit whose focus is safe products for kids, and to help parents and grandparents choose the safest products."

Javier Poderos, KID Volunteer

"I learned how many recalled products are used by consumers and how many kids die because of dangerous products. KID plays an important role in saving children from dangerous products, and I am glad to have worked with them, even though my term was short."

Yuim Lee, KID Volunteer

"In the past year that I've been interning with KID, I have been involved with many projects and learned a whole lot about the behind-the-scenes work at nonprofits. KID is special in that they allow interns to be closely involved with many projects, and even spearhead projects ourselves."

Rachel Constanzo, KID Intern

"The best part about KID is being able to work with a team full of brilliant and passionate people to create meaningful change."

Madison Lo, KID Intern



UC WORK STUDY

Jessica Aftas

Maya Baumann

Rachel Constanzo

Celia Cullom

Paola Del Toro

Heather Jones

Madison Lo

KID VOLUNTEERS & INTERNS 16-17

R. Lisa Anderson

Marian Casey

Anne Ceppi

Janna Cummins

Kathy DeVries

Stephanie Flores

Grace Francque

Roberta Goldner

Jean Handley

Yuim Lee

Cindy Lui

Esmeil Naqeeb

Javier Poderos

Clarissa Qu

Marit Ripley

Janet Ro

Ragini Sharma

Anne Wang

Amanda Weiss

Samantha White

Kim Vongkhamchanh

Jesenia Zoquiapa

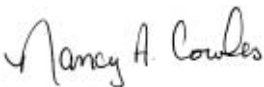
Friends of KID:

Take a look inside this year's annual report. You'll find useful information to measure the impact your support has for KID and children's safety. We invite you to sign up for our monthly email alerts and follow us on Facebook, Twitter and Instagram. We've got a lot coming up in the year ahead that you won't want to miss:

- The new look in this annual report is just the first step in launching the new face of KID. You'll see our new logo everywhere as we work to reach new families and stakeholders in product safety.
- With your support, we'll introduce a new website this spring to highlight our life-saving information and provide parents and caregivers – as well as the media, policy makers and allied organizations – with a more effective tool as we work together for safer products.
- Our programs are continuing to grow as we engage engineering students, health care providers, early childhood educators, government regulators and others in our efforts to improve transparency and accountability in the product safety arena.

Almost 20 years ago, in June 1998, KID was founded to make a difference in product safety. We have had a vast impact and will be marking the progress and exploring what the future holds as we commemorate our 20th anniversary in 2018. Mark your calendars now for the **20th Anniversary Best Friend Award Night** on **May 3, 2018** at Galleria Marchetti in Chicago. We'll be honoring our founders, Linda Ginzler and Boaz Keysar and asking for your support as we look ahead to the next 20 years.

We would not be here without the support of so many people and companies who share our mission of fighting for safer children's products. Thank you.



Nancy Cowles, Executive Director

Many parents and caregivers interact with KID through our online presence – getting safety information, joining us in advocacy efforts and sharing their own experiences with children's products, recalls, and safety.

WEBSITE In **FY17** there were **216,935** sessions on KidsInDanger.org including **197,030** NEW visitors. That's **594 VISITS EACH DAY!** 

SOCIAL MEDIA 



The year ended with **9,479** Facebook likes



3,291 Twitter followers



116 West Illinois St, Suite 4E, Chicago, IL 60654
312-595-0649 | email@KidsInDanger.org
www.KidsInDanger.org