

Dear KID friends and supporters:

It was a busy summer here at KID! With volunteers from as far as Italy, new initiatives like our Bumper Exchange and all the summer safety fairs and outreach, our efforts have improved safety for children here in Chicago and around the country.

Take a look at this issue of **ACTION** and you might notice KID has expanded our work beyond nursery products and toys. We couldn't ignore emerging hazards such as furniture tip-overs, and laundry packets putting thousands of children at risk. Through standard setting activities, research, coalition building and working with engineering students in our TEST program, KID is working to reduce the risk and alert families to the dangers. Follow KID online and on social media to keep up to date. **Want to learn more or help on any programs or issues?** Don't hesitate to call or email – we want to hear from you.

-Nancy Cowles
KID Executive Director

Board News

KID bids farewell to our long-time supporter and recent board member **Kim Etscheid** as she and her family move to Florida.

Joining KID's board this fall are **Amy Hogan**, Executive Director, Consumer Brand Strategy at Blue Cross Blue Shield Association and **Donald Mays**, Director, Product Safety & Quality, Supply chain Risk Management at Deloitte & Touche LLP.

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KID joins industry, regulators to prevent furniture tip-over injuries & deaths.



In August, KID's Executive Director Nancy Cowles and Shane's Foundation founder Lisa Siefert participated in a furniture safety summit organized by the **US Consumer Product Safety Commission (CPSC)**, the American Home Furnishings Association (AFHA), and ASTM International in High Point, NC. Close to 50 industry representatives participated, along with testing labs.

The purpose of the summit was to move the dialogue forward on preventing deaths and injuries due to furniture and TV tip-overs. **Every half hour, a child is rushed to the emergency room due to a tip-over injury; every two weeks, a child dies as a result of furniture or television tip-over.**

CPSC Commissioner Marty Robinson challenged the group to pass a stronger standard; encourage compliance with the standard and increase availability of anchoring devices. The CPSC also presented examples of anchoring systems that require few or no tools and possible designs of furniture to prevent tip-overs and highlighted KID's TEST program's efforts to create new design solutions to tip-overs.

As a result, the ASTM furniture safety committee has agreed to push forward with strengthening the standard at a more rigorous pace. KID will be participating in these ongoing efforts as well as the CPSC's **#AnchorIt** education campaign. In addition, KID recently received funding from the Center for Research Institute for Research and Policy at Nationwide Children's Hospital to research furniture tip-over and present new solutions.





In June, KID hosted a safety workshop for the **Women of the Village** childcare network in Waukegan, IL. Charlotte, the group's President, says "KID has helped me look for safety every day. I stay connected to KID by reading the safety alerts each month and forwarding them to other parents and caregivers, including those at my facility. I am so happy to share KID with the childcare providers in in Chicago's north suburbs and I host a safety workshop at my center each year. I learn something new at every workshop I attend. In the end, KID has made my facility safe."



This August, the KID Young Professionals Board hosted our first fundraiser at Bottle & Bottega in Chicago. It was a great opportunity for people to come together to paint for a cause and have fun at the same time. Fundraisers like this help fulfill the mission of the group which is to promote and fundraise for KID.



Nancy Cowles is joined by some members of our summer volunteer and intern team. Over the course of the summer, they volunteered 788 hours at KID – the equivalent of 2 full time staff! As a result, we were able to: expand our TEST program materials, have our first ever crib bumper pad drive, and conduct research on child injury data.



On August 17, KID, SIDS of Illinois, Everthrive Illinois and other partners held our first **Bumper Exchange** in Humboldt Park in Chicago. Parents could exchange dangerous crib bumper pads for a safe sleep kit including a Halo SleepSack, children's book on safe sleep from Charlie's Kids Foundation, Safety Kits from Ann & Robert H. Lurie Children's Hospital of Chicago and more. State Representative Pamela Reaves-Harris joined us, along with ABC Chicago who covered the first-of-its-kind event in Chicago. And don't worry about those discarded bumpers! **The Anti-Cruelty Society** has taken them to make pads for orphan kittens and puppies. The coalition, which has been working together to pass legislation banning the sale of bumpers in Illinois (already banned in Chicago) plans to hold many more exchanges. Want to hold one in your community? We have the tools you need to get started – give us a call.

Loads of Temptation: Laundry Packets

Have you seen or used individual laundry packets? Children find them irresistible. Since their introduction in 2012, there have been **30,000 reported cases of child injury** due to this product. Children bite them thinking they are candy or just appealing. The results can be devastating. There have been two deaths, severe respiratory injuries and many tearful hours in emergency rooms or hospital beds. If your child is exposed to the contents, call Poison Center immediately.



Consumer Reports announced in July that they no longer recommend laundry packets and urge households with children under six to not buy them. Through ASTM International, the industry, regulators and consumer groups have been working on a standard to address the hazard. After much work, the new standard was published in September. KID, along with other groups will be watching the data closely. If the injury rate remains high, more changes may be needed.

Want to get involved as a volunteer, schedule a training or workshop for parents or caregivers, or learn more about our Young Professionals Board? Email our Program Director Laura Nikolovska at laura@kidsindanger.org.

KID BEST FRIEND NIGHT 2015

On May 20, 2015, KID held its annual Best Friend Award Night, honoring **Barbara Guthrie**, Vice President and Chief Public Safety Officer at **Underwriters Laboratories**, as our 2015 Best Friend. With over 250 guests, friends, and supporters of KID attending, this was KID's biggest and most successful event to date, raising over \$100,000 to support KID's life-saving mission.

Attendees mingled and enjoyed the views from the Mid-America Club. They sampled tasty treats from prominent Chicago chefs and restaurants who donated their time and talent to provide delicious food. Featured restaurants included **312 Chicago**, **Beatrix**, **Delightful Pastries**, **Howells & Hood**, **Kinmont**, **Seven Bar and Restaurant**, **Smoque BBQ**, **South Water Kitchen**, and the **Mid-America Club**. **Jane Monzures**, host of WGN's Living Healthy Chicago, emceed the event. KID's **Young Professional Board** provided fun games and activities to keep the evening lively and enhance our fundraising efforts. Watch for news of our May 2016 event and contact lauraford@kidsindanger.org to get involved.





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

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How can you support KID?

We count on our donors to help KID accomplish our mission of promoting the development of safer children's products, advocating for children and educating parents and caregivers.

LET US
 COUNT
 THE
 WAYS...



1) SIGN UP TO BE A GEM CLUB MEMBER

All of our donors are special, but donors who **Give Every Month** truly are KID's GEMs! For as little as \$10 a month you can help us meet our goal of 25 GEM CLUB members by December 31st. Tell your friends, too. Watch our website <http://www.kidsindanger.org/donate> to follow our progress.

2) MAKE A TRIBUTE DONATION

A milestone, birthday, anniversary and any celebration is a great time to honor or remember a loved one. We'll send a card with a personalized message – in honor or in memory of your special someone.

3) SHOP ON AMAZON

Sign up for **AmazonSmile** and designate KID as your charity of choice. Each time you make a purchase, Amazon will donate 0.5% of the price of your eligible purchases to KID. Shop to your heart's content and do something good at the same time. <https://smile.amazon.com/ch/36-4234906>

4) GIVE AT WORK

Does your employer have a **workplace giving program**? For federal employees use our **CFC # 42080**; State of IL employees use our **SECA #911-0865**. And if your company allows you to make tax-deductible payroll contributions or has a matching gift program use KID's tax ID number: **36-4234906**. Remember, a matching gift can double the value of your gift!

5) GIVE TO MEET A CHALLENGE GRANT

For the second year in a row, the **Reva and David Logan Foundation** provided a **Challenge Grant** for KID - matching up to \$10,000 if your gift meets one of these requirements: 1) You are a new donor to KID; 2) Your increased amount over last year will qualify; 3) You missed us last year –*so please come back* and they'll match your gift, too.

DONOR SPOTLIGHT: KAREN CASSON

One of our newest GEM Club members, **Karen Casson**, is not new to KID. She has been a donor since 2005 and has helped KID secure sponsorships for our annual Best Friend Award Night through her professional connections as the VP of Sales at Halo Innovations and a board member at All Baby & Kids, Inc.



"Kids in Danger is a nimble organization with passionate team members and a community of caring individuals who strive to eliminate injury and death with unsafe children's products," says Karen. "Their association with government agencies, the media, caring manufacturers and vigilant retailers is making a difference. A huge one."

Thank you Karen for your commitment to KID!

**No matter how big or small your gift,
 \$ + \$\$ + \$\$\$ = a sum that really makes a difference!**

To learn more about any of these giving programs, email KID at karen@kidsindanger.org, call us at 312-595-0649 or check out our website at www.kidsindanger.org.