

25th Anniversary 1998-2023

KID


























Fighting for Product Safety

2023 ANNUAL REPORT

1998

RESILIENCE • INNOVATION • DEDICATION

2023

<p>1999</p>  <p>After Danny Keyser died in a poorly designed portable crib, his parents founded KID.</p>	<p>2000</p>  <p>The Illinois Children's Product Safety Act, which prohibits the sale of recalled products or their use in child care was adopted.</p>	<p>2001</p>  <p>The Children's Product Safety Act passed in Michigan and Linda and Boaz received the 2000 Presidential Service Award.</p>	<p>2002</p>  <p>KID held the first Best Friend Award Night and U.S. Rep. Schakowsky introduced the Infant and Toddler Durable Product Act.</p>	<p>2003</p>  <p>KID released its first report, <i>Clear and Present Dangers: Children's Product Recall</i>.</p>	<p>2004</p>  <p>KID added Family Voices to its website, sharing stories of children who have been injured by dangerous children's products.</p>	<p>2005</p>  <p>KID held its first NYC event in conjunction with the opening of the Museum of Modern Art "SAFE" exhibit.</p>	<p>2006</p>  <p>KID created the Safe from the Start Program which gives parents and caregivers the tools they need to keep children safe.</p>	<p>Change Strategy</p>  <p>The Consumer Product Safety Improvement Act, which includes Danny's Law, was signed into law.</p>	<p>2007</p>  <p>In "The Year of the Recall," a Pulitzer Prize winning series was written in the Chicago Tribune on children's product safety.</p>	<p>2008</p>  <p>KID launched the Dobby Sayah Grandparent Outreach Program.</p>	<p>2009</p>  <p>SafeProducts.gov was launched, providing the public access to consumer incident reports.</p>	<p>2010</p>  <p>Two parts of Danny's Law were implemented – the requirement for product registration plus the strong mandatory standard for cribs.</p>	<p>2011</p>  <p>Maryland became the first state to ban the sale of crib bumpers, following the lead of Chicago.</p>	<p>2012</p>  <p>The KID Running Team participated in the Naperville Inaugural Marathon, raising \$16,000.</p>	<p>2013</p>  <p>KID joined other advocates to work through ASTM for the first voluntary standard for liquid laundry pickers.</p>	<p>2014</p>  <p>KID and Shane's Foundation released a report documenting the testing of 19 clothing storage units and severity of furniture tip over.</p>	<p>2015</p>  <p>KID launched a new website and moved forward on design safety and using technology to drive product safety.</p>	<p>2016</p>  <p>KID offered educational webinars as COVID-19 changes the way KID conducts outreach and hosts a successful virtual BSA Night.</p>	<p>2017</p>  <p>The CPSC's safety standard for infant sleep products went into effect, removing many dangerous items from the marketplace.</p>	<p>2018</p>  <p>Consumer groups and parents successfully advocated for child safety bills in Congress.</p>	<p>2019</p>  <p>KID launched the Safety Forward Program and started offering more Spanish language materials to reach underserved communities.</p>	<p>2020</p>  <p>KID launched a free online course, the Design Safety Toolkit, that helps designers make safer products.</p>	<p>2021</p>  <p>After dozens of deaths and years of advocacy, the Fisher-Price Rock 'n Play Sleeper was recalled.</p>	<p>2022</p>  <p>Linda Guard stepped down as KID President after 20 years and is succeeded by longtime board member Shawn Kaverman.</p>	<p>2023</p> <p>KID launched a free online course, the Design Safety Toolkit, that helps designers make safer products.</p>
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KID is a nonprofit organization dedicated to protecting children by fighting for product safety. KID's mission is to save lives by enhancing transparency and accountability through safer product development, better education, and stronger advocacy for children.



RESILIENCE
INNOVATION
DEDICATION

We are happy to share the remarkable achievements of KID as we mark our milestone year in this 25th Anniversary Annual Report.

Over the past 25 years, KID has demonstrated unwavering commitment to the mission of protecting children by fighting for product safety. Our journey has been marked by resilience, innovation, and dedication to protecting the most vulnerable members of our society.

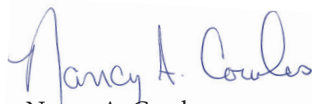
In these pages, you will see the incredible milestones we have reached and some of the people who have helped. Our 25th anniversary year has been a testament to the enduring impact of our work, showcasing the tangible results of our efforts to improve child safety across the nation. From our groundbreaking research initiatives to our impactful advocacy campaigns, KID has continued to lead the charge in addressing critical product safety issues.

We have been fortunate to have the support of individuals, organizations, and volunteers who share our vision. Your support, whether through volunteering, donations, or advocacy, plays a pivotal role in our mission's success.

I encourage you to dive into this Annual Report to learn more about KID's accomplishments, programs, and initiatives. We have done so much, but there is more to do. Together, we can find new ways to support KID's mission and further our impact.

Thank you for your continued support and dedication to KID as we work to create a safer world for our children.

In solidarity,



Nancy A. Cowles
Executive Director



Shawn Kasserman
President

KID MILESTONES:



Tragically in 1998, Danny Keysar was the 5th victim of a recalled and poorly designed portable crib. His parents, Linda Ginzel and Boaz Keysar, founded KID in his memory.

1998

Danny's parents' first action was to introduce and pass with unanimous support, the Illinois Children's Product Safety Act. This Act requires retailers to remove dangerous recalled products from their shelves, as well as prevent their use in child care facilities.

1999



After much advocacy, the Consumer Product Safety Improvement Act, which includes Danny's Law, was signed into law.

2008

Chicago Tribune

Friday, July 28, 2006 Chicago Tribune



Photo courtesy of Linda Ginzel
Danny Keysar (left), pictured with his brother Ely, died 10 years ago in the collapse of a portable crib that had been recalled. Danny's mother, Linda Ginzel, has campaigned for tougher product safety standards since then.

Safety bill a boy's sad legacy

By Patricia Callahan

Linda Ginzel never wanted to be a consumer activist.
"The University of Chicago professor and mother of two boys, Danny Keysar was strangled at his Lincoln Park day care provider's daycare after a recalled portable crib collapsed on his neck. It had two days after his mother's death in 1998. Danny, 10 months old, was the fifth

to die in the recalled product.
Ginzel's family would avoid significant safety laws. But it was a long fight.
"The manufacturer's 100 employees

having to receive recalled products," she said.
It also requires that manufacturers have inspection certificates that don't ask for any more information, and that inspectors are certified persons if there is a recall.
The crib that killed Danny's brother had a recall notice in the room that day.

That daughter was left as the

25 YEARS OF KID

2018

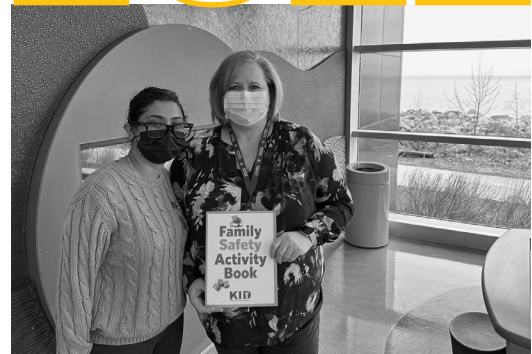


Linda Ginzel and Boaz Keysar were honored at KID's Best Friend Award Night for the incredible work they've done for children's product safety.



KID launches the [Design Safety Toolkit](#), a free online course that provides children's product developers with the information they need to design, develop, and market products more safely. KID also launches the Safety Forward Program to more effectively outreach to under-served communities.

2022



2023

THE YEAR IN ACTION



Advocacy

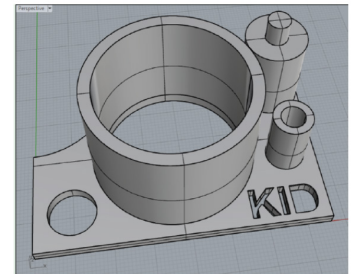
KID advocates on behalf of children and families to strengthen standards on children's products – through standards settings and federal advocacy. This year saw tremendous progress. Congress passed Reese's Law in August 2022 to prevent child deaths and injuries from button and coin cell battery ingestion. Congress also passed the Stop Tip-over of Unstable, Risky Dressers on Youth (STURDY) Act which will prevent furniture tip-overs by requiring a strong standard to assure the stability of clothing storage units, and the U.S. Consumer Product Safety Commission (CPSC) voted to pass a strong furniture tip-over standard. The CPSC also passed two rules to address unsafe accessible cords in both stock and custom window coverings, which pose a risk of strangulation.



KID Design Safety Toolkit Launched



KID developed and launched the KID Design Safety Toolkit, a free online course to provide children's product designers with the tools they need to develop and market products more safely. KID is continuing to develop content for Phase 2 of the Toolkit which will be a deeper dive into four main product categories: At Home, Sleep, Out and About, and Play. Major funding for the Toolkit was provided by Amazon, and additional funding was provided by BreathableBaby, ASTM International, Etsy, and QIMA. Access the Toolkit at www.kidsafetytoolkit.org.



Safety Hierarchy





TEST Program

KID has worked with university level engineering students since 2003 through our [Teach Early Safety Testing \(TEST\)](#) program. KID continued to partner with University of Michigan Engineering and the Segal Design Institute at Northwestern University. Last winter, Northwestern students worked on improving the safety of baby products such as bouncers, swings, and rockers. Each team took a different approach to address making the product safer, designing tools to alert parents to unsafe sleep positioning, and to create better access to safety information at point of purchase. In the fall, University of Michigan students presented their design for safer high chairs that aimed to prevent falls. The prototype included restraints that automatically kept children seated without additional straps or buckles.



Public Education and Outreach

Throughout the year, KID led virtual presentations of our [Safe From the Start](#) workshop for local community groups such as UCAN, Thompson Family Services, Good Shepherd Center, ECHO Family Services Program, and more. KID also provided safety resources to Chicago communities at the 18th Annual Family Health and Fitness Fair, the 33rd Ward Back to School Health Fair, and the Brightpoint Community Resource Fair.

Our social media reach significantly increased through more interactive content. Our Instagram followers more than doubled and Facebook continued to grow steadily. Dozens of blog posts covering seasonal safety tips, important safety and recall news, advocacy updates and KID highlights helped keep our community informed.





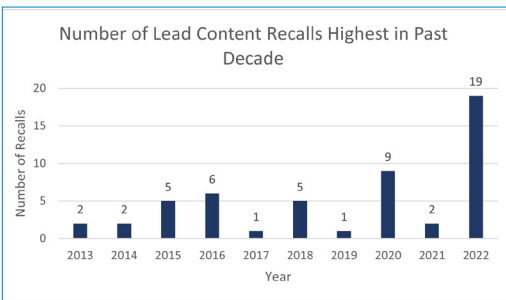
Research

Recall report

KID's 2023 annual recall report, [Hidden Hazards: 2022 Children's Product Recalls](#), examined trends in product recalls in 2022 and recall effectiveness. The year 2022 had the highest number of children's product recalls since 2013; 100 recalls making up 34% of all CPSC recalls. Recalls due to excessive lead content increased with 19 recalls. This is the highest number of lead recalls in the last 10 years, with nine recalls in 2020 a distant second.

Additional findings from the report include:

- Clothing recalls doubled with 32 recalls compared to 16 recalls in 2021. Most of these were due to a failure to meet federal flammability standards.
- The CPSC released warnings to consumers about five hazardous children's products without recalling the products. The warnings were for the BabyRescue Rapid Evacuation Devices, Fisher-Price Infant-to-Toddler Rockers, Fisher-Price Newborn-to-Toddler Rockers, Kids2 Rockers, and the DockATot Deluxe Plus Dock.
- Companies' monthly progress reports regarding recall activity continue to be sporadically and incompletely filled. KID filed 64 Freedom of Information Act (FOIA) requests for recalls in 2021 and received only 38 reports, many with missing or incorrect data.



Summer Safety Report

Summer is a time for children to explore the outdoors and enjoy warm-weather activities, hopefully while avoiding unknown hazards some products pose. To provide information and give action steps for a safe summer, KID released a report on potential hazards and recalled summer products. Read KID's research reports at www.kidsindanger.org/research.

2023 EVENTS

2023 Best Friends Night

On May 23, 2023, KID held its annual fundraiser, the [Best Friends Night](#), commemorating KID's 25th Anniversary. Thank you to all of KID's best friends who showed support; whether attending in person, donating, buying raffle tickets, or sponsorships. Guests heard about KID's accomplishments over the past 25 years, including a special video message from KID founders Linda Ginzel and Boaz Keysar.





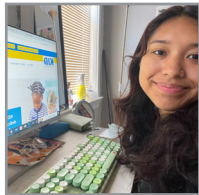
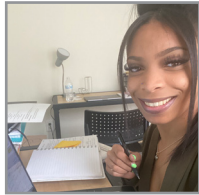
YPB Happy Hour Fundraiser

In August 2022, KID's Young Professionals Board (YPB) hosted a happy hour “Kick Back with KID” at Radio Room in Chicago. KID's YPB consists of engaged young professionals who have demonstrated strong leadership qualities and are committed to KID's mission. They were excited to host their first in person fundraiser after two years of virtual events. Please contact Sahiti Pidaparti at sahiti@kidsindanger.org if you're interested in joining the YPB.



Work Study, Interns and Volunteers

Anahi Alcoser Bravo
 Lissey Bayla
 Suzanne Bracken
 L. Matthew Dollet-Hemphill
 Jessica Dragovich
 Tehearrah Ferguson
 Ruben Hillar
 Tejas Idate
 Jessica Kasperek
 Ramsha (Shay) Khan
 Nidhi Khare
 Sue Lai
 Phani Lanka
 Chrisy Michaelsen
 Mallorie Monckton
 Esmeil Naqeeb
 Sai Vikas Nethi
 Isabel Perez-Becerra
 Srinivasa R. Pidaparti
 Aniruth Senthilkumar
 Swathi Sureshmoorthy



KID Fighting for Product Safety

March Recall Digest

Children's Product Recalls
 03/01/2023 - 03/31/2023

Below are pictures and details of children's products recalled this month. If you have one of these products, take it away from children and contact the company using the information provided below or view the recall notice for more details at cpsc.gov/recalls. To get monthly email alerts of recalls and product safety news, sign up at www.kidshanger.org. Sign up for email alerts from the Consumer Product Safety Commission at www.cpsc.gov/Recalls/Subscribe. If you have an incident or injury with any children's product, report it to Safe@products.gov.

Product	Hazard	Website	Contact
1. Skip Hop Sene Living Cloud Activity Gyms	Choking	www.skiphop.com	800-992-4024
2. Koss Preferred "My First" Disney Character Figurines	Choking	www.koss.com	888-968-9268
3. Huggy USA Children's Hoodies	Lead	huggy.com	800-667-2583
4. Wenderson Baby Bases Socks	Choking	www.wenderson.com	888-770-7052
5. Cuts Associates Laminator Table & Sealing Board High Chairs	Fall	www.cutsassociates.com	800-285-8172
6. TK Airdie Bookcases	Entrapment	www.tkairdie.com	888-520-1892
7. Huggy USA Children's Pajamas	Sum	www.huggy.com	800-667-2583
8. Pinner Caper Children's Pajamas	Sum	www.pinner.com	415-545-8087
9. BTTFarth Children's Robes	Sum	www.bttf.com	hugoboss@bttf26.com
10. Besuaine Office Apparel Children's Robes	Sum	www.besuaine.com	zhu@besuaine.com
11. Childswiss Children's Robes	Sum	www.childswiss.com	info@childswiss.com
12. SGMWHD Board Children's Robes	Sum	www.sgmw.com	tkucy@hst126.com
13. The Cuts Apparel Company Children's Nightgowns	Sum	www.cuts.com	888-326-9666
14. Boney & Lane Children's Nightgowns	Sum	www.boney.com	hello@boneyandlane.com

KID is dedicated to protecting children by fighting for product safety. KID's mission is to save lives by enforcing transparency and accountability through our product development, better education, and stronger advocacy for children.

KID | 110 West Illinois Street, Suite 40, Chicago, IL 60604 | 832-336-8888 | email@kidshanger.org | www.kidshanger.org

How To Prevent Tip-Overs

KID RECALL ALERT

HAZARD: INJURY

DATE: JULY 20, 2023

REPAIR: RETURN/REPLACE

CONTACT: 855-801-9500

POTTERY BARN KIDS PINKY CONVERTIBLE CRIBS

Summer Safety

Product Injury Patterns for Children
 Summer 2022
www.kidshanger.org

FY2023 By The Numbers

840.5

840.5 VOLUNTEER HOURS

\$26,727.90 VALUE



538.5

538.5 WORK STUDY HOURS

\$8,292.90 VALUE



1379

1379 TOTAL HOURS

\$35,020.80 VALUE

KID LEADERSHIP

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*Partner, Tomasik Kotin
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Audit Executive, TransUnion*

Shehnaz Safiuddin
*Marketing & Product
Development Executive*

David Zivan
*Lead Writer/Program Book
Editor, Lyric Opera of Chicago*

Young Professionals Board

Megan Barrera
Hannah Costigan Cowles
Ashley Daniel
Alissa Griffin
John Lopez
Hannah Rhodes
Tommie Robinson
Sheila Shankar

Staff

Nancy Cowles
Executive Director

Dev Gowda
Assistant Director

Natalija Kosic
Administrative Assistant

Sahiti Pidaparti
Program Associate



Financials 2023

SUMMARY OF FINANCIAL POSITION AS OF MAY 31, 2023

Assets

Current Assets	\$ 251,656
Fixed Assets	\$ 0
Total Assets	\$ 251,656

Liabilities & Net Assets

Current Liabilities	\$ 15,392
Net Assets	
Without Donor Restrictions	\$ 201,786
With Donor Restrictions	\$ 34,478
Total Net Assets	\$ 236,264
Total Liabilities & Net Assets	\$ 251,656

SUMMARY OF REVENUES & EXPENSES

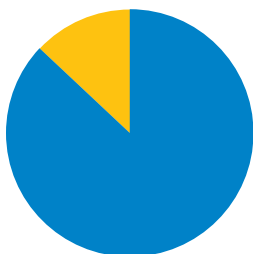
Net Assets Support

Net Fundraising Support	\$ 85,867
Public Contributions	\$ 294,403
Interest Income	\$ 203
Total Support	\$ 380,473

Expenses

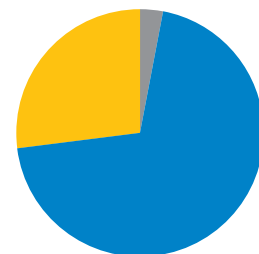
Program Services	\$ 316,165
Administration	\$ 70,151
Total Expenses	\$ 386,316
Decrease in Net Assets	(\$5,843)

SUMMARY OF EXPENSES



■ Program (87%)
■ Administration (13%)

SOURCES OF SUPPORT



■ Individuals (27%)
■ Foundations (3%)
■ Corporations (70%)

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Advocates (\$1,000-\$2,499)

American Legion Child Welfare Foundation
Ann & Robert H. Lurie Children's Hospital of Chicago
Consumer Reports
ESi

QIMA (US), LLC

Rush University Children's Hospital

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John Lineweaver

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Melanie Schnell Begun

Dr. Karen Sheehan & Stuart Hersh

Caroline & Allen Shoenberger

Leslie & Steven Swibel

Maria & Rosina Turano

David Zivan

Champions(\$15,000+)

Amazon

Linda Ginzel & Boaz Keysar

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ASTM International

UL Standards & Engagement

Protectors (\$5,000-\$9,999)

Abbott Laboratories

BreathableBaby

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Heroes(\$2,500-\$4,999)

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Susan Goldin-Meadow

Sustainers (\$500-\$999)

America's Best Local Charities
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Levittown Extraclassroom Activities
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Guardians (\$250-\$499)

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Jerome Zivan

Allies (\$100-\$249)

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Victor Mor-Avi
The Moskowitz Family
Suchi Nagaraj
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Aromie Noe & Halsey Rogers
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Depika Harish
Kelli Harris
Roger Heyna
Jourdan Higgins
Cynthia Hillman
Hana Holodniak
Tejas Idate
Leah Ippolito
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Mariam Saleeb
Lucy Salenger

Cynthia Schuch & Michael Lynch
Matthew Schumake
Kristen Shackleford
Deborah Shatin
Gillian Siegel & Steven Gillman
Barry & Tina Silverman
Archita & Nagen Singh
Charles Smith
Kami Snowbarger
Spiral Financial
Susan Stodolsky
Mollie Stone & Patty Cuyler
Kyle Swanson
William Swanson
Kyle Sweeney
Marion Synowiec
Katrice Thomas
Capt. & Mrs Robert Thompson
Mellony Timmins
TransUnion
Anne M. Tremmel
Sofie Van Eenenaam
Srinivas Vandanapu
Sreedevi Veeravalli
Cindy Villardito & Tim Banike
Maddie Walczak
Kathryn Wilhoit
David Wilkov
Bian Wu
Elyes Yaich
Mia Yu
Andrew Zeilbeck
Margaret Zero

Foundation Grants

American Legion Child
Welfare Foundation
Clark-Halladay Memorial
Foundation
The Turano Foundation

Matching Gifts Companies

Abbott Laboratories
Allstate Giving Campaign
Aon Foundation
Boeing Company
Carmax Foundation
Grainger
Hewlett Packard Enterprise
Foundation
Intel Foundation
Intuitive Surgical
Johnson Controls
Sargent & Lundy
Takeda
TransUnion

Workplace Giving Campaigns

America's Best Local Charities
ABLC_CFC
The Boeing Company
City of Chicago Treasurer's Office
CoreLogic
Exelon
Fidelity Investments
PwC US and Mexico
Sargent & Lundy

Auction & Raffle Prize Donors

606 Salon
AIR Aerial Fitness
Altitude Chicago
Brooklyn Boulders
Carol's Pub
Chicago Architecture Center
Chicago Blackhawks
Chicago Food Tours
Chicago Symphony Orchestra
Dearborn Tavern
Den Theatre
Cheryl Desir
First Ascent Climbing & Fitness
Il Porcellino
Illinois Sports Facilities Authority
Improv
Brendan Keefe
Kohl Children's Museum
of Greater Chicago
Langham Hotel
Legacy Hospitality
Lifeline Theatre
Lil' Kickers Skills Institute Soccer
London House Chicago
Lyric Opera of Chicago
Courtney Mahoney

Marriott Theatre in Lincolnshire
Mercury Chicago's
Skyline Cruiseline
Morgan Wallen Concert at
Wrigley Field
Museum of Contemporary
Photography
Susan Nied
Northbrook Park District
Old Town School of Folk Music
Purple Monkey Playroom
Ravinia Festival
Scott Harris Hospitality
Shedd Aquarium
Six Flags Great America
Spirit Airlines
The Annoyance Theatre & Bar
The Barre Code
The Hotel at Midtown Chicago
(Midtown Athletic Club)
The Paintbrush
Timothy Grant Jewelry
Lisa Turano
Wateriders
Windy City Smokeout
Zanies Comedy Club



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