

sids

SUDDEN INFANT DEATH SERVICES
of illinois, inc.

annual report • 2007



support • education • research

AN AFFILIATE OF COMMUNITY HEALTH CHARITIES

Message from the President

SIDS of Illinois – 40 Years of Service

In July 2003 my wife and I experienced every parent's greatest fear, the death of a child. The loss of Owen was devastating and left us searching for answers that no one seemed able to provide. How could our healthy son go down for his morning nap and never wake up? Sudden Infant Death Services of Illinois reached out and helped us through our grieving and unimaginable loss. Talking with people that knew exactly how we felt helped guide us through the most difficult experience of our lives.

Sudden Infant Death Services of Illinois is comprised of families and members of the community who are committed to the mission of:

- Supporting family members and others touched by the tragedy of SIDS or other infant death,
- Educating the public and professionals about bereavement services & methods to reduce infant mortality,
- Creating community awareness on the subject of Sudden Infant Death Syndrome and other infant deaths, and
- Eliminating SIDS and other infant deaths through the support and implementation of appropriate research.

More than 2,200 babies still die each year of SIDS in the United States, at the rate of approximately one baby every four hours. In 2005, 1,294 infants in Illinois died of SIDS and other causes, at the rate of one child every six hours. Many of these deaths, however, are preventable.

There is good news! Infant mortality rates have fallen in all states since 1990. Alaska, Illinois, New York, Georgia, Montana and New Jersey have experienced the largest decreases in infant mortality rates, declining by 4.5 or more deaths per 1,000 live births. (*United Health Foundation 2006 report*)

Our goal is to consistently reduce the incidence of SIDS and other forms of infant mortality in Illinois through educational initiatives stressing proven risk reduction strategies. As we work towards that goal, we continue to support the families of the infants we lose as they struggle with profound and overwhelming grief. Going into 2007 one of our objectives was to increase our message frequency & awareness about providing safe sleep environments for our babies. During the past year over 90,000 people were educated by our organization through community events, conferences, and seminars. These sessions provide valuable information to families, child care providers, first responders, and health care providers throughout Illinois. We also continued our successful "Safe Sleep" transit advertising campaign this year with the help of grants from the Illinois Department of Human Services and the Chicago Department of Public Health. The ads were placed on CTA buses and trains in targeted areas with specific messages for each community. The campaign also ran on city buses in the communities of Peoria and East St Louis.

In October we commemorated the organization's 40th anniversary. It was a fantastic event and provided a great opportunity for us to reconnect with the people that were responsible for taking this organization from a grass roots advocacy group to an organization that has been recognized for excellence by the March of Dimes and the Georgetown University Center for Cultural Competency,

On behalf of the Board of Directors I want to thank the staff and our educators for their tireless efforts to support our mission. We also thank each of you for your time and financial support during the past 40 years.

In the belief that every baby should live.....

Sincerely,
Dennis W. Schalliol
Owen's Dad
President – SIDS of Illinois Board of Directors

Sudden Infant Death Services of Illinois Commemorates 40th Year of Service to Illinois Families

Through the last 40 years, SIDS of Illinois has been called a number of names as we changed and grew from a small cadre of parents who banded together to support each other around a kitchen table in 1968, to the model organization that we have become as we approach 40 years in 2008. We wish that it wasn't necessary to have an organization like Sudden Infant Death Services of Illinois, but at the time that our babies die, the organization is an answer to our prayers. We are all grateful for the families that have gone before us who had the vision and the foresight to change their pain and suffering into a beacon of hope for those who followed them.

It is our greatest wish that we could put ourselves "out of business". We would like to have no more families to support during their mourning. Progress is being made, but we're not there yet. We strive for an answer to all our prayers that no more infants have to die suddenly and unexpectedly, regardless of the cause of death. We pray that we can bring you hope that this is a survivable event. We never wanted to have anyone join our group, but once you are a part of the SIDS of Illinois family, you'll find that you have a unique opportunity to make a difference; to help families who come after you, to save a baby's life with education and to honor all the babies with your efforts. We may not be able to celebrate a 1st birthday or to watch our children go off to kindergarten in the fall, or see our beautiful babies grow into adulthood, but we can spend the time and money that we would have spent on them, ensuring that SIDS of Illinois will be there for the families who follow us. From the current and past board members, staff and volunteers, we say with renewed hope and vigor that we will continue - In the belief that every baby should live.....

With your financial assistance, we have been able to fulfill our mission by:

EDUCATING

- High risk communities by participating in neighborhood Health Fairs and other venues that will reach a large population;
- Nurses and other healthcare professionals on SIDS risk reduction and safe nursery techniques;
- Childcare providers on SIDS risk reduction and safe sleep for infants in their care;
- New parents and family members on safe sleep for babies;
- Increased education in targeted high risk communities to reduce infant mortality due to SIDS, suffocation, overlay and other accidental infant deaths;

SUPPORT

- Providing ongoing bereavement support to families who have experienced the sudden death of an infant;
- Provide standing support groups for families who are bereaved;
- Provide support for healthcare professionals and law enforcement officials that work with newly bereaved families;
- Provide 1:1 peer support to newly bereaved families;
- Provide educational conferences on grief and bereavement issues and current research issues in multiple regions throughout the State of Illinois.

RESEARCH

- Keeping abreast of all current research in the field of SIDS and, in turn, informing our constituents;
- Supporting SIDS and other infant death research projects with monies generated through fundraisers.

With your continued financial support we can:

- Promote "Project Safe Sleep", a new parent education program partnering with our state health departments and hospitals to inform every new parent of the safe sleep methods and give an infant t-shirt with the "Back to Sleep" message on it as a reminder for parents.
- Reach out to the Senior population who are such a strong influence on new parents;
- Train Teen Parent educators to reach our youngest and most at risk parents;
- Expand our Community Baby Shower program that reaches pregnant and parenting women in the highest risk groups.

Education & Bereavement Grants

Aileen S. Andrew Foundation

\$5,000 – General Operating

This Family Foundation's primary interest centers on education, the key to self-improvement. The Foundation has funded special projects and supported organizations that foster individual self-worth and dignity and build tomorrow's citizens and leaders through education and humanitarian efforts.

Chicago Department of Public Health

\$75,000 – Education and Bereavement Services for residents of the City of Chicago and an educational CTA bus campaign in Spanish.

The mission of the Chicago Department of Public Health is to work with the people of Chicago to improve their health and that of the communities in which they live, by:

- Providing leadership on public health issues of citywide significance
- Emphasizing the role of public health in public medicine
- Extending the presence of public health to more communities

Their vision is healthy people in healthy communities, through prevention.

CJ Foundation for SIDS

\$20,000 – For Educational Services – Educate all groups of our population including Childcare Providers, Grandparents and Teen Parents.

The CJ Foundation is a volunteer health organization dedicated to recognizing the special needs of the SIDS community through supporting SIDS research and support services and conducting a public awareness campaign.

Illinois Maternal & Child Health Coalition

\$50,000 – Closing the Gap Project – Decreasing the infant mortality in targeted communities by using new, innovative strategies.

IMCHC is dedicated to promoting and improving health and well being through advocacy, education, community empowerment and policy development. The activities of the Coalition address and support the fundamental principles of equity, social justice and fair access to care which are basic rights of all human beings. The Coalition's main objectives are directed to overcome critical barriers, such as poverty and racism, that prevent achievement of maternal and child wellness.

Illinois Department of Public Health – Office of Health Promotion

\$250,000 – Statewide support of educational and bereavement services.

The Janus Foundation

\$8,000 – General Operating

Janus Capital Group, the Denver-based investment management firm created the Janus Charity Challenge to encourage athletes to use Iron Man North America events as a way to raise money for their favorite nonprofit organizations.

March of Dimes – Illinois Chapter

\$35,000 – “This Side Up” t-shirt project at St. Bernard's Hospital in Chicago plus 4 hospitals in Madison County.

March of Dimes (Illinois Chapter) mission is to improve the health of babies by preventing birth defects, premature birth, and infant mortality.

Westlake Health Foundation

\$12,632 – “This Side Up” T-shirt Project at Westlake Hospital

\$53,000 – “This Side Up” T-shirt Project at Gottlieb and Loyola Hospitals

Westlake Health Foundation endeavors to promote the health and welfare primarily of the people of west suburban Cook County, Illinois, through the granting of funds for health in the areas of research, education, prevention, promotion, access and direct health care.

In addition to our grantors, our organization couldn't survive without the efforts of our families who inspire the special events.

Collin Boyne Golf Open

Oktoberfest in Memory of Molly Varak

SIDS Sake Car Raffle

Christopher's Ride for SIDS

Treasurer's Message

During the fiscal year ending June 30, 2007, SIDS of Illinois' net assets grew by \$47,211 to end the year at \$288,322. This increase was primarily due to achieving the organization's strategic goals of aggressively seeking grants and contracts, contributions while maintaining expense controls, and achieving a high level of service to the Illinois community.

Overall, SIDS of Illinois' expenditures decreased by 2%. The expense allocation, to support Program Services such as Education, Bereavement, and Research Services, was 83% of total revenues, while General and Administrative costs were kept to a minimum of 8% of total revenues. The largest program services area was Education, which represented 75% of the program services expenditures and involved educating Illinois residents in the prevention of SIDS and other infant death. Additionally, 23% of the program service expenditures were allocated to providing Bereavement support to families and their loved ones and the remaining 2% was in Research.

SIDS of Illinois remains committed to its grantors, contributors, and special event volunteers — we could not do it without you. We would like to thank you for your generosity and we remain committed to using your dollars wisely to support quality programs, education, bereavement services, and research so that every baby can live!

Tracy K. Lorenz, CPA
VP and Treasurer

Mom to Mark Allen 5/17/00 - 8/14/00

Statement of Financial Position June 30, 2007

ASSETS

Cash and Cash Equivalents	\$ 276,975.00
Deferred Expenses	\$ 4,112.00
Grants Receivable	\$ 64,832.00
Total Assets	\$ 345,919.00

LIABILITIES AND NET ASSETS

Deferred Revenue	\$ 15,425.00
Accounts Payable	\$ 42,172.00
Total Liabilities	\$ 57,597.00
Unrestricted Net Assets	\$ 227,352.00
Temporarily Restricted Net Assets	\$ 60,970.00
Total Net Assets	\$ 288,322.00
Total Liabilities and Net Assets	\$ 345,919.00

Statement of Activities Fiscal Year Ended June 30, 2007

REVENUES

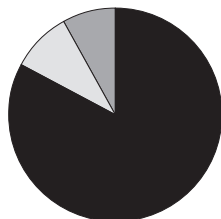
Contributions	\$ 102,402.00
Grants and Contracts	\$ 500,434.00
Gross Profit on Special Events	\$ 41,924.00
Other	\$ 13,528.00
Total	\$ 658,288.00

EXPENDITURES

Program Services (Bereavement Support, Education & Research)	\$ 509,159.00
General & Administration	\$ 47,359.00
Fundraising	\$ 54,559.00
Total	\$ 611,077.00
Change in Net Assets	\$ 47,211.00
Net Assets at Beginning of Year	\$ 241,111.00
Net Assets at End of Year	\$ 288,322.00

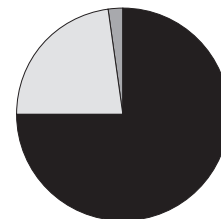
TOTAL EXPENSE ALLOCATION

- 83% – Program Services
- 9% – Fundraising
- 8% – General & Administration



PROGRAM SERVICES BREAKDOWN

- 75% – Education
- 23% – Bereavement Services
- 2% – Research



With Grateful Appreciation

FOUNDATIONS

Aileen S. Andrew Foundation
Chicago Tribune Foundation
Citigroup Foundation
City of Chicago/Health Dept.
CJ Foundation for SIDS, Inc.
Deutsche Bank Americas
Foundation
GKN Foundation
Illinois Department of
Public Health
Illinois Maternal &
Child Health Coalition
March of Dimes
Otto W. Lehmann Foundation
Saint-Gobain Corporation
Foundation
Westlake Health Foundation

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Inc.
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Names listed contributed \$200 or more through donations, sponsorships or in-kind gifts received between 7/1/06 - 6/30/07. Those in bold contributed at least \$1,000. Every effort has been taken to ensure the inclusion and accuracy of all donors. Please report any omissions or errors to the SIDS of Illinois office and accept our sincere apology.

Thanks to Volunteers

Thank you! Thank you to all our volunteers over the past year. SIDS of Illinois has only 4 employees statewide. Without the time, effort and tireless support of our volunteers, we could not have existed. We appreciate your hard work. You make a difference.

Our Message is Simple. Every Baby Should Live...

We do not yet know the cause of Sudden Infant Death Syndrome, but we know that we can reduce the likelihood of an infant death with our safe sleep message.

The core of our educational message to promote safe sleep for babies is:

- Babies should always be placed on their backs for naptime and nighttime sleep.
- Babies should **never** be exposed to any type of smoke. It is especially dangerous for the baby if mom smokes when she is pregnant.
- Babies should always sleep on a firm, flat surface with no soft bedding present. That includes: pillows, comforters, bumper pads, wedges (positioners) and stuffed animals. The safest place for baby to sleep is in a safety approved crib.
- Pacifiers should be introduced to babies older than 1 month of age for naptime and night time sleep.
- Bed sharing is **not** protective for SIDS. Room sharing is recommended.
- Babies should not be overheated. Correct attire for baby is the same number of layers the parent is wearing, plus one layer for sleep. Healthy babies do not need to wear a hat indoors.
- Supervised "Tummy Time" for baby to play is essential for proper development. It will also help to prevent the back of the baby's head from becoming flat.
- Back sleeping is a learned behavior and is the "Standard of Care" according to the American Academy of Pediatrics.
- SIDS of Illinois encourages the use of the Halo™ SleepSack as a wearable blanket instead of loose blankets or bedding.

For more information, please contact Nancy Maruyama, RN or Pam Borchardt at Sudden Infant Death Services of Illinois.
1-800-432-SIDS (7437) or www.sidsillinois.org

In the belief that every baby should live...

Mission Statement

Sudden Infant Death Services of Illinois, Inc. is a not-for-profit organization dedicated to the elimination of Sudden Infant Death Syndrome (SIDS) and other infant deaths, serving the State of Illinois since 1968.

Vision Statement

Sudden Infant Death Services of Illinois, Inc. is a statewide not-for-profit organization dedicated to:

1. **Supporting** family members and others who have been touched by the tragedy of Sudden Infant Death Syndrome (SIDS) or other infant deaths,
2. **Educating** both the public and professionals about bereavement services and methods to reduce infant mortality,
3. **Creating** community awareness on the subject of Sudden Infant Death Syndrome (SIDS) and other infant deaths, and
4. **Eliminating** SIDS and other infant deaths through the support and implementation of appropriate research.

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Sandy Pohrte
Administrative Assistant

*SIDS Family Member



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of illinois, inc.

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