

sids

SUDDEN INFANT DEATH SERVICES
of illinois, inc.

annual report • 2004



support • education • research

AN AFFILIATE OF COMMUNITY HEALTH CHARITIES

Safe Sleep Awareness Project

Governor Rod Blagojevich proclaimed October, 2004, to be SIDS Awareness Month. In keeping with the mission statement of SIDS of Illinois, we began a new outreach program to hospitals in Illinois that deliver infants. The program originated in Bloomington/Normal, Illinois by Heidi German, BSN, RN and the McLean County SIDS Task Force. The project, initially funded by the Russell Rush Roof Sit for SIDS, consists of a one piece infant t-shirt with the message "This Side Up. Put me on my back to sleep" on the front of the t-shirt. There are informational pamphlets and contact information contained within the packaging. For the third year in a row, each infant born at BroMenn and St. Josephs Hospitals receive this t-shirt and packet of information. In 2003, there were no SIDS deaths in McLean County.

In addition to McLean County, DuPage County Health Department has begun a similar project. We will be starting programs at Galesburg Cottage Hospital and Westlake Hospital.

To that end, it was decided that this program be implemented in as many hospitals in the state as possible. Thanks to Eire Direct Marketing, we have a new Safe Sleep/Safe Crib brochure that will be a crucial part of the packet. We are attempting to secure additional funds for this new program to be expanded and implemented in various parts of Illinois.

With Your Financial Assistance, we have been able to fulfill our mission by:

EDUCATING

- Nurses and other healthcare professional 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;
- High risk communities by participating in neighborhood Health Fairs and other venues that will reach a large population.

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

- Contract two bilingual educators, 2 downstate educators and 2 Chicago educators, so that we can reach the previously underserved populations of Illinois;
- 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;
- 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.

Message from the President

When my son Nicholas died, I felt as if the world had opened up and I fell into a giant black hole. I felt desperately alone, wondering if I was going to make it through the pain of the days, weeks and months ahead. Even though people meant well, because they had not lost a child, they made comments that were insensitive and hurtful. Then something wonderful happened. A fellow parent who had lost an infant reached out to me. It was then that I realized I could get through my pain because there was someone who knew exactly how I felt. Someone to talk to and guide me. It made all the difference in the world.

Sudden Infant Death Services of Illinois is comprised mostly of volunteers, parents, grandparents and members of the community who want to help the bereaved survive this unimaginable ordeal. The organization is committed to educating the public and promoting appropriate research throughout the country.

Our organization is devoted to the elimination of Sudden Infant Death Syndrome (SIDS). We strive for the eradication of accidental infant deaths due to suffocation, entrapment and overlay. We extend our bereavement services to families who have experienced any sudden, unexpected death of an infant. To that end, our name is now Sudden Infant Death Services (SIDS) of Illinois. Our name may have changed, but our goal is still the same. It is our belief that every baby should live.

Our efforts are paying off. In 1992, the American Academy of Pediatrics began a program to encourage parents to put babies on their backs to sleep. Thus began the "Back to Sleep" campaign. This campaign, along with expanded educational programs regarding additional SIDS Risk Reduction information, has allowed us, in Illinois, to see a 68% decrease in SIDS deaths since 1993! I believe these results confirm that we ARE saving the lives of babies in Illinois. Congratulations and thank you to all who have volunteered your time and capital to help make this happen.

While we focus our energy on safe sleep for babies, we must not forget that there are still babies who die and therefore, still families who need our compassionate support. This year, we sent out more than 1000 videos to every Funeral Director, Medical Examiner and Coroner's office in the state of Illinois. This video, "Healing Presence" offered concrete suggestions concerning the compassionate handling of a family who has experienced an infant loss. We have received many phone calls from these professionals thanking us for this wonderful helping tool. In addition, we have offered the parent video, "You Are Not Alone" to any bereaved family who has requested it. This video has been especially helpful for families who are located in rural areas where support groups are not readily available.

To further support our bereaved families, we sent out birthday cards, death anniversary cards and a helpful letter discussing how to handle the holidays for our first year families. We also added a wonderful family event this year. More than 300 people joined together at Brookfield Zoo on a beautiful spring day to remember our babies. We not only remember that our babies died, but we celebrated that first, our babies lived!

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

Sincerely,

Marie Videka
Board President

Mission Statement

The 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 a SIDS or post-neonatal infant death,
2. Educating the public and professionals about bereavement support and infant mortality reduction, and
3. Eliminating Sudden Infant Death Syndrome through the support and implementation of appropriate research.

Education & Bereavement Grants

Blum-Kovler Foundation

\$1,000 - General Operating

The Blum-Kovler is a private family foundation that supports Illinois organizations focusing on Children and Youths.

Chicago Department of Public Health

\$50,000 - Education and Bereavement Services for residents of the City of Chicago.

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.

CIT Group, Inc.

\$2,000 - General Operating

CIT Group is a leading commercial and consumer finance company, providing clients with financing as well as leasing products and advisory services.

CJ Foundation for SIDS

\$19,200 - For Educational Services - especially downstate and two conferences

\$2,500 - For family Memorial event at Brookfield Zoo

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.

Divane Brothers Electric Co.

\$5000 - General Operating

Divane Bros. Electric Company is committed to continuous improvement and innovation, through experience and education.

Geico Direct

\$1000 plus \$500 Matching Grant - Brookfield Zoo Family Event

Part of GEICO's corporate mission is to encourage active, involved citizenship. GEICO associates read, build, mentor, walk, run, coach-we do whatever it takes to help organizations and people in need.

Illinois Department of Human Services

\$100,000 - Education and Bereavement services for Illinois residents.

IDHS helps Illinois families achieve self-sufficiency, independence and health to the maximum extent possible. DHS improves the quality of life of thousands of Illinois families by providing an array of comprehensive, coordinated services through:

- community health and prevention programs,
- programs for persons with developmental disabilities, mental illness, or substance abuse problems,

- employment, training, and independent living programs for persons with disabilities, and
- financial support, employment and training programs, and child care, and other family services for low-income families.

Illinois Department of Public Health

\$19,600 - 2 major Bereavement Conferences for the Education of professionals working with newly bereaved families and the reprinting of the Brochure "You Are Not Alone".

The mission of the Illinois Department of Public Health is to promote the health of the people of Illinois through the prevention and control of disease and injury. We, as a diverse public health workforce, care about the well-being of people and are guided by the following principles:

- Prevention of disease and injury
- Protection of food, water, air and environment
- Promotion of safe and healthy communities
- Scientific approaches to analyzing and solving problems
- Partnership and collaboration to achieve coordinated response to community health issues
- Population-based strategies to address public health issues
- Individual responsibility as important to achieving healthy lifestyles
- Advocacy for public health policies to improve the health of populations
- Recognition of the unique value and needs of diverse populations
- Innovation as essential to the practice of public health

The Janus Foundation

\$5,000 - General Operating

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

Gary & Nancy Penisten Family Foundation

\$1000

A Private Family Foundation touched by SIDS.

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

SIDS Sake Car Raffle

Collin Boyne Golf Open

Holiday Spectacular Fashion Show

Janus Charity Challenge

Roof Sit for SIDS

Villa Verone Dinner Fundraiser

Treasurer's Message

During the fiscal year June 30, 2004, SIDS of Illinois' net assets increased by \$5,651. Total revenues increased by 16% primarily due to an increase in grants & contracts and fundraisers. This increase in revenues is a proud accomplishment as the organization faced yet another challenging recessionary year.

The organization was able to overcome the threat of lower funding by aggressively seeking grants & contracts and focusing on its special event fundraisers. All of this was done while maintaining expense discipline. While overall expenditures increased by 19% to support Program Services, General & Administrative costs declined by 17%. This brought General & Administrative expenditures down to 6% of total revenues in the current fiscal year from 9% of total revenues in the previous fiscal year.

SIDS of Illinois remains committed to its grantors, contributors, and special event coordinators and uses 80% of its total revenues to provide services to Illinois communities. Together, we will continue to use your dollars wisely and 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 8/14/2000

Statement of Financial Position June 30, 2004

ASSETS

Cash and Cash Equivalents	\$ 213,932.00
Deferred Expenses	\$ 5,951.00
Grants Receivable	\$ 17,206.00
Total Assets	\$ 237,089.00

LIABILITIES AND NET ASSETS

Deferred Revenue	\$ 10,185.00
Accounts Payable	\$ 7,140.00
Total Liabilities	\$ 17,325.00
Unrestricted Net Assets	\$ 202,877.00
Temporarily Restricted Net Assets	\$ 16,887.00
Total Net Assets	\$ 219,764.00
Total Liabilities and Net Assets	\$ 237,089.00

Statement of Activities Fiscal Year Ended June 30, 2004

REVENUES

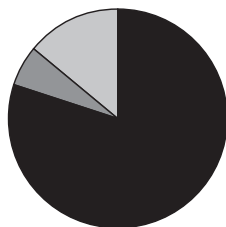
Contributions	\$ 149,359.00
Grants and Contracts	\$ 215,537.00
Gross Profit on Special Events	\$ 66,003.00
Other	\$ 9,219.00
Total	\$ 440,118.00

EXPENDITURES

Program Services (Bereavement Support, Education & Research)	\$ 345,850.00
General & Administration	\$ 27,992.00
Fundraising	\$ 60,625.00
Total	\$ 434,467.00
Change in Net Assets	\$ 5,651.00
Net Assets at Beginning of Year	\$ 214,113.00
Net Assets at End of Year	\$ 219,764.00

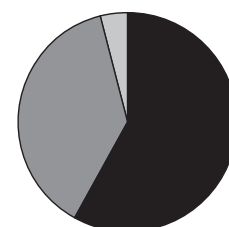
TOTAL EXPENSE ALLOCATION

- 80% – Program Services
- 14% – Fundraising
- 6% – General & Administration



PROGRAM SERVICES BREAKDOWN

- 58% – Education
- 38% – Bereavement Services
- 4% – Research



With Grateful Appreciation

FOUNDATIONS

Aileen S. Andrew Foundation
Blum-Kovler Foundation
Chicago Tribune Foundation
City of Chicago/Health Dept.
CJ Foundation for SIDS, Inc.
Deutsche Bank Americas
Foundation
Gary and Nancy Penisten
Family Foundation
GEICO Philanthropic
Foundation
I.S.S.A. Foundation
Illinois Department of Human
Services
Illinois Department of Public
Health
The Janus Foundation

CORPORATIONS

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AMCORE Bank
Boise Office Solutions: Sales
Team
Business Office Systems, Inc.
Castino Painting, Inc.
CB Richard Ellis
CEFCU
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CIT Group Inc.
Conflux Design
Consumer Direct, Inc.
Contry Homes of Illinois
Cookie Cutters Haircuts for Kids
D/S Advertising Group, Inc.
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Wilk & Waller
Woodward Governor

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Geneva Community High School
Girlfriends
IFDA District 2A
North Aurora Mothers Club

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Lily Anthes
Christine Anthes-Smith
M.C. Antil
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Douglas & Allison Bacon
Richard & Mary Balding
David & Sheryl Baldwin
John & Dawn Barsanti
William Battista
Jack & Kathleen Bayer
Ellen Best
John & Maryrose Biallas
Laura Biondo
Christopher & Julie Black
Dolores Boldt
Tamara Bolthouse
Paul Bonfiglio
Pam & Bill Borchardt
James & Cynthia Boyne
Cynthia Boyne
Tim & Karen Boyne
James & Leagh Boyne
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Brockhoff
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Lyle & Rosemary Buckingham
David & Terri Bullard
Dennis & Peggy Bullard
Frank & Kay Bullard
Gerald & Kathleen Busse
Robert & Cheryl Byron
Matthew Campbell
John & Margaret Carruth
Joseph Cason
Rick & Christine Clark
Elizabeth Colloton
James & Laureen Compton
Barb & Frank Contarino
John & Leslie Cosich
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Michael & Lisa Crimaldi
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Neal & Honora Crost
Steve & Nancy Davis
Phyllis Davlin
Lee Ann De Garcia
Bonnie & Bud DeFay
Kim Denkwalter
Robert & Marianne Denkwalter
Michael & Laura Deyo
John & Donna Duncan
Jennifer Dupasquier
Carol & Lance Ewert
Daniel & Susan Filek
Patrick & Susan Flynn
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Laura & Joe Freveletti
Jeanette Fromm
John Garcea
Joseph Gardella
Christopher Gillock
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Fabian & Antoinette Gomez
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Vince Grundman
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Nancy Hagen
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Alex & Marsha Halle

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Tracy & John Lorenz
Mark Alan Lung
Thomas Lynch
Douglas MacMillan, D.D.S.
Kenneth & Barbara Maisel
Robert & Mary Mandzen

Thanks to Volunteers

Thank you! Thank you to all our volunteers over the past year. The SIDS of Illinois has only 3 employees statewide. Without the, time, effort and tireless support of our volunteers, we could not have existed. Thank you for your hard work. You make a difference.

Zach & Annabelle Marsh

Jim & Fran Martin
 Nancy Martin
 Gregory & Sherry Martin
 Rodney & Nancy Maruyama
 Loretta Mayberry
 John & Alicia McCareins
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James & Susan Stephens
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 John & Lori Wilcox
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 Robert & Joan Williamson
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 Gregory Zrazik

Names listed contributed \$200 or more through donations, sponsorships or in-kind gifts received between 7/1/03 - 6/30/04. 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 Alliance's office and accept our sincere apology.

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 nursery 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.
- Bed sharing is not protective for SIDS. Room sharing is recommended.
- Babies should not be overheated. Correct attire for baby is what 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...

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Bradley G. Cox
*Manager of Finance
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*SIDS Family Member



sids
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of illinois, inc.

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