

sids

SUDDEN INFANT DEATH SERVICES
of illinois, inc.

annual report • 2006



support • education • research

AN AFFILIATE OF COMMUNITY HEALTH CHARITIES

Closing the Gap Project

SIDS of Illinois was chosen to be one of five organizations in Illinois joining forces to help create new, non-traditional methods to reach African American parents. African Americans in Illinois have a disproportionately high rate of prematurity and SIDS deaths. Nationally, African American infants in the United States are two and a half times more likely to die of Sudden Infant Death Syndrome than Caucasian babies. In Illinois, African American babies are 6 times more likely to die and in the City of Chicago, African American infants are 13 times more likely to die of SIDS than Caucasian infants.

This project focuses on reaching individuals who have previously been resistant to traditional "Back to Sleep" messages. March of Dimes, Chicago Health Connection, Illinois Maternal & Child Health Coalition and the Illinois Department of Human Services have joined with SIDS of Illinois to create community based messages that have been placed on buses and trains in selected Chicago neighborhoods. Further, we have trained members of the communities to reach out to parents, grandparents and caregivers in informal settings such as barber shops, hair salons and laundromats.

The goal of this 3 year project is to reduce the number of African American infants who are born too soon or who die of Sudden Infant Death Syndrome.

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

SUPPORT

- Provide 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.

EDUCATING

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

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 "This Side Up" t-shirt project, 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 the bus sign campaign to more areas of Chicago and other cities in Illinois;
- Train Foster Parents who take care of some of our most at-risk babies.

Message from the President

When our daughter Alexandria Jewell, (Lexi) died in 1999, my husband, Mark and I felt as if the world had opened up and we had fallen into a bottomless black hole. I felt desperately alone, wondering if I would make it through the pain of the days, weeks, and months that stretched ahead of me. Mark and I vacillated between talking to each other, being supportive, and silence. Family and friends made comments that were insensitive and hurtful, not purposely, but because they had not lost a child they did not know what to say or not say.

Then something wonderful happened. Another SIDS couple reached out to us and we realized we were not crazy, not abnormal, but simply grieving an unimaginable loss. It was after this contact that I realized I could get through my pain because there was someone who knew exactly how I felt. There was someone to talk to me, listen to me, and guide me through the journey I faced. It made all the difference in the world to me, my marriage, and future family.

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

- 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.

These efforts are paying off. In 1992, the American Academy of Pediatrics began a program that encouraged parents to put babies on their backs to sleep. Thus began the "Back to Sleep" campaign. This year we continued our efforts to reach the segment of our population that is resistant to the traditional "Back to Sleep" message. With the help of grants from the Illinois Department of Human Services and the Chicago Department of Public Health, we created several Safe Sleep ads in both English and Spanish that were placed on Chicago Transit Authority (CTA) buses and trains. These ads caused quite a bit of comment in the communities that were targeted. These community comments forced people to confront difficult issues, redefine their thinking, and ultimately change potentially dangerous behaviors in infant sleep positions. We have expanded the campaign to include several downstate communities and to target this message towards grandparents as well as parents. Grandparents are a continuing source of support and care for many families after the birth of a child by educating grandparents we are educating families. These ads are and continue to be so successful, that posters were created so that the ads could be displayed in stores, clinics, health department offices and many other public venues. These campaigns, along with expanded educational Safe Sleep programs, 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, talent or treasures 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. We continue to offer Peer Support, a parent video "You Are Not Alone", and support groups to bereaved families. The video is especially helpful for families located in rural areas where support groups are not readily available or accessible. I so clearly remember the feeling of isolation and aloneness after the death of Lexi; the belief that no one could understand what I was feeling and thinking. SIDS continues to provide support for parents, those newly bereaved as well as those long past their child's death and through this we are healing wounds, developing friendships and strengthening ourselves and our families.

SIDS sends birthday and death anniversary cards to show families that their deceased children have not been forgotten. We recognize the difficulties newly bereaved families face through the holidays; to help them with this we send an informational letter with useful hints on how to manage the holidays. We are continuing a wonderful annual family event for the fourth year, Family Day at Brookfield Zoo. For the past three years, SIDS families & friends have met on a beautiful spring day at Brookfield Zoo to remember our babies, connect with friends, enjoy a lunch together, and enjoy the zoo with family. We remember that our babies have died and we celebrate that our babies had lived!

In the past year our SIDS community lost a valuable member, Wendy Howlett-Harman, mother of 3 to cancer. To honor her and the many hours of service she gave to the SIDS community we have initiated an annual award, The Wendy Howlett-Harman Achievement award. Wendy was the first award winner and we plan to continue to recognize and honor those who have given so much of themselves, to help others navigate the journey of grief they face.

Finally, we are proud to announce several awards that we received this year. We received the March of Dimes Jonas Salk award for Outstanding Public and Community Health Organization. We also were named as a "Model Organization" by the Georgetown University Center for Cultural Competency. We thank you for your financial support and for making it possible for SIDS of Illinois to offer such a wide variety of programs.

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

Sincerely,

Rose Marie Havens, LCSW

Lexi's Mom, 4/7/99 - 8/24/99

SIDS Board President

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

\$24,000 – For Educational Services – Educate all groups of our population including Childcare Providers, Grandparents and Teen Parents.

\$4,500 – Express Grant for Pediatrician/Family Physician informational mailing.

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.

Geico Direct

\$2000 plus \$250 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 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 their 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

\$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 Ironman North America events as a way to raise money for their favorite nonprofit organizations.

March of Dimes – Illinois Chapter

\$13,500 – "This Side Up" t-shirt project at St. Bernard's Hospital.

\$12,500 – "This Side Up" t-shirt project at Roseland Hospital.

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

Sedol Foundation

\$7,966 – Research – Dr. Weese-Mayer

The mission of the Sedol Foundation is to enhance public awareness and generate resources to enrich educational, vocational and social opportunities for special needs children.

Westlake Health Foundation

\$12,632 – "This Side Up" t-shirt project at Westlake Hospital

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.

Bradley Kunzer Bowling Fundraiser

Collin Boyne Golf Open

Evan Michael Medina Benefit for SIDS

Holiday Spectacular Fashion Show

Janus Charity Challenge

Oktoberfest in Memory of Molly Varak

SIDS Sake Car Raffle

Signature Room at the 95th – Charity of the Month

Treasurer's Message

During the fiscal year ending June 30, 2006, SIDS of Illinois' net assets grew by \$24,688 to end the year at \$241,111. This increase was driven by a 39% increase in total revenues primarily due to achieving the organization's strategic goals of aggressively seeking grants and contracts, while maintaining expense controls, and achieving a high level of service to the Illinois community.

Overall, SIDS of Illinois' expenditures increased by 37% which was inline with the increase in revenues. The expense allocation, to support Program Services such as Education, Bereavement, and Research Services, was 80% of total revenues, while General and Administrative costs were kept to a minimum of 6% of total revenues. The largest program services area was Education, which represented 74% of the program services expenditures and involved educating Illinois residents in the reduction of SIDS and other infant death. Additionally, 24% 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 coordinators -- 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, 2006

ASSETS

Cash and Cash Equivalents	\$ 206,441.00
Deferred Expenses	\$ 795.00
Grants Receivable	\$ 136,434.00
Total Assets	\$ 343,670.00

LIABILITIES AND NET ASSETS

Deferred Revenue	\$ 6,400.00
Accounts Payable	\$ 96,159.00
Total Liabilities	\$ 102,559.00
Unrestricted Net Assets	\$ 211,094.00
Temporarily Restricted Net Assets	\$ 30,017.00
Total Net Assets	\$ 241,111.00
Total Liabilities and Net Assets	\$ 343,670.00

Statement of Activities Fiscal Year Ended June 30, 2006

REVENUES

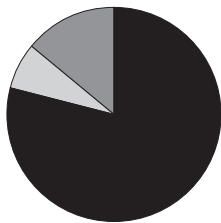
Contributions	\$ 158,565.00
Grants and Contracts	\$ 446,497.00
Gross Profit on Special Events	\$ 35,390.00
Other	\$ 10,095.00
Total	\$ 650,547.00

EXPENDITURES

Program Services (Bereavement Support, Education & Research)	\$ 502,505.00
General & Administration	\$ 37,179.00
Fundraising	\$ 86,175.00
Total	\$ 625,859.00
Change in Net Assets	\$ 24,688.00
Net Assets at Beginning of Year	\$ 216,423.00
Net Assets at End of Year	\$ 241,111.00

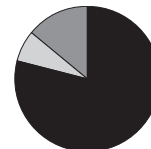
TOTAL EXPENSE ALLOCATION

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



PROGRAM SERVICES BREAKDOWN

- 74% - Education
- 24% - Bereavement Services
- 2% - Research



With Grateful Appreciation

FOUNDATIONS

Aileen S. Andrew Foundation
Bank of America Foundation
Chicago Tribune Foundation
Citigroup Foundation
Citizens Savings Foundation
City of Chicago/Health Dept.
CJ Foundation for SIDS, Inc.
Community Foundation of
Central Illinois
**Deutsche Bank Americas
Foundation**
Ecolab Foundation
GEICO Philanthropic
Foundation
GKN Foundation
**Illinois Department of
Public Health**
**Illinois Maternal &
Child Health Coalition**
Illinois Tool Works Foundation
March of Dimes
Otto W. Lehmann Foundation
UPS Foundation, Inc.
Westlake Health Foundation

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CB Richard Ellis
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North Aurora Mothers Club

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Dorothy Schleimer
John & Debby Shaffrey

Thanks to Volunteers

Thank you! Thank you to all our volunteers over the past year. 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.

Kevin & Jill Shaffrey
Dave & Barb Shemenski
Jayarama & Sandhya Shetty
Chris Siberz
Bob & Nancy Sieh
Jean Silvestri, M.D.
John & Jo Slavich
Frank & Barbara Smagacz

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Mike Voaden
Jim & Renee West
Roland & Lisa Win
Edward & Mary Ann Wood
Michelle Zieche

Names listed contributed \$200 or more through donations, sponsorships or in-kind gifts received between 7/1/05-6/30/06. 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 SIDS of Illinois 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 alone, 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 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 Pediatricians.
- 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

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 Sudden Infant Death Syndrome or other infant death,
2. Educating both the public and professionals about bereavement services and methods to reduce infant mortality,
3. Creating community awareness in 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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*Manager of Finance and
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Sandy Pohrte
Clerical Assistant

*SIDS Family Member



sids
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of illinois, inc.

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