

# sids

SUDDEN INFANT DEATH SERVICES  
*of illinois, inc.*

annual report • 2010  
july 1, 2009 - june 30, 2010



support • education • research

AN AFFILIATE OF COMMUNITY HEALTH CHARITIES

# *Message from the President*

SIDS of Illinois, Inc., a not-for-profit organization, is dedicated to the elimination of sudden unexplained deaths in infancy. Our efforts are primarily educational through the provision of programs based on "back-to-sleep" principles and "safe sleep for baby" information.

In the past year a SIDS of Illinois, Inc. family was successful in getting legislation passed that mandates "safe sleep for babies" education for all families of newborns born in Illinois hospitals. SIDS of Illinois, Inc. is delighted to be a part of this educational effort. Not only will SIDS of Illinois, Inc. provide brochures and educational material at no cost to Illinois hospitals to be distributed to families of newborns, but SIDS of Illinois, Inc. is also planning a major series of educational programs for nursing, medical, law enforcement and childcare professionals to ensure that the mandatory law is followed up in the communities across Illinois as well as in hospitals.

The goal of SIDS of Illinois, Inc.'s educational efforts is no minor one: We want every family in Illinois to know safe sleep information. If, when we are supporting a family of an infant that died, the parent says, "I didn't know how to keep my baby safe in sleep," we need to work harder! Our goal is that every family will know the "back-to-sleep" and "safe sleep for baby" information. To this end we will continue our educational efforts.

In fiscal year 2010, SIDS of Illinois, Inc. has worked to reduce infant deaths in Illinois by providing over 209 educational events. Programs designed specifically for young parents provided information to 1094 families. Health fairs and radio programming involved 12,400 members of the general community. Other programs for parents and grandparents reached 3843 families. Forty-six attendees received training in programs offered in shelters, prisons, and drug treatment placements. Programs for childcare providers reached to 925 providers. Safe sleep training was given to 472 law enforcement officers. Health care professionals, 1112 doctors and nurses, received programs specifically designed for their professions. Of this group 292 participated in "train-the-trainer" sessions designed to multiply the effort as the new trainers carry on the safe sleep message.

SIDS of Illinois, Inc. has been able to provide 307,130 educational brochures to individuals and organizations at no cost through your financial support. Volunteers have given more than 1,006 hours to make SIDS of Illinois, Inc. successful in all of these efforts.

In addition, on-going support of bereaving families continues. Three bereavement events served 437 people and 174 newly bereaved families were given individual support as were another 1,201 families beyond the first year of mourning.

A new initiative, Project Safe Sleep, directed at providing a safe environment for infant sleep was begun. This program, based on ensuring that infants sleep in furniture designed for infant sleep, not only enabled the SIDS of Illinois, Inc. educators to provide "safe sleep for baby" information but also a portable crib designed for infant safe sleep to selected families in need.

On behalf of the Board of Directors of SIDS of Illinois, Inc., I give a sincere thank you to our staff and educators for their enduring work in support of our mission. A special thank you to all of you for your time and financial support of SIDS of Illinois, Inc. as we continue in our efforts to have every family know about "safe sleep for baby!"

"In the believe that every baby should live..."

Sincerely,

Elizabeth A. Colloton, MS, RN  
President, SIDS of Illinois, Inc. Board of Directors

Generous funding from Servants of Mary and the Mary Alphonse Bradley Foundation, enabled SIDS of Illinois, Inc. to begin the pilot program, *Project Safe Sleep*. This program provided a portable crib to Illinois families that were 200% below the federal poverty level and were unable to provide a safe sleep place for their newborns. Each family was recommended by a social service or public health agency. The family also completed a two-page application as part of the process. The crib set-up included a portable safety-approved crib, a crib sheet, a wearable blanket for baby, a one-piece tee shirt with the message, "Put me on my back to sleep," a pacifier and safe sleep brochures. Proper crib set up and break down were demonstrated to the parents. One-on-one education on specific risk reduction techniques available to prevent sleep-related infant deaths was given. The SIDS of Illinois, Inc. educator discussed infant safety challenges that the family faced or cultural issues that the parents had regarding their ability to follow the "Safe Sleep" recommendations.



*Baby Tahan sleeps safely in his new crib and wearable blanket.*



During 2010, SIDS of Illinois, Inc. gave over 200 cribs to families of some of the highest risk babies throughout Illinois. Unfortunately, the demand for cribs far outstripped the funds available. In talking with families that received cribs, we have learned that there is excellent compliance with the use of the portable crib for all of their babies' sleep times. Best of all, to our knowledge, none of the babies that received a portable crib from SIDS of Illinois, Inc. died due to unsafe sleep practices. Project Safe Sleep has helped to provide Illinois' most vulnerable infants a safe sleeping environment.

*Crib delivered for teen mother's newborn!*

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

### **EDUCATING**

1. By providing innovative programs such as the Community Baby Shower for low income mothers and their support people in high risk communities; by participating in neighborhood health fairs and other venues that reach large population groups; and by providing for new parents the "Safe Sleep for Baby" hospital program that combines knowledge of healthcare providers and SIDS of Illinois, Inc. safe sleep education;
2. By providing nurses and other health care professionals information and training on Safe Sleep and Tummy Time techniques;
3. By providing childcare providers with information and training on Safe Sleep and Tummy Time techniques;
4. By providing new parents and family members with information on Safe Sleep and Tummy Time techniques;
5. By increasing educational efforts in targeted high risk communities to reduce infant mortality due to SIDS, suffocation, overlay and other accidental infant deaths;
6. By providing education for death scene investigators and law enforcement officials to ensure consistency in finding and reporting sudden unexpected deaths in infants.

### **SUPPORT**

1. By providing ongoing bereavement support to families that have experienced the sudden death of an infant;
2. By providing ongoing support groups for families that are bereaved;
3. By providing support for health care professionals and law enforcement officials that work with newly bereaved families;
4. By providing one-to-one peer support to newly bereaved families;
5. By providing educational conferences on grief and bereavement issues and current research issues in multiple regions throughout the state of Illinois.

### **RESEARCH**

1. By supporting SIDS and other infant death research projects;
2. By keeping abreast of current research in the field of SIDS and informing our constituents of this.

## **With your continued financial support we can:**

1. Promote safe sleep education programs for new parents, in conjunction with state and local health departments and hospitals. Every new parent is informed of safe sleep methods;
2. Educate and involve grandparents and seniors about safe sleep practices. These groups influence the use of safe sleep practices by young parents;
3. Train Teen Parent educators to get the safe sleep message to the youngest and most at-risk parents;
4. Expand the Community Baby Shower program to the highest risk pregnant and parenting women throughout the state;
5. Provide a safe crib for babies that otherwise would not have a safe place to sleep.

# 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**

\$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.

## **CJ Foundation for SIDS**

\$18,500 – For Educational Services – Educate all groups of our population including Childcare Providers, Grandparents and Teen Parents and the professionals who work with them.

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 Department of Public Health – Office of Health Promotion**

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

## **The Janus Foundation**

\$6,000 – General Operating

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

## **Mary Alphonse Bradley Fund, Servants of Mary**

\$12,500 – Project Safe Sleep Crib Project

The Sisters, Servants of Mary provide assistance for human and societal needs, continuing the vision and ministry of their founders.

## **Westlake Health Foundation**

\$53,000 – "This Side Up" T-shirt Project at Gottlieb, Loyola and Westlake 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 could not survive without the efforts of our families who inspire special events.**

**Alexis Olmstead Annual Golf Event**

**Collin Boyne Golf Open**

**Hayden's Walk**

**Janus Charity Challenge**

**For the Love of Jorie**

**Oktoberfest in Memory of Molly Varak**

**Pawnee Prairie Days 5K**

**Ride for Christopher & Ryleigh**

**Ride for Life**

**Scrap for SIDS**

**Spaghetti Eating Contest in Memory of Sophia Cullotta**

**Whining & Cheesing for SIDS**

# Treasurer's Message

During the fiscal year ended June 30, 2010, SIDS of Illinois, Inc.'s net assets grew by \$93,828 to end the year with a balance of \$471,042. This increase was primarily due to meeting our strategic goals of aggressively seeking grants, contracts, and contributions and maintaining expense controls, while still providing a high level of service to Illinois communities.

Overall, the SIDS of Illinois, Inc. organization's 2010 expenditures decreased by 6% compared to 2009. The majority of our expenditures (86%) went to support program services in Education, Bereavement, and Research. General and Administrative costs represented only 7% of our total expenditures. The largest expenditure in program services was Education (57%) which focused on educating Illinois residents in the prevention of SIDS and other infant deaths. The second largest expenditure in program services (23%) was Bereavement, which provided support to families and their loved ones after a loss. Research accounted for 20% of the expenditure in program services.

SIDS of Illinois, Inc. is grateful to its grantors, contributors, and special event volunteers. We could not do it without you, and we thank you for your generosity and continued support. In spite of the current economic challenges we all face, we will continue to use your dollars wisely to sustain our quality program services "In the belief that every baby should live..."

Rhonda Schultz  
Treasurer

## Statement of Financial Position June 30, 2010

<b>ASSETS</b>	
Cash and Cash Equivalents	\$ 510,883.00
Grants Receivable	\$ 79,648.00
<b>Total Assets</b>	<b>\$ 590,531.00</b>
<b>LIABILITIES AND NET ASSETS</b>	
Deferred Revenue	\$ 101,097.00
Accounts Payable	\$ 18,392.00
<b>Total Liabilities</b>	<b>\$ 119,489.00</b>
Unrestricted Net Assets	\$ 337,075.00
Temporarily Restricted Net Assets	\$ 133,967.00
<b>Total Net Assets</b>	<b>\$ 471,042.00</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 590,531.00</b>

## Statement of Activities Fiscal Year Ended June 30, 2010

### REVENUES

Contributions	\$ 88,590.00
Grants and Contracts	\$ 498,757.00
Gross Profit on Special Events	\$ 28,720.00
Educational and Promotional Items	\$ 64,542.00
Other	\$ 9,214.00

**Total \$ 689,823.00**

### EXPENDITURES

Program Services (Bereavement Support, Education & Research)	\$ 510,957.00
General & Administration	\$ 42,327.00
Fundraising	\$ 42,711.00

**Total \$ 595,995.00**

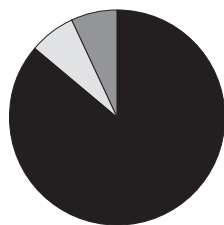
Change in Net Assets \$ 93,828.00

Net Assets at Beginning of Year \$ 377,214.00

**Net Assets at End of Year \$ 471,042.00**

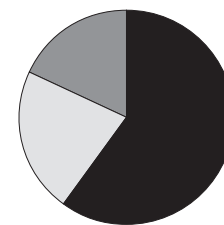
## TOTAL EXPENSE ALLOCATION

- 86% – Program Services
- 7% – Fundraising
- 7% – General & Administration



## PROGRAM SERVICES BREAKDOWN

- 57% – Education
- 23% – Bereavement Services
- 20% – Research



# With Grateful Appreciation

## FOUNDATIONS

**Aileen S. Andrew Foundation**  
**Alexis Olmstead Memorial Fund**  
**City of Chicago/Health Dept.**  
**CJ Foundation for SIDS, Inc.**  
Community Foundation of Central Illinois  
**Deutsche Bank Americas Foundation**  
**Illinois Department of Children & Family Services**  
**Illinois Department of Public Health**  
**Mary Alphonse Bradley Fund**  
**The Janus Foundation**  
**Westlake Health Foundation**

## CORPORATIONS

Abbott Laboratories  
Calamos Investments  
Castino Painting, Inc.  
Castle Home and Building Inspection, Inc.  
Cogan & McNabola, P.C.  
Consumer Direct, Inc.  
Crowley & Lamb, P.C.  
CV Enterprises LLC  
Datamation Technologies  
Eire Direct Marketing, Inc.  
ELFCO  
**Giovan's Rest. & Pizzeria**  
Gourmet Express Marketing, Inc.  
**HALO Innovations, Inc**  
Lake Effect Marine Sales & Service  
Local No. 9 Business Managers Fund  
Marous & Company  
Millman, Fogel & Carlson, Inc.  
Reda Ciprian Magnone. LLC  
**Robinson Chiropractic, Ltd.**  
Rueth Rosenblume &

Kuehl, Private Wealth Management LLC  
Sampson Technologies, Inc.  
**SIMS Metal Management**  
STOW Enterprises  
The Cary Company  
**Vijuk Equipment, Inc.**  
Wilk & Waller

## COMMUNITY ORGANIZATIONS

**Alpha Kappa Alpha Sorority**  
Batavia Mothers Club  
**Pawnee Prairie Days 5K Run/Walk**  
Providence Catholic High School - Student Council  
Wood River Police Association

## INDIVIDUALS

Heather Arellano  
Michael & Melonie Baggot  
Patrick Barry  
William Battista  
**Jack & Kathleen Bayer**  
Keith Beaudoin  
Dan Beers  
Barb & Augie Borchardt  
**William & Pam Borchardt**  
James & Cynthia Boyne  
**James & Leigh Boyne**  
**Tim & Karen Boyne**  
Rev. Mark & Kathy Brockhoff  
Patrick & Mary Bruno  
Robert & Cheryl Byron  
Matthew Campbell  
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Rick & Christine Clark  
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Colin & Teri Cross  
**Giovan & Robin Cullotta**  
Ronald & Mary Czajka  
Anthony De Fries  
Carlos & Margaret De La Hoz  
Bonnie & Bud DeFay  
Robert & Marianne Denkwalter

Ian & Cherie Duddridge  
Carol & Lance Ewert  
John & Natalie Farmer  
David & Carrie Flick  
Michael & Donna Flynn  
David French  
James & Laura French  
Larry & Kathy French  
John Garcea  
Chad & Anna Gardner  
Timothy Gardner  
Dean Gregory  
Stephen & Margaret Griest  
David & Robin Hall  
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Steven & Carla Rae Hoeft  
Michelle Huber  
Stuart & Pamela Jacover  
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Ed Kane  
Kathleen & Patrick Keenan  
Paul Kopecki  
Dean & Andrea Kozlowicz  
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Amy Lane  
Michael & Laurie LeDonne  
Kevin & Gena Lewis  
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**Tracy & John Lorenz**  
Kevin & Heidi Maruyama  
**Rodney & Nancy Maruyama**  
Michelle Massie  
Jim & Sue Mateja  
Ernst & Wanda Matia  
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Robert & Marian McNulty  
Rory & Ellen Monaghan  
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Cynthia Perrotta  
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Kevin Waller & Jean Roche

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Harold Rosenblume  
Nikki Rosenthal  
Tom & Marcia Rubino  
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Jeannine & James Small  
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Frank & Barbara Varak  
**Rob & Jean Varak**  
Scott Vender  
Marie & Mike Videka  
Anita Wallin  
**Jim & Judy Wengren**  
James & Charlene West  
Frederick Wich, Jr.  
Gregory Wojciechowicz  
Edward & Mary Ann Wood  
**Jason & Traci Wright**  
**Constantine & Antoinette Yannias**  
Brian & Carrie Zilch

Names listed contributed \$200 or more through donations received between 7/1/09 - 6/30/10. 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, Inc. office and accept our sincere apology.

## Thanks to Volunteers

Thank you! Thank you to all our volunteers over the past year. SIDS of Illinois, Inc. has only 4 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.

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

While we are searching for the cause of all sudden and unexpected infant deaths, research has shown us some steps that can be taken to 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 in a safe crib, alone. Never share with twins or other siblings.
- Babies should always sleep on a firm, flat surface with no soft bedding. Soft bedding includes: pillows, comforters, bumper pads, quilts, stuffed animals, folded diapers and laundry.
- Babies should not be overheated. The amount of clothing the baby needs to keep warm is the amount of clothing the parent needs to wear in the same environment. Use an additional layer for sleep. Healthy babies should never wear hats indoors or have their heads covered with anything during sleep. Baby should sleep in a well-ventilated room.
- SIDS of Illinois, Inc. encourages the use of the Halo™ SleepSack as a wearable blanket instead of loose blankets or bedding.
- Bed sharing is **not** protective for SIDS. Bed sharing can lead to accidental suffocation and overlay. Both of these are 100% preventable. Never put a baby to sleep on an adult surface like a couch, futon or adult bed. Your baby can share your bedroom in a safe crib until six months of age to enable you to quickly attend to baby's needs.
- Offer a pacifier at sleep time after one month of age to help reduce the risk of SIDS. There is no need to re-apply if the pacifier falls out of the baby's mouth during sleep.
- Breastfeed baby if possible. Breast milk is the best food for baby.
- 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.

For more information, please contact  
Nancy Maruyama, RN or Pam Borchardt at Sudden Infant Death Services of Illinois, Inc.  
1-800-432-SIDS (7437) or [www.sidsillinois.org](http://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 unexplained death in infancy by providing educational programs to consumers, professionals in healthcare, the law enforcement community, childcare providers and the public in general and by collaborating with others who have similar concerns, as well as by providing bereavement services to family members and others that have experienced the tragedy of a sudden, unexplained death in infancy through a peer support program and community support groups.

## **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.



# sids

SUDDEN INFANT DEATH SERVICES  
of illinois, inc.

NON-PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
GLENVIEW IL 60025  
PERMIT NO. 238

## OFFICE LOCATION

710 East Ogden Avenue, Suite 550  
Naperville, Illinois 60563  
630/305-7300 or 800/432-SIDS  
630/305-4773 Fax  
www.sidsillinois.org

ADDRESS CORRECTION REQUESTED

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President

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Vice President-Finance/Treasurer  
*Inland Commercial Property Management*

**Cherie Duddridge**  
Vice President-Secretary/President Elect  
*BP America*

**Heather Arellano\***  
*Sears Holding Corporation*

**Marsha Cooper\***  
*Glassner Preschool*

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**John Farmer\***  
*Horizon Drywall & Construction*

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*NBC 5 News in Chicago, WMAQ  
Anchor/Reporter*

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Clinical Director, Neonatal ICU  
Rush Children's Hospital*

**Debra Weese-Mayer, MD**  
*Professor of Pediatrics  
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Director, Center for Autonomic  
Medicine in Pediatrics  
Children's Memorial Hospital*

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*Executive Director  
of Operations*

**Nancy Maruyama, RN,  
NCBF\***  
*Executive Director  
Education & Community  
Outreach*

**Bradley G. Cox**  
*Manager of Finance and  
Special Events*

**Sandy Pohrte**  
*Administrative Assistant*

\*SIDS Family Member