Our Mission

Keep all kids safe from preventable injuries
PREVENTABLE INJURIES ARE THE #1 KILLER OF KIDS IN THE U.S.

Every year, 9,000 families lose a child because of a preventable injury.

IT’S A SERIOUS PROBLEM AROUND THE WORLD.

Globally, a child dies from a preventable injury every 30 seconds.
## U.S. Child Death Statistics – 2010

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Ages 0 to 19</th>
<th>2010 Deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MV Traffic</td>
<td>4,419</td>
</tr>
<tr>
<td>2</td>
<td>Suffocation</td>
<td>1,176</td>
</tr>
<tr>
<td>3</td>
<td>Drowning</td>
<td>1,027</td>
</tr>
<tr>
<td>4</td>
<td>Poisoning</td>
<td>838</td>
</tr>
<tr>
<td>5</td>
<td>Fire/Burn</td>
<td>365</td>
</tr>
<tr>
<td>6</td>
<td>Pedestrian, Other</td>
<td>214</td>
</tr>
<tr>
<td>7</td>
<td>Other Land Transport</td>
<td>191</td>
</tr>
<tr>
<td>8</td>
<td>Firearm</td>
<td>134</td>
</tr>
<tr>
<td>9</td>
<td>Fall</td>
<td>127</td>
</tr>
<tr>
<td>10</td>
<td>Natural/Environment</td>
<td>122</td>
</tr>
<tr>
<td>11</td>
<td>Unspecified</td>
<td>79</td>
</tr>
<tr>
<td>11</td>
<td>Struck By or Against</td>
<td>79</td>
</tr>
<tr>
<td>13</td>
<td>Other Spec., Classifiable</td>
<td>62</td>
</tr>
<tr>
<td>14</td>
<td>Other Transport</td>
<td>61</td>
</tr>
<tr>
<td>15</td>
<td>Other Spec., NEC</td>
<td>29</td>
</tr>
<tr>
<td>15</td>
<td>Machinery</td>
<td>29</td>
</tr>
<tr>
<td>17</td>
<td>Pedal Cyclist, Other</td>
<td>26</td>
</tr>
<tr>
<td>18</td>
<td>Cut/Pierce</td>
<td>5</td>
</tr>
</tbody>
</table>
### U.S. Child Injury Statistics – 2011

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Ages 0 to 19</th>
<th>2011 Nonfatal Injury</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fall</td>
<td>2,876,929</td>
</tr>
<tr>
<td>2</td>
<td>Struck By or Against</td>
<td>2,080,320</td>
</tr>
<tr>
<td>3</td>
<td>Overexertion</td>
<td>877,809</td>
</tr>
<tr>
<td>4</td>
<td>Cut/Pierce</td>
<td>553,494</td>
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<tr>
<td>5</td>
<td>MV Occupant</td>
<td>476,773</td>
</tr>
<tr>
<td>6</td>
<td>Other Bite/Sting</td>
<td>460,820</td>
</tr>
<tr>
<td>7</td>
<td>Pedal Cyclist</td>
<td>289,473</td>
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<tr>
<td>8</td>
<td>Foreign Body</td>
<td>273,596</td>
</tr>
<tr>
<td>9</td>
<td>Other Specified</td>
<td>272,633</td>
</tr>
<tr>
<td>10</td>
<td>Unknown/Unspecified</td>
<td>260,087</td>
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<tr>
<td>11</td>
<td>Other Transport</td>
<td>176,601</td>
</tr>
<tr>
<td>12</td>
<td>Dog Bite</td>
<td>150,372</td>
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<tr>
<td>13</td>
<td>Fire/Burn</td>
<td>136,314</td>
</tr>
<tr>
<td>14</td>
<td>Poisoning</td>
<td>130,301</td>
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<tr>
<td>15</td>
<td>Pedestrian</td>
<td>59,640</td>
</tr>
<tr>
<td>16</td>
<td>Motorcyclist</td>
<td>44,446</td>
</tr>
<tr>
<td>17</td>
<td>Inhalation/Suffocation</td>
<td>22,791</td>
</tr>
<tr>
<td>18</td>
<td>Natural/Environment</td>
<td>12,753</td>
</tr>
<tr>
<td>19</td>
<td>Machinery</td>
<td>12,005</td>
</tr>
<tr>
<td>20</td>
<td>BB/Pellet Gunshot</td>
<td>9,382</td>
</tr>
</tbody>
</table>
Global Injury Death Rates – 2004

Distribution of Child Injury Deaths by Cause
(World, 2004, Ages 17 and Under)

- Road Traffic Injuries, 22.3%
- Drowning, 16.8%
- Fire-Related Burns, 9.1%
- Falls, 4.2%
- Poisoning, 3.9%
- Homicide, 5.8%
- Self-inflicted Injuries, 4.4%
- Other Unintentional*, 31.1%
- War, 2.3%
The US child (0-14 years) injury death rate ranks among the worst of all high-income countries.

The US child injury death rate is 4 times that of countries with the lowest rates.

THIS IS A PROBLEM WE CAN FIX.

No parent should have to endure the loss of a child. Help us give all children the chance to grow up and become whatever they can imagine.
Safe Kids Worldwide was founded in 1988 with a mission to keep all kids safe from preventable injuries – things like traffic injuries, fires, falls, poisonings, drowning, and the like.

Twenty-five years later, Safe Kids has been part of a movement that has worked to reduce the rate of unintentional injuries in children in the U.S. by 55%.

But, there is still much more to be done.
How We Work

Research Reports
• September 2013: Buckle Up: Every Ride, Every Time
• August 2013: Teens and Distraction: An In-depth Look At Teens’ Walking Behavior (to be released)
• August 2013: Game Changers: Stats, Stories and What Communities Are Doing to Protect Young Athletes
• March 2013: An In-Depth Look at Keeping Young Children Safe Around Medicine

Programming & Awareness
• 10,000 local events each year
• 2 million unique visitors to our website in 2012
• 450,000+ Facebook followers
• 26,000+ Twitter followers
• 462,000+ views of most popular YouTube video
• More than 1,000 grants awarded in 2012 to US coalitions

Public Policy
• Our policy team works with coalitions across the U.S. to advocate for regulations and pass legislation to protect children.
Where We Work

600 State and Local Safe Kids Coalitions in the United States

27 member countries and counting!
Risk Areas

**Child Passenger Safety**
- Buckle-Up/Child Passenger Safety
- Certification of Child Passenger Safety Technicians
- Heatstroke – Never Leave Your Child Alone In A Car
- Start Safe Travel
- Countdown2Drive
- Distraction

**Pedestrian Safety**
- Walk This Way
- Distracted Pedestrians

**Water Safety**
- Boating and Open Water
- Pool and Spa
- Start Safe Water

**Fire and Burn Prevention**
- Start Safe Fire
- Smoke and CO Detectors
- Cooking Safety

**Medication Safety**
- Safe Medication Use

**Home Safety**
- Safe Sleep
- Button Battery Campaign
- Television and Furniture Tip-Over

**Recreation Safety**
- Bicycle Safety
- Playground Safety
- Sports Safety
Examples of Our Work

A Selection of Campaigns
Made Possible with Support
From Our Partners
Buckle Up Program

16 year partnership to protect children in and around cars

- Comprehensive program protecting children from car seats to teen driving
- Annual national awareness campaign
- Advocacy for stronger laws

Program Reach to Date

- 22 million people directly reached through events
- 1.5 million child safety seats checked
- 560,022 child safety seats distributed to underserved
- 137 Chevrolet mobile car seat checkup vans
- 506 permanent child safety seat inspection stations

Global expansion in 2013
Buckle Up Program

Motor Vehicle Fatalities Among Children Aged 19 and Under, by Age Group, 2001-2011*


Person Type codes used were 1: Driver of a MV In-Transport, 2: Passenger of a MV In-Transport, 9: Unknown Occupant Type in a MV In-Transport
Pedestrian Safety

Prevent pedestrian-related injury to children

• Safe Kids teaches safe behavior to motorists and child pedestrians to create safer, more walkable communities

• Program operates in ten countries including US

• Since Walk This Way’s launch, the number of child pedestrian fatalities has decreased by 32% in the U.S.

• In 2012, program reached more than 2 million children in 4,000 schools globally

• Every Child Deserves a Safe Place to Walk Video
Pedestrian Safety

Moment of Silence Campaign

• Launched August 27, 2013, we ask teens to pledge a moment of silence to honor the thousands of teens hit by cars each year
• Our research found that 1 in 5 high schoolers and 1 in 8 middle schoolers were observed crossing the street distracted
Sports Safety

Prevent serious sports-related injuries to kids

• Annual research report to drive awareness efforts and program focus
• Host local clinics for parents, coaches and kids
• Areas of focus include acute and overuse injuries, dehydration and concussion
• Since 2010, Safe Kids has hosted 1,000 sports safety clinics reaching 700,000 young athletes
• Game Changers Video
T.V. & Furniture Safety

Launched in December 2012 to prevent death and injury to children from television and furniture tip-overs

- Research Report
- National Awareness Campaign
- Grassroots Education

2012 – 2013 National Awareness Campaign

- Debuted on Today Show and in USA Today
- 400M+ impressions through print & broadcast
- 100M+ impressions on social media
- 471,000+ YouTube views of T.V. Tipover Video
Bike Safety

Protect kids from bike-related injuries

National Bike to School Day – First Week of May

- Events held at schools and in communities for kids and parents to promote safely biking to school, proper helmet fit and creating safe routes to school
- In 2013, 232 NBTSD events held across U.S.
- 26,680 students reached
- 32,782 total participants
- 6,033 free helmets distributed

Helmets can reduce the risk of severe brain injuries by 88 percent.
Medication Safety

Multi-Year program to reduce unintended medication exposures

• Report to Nation
• Awareness campaign
• Advocacy Effort
• Local grants to coalitions
• Partnership with CDC

2013 Awareness Campaign Results

• 95+ million impressions in initial 24 hours
• 140M+ impressions in first week
• Medication Safety Video
The inaugural Safe Kids Day was held on May 18, 2013.

120 Safe Kids coalitions participated, and 70 Safe Kids Day events were held across the country to raise funds and awareness about child injury prevention.

Through our awareness campaign, we had over 109 million media impressions for the Safe Kids Day cause and our sponsors.

Safe Kids Day 2013 raised $670,000 to protect kids!
Big Plans for 2014

Events
• Two high profile signature events: New York City and LA
• Local events (estimated 100) will take place throughout the country in April

Communications
• Engaging media partners ranging from Nickelodeon to Yahoo and AOL
• Planning robust social media campaign for April
• Planning robust national traditional media campaign and event campaigns
• Engaging celebrity spokespersons to raise profile of cause and campaign
• Engaging parent advocates for videos and PSAs

Marketing
• Cause marketing campaigns in works with several brands
2014 Sponsors

![Children's Tylenol logo](image)

![GM Foundation logo](image)

![FedEx logo](image)

![Tyco logo](image)

![American Airlines logo](image)
National Sponsorship Opportunity
National Sponsor $100,000

National and Local Events

NYC & LA Signature Event Recognition
- Opportunity to design customizable on-site product engagement experience.
- Branded activity area at both events.
- Logo on step & repeat, event invitation, event program, and certain event signage.
- Opportunity for company executive to be photographed and interviewed on the Red Carpet.
- Opportunity for interaction with talent during VIP reception.
- Opportunity for sponsor to have family portrait taken by celebrated fashion photographer at NYC event (2013 photographer was Nigel Barker).
- 14 VIP tickets.

Local Event (100 estimated taking place around the U.S. during April) Recognition
- Branding on local posters, flyers, banners.
- Estimated direct reach through event participation (parents, children, and first responders) 50,000-60,000.

Marketing
- Opportunity to create a company-supported cause marketing campaign tying brand to child safety movement.
- Corporate logo featured on each Safe Kids Day webpage and fundraising site through June 30, 2014.
- Inclusion in month-long social media campaign (estimated social media impressions of 50 million).
- Inclusion in national and local media campaign (estimated media impressions of 70-100 million).
- Access to Safe Kids Day video content/photos for usage on brand’s digital platforms.

Employee Engagement
- Opportunity for employees to participate in local Safe Kids Day events.
- Opportunity for Safe Kids Day event at company locations.
Signature Event
Sponsorship Opportunities
Guardian Sponsor $50,000

National Event Recognition
- NYC & LA National Signature Events
  - Opportunity to design customizable on-site product engagement experience.
  - Branded activity area at both events.
  - Logo on event invitation, event program, and certain signage.
  - Executive red carpet interview tying brand to child injury prevention cause.
  - Opportunity for interaction with talent during VIP reception.
  - Opportunity for sponsor to have family portrait taken by celebrated fashion photographer at NYC event (2013 photographer was Nigel Barker).
  - 12 VIP tickets to each event.

Marketing & Communications
- Brand logo featured on Safe Kids Day website through June 30, 2014.
- Inclusion in all Safe Kids Day event media campaign.
- Access to Safe Kids Day video content/photos for usage on brand’s digital platforms.
First Responder Sponsor $25,000

National Event Recognition

- NYC & LA National Signature Events
  - Branded activity area at both events.
  - Logo on event invitation and event program.
  - Executive red carpet interview tying brand to child injury prevention cause.
  - Opportunity for interaction with talent during VIP reception.
  - Opportunity for sponsor to have family portrait taken by celebrated fashion photographer at NYC event (2013 photographer was Nigel Barker).
  - 10 VIP tickets to each event.

Marketing & Communications

- Brand logo featured on Safe Kids Day website through June 30, 2014.
- Inclusion in portions of Safe Kids Day event media campaign and in social media campaign.
- Access to Safe Kids Day video content/photos for usage on brand’s digital platforms.
Hero $10,000

National Event Recognition
- NYC & LA National Signature Events
  - Logo on event invitation and event program for both events.
  - Executive red carpet interview tying brand to child injury prevention cause.
  - 8 VIP tickets to each event.

Marketing & Communications
- Brand logo featured on Safe Kids Day website through June 30, 2014.
- Inclusion in portions of Safe Kids Day event media campaign.
Protector $5,000

National Event Recognition
- NYC & LA National Signature Events
  - Logo on either New York or LA event invitation and event program.
  - 6 VIP tickets to each event.

Marketing & Communications
- Brand logo featured on Safe Kids Day website through June 30, 2014.
Safe Kids Day & You
How Can My Coalition Participate?

**Online Fundraiser:** Use our fundraising platform to set up your own coalition team page and ask local contacts, partners, and supporters for donations in support of Safe Kids Day and child injury prevention. 80% of funds raised through this platform will go directly to your coalition.

**Event:** Host an event in April 2014 to celebrate the potential of children everywhere and our cause that works to ensure all kids have the chance to grow up. 100% of local sponsorship funds for these events will stay local!

**Awareness Campaign:** Use Safe Kids Day to remind your community about the work you do each and every day through a social or traditional media campaign.

**Cause Marketing:** Ask local businesses to designate a % of their sales during a day, week, or the entire month of April! 100% of the funds raised through local cause marketing will stay local.
Why Participate in Safe Kids Day?

1. **Build Capacity**: Funds raised will help you do more in your community.

2. **Build Awareness**: The day helps you build awareness for important safety messages and the work of Safe Kids.

3. **Build Partnerships**: Safe Kids Day sponsorships and partnerships can grow into more than just one day a year.
What Can I Do to Get Started?

- Recruit Volunteers
- Set A Goal
- Determine If You Will Host an Event
- Solicit Local Supporters and Sponsors
Recruit Volunteers

• Identify individuals to serve on your Safe Kids Day leadership committee.

• These should be people who have the ability to connect with people, who are networkers, and who are passionate about the Safe Kids cause.

• Look to people in leadership positions within companies or organizations – someone who could approach at least 25 people.

• Our partner, Pilot International, is a perfect choice for your committee.

• We recommend identifying 5-10 of these leaders to join your committee.
Set a Goal

• It is important to set a goal for Safe Kids Day that is both realistic and achievable in order to help focus your efforts.

• We recommend setting two numbers:
  • Total # of Supporters
  • Total Funds Raised

• This will help you and your Safe Kids Day Leadership Committee establish your strategy.
Determine If You Will Host an Event

• Events are a powerful way to build awareness and raise funds through sponsorships.

• Work with your Safe Kids Day committee to determine whether your coalition should host an event, and to answer these questions:
  • Do you have the capacity to execute, or volunteers who can help execute a Safe Kids Day event?
  • Are there competing events in April? Can we work to tag onto one of these events?
  • What are some fun, inexpensive draws to get people out to an event?
Solicit Local Support

• Work with your leadership committee to identify the individuals, corporations, foundations, or organizations in your community you want to approach to support Safe Kids Day.

• If you are hosting an event, local sponsorships can help you cover costs and raise funds to use for programming.

• Sponsors can be recognized in event branding, with event booths and speaking roles, and on your social media sites and website.

• If you are not hosting an event, consider asking for help to support your awareness campaign, or ask these individuals and corporations to take Safe Kids Day as an opportunity to
Join Us!

• We hope you will join us for Safe Kids Day 2014! We look forward to working with you to make this campaign a success in your community.

• We will be providing more tools and hosting more webinars in the coming months.

• Please remember that MOU’s are due by December 1.
To help you get started with Safe Kids Day, we’ve created the following toolkit, which you can find on www.safekids.org:

- **Making the Ask: An In-Depth Guide to Asking for Funding**
- **Customizable PowerPoint to Present Safe Kids Day to a Prospect**
- **Customizable Letters to:**
  - Corporate Prospect
  - Foundation Prospect
  - Individual
  - Thank You Letter
- **Safe Kids Day 2014 Handbook**
Let’s Give Every Kid the Chance to Grow Up.

Just Imagine.
Thank You

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