ANNUAL REPORT

Safe Kids Clark County is a non profit organization dedicated to the prevention of accidental death and injuries to children. We are part of the Safe Kids Worldwide Campaign, the first and only international organization solely dedicated to this cause.

PREPARED BY

Jeanne Marsala, RN, BSN, MSN Executive Director











SAFE KIDS
Clark County

Saving Lives...One Child at a Time

IMPACT REPORT





A message from our director

As I enter, my 25th year as the Executive Director, I could not be more proud of the organization and its growth. We are ranked in the top 5 most successful coalitions internationally. We have successes and some challenges, yet we have persevered. We have survived after Covid and have had to rebirth ourselves in the community. This coalition comes from a variety of backgrounds, genders, races; but we all have one common connection; we love children and we want to see them grow up to be healthy, happy and safe. Let's continue to work together to save children's lives in our community.

Jeanne Marsala, RN. MSN

THE PROBLEM

More children die each year from accidental injuries than all childhood diseases combined. Over one million children per year, in the US, lose their lives unnecessarily; and deaths are just the tip of the iceberg. For every one death, 100 children are hospitalized and 1000 are seen in hospital emergency rooms. Losing one child is one too many and we don't want any parent to have to endure the loss of a child.

THE SOLUTION

Community Engagement

97 Community Events

289
Hours served in the community

5,718
People reached

A. Prioritize equity and impact: Effectively reach communities that are marginalized and underserved & expand our focus on the leading causes of fatality (traffic crashes, drownings, and unsafe sleeping environments).

- B. Gather evidence in practice: Validate and scale interventions.
- C. Design education and awareness interventions: Fill gaps based on evidence.
- D. Advocate for laws and policies: Interact with lawmakers and policymakers.
- E. Sustain systems change: Make lasting changes to consistently help communities with the greatest needs.

TOP 5 RISK AREAS

PROJECTS

OUTCOMES



Motor Vehicle Safety

Boost'em, Buckle'em & Back Seat'em Car Seat Check-up Events Safety in and around Cars Stop on Red Don't Drive Intexticate Buck for a Buckle

- Increased proper child passenger safety by 33%
- · Held 20 car seat check up events
- · Checked over 1,000 car seats
- Held annual Press Conference for Safety in and around cars
- Surveyed 4 major intersections for red light running and executed educational intervention
- "Don't drive intexticated" interactive game presented two times/year.
- · Buck for a Buckle held once per year



Bike and Pedestrian Safety



- · Held two Bike Rodeos per year
- · Gave away greater than 100 helmets
- Sponsor one school pedestrian safety program per year
- · Two Clifford events per year



Home Safety

Baby Safety
Falls Prevention
Fire Prevention
Poison Prevention
Humpty Dumpty Falls Prevention
coloring book

- · Hold monthly baby safety class
- Hold one falls prevention class per quarter at day cares
- Hold two gear up games events per year including both fire prevention and poison prevention



Water Safety/Drowning Prevention

April Pools Day
Mock Drownings
Information Tables at Public
Pools
Clayre's Pool Fence Fund

- Hold annual April Pools Day press conference
- Hold one mock drowning rescue per year for media
- Educational informational tables at 1 recreational center per year.



Sports Safety

Hydration Event
Concussion Awareness
Information Tables at youth
sports events
Gear up Games

- Hold Hydration station at Gear up Games event twice per year
- Concussion awareness at one sports event per year
- · Gear up Games held twice per year



Other Programs

Sunrise Trauma Talks to Teens Santa is coming to Town, Don't Hit Him Halloween Carnival Spring Carnival

- Held once per year in partnership with Sunrise Trauma.
- Held once per year in partnership with Sunrise Hospital
- · Halloween Carnival held every October
- Spring Carnival held every spring

MEDIA REPORT

Earned Media

Story Count **52**

Audience Viewed 1,585,064

Ad Value **\$28,208**

Calc Ad Value \$49,219

Social Media

Posts

61

People Reached

88,460

Engagements

6,132

Shares

354





Profit/Loss Report

2:40 PM 03/09/24 Cash Basis

SAFE KIDS Clark County Profit & Loss

January through December 2023

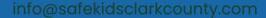
	Jan - Dec 23
Ordinary Income/Expense	
Income 5210 · SQUARE FEES	622.54
4555 · Grant SUMMERLIN	5,400.00
4558 · GRANT -ALBERTSONS	1,000.00
4016 · MISC REFUNDS/RETURNS	290.62
4000 - General Donations	27,038.61
5000 · Program Revenues	5 400 00
5010 · Court Diversion Class Fees	5,400.00
Total 5000 · Program Revenues	5,400.00
5800 · Special Events	3,614.00
Total Income	43,365.77
Expense	
7360 - REFUNDS (See Notes)	-65.00
7265 · PAYROLL (non employee)	5,408.00
7320 - STUDENT WORKSTUDY PROGRAM	1,857.29
8331 - EVENT SUPPLIES (see note)	7,559.03
8592 · SPECIAL EVENT EQUIPMENT RENTALS	980.00
8197 · VEHICLE REGISTRATION	311.00
8500 · Program Expenses 8505 · Buck for a Buckle	900.00
Total 8500 · Program Expenses	900.00
8550 - Program Supplies	
8555 · Car Seats	271.68
Total 8550 · Program Supplies	271.68
8590 · Event Supplies	783.90
7260 · NATPAY Payroll Expenses	2,718.83
7500 · Professional Fees	
7520 · Accounting Fees	100.00
Total 7500 · Professional Fees	100.00
8000 - General & Administrative	
8170 · Office Supplies	131.21
8145 · Insurance	3,492.77
8120 · Bank Fees	184.50
8160 · Meals & Entertainment	140.00
Total 8000 · General & Administrative	3,948.48
8200 · Occupancy Expenses	
8205 · Cell Phone	1,800.00
8230 · Storage	7,140.00
Total 8200 · Occupancy Expenses	8,940.00
8400 · Miscellaneous Expenses	5,116.05
Total Expense	38.829.26
Net Ordinary Income	4,536.51
Other Income/Expense	1 765534
Other Expense	
8250 - PETTY CASH	1,500.00
Total Other Expense	1,500.00
Net Other Income	-1,500.00
et Income	3,036.51

WE COULDN'T HAVE DONE IT WITHOUT YOUR GENEROUS SUPPORT

The biggest thanks goes to our lead organization since 1993,
Sunrise Hospital and Medical Center
and Sunrise Children's Hospital
Trauma Services



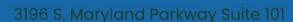






www.safekidsclarkcounty.org







702-916-8640 OR CELL 702-682-8749

THANK YOU TO ALL OUR DONORS, COMMUNITY PARTNERS AND VOLUNTEERS

Community
Partners

AMR/Medic West Ambulance Arizona College of Nursing Academica Charter Schools Chamberlain University Clark County Court Systems

Clark County Child Death Review Team
Clark County School District Partnership Office

Clark County School District Police

Clark County Fire Department College of So. Nevada Nursing

Community Ambulance

Henderson Fire Department

Henderson Police

Las Vegas Fire

Metro Police

Nevada Highway Patrol

Nevada Office of Traffic Safety

Nevada State University

North Las Vegas Fire

North Las Vegas Police

Roseman University

So. NV Child Drowning Prevention Coalition

UNLV Road Alliance

Zero Fatalities

Donors

Sunrise Hospital and Medical Center, Lead Organization

Albertson's
Chadwick Family Allstate
Clearwater Paper Company
Community Ambulance
Costco
Desert Surgical Associates
Findlay Chevrolet

Pediatric Surgery Associates
Spring Valley Hospital

State Farm Insurance

Summerlin Hospital

Target

U.S. Anesthesia Partners

Volunteers

We have over 100 community volunteers
We appreciate every one of you!

BOARD AND STAFF

ALMA ANGELES, PRESIDENT ERIN BREEN, VICE PRESIDENT MAGGIE SAUNDERS, SECRETARY LEO ESCOBEDO, TREASURER



Jeanne Marsala, RN, MSN Executive Director

NICK FIORE, MD, MEDICAL DIRECTOR COUNTY COMMISIONER MICHAEL NAFT, HONORARY MEMBER



Shakariyah Jimerson Event Coordinator