

2023

# ANNUAL REPORT



SAFE KIDS  
CLARK COUNTY



LEAD ORGANIZATION  
SUNRISE HOSPITAL  
AND MEDICAL CENTER,  
TRAUMA SERVICES

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



# 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

- 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.

## Community Engagement

**97**

Community Events

**289**

Hours served in the community

**5,718**

People reached

## 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

Bike Rodeos  
Light up the Night  
Helmet Giveaways  
Safe Kids Walk this Way  
Clifford Takes a Walk

- 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
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
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	
5010 · Court Diversion Class Fees	5,400.00
<b>Total 5000 · Program Revenues</b>	<b>5,400.00</b>
5800 · Special Events	3,614.00
<b>Total Income</b>	<b>43,365.77</b>
<b>Expense</b>	
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
<b>Total 8500 · Program Expenses</b>	<b>900.00</b>
8550 · Program Supplies	
8555 · Car Seats	271.68
<b>Total 8550 · Program Supplies</b>	<b>271.68</b>
8590 · Event Supplies	783.90
7260 · NATPAY Payroll Expenses	2,718.83
7500 · Professional Fees	
7520 · Accounting Fees	100.00
<b>Total 7500 · Professional Fees</b>	<b>100.00</b>
8000 · General & Administrative	
8170 · Office Supplies	131.21
8145 · Insurance	3,492.77
8120 · Bank Fees	184.50
8160 · Meals & Entertainment	140.00
<b>Total 8000 · General &amp; Administrative</b>	<b>3,948.48</b>
8200 · Occupancy Expenses	
8205 · Cell Phone	1,800.00
8230 · Storage	7,140.00
<b>Total 8200 · Occupancy Expenses</b>	<b>8,940.00</b>
8400 · Miscellaneous Expenses	5,116.05
<b>Total Expense</b>	<b>38,829.26</b>
<b>Net Ordinary Income</b>	<b>4,536.51</b>
<b>Other Income/Expense</b>	
<b>Other Expense</b>	
8250 · PETTY CASH	1,500.00
<b>Total Other Expense</b>	<b>1,500.00</b>
<b>Net Other Income</b>	<b>-1,500.00</b>
<b>Net Income</b>	<b>3,036.51</b>

# 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



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[www.safekidsclarkcounty.org](http://www.safekidsclarkcounty.org)



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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**

**NICK FIORE, MD, MEDICAL DIRECTOR  
COUNTY COMMISSIONER MICHAEL NAFT,  
HONORARY MEMBER**



Jeanne Marsala, RN, MSN  
Executive Director



Shakariyah Jimerson  
Event Coordinator

**Strategic plan available upon request**