



charlie's
house

2021 ANNUAL REPORT

A Message from the Executive Director

2021 was an incredible year for **Charlie's House**. Starting with the opening of the nation's first Safety Demonstration House and continuing with creating new programs. Our **Safety Demonstration House** is a vision fulfilled and became a reality due to our supportive donors, community partners, and the leadership of the Board of Directors. Thank you for being part of this great resource in the Kansas City community.

While many successes occurred for Charlie's House in 2021, this is the beginning of new paths for our organization. The Safety Demonstration House expands

our efforts to develop new programs. These new pathways include developing additional community programs based on community needs. Moving forward with our mission means reaching more families, developing new partnerships, and growing our programs.



Please enjoy our 2021 Annual Report, get to know **Charlie's House** better, and then spread the word to people who need to know how to prevent accidents and injuries to children.

– J. Stuart Hoffman, Executive Director

A Message from the Board of Directors Chair



I'm honored and humbled to have assumed the role of Chair of the Board of Directors at Charlie's House in January. Indeed 2021 was an amazing year at Charlie's House, and although much was accomplished, the countless opportunities now at our doorstep are even more exciting. Of course, with the nation's first safety demonstration home now constructed and operational, our core mission, "to prevent accidents and injuries to children in and around the home," will not change, and we're excited to shift our focus to pursuing that mission through a wide range of new programming efforts.

The Board has been busy so far this year and is committed to ensuring that Charlie's House remains relevant, sustainable, and mission-focused. To begin the process, the Board engaged the services of David Renz from the Midwest Center for Nonprofit Leadership, Bloch School of Management, UMKC. His expertise guided us through a strategic planning process that included a community-wide survey gathering feedback from our stakeholders and community partners. That feedback enhanced the process tremendously, and we're confident our goals for 2022 and beyond will undoubtedly strengthen and grow our relationships with our stakeholders and community partners.

Future opportunities for Charlie's House are almost overwhelming. Both national and international corporations are now among the sources that fund operations at Charlie's House.

Charlie's House is becoming increasingly more visible in the community. In 2021, we were proud to host the first annual The **SAFE HOME SAFE CHILD** awards ceremony, which allowed us to recognize dignitaries, stakeholders, and community partners for their contributions to child safety. We also now have visibility at the national level, with product and child safety organizations, through our recently formed Advocacy Committee.

As programming demand increases, organizational growth is inevitable. We anticipate growth across all aspects of the organization. The Board is cognizant of growing at a very intentional pace and ensuring that Charlie's House's programs remain of the highest quality and are focused on the most impactful areas. We strive to maintain staffing levels to efficiently react to daily demands while ensuring adequate time for the staff to be focused and engaged. We are developing a cadre of volunteers to serve on committees and assist with tours and programming at the Safety Demonstration House. Similarly, to ensure strong governance, our Board of Directors will seek additional engagement as board terms expire and the Board expands. Don't hesitate to contact us if any of these roles are intriguing. In conclusion, the last year was an epic year for Charlie's House. With an intentional focus on programming, governance, and fiscal stability, there's no reason to believe that the future won't be anything less. Be SAFE,

– Bob Renton, Chair, Board of Directors

CONTINUING OUR PATHWAY TO SUCCESS...

Throughout 2021, Charlie's House began growing its operations, services, and programs, building a foundation to reach more families. Our pathway to success included establishing new community partnerships and ways to increase awareness of injury prevention.

Opening of the nation's first Safety Demonstration House

The Charlie's House Board of Directors cut the ribbon to open the Safety Demonstration House. Conducting 275 tours in 2021, parents, caregivers, healthcare professionals, and community partners experience ways to set up a home to prevent injuries to children.

Developed a virtual Safety Demonstration House tour. Visited by more than 2,400 in 2021, this experience expands the reach of our programs beyond the Kansas City community.



Dedication of the BMA Foundation Garden

Members of the BMA Foundation Board of Directors, Anselmo Family, and Charlie's House leadership dedicated the BMA Foundation Garden located on the grounds of the Safety Demonstration House.



National Injury Prevention Day.

In collaboration with Injury Free Coalition for Kids, Charlie's House hosted the 2021 Shine the Light on Green National Injury Prevention Day.



The first annual SAFE HOME SAFE CHILD Awards.

Honoring the exemplary work and commitment to preventing accidents and injuries to children.



**SAFE HOME
SAFE CHILD
AWARD**



**Excellence in
Home Safety
Individual Award**
Phyllis Larimore



**Outstanding
Safety Efforts**
Organization
KidsandCars
Safety



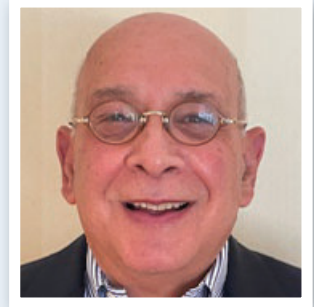
CROWLEY
FURNITURE & MATTRESS

**Outstanding
Safety Efforts**
Company
Crowley Furniture
& Mattress



Cindy Mense

Initiated the Charlie's House Safety Hall of Fame – recognizing individuals for their commitment of time, talent, and treasure to our mission.



Harvey Grossman, MD

BMA Foundation Dine and Dance with the Stars

Jimmy Walker, Charlie's House Board of Directors, Assistant Chief of Department Emergency Services, and dancer extraordinaire, entertain the audience with an outstanding performance.



New programs

SAFE NOW, SAFE LATER – Ensuring that home, no matter how that is defined, is safe for children. This program works directly with temporary house groups, including domestic violence, emergency shelter, substance rehabilitation, and vocational training, to provide educational information, presentations, and safety devices. As families transition out of a program, they are encouraged to take the safety devices to their new home. In 2021, Charlie's House partnered with nine temporary housing groups.

Community Alliance Program – Working with other organizations in the Kansas City area that serve clients who would benefit from our services and programs, the Community Alliance Program partners with groups that serve as referral agents to Charlie's House. Examples of the groups that work with Charlie's House include Parents As Teachers, Head Start, First Steps, and Easter Seals.

Safety Corner

Charlie's House began publishing a monthly e-newsletter focused on providing families with safety tips, promoting rooms' featured in the Safety Demonstration House, checklists, and links to child safety organizations.

Safety Corner
 Charlie's House
 A Division of Charlie's House
 FEBRUARY 2021

Playground Safety
 Safer Playgrounds, Safer Play for Kids

More than 200,000 children go to hospital emergency rooms with playground-related injuries each year. And every year, about 15 playground accidents turn fatal.

Most of the injuries occur when a child falls from the equipment onto the ground. Unfortunately, many backyard playsets and public playsets are placed on dirt or grass-surfaces that do not protect children when they fall.

Playgrounds challenge children to build essential life skills in a safe environment, like judging risks and making decisions. Safe is the keyword here: if playgrounds are not carefully checked for hazards, we risk children getting hurt in places where they're expected to behave like kids.

[CLICK HERE](#) to download a Playground Safety Checklist.

No matter where your kids are playing, remember to check the surfacing first.

Is it the right type? Surfacing should be loose materials such as wood chips, sand, pea gravel, or permanent rubber-like materials.

Is there enough coverage? Surfacing should extend 6 feet out from the edge of playground equipment. Is it in good condition? If surfacing is loose materials, tears, or holes.

Let the organization that oversees the playground know that the playground needs attention and considering finding a new place to play until the playground meets guidelines.

Charlie's House encourages parents and caregivers always to supervise young

"I received tip-overs straps from Charlie's House at a community event and installed them when I got home. A few months later, I walked into my son's room and he was climbing on his bookcase. There is no doubt in my mind that the furniture would have fell on top of my son had I not gotten these straps. I believe Charlie's House saved my child's life."

- Andi, mother of a four-year old

