

# Charlie's House



## General Information

### Contact Information

<b>Nonprofit</b>	Charlie's House
<b>Address</b>	6324 N Chatham Ave, Suite 223 Kansas City, MO 64151
<b>Phone</b>	(913) 375-7123
<b>Website</b>	<a href="http://www.charlieshouse.org">www.charlieshouse.org</a>
<b>Facebook</b>	<a href="https://www.facebook.com/charlieshouse">facebook.comwww.facebook.com/charlieshouse</a>
<b>Twitter</b>	<a href="https://twitter.com/CharlieHouseKC">twitter.com/@CharlieHouseKC</a>
<b>Email</b>	<a href="mailto:jearnshaw@charlieshouse.org">jearnshaw@charlieshouse.org</a>

### At A Glance

<b>Former Names</b>	The Safety Spot, Inc. dba Charlie's Safe Haven
<b>How to donate, support, and volunteer</b>	You may help to keep children safe in and around the home by donating to Charlie's House by clicking the "Donate" button on our website ( <a href="http://www.charlieshouse.org">www.charlieshouse.org</a> ) or by sending a check to Charlie's House at 6324 N. Chatham Ave., Suite 223, Kansas City, MO 64151. Thank you for your support of child safety.

# Mission & Areas Served

## Statements

### **Mission Statement**

Prevent injuries to children in and around the home.

### **Background Statement**

On November 1, 2007, Charlie Horn, a 2-year-old Kansas City boy, was killed when he attempted to climb a 30" dresser in his home. Through this tragedy, Charlie's House was born. Charlie's House is dedicated to preventing injuries to children in and around the home. To achieve our mission, we deliver educational programming on home safety and intend to construct a permanent Safety Demonstration Home, where programming will be tangible and accessible.

At Charlie's House, we have two core beliefs:

1. Home safety is attainable for anyone and necessary to everyone.
2. Maintaining safety is an ongoing process.

Everyone has a Charlie in their lives – someone they long to protect. Charlie's House addresses an issue that affects every one of us.

### **Impact Statement**

Top accomplishments in the past year include:

1. Distribution – In 2016 alone, we distributed more than 65,470 safety items free of charge. These items include furniture straps, television straps, outlet covers, gun locks, cabinet locks, Charlie's Checklist, Home Safety slides and generic business cards (to send people to our website and social media).
2. Educational Website – The Charlie's House website ([www.charlieshouse.org](http://www.charlieshouse.org)) is a tremendous resource for child safety information. The website offers a printable safety checklist, a virtual house, power point presentations about child safety, monthly safety articles, newsletters, links to social media, links to popular safety articles and information, and much more. Additionally, visitors to our website can order complimentary safety information and products through our site.
3. Physicians Alliance: We have formed relationships with pediatricians and family doctors at Children's Mercy, Shawnee Mission Medical Center, North Kansas City Hospital, HCA hospitals, the Kansas Chapter of the American Academy of Pediatrics and others in order to create a network to distribute our Charlie's Checklists.
4. Partnerships: Charlie's House has created multiple partnerships to help prevent injuries (or worse) to children in and around the home. We have partnered with the Consumer Product Safety Commission with their Anchor It and Pool Safety campaigns. Additionally, we've partnered with Avila University's School of Nursing to create child safety videos that we've launched through the Charlie's House YouTube Channel.

Top goals for the current year include:

1. Increase the distribution of safety items and home safety educational materials.
2. Increase awareness of the Charlie's House brand through social media, website traffic, participation in health fairs, and speaking engagements.
3. Finalize fundraising for the Safety Demonstration Home.
4. Increase the size of our database considerably.

### **Needs Statement**

Charlie's House is in need of the following:

1. Consistent annual donors.
2. New grants and sources of revenue.
3. Financial contributions to the capital campaign.
4. An inventory of safety materials to distribute to those in need.
5. An increased network of pediatricians, family doctors and others that care for children.

**Board Chair Statement**

The story of Charlie Horn touched my heart, as I am a Dad.

I wanted to be involved because I didn't want to see this story repeat itself. As I've continued to dive deeper into the many potential hazards around the home for young children, what has struck me is this: Many (a high percentage) could have been prevented with simple safety measures.

By continuing to fulfill our mission, we can - and we do and we will continue to - genuinely, truly make a difference. Through a tremendous amount of education, through multiple vehicles, we can prevent injuries to children in and around the home.

With the volume of children that are seriously injured every year (and month, week, day), we are able to positively impact thousands of young people. While we often cite many statistics, which are alarming, we each have our own "Charlie".

For me, his name is Sean. He is my son.

**Service Categories**

Safety Education

Consumer Protection

**Areas of Service**

**Areas Served**

Areas

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KS - Wyandotte County

KS - Johnson County

MO - Jackson County

MO - Clay County

MO - Platte County

National

# Programs

## Programs

### Charlie's Checklist

**Description**

Charlie's Checklist is a simple list highlighting home-safety improvements caregivers can easily make themselves to make their home as safe as possible.

Charlie's Checklist was developed by experts on our Education Committee, who identified the top five causes of home accidents – burns, falls, choking or suffocation, poisoning, and drowning – then created Charlie's Checklist to help families and caregivers avoid these most common problems. In addition, the group created a safety presentation which can be customized to audiences as they request assistance.

**Category**

Public Safety, Disaster Services, General/Other Safety Education

**Population Served**

Children and Youth (0 - 19 years), ,

**Short-Term Success**

1. Charlie's Checklist will be reviewed/accessed by at least 1,000 people annually through speakers' bureau presentations and website hits.
2. Clients who review Charlie's Checklist will identify at least one step they can take immediately to improve their home safety.

**Long- Term Success**

We are working toward establishing partnerships with local pediatrician offices. We intend to provide pediatricians with new patient safety kits and direct links to our website from theirs for their patients.

Our hope is that ultimately, in-home accidents for children under the age of 18 will decrease in the Kansas City area. The ultimate goal is to eliminate accidental death in the home.

**Program Success Monitored By**

We measure success through the use of pre- and post-tests at presentations and through the number of hits received by our website.

**Examples of Program Success**

Charlie's Checklist is reviewed quarterly and revised to respond to current issues. Approximately 25,000 Checklists have been distributed since the inception of Charlie's House at presentations, community outreach events, health fairs, home shows, and back-to-school fairs.

## Charlie's Virtual House

<b>Description</b>	<p>We have created a three-dimensional virtual safety demonstration home on our website (<a href="http://www.charlieshouse.org">www.charlieshouse.org</a>), that guests can tour to identify potential accident spots within the home, and find tips, recommendations, and how-to's on making those spots safer. Our website gives us an unlimited reach to our target audience.</p> <p>Charlie's Virtual House is managed by the Education Committee, who utilizes information from Charlie's Checklist to provide the safety content on the Virtual House. Content is reviewed quarterly and the website is updated accordingly. We take the information provided on Charlie's Virtual House very seriously, as we consider ourselves to be a resource for families with children of all ages – not just small children.</p>
<b>Category</b>	Public Safety, Disaster Services, General/Other Safety Education
<b>Population Served</b>	Families, ,
<b>Short-Term Success</b>	<ol style="list-style-type: none"><li>1. Charlie's Virtual House will be reviewed / accessed by at least 1,000 people annually through website hits.</li><li>2. Clients who utilize Charlie's Virtual House will identify at least one step they can take immediately to improve their home safety.</li></ol>
<b>Long- Term Success</b>	Our hope is that ultimately, in-home accidents for children under the age of 18 will decrease in the Kansas City area. The ultimate goal is to eliminate accidental death in the home.
<b>Program Success Monitored By</b>	We currently measure success with Charlie's Virtual House through the number of website hits.
<b>Examples of Program Success</b>	In 2016 the Charlie's House website received over 35,000 page views.

## Physician's Alliance

<b>Description</b>	The Physician's Alliance is a program to distribute the Charlie's Checklist (home safety check list) to families via Pediatrician offices in the greater Kansas City area. To date over 30,000 safety check lists have been distributed all around the metro area with ongoing plans to continue distribution of the information. The printing and distribution is accomplished in partnership with Children's Mercy Hospital, Shawnee Mission Medical Center, HCA Hospitals, North Kansas City Hospital, the Kansas Chapter of the American Academy of Pediatricians and Pediatricians and Family Doctors throughout the Kansas City metro area.
<b>Category</b>	Public Safety, Disaster Services, General/Other Safety Education
<b>Population Served</b>	Children and Youth (0 - 19 years), ,
<b>Short-Term Success</b>	Our initial distribution of 10,000 check lists was accomplished quickly and with the cooperation of the community pediatricians, and we've continued to grow this distribution because we've continued to grow both partnerships and sponsorships. The goal is to have a sustainable mechanism to provide families with actionable information via their pediatrician or family doctor.
<b>Long- Term Success</b>	Prevent injury to children in and around the home. This specific program focus is to create a greater awareness and drive traffic to either the web site or ultimately to the permanent safety demonstration house.
<b>Program Success Monitored By</b>	Distribution volume will be monitored on an ongoing basis via reporting by our various partners . It will be difficult to measure the impact on preventive injuries by this program alone as it is part of a comprehensive education strategy.
<b>Examples of Program Success</b>	The program was initiated in 2012 and we continue to grow distribution channels and sponsorships (Crowley Furniture, Children's Mercy, and State Farm have continued to support the Physicians Alliance). And hospitals and Pediatricians are now requesting additional (new) child safety materials for them to distribute. The relationships are growing, and the program is growing.

## Distribution

<b>Description</b>	Charlie's House helps to fulfill its mission by distributing child safety information and items. Specifically, we distribute furniture straps, television straps, cabinet locks, outlet covers, Charlie's Checklists and Home Safety Slides. In 2016 alone, we distributed over 65,000 of the above items, completely on a complimentary basis. Since inception, Charlie's House has now distributed over 250,000 pieces of child safety information and products.
<b>Category</b>	Education, General/Other Education, General/Other
<b>Population Served</b>	Families, ,
<b>Short-Term Success</b>	Charlie's House has distributed over 65,000 pieces of safety information and materials (furniture straps, gun locks, television straps, cabinet locks, outlet covers, Charlie's Checklists and Home Safety Slides) in 2016 alone.
<b>Long- Term Success</b>	Since inception, Charlie's House has now distributed over 250,000 pieces of child safety information and products/materials.
<b>Program Success Monitored By</b>	While it's difficult to track the injuries (or worse) that didn't occur because of our distribution of information and products, we know that tens of thousands of people have been positively impacted by our distribution program. We can also monitor by the decline of ER visits by children due to an injury in or around the home.
<b>Examples of Program Success</b>	The notes from parents, grandparents and caregivers of young children keep reminding us of the tremendous impact that we're having.

### **CEO Comments**

We are growing the quantity and quality of our programs in which we support our mission. As we've continued to build relationships, grow our Board, grow our committees and grow our volunteers, our impact has grown considerably. Whether it's the number of page views on our website, the number of items that we distribute, the number of people impacted through our Physicians Alliance or the number of people that attend our safety presentations or events, our numbers have continued to grow. As such, we have continued to fulfill our mission (to keep children safe in and around the home) to a great degree.

# Leadership & Staff

## Executive Director/CEO

<b>Executive Director</b>	Jessica Earnshaw
<b>Term Start</b>	Jan 2017
<b>Email</b>	jearnshaw@charlieshouse.org

### Experience

- Executive Director Institute at Nonprofit Connect.
- Member of the Junior League of Kansas City, MO for over 12 years.
- Previously worked for the Leukemia and Lymphoma Society and Wayside Waifs.
- Over 10 years of fundraising experience, 3 years of board experience.

## Former CEOs

<b>Name</b>	<b>Term</b>
John McCartney	0 - 0
Annette Teson	0 - Oct 2012

## Staff

<b>Paid Full-Time Staff</b>	1
<b>Paid Part- Time Staff</b>	1
<b>Volunteers</b>	55
<b>Retention Rate</b>	0%
<b>Paid Contractors</b>	2

## Formal Evaluations

<b>CEO Formal Evaluation</b>	Yes
<b>CEO/Executive Formal Evaluation Frequency</b>	Bi-Annually

## Plans & Policies

<b>Organization Has a Fundraising Plan</b>	Yes
<b>Organization Has a Strategic Plan</b>	Under Development
<b>Management Succession Plan</b>	No
<b>Organization Policy and Procedures</b>	No
<b>Nondiscrimination Policy</b>	No
<b>Whistleblower Policy</b>	Yes
<b>Document Destruction Policy</b>	Yes

## Affiliations

<b>Affiliation</b>	<b>Year</b>
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## Government Licenses

**Is your organization licensed by the government?**

# Board & Governance

## Board Chair

<b>Board Chair</b>	Cindy Mense
<b>Term</b>	Jan 2016 to Dec 2017
<b>Email</b>	mncmense@gmail.com

## Board Members

<b>Name</b>	<b>Affiliation</b>
Rynekah Barbour	
Diana Beckman	Polsinelli
Lynne Bock	Community Volunteer
Bob Finuf	Children's Mercy Family Health Partners
Sandra Franco	
Harvey Grossman MD	Pediatric Care Specialists
Brett Horn	Major Saver (Charlie's Dad)
Jenny Horn (Charlie's Mom)	Cerner Corporation
Heidi Johnson	
Cory LeMoine	
Brenda Leppin	
Eric Levy	
Heather McMichael	
Brendan McPherson	Polsinelli Shughart
Cindy Mense	Children's Mercy Family Health Partners
Leslie Reardon	Commerce Bank
Bob Renton	
Katie Schatte	Safe Kids Johnson County
Dr. Gabe Schifman	
Leah Smith	

## Board Demographics - Ethnicity

<b>African American/Black</b>	1
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	18
<b>Hispanic/Latino</b>	1
<b>Native American/American Indian</b>	0
<b>Other</b>	0

## Board Demographics - Gender

<b>Male</b>	8
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<b>Female</b>	12
<b>Unspecified</b>	0

## Governance

<b>Board Term Lengths</b>	3
<b>Board Term Limits</b>	0
<b>Board Meeting Attendance %</b>	75%
<b>Written Board Selection Criteria?</b>	Under Development
<b>Written Conflict of Interest Policy?</b>	Yes
<b>Percentage Making Monetary Contributions</b>	100%
<b>Percentage Making In-Kind Contributions</b>	100%
<b>Number of Full Board Meetings Annually</b>	11

## Standing Committees

Building  
 Capital Campaign  
 Executive  
 Finance  
 Marketing  
 Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

## Advisory Board Members

<b>Name</b>	<b>Affiliation</b>
Maggie Collins	
Dr. Denise Dowd	
Christa Dubill	
Dr. Milton Fowler	
Maureen Huffer	
Phyllis Larimore	
Jim Rine	

# Financials

## Fiscal Year

<b>Fiscal Year Start</b>	Jan 01, 2017
<b>Fiscal Year End</b>	Dec 31, 2017
<b>Projected Revenue</b>	\$250,000.00
<b>Projected Expenses</b>	\$207,000.00
<b>Endowment Value</b>	\$0.00
<b>Percentage</b>	0%

## Detailed Financials

### Revenue and Expenses

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Total Revenue</b>	\$265,736	\$291,105	\$148,933
<b>Total Expenses</b>	\$179,757	\$107,493	\$101,061

### Revenue Sources

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Foundation and Corporation Contributions</b>	\$231,845	\$261,745	\$129,810
<b>Government Contributions</b>	\$0	\$0	\$0
<b>Federal</b>	--	--	--
<b>State</b>	--	--	--
<b>Local</b>	--	--	--
<b>Unspecified</b>	\$0	\$0	\$0
<b>Individual Contributions</b>	--	--	--
<b>Indirect Public Support</b>	\$2,565	\$573	\$434
<b>Earned Revenue</b>	\$0	\$0	\$0
<b>Investment Income, Net of Losses</b>	\$3,427	\$1,347	\$1,002
<b>Membership Dues</b>	\$0	\$0	\$0
<b>Special Events</b>	\$27,899	\$27,440	\$17,687
<b>Revenue In-Kind</b>	\$0	\$0	\$0
<b>Other</b>	\$0	\$0	\$0

**Expense Allocation**

Fiscal Year	2015	2014	2013
Program Expense	\$72,593	\$48,479	\$62,285
Administration Expense	\$65,382	\$30,319	\$15,760
Fundraising Expense	\$41,782	\$28,695	\$23,016
Payments to Affiliates	--	--	--
Total Revenue/Total Expenses	1.48	2.71	1.47
Program Expense/Total Expenses	40%	45%	62%
Fundraising Expense/Contributed Revenue	16%	10%	16%

**Assets and Liabilities**

Fiscal Year	2015	2014	2013
Total Assets	\$1,031,549	\$925,008	\$738,554
Current Assets	\$1,031,125	\$924,121	\$736,871
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$35,984	\$15,422	\$12,580
Total Net Assets	\$995,565	\$909,586	\$725,974

**Short Term Solvency**

Fiscal Year	2015	2014	2013
Current Ratio: Current Assets/Current Liabilities	28.66	59.92	58.57

**Long Term Solvency**

Fiscal Year	2015	2014	2013
Long-Term Liabilities/Total Assets	0%	0%	0%

**Top Funding Sources**

Fiscal Year	2015	2014	2013
Top Funding Source & Dollar Amount	--	--	--
Second Highest Funding Source & Dollar Amount	--	--	--
Third Highest Funding Source & Dollar Amount	--	--	--

**Capital Campaign****Currently in a Capital Campaign?**

Yes

**Campaign Purpose**

To raise funds to build a permanent safety demonstration house.

**Goal**

\$1,100,000.00

**Dates**

May 2011 to Dec 2017

**Amount Raised to Date**

980000 as of June 2017

**Capital Campaign Anticipated in Next 5 Years?**

Yes

**Organization Comments**

Our 2016 990 will be posted at a later time. We plan to do an audit for the 2017 fiscal year.

**Foundation Comments**

- FY 2014, 2013: Financial data reported using the IRS Form 990.
- FY 2012: Financial data reported using the organization's audited financial statements.
- Foundation/corporate revenue line item may include contributions from individuals.

