

Charlie's House



General Information

Contact Information

Nonprofit	Charlie's House
Address	6324 N Chatham Ave, Suite 223 Kansas City, MO 64151
Phone	(913) 375-7123
Website	www.charlieshouse.org
Facebook	facebook.comwww.facebook.com/charlieshouse
Twitter	twitter.com/@CharlieHouseKC
Email	jearnshaw@charlieshouse.org

At A Glance

Former Names	The Safety Spot, Inc. dba Charlie's Safe Haven
How to donate, support, and volunteer	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 (www.charlieshouse.org) 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 2015 alone, we distributed more than 37,600 safety items on a complimentary basis. These items include furniture straps, television straps, outlet covers, 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) 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. With over 27,000 page views on our website in 2015, we are reaching a broad audience with our safety message.
- 3.Physicians Alliance: We have formed relationships with pediatricians and family doctors at Children's Mercy, Shawnee Mission Medical Center, North Kansas City Hospital, 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 created 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

Areas of Service

Areas Served

Areas

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 20,000 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. The Checklist is also available on the website, which has received more than 189,000 hits over the past year.

Charlie's Virtual House

Description	<p>We have created a three-dimensional virtual safety demonstration home on our website (www.charlieshouse.org), 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>
Category	Public Safety, Disaster Services, General/Other Safety Education
Population Served	Families, ,
Short-Term Success	<ol style="list-style-type: none">1.Charlie's Virtual House will be reviewed / accessed by at least 1,000 people annually through website hits.2.Clients who utilize Charlie's Virtual House will identify at least one step they can take immediately to improve their home safety.
Long- Term Success	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 currently measure success with Charlie's Virtual House through the number of website hits.
Examples of Program Success	In 2015 the Charlie's House website received over 27,000 page views.

Physician's Alliance

Description	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 25,000 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, North Kansas City Hospital, the Kansas Chapter of the American Academy of Pediatrics and Pediatricians and Family Doctors throughout the Kansas City metro area.
Category	Public Safety, Disaster Services, General/Other Safety Education
Population Served	Children and Youth (0 - 19 years), ,
Short-Term Success	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.
Long- Term Success	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.
Program Success Monitored By	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.
Examples of Program Success	The program was initiated in 2012 and we continue to grow distribution channels and sponsorships (State Farm has continued to support the Physicians Alliance). In 2016, we expect to distribute 20,000 or more checklists, 5,000+ of which should be through this program. Additionally, however - and this is important - 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

Description	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 2015 alone, we distributed over 35,000 of the above items, completely on a complimentary basis. Since inception, Charlie's House has now distributed over 200,000 pieces of child safety information and products.
Category	Education, General/Other Education, General/Other
Population Served	Families, ,
Short-Term Success	Charlie's House has distributed over 35,000 pieces of safety information and materials (furniture straps, television straps, cabinet locks, outlet covers, Charlie's Checklists and Home Safety Slides) in 2015 alone.
Long- Term Success	Since inception, Charlie's House has now distributed over 200,000 pieces of child safety information and products/materials.
Program Success Monitored By	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.
Examples of Program Success	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

Executive Director	Jessica Earnshaw
Term Start	Mar 2017
Email	jearnshaw@charlieshouse.org

Experience

- Member of the Junior League of Kansas City, MO for over 10 years.
- Previously worked for the Leukemia and Lymphoma Society and Wayside Waifs.
- Over 10 years of fundraising experience.

Former CEOs

Name	Term
John McCartney	0 - 0
Annette Teson	0 - Oct 2012

Staff

Paid Full-Time Staff	1
Paid Part- Time Staff	1
Volunteers	55
Retention Rate	0%
Paid Contractors	2

Formal Evaluations

CEO Formal Evaluation	Yes
CEO/Executive Formal Evaluation Frequency	Bi-Annually

Plans & Policies

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

Government Licenses

Is your organization licensed by the government?

Board & Governance

Board Chair

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

Board Members

<u>Name</u>	<u>Affiliation</u>
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	
Brenda Leppin	
Eric Levy	
Brendan McPherson	Polsinelli Shughart
Cindy Mense	Children's Mercy Family Health Partners
Leslie Reardon	Commerce Bank
Bob Renton	
Katie Schatte	Safe Kids Johnson County
Leah Smith	

Board Demographics - Ethnicity

African American/Black	1
Asian American/Pacific Islander	0
Caucasian	15
Hispanic/Latino	1
Native American/American Indian	0
Other	0.0

Board Demographics - Gender

Male	6
Female	11
Unspecified	0

Governance

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

Standing Committees

Building

Capital Campaign

Executive

Finance

Marketing

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

Advisory Board Members

Name

Affiliation

Maggie Collins

Dr. Denise Dowd

Christa Dubill

Dr. Milton Fowler

Maureen Huffer

Phyllis Larimore

Jim Rine

Financials

Fiscal Year

Fiscal Year Start	Jan 01, 2016
Fiscal Year End	Dec 31, 2016
Projected Revenue	\$167,570.00
Projected Expenses	\$165,602.00
Endowment Value	\$0.00
Percentage	0%

Detailed Financials

Revenue and Expenses

Fiscal Year	2014	2013	2012
Total Revenue	\$291,105	\$148,933	\$126,131
Total Expenses	\$107,493	\$101,061	\$118,169

Revenue Sources

Fiscal Year	2014	2013	2012
Foundation and Corporation Contributions	\$261,745	\$129,810	\$41,995
Government Contributions	\$0	\$0	\$0
Federal	--	--	\$0
State	--	--	\$0
Local	--	--	\$0
Unspecified	\$0	\$0	\$0
Individual Contributions	--	--	\$20,347
Indirect Public Support	\$573	\$434	\$0
Earned Revenue	\$0	\$0	\$0
Investment Income, Net of Losses	\$1,347	\$1,002	\$817
Membership Dues	\$0	\$0	\$0
Special Events	\$27,440	\$17,687	\$4,425
Revenue In-Kind	\$0	\$0	\$0
Other	\$0	\$0	\$58,547

Expense Allocation

Fiscal Year	2014	2013	2012
Program Expense	\$48,479	\$62,285	\$81,476
Administration Expense	\$30,319	\$15,760	\$15,313
Fundraising Expense	\$28,695	\$23,016	\$21,380
Payments to Affiliates	--	--	\$0
Total Revenue/Total Expenses	2.71	1.47	1.07
Program Expense/Total Expenses	45%	62%	69%
Fundraising Expense/Contributed Revenue	10%	16%	32%

Assets and Liabilities

Fiscal Year	2014	2013	2012
Total Assets	\$925,008	\$738,554	\$680,327
Current Assets	\$924,121	\$736,871	\$338,341
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$15,422	\$12,580	\$2,225
Total Net Assets	\$909,586	\$725,974	\$678,102

Short Term Solvency

Fiscal Year	2014	2013	2012
Current Ratio: Current Assets/Current Liabilities	59.92	58.57	152.06

Long Term Solvency

Fiscal Year	2014	2013	2012
Long-Term Liabilities/Total Assets	0%	0%	0%

Top Funding Sources

Fiscal Year	2014	2013	2012
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 2016

Amount Raised to Date

920000 as of Aug 2016

Capital Campaign Anticipated in Next 5 Years?

Yes

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.

