



**charlie's
house**

**2015
Charlie's House
Annual Report**



Why It Matters

Every year, millions of children are injured in and around the home, and tragically, thousands of these children die. It can happen to anyone, anywhere, and in a matter of seconds. But this is a problem with a solution.

The #1 cause of childhood death is unintentional injury...that's more than the next three causes combined!

Charlie's House celebrated 8 years of sharing our mission of preventing injuries to children in and around the home. In 2015, we successfully grew our reach within the community at record levels. Thanks to a dedicated Board of Directors and Community Volunteers the following are just a few highlights for the year:

www.charlieshouse.org



Website users: 9,286
 Website page views: 27,795

Items distributed:	In-person	Online Orders	Total (2015)
Furniture Straps	6,815	3,509	10,324
Charlie's Checklists	11,620	2,137	13,757
Home Safety Slides	2,145	2,593	4,738
Television Straps	60	237	297
Cabinet Locks	376	470	846
Outlet Covers	1,154	4,247	5,401
Generic Business Cards	2,215		2,215
Gun locks	34		34

Total Items Distributed in 2015: 37,612
 Minus Generic Business Cards: 35,397

Physicians Alliance Distribution: 9 distributions
Included within the numbers listed above

Number of events and presentations: 41

Database E-mails (As of December 31, 2015): 2,150
 Database Addresses (As of December 31, 2015): 2,145

Facebook "Likes" (As of December 31, 2015): 1,580
 Twitter "Followers" (As of December 31, 2015): 200

Operations Income (minus fundraising expenses): \$120,954
 Capital Campaign Income (total amount received in 2015): \$180,850

2015 Board of Directors:
 Brendan McPherson (Chair), Cindy Mense (Chair Elect), Jean Mcpherson (Treasurer), Leslie Reardon (Secretary), Lynne Bock, Brett Horn, Jenny Horn, Dr. Harvey Grossman, Dr. Tamara Peterson, Len Medley, Rynekah Barbour, Katie Schatte, Diana Beckman, Bob Finuf and Phyllis Larimore.

Top Donors:



Update on the House

Charlie's House made significant progress in the Building Blocks Campaign in 2015. Thanks to a grant from Farmers Insurance, we have met of 83% of our goal for the campaign.





Home Run for Safety

The 2015 Home Run for Safety Event was held on Sunday, September 13, at Shawnee Mission Park. We had 363 participants, 105 volunteers and 25 sponsors for the event.



Charlie's House Golf Classic

The 2015 Charlie's House Golf Classic was held on Thursday, May 14, at Shoal Creek Golf Course. We have six Birdie Level Sponsors, five Hole Sponsors, five Gift-In-Kind Sponsors and 20 total foursomes (14 foursomes above and beyond the six that were included in the Birdie Level Sponsors).



In The Community

Charlie's House has continued to be very active in the community, and has distributed tens of thousands of child safety items in 2015 alone.



BMA Foundation's Dance & Dine with the Stars

The BMA Foundation's Dance & Dine with the Stars event took place on Saturday, June 13, at the Overland Park Marriott, and Bob Fescue served as the dancer for Charlie's House.

Helping to prevent injuries to children in and around the home.

“I didn’t even realize how important these safety items were until I saw Charlie’s story on t.v. I’m hurting for the family as I have a two-year-old as well. Thank you for enlightening us on these safety issues.”

Nicole, San Diego, CA

“We are parent educators with the Parents as Teachers Program and really appreciate you offering these safety items for free. We have many families in our program who need these kinds of things and do not have the money to afford them.”

Tammy, Edwards, MO

“I have 5 children and have never thought about them being injured from furniture, until I saw the news broadcast about Charlie’s House. Thank you for making me aware and helping prevent more injuries from occurring with other families.”

Jaclyn, Lorain, OH

“Thank you for your message. I’m on a mission to share this with everyone I know!”

Kristin, Kansas City, MO

“I have a new baby and I am nervous. Thank you for helping to protect my little one.”

Jacqueline, Maryville, MO

“Thanks to your mission, my client’s homes are safer for their babies. Your website helps me with my safety discussion. Your generosity helps them secure their home.”

Dorothy, RN nurse, San Antonio, TX

“Thank you so much for this resource! We are on a tight budget and want to keep our baby safe.”

Erin, Kansas City, MO