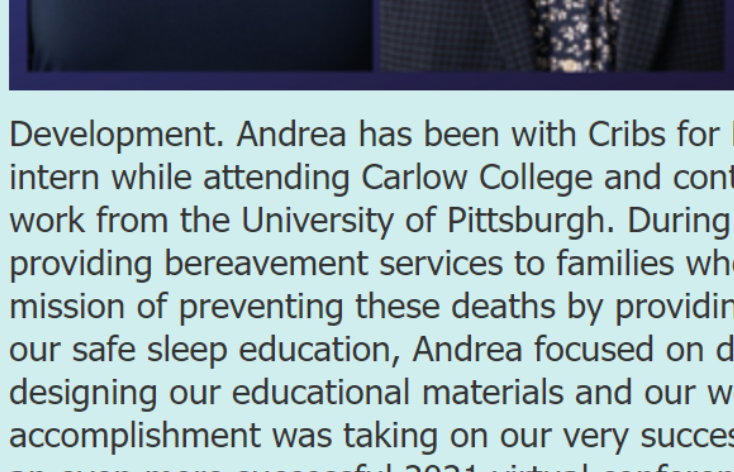


# SAFE SLEEP SPOTLIGHT

## CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER

VOLUME 20: 4/28/2023



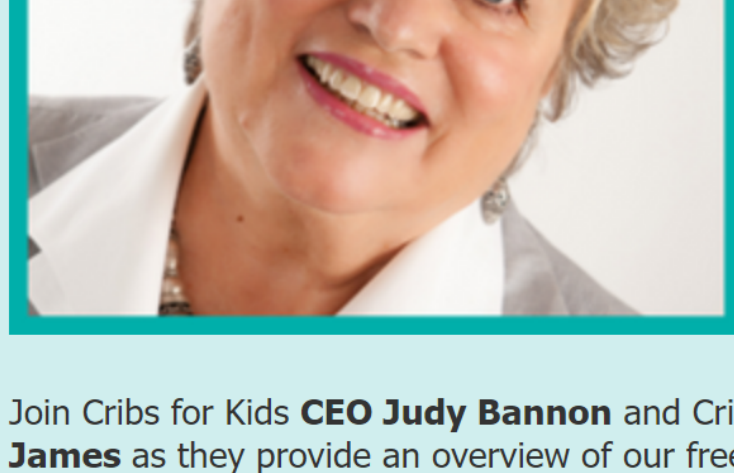
### The Crib for Kids Leadership Team is Growing - Celebrating Staff Promotions

This month, we are celebrating the promotions by our Board of Directors of two staff members to the Crib for Kids Leadership Team. **Andrea Wilson** and **Perry Coomans** will join **Chief Executive Officer Judy Bannon**, **Chief Financial Officer Nicole Smith**, **Chief Operations Officer Bridget Gausa**, and **Chief Program Officer Devon George** in leadership roles.

Andrea Wilson has been promoted to **Chief Marketing Officer** from Director of Development. Andrea has been with Crib for Kids for almost nine years. She joined us as an intern while attending Carlow College and continued as she obtained her Master's in social work from the University of Pittsburgh. During that time she became Eileen Carlin's protégé, providing bereavement services to families who lost their babies. As we continued with our mission of preventing these deaths by providing safe sleeping environments and developing our safe sleep education, Andrea focused on developing and (much to our amazement) designing our educational materials and our website. Andrea's most significant accomplishment was taking on our very successful 2019 National Conference and pivoting to an even more successful 2021 virtual conference. She leads the team that produces our Women of Achievement Awards dinner, making the 2023 awards the most successful to date in terms of the public awareness it created, and our Breath of Life Stroll, which has gone from in-person to a national online fundraiser. Andrea's team keeps our partner information current and works diligently to promote us on social media and manage our ette cetera! store. By adapting to our dire circumstances during the pandemic, Andrea figured out how to put our primary source of income online, enabling us to continue our outreach to our partners through our At Home program and is taking our Safe Sleep Ambassador Program to a proposed 50,000 Safe Sleep Ambassadors by the end of this year. Andrea has introduced and manages our CRM system, Blackbaud, Submittable, and the tech for our 25th Anniversary webinars. All this while promoting our C4K brand consistently through our outreach.

Perry Cooman has been promoted to **Chief Logistics Officer** from Warehouse and Facilities Manager. Perry came to us at the beginning of the pandemic after we suffered the loss of Barbara Clemons. As a natural leader and manager, Perry took on his responsibilities seamlessly. He worked diligently to learn our system of ordering products and keeping inventory records. When faced with product delays during the pandemic, sometimes for months, Perry and his team pulled play yards from every source in the country to keep our orders flowing. As the facility manager, Perry walked into a building undergoing renovations as we expanded our warehouse and took on the responsibility of overseeing those renovations while maintaining all aspects of our building. His team managed the expansion into the second floor of, giving our staff and valued volunteers space to work. In addition to managing our warehouse, his responsibilities also include overseeing the cleaning crew, the landscaping, outside maintenance, and our vehicles. His idea to purchase our box truck, which he refers to as our billboard, has enabled us to save over \$100,000 on pallets by getting them donated instead of paying the highly inflated prices that being asked. Something that cost us \$5 pre-pandemic is now going for as high as \$34 each. Perry also oversees and manages our second storage location, which is being donated to us by Oxford Development.

Congratulations, Andrea and Perry, on a job well done!



### 2023 Safe Sleep Champions Webinar Series

Join us each month in 2023 for our **free** 25th Anniversary **Safe Sleep Champions Webinar Series**. Each Webinar will feature someone making a difference and saving lives through their work in infant safe sleep.

**Coming up on Thursday, May 25, 2023, at 12 PM ET**  
**It Takes A Village – Using Crib for Kids Programs to Support Safe Sleep in Your Community**

Join Crib for Kids **CEO Judy Bannon** and Crib for Kids **Social Media Manager Kelly James** as they provide an overview of our free programs and discuss the impact these programs have had on communities across the country. Kelly will discuss fundraising techniques and opportunities with partner **Charlie Hunter** of Gulf Coast Forensic Solutions and the SWLA Safe Sleep Task Force and talk with **Jayme Hovey** from Houlton Regional Hospital in Maine about their first Breath of Life Stroll last October.

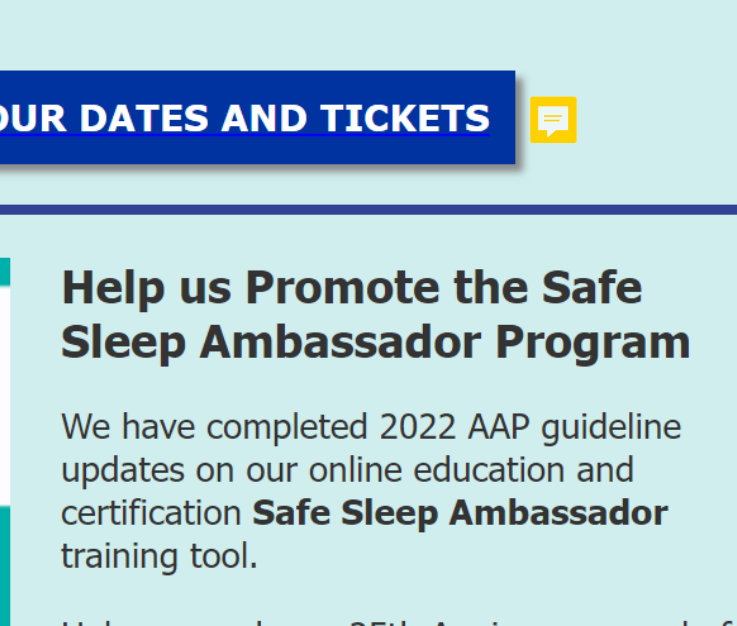
We are in the process of changing the platform that we produce our webinars on, so stay tuned for the May registration link! Click below to view recordings of past webinars.

## LEARN MORE ABOUT THE SAFE SLEEP CHAMPIONS WEBINAR SERIES

### Crib for Kids on Tour

Crib for Kids and [ette cetera!](#) are on the road this Spring and Summer and may be coming to a city near you! Our own Bridget Gausa and Spencer Gentile will be traveling to spread the safe sleep message at [Babies and Bumps](#) events across the east coast.

Join us in **Cleveland** this **Sunday, April 30th**, as we demonstrate safe sleep practices and introduce the ette cetera line of safe baby products to moms and moms-to-be at this fun event. Click below for future dates and locations and to secure tickets.



## CHECK OUT BABIES AND BUMPS TOUR DATES AND TICKETS

### Safe Sleep AMBASSADOR



### Help us Promote the Safe Sleep Ambassador Program

We have completed 2022 AAP guideline updates on our online education and certification **Safe Sleep Ambassador** training tool.

Help us reach our 25th Anniversary goal of having certified **50,000 Safe Sleep Ambassadors** by the end of 2023.

**Encourage members of your community to complete the training to strengthen their commitment to safe infant sleep!**

## LEARN MORE ABOUT THE SAFE SLEEP AMBASSADOR PROGRAM

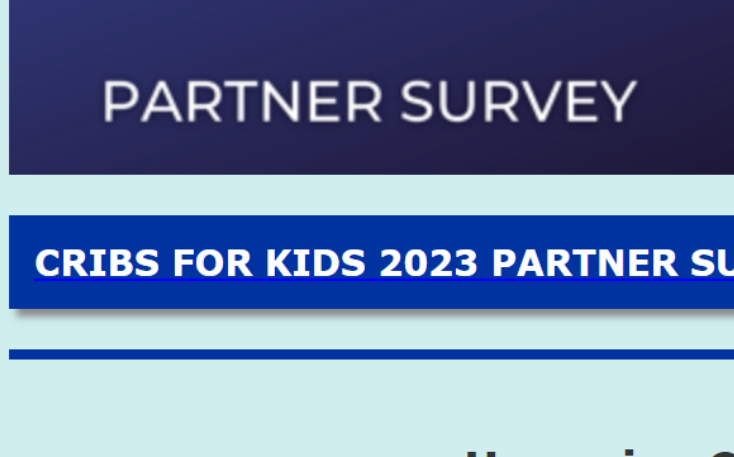
### 25th ANNIVERSARY CRIBETTE GOAL

A reminder that Crib for Kids Headquarters has set a goal for 2023. To mark our **25th Anniversary**, we aim to have distributed **one million** cribs by the end of the year! We are currently at approximately 950,000.

We couldn't reach this goal without our amazing network of partners. **Be the organization that orders the one millionth crib and receive 10 Safe Sleep Survival kits for your community!**



## WATCH THE CRIBS FOR KIDS 25TH ANNIVERSARY VIDEO



### PARTNER SURVEY

### Crib for Kids' Partner Survey

If you haven't had the chance to fill out the 2023 Partner Survey, please do so at your earliest convenience.

This information is vital to our efforts to serve your organization efficiently and keep you updated and informed on Crib for Kids programs and events.

Thank you for your continued partnership!

## CRIBS FOR KIDS 2023 PARTNER SURVEY

### Upcoming Opportunities



### ISPID International Conference - Palazzo dei Congressi, Florence

From **October 5th to October 8th**, the "SEMI PER LA SIDS" Association, a national charity that reunites parents who have lost their children to SIDS/cot death, and the Meyer Foundation, which supports communication, marketing, and fundraising activities for the Meyer Children Hospital, will host the International Conference on cot death and perinatal death on behalf of ISPID (International Society for the study and prevention of Perinatal and Infant Death). The conference will deal with the global issues of stillbirth, neonatal death, SIDS, and SUDI. The aim is to share global strategies to effectively tackle the serious issue of stillbirth, neonatal death, SIDS, and SUDI in high-income, medium-income, and low-income countries.

## LEARN MORE



**June 17-21 • New Orleans, LA**

## LEARN MORE

### NEW PARTNER SPOTLIGHT

#### WELCOME TO OUR NEWEST PARTNERS!

*FL-DOH Orange in Orlando, Florida*

*Bureau of Minority Health Access and Promotions in Baton Rouge, Louisiana*

*North Shore Mothers Visiting Partnership in Gloucester, Maine*

*Patrick Empowerment Center in Canton, Michigan*

*United Way of the Coastal Bend, Nurse-Family Partnership in Corpus Christi, Texas*

*A Brighter Day in San Antonio, Texas*

*Angels Protection Inc. in Aldan, Pennsylvania*

*Claire Bear Foundation in Tacoma, Washington*

*Madison County Public Health Department in Virginia City, Montana*

*Hispanic Health Council in Hartford, Connecticut*

*American Home Finding Association in Ottumwa, Iowa*

*Arkansas Birthing Project in Little Rock, Arkansas*

*Children's Hospital of the King's Daughters in Norfolk, Virginia*

*Judah Ministries Pride Academy in Indianapolis, Indiana*

*Shoals Sav-a-Life in Florence, Alabama*

**Thank you for joining us in our mission to help every baby sleep safer!**

Read the **Safe Sleep Spotlight Partner Newsletter** on the final Friday of each month for updates on programs, products, and upcoming events. Follow along to learn about fundraising opportunities, exciting awareness campaigns, and the latest in news about infant safe sleep. Thank you for everything you do to help us fulfill our mission. We couldn't do what we do without our extended Crib for Kids family.

Please email [info@cribsforkids.org](mailto:info@cribsforkids.org) with any personnel changes, address changes, or contact email addresses to keep our database current. Names and address changes made via our ordering system don't automatically update our database.

## FOLLOW @CRIBSFORKIDS ON SOCIAL MEDIA TO STAY UP TO DATE ON THE LATEST IN SAFE SLEEP



[Connect with us on Facebook](#)



[Follow us on Twitter](#)



[Follow us on Instagram](#)



[Watch us on Youtube](#)

[Unsubscribe](#)

Crib for Kids®

5450 Second Avenue Pittsburgh, PA 15207