Cribs for Kids®
Helping every baby sleep safer

SAFE SLEEP SPOTLIGHT

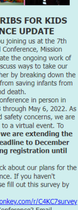
CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER
VOLUME 3: 10/29/21

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 Cribs for Kids family.
Please email 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.

STROLL WITH US IN NOVEMBER

Great News! We have extended the Cribs for Kids Virtual Breath of Life Stroll through November.
All funds raised through the Stroll provide no-cost safe cribs to families in need of a safe sleep environment for their baby, as well as safe sleep education and guidance on creating an effective safe sleep plan.
We are encouraging Cribs for Kids partners to take full advantage of this ready-made fundraiser. Form a Stroll Team today and join us in reaching our goal of serving 1000 families by the end of November. Funds raised by your team will be deposited directly into your Cribs for Kids Partner Store account to benefit your community specifically.
The Cribs for Kids partner team that raises the most money for their organization will win Safe Sleep Sammi and Sasha Educational Toy Kits as well as three complete Safe Sleep Survival Kits, which include the Cribetto, an ABC message sheet, a Snoozzzette weable blanket, Charlies Kids' Sleep Baby, Safe and Snug book, a Philips Sonthie pacifier, and various Safe Sleep educational materials.
Ready? Set? Stroll!
Questions about the Virtual Breath of Life Stroll? Email **Andrea Wilson**, *Director of Resource Development* at awilson@cribsforkids.org.

REGISTER YOUR TEAM TODAY



NATIONAL CRIBS FOR KIDS CONFERENCE UPDATE

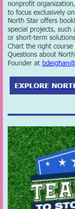
We look forward to you joining us at the 7th Cribs for Kids National Conference, Mission Possible, as we celebrate the ongoing work of our community and discuss ways to take our collective mission further by breaking down the barriers that block us from saving infants from sleep-related injury and death.
We plan to hold the Conference in person in Pittsburgh from May 3 through May 6, 2022. As we evaluate travel and safety concerns, we are also prepared to pivot to a virtual event. To facilitate this decision **we are extending the Call for Abstracts deadline to December 1, 2021, and delaying registration until January 1, 2022.**
We value your feedback about our plans for the Cribs for Kids Conference. If you haven't already done so, please fill out this survey by November 12th.:
https://www.surveymonkey.com/r/C4KC7ourevv
Questions about the Conference? Email **Andrea Wilson**, MSW - *Director of Resource Development* at awilson@cribsforkids.org.

LEARN MORE ABOUT THE NATIONAL CRIBS FOR KIDS CONFERENCE

CRIBS FOR KIDS AT HOME EXCLUSIVE PARTNER PROGRAM

Amidst our partners' growing needs, we have created the **Cribs for Kids At Home** program. Knowing that your clients, who are in need of a safe sleep environment for their infants may not be able to attend education programs or pick up their cribs, Cribs for Kids is expanding its program to ship cribs directly to your client's home.
Shipping and handling through UPS, going directly to a resident, would normally cost about $30. To assist in the current pandemic, Cribs for Kids will pick up a portion of the cost of this shipping and handling and charge you $20 per crib or safe sleep survival kit.
In addition, your clients can acquire their infant safe sleep education by accessing our Safe Sleep Ambassador Educational Program. You can request that the mothers forward you their certificate of completion to prove they have completed the educational training.
Questions about the At Home Program? Email **Karli Kammerling**, *Systems and Distribution Operations Manager* at kkammerling@cribsforkids.org.

APPLY FOR THE AT HOME PROGRAM TODAY



PARTNER OPPORTUNITY NORTH STAR CONSULTING SERVICES

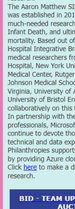
Cribs for Kids is invested in the growth and success of your nonprofit. That's why we have launched a new subsidiary, North Star Consulting Services.
As a subsidiary of Cribs for Kids, North Star Consulting Services offers outsourced book-keeping and controller services to nonprofits that are searching for a flexible, affordable, outside option. The team involved in successfully managing Cribs for Kids' public-private partnership model for over two decades is now extending its services to help Cribs for Kids partners scale and grow their own organizations. Because North Star Consulting is a subsidiary of a nonprofit organization, North Star stands out. This ownership model allows for the company to focus exclusively on helping clients succeed rather than on profit motivation.
North Star offers bookkeeping, controller, and human resources services. They also take on special projects, such as grant writing. North Star offers a flexible affordable option for long or short-term solutions.
Chant the right course for your organization. Let North Star help navigate.
Questions about North Star Consulting Services? Email **Brian Deleghan**- Controller and Co-Founder at bdeleghan@northstarpoh.com

EXPLORE NORTH STAR CONSULTING SERVICES

FEATURED PARTNER FUNDRAISER
Aaron Matthew SIDS Research Guild

This October, the Aaron Matthew SIDS Research Guild of Seattle Children's Hospital held the Team Up to Stop SIDS Silent Auction.
Bidding ends on Saturday, October 30th at 8:00!
Take advantage of this amazing auction before it closes. Bid on amazing sports experiences across the country, memorabilia, and more to help fund life-saving SIDS research.
The Aaron Matthew SIDS Research Guild was established in 2017 to fund and drive much-needed research in the field of Sudden Infant Death, and ultimately, all infant mortality. Based out of Seattle Children's Hospital Integrative Brain Research Institute, medical researchers from Seattle Children's Hospital, New York University, Langone Medical Center, Rutgers Robert Wood Johnson Medical School, University of Virginia, University of Auckland, and the University of Bristol England are working collaboratively on this terrible mystery.
In partnership with these medical professionals, Microsoft data scientists continue to devote thousands of hours of technical and data expertise, and Microsoft Philanthropies supports this important work by providing Azure cloud resources.
Click here to make a direct donation to this research.

BID - TEAM UP TO STOP SIDS AUCTION



NEW PARTNER SPOTLIGHT
WELCOME TO OUR NEWEST PARTNERS!

Love Fund for Children in Kansas City, Missouri
Primary Care Health Servies Inc. in Pittsburgh, Pennsylvania
Flagler Health in St. Augustine, Florida
Cherished Mom in Telford, Tennessee
Shelby Co. Coroner in Columbiana, Alabama
USA Children's & Women's Hospital in Mobile, Alabama
Jefferson Healthcare in Port Townsend, Washington
Ubuntu Black Family Wellness Collective in Wilmington, Delaware
Be Inspired for Children, Inc. in Milwaukee, Wisconsin
Community Action Agency in Adrian, Michigan
Thank you for joining us in our mission to help every baby sleep safer!

"As supply chain disruptions due to the unrelenting pandemic continue to affect businesses globally, we here at Cribs for Kids Headquarters have been no strangers to the frustration. The product that has been most affected by this crisis is our signature Cribette play yard. We believe this situation to be transitory and have secured play yards from other manufacturers to bridge the gap between shipments. We would like to sincerely thank those partners who have agreed to purchase the alternate play yards during the interim and express our gratitude for your patience during this time."
-Judy Bannon
Executive Director, Cribs for Kids

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

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Thank you for reading the Safe Sleep Spotlight Final Friday Partner Newsletter!
Please direct newsletter comments and inquiries to info@cribsforkids.org.

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