

SAFE SLEEP SPOTLIGHT

CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER

VOLUME 4: 11/26/21

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.



NATIONAL CRIBS FOR KIDS CONFERENCE UPDATE

We look forward to you joining us at the 7th Cribs for Kids National Safe Sleep 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.

ABSTRACT DEADLINE is Wednesday, December 1. Be sure to finalize your Abstracts and have them in by Wednesday at 5:00.

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 delaying registration until January 1, 2022.**

Questions about the Conference? Email **Andrea Wilson**, MSW - Director of Resource Development at awilson@cribsforkids.org.

LEARN MORE ABOUT THE CRIBS FOR KIDS NATIONAL CONFERENCE



CRIBS FOR KIDS NATIONAL PUBLIC SAFETY PROGRAM

What began as Cops n Cribs has grown into the Cribs for Kids National Public Safety Initiative which includes partnerships with first responders such as fire departments, ems, police departments, probation and parole officers, and coroners.

The mission of first responders is to help keep children safe. For infants, the number one cause of death is due to unsafe sleeping environments, which result in sleep-related deaths such as accidental suffocation and sudden, unexplained infant death (SUID). In an effort to better protect infants, law enforcement agencies and first-responders are partnering with Cribs for Kids® to expand their community policing and outreach policies to provide safe sleep education and free portable cribs to families in need.

Reach out to first responders in your community to let them know that they can help you fulfill your mission by joining the National Public Safety Initiative.

Questions about the National Public Safety Program? Email **Bridget Gaussa**, *Cribs for Kids Chief Operating Officer* at bgaussa@cribsforkids.org.

LEARN MORE ABOUT THE NATIONAL PUBLIC SAFETY INITIATIVE



Holiday Hours

PARTNER ALERT - HOLIDAY HOURS

Please take note of our 2020 holiday hours and be sure to plan your shipping schedule accordingly.

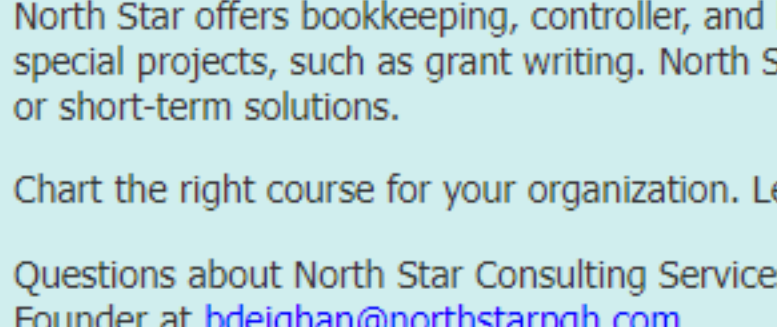
Cribs for Kids will be closed from **Friday, December 24th** through **Friday, December 31st** for the holiday season. We will reopen on **Monday, January 3rd, 2021**. All orders received by **Wednesday, December 15th, 2021 at 3:00** will be shipped before **December 20th, 2021**. Any orders placed after this deadline will be shipped upon our return.



New Caregiver Education - Charlie's Kids

You may know Charlie's Kids from their board book, Sleep Baby, Safe and Snug. This Cribs for Kids partner recently launched an updated website-- it's great! Among other solutions-based offerings, it includes a library of nine 15-30 second animated videos supporting safe sleep. Their short, animated video series is designed to be shared through multiple channels (social, organizational, educational) to teach, engage, and promote safe sleep practices-- you can download and use these videos at no cost. For a small fee, the team at Charlie's Kids will customize the videos with your organization's logo. Click here to see their solutions, and scroll down to view each of the videos-- a few minutes is all it takes!

Ready, set, click: <https://charlieskids.org/order-books/our-videos/>



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.

Chart the right course for your organization. Let North Star help navigate.

Questions about North Star Consulting Services? Email **Brian Deighan**- Controller and Co-Founder at bdeighan@northstarpgh.com

EXPLORE NORTH STAR CONSULTING SERVICES

NEW PARTNER SPOTLIGHT

WELCOME TO OUR NEWEST PARTNERS!

Gaston County Department of Social Services in Gastonia, North Carolina

ArborVitae Women's Center in Ann Arbor, Michigan

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



The staff and Board of Cribs for Kids wish you and yours a safe and happy Holiday season.



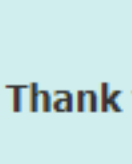
FOLLOW @CRIBSFORKIDS ON SOCIAL MEDIA TO STAY UP TO DATE ON THE LATEST IN SAFE SLEEP



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Please direct newsletter comments and inquiries to info@cribsforkids.org.