

2025 IMPACT REPORT

The Baby Safety Foundation creates better outcomes for infants and toddlers by reducing preventable injuries and deaths and providing families in need with donations of time, talent, and product.



**BABY
SAFETY**
FOUNDATION



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Make an Impact

Our Impact*

\$960,435
Amount Raised
Since Inception

65,295
Products Donated
Since Inception

\$2,347,218
Value of Products Donated
Since Inception

\$179,238
In Grants Distributed
Since Inception

*as of 12/31/25

2025 Board of Directors

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Director



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Director



Shenoah Miller
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Director



Message from the Executive Director

Dear Friends and Supporters,

As we reflect on the past year, we are filled with gratitude for the progress we have made together in protecting children and supporting families. Every initiative, partnership, and contribution has helped advance our mission of creating safer environments where every child can thrive.

This year marked an important milestone in our organization's journey as JPMA Cares officially became the Baby Safety Foundation. While our name has evolved, our mission remains the same and the rebrand reflects both the growth of our organization and our vision for the future.

The Baby Safety Foundation name more clearly communicates our commitment to advancing child safety and expanding our impact nationwide. With this renewed identity, we are better positioned to connect with parents, caregivers, healthcare professionals, and partners who share our dedication to keeping children safe.

Over the past year, we strengthened community outreach programs, expanded educational initiatives, and deepened partnerships that help families make informed decisions about baby safety. From promoting safe sleep practices to increasing awareness of injury prevention, our work continues to focus on practical, evidence-based solutions that protect children every day.

None of this progress would be possible without the unwavering support of our donors, volunteers, industry partners, and advocates. Your belief in our mission has guided us through this exciting transition and continues to fuel the work ahead. Thank you for standing with us and believing in our mission.

With gratitude,

Lisa Trofe, CAE, Executive Director





Milestones

Collaborate

The Baby Safety Foundation leveraged a nationwide network of safety ambassadors to expand the reach and impact of its programs, products, and educational efforts. By providing direct, localized support to families in need, the organization delivered tangible benefits to babies and young children while staying true to the industry's values and mission.

Captivate

The Baby Safety Foundation delivered engaging and informative baby safety education to families in need through a range of resources, including a newly developed safety manual, television programming in maternity wards nationwide, and social media platforms.

Contribute

The Baby Safety Foundation, in partnership with Cribs for Kids and Safe Kids Worldwide, launched the Safe Sleep Building Blocks Grant Program, a nationwide initiative providing essential infant safe sleep products, education, and community outreach support to organizations across the U.S.

“Thank you for supporting the Sleeping Safely Community Project in the Portland Metro community. This project made an impact on the families served and our partners have valued having this life-saving resource available to their families. This project also expanded the knowledge provided to community health workers in our partnering agencies to ensure a consistent safe sleep message is provided to caregivers.”

Adrienne Gallardo, MA, CPST-I
Program Manager
Doernbecher Injury Prevention Program

Campaigns & Programs

Safe Sleep Building Blocks Grant Program

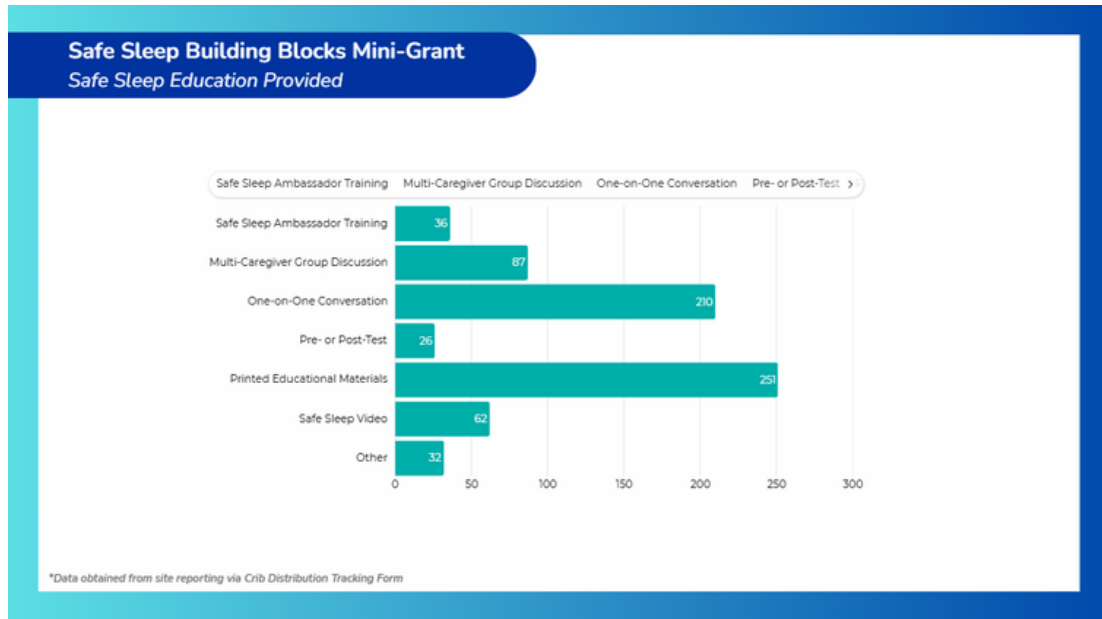
The Foundation funded a nationwide initiative designed to break down barriers to safe sleep education and resources and provided essential infant safe sleep products, education, and community outreach support to organizations dedicated to reducing sleep-related infant deaths.



"This process has been super easy and so helpful for our small non profit. Receiving this grant has helped us pass along 20 safe sleeping options to moms who otherwise would not have had any other options than to co-sleep with their child."

**The Alli and Aiden Foundation
Matthews, NC**

Campaigns & Programs (cont.)



“One of the mothers that attended the baby shower lost her last child to unsafe sleep practices. She openly shared her experience with the other mothers attending the event. The day following this event, we received a personal email from an attendee. She wanted to let us know that her baby slept in the new crib throughout the night and she was so excited.”

**Safe Kids MS led by Children's of Mississippi
Jackson, MS**

Campaigns & Programs (cont.)

Awards of Excellence

The Awards of Excellence recognize the products, services, and solutions in the prenatal to preschool market and serve as a key fundraiser for the Baby Safety Foundation. Initiated in 1989, the Awards of Excellence (formerly the JPMA Innovation Awards) is the longest-running product competition in the baby and children's industry.

Established in 1989, the Awards of Excellence remains the longest-running product competition in the baby and children's industry. Each year, entries are evaluated for their innovation, market impact, and potential to improve safety and convenience for families.



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REVOLVE180™
LITEMAX™
NXT WITH
SENSORYSOOTHE™



FISHER-PRICE
3 IN 1 KICK & SWAY
ACTIVITY GYM



**CHARLIE'S
HOUSE**
VIRTUAL SAFETY
EXPERIENCE



A full list of winners can be found [here](#).

Campaigns & Programs (cont.)

National Heatstroke Prevention Awareness - The Baby Safety Foundation joined forces with other like-minded stakeholders in an effort to raise awareness about preventing heatstroke tragedies and share proven strategies and tips for parents and caregivers.



Baby Safety Foundation Rebrand - The Foundation brought the mission of baby safety front and center with the rebrand of JPMA Cares. This change strengthens the connection to the founding organization, the Baby Safety Alliance, and helps new supporters understand who and what the Foundation stands for.

Baby Safety 101- The Foundation launched a free digital guide for parents and caregivers during Baby Safety Month. The Baby Safety Manual distills evidence-based guidance from pediatricians, safety experts, and an emergency room physician into a short, visually engaging format that parents can trust. Covering everything from safe sleep and babyproofing to feeding and product selection, it puts reliable, practical answers right at families' fingertips.

Trusted
Baby Safety Tips
Simple. Clear. At your fingertips.





Campaigns & Programs (cont.)

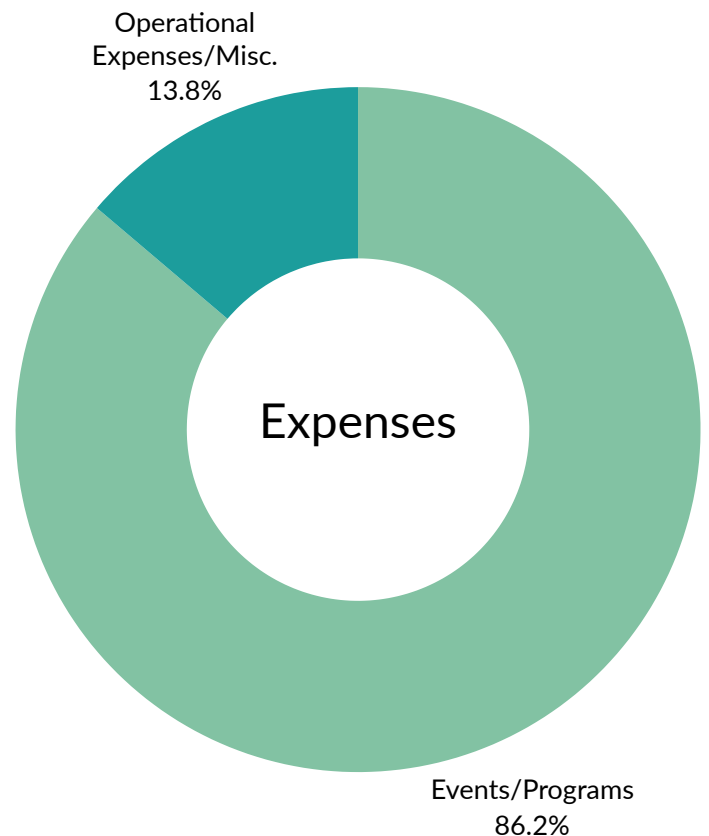
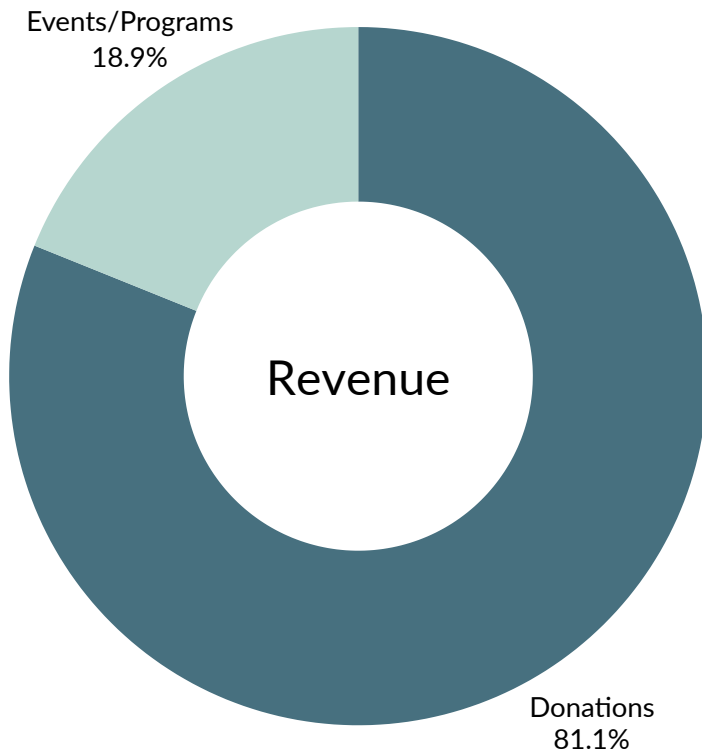
Safe Sleep Campaign - The Foundation sponsored a robust Safe Sleep Campaign which included distribution of 20,000 printed resources, a 6-minute educational feature on “Good Things Utah”, strong social media presence resulting in 525K+ impressions and 375K+ views, and a partnership with WebMD featuring a safe sleep video on The Newborn Channel in maternity wards nationwide, garnering 3.7M+ video impressions.

Award Winner - The Baby Safety Foundation, in partnership with the Baby Safety Alliance, was recognized as a Power of Associations Silver Award recipient by the American Society of Association Executives (ASAE) for its successful Safe Sleep Campaign, which reached millions of caregivers through digital, social, print, and media strategies.

Injury Prevention - As a founding member of National Injury Prevention Day, the Baby Safety Foundation helped support safety activities and product donations from 180 stakeholders in 145 cities in 40 states.

Baby Safety Foundation Financial Statement

*Unaudited Financials as of December 31, 2025



Change in Net Assets for 2025: \$140,015
*We're proud to be a 4-star organization on Charity Navigator and a
Bronze Seal of Transparency organization on Candid.*



Our Generous Donors & Sponsors

thank you

Financial Contributors

- Amazon
- Brandon Upchurch
- Charlie's House
- Give Lively Foundation Inc.
- GW Partners
- Megan Larsen
- Regal Lager, Inc.
- Renaissance Charitable Foundation
- Safe Kids Worldwide

Product Donations

- Baby Delight
- Britax
- Coverplay
- Delta Children's Products
- Dorel Juvenile Group
- Itzy Ritzy
- MIMA US
- Naturepedic
- Regal Lager, Inc.
- The Boppy Company
- UPPAbaby
- WAYB

Contact Us to Learn How to Make an Impact



856-638-0420



info@babysafetyfoundation.org



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