

2024 IMPACT REPORT

JPMA Cares 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.



Thriving Babies. Better World.



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Make an Impact

Our Impact*

\$626,936
Amount Raised
Since Inception

65,296
Products Donated
Since Inception

\$1,640,346
Value of Products Donated
Since Inception

\$81,685
In Grants Distributed
Since Inception

*as of 12/31/24

2024 Board of Directors



Joe Shamie
Vice Chair



Jason Somerville
Treasurer



Emily Alexander
Director

Chloe Kontos
Director



Torine Creppy
Director



Bill MacMillan
Director



Bardia Sergent
Director



Sarah Shell
Director



Kelly Voelker
Director

Bob Waller
Director



Luanne
Whiting-Lager
Director



Chuck Wilke
Director



A Letter from the JPMA Cares Board Chair

JPMA Cares was founded to ignite social responsibility across our industry and serves as a path for us to come together and contribute to the long-term success of babies and young children.

Now more than ever, giving back has never been more important and I'd like to thank each of our supporters for their unshakable trust in our ability to deliver on our promise.

In 2024, we made great strategic strides, including:

- Focused deeply on SAFE SLEEP from both a product and consumer communication perspective to impact the 3,700 annual U.S. baby deaths due to suffocation.
- Initiated development of an expert-resourced, tightly edited, highly approachable BABY SAFETY BROCHURE that will provide new parents and caregivers with timely and critically needed information.
- STRENGTHENED OUR BOARD OF DIRECTORS with the addition of seven industry veterans focused on development and driving increased financial support for our efforts.

Further, our industry generously donated more than 10,000 products—valued at more than \$1 million—to benefit those impacted by natural disasters.

I'm grateful for the contributions and insights from our outgoing board member, Chloe Kontos from Amazon.

Looking forward, we continue to build momentum, awareness, and support for our mission to create better outcomes for babies.

With gratitude for your support,

Rick Schaub
2024 JPMA Cares Chair





Milestones

Collaborate

JPMA Cares launched a robust Safe Sleep Campaign, in partnership with Cribs for Kids and Safe Kids Worldwide, because more than 3,700 babies in the U.S. die each year from sleep-related deaths, and underserved communities are impacted disproportionately. The campaign aimed to deliver easy-to-understand, consistent advice about safe sleep to parents and caregivers across geographies, ethnicities, religions, and cultures.

Captivate

JPMA Cares successfully leveraged baby safety ambassadors nationwide to amplify existing efforts, products, and education needed for specific programs, and contributed on a micro level to those in need, making a real, tangible impact on the lives of babies and young children, consistent with the spirit and culture of the industry.

Contribute

Through our expanded microgrant program, JPMA Cares awarded microgrants to 11 organizations nationwide, championing safe sleep for babies and young children in an effort to help break down barriers to successful outcomes and ensure fundamental needs are met.



“The safety of children has been at the heart of our work for more than five decades. We’ve seen how combining education, resources, and advocacy can create lasting change, which is why we’re passionate about supporting JPMA Cares and giving back.”



Joe Shamie
President of Delta Children

Microgrant Partners

Grassroots Nonprofit Organizations Making a Big Impact



All For Moms Foundation

The All for Moms Foundation collaborates with JPMA Cares by having a Certified Safe Sleep Instructor on staff who works directly with the families engaged in their services. This collaboration is designed to promote and ensure safe sleep practices among new parents and caregivers, thereby reducing the risk of sleep-related infant deaths.



Ann & Robert H. Lurie Children's Hospital of Chicago

The Ann & Robert H. Lurie Children's Hospital of Chicago improves the health and well-being of children and adolescents where they live, learn, work, and play. The Unintentional Injury Prevention program housed in the Magoon Institute at the Ann & Robert H. Lurie Children's Hospital is dedicated to preventing injuries in babies and children in the Chicago area.



Boston Children's Hospital

Safe sleep advocacy has become deeply ingrained in the culture of Boston Children's Hospital (BCH). Staff prioritizes safe sleep education and actively supports families in implementing safe sleep practices for the children under their care. With JPMA Cares' continued partnership, BCH will enhance the organization's commitment to providing a safe sleep environment and promoting the health and well-being of children in the community through the Safe Sleep Subject Matter Expert (SME) Group.



EveryMom Chicago

EveryMom Chicago aims to ensure women are equipped to meet the challenges of early motherhood, both materially and in relation to community resources. EveryMom's supply kits provide recipients with safe sleep accessories, such as sleep sacks, and environments to those in under-resourced communities with the goal to make a modest, yet valuable, contribution toward lowering the rates of Sudden Infant Death Syndrome among the communities served.



Hennepin Healthcare Trauma Prevention Program

Hennepin Healthcare supports a broad and diverse group of individuals with education and access to quality safety products, despite their socioeconomic status. As part of the injury prevention team, Hennepin Healthcare partners with political leaders to advocate for the safety of the community through legislative updates and educates the community on safety and injury prevention.



Lucile Salter Packard Children's Hospital of Stanford

Lucile Salter Packard Children's Hospital of Stanford's vision is to heal humanity through science and compassion, one child and family at a time. The Children's Hospital is committed to the overall health and wellness of the communities it serves, with a focus on the most vulnerable population in those communities, children.

Microgrant Partners (cont.)

Grassroots Nonprofit Organizations Making a Big Impact



Maternal and Child Health Consortium

Maternal and Child Health Consortium (MCHC) places a strong emphasis on educating families and the community and providing essential physical resources to ensure children can start healthy, stay healthy, and succeed in school. For more than three decades, MCHC has been dedicated to amplifying the voices, experiences, and needs of children and families in need to create a healthier, more equitable future.



Oregon Health & Science University Foundation - Doernbecher Children's Hospital Injury Prevention Program

The Oregon Health & Science University (OHSU) Foundation - Doernbecher Children's Hospital Injury Prevention Program is dedicated to keeping all children safe from preventable injuries by: improving access to injury prevention safety supplies and resources; providing public and professional education and training, supporting community engagement and advocacy; and providing safe home, safe ride, and safe sleep education and resources to ensure that all children are safe.



Phoenix Children's Hospital Foundation

Phoenix Children's Injury Prevention Program is committed to the long-term success of caregivers, parents, and children and aims to ensure that families have a coherent understanding of child safety. Phoenix Children's Hospital Foundation (PCHF) collaborates with more than 50 community agencies to provide education and resources in an effort to bring awareness and take the necessary actions to reduce preventable injuries and deaths.



Southwest Louisiana Area Health Education Center Foundation

Southwest Louisiana Area Health Education Center Foundation's (SWLAHEC) infant and child mortality surveillance program seeks to understand the modifiable circumstances associated with infant/child deaths, improve services and resources for women, infants, children, and families, and reduce the occurrence of future deaths, ultimately reducing infant/child mortality in the state of Louisiana. An overarching goal is to reduce the infant/child mortality rate in targeted areas by identifying health system interventions for improvement, including prenatal care, social support services, education, home visitation, and community-based outreach after periodic review and analysis of abstracted regional infant and child deaths.



Stork Support of Northern Colorado

Stork Support of Northern Colorado is an organization committed to providing essential maternity, postpartum, and newborn needs to under-resourced families throughout the baby's first year because every new family is worthy of a strong start through support.

Events & Programs

Benefit for Babies



Special Thanks to Our 2024 Sponsors





Events & Programs (cont.)

Injury Prevention - Thanks to product donations, safety activities were held in 123 cities in 40 states throughout the week leading up to and including National Injury Prevention Day.

Safe Sleep Campaign - The Newborn Channel aired the Safe Sleep video in 432 hospital maternity wards nationwide, appearing 2,880 times each month in October, November, and December, generating 1,342,686 total impressions each month.

Giving Tuesday - Thanks to the generous donations of three former JPMA staff executives, together with individual contributions, JPMA Cares raised \$67,590.

National Heatstroke Prevention Awareness - JPMA Cares joined forces with other like-minded stakeholders in an effort to raise awareness about preventing hot car tragedies and share proven strategies and tips for parents and caregivers.

“

The donations from JPMA Cares are the icing on the cake for NIPD – not only are we able to provide education to keep families safe, we can give them the resources they need to put it in action right now!

-Chris Vitale, Pittsburgh, PA

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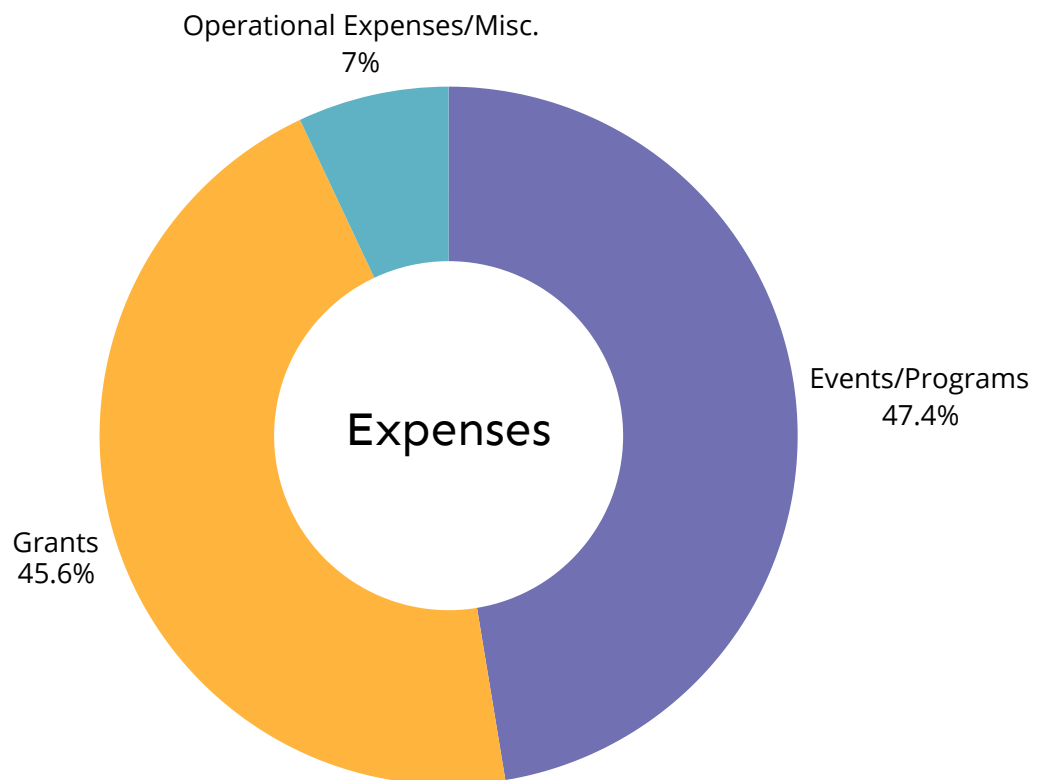
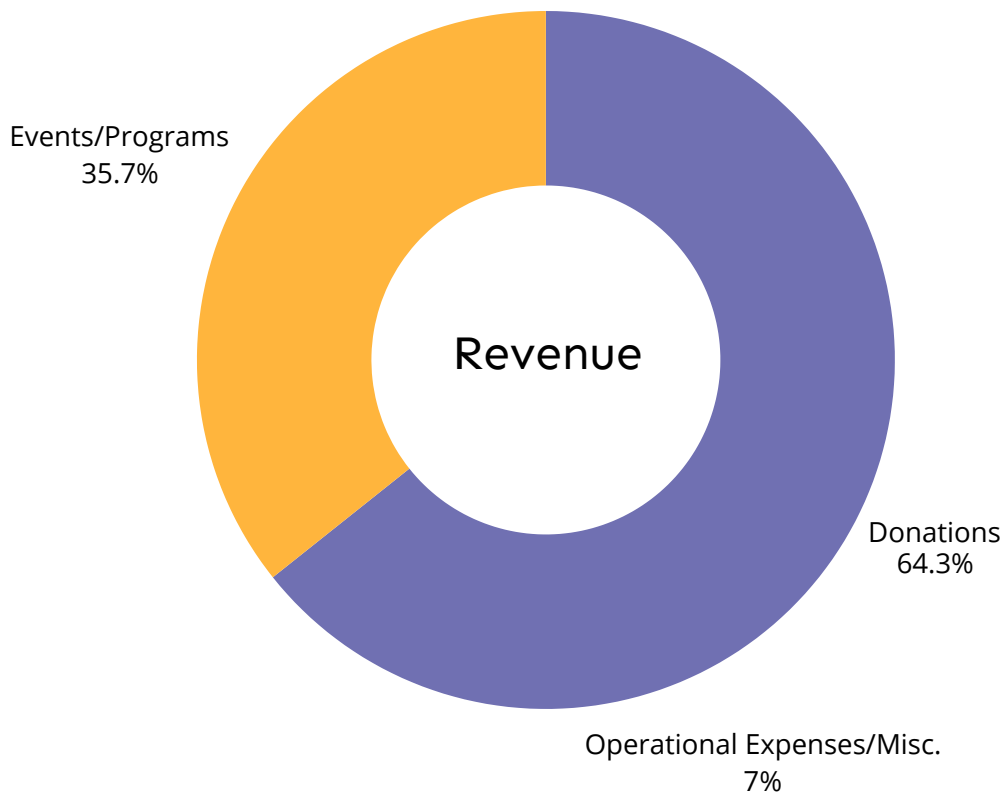
Distributing these JPMA Cares resources created an opportunity to engage low-income, high-risk families with injury prevention education and safety resources to keep their children safe at home and on the go.

-Dawn Gardner, Cincinnati, OH

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JPMA Cares Financial Statement

*Unaudited Financials as of December 31, 2024



Change in Net Assets for 2024: \$263,872



Our Generous Donors & Sponsors

thank you

Nick Aldridge

Emily Alexander

Amazon

Marissa Arrante/GiGi Baby Inc.

Baby Brezza

Corey Campbell/DECA

Eric Cohen

Joe Colella

Columbus Trading Partners USA, Inc.

Jon Conaway/Evenflo

Shyanne Corrente/Children's Trading Post

Dorel Juvenile Products

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Mike Dwyer

Mark Fellin

Greenberg Traurig, LLP

Brett Horn

Bill Jacoby

Lager Family/Regal Lager

Sandy Lee/AFG Intl Products Inc.

Gavin McGarry/Hawke Media

Andy Newmark

Zac Omar/PediaGROW

Martin Park

Kali Peterson

Dahlia Rizk/Buckle Me Baby Coats

Safe Kids Worldwide

Rick Schaub

Bardia Sergent

Rachael Shagott

Shamie Family/Delta Children's Products

Sarah Shell/Geddy's Mom

Sean Smith

Jason Somerville

Lisa Trofe

Robert Wall/Nuna

Bob Waller

Luanne Whiting-Lager

Wilke Giving Fund

Steve Willeke/Dorel Juvenile

Laura Wittig/Wildwoven/Kindthing

Wood-MacMillan Charitable Fund

Contact Us to Learn How to Make an Impact



856-638-0420



info@babysafetyfoundation.org



babysafetyfoundation.org

JPMA Cares is now the **Baby Safety Foundation** and more focused than ever on creating better outcomes for infants and toddlers by reducing preventable injuries and deaths.

