ANNUAL REPORT 2020

Northwest Infant Survival & SIDS Alliance

NISSA

1130 N 4th Street . CDA, ID 83814 . 206.548.9290

www.nwsids.org www.safestartnw.org info@nwsids.org

FROM OUR DIRECTOR

Nothing.Ever.Stays.The.Same. Learn to adapt, be flexible, and always grateful for the things you have. My grandmother gently reminded me of N.E.S.T.S. time and time again throughout my life when it became too much to bear (or so I thought). N.E.S.T.S. became my motto early in life and continues to flash in my mind as hurdles continue to appear. 2020 was one of those years…N.E.S.T.S. didn't just "flash" last year but was plastered on a giant billboard for months on end reminding me to be flexible, positive and adjust as necessary.

Forced change can be difficult, especially when goals are being met, processes are working smoothly and programs are running as planned. 2020 brought change into many areas of NISSA. COVID forced all our classes and support groups to go to an online, live via Zoom format. The online format removed barriers such as transportation, time, and childcare for many families, and to my surprise, our classes began to increase in size! More and more families and professionals flocked to our free online class offerings of safe sleep, child passenger safety, CPR, First Aid, and our emotional support events. I am proud to report our program and fundraising goals were met in 2020 despite a worldwide pandemic.

Our life-saving work could not have happened without the continued love and support of the communities we serve, dedicated, passionate staff, volunteers, and an incredibly hard-working board of directors. Together, we embraced change to ensure our mission moved forward and truly saved the lives of our precious children.

LIZ MONTGOMERY, EXECUTIVE DIRECTOR & MASON'S MOM

OUR DIAMOND ANNIVERSARY

AS WE MOVE INTO 2021 WE ARE BEYOND EXCITED TO CELEBRATE OUR DIAMOND ANNIVERSARY. IT WAS 60 YEARS AGO, IN 1961, WHEN 8 SEATTLE INFANT LOSS FAMILIES FIRST FOUND EACH OTHER AND JOINED TOGETHER TO PROVIDE MUCH NEEDED SUPPORT TO OTHERS WHO WERE WALKING THE SAME JOURNEY AS THEY WERE. OVER THE YEARS WE'VE CHANGED A LOT. WE'VE GROWN TO BECOME A NATIONALLY RECOGNIZED REGIONAL NON-PROFIT ORGANIZATION THAT PROVIDES FREE, HIGH-QUALITY, EVIDENCE-BASED INFANT AND CHILD HEALTH AND SAFETY INFORMATION AND EDUCATION TO PARENTS, CAREGIVERS AND THE MEDICAL COMMUNITY. HOWEVER, NO MATTER WHAT CHANGES WE'VE GONE THROUGH,WE HAVE NEVER WAVERED FROM OUR INITIAL CHARTER THOSE 60 YEARS AGO. PROVIDING SUPPORT FOR FAMILIES SUFFERING THE ULTIMATE LOSS ALWAYS HAS BEEN AND ALWAYS WILL BE CORE TO EVERYTHING WE RE ABOUT AT NISSA. THANK YOU FOR BEING A PART OF OUR JOURNEY FOR THE LAST 60 YEARS. WON'T YOU JOIN US IN RAISING A GLASS TO THE NEXT 60 YEARS?

EVENTS

NIGHT UNDER THE STARS

OUR 5TH ANNUAL NIGHT UNDER THE STARS GALA, PRESENTED BY BANKCDA, WAS ANOTHER AMAZING EVENT. EVEN WITH THE CHALLENGES COVID-19 PRESENTED, WE WERE ABLE TO HAVE A WONDERFUL, SAFE, AND SUCCESSFUL EVENT. OVER $83,000 WAS RAISED TO HELP EDUCATE AND SUPPORT FAMILIES ALL OVER THE NORTHWEST. PLAN TO JOIN US IN COEUR D' ALENE THIS YEAR ON WEDNESDAY, AUGUST 4TH FOR NIGHT UNDER THE STARS 2021.

RUN FOR THE ANGELS

OUR 9TH ANNUAL RUN FOR THE ANGELS 5K, PRESENTED BY IDAHO CENTRAL CREDIT UNION, WAS HELD VIRTUALLY AND IN PERSON AT MCEUEN PARK IN COUER D'ALENE, IDAHO. OVER 200 FAMILIES JOINED TOGETHER TO REMEMBER THEIR CHILDREN AND WALK IN THEIR MEMORY. BE SURE AND SAVE THE DATE FOR RUN FOR THE ANGELS 5K 2021, OCTOBER 3RD. WE LOOK FORWARD TO HAVING YOU JOIN US.

AWARDS

NON-PROFIT PROFESSIONAL OF THE YEAR

OUR EXECUTIVE DIRECTOR, LIZ MONTGOMERY, WAS SELECTED BY UNITED WAY OF NORTH IDAHO AS THEIR NON-PROFIT PROFESSIONAL OF THE YEAR FOR HER PASSION TO EDUCATE AND SUPPORT THOSE IN THE NORTHWEST.

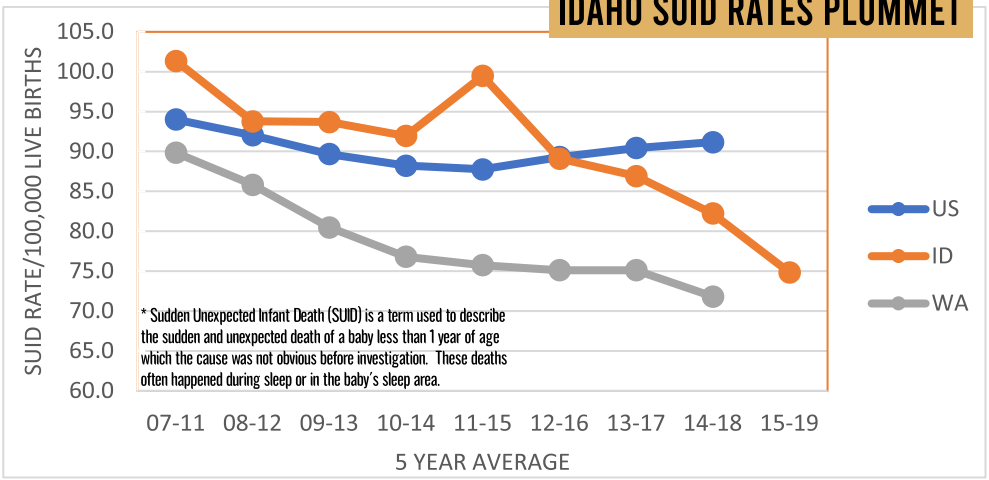
MARY DORE HEART OF GOLD AWARD

BART BUCKENDORF WAS SELECTED AS THE 2020 MARY DORE HEART OF GOLD AWARD RECIPIENT. IN 2019, BART WALKED OVER 640 MILES THROUGHOUT IDAHO WHILE SPREADING THE SAFE SLEEP MESSAGE AND TEACHING OVER 30 SAFE SLEEP CLASSES ALONG THE WAY.

PREVENTION EDUCATION WORKS

TODAY, IN IDAHO, MORE BABIES ARE CELEBRATING THEIR FIRST BIRTHDAY DUE IN PART TO THE WORK OF NISSA, OUR PARTNERS, VOLUNTEERS AND DONORS. YES, YOU READ THAT RIGHT! IN 2011, THE YEAR BEFORE WE BEGAN OUR SAFE SLEEP PREVENTION EDUCATION WORK, IDAHO HAD A 5-YEAR SUID AVERAGE OF 101 DEATHS FOR EVERY 100,000 LIVE BIRTHS. AFTER A DECADE OF HARD WORK, WE ARE PROUD TO REPORT THAT TODAY, IN THE STATE OF IDAHO, OUR 5-YEAR SUID AVERAGE HAS DROPPED BY OVER 26%!! THIS IS VALIDATION THAT OUR WORK IS TRULY SAVING LIVES!

IDAHO SUID RATES PLUMMET



OUR PROGRAMS

SAFE START
INFANT AND CHILD HEALTH & SAFETY

SAFE START PROVIDES EVIDENCE-BASED, HIGH-QUALITY INFANT & CHILD HEALTH & SAFETY EDUCATION TO PARENTS, CAREGIVERS AND MEDICAL PROFESSIONALS.

Healing Together
Let's find each other and walk together

HEALING TOGETHER PROVIDES SUPPORT TO PARENTS AND FAMILIES WHO HAVE BEEN AFFECTED BY PREGNANCY, INFANT OR CHILD LOSS.

Operation: Safe and Sound
Child Health and Safety Program

OPERATION: SAFE & SOUND BRINGS TOGETHER FIRST RESPONDERS AND PUBLIC SAFETY OFFICIALS TO ADVOCATE FOR SAFE INFANT SLEEP IN THEIR COMMUNITIES.

EVERY CHILD
INFANT & CHILD ADVOCACY PROGRAM

EVERY CHILD ADVOCATES FOR ALL NORTHWEST CHILDREN IN MATTERS INVOLVING THE HEALTH AND SAFETY OF OUR REGION'S MOST VULNERABLE RESIDENTS.

Safe Sleep for Northwest Babies

SAFE SLEEP FOR NORTHWEST BABIES ENSURES THAT EVERY NORTHWEST FAMILY HAS ACCESS TO LIFE-SAVING EDUCATION AND THE TOOLS TO KEEP THEIR CHILDREN SAFE DURING SLEEP.

North Idaho
CHILD PASSENGER
SAFETY TEAM

OUR NORTH IDAHO CHILD PASSENGER SAFETY TEAM ENSURES ALL FAMILIES LIVING IN OUR REGION HAVE ACCESS TO FREE EDUCATION AND AND CAR SEATS TO KEEP THEIR CHILDREN SAFE.

A CLOSER LOOK AT NISSA

Safe Sleep for Northwest Babies

IN 2020 WE PROVIDED 264 CRIBS & 1,341 SLEEPSACKS TO FAMILIES ALL OVER THE NORTHWEST

OVER 880 LOCAL FAMILIES SUPPORTED AND OVER 1,100 CARDS AND LETTERS MAILED TO LOCAL LOSS FAMILIES

Healing Together

Let's find each other and walk together

SAFE START UNIVERSITY

78 Safe Sleep 101 Classes
1,119 Safe Sleep 101 Graduates
21 Safe Sleep 201 Classes
411 Safe Sleep 201 Graduates
2,507 Hours of Safe Sleep Education
18 Car Seat 101 Classes
281 Car Seat 101 Graduates
6 Child Safety 101 Classes
84 Child Safety 101 Graduates

In 2020, NISSA provided over 3,040 hours of FREE prevention education.

Northwest Infant Survival & SIDS Alliance NISSA

SAFE SLEEP AWARENESS MONTH

OCTOBER WAS DECLARED "SAFE SLEEP AWARENESS MONTH"

IN 3 STATES 5 CITIES 1 COUNTY

OUR SAFE SLEEP ROAD TRIP

COVERED 3,000 MILES

AND VISITED 40 PARTNERS IN 3 STATES DISTRIBUTING $10,000 IN SAFE SLEEP RESOURCES

OUR CAR SEAT TEAM

CHECKED 179 SEATS & DISTRIBUTED 102 NEW SEATS!

IN 2020 WE...

DISTRIBUTED 48,822 PIECES OF LITERATURE

ATTENDED 142 AWARENESS EVENTS

REACHED OVER 325,000 PEOPLE

IMPACTED 294,000 PEOPLE VIA OUR BILLBOARDS

RAISING AWARENESS

OUR BOARD

Board President
Katie Brown, M.Ed.
Idaho Infant and Toddler Program

Secretary
Tia Clifford
Heritage Health

Treasurer
Tammy Androes, MSML
Numerica Credit Union

Medical Director
Dr. Kathleen Webb, M.D. FAAP
Retired

Board Member
Miranda Hoefert
Next Gen Electric

Board Member
Cara Turningrobe, MBA
US Air Force

Board Member
Aileen Carrell
Officer, Phoenix Ventures LLC

Board Member
Bart Buckendorf
Ada County Paramedics

Board Member
Amanda Williams
Syringa Family Partnership

OUR GUARDIAN ANGELS

"Angles have no philosophy but love"
-Terry Guillemets

IN 2020, WE WERE BLESSED BY OUR GUARDIAN ANGELS WITH OVER $10,000 TO FUND OUR DAY TO DAY OPERATIONS.

SUZANNA & BOB SPENCER . KIM TIMPSON . DR. DON & SHARMON SCHMITT . TRACY WILLIAMS . MATT & MEGAN VARCOE
MELISSA & THOMAS KIEHL . JOELLE GOODMAN . DALE & AMBER DOMINGUEZ . KATIE & RYAN BROWN . BART BUCKENDORF
JAMES & TAMMY ANDROES . JULIE & PAUL AMADOR . CARA TURNINGROBE . TAMARA CAHILL . SANDY GORE
JACK & DEBORAH ROBINSON . DR. MICHAEL HAY . DR. JUSTIN ROSCOE . AMANDA WILLIAMS . JENNIFER PETERS
ANDREW & SARA HOUSER . MICHELE & STEVEN WOOD . CAROL PEART . BILL CHRISTIANSEN . SANDRA SAFFEELS
JASON & MANDY GINTZ . RYAN & SALLY MAKAMSON . STACY ALSETH . DEAN & ANN LEE . THERESA MARTIN
LEANN & ANDY WAGELE . JAMES STENZEL . JULIE BARTLETT . LIZ COOPER . LAUREN CUVALA . ROBERT & JAMIE GREEN
COLETTE HOEKSTRA . KATHY LAMBERT . ASHLEY LENZ . WARREN MERRITT . JULIE STEELE . HEATHER SWAN
RUBY CLEMENTS . MARY FAHRNEY . JAMES FILA & SHELLY WATANABE . PAMELA RICHARDS . HEATHER CHAMBERLIN
JOHN PETERSON . CHRISTY SWAN . NICHOLAS MONROE . DORLYNN BATES . GREGORY & BROOKE NEREIM
MARYBETH & JOE BENEVENUTO

WILL YOU JOIN US

IN OUR MISSION TO ENSURE EVERY NORTHWEST BABY IS ABLE TO REACH THEIR FIRST BIRTHDAY AND BEYOND?

SCAN THE CODE TO DONATE TODAY! OR GO TO NWSIDS.ORG

OUR WORK WOULD NOT BE POSSIBLE WITHOUT THE SUPPORT FROM THE FOLLOWING ORGANIZATIONS

CHAMPIONS $10,000 +

Buckle Up for Life
TOYOTA | Cincinnati Children's
IMPACTCLUB
Coeur d'Alene

IDAHO TRANSPORTATION DEPARTMENT

LIVE UNITED
United Way
United Way of North Idaho

PARTNERS $9,999-$5,000

FRED H. & MARY S. DORE FOUNDATION . BANKCDA
RICHARD & JILL JURVELIN . MULTICARE SYSTEM
ROBERT & AILEEN CARRELL . NEXT GEN ELECTRIC
IDAHO COMMUNITY FOUNDATION . LANCASTER MARKET
NAMES FAMILY FOUNDATION - PAULA LARKIN FUND
ALAN BOHLING . ELK POINT . TEXAS ROADHOUSE - CDA

FRIENDS $4,999 - $1,000

IDAHO CENTRAL CREDIT UNION . HERITAGE HEALTH
ADAM & MIRANDA HOEFERT . DAVID & BARBARA GRAVES . LIGHT FOR YOU FOUNDATION
R&J LANDSCAPING . NORTHWEST SPECIALTY HOSPITAL . CDA PAVING & CONCRETE SPECIALTIES
GREENE IDAHO FOUNDATION . FIRST INTERSTATE BANK-POST FALLS . KIM TIMPSON
KIWANIS CLUB OF COEUR D'ALENE . SUZANNA & BOB SPENCER . BRAD & DESIREE CLEAVE
TDS . CDA PAINTING GROUP . ISAAC MYERS . PERINATAL COLLABORATIVE OF PIERCE COUNTY
ROTARY CLUB OF POST FALLS . JITTERZ . CHENEGA CORPORATION . JEREMY TRIPP
LIZ MONTGOMERY . DR. DON & SHARMON SCHMITT . MICHAELENE FRANK . KIBBIE WALTON
WESTERN REGION EMS AND TRAUMA CARE COUNCIL . MARK & NIKI RANDOLPH
JAMES DIXON . DR. NORA DAVIS . HUTCHINGS & CUMINGS FAMILY . KELVIN TANNER
TIM & BRIDGET ADAMS . NUMERICA CREDIT UNION POST FALLS . KOOTENAI HEALTH
TESSENDORF FAMILY CHIROPRACTIC LLC . UNITED WAY OF THE COLUMBIA-WILLAMETTE
KOOTENAI COUNTY FIRE & RESCUE . BRAD BLODNICK . GRITMAN MEDICAL CENTER
THRIVENT FINANCIAL - LEGACY NORTH IDAHO . PERFECTION TIRE - POST FALLS
POST FALLS VOLKSWAGEN . PIERCE COUNTY MEDICAL SOCIETY FOUNDATION . CDA PEDIATRICS
NORTHWEST BANK . SUNRISE ROTARY CLUB OF COEUR D'ALENE . ROTARY COEUR D'ALENE
LIBERTY MUTUAL . NORTH REGION EMS AND TRAUMA CARE COUNCIL . LAKESIDE PEDIATRICS
INLAND PELVIC HEALTH . HAGADON MEDIA GROUP . NYBACK FAMILY