

AGENDA
2010

PROUD OF OUR PAST
POISED FOR THE
FUTURE
BECAUSE EVERY BABY
DESERVES A
FIRST BIRTHDAY



We envision a future where **ALL BABIES SURVIVE AND THRIVE** and are committed to promoting safe pregnancies and the survival of babies during the first years of life.

EVERY DOLLAR COUNTS

FIRST CANDLE IS PROUD OF ITS LONG-STANDING REPUTATION OF KEEPING FUNDRAISING AND ADMINISTRATIVE COSTS BELOW THE NATIONAL AVERAGE.

Despite difficult economic conditions and challenges for nonprofits, First Candle remains **FINANCIALLY SOLID**. Our financial stability is a reflection of our diverse funding streams and proven track record of fiscal oversight and management.

INCOME FISCAL YEAR 2009: \$3,403,799

GATES FOUNDATION
GRANT

46.8%

CORPORATE/
GRANTS

12.7%

OTHER/
IN-KIND INCOME

10.8%

FEDERAL &
MUNICIPAL GRANTS

9.4%

SPECIAL
EVENTS

8.2%

CONTRIBUTIONS

6.0%

SALES
INCOME

3.2%

WORKPLACE
CAMPAIGNS

2.9%

EXPENSE FISCAL YEAR 2009: \$4,338,376

Please note that a portion of the FY2009 expenses for the Gates Foundation Initiative (under Public Education) were offset by revenue received from the Foundation in FY2008.

PUBLIC
EDUCATION

73.7%

FUNDRAISING/
MANAGEMENT

9.6%

HEALTH & PROF.
EDUCATION

8.7%

RESEARCH

6.7%

FAMILY
SERVICES

1.4%

A HEARTFELT THANKS

goes out to the many families who host special events on behalf of First Candle. In FY 2009, these special events raised more than \$300,000 to support our important programs and services!

Charity Navigator, America's premier charity evaluator, has awarded First Candle a 4-star rating. First Candle also meets all guidelines as set forth by the Better Business Bureau and is listed in its Wise Giving Guide.

WITH A LONG HISTORY OF TRAILBLAZING, LEADERSHIP AND COLLABORATION, OUR AGENDA FOR 2010 AND BEYOND IS NO EXCEPTION

- First Candle has a **40-YEAR HISTORY** and credible reputation as a leading nonprofit in the SIDS/infant mortality arena.
- As a founding partner of the National Back to Sleep Campaign, First Candle has been instrumental in **HELPING REDUCE SIDS RATES** by more than 50 percent.
- With our recently expanded mission, we now bring **CRITICALLY NEEDED AWARENESS** to the issues surrounding stillbirth.

OUR NATION'S BABIES STILL FACE MANY CHALLENGES . . .

- Every day, more than 70 babies are stillborn.
- Every day, more than 12 babies die suddenly and unexpectedly.

We thank you for your dedication and significant contributions to our important mission. Although our work is far from done, we look forward to bright solutions as we move together into the new decade with renewed spirit and commitment to saving babies' lives.

RESEARCH

ALLOWS US TO IDENTIFY CAUSES AND DEVELOP PREVENTIVE STRATEGIES

First Candle remains grounded in research to further our understanding of SIDS (Sudden Infant Death Syndrome), SUID (Sudden Unexpected Infant Death) and stillbirth. We will seek, fund, convene, synthesize, publish and disseminate relevant data that will guide our efforts to save babies' lives. Initiatives for 2010 and beyond include:

- Continue funding medical research and initiate pilot projects in applied and qualitative research.
- Convene and host an International Research Conference on SIDS, SUID and Stillbirth in 2012.
- Collect data and publish results from the Gates Foundation initiative: a 7-year research project designed to save babies' lives with safe sleep education and cribs for at-risk and in-need families.



SIDS research breakthrough brings hope and affirmation that we are on the right path. First Candle wishes to thank renowned researchers Dr. Hannah Kinney and Dr. Henry Krous for their tireless efforts to identify causes and preventive strategies for sudden, unexpected infant deaths. ***Learn more about the significant link between SIDS and serotonin deficiencies in the brainstem as a likely cause of SIDS at www.firstcandle.org.***

The number of babies dying in unsafe sleep environments and the number of stillbirths during the last trimester of pregnancy continue to rise. First Candle is conducting ground-breaking campaigns to address these issues:

BEDTIME BASICS FOR BABIES

emphasizes the importance of safe sleep and cribs in preventing infant deaths and room sharing as a safe alternative to bed sharing. *Funding provided by the Bill & Melinda Gates Foundation.*

KICKS COUNT! Monitoring a baby's activity during the last trimester is being recognized as the first proactive strategy that may reduce the risk of late-term stillbirth. *Funding provided by All Baby & Child, Inc.*

ADVOCACY

PROVIDES A VOICE FOR THOSE PASSIONATE ABOUT INFANT HEALTH AND SURVIVAL

First Candle's roots are solidly planted in our ability to successfully advocate for policies and funding related to infant health and survival. In 2010 we will strengthen efforts to mobilize parents and other supporters to:

- Ensure passage of S.1445 and H.R.3212: The Stillbirth and SUID Prevention, Education and Awareness Act.
- Increase funding for SIDS and stillbirth research through NIH/NICHD appropriations, MCH Title V Block Grants and appropriate programs at the CDC.
- Become a voice for safe baby products.

EDUCATION & TRAINING

STRENGTHENS OUR ABILITY TO SAVE BABIES' LIVES

First Candle is committed to ensuring that lifesaving messages are delivered to parents and caregivers frequently and consistently. By providing education, training and technical support to hospital systems and health professionals, we work together to create new standards of care for babies that have the potential to prevent infant deaths. Initiatives for 2010 include:

- Bedtime Basics for Babies
- SIDS/SUID Stillbirth Speakers Bureau
- Girl Scouts: Safe Sleep Saves Babies Lives!
- Model Behavior: Nurses CE
- African American Faith Based Bereavement Training
- Kicks Count!
- The Pharmacists Role CE
- Safe Sleep Snap Shirts
- Child Care Providers CE



SAFE SLEEP SAVES LIVES!
Back is best for baby's sleep and other tips for parents and caregivers. In

conjunction with *Parents TV*, First Candle has developed and produced a high-quality DVD for use by parents, caregivers and health professionals. *The video is available in both English and Spanish.*





SUPPORT & ENGAGEMENT

PROVIDES HOPE FOR THE FUTURE

By connecting, supporting and engaging bereaved families and all those interested in the health and well-being of our nation's tiniest citizens, First Candle offers help and hope for brighter tomorrows.

- 24/7 crisis support for all those affected by the death of a baby, including distribution of bereavement materials and referrals to local support
- Bereavement training for professionals
- Memorial opportunities, including special events, memorial funds and keepsakes
- Cause-related marketing and corporate sponsorships
- Work place giving campaigns
- Conferences and *Day on the Hill* events
- Social networking and online fundraising tools
- First Candle Charity Gala

SPECIAL THANKS

to **First Candle's Board of Directors** for their expertise, guidance and dedication to our important mission

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SIDS, SUID AND STILLBIRTH

MAY CLAIM TINY LIVES, BUT IT IS NO SMALL MATTER.

- SIDS is the leading cause of death for babies one month to one year of age
- U.S. infant mortality rates recently dropped to 29th among developed nations
- Stillbirth claims 26,000 lives each and every year

WE NEED YOUR HELP

MORE NOW THAN EVER!

Thanks to the generous support of our committed parents, donors, partners, leaders and other stakeholders, First Candle has taken great strides toward increasing awareness and funding for infant health and survival issues.

As we move together into this new decade, your support will help ensure the success of a goal we all share... to save thousands of babies' lives for generations to come.

- Make a donation
- Host a special event
- Write a letter to your congressional leaders
- Consider First Candle in your year-end, end-of-life or perpetual gift-giving decisions
- Designate First Candle/SIDS Alliance in your workplace giving campaign
- Become a corporate sponsor
- Participate in First Candle's *Gifts that Give* program
- Shop and support our cause at www.firstcandle.org/shop
- Volunteer to support First Candle's social networking and blogging efforts
- Become a peer contact and provide support to others who have experienced a similar loss

**FOR MORE INFORMATION, PLEASE CALL 1.800.221.7437 OR
VISIT WWW.FIRSTCANDLE.ORG/ABOUT/GETINVOLVED.**

