



SAFESITTER

2016 ANNUAL REPORT



Every child should be safe.

That's the vision of Safe Sitter®. Thirty-six years ago, our founder, Patricia A. Keener, M.D., was driven by a devastating tragedy, the choking death of a toddler while in the care of an adult babysitter, to teach young teens – the earliest babysitters – the skills they would need to prevent future tragedies.

The Safe Sitter® program teaches young teens how to stay safe while home alone or watching younger children, but it does so much more, from helping them earn the confidence they need to introduce themselves to adults and negotiate a wage to teaching them how to save the life of someone who is choking.

Please enjoy reading some of our recent news, from our newest Safe Sitter® hero to the incredible story of one woman who saw a need and took action to bring Safe Sitter® to her community.

As always, thank you for supporting Safe Sitter®.

Barbara

Barbara Stuckwisch, J.D.
Safe Sitter® Executive Director

This Safe Sitter® Was Destined to be a Hero

Like many parents, Renea Pinney knew her young teen daughter, Presly, would not willingly sign up for a Safe Sitter® class. So, she made her go. That decision, a case of “mother’s intuition”, helped save the life of her other daughter.

“She was reluctant so I had to force her to go,” said Renea, who works as an R.N. at Jane Phillips Medical Center in Bartlesville, Oklahoma, where Presly took Safe Sitter®. “I just had the feeling it was needed.”

Renea would soon find out how right her feeling was. Early one morning, she caught up on sleep after returning home from her night shift in the hospital’s ICU. She was woken up by Presly, who needed her mother to know that she’d just done something she’d learned in class.

“I thought it was the behavior tips and having to talk [younger sister] Ava down or something,” said Renea. “Presly said, ‘No, mom, she was choking.’” Half-asleep, the shocking news immediately woke Renea all the way up.

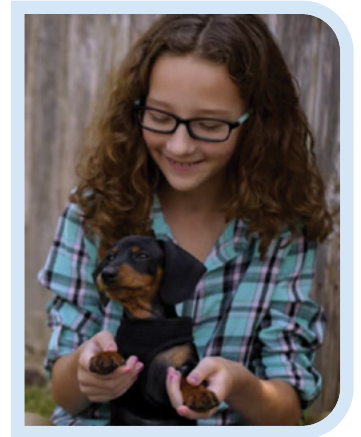
Presly described how Ava was eating a hardboiled egg and began to cough. As the coughing continued, Presly kept an eye on Ava and watched as she tried to drink water hoping that would solve the problem. It didn’t. She stopped coughing and couldn’t speak. Eventually, she made wheezing sounds, and then no sounds

at all. That’s when Presly knew she had to step in because Ava’s life was in danger.

“Her face got white and her eyes got wide,” said Presly, who got to her knees and performed two abdominal thrusts on Ava that dislodged the egg. Presly said she remembered to “stay calm,” words that are repeated in every Safe Sitter® class.

.....

Presly said she remembered to “stay calm,” words that are repeated in every Safe Sitter® class.



Renea said she’ll tell anybody who will listen about Safe Sitter®, and how valuable it was just three weeks after her daughter completed a class. “Had Presly not taken the class, she wouldn’t have reacted the way she did and time would have been lost from waking me up,” she said. “All things happen for a reason.”

Visit youtube.com/safesitterinc to watch Presly’s story.

Updated Curriculum

In 2016, we introduced the updated curriculum. We wanted to update our look while preserving the timeless life and safety skills that make Safe Sitter® so necessary.

- > We streamlined our three course options and renamed them Safe Sitter® Essentials, Safe Sitter® Essentials with CPR, and Safe Sitter® Expanded.
- > We supplemented with online materials that students can access long after they've completed the course.
- > We incorporated a review of key concepts at the end of each section instead of reserving separate time for review and testing.
- > We reorganized into four areas: Safety Skills, Child Care Skills, First Aid & Rescue Skills, Life & Business Skills.
- > We added new information about personal and online safety, including a new Digital Citizenship game.
- > We upgraded the game pieces in our Game Pack to a higher quality that are more fun, durable, and easy to use.
- > We kept favorite games but added new activities that help students understand and apply what they're learning.
- > We made the Graphics Pack digital and included a PDF presentation with new graphics for Instructors to use as they teach, helping to keep visual learners engaged.
- > We designed our most interactive curriculum yet, one where students are answering questions, completing matching activities, participating in games and role-plays, and practicing hands-on skills.



See our full line of products at safesitter.org/orders.

Your Program Support Specialists



.....
Lynn Shawver, R.N.
Program Support Specialist
South & West Regions



.....
Donna Willis-Brown, M.S.N., R.N.
Program Support Specialist
Midwest Region



.....
Jen Wyrick
Program Support Specialist
Northeast Region

Filling Needs in Her Community and Beyond (Again and Again)



Safe Sitter® is not just a class; it's a cause. It's no wonder then that someone like Katie Maguire would choose to teach it.

Katie is one of those inspiring people who sees a need and fills it. When a friend was introduced to a man who rescues

children from human trafficking in South Asia, Katie wasn't just touched. She was compelled to act. She started an organization, Life for the Innocent, with church members to rescue children around the world from abuse, and she served as its development director.

After getting Life for the Innocent up and running, Katie resigned because her dream was to be a stay-at-home mom. But she also wanted to stay involved with causes. "I always want to contribute so I looked at what else I could do." Her 12-year-old daughter was expressing interest in babysitting, which got the cause-

inspired Katie thinking. "I started babysitting at 11 and loved it. I also thought to myself that I'd never had any real training and how I wish I could've done things differently," she said.

Her babysitting memories, coupled with a desire that her daughter and other young teens have proper training to babysit, compelled her once again to find a solution. An internet search led her to Safe Sitter®, whose newly-updated curriculum she found appealing. "I loved that it was in transition, and that it involves social media and online safety."

.....
"I started babysitting at 11 and loved it. I also thought to myself that I'd never had any real training and how I wish I could've done things differently."

Katie updated her safety skills certifications, obtained the necessary insurance, and started her Safe Sitter® Teaching Site, Rocky Mountain Youth Training Academy in Fort Collins, Colorado.

A perpetual go-getter, Katie taught three classes within five months of becoming a site. She plans on training another Instructor, partnering with a community organization for classroom space, and opening both a north and south location.

.....
"I'm helping keep other moms' kids safe. It's not just a job. I feel like I'm making a difference."

"It sounds cliché, but I'm really blessed to have this opportunity..." she said. "I'm helping keep other moms' kids safe. It's not just a job. I feel like I'm making a difference."



A Stronger Future



.....
Sara Ross, M.D.
Medical Director

At Safe Sitter, Inc. our mission continues to be focused on equipping youth with the skills and confidence to be better sitters today and better parents tomorrow, but I believe our responsibility extends beyond that as an organization.

Apart from my role as the Medical Director of Safe Sitter, Inc, I have a busy medical practice in Pediatric Intensive Care. Through my work as a physician I care for children who have encountered threats in their environment at home, school or in their neighborhoods. Their safety and survival depends on the responsibility and kindness of those around them — not just their parents, babysitters, and friends, but sometimes on complete strangers.

At Safe Sitter, Inc. we are building stronger and safer communities by providing life and safety skills so that our Safe Sitters are equipped to help **anyone** they encounter in need. We provide the knowledge and skills to give our graduates the confidence to answer the call for help from even a perfect stranger in his or her community. In essence, we are responsible for creating better sitters today, better parents tomorrow and better citizens of the future.

Our Founder: Patricia A. Keener, M.D.



Thousands of people have been impacted by Dr. Keener: medical students she mentored, patients she cared for, students she taught, community leaders she inspired – the list is endless.

But she has had a special impact on the more than half million students who took Safe Sitter®, and who are better prepared to be safe, nurturing caregivers because of all they have learned in the class she was so passionate about creating.

To consider someone's legacy is to marvel at the impact that person has had on the world,

[Read more about Dr. Keener's many accomplishments at safesitter.org/our-founder.](https://safesitter.org/our-founder)

and to think how different things would be without them. Had Dr. Keener not made the decision to create Safe Sitter® in 1980 after the accidental choking death of a friend's toddler while in the care of an adult babysitter, consider the consequences. Those more than half a million Safe Sitter® graduates would never have been equipped with the skills needed to handle emergencies. And those who found themselves using their skills to save a life would not have been able to do so. Safe Sitter® has saved, and will continue to save, lives.

Dr. Keener continues to inspire us and influence the work we do.

Dr. Keener continues to inspire us and influence the work we do. We may update the curriculum, but it will always stay true to Dr. Keener's timeless message about young teens being equipped with the skills needed to safely stay home alone, watch younger siblings, or babysit. That is her passion, and it will forever be ours too.

The Patricia A. Keener, M.D. Scholarship Fund

Most of our friends and supporters know how important the Safe Sitter® program is because they know the story of our founding, when Patricia A. Keener, M.D. decided to turn tragedy into a national movement. After the toddler of a friend and colleague died from choking while in the care of an adult babysitter, Dr. Keener created a class to teach adolescents – the youngest babysitters – the skills they would need to adequately care for children, including the rescue of a choking child.

Today, Dr. Keener's Safe Sitter® classes are taught all over the country, and many of those graduates from the 1980s have now sent their own children to a Safe Sitter® class. Because of her vision and dedication, a generation has become better babysitters and better parents.

The amazing impact of the Safe Sitter® program is undeniable. Just ask Presly Pinney, who used the choking rescue skills she learned at a Safe Sitter® class to save her little sister when her sister began choking on a hard-boiled egg. Presly's story appears in these pages, and reminds of us the countless everyday situations that could have ended in tragedy, but didn't because of the skills that students learn in Dr. Keener's Safe Sitter® program.

Still, many students are unable to pay to attend a local Safe Sitter® class. Help us provide students in need with scholarships so that they can learn the skills they need to keep themselves and children in their care safe. Use the envelope enclosed in this annual report, or give online at safesitter.org. Make your gift in honor of Dr. Keener, an Instructor or student close to your heart, or someone else who has made a difference in your life, and we'll send that person a card acknowledging your honor gift.

Make a gift to the Patricia A. Keener, M.D. Scholarship Fund today. Because every child should be safe.



**USE THE ENVELOPE
IN THIS REPORT**

OR



**GIVE ONLINE AT
SAFESITTER.ORG**

Connect with Us on Social Media

Today, it's all about social media. So, in mid-2015, we knew we had to really get in the game. And we did. With a regular calendar of content, concerted effort, and a focus on Facebook, we began to see our stats rise. In a relatively short time, our number of fans has risen from 300 to over 2,000. We've made sharing the stories of our Safe Sitter® heroes, along with practical parenting advice, a priority, and we'll continue to do so.

Blogging for businesses has also become a growing expectation in today's digital world. People expect to find the info they're looking for with minimal effort, and for it to be presented in an easy-to-read, "bite-sized" format. And that's how we're committed to delivering it. We now have website pages devoted to providing Teaching Sites with advice on running a successful Safe Sitter® program and for parents to give them tips on parenting their tween, hiring a babysitter, and more.



Facebook page, Parenting Tips and Blog

Thank You



For over 36 years, we have partnered with caring organizations all over the country to train young teens how to keep themselves and the children in their care safe. Over half a million students have taken the Safe Sitter® course since we were founded back in 1980, and hundreds of lives have been saved over the years because of the skills that students have learned. Your support has made that possible. On behalf of our founder, Patricia A. Keener, M.D., and the board of directors of Safe Sitter, Inc., thank you for your dedication to our mission and the children we serve.

Patty Hebenstreit, J.D.
President
Safe Sitter, Inc. Board of Directors

BOARD OF DIRECTORS

Matt Browning

Monique Crowell

Sharon Glentzer, R.N.

Patty Hebenstreit, J.D.

Carrie Kass

Patricia A. Keener, M.D.

J. David Maas

Marsha Norris, R.N.

Mary Riggle

Robert Sanders

Joi B. Smith

Sue Swisher

Bridget Working

SAFESITTER

8604 Allisonville Road, #248
Indianapolis, IN 46250

NONPROFIT
ORGANIZATION
U.S. POSTAGE
PAID
MILWAUKEE, WI
PERMIT NO. 3707



SAFESITTER



safesitter.org