

## MISSION

Save and improve the lives of children ages 0-18, by empowering caregivers and youth through awareness of injury risks and prevention.

## VISION

Improve quality and quantity of life for youth.

## PURPOSE

Educate and empower individuals to lead a safe lifestyle through safety education.

## CORE VALUES



### COMMITMENT TO EXCELLENCE

Pursue excellence in performing duties, be well informed, prepared, and constantly strive to increase proficiency in all areas of responsibility.



### LOYALTY

Remain loyal to the organization's mission, vision, core values, and fulfillment of its purpose, goals, and objectives.



### ENTHUSIASM

Remain passionate about the work we do.



### SAFETY EDUCATION

Value and prioritize safety at all times, and in all situations.



### INTEGRITY

Uphold principled honorable, and upright behaviors without sacrificing for convenience.



### RESPECT

Treat everyone with courtesy and dignity.

### 2016 BOARD MEMBERS

- Lexlee Overton  
*President of the Board*
- Clay Roccaforte  
*Vice President of the Board*
- Crystal Pichon  
*Secretary of the Board (Ex-Officio)*
- Dick Lewis  
*Director of the Board*
- Johnnie Brown  
*Director of the Board*
- Melissa Terito  
*Director of the Board*
- Sonya Nelson  
*Director of the Board*

### 2016 STAFF

- Crystal Pichon  
*Executive Director*
- Robin Bennett  
*Community Outreach Coordinator*

### 2016 INTERNS

- Allyson Lambert  
*Southeastern Louisiana University*
- Ashlyn Dyess  
*Southeastern Louisiana University*
- Courtney Young  
*Southeastern Louisiana University*
- Erin Palmer  
*Southeastern Louisiana University*
- Haley Taylor  
*Southeastern Louisiana University*
- Markia Tasker  
*Southeastern Louisiana University*
- Puja Thapa  
*Southeastern Louisiana University*



"The children who have been injured/lost their lives due to unintentional injuries will continue to be our driving force."

**-LEXLEE OVERTON**  
*Board President*

### 2016 REVENUE

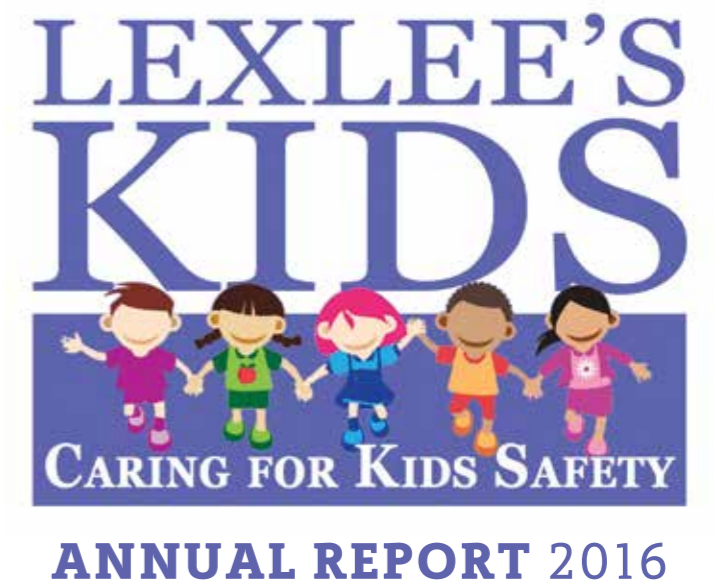
Direct Public Grants	___\$80,800
Direct Public Support	___\$42,022
Government Grants	___\$167,604
<b>TOTAL</b>	<b>_____ \$290,426</b>

### 2016 EXPENSES

Operations & Overhead	__ 15.6%
Payroll	_____ 30.31%
Programs	_____ 27.92%
Training	_____ 1.46%
<b>TOTAL</b>	<b>_____ \$218,688</b>



As we take on another successful year, the Lexlee's Kids team continues to have a strong focus on our children, safety programs and growing our organization's services. Please take some time to look through our 2016 annual report. We hope that you will continue to support our mission, and consider giving thought to child safety and injury prevention during your season of giving. Thank you for trusting Lexlee's Kids as your go-to safety professionals from car seats all the way to car keys!



## READY SET DRIVE

is designed to educate young drivers about the negative effects of distracted driving, underage drinking, and impaired driving in an effort to initiate positive behavior change in regards to occupant protection and traffic safety. We like to keep it educational, keep it fun, and keep it real! Our program provides creative examples of active learning techniques for young adults through: PowerPoint presentation, engaging videos, group discussion, driving and impairment simulation, games, activities, friendly competition, campaigns, events, and social media engagement. Our agency prides itself on its ability to successfully deliver a life-saving, data-driven program to our youth using a fun, unique, and hands-on learning style. In 2016, Ready Set Drive reached 19,267 participants.

249

Driving Simulations

147

Traffic Safety Presentations

14

Traffic Safety Campaigns

25%

INCREASE

Safe Driving Knowledge Gain

Thank You Louisiana Highway Safety Commission & State Farm Insurance!

## BUCKLE BOOGIE

is designed to educate the community about the proper use of car seats, booster seats, and proper seat belt fit. Caregivers meet with our Nationally Certified Child Passenger Safety professionals who aim to share key information to better protect children in and around vehicles by way of private appointments, group presentations, and community events. Lexlee's Kids is one of the few trained in Louisiana to assist families who travel medically fragile children with special healthcare needs. Our agency has partnered with multiple clinics and daycare facilities to ensure transportation situations for children are as safe as possible, by training transportation staff to correctly install car seats, and harness children for each ride in agency vans/buses. Many local birthing hospitals have requested Lexlee's Kids to host staff awareness trainings, and our organization also offers school-based child passenger safety programs. Buckle Boogie reached 4,651 individuals in 2016.

Thank You Amerigroup & Anthem Foundation!

704

Car Seats Inspected

476

Car Seats Distributed to Families in Need

7

Community Presentations



## HISTORIC LOUISIANA FLOOD

In 2016 the Greater Baton Rouge community was affected by catastrophic flooding that took lives, and left thousands of families heartbroken. Affected families lost so much, and were in shelters or displaced with family and friends. There was a vast, and unprecedented need. Thousands of infants were left without safe sleeping areas, those families would eventually leave shelter locations, and their children would not have car seats to travel in. Although, car seats may be an insurable loss along with vehicle damage, thousands did not have adequate coverage to include car seat replacement. After gauging the need, Lexlee's Kids sprang into action, and served as a disaster assistance site for families in need during the historic Louisiana Flood. As a result of generous donations from Alliance Safety Council, State Farm Insurance, Britax, Dorel, Toyota Buckle Up, Bubble Bum, Halo, Mercury Distributing, Lil Fans, private donations, and a partnership with Junior League of Baton Rouge; we were able to assist families with items such as car seats, cribs, strollers, diapers, bottles, baby wipes, and formula.

"IF A DISEASE WERE KILLING OUR CHILDREN IN THE PROPORTIONS THAT INJURIES ARE, PEOPLE WOULD BE OUTRAGED AND DEMAND THAT THIS KILLER BE STOPPED."

-C. EVERETT KOOP, M.D.  
former U.S. Surgeon General



## STROLL INTO SAFETY

educates children, caregivers and community members about the importance of pedestrian and bicyclist skills; the rules of the road; personal safety, improving health and environmental conditions. This program is designed to bring attention to bike and pedestrian safety issues in the Greater Baton Rouge Area to create safer, and more bike/pedestrian friendly communities. The program offers classroom presentations, bike rodeos, safety towns, community education events, and bike/pedestrian school events. Lexlee's Kids has taken great pleasure in participating in the advocacy for, and the implementation of traffic safety infrastructure projects throughout the region. Stroll into Safety reached 9,040 participants in 2016.

58

Bike & Pedestrian Safety Presentations

7

Bike Rodeos

16

Safety Towns

Thank You Louisiana Highway Safety Commission!

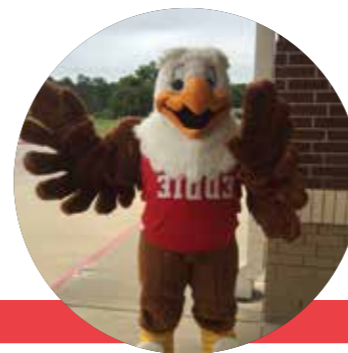
## SHOOT FOR SAFETY

is the Lexlee's Kids gun safety awareness program, which uses the Eddie Eagle GunSafe® Program to teach pre-K-5th grade children, about the potentially devastating impact of a firearm. The program uses four important steps for children to take if they find a gun. We "Aim" to keep kids safe with a few simple rules that are presented in an easy-to-remember format: STOP! Don't Touch. Leave the Area. Tell an Adult. Our agency has partnered with a number of Greater Baton Rouge Area school systems to incorporate gun safety into local classrooms. Not only does Shoot for Safety educate children, the program also educates caregivers about taking an active role in developing safe practices for their children whether guns are present in their home or not. Shoot for safety does not train youth for the safe handling of firearms or whether guns are good or bad; instead, it teaches safe retreat, and the protection of children.

9,982  
Students & Community Members Reached

200  
Gun Safety Presentations

Thank You Pelican State Friends of NRA!



## SAFETY IN NUMB3RS



114

Community Outreach Events



45,000+

Total Population Reach



989,000+

Social Media Reach

**MOTOR VEHICLE CRASHES** are the Leading Cause of Death for ages 5 - 24.

**#1 PREVENTABLE INJURIES** are the #1 Killer of Kids. No parent should have to endure the pain of losing a child.



10+

Media Interviews



903

Louisiana crashes involving bicycles in 2016

1,470

Louisiana pedestrian injuries in 2016

LOUISIANA RANKS AMONG THE WORST NATIONALLY

for unintentional shootings of children