



Burn Prevention Foundation

ANNUAL REPORT 2005


**Burn
Prevention
Foundation**

The Burn Prevention
Foundation is dedicated to
preventing burns through
education and advocacy.

Partnerships Strengthen Prevention in Our Communities

Burn Prevention Foundation
236 N. 17th Street
Allentown, PA 18104



Eagles Safety Brian Dawkins being taped for
teaching fire and burn safety
to Pennsylvania schoolchildren.

(Story Inside)

BPF YEAR IN REVIEW



Children's Burn Safety Program Grows

As of year-end, the Foundation reached nearly 80,000 children with the "Stop, Drop, Roll, Cool & Call" program featuring Philadelphia Eagles Free Safety Brian Dawkins. This represents 68% of the total target market from within our 20-county service area. By comparison, we reached 28% of



the market last year. Special thanks go to lead sponsor, the Lehigh Valley Hospital Burn Center, and supporting sponsors, State Farm Insurance, PBS-39 and the Philadelphia Eagles.

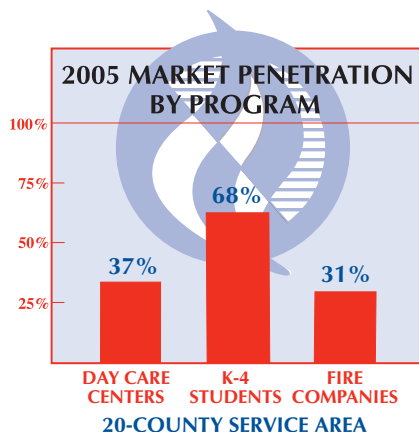


Fire Safety House Program Advances

2005 also saw a significant advance in the activity level of our Fire Safety House Program. Our network of instructors and program partners trained 18,980 persons in home fire escape as opposed to 11,414 during 2004. This growth in activity comes despite periods of program black-out during which time our houses underwent repair. Additional repairs and overhauling are needed to put our units in optimal operating condition in time for Spring 2006. We estimate the cost of these repairs to be around \$16,000. If donated labor can be secured, we can reduce these costs to around \$5000.

Safety Lines Network Expands

In November and December of 2005 we conducted a major Safety Lines Network partnership enrollment campaign with daycares and nursery schools. The result, to date, was the enrollment of 82 new centers as Safety Lines partners. Our network now has 274 member centers serving 13,152 families. As a result, our quarterly Safety Lines Bulletins, spon-



sored by Valley Preferred, reach an estimated 50,690 beneficiaries every three months.

Juvenile Fire Setter Program Reduces Recidivism

The Burn Prevention Foundation Juvenile Fire Setter (JFS) Program processed 22 referrals in 2005 — 4 females and 18 males with an average age of 10.8. 19 juveniles were assigned to education; 1 was placed in residential; 2 were sent literature to parents who felt they could handle the situation. Referrals of fire setters have increased as knowledge of the success rate of the program becomes more widespread. The Educational Component of the program known as the "Fire Safety Academy" has received unanimous acclaim from parents and referral agencies alike. To date, the program has logged over 90 referrals with only one case of recidivism. National studies have shown that, absent a meaningful intervention, over 50% of juvenile fire setters will repeat this dysfunctional behavior within one year, oftentimes with tragic and costly results.

Courageous Men & Women to Be Honored

During the Fall of 2005 the BPF, in partnership with the Regional Burn Center of the Lehigh Valley Hospital, approved plans for the 2006 launch of its newest special event – the Valley Preferred Spirit of Courage Award Dinner. This event will honor individuals who have risked their lives to save others from burn injury or death by fire. It will be held on September 21, 2006, under a tented pavilion on the grounds of Lehigh Valley Hospital – Muhlenburg, Bethlehem, PA.

In addition to honoring our community heroes at the Spirit of Courage Dinner, a special "Partners in Prevention" Award will be presented to emergency services organizations who have distinguished themselves for their contribution to community fire and burn prevention education.

"We are delighted to have secured Valley Preferred as our Naming Sponsor of the SOC Award Dinner," announced Dan



Dillard, foundation executive director. "Valley Preferred has for years been very active in the promotion of injury prevention and wellness," continued Dillard. Greg Kile, executive director of Valley Preferred, noted, "Valley Preferred has been searching for years for a signature event in which to associate our name. We feel that the Spirit of Courage Award Dinner is that event: it recognizes true community role models; its focus is on safety and prevention; and it is a unique and unduplicated event here in Eastern Pennsylvania."

Annual Spirit of Courage Award recipients will be selected from nominees submitted from emergency service organizations and the public.

BPF STRATEGIC GOALS

In 2005, the Foundation made significant progress in improving its fiscal stability and assuring the delivery of its core services to those who need them the most. Furthermore, it put into place a blueprint to continue this strengthening of its capabilities and deliverables with the establishment of a new set of strategic objectives for the future. A summary of that plan is as follows:

Strategic Objective 1: Create a board designated reserve fund with sufficient cash to provide for a minimum of 4-months operation (\$225,000) within five years.

Strategic Objective 2: Increase annual market penetration of "Stop, Drop, Roll, Cool & Call" Program to 75% of total 2nd - 4th grade population. (Currently at 28%)

Strategic Objective 3: Increase annual market penetration of Fire Safety House Program to 50% of targeted K-4th grade population. (Currently at 26%)

Strategic Objective 4: Expand geographic reach and service capacity of Juvenile Fire Setter Program. (Currently at 2-counties; 40 families/year)

Strategic Objective 5: Increase partnership/fee-for-service funding to contribute 50% of annual operating income. (Currently at 28%)

Strategic Objective 6: Maintain annual partnership linkages with Lehigh Valley Hospital Regional Burn Center that will increase revenue relative to expenses on existing and future events.

2005 FEATURE PARTNERS

Lehigh Valley Hospital Burn Center



As a world-class provider of burn care, the Lehigh Valley Hospital Burn Center recognizes the importance of being a world-class supporter of burn prevention programming. The renewed partnership with the Burn Prevention Foundation, through sponsorship of important fire and burn prevention programs, has resulted in helping us train over 120,000 children in 2005. We salute them as a 2005 Feature Partner.



**Fireman's
Fund®**

Fireman's Fund Insurance

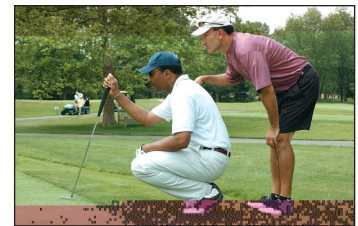
The Fireman's Fund Insurance Company legacy of supporting fire service organizations and firefighters has been expanded with the establishment of its Heritage Fund. The Burn Prevention Foundation was selected in 2005 by the Personal Lines Division of Fireman's Fund as its Heritage charity of choice, yielding funding to completely upgrade the Foundation's aging computer technology and securing a dedicated corps of Fireman's Fund employees who serve as BPF volunteers. We salute them as a 2005 Feature Partner.

CONCOURS D'ELEGANCE

The 16th annual Concours d'Elegance of the Eastern United States wowed enthusiasts, participants and the media with its field of over 150 of the most spectacular collector cars ever assembled in one spot on the east coast. As has been its tradition, the Show featured autos in original and pristine condition ranging from the early 1900's to the modern era. Renowned automotive author, Dennis Adler, described the event as "a dazzling success with something for everyone regardless of the automotive era they favor."

The 2005 Concours d'Elegance welcomed two significant new-comers to the event mix. The first was our new Concours Director, Jeanne Smith, who is by no means a new-comer to the auto collecting hobby. She and her husband, Bill, were previously involved in the leadership of the Antique Auto Club of America. The other addition to our Concours Family was our new Presenting Partner, the Burn Center of the Lehigh Valley Hospital.

The Concours d'Elegance of the Eastern United States is regarded as one of the top collector car shows in America and annually attracts nearly 15,000 visitors from throughout the US and several foreign countries. Proceeds from the Show support the Burn Prevention Foundation Fire Safety House Program for children.



Philadelphia news anchor Ukee Washington and Wachovia Bank team member prepare a putt on a perfect day at Saucon Valley Country Club.

Burn Prevention Golf Classic

Combine the beauty of the Grace and Old Courses of Saucon Valley Country Club, the draw of celebrities like Coach Dick Vermeil of the St. Louis Rams, a passion for golf and even the afternoon rain couldn't diminish the high-spiritedness so evident at the 2005 Burn Prevention Classic. It did have its bittersweet moments, however, as we retired longtime celebrity co-host, John Spagnola, formerly of the Philadelphia Eagles. John's former coach, Dick Vermeil, was on hand to help with that task. John characterized his retirement this way, "I'm not dying, and I'm not going away. I plan to be here in the future, but feel it is time to pass the torch along."

The Burn Prevention Classic is the largest and longest running celebrity charity tournament held annually in the Greater Lehigh Valley. In 2005, the event grew in both numbers of sponsors, golfers and the net proceeds benefiting the Fire Safety House Program of the Burn Prevention Foundation.



EXECUTIVE DIRECTOR'S MESSAGE



The number one cause of home fires resulting in death and serious injury

are cigarettes and other smoking materials that are dropped or carelessly discarded. A cigarette can smolder for hours if dropped between the cushions of a chair or sofa, or onto bed clothing by a person who falls asleep while smoking. The trapped heat and gases will continue to build in these confined spaces until combustion occurs. From that point, a serious fire is only minutes away. The resulting injuries from cigarette ignited fires are particularly devastating as they oftentimes inflict inhalation burns as well as the apparent thermal burns.

The obvious solutions are to not smoke in bed or when drowsy, soak cigarette butts in water before discarding of them, or better yet — quit smoking altogether. The reality, however, is that these strategies, dependent upon behavior changes, will have limited impact on the problem. It's the classic case of good intentions versus actual practices!

There is a complimentary strategy, however, that is not dependent on our good intentions. The sale of Fire Safe Cigarettes in place of those currently sold in Pennsylvania could significantly reduce the number of annual fire deaths. As a

matter of fact, since the sale of only fire safe cigarettes has been mandated in New York State nearly two years ago, initial data indicate a 33% to 50% drop in home fire deaths.

So what are Fire Safe Cigarettes? Simply stated, they are cigarettes that contain "speed-bumps" at various intervals that cause the cigarette to self extinguish if not actively smoked. Therefore, a dropped cigarette will put itself out long before it causes a seat cushion or bed clothing to reach the combustion point. Consumer testing of fire safe cigarettes has proven that they are comparable to "regular" cigarettes both in terms of providing smoking pleasure and in cost.

A bill to require the sale of fire safe cigarettes in Pennsylvania has been introduced in the State House and is currently assigned to the Consumer Affairs Committee. This bill, known as the Cigarette Fire Safety and Firefighter Protection Act (HB # 2182), enjoys bi-partisan support. It will never become law, however, unless State Representatives and Senators come to believe that this is an urgent issue to their constituents. You are the key to making this happen! Please encourage your representative to become a co-sponsor of HB#2182, and express your interest in having this bill become law as soon as possible.

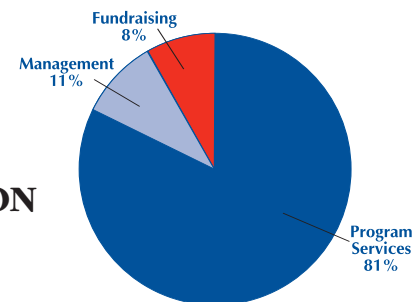
B. Daniel Dillard, Executive Director

BURN PREVENTION FOUNDATION STATEMENTS OF FINANCIAL ACTIVITIES

Years Ended September 30, 2005 and 2004

REVENUES, GAINS AND SUPPORT	2005	2004
Contributions:		
Corporate/Foundation/Individual	\$ 207,537	\$ 50,360
Contractual Funding:		
United Way-Berks County	19,313	17,065
United Way-Greater Lehigh Valley	20,694	18,106
Grants	247,255	118,318
Donated Support	41,654	9,065
Special Event Revenue	389,058	358,202
Recycle Program Revenue and Contributions	—	2,442
Product Sales	2,251	2,948
Program Fees	5,380	4,158
Miscellaneous Special Events	12,626	12,367
Miscellaneous Revenue	3,493	1,204
TOTAL REVENUES, GAINS AND SUPPORT	945,632	597,864
EXPENSES AND LOSSES		
Operating Expense	561,733	439,075
Depreciation	12,363	12,228
Special Event Expenses	278,230	246,778
TOTAL EXPENSES AND LOSSES	852,326	698,081
(DECREASE) INCREASE IN NET ASSETS	93,306	(100,217)
Net assets at beginning of year	(40,078)	60,139
Net Assets End of Year	\$ 53,228	\$ (40,078)

2005 EXPENSE DISTRIBUTION



This is an audited statement by Schumacher Batch & Co., LLC.

DONORS 2005

\$50,000 or More

FEMA Fire Act Grant
Lehigh Valley Hospital and Health Network

\$10,000 - \$49,999

Arrow International, Inc.
Chrysler Corporation
Dorothy Rider Pool Trust
Fireman's Fund
Van Horneff
IBM Corporation
KNBT
Merrill Lynch
State Farm Insurance Company
Valley Preferred
United Way of the Greater Lehigh Valley

\$1,000 - \$9,999

Air Products and Chemicals, Inc.
Auto Dealers Assoc. of Greater Phila Area

Mr. & Mrs. Curtis Barnette
B. Braun Medical Inc.
H. Blinderman & Son, Inc.
Geoffrey Borda
Brown-Daub, Inc.
Buckno Lisicky & Company
Calkins Media
The Century Fund
Cigars International
Computer Aid, Inc.
Philip Condron
CPS Railway Services
Druzak Medical, Inc.
Tamar Earnest, MD
Easton Hospital
East Penn Bank
East Penn Manufacturing Company, Inc
Philip & Judy Fleck
L.B. Foster Company
Greater Lehigh Valley Auto Dealers Assoc.
Independence Planning Group
Just Born, Inc.
Kelhart & Dad Contractors, LLC
Mr. & Mrs. Edward Kornberger
Lafayette Ambassador Bank
Legg Mason Wood Walker, Inc.
Lehigh Gas Corporation
Lehigh Valley Rail Management
Liberty Property Trust
James & Jane Lucey
The Lutron Foundation
Lynch, Jones & Ryan
Mack Trucks, Inc.
H. Martyn Group

Merrill Lynch
The Morning Call
National Penn Bank
Jay & Alice Niskey
Walter Okunski, MD
PFM Advisors
Pohl Corporation
PPL Corporation
Ragtops & Roadsters
Warren Riter & Sons, Inc.
Roland & Roland, Inc.
St. Luke's Medical Staff
Starters Pub
Tiny Tot Sports
Trifecta Technologies, Inc.
Robert & Sunny Turnquist
Tuskes Homes
United Way of Berks County
Van Nass/Imperial Realty
Wachovia N.A.
Susan Williams & Associates
John Yurconic Agency
J. Michael Zaia

\$100 - \$999

Samir P. Ashmar
Robert C. Barnikow
Tara Bond
British Car Club of the Lehigh Valley
Bushkill Fire Company
John E. Campos
A. Robert Carnevale
Joseph Cassini III
Catasauqua Fire Fighters Assoc.
Cetronia Fire Department
Charotin Hose Co. # 1
Frank Chisesi
Tina Cilurso, MBA
Citizen's Fire Company of Upper Milford Twp.
Citizen's Fire Co. #1 Slatedale
Michael & Ellen Costello
Rocco DeVecchio
Diamond Fire Company Walnutport
Frank Digiovanni
B. Daniel Dillard
A.G. Edwards & Sons, Inc.
Emmaus Fire Department
Stephen J. Esser
Jacqueline Fenice
James W. Finegan
Fogelsville Volunteer Fire Company
Forest City Fire Department
Freeland Fire Department
Greenawalds Fire Company
Goodwill Fire Co. #1
Goodwill Fire Company
Trexletown
Jonathan Griggs
Greenfields Fire Company

Gloria L. Hamm, RN
Han-Le-Co Volunteer Fire Co. #1
Hazle Township Fire & Rescue Inc.
Hereford Volunteer Fire Company Inc.
Jean Hertzog
Robert J. Hobaugh, Jr. Esq.
Bernard M. Hofmann
Independent Hose Company
Jackson Township Volunteer Fire Company
Kempton Fire Company
Kenhorst Volunteer Fire Co. #1
Keystone Steam Fire Engine Co. #1
Kingston Fire Department
Claude & Lenore Kohl, Jr.
Lake Harmony Volunteer Fire Company, Inc.
William Leckonby
Lehigh Township Volunteer Fire Co. #1
Richard Leiby, Jr.
Leithsville Volunteer Fire Company
Dr. & Mrs. Marc Levin
Longaberger Foundation
Lower Macungie Fire Department
Lower Milford Fire Company #1
Marshalls Creek Fire Company
Stephen & Rebecca Martin
Donald & Dorothy Miller
Milric Construction Corporation
Monroe Hose Company
Moscow Fire & Hose Company, Inc.
Susan Musser
Northmoreland Twp. Volunteer Fire Company
Noxem Volunteer Fire Company
Susan Numbers
Palmer Municipal Fire Department
Rev. Father Alexander Pocetto
Pocono Township Volunteer Fire Company
Polk Township Volunteer Fire Company, Inc.
Kathy Ray
Denise Rex
Robhal Management, Inc.
Safety First Volunteer Fire Co. #1
Shartlesville Community Fire Co. #1
Steve & Mathilda Sheptak
Craig Short
Ralph & Rita Slider
Judith Spanos
Elliott Jay Sussman, MD
Harry Tillman Speed Shop
Monica Tocci

Towamensing Volunteer Fire Company
Township of Spring Volunteer Fire Department
Trans-Bridge, Inc.
Tri-Clover Volunteer Fire Company
Trinton Hose Company
Union Fire Co. #1 of Hamburg
Steven C. Weidner
Upper Milford Western District Fire Company
Western Salisbury Volunteer Fire Company
West Hazleton Fire Co. #1
Whitehall Fire Department
Williams Township Fire Co. #1
Randolph Wolfe

IN-KIND

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Adams Advertising
Arrow International, Inc.
Binney & Smith Inc.
Bollman Hat
Car Collector Magazine
Carpenter Technology Corporation
Cetronia Ambulance Corps
Christmas City Printing
Clover Hill Winery
Coca-Cola Bottling of Lehigh Valley
Comfort Suites of Allentown
Distinctive Accents
ETI
Fasig's Coffee
Hammer Enterprises
Intelligencer Printing
Just Born Inc.
Lehigh Valley Hospital & Health Network
Mack Trucks, Inc.
Meguiar's Wax
Nestle Waters of North America
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M. Radomski Design
Raleigh Convention Services
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