



2013-2014 Biennial Report

*“Tell me and I will forget... Show me and I may remember...
Involve me and I will learn for a lifetime.”*

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Lisa Gardner, SafeKids Cobb County
Chief John Houser, Cobb County Police
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Robert Quigley, Cobb County Communications
Lt. Todd Redman, Cobb County Fire and Emergency Services
Deputy Chief Willy Tanks, Cobb County Fire and Emergency Services

OUR MISSION

Our mission is to provide the highest quality safety education and training available. This effort enables our residents to help and protect themselves and others from accidental death, injury and destruction of property.

OUR MOTTO

Tell me and I will forget;
Show me and I may remember;
Involve me and I will learn for a lifetime.



District One Commissioner Helen Goreham (right) and Safety Village Coordinator Allison Carter (left) accepted honors and a grant from the Junior League of Cobb-Marietta on behalf of the Cobb Safety Village.

OUR LEADERS: Guiding the way to a safer future

The Cobb County Safety Village Foundation is dedicated to financially supporting the efforts of Cobb County Public Safety professionals to deliver personal safety education. It is the hope of this foundation that every individual who attends the Safety Village leaves with at least one newly-acquired life saving skill. Through our fundraising and public awareness initiatives, the foundation strives to make safety education available to all residents of Cobb County.

Helen Goreham
District One Commissioner
Safety Village Foundation Chair



In 2013, I was honored to take a on the new role of Safety Village Coordinator for Cobb County. I have the privilege of working for the Department of Public Safety and with a fantastic education team. I also have the honor to work with a wonderful and talented Board of Directors for the Safety Village Foundation. I moved to Cobb County from my hometown of Nashville. While my full time job was with Sherwin-Williams, I got involved and volunteered with the Junior League Cobb-Marietta. You can say that my volunteering offered me the opportunity to bring both my passions, sales and non-profit service, to serve under one roof. The Cobb County Safety Village is an amazing interactive educational facility for our community. I am excited to continue growing our community outreach programs and engaging new donors and sponsors to support the growth of the interactive buildings in the back of the village. I have been afforded the opportunity to work within a one-of-a-kind facility and continue its growth for generations to enjoy and learn. I am proud to represent the Safety Village Foundation, work with the Department of Public Safety and serve Cobb County!

Allison Carter
Coordinator
Cobb County Safety Village



OUR VILLAGE: A place to learn through experience



Sparky's House teaches children how to properly respond to emergencies in the home. Here, an instructor teaches how to safely climb out of a window during a fire.

which is an interactive house with a living room, kitchen and bedroom. Sparky's House has simulated fire and smoke for a real-life demonstration and complete learning experience. Students are taught to fall, find a wall and crawl along the floor to the nearest exits, while feeling doors for heat before opening. Sparky's bedroom has a water-filled door that is heated during this exercise.

Behind the facility is a child-size representation of Cobb, complete with a locomotive, school bus and scaled-down models of operative buildings with signage, streets, pedestrian crossings and traffic lights. Mini cars and bicycles are used to teach roadway and pedestrian safety by engaging children in a realistic environment in the village.



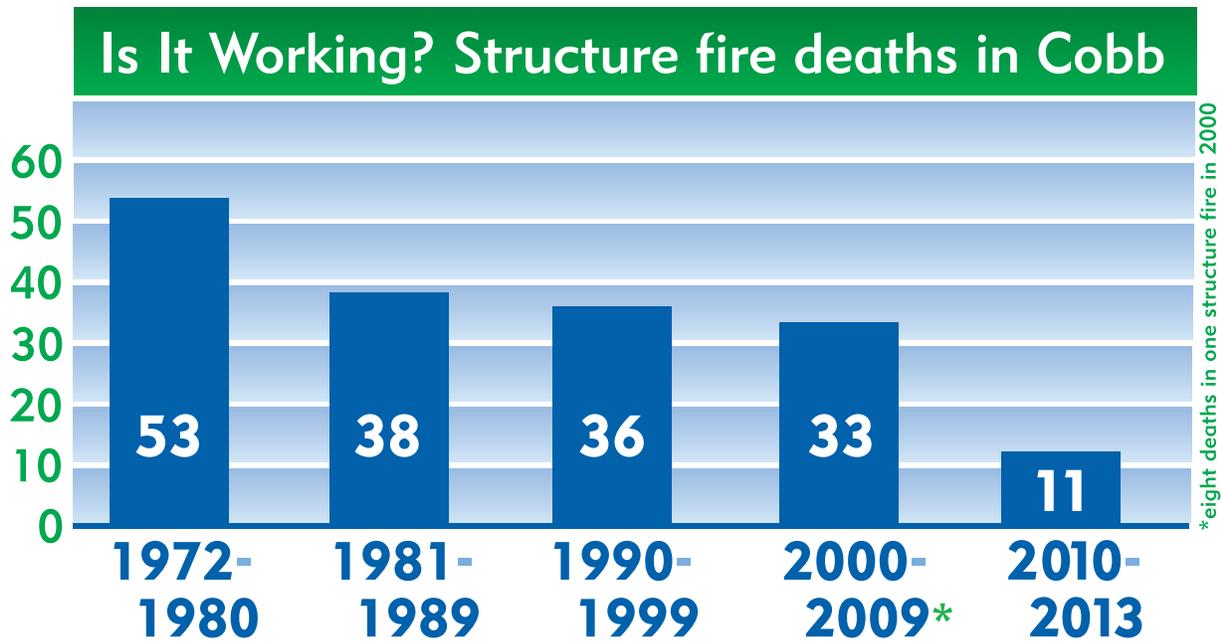
The Safety Village is the most comprehensive and unique safety training environment in the region. Built on an eight-acre site in central Cobb County, it is a place where children and adults can gain knowledge through hands-on experiences.

With a focus on curriculum-based education, all second and fourth grade Cobb County students are taught vital safety information in a way that makes things learned easier to retain. They also learn about drug and alcohol awareness, kitchen safety, gun safety, electrical and water safety.

This 27,500-square foot facility includes four classrooms for children, two adult classrooms, a multipurpose room and a 127-seat theater. A main feature inside the facility is Sparky's House,

OUR EDUCATION: Is prevention education effective?

One of the most meaningful measurements of fire and safety education is the number of lives saved. Cobb began fire safety education in 1978 and, despite our population more than doubling since that time, the number of fire-related deaths have been cut almost in half.



Our Village has:

- Improved the effectiveness and quality of our children's safety education.
- Enabled an expanded curriculum, including topics like: stranger danger, gun safety, pedestrian safety, bicycle safety, water safety, latch key program and electrical safety.
- Increased students' exposure to important information from police officers by 98 percent.
- Added to the personal impact on students by providing a hands-on experience, which has proven to increase learning and retention of information.

It is a proven fact that children remember hands-on learning experiences. Marley, a fourth grader at North Cobb Christian School, said it best:

"I think the Safety Village is a wonderful place for kids to learn about being safe in their homes and community. My favorite thing is climbing out of the window of Sparky's house."

All fourth graders who attend the Safety Village are administered a 36 question pre-test prior to their visits and a post-test two weeks after. Overall results from the 2013-2014 school year show an average pre-test score of 52 and post-test score of 92. **That's about an 80 percent improvement!**

It takes a village...to lead the way to a safer future.

Our Village works!

Our students are retaining what they've learned!

Our Village and curriculum are saving lives!



These vast improvements on test scores are not the only indication children are learning important life lessons at the Cobb Safety Village. Our students are taught how to make a 911 call from cell phones and land lines. Another way we know our students are retaining what they've learned is based on several 911 calls from children who have visited the Village. Here is part of the transcript from just one call:

Nine-year-old caller: "My mommy needs your help! My uncle, he's drunk and they're fighting."

911 operator: "Do you know your address?"

Caller: "Yes. (Gives address) Please just come out here!"

Operator: "We're going to get a police officer out there for you. You're doing great! I know it's scary...Just stay on the phone with me. If you get scared, you can put the phone down, but don't hang up the phone, ok?"

Caller: "Ok. The reason why I knew this phone would work is because when I went to the Safety Village, they said you can call the police whether the cell phone works or not."

Operator: "That's right! And you're a very brave girl for calling!"

OUR HIGHLIGHTS: Improving the community

- More than 38,500 students were educated at the Safety Village in 2013 and 2014. This includes about 290 home school students, who previously did not have access to formal safety education.
- We hosted a “Safety Rules Rule” family fun day in April to recognize National Child Abuse Prevention Month for SafePath Children’s Advocacy Center. Radio Disney was also here to help promote the event.
- Started Family Fun Safety Days where community partners educated our residents on various safety messages. The events featured safety vehicles on display and all interactive buildings were open to the public. These events brought in more than 800 visitors to the Safety Village and raised more than \$2,200.
- The Crimes against Children’s division gave two Internet safety presentations for the community.
- Our annual Touch a Truck fundraiser, held at Town Center mall in September, raised more than \$30,000 for the foundation collectively in 2013 and 2014.
- We were honored to nominate MetroAtlanta Ambulance Service for the 2013 Sam Olens Business Community Service awards, which the company won.
- The Safety Village was the host site for the Ninth District of Georgia PTA Conference.
- More than 85 other events were hosted at the Safety Village throughout the two years.
- In October 2014 the Foundation hosted an event for our sponsors and recognized three companies and organizations who have tremendously helped the Safety Village through financial and in-kind support. The success of the Safety Village would not have been possible without these valuable partnerships. Cobb EMC, Metro Atlanta Ambulance Service and Cobb and Douglas Public Health were honored with awards.

Cobb Safety Village 2013 Student Participation					
Second Grade:					
Cobb	Marietta	Private Schools	Home Schools	Special Needs	Total
8,400	990	588	133	174	10,285
Fourth Grade:					
Cobb	Marietta	Private Schools	Home Schools	Special Needs	Total
7,966	657	529	146	18	9,316
Grand total:					19,601



Cobb Safety Village 2014 Student Participation					
Second Grade:					
Cobb	Marietta	Private Schools	Home Schools	Special Needs	Total
7580	889	795	6	104	9,374
Fourth Grade:					
Cobb	Marietta	Private Schools	Home Schools	Special Needs	Total
8204	740	592	5	0	9,541
Grand total:					18,915

The Cobb Safety Village isn't just a place for children to learn and grow. In 2013 and 2014, our staff also helped educate older adults on important safety topics.

Some of the classes for seniors included information about:

- Trips and falls
- Cooking safety
- Medicine safety
- Home security
- Neighbor safety
- Using fire extinguishers
- Tips to avoid identity theft and fraud

Our Education Team also:

- Educated Corporate Cobb — 87 classes and 9,581 students
- Taught senior safety — 50 classes and 1,225 students
- Participated in eight special events
- Installed 520 smoke detectors
- Installed 184 smoke alarms (in cooperation with the City of Marietta)



International Safety Village Conference

We were honored to host the International Safety Village Conference in November 2013. We had 36 guests attend the conference representing 17 safety villages located in Canada and the United States. Of those 17 villages, five are in the research and development stages. The City of Kennesaw hosted our welcome reception



at the Southern Museum. Over the two-day conference, Cobb County Manager David Hankerson spoke about the planning and partnerships formed to develop our safety village. Some of our corporate sponsors spoke about what they valued in our partnerships and what convinced them to invest in our village. Public Safety Director Sam Heaton spoke on fire prevention education and how it was making an impact in Cobb. We brought in Carol Scott, a consultant for nonprofits, and she led discussions on effective professional and corporate fundraising. Cobb Chairman Tim Lee spoke on the importance, sustainability and future of the Safety Village. It was a successful event and thanks all our wonderful sponsors who made it possible.

Jeff Allen, Chief Investigator for Irmo Fire District, summed up the event saying:

“The time spent in Cobb County over the past two days was fantastic. You and your partners at the Safety Village deserve huge kudos for what you have accomplished, what you are doing on a daily basis and your vision for the future of the Village and the community.”

Safe Kids Cobb County

The development of the Cobb Safety Village provided the only permanent child safety seat inspection location in the state of Georgia. The three-bay indoor inspection station holds up to six cars at one time. Safe Kids Cobb County technicians conduct seat inspections free of charge at the Safety Village several days per week, by appointment. Technicians also have the privilege to teach clients ways to ensure their children’s safety.

Properly-fitting child restraints can reduce the risk of death in an accident by up to 71 percent for infants and 54 percent for toddlers. National statistics show that nearly three out of four car seats are installed incorrectly. However, nine out of 10 parents believe their children are appropriately secured. According to Safe Kids Cobb County staff, about 85-90 percent of people who visit the site have incorrectly-installed child restraints.

- In the past two years, Safe Kids has had a 20 percent increase in the number of car seats checked. This means more children are riding safely and protected if they experience car accidents.
- During 2013-2014, more than 4,200 car seats were inspected and installed by certified child passenger safety technicians.
- Nearly 1,500 restraints were distributed to families in need through the car seat distribution program.
- Twenty-four smoke detectors and 28 carbon monoxide alarms were also distributed.
- Safe Kids also hosts an extensive course at the Cobb Safety Village for individuals to gain or maintain their national certification as a child passenger safety technician.



The Cobb Safety Village provides the only permanent child safety seat inspection location in the state. In the past two years, Safe Kids Cobb County has seen a 20 percent increase in the number of child restraints checked.

OUR FINANCIALS: Fiscal responsibility in action

STATEMENT OF FINANCIAL POSITION

Sept. 30, 2014

Current Assets:

Cash	\$182,016
Reserve cash	\$ 90,586
Certificate of deposit	\$201,051

Total Assets **\$473,653**

Net Assets:

Unrestricted	\$364,763
Temporarily restricted	\$108,890

Total Net Assets **\$473,653**



STATEMENT OF CASH FLOWS

Sept. 30, 2014

Cash Flows from Operating Activities:

Change in net assets \$ 14,235

Adjustments to reconcile changes in net cash provided by operating activities:

Changes in assets and liabilities

Decrease in unconditional promises to give \$ 36,202

Net cash from operating activities \$ 50,437

Cash, beginning of year \$423,216

Cash, end of year \$473,653

Supplemental schedule of noncash investing activities:

During the year ending Sept. 30, 2014, the organization received donated services totaling \$19,600.

It takes a village...to lead the way to a safer future.

STATEMENT OF ACTIVITIES

Sept. 30, 2014

	Unrestricted	Temporarily Restricted	Total
Support, Revenues and Reclassifications:			
Contributions and grants	\$ 15,848	\$ 0	\$ 15,848
Donated services	\$ 19,600		\$ 19,600
Fundraising revenue	\$ 32,602		\$ 32,602
Interest revenue	\$ 1,114	\$ 68	\$ 1,182
Reclassifications	\$ 30,176	(\$30,176)	\$ 0
Total Support, Revenues and Reclassifications	\$ 99,340	(\$30,108)	\$ 69,232
Expenses:			
Building maintenance	\$ 0	\$ 1,110	\$ 1,100
Fundraising	\$ 6,761		\$ 6,761
Program services	\$ 29,890		\$ 28,890
General and administrative	\$ 17,236		\$ 17,236
Total Expenses	\$ 53,887	\$ 1,110	\$ 54,997
Change in Net Assets	\$ 45,453	\$ 31,218	\$ 14,235
Net Assets, beginning	\$319,310	\$140,108	\$459,418
Net Assests, ending	\$364,763	\$108,890	\$473,653



Our annual Touch-a-Truck fundraising events are opportunities families to have some hands-on fun with various public safety equipment and other vehicles, such as fire trucks, a helicopter, dump trucks, ambulances and television trucks. The funds raised by these events support the construction of Public Safety buildings at the Cobb County Safety Village. Thank you to our Touch-A-Truck sponsors: Ed Voyles, WellStar, Cobb EMC and Advanced Disposal.

OUR NEW SPONSORS: Investing in our future

The Cobb Safety Village is a unique public-private partnership and one of the most popular features of the facility is the scaled-down village where students apply the new skills they have learned. This mini-village is built and maintained through donations and grants and is overseen by the Safety Village Foundation, a nonprofit organization.

In 2013-2014, many local companies pledged to help improve safety education in Cobb by joining the ranks of Safety Village sponsors.

- UPS awarded the Safety Village Foundation a \$21,650 grant to go towards programs and sponsored a replica storefront.
- Walton Communities came on board and built a two-story apartment complex. This is the first building in the residential section of the village.
- Marietta Kiwanis sponsored a Kennesaw Mountain replica. Besides the mountain itself, the site also includes a representation of the field of flags, a cannon and a split rail fence to complete the look.
- Lockheed Martin became a sponsor and is building a hangar to represent the one on its site. This project is still under construction.
- The Scott Safety Foundation awarded \$15,000 to go towards the Public Safety Fire building.
- The Cobb County Bar Association and District Attorney's Office Cobb Judicial Circuit each sponsored two four-foot park benches. The organizations' names are also engraved on the benches.



Special thanks to all Safety Village sponsors

Advanced Disposal
Arcadis
Atlanta Beat
Atkins
Butch Thompson Construction
Cat Recovery
CDH Partners
City of Kennesaw
Cobb County Bar Association
Cobb County Republican Women Club
Cobb County School System
Cobb and Douglas Public Health
Cobb EMC
Cobb Fire and Emergency Services
Cobb Police Department
Cobb Sheriff's Office
Colonial Pipeline
Color Spot
Croy Engineering
C.W. Matthews
Dan Evans P.E.
Deluxe Athletics
Ed Voyles
Firehouse Subs
Gaskins Survey

Georgia Northeastern Railroad
Integrity Fire Extinguishers
Junior League of Cobb-Marietta
Kennesaw Police Department
Lindsey Tippins Construction
Lockheed Martin
Marietta Kiwanis
Marietta Police Department
Metro Atlanta Ambulance
Mimms Enterprise
Mopdog Creative
Moreland Altobelli
Motorola
NAPA
PBS&J
Pieper O'Brien Herr Architects
Procore Solutions
Randall Paulson Architects
Scott Safety Foundation
Smallwood, Reynolds, Stewart & Stewart Architects
Success for all Students
Trail of Wheels Bicycles
Vulcan Materials
Walton Communities
WellStar Health System

The Village IS working! Our mission IS sound! We ARE saving lives!

We must continue to lead the enhancement of the educational process of our students, regardless of age. We plan to expand the learning experience of our seniors. We must seek ways to provide fire safety training for all of our residents. We have a gem of a unique training facility right here in Cobb County. Come, participate and help us make it shine even brighter!

How can you help protect our community?

Become a sponsor:

Cobb's business and civic community is invited to take part in this unique learning environment. Your organization can purchase or build a reduced-scale replica of your office or storefront, or sponsor a community feature. These structures are integral parts of our learning experience. The Village features four distinct areas: The Marietta Square, the Commercial District, Residential District and Industrial District. For more information on getting involved and making a lasting impact on safety education in Cobb, contact Allison Carter at 770-852-3272 or visit cobbcounty.org/safetyvillage.



cobbcounty.org/safetyvillage