

# Elevator Escalator Safety Foundation

- 2009 Interim Report -

*January to June*



Our Mission: To educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs.

*A not-for-profit 501(c)(3) organization*

# PROGRAMS

## Safe-T Rider

*An Elevator, Escalator and Moving Walk Safety Program for Children*

- ▶ Aimed at young children - one of the most at risk groups
- ▶ Introduced in the U.S. in 1991 and in Canada in 1993
- ▶ Program has reached over 6 million children, parents and teachers since inception
- ▶ Suggested implementation in the fall to reach children prior to the holiday season
- ▶ Message is reaching parents. The most frequent parent comment is "I wasn't aware of that."

The program components, available free of charge to the public, include a DVD, a teacher's guide, activity book, sticker, poster, certificate and a test for the children. An interactive web-based version of the program is available at [www.SafeTRider.org](http://www.SafeTRider.org). An efficacy study conducted in April 2004 revealed a noticeable improvement in riding behavior among children, and adults - from 25% to 42% improvement after receiving the program.

2008/09 School Year Goal = 600,000

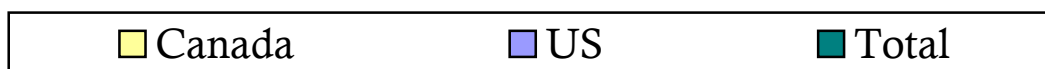
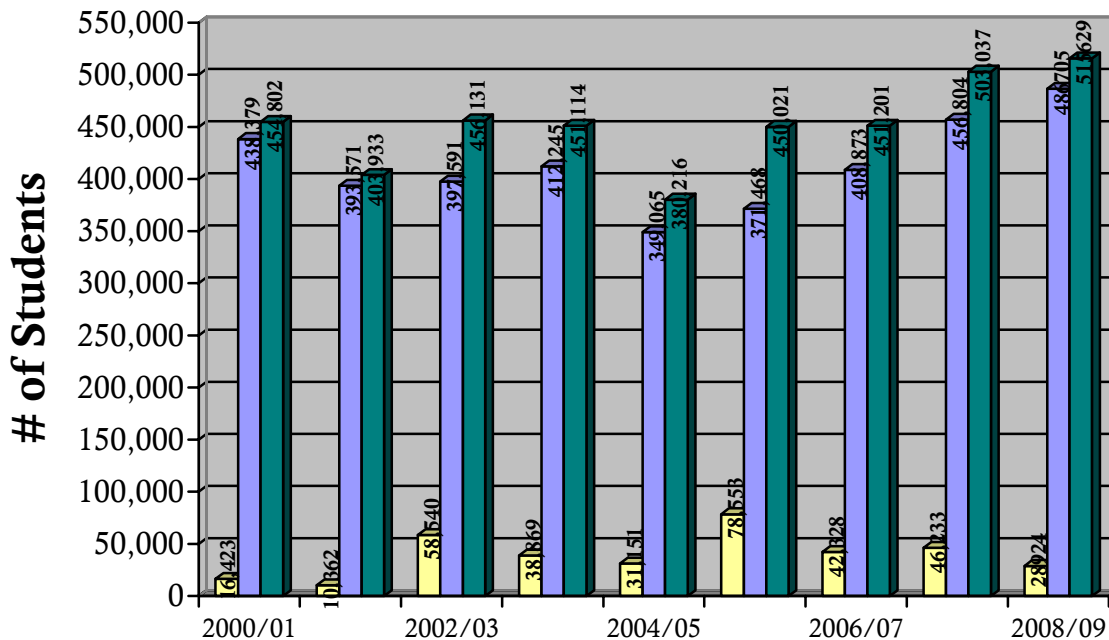
*School Year is July 1, 2008 through June 30, 2009*

**515,629** Children Received the Program

**486,705** in the United States

**28,924** in Canada

### Safe-T Rider History 2000 - 2008



## PROGRAMS

### **A Safe Ride**

*An Elevator, Escalator and Moving Walk Safety Program for Adults*

- ▶ Program targets one of the most at risk groups, older adults
- ▶ Program developed in cooperation with the renowned National Safety Council
- ▶ Program consists of facilitator guide, handbooks and video. The handbook and video are available as stand alone pieces

In 2007, the A Safe Ride Workbook inventory was depleted.

Due to the difficulty of distributing the program, the U.S. board elected to not have more materials printed, but instead to make the workbook and facilitator's guide available online. The Workbook and Facilitator's Guide are now available at [EESF.org/safety education/](http://EESF.org/safety%20education/). Click on the side bar for A Safe Ride, at the bottom of the page, both documents are available.

**PLAN:** Continue to direct interested people to the web site for participation in the program. Based on the 2009 Strategic Plan, the program will be revamped.

## PROGRAMS

### **www.SafeTRider.org and www.ASafeRide.org**

#### **www.SafeTRider.org**

*The children's interactive website; an animated version of the Safe-T Rider classroom materials.*

Children may opt to take a quiz while watching the show or at the end. If a question is answered incorrectly, the program goes back to the portion of the course that reinforces the rule. Once the test is completed, children may print out a certificate demonstrating they are "safe riders."

#### **2008/09 School Year (June 08 – July 09)**

Total Web Site Hits	127,476
Avg. Hits per Day	380
Avg. User Sessions per Day	32.34

#### **www.ASafeRide.org**

*An interactive education program for adults and seniors*

This program is intended to increase the public's awareness of the safe and proper way to ride elevators, escalators and moving walks. The program lasts about 10 minutes and includes a self-test that can be taken either at the beginning or the end of the program.

#### **Jan – June 2009**

Total Web Site Hits	17,030
Avg. Hits per Day	94.15
Avg. User Sessions per Day	16.89

## PROGRAMS

### **National Elevator Escalator Safety Awareness Week**

*Celebrate in 2009 ~ Safety Week is November 8 – 14, 2009*

National Elevator Escalator Safety Awareness Week is celebrated the second full week of November each year to increase the public's awareness of the safe riding behavior while using this equipment. Safety Week is a promotion of public safety awareness for the industry's equipment. Everyone is invited to make this special week a huge success in cities throughout the U.S. and Canada. Safety Week provides a focal point for the industry, on a local and national level, to join together as individuals, companies and organizations and spread the word about public safety in the elevator and escalator industry.

A **Free Safety Week Planning Guide** is available that provides information on organizing events and printable materials to use in the effort. Included - a variety of pre-selected items: proclamations; media tools and reproducible materials (US and Canadian sets) such as - news releases for local media, safety coloring sheets for children and safety handouts for adult riders.

Many of the pieces described above may be customized with company or organization logos. Past organizers recommend a two month or more planning period. The Guide is available in CD format or on EESF's web site.

The **Safety Week Kit** has all the materials you need to have a celebration with an attractive display. The Kit includes the Planning Guide, 6' table cloth customized with EESF logos, a 3' x 5' Safety Week banner, 2 Safe-T Rider DVDs, 5 Safe-T Rider posters, 500 Safe-T Rider activity books and 500 Safe-T Rider stickers. The Kit is available through the Foundation – (800) 949-6442 or [info@EESF.org](mailto:info@EESF.org).

Letters will be sent to all 50 Governors and the Mayors of the top 100 populated cities in the United States requesting their endorsement of National Elevator Escalator Safety Awareness Week by signing a proclamation.

**Now is the time to begin planning your celebration!**

# FUNDRAISING

## 2009 Campaign (January – December)

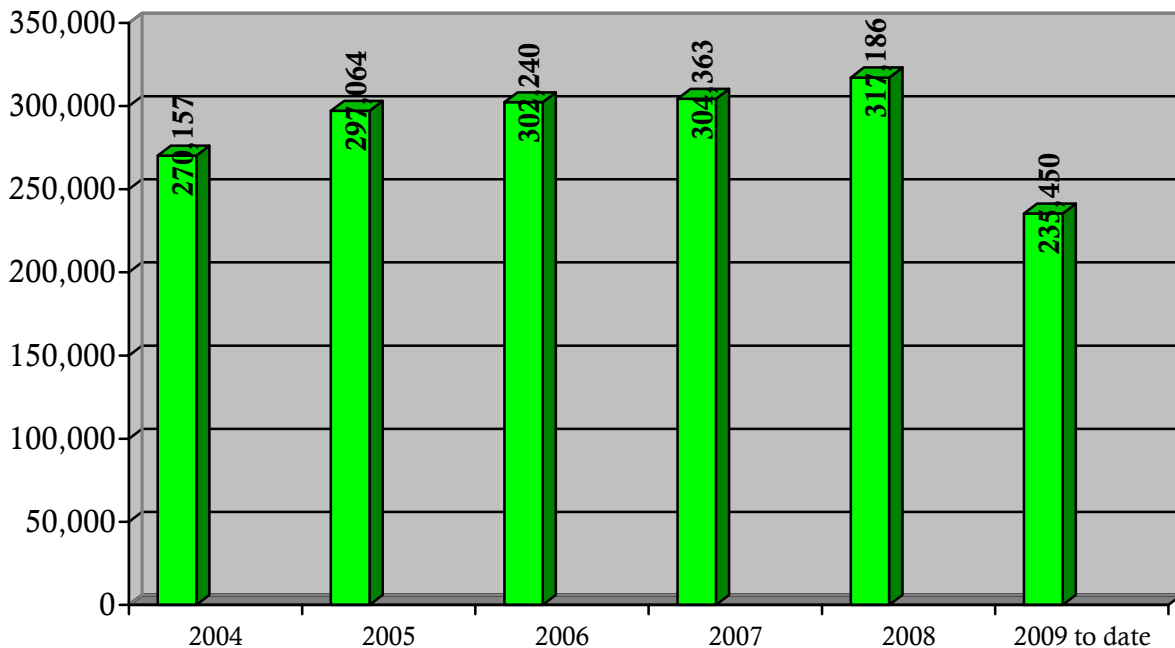
Campaign Chairman – Bobby DeFrancesco, Benfield Electric

**2009 Campaign Goal:** \$307,500  
**Total Donations & Pledges:** \$235,450 (as of June 30, 2009)  
**Number of Contributors:** 205

Of the 205 Total 2009 Campaign Contributors:

- 142 maintain Status Quo (donation total the same from 2008)
- 15 increased donation from 2008
- 22 decreased donation from 2008
- 11 contributed in the past, but not in 2008
- 15 contributors are new members of EESF

## Campaign Results 2004 - 2008



### Campaign Chairmen:

**2004:** Mike Lubben, KONE, Inc.

**2005:** Richard Vinciguerra, AFD Industries

**2006:** Quent Bates, Lerch Bates

**2007:** Michael Corbo, Mitsubishi Electric & Electronics

**2008:** Robert DeFrancesco, Benfield Electric

**2009:** Robert DeFrancesco, Benfield Electric

## FUNDRAISERS

### Draka Supplier/Customer Celebration Dunking Fundraiser

May 7, 2009

In Rocky Mount, NC, Draka suppliers, customers and staff eagerly marched up to the throw line of Draka's Dunk Tank to have their shot at soaking Draka officers while making a contribution to the Elevator Escalator Safety Foundation.

### Inaugural Toronto Harbour Cruise

June 4, 2009

EESFC's inaugural event set sail aboard the *Jubilee Queen*. Nearly one hundred guests enjoyed the sights, sounds and the sunset on the Toronto Harbour skyline as well as the view of the Toronto Islands.

### "Pop" Frohlinger / Joe Marchese Memorial Invitational Golf Outing

June 11, 2009

This year's outing, honoring Jackie Mortman, hosted course contests, raffles, give aways and a 50/50 raffle. This outing has raised funds to benefit EESF and its mission since 1992.

### Elevator U Silent Auction

June 16 – 18, 2009

Quincy, Illinois was the location of this year's Elevator U (EU) Conference. The event was hosted by Jeff Miller of the University of Illinois. A silent auction was held in the booths of exhibitors to benefit EESF. A 50/50 raffle was also conducted.

### Elevator Industry Group of Southern California Golf Outing

June 19, 2009

California Country Club

[www.ElevatorIndustry.org](http://www.ElevatorIndustry.org)

### 3rd Annual Chicago Cruise

July 1, 2009

The event, held on Lake Michigan upon the *Summer of George*, set sail with 116 elevator industry associates on board. Attendees enjoyed a finale of fireworks as they celebrated the third year of the event.

### Chicago Elevator Association Golf Outing

August 7, 2009

[www.CEA-online.org](http://www.CEA-online.org)

### NAVTP New York Region 16<sup>th</sup> Annual Dinner Cruise aboard the *World Yacht*

August 20, 2009

New York, New York

[www.NAVTP.org](http://www.NAVTP.org)

### EESF Recognition Reception (UNITED)

Come enjoy savory desserts and mingle with others in the industry and find out what your dollars have accomplished over the years. Join us for a celebration of the UNITED partners as well as the EESF Founding Organizations.

September 20, 2009

Gaylord Palms Resort & Convention Center - Orlando, FL

[www.EESF.org](http://www.EESF.org)

# 2009 Contributors

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Schindler Elevator Corporation

## **Partner** (\$10,000 - \$24,999)

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NAESA International  
National Association of Elevator Contractors  
ThyssenKrupp Elevator Corporation

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As of June 30, 2009

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