One Decade of Baby2Baby
Baby2Baby provides children living in poverty across the country with diapers, clothing and all the basic necessities that every child deserves.

In the last 10 years, Baby2Baby has distributed over 200 million items to children in homeless shelters, domestic violence programs, foster care, hospitals and underserved schools as well as children who have lost everything in the wake of disaster.
It’s hard to believe that ten years ago, we were serving 500 low-income children out of a tiny space with just the two of us and one intern. Because of the support of our incredible staff, Board and Angel group, donors and sponsors, over the last ten years, Baby2Baby has distributed 200 million essential items to more than one million children in over 150 cities across the country.

What we never could have imagined is a worldwide pandemic that would absolutely devastate children in poverty. Over half of the items we’ve distributed—100 million of them—including diapers, formula, soap, shampoo, masks, hand sanitizer, food and more—have been provided to children across the country just since the COVID crisis began.

Our COVID-19 Emergency Response Program has provided essential items to children experiencing homelessness who don’t have the luxury of social distancing, underserved schools and the students who rely on school for food and supplies, children placed in foster care due to increased abuse and neglect and hospitals and clinics treating families with COVID-19.

In this last year alone, Baby2Baby had requests for 731 million diapers, a 500% increase over pre-COVID times. We are tackling diaper need from every angle—from successfully advocating to remove sales tax from diapers in California, establishing the New York State Cares + Baby2Baby Diaper Bank and manufacturing our own diapers to donate to the families we serve so we can produce them for the lowest cost possible, stretching your generous dollars even further.

On top of the pandemic, we faced one of the worst hurricane and fire seasons on record and the families we serve were once again hit hardest by these disasters. Through our Disaster Relief program over the last 10 years, we have distributed over 30 million emergency supplies to families who have lost everything.

We are incredibly grateful for the ongoing devotion of the Baby2Baby community and to those who have stepped up when the Baby2Baby children needed us more than ever, allowing us to reach 5 times more children last year than any previous year in our history.

It has become increasingly clear that the impact of COVID-19 will be felt for not only months—but years—to come for families living in poverty. When we can continue providing basic essentials, parents can put their extremely limited resources, after this unprecedented time, toward paying their rent, putting food on the table and keeping their children safe.

With our deepest thanks,

Kelly Sawyer Patricof
and Norah Weinstein
Baby2Baby was recognized as the #1 nonprofit on Fast Company’s World’s Most Innovative Companies List for our distribution model during the pandemic and decision to manufacture our own diapers to donate to the families we serve.
Baby2Baby Highlights

- Provided over 200 million basic essentials to over 1 million children living in poverty in 150 cities across the country.

- Raised over $227 million in revenue and in-kind donations over the last 10 years.

- Partnered with the Los Angeles Clippers to distribute one million backpacks to every LAUSD student and beyond - the largest donation in district history.

- Established the New York Cares + Baby2Baby Diaper Bank in partnership with The State of New York providing 20 million diapers to families in need.

- Held our 10 Year Baby2Baby Gala raising a record breaking $8.6 million dollars for the expansion of our program and children impacted by the pandemic across the country.

- Recognized as the #1 nonprofit on Fast Company’s World’s Most Innovative Companies List.
During the COVID crisis Baby2Baby has delivered over 150 MILLION CRITICAL ITEMS including diapers, formula, clothing, cribs, soap, shampoo, school supplies, hand sanitizer, masks and food to more than ONE MILLION CHILDREN IN ALL 50 STATES across the country impacted by the pandemic. In 2020, we reached 5X MORE CHILDREN than any previous year in our history.
Children Reached Annually

Baby2Baby is now reaching more than

1 MILLION CHILDREN across the country
Over the last 10 years, we have gone from distributing basic essentials in one city to reaching children in **150 cities across the country**.
Cities Spotlight

**Texas: Dallas, Austin, San Antonio, Houston**
- Since 2015, provided **over 11 million essentials** including diapers, wipes, clothing, blankets, portable cribs, hygiene items and more to support vulnerable families across the state through partnerships with diaper banks, food banks, immigration services and family support programs.
- Hurricane Harvey 2017 Support, Hurricane Laura 2020 Support, Texas Freeze 2021 Support, & Migrant Children Support

**Miami, Florida**
- Since 2017, provided **over 1 million emergency supplies** to vulnerable families in Miami including children impacted by hurricanes and natural disasters.
- Supported our Baby2Baby National Network Member’s diaper advocacy work in Florida to help pass a bill to remove sales tax from diapers in the state.

**Chicago, Illinois**
- Since 2015, distributed **over 4 million basic essentials** to vulnerable children in Chicago.
- Provided masks, hand sanitizer, water, and cleaning supplies to the three largest school districts in the country during the Omicron surge, including Chicago Public Schools.

**Baltimore, Maryland & Washington, DC**
- Since 2015, provided **over 1 million donations** to support children living in poverty across the city including diapers, wipes, food, formula, clothing, hygiene items, toys and PPE.
- Provided **thousands of diapers and other essentials** to support families during the federal government shutdown in January 2019.

**Northern California**
- Since 2015, we’ve sent **nearly 9 million items** to families across northern California.
- 7.8 million of those items have gone to families who had to flee their homes due to devastating wildfires in areas including Paradise, Sonoma, Napa, Mendocino, Healdsburg, Woodland, Santa Rosa, Cloverdale and Chico.
Los Angeles Spotlight

Baby2Baby’s hometown for the last decade.

- In the last 10 years, Baby2Baby has served **over one million children** in Los Angeles. Last year alone, we served 350,000 low-income children across all 8 Service Planning Areas including Watts, Compton, Downtown LA, Long Beach and Lancaster.

- Baby2Baby has reached **546 organizations** throughout LA County, serving children in homeless shelters, domestic violence programs, foster care, hospitals and underserved schools.

- Our partners include Los Angeles Unified School District (LAUSD), all 20 regional Department of Children and Family Services (DCFS) offices, Department of Public Health (DPH), Los Angeles County Department of Health Services, First 5 LA, Union Rescue Mission, LA Mission, Midnight Mission, Children’s Institute, CASA, Los Angeles County Office of Education (all 80 school districts).

---

**SPECIALIZED PROGRAMMING**

**COVID Relief**

Partnered with school districts by supporting Grab & Go Food Centers throughout the pandemic when students lost access to the meals and essentials they would otherwise receive in the classroom.

**Vaccine Support**

Through partnerships with Carbon Health and other health clinics, Baby2Baby has focused on LA communities that have the highest poverty and lowest vaccination rates in the county, reaching the families having the hardest time rebounding.

**Sweet Dreams Initiative**

In 2015, Baby2Baby launched our commitment to provide a crib or safe place to sleep to every child in our program. LA County sees more sleep-related deaths than any other form of accidental child death.

**Baby2Baby 2 The Rescue**

Baby2Baby provides customized bundles to children in the foster care system after being removed from their homes, filled with the essentials they need to start over in their new placement.

**Baby Bundles**

Through partnerships with hospitals and Welcome Baby programs, Baby2Baby provides care kits to low-income families to help care for their newborn babies that include diapers, clothing, blankets, hygiene items, a health and safety kit and everything a baby needs to thrive.
New York Spotlight

Baby2Baby has reached 42 organizations in 11 cities across NY state including all 5 boroughs of NYC.

**THIS INCLUDES:**

- 13 Family Support Programs
- 10 Food Banks
- 5 Diaper Banks
- 5 Schools and Early Childhood Development Programs
- 3 Government Agencies
- 2 Disaster Relief and Humanitarian Aid Organizations
- 2 Foster Care Agencies
- 2 Hospitals

**17,621,554 ITEMS DISTRIBUTED**

- Diapers
- Wipes
- Shampoo & Soap
- Formula
- Food
- Bottled Water
- Blankets
- Backpacks & School Supplies
- Clothing (including pajamas and coats)
- Socks
- Towels
- Toys
- Winter Accessories (gloves, hats, scarves)
- Shoes
- Hand Sanitizer
- Cleaning Supplies
- Masks
- Duffle Bags
- Pack N Plays

**SPECIALIZED PROGRAMMING**

**NY State Cares + Baby2Baby Diaper Bank**

- Donating 20M diapers to 10 food banks across the state

**Baby Bundle Program in partnership with NYC Health + Hospitals**

- Providing baby bundles to new moms across NYC

**Partnership with New York State Office for the Prevention of Domestic Violence**

- Providing diapers and other essentials to domestic violence agencies across NY state

**BABY2BABY.COM / 323.933.2229 / INFO@BABY2BABY.ORG / @BABY2BABY**
Diapers

Diapers are the #1 requested item for the families we serve. This year, Baby2Baby has requests for 1.5 BILLION diapers.
1 in 3 families in the U.S. struggles to afford diapers for their babies

Diaper Need

Most daycares require a FULL DAY’S SUPPLY OF DIAPERS for children to be dropped off, which means parents without enough diapers are turned away.

Low-income families pay up to 14% of their after-tax income on diapers.

Since the pandemic, Baby2Baby has seen a 505% increase in diaper requests.

Diapers are the 4th HIGHEST household expenditure (after rent, food and utilities) for low-income families.

Diapers are NOT covered by SNAP or WIC.

Sources: Center for Economic And Policy Research, National Diaper Bank Network, Huggies & NDBN Study - Diaper Need and Its Impact on U.S. Families
Over 100 million diapers have been distributed by Baby2Baby over the past decade to children in need, more than any organization of our kind.
Diapers Distributed Annually

<table>
<thead>
<tr>
<th>Year</th>
<th>Diapers Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>150,000</td>
</tr>
<tr>
<td>2012</td>
<td>1,200,000</td>
</tr>
<tr>
<td>2013</td>
<td>1,746,316</td>
</tr>
<tr>
<td>2014</td>
<td>2,003,566</td>
</tr>
<tr>
<td>2015</td>
<td>3,772,830</td>
</tr>
<tr>
<td>2016</td>
<td>5,540,143</td>
</tr>
<tr>
<td>2017</td>
<td>6,732,187</td>
</tr>
<tr>
<td>2018</td>
<td>10,031,570</td>
</tr>
<tr>
<td>2019</td>
<td>11,896,144</td>
</tr>
<tr>
<td>2020</td>
<td>25,302,900</td>
</tr>
<tr>
<td>2021</td>
<td>35,014,765</td>
</tr>
</tbody>
</table>
Diaper Manufacturing

In response to the skyrocketing need for diapers during COVID, Baby2Baby began manufacturing our own diapers to donate to the families we serve. This innovative approach allows us to produce diapers at a fraction of the cost — as low as 6 cents compared to 35-67 cents at retail — and dramatically increase the number of children we reach.
Diaper Advocacy

After years of being on the front lines of diaper reform, Baby2Baby successfully advocated to remove sales tax from diapers in California for the first time in state history.

Baby2Baby continues to support both federal and national diaper legislation.

THIS REPEAL WENT INTO EFFECT ON JANUARY 1, 2020
The Baby2Baby Advantage

By negotiating directly with wholesalers – and in some cases manufacturing ourselves – Baby2Baby’s pricing allows us to stretch donors’ dollars 3x further to reach exponentially more children living in poverty with the essentials they need.

Baby2Baby pricing reflects our lowest purchasing price to date versus an average retail price for the same item.
Responsive Programming
BABY2BABY PROGRAM FOR:

Disaster Relief

Baby2Baby has distributed 30 million+ emergency supplies to children devastated by natural disasters and emergency situations across the country.

The program addresses the immediate needs of low-income children affected by natural disasters including:

- fires
- floods
- tornadoes
- hurricanes.

Baby2Baby provides basic essentials to children who have been displaced to temporary shelters or evacuation centers.
**Disaster Relief Program History**

**2017**
- Hurricane Harvey | Texas
- Hurricane Irma | Florida
- Hurricane Maria | Puerto Rico
- Wine Country Fires | California
- Thomas Fire | California
- Creek Fire | California
- Rye Fire | California
- Lilac Fire | California

**2018**
- Santa Barbara Mudslides | California
- Hawaii Mudslides | Hawaii
- Carr Fire | California
- Mendocino Complex Fire | California
- Immigrant Children Relief | National
- Hurricane Florence | North & South Carolina
- Hurricane Michael | Florida
- Hill Fire | California
- Camp Fire | California
- Woolsey Fire | California

**2019**
- Furloughed and Unpaid Federal Employees | National
- LAUSD Teacher’s Strike | California
- Alabama Tornadoes | Alabama
- Central US Flooding & Tornadoes | Ohio, Kansas, Oklahoma, Arkansas, Missouri
- Sonoma Floods | California
- Immigrant Children Relief | National
- Hurricane Dorian | Florida & South Carolina
- Tropical Storm Imelda | Houston, Texas
- Saddleridge Fire | California
- Getty Fire | Los Angeles
- Kincade Fire | Sonoma County

**2020**
- Puerto Rico Earthquakes | Puerto Rico
- Immigrant Children Relief | National
- Tennessee Tornadoes | Tennessee
- Hurricane Laura | Louisiana
- California Fires | California
- Oregon Fires | Oregon
- Hurricane Delta | Louisiana
- Hurricane Zeta | Louisiana

**2021**
- Winter Storm Relief | Texas, Missouri, Louisiana, Mississippi, Oklahoma
- Kentucky Floods | Kentucky
- Refugee Crisis | California, Texas, Arizona, Virginia, Washington, Maryland, New York, New Jersey
- Dixie Fire | California
- Tennessee Floods | Tennessee
- Hurricane Ida | Louisiana, New York, New Jersey, Texas, Mississippi

**2022**
- Refugee Support | California, Texas, Arizona, Virginia, Washington, Maryland, New York, New Jersey
- Formula Shortage | National
BABY2BABY’S

Emergency Formula Shortage Response 2022

At the beginning of 2022, Baby2Baby already had requests for over 8.8 million cans of formula for the families we serve.

When multiple formula brands were recalled in February, the families we served faced a devastating shortage and were forced to resort to dangerous measures like watering down the little formula they had, using gatorade, juice and pedialyte as a replacement, or transitioning to solid foods before babies are developmentally ready.

Baby2Baby immediately responded to this crisis by working directly with our wholesale partners to have formula made for a fraction of the retail cost. Even while store shelves were empty, Baby2Baby was distributing hundreds of thousands of bottles of formula to parents struggling to feed their babies.

Baby2Baby was at the forefront of relief for the national baby formula shortage and has provided over 2.5 million bottles of formula to families who needed it most.
BABY2BABY PROGRAM FOR:

Under-Served Schools

In total, Baby2Baby has distributed millions of items to under-served schools, Head Starts and early education centers across the country including:

- School Supplies
- Uniforms
- Safety Items
- Food
- Clothing
- Soap
- Shampoo
- and more

for students whose families are skipping meals to pay for these essentials.
Baby2Baby partners with hospitals across the country to provide new parents with critical items and ensure Baby2Baby families are equipped with the items their babies need.

During the pandemic, Baby2Baby provided over 2.5 million diapers, masks, hand sanitizer and more to hospitals and clinics treating families with COVID-19.
Baby2Baby Program For:

Foster Care

In 2016, we launched our Baby2Baby 2 the Rescue program to serve children in foster care, starting with Los Angeles County’s Department of Children and Family Services - the largest foster care system in the country.

Baby2Baby’s foster care program has grown to serve foster care agencies in New York, New Jersey, Wisconsin, the Navajo Nation, and across the country.

When DCFS social workers are called to investigate a newly opened case, they must detain children coming from abusive and dangerous conditions. These children are removed from their homes with no belongings. Along with all the basic essentials—outfits, pajamas, towels, shoes, hygiene items—Baby2Baby provides comfort items including stuffed animals, cuddle blankets, toys and books.
BABY2BABY PROGRAM FOR:

Homeless & Domestic Violence Shelters

Over the past decade, Baby2Baby has supported homeless and domestic violence shelters by stocking them with essentials for the children we serve. When families arrive without any belongings, especially mothers and children who have fled a dangerous situation, they not only have what they need for the night but also a comfort item to help them feel safe and cared for.

During the pandemic, this work scaled significantly as families did not have the luxury of social distancing in overcrowded conditions and relied on Baby2Baby to keep them healthy with masks, hand sanitizer and cleaning supplies.
Ambassadors & Champions
Board

CO-CEOS
Kelly Sawyer Patricof & Norah Weinstein

Jessica Alba
Julie Bowen
Maha Dakhil
Michaeline DeJoria

Bianca Levin Goldfein
Emma Grede
Jennifer Meyer
Sabina Nathanson

Kelly Sawyer Patricof
Nicole Richie
Kelly Rowland
Anna Schafer

Dana Settle
Norah Weinstein
Jackie Winnick
Rachel Zoe

Angels

Amy Adams
Shiri Appleby
Drew Barrymore
Natasha Beck
Kristen Bell
Jordana Brewster
Vanessa Bryant
Jessica Capshaw
Joy Cho
Ayesha Curry
Zooey Deschanel
Jenna Dewan
Hilary Duff
Katie Fine Ehrman
Sara Foster
Dany Garcia

October Gonzalez
Sarah Hendler
Kate Hudson
Liz Jenkins
Mindy Kaling
Ali Kay
Miranda Kerr
Nicole King
Kasey Lemkin
Monique Lhuillier
Andrea Lieberman
Chriselle Lim
Lisa Ling
Blake Lively
Lindsey Lucibella
Brooke Mahan

Camila Alves McConaughey
Shay Mitchell
Michelle Monaghan
Olivia Munn
Jada Paul
Katy Perry
Busy Philipps
Ellen Pompeo
Katherine Power
Kimberly Reed
Tracy Robbins
Brigette Romanek
Shannon Rotenberg
Zoe Saldaña
Lauren Sánchez
Clea Shearer

Molly Sims
Melanie Staggs*
Estee Stanley
Elizabeth Guber Sugarman
Ali Taekman*
Chrissy Teigen
Chelsea Washington
Kerry Washington
Meredith O’Sullivan Wasson
Kate Phillips Wiczyk
Rayni Williams
Ciara Wilson
Whitney Wolfe Herd
Ali Wong
Staff

CO-CEOS
Norah Weinstein & Kelly Sawyer Patricof

COO
Jen Armstrong

DIRECTOR OF DEVELOPMENT
Molly Baker

DIRECTOR OF MARKETING & CORPORATE RELATIONS
Jamie LaMotte

WAREHOUSE DIRECTOR
Amanda Peterson

DIRECTOR OF EVENTS
Haewan Green

CFO
Carol Koh Evans

HEAD OF WAREHOUSE OPERATIONS
Michael Bourjaily

HEAD OF HUMAN RESOURCES
Monique Fauteux

DISASTER RELIEF DIRECTOR
Marisa Muma

DIRECTOR OF NATIONAL PROGRAM
Alyssa Tringale

DIRECTOR OF LA PROGRAMS
Courtney Kelly

SENIOR MANAGER, VOLUNTEER & COMMUNITY
Emily Grossman

SENIOR MANAGER, CORPORATE RELATIONS
Danielle Cardelfe

WAREHOUSE MANAGER
Rachel Robles

EVENTS SPECIALIST
Prisila Villar Saltzman

SOCIAL MEDIA MARKETING MANAGER
Elspeth Drayton

SENIOER COORDINATOR, NATIONAL PROGRAM
Liliana Alcantara

DIRECTOR OF NATIONAL PROGRAM
Alyssa Tringale

DIRECTOR OF LA PROGRAMS
Courtney Kelly

PROGRAM COORDINATOR
Brenda Cao

VOLUNTEER & COMMUNITY ENGAGEMENT COORDINATOR
Kat Wilson

EVENTS SPECIALIST
Prisila Villar Saltzman

TRANSPORTATION COORDINATOR
Alexander Smith

INVENTORY CONTROL COORDINATOR
Michael Aceves

PROGRAM COORDINATOR
Michelle Miranda

INVENTORY CONTROL COORDINATOR
Michael Aceves

CORPORATE RELATIONS COORDINATOR
Laura Lavin

PROGRAM ASSISTANT
Daisy Orozco

VOLUNTEER & COMMUNITY ENGAGEMENT ASSISTANT
Lourdes Lidzbarski

OPERATIONS ASSISTANT
Vivian Stover

WAREHOUSE ASSISTANT
Art Burciaga

WAREHOUSE ASSISTANT/COURIER
Alex Escobar

WAREHOUSE ASSISTANT
Jennifer Moreno

WAREHOUSE ASSISTANT/COURIER
Art Burciaga

WAREHOUSE ASSISTANT
Jennifer Moreno

WAREHOUSE ASSISTANT/COURIER
Art Burciaga

HEAD OF DEI
Amelia Williamson

WAREHOUSE ASSISTANT/COURIER
Art Burciaga
BABY2BABY'S VOLUNTEER & COMMUNITY PROGRAM

63,341 Total Volunteer Hours to Date

Due to the COVID-19 pandemic, in March of 2020 Baby2Baby ceased volunteer sessions completely to limit all access to our warehouse outside of essential staff. In 2021 we began resuming small, socially distanced volunteer sessions outdoors at our headquarters.
The annual Baby2Baby Gala has grown from raising $1M at our inaugural event in 2012 to over $8.6M at the Baby2Baby 10 Year Gala in 2021. The gala has become a preeminent charity event in the country and last year alone garnered over 1 billion media impressions.

Past honorees include Vanessa Bryant, Chrissy Teigen, Amy Adams, Gwyneth Paltrow, Jennifer Garner, Kerry Washington, Kate Hudson, Drew Barrymore and Jessica Alba.
Financials
Cash & In-Kind Revenue

Over the last 10 years, Baby2Baby has raised over $227 million in cash & in-kind revenue.

<table>
<thead>
<tr>
<th>Year</th>
<th>Cash &amp; In-Kind Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$45,206</td>
</tr>
<tr>
<td>2012</td>
<td>$106,103</td>
</tr>
<tr>
<td>2013</td>
<td>$360,725</td>
</tr>
<tr>
<td>2014</td>
<td>$589,641</td>
</tr>
<tr>
<td>2015</td>
<td>$523,894</td>
</tr>
<tr>
<td>2016</td>
<td>$1,350,081</td>
</tr>
<tr>
<td>2017</td>
<td>$784,653</td>
</tr>
<tr>
<td>2018</td>
<td>$3,455,195</td>
</tr>
<tr>
<td>2019</td>
<td>$3,647,786</td>
</tr>
<tr>
<td>2020</td>
<td>$3,994,778</td>
</tr>
<tr>
<td>2021</td>
<td>$8,837,485</td>
</tr>
</tbody>
</table>

*Note: The values are in thousands.*
THANK YOU