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** 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
COVID-19 Emergency Relief

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

**ITEMS DISTRIBUTED**

<table>
<thead>
<tr>
<th>17,621,554 ITEMS DISTRIBUTED</th>
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<tbody>
<tr>
<td>• Diapers</td>
</tr>
<tr>
<td>• Wipes</td>
</tr>
<tr>
<td>• Shampoo &amp; Soap</td>
</tr>
<tr>
<td>• Formula</td>
</tr>
<tr>
<td>• Food</td>
</tr>
<tr>
<td>• Bottled Water</td>
</tr>
<tr>
<td>• Blankets</td>
</tr>
<tr>
<td>• Backpacks &amp; School Supplies</td>
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<tr>
<td>• Clothing (including pajamas and coats)</td>
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<tr>
<td>• Socks</td>
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<tr>
<td>• Towels</td>
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<tr>
<td>• Toys</td>
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<tr>
<td>• Winter Accessories (gloves, hats, scarves)</td>
</tr>
<tr>
<td>• Shoes</td>
</tr>
<tr>
<td>• Hand Sanitizer</td>
</tr>
<tr>
<td>• Cleaning Supplies</td>
</tr>
<tr>
<td>• Masks</td>
</tr>
<tr>
<td>• Duffle Bags</td>
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<tr>
<td>• Pack N Plays</td>
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</tbody>
</table>

**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 |
Diapers

Diapers are the #1 requested item for the families we serve. This year, Baby2Baby has requests for 1.5 BILLION diapers.
DIAPER NEED

1 in 3 families in the U.S. struggles to afford diapers for their babies

Diapers are NOT covered by SNAP or WIC

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

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

2011: 150,000
2012: 1,200,000
2013: 1,746,316
2014: 2,003,566
2015: 3,772,830
2016: 5,540,143
2017: 6,732,187
2018: 10,031,570
2019: 11,896,144
2020: 25,302,900
2021: 35,014,765
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.
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 and 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 Mudsides | 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
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
• Safety Items
• Uniforms
• Food
• Clothing
• Soap
• Shampoo
• and more

for students whose families are skipping meals to pay for these essentials.
Hospitals & Clinics

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
Whitney Wolfe Herd
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 Saldana
Lauren Sánchez

Clea Shearer
Molly Sims
Melanie Staggs*
Estee Stanley
Ali Taekman*
Chrissy Teigen
Chelsea Washington
Kerry Washington
Meredith O’Sullivan Wasson
Kate Phillips Wiczyk
Rayni Williams
Ciara Wilson
Ali Wong
## Staff

**CO-CEOS**  
Norah Weinstein & Kelly Sawyer Patricof

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
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<tbody>
<tr>
<td><strong>COO</strong></td>
<td>Jen Armstrong</td>
</tr>
<tr>
<td><strong>WAREHOUSE DIRECTOR</strong></td>
<td>Amanda Peterson</td>
</tr>
<tr>
<td><strong>HEAD OF HUMAN RESOURCES</strong></td>
<td>Monique Fauteux</td>
</tr>
<tr>
<td><strong>SENIOR MANAGER, VOLUNTEER &amp; COMMUNITY</strong></td>
<td>Emily Grossman</td>
</tr>
<tr>
<td><strong>SOCIAL MEDIA MARKETING MANAGER</strong></td>
<td>Elspeth Drayton</td>
</tr>
<tr>
<td><strong>PROGRAM COORDINATOR</strong></td>
<td>Brenda Cao</td>
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<tr>
<td><strong>TRANSPORTATION COORDINATOR</strong></td>
<td>Alexander Smith</td>
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<tr>
<td><strong>PROGRAM ASSISTANT</strong></td>
<td>Daisy Orozco</td>
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<tr>
<td><strong>WAREHOUSE ASSISTANT</strong></td>
<td>Diana Padilla</td>
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<tr>
<td><strong>DIRECTOR OF DEVELOPMENT</strong></td>
<td>Molly Baker</td>
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<tr>
<td><strong>DIRECTOR OF EVENTS</strong></td>
<td>Haewon Green</td>
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<tr>
<td><strong>DISASTER RELIEF DIRECTOR</strong></td>
<td>Marisa Muma</td>
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<tr>
<td><strong>SENIOR MANAGER, CORPORATE RELATIONS</strong></td>
<td>Danielle Cardelfe</td>
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<tr>
<td><strong>SENIOR COORDINATOR, NATIONAL PROGRAM</strong></td>
<td>Liliana Alcantara</td>
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<tr>
<td><strong>VOLUNTEER &amp; COMMUNITY ENGAGEMENT COORDINATOR</strong></td>
<td>Kat Wilson</td>
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<tr>
<td><strong>INVENTORY CONTROL COORDINATOR</strong></td>
<td>Michael Aceves</td>
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<tr>
<td><strong>WAREHOUSE ASSISTANT/ COURIER</strong></td>
<td>Art Burciaga</td>
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<tr>
<td><strong>COURIER</strong></td>
<td>Gio Vasquez</td>
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<td><strong>COURIER</strong></td>
<td>Adrian Cabadas</td>
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<td><strong>CFO</strong></td>
<td>Carol Koh Evans</td>
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<tr>
<td><strong>DIRECTOR OF NATIONAL PROGRAM</strong></td>
<td>Alyssa Tringale</td>
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<tr>
<td><strong>WAREHOUSE MANAGER</strong></td>
<td>Rachel Robles</td>
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<tr>
<td><strong>EVENTS &amp; DEVELOPMENT COORDINATOR</strong></td>
<td>Ashley Housman</td>
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<td>Helen Martinez</td>
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<td><strong>VOLUNTEER &amp; COMMUNITY ENGAGEMENT ASSISTANT</strong></td>
<td>Lourdes Lidzbarski</td>
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<td><strong>HEAD OF WAREHOUSE OPERATIONS</strong></td>
<td>Michael Bourjaily</td>
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<tr>
<td><strong>DIRECTOR OF LA PROGRAMS</strong></td>
<td>Courtney Kelly</td>
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<tr>
<td><strong>DEVELOPMENT SPECIALIST</strong></td>
<td>Prisila Villar Saltzman</td>
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<tr>
<td><strong>PROGRAM COORDINATOR</strong></td>
<td>Michelle Miranda</td>
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<td><strong>CORPORATE RELATIONS COORDINATOR</strong></td>
<td>Laura Lavin</td>
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<td><strong>OPERATIONS ASSISTANT</strong></td>
<td>Vivian Stover</td>
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<tr>
<td><strong>WAREHOUSE ASSISTANT</strong></td>
<td>Jennifer Moreno</td>
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<tr>
<td><strong>HEAD OF DEI</strong></td>
<td>Amelia Williamson</td>
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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 Baby2Baby Gala

10 Years of Growth

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.
Cash & In-Kind Revenue

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

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