

2022

# Baby2Baby Annual Report

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## OUR MISSION

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





2022  
OUR BEST YEAR YET

**1 Million**  
Children Served

**\$70 Million**  
Raised  
(cash and in-kind retail value)

**77 Million**  
Essentials Distributed



## MESSAGE FROM CO-CEOS

We are so grateful to be celebrating 11 years of Baby2Baby and the fact that we have distributed 270 million basic essentials to children living in poverty across the country. This year alone, we are reaching one million children, in over 200 cities, across all 50 states.

The statistic that 1 out of 3 families in this country struggles to afford diapers for their children was the one that compelled us to start this journey. During the pandemic, we made the decision to begin manufacturing our own diapers in order to produce them at 80% less than the retail cost which earned Baby2Baby the #1 spot on Fast Company's World's Most Innovative Companies List. We have distributed nearly 40 million diapers this year--more than any organization of our kind--but we want to do so much more.

We have requests for 1.5 billion diapers for the families we are currently serving, meaning we are only scratching the surface. But with our new approach and your help, we can get closer to this goal.

But this year's other devastation was the baby formula shortage emergency. Without any access to formula to feed their children, parents living in poverty were tragically unable to safely feed their babies, resorting to the most dangerous measures from watering down the little formula they had to using juice and Gatorade as substitutes.

Baby2Baby made this our year's most important mission and dove in to help in every conceivable way--negotiating with our longstanding partners to have it made to order, procuring it from relationships overseas, turning to smaller manufacturers for donations and then getting it immediately to families most in need. We have distributed 4.1 million bottles of formula into the hands of babies across the country.

The natural disasters this year hit harder and stronger than ever. Baby2Baby sent over two million emergency supplies to families who lost everything in the devastating Kentucky floods and truckloads of bottled water to families impacted by the Mississippi water crisis who couldn't provide clean water for their children.

When Hurricane Ian damaged and destroyed tens of thousands of homes, families were left in shelters without any belongings. Ian's aftermath demonstrated once again that families living in poverty are always hit the hardest in any natural disaster. In only two weeks' time we were able to distribute 5.1 million essentials to families in Florida and will provide ongoing support as they work to rebuild their lives.

When Baby2Baby provides necessities to families still reeling from the pandemic, the formula shortage, natural disasters and more, parents are able to put food on the table, keep their lights on and pay their rent.

Thank you for your continued dedication to Baby2Baby's mission and making our work possible.

With our deepest thanks,  
Co-CEOs Norah Weinstein and Kelly Sawyer Patricof







# 270 MILLION

basic essentials distributed since our inception

In 2022 alone, Baby2Baby distributed 77 million critical items including diapers, clothing, soap and food to children living in poverty across the country.



## 2022 MILESTONES

### Fast Company's Most Innovative Nonprofit

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 the decision to manufacture our own diapers to donate to the families we serve.

### Formula Shortage Response

Baby2Baby was at the forefront of relief for the national baby formula shortage and has provided over 4.1 million bottles to families who needed it most.

### Diaper Tax Advocacy

Baby2Baby developed a non-traditional way to bring attention to the fact that diapers were still taxed as a luxury item in 29 states. We partnered with Goop to raise awareness and outrage around a faux luxury diaper, the diapér, creating momentum for 5 states to remove this unfair tax in 2022.

### Disaster Relief and Emergency Response

Baby2Baby distributed our 40 millionth emergency supply to children devastated by natural disasters and emergency situations across the country. In 2022, three of our most significant disaster relief responses included Hurricane Ian, Kentucky Floods, and the Mississippi Water Crisis.

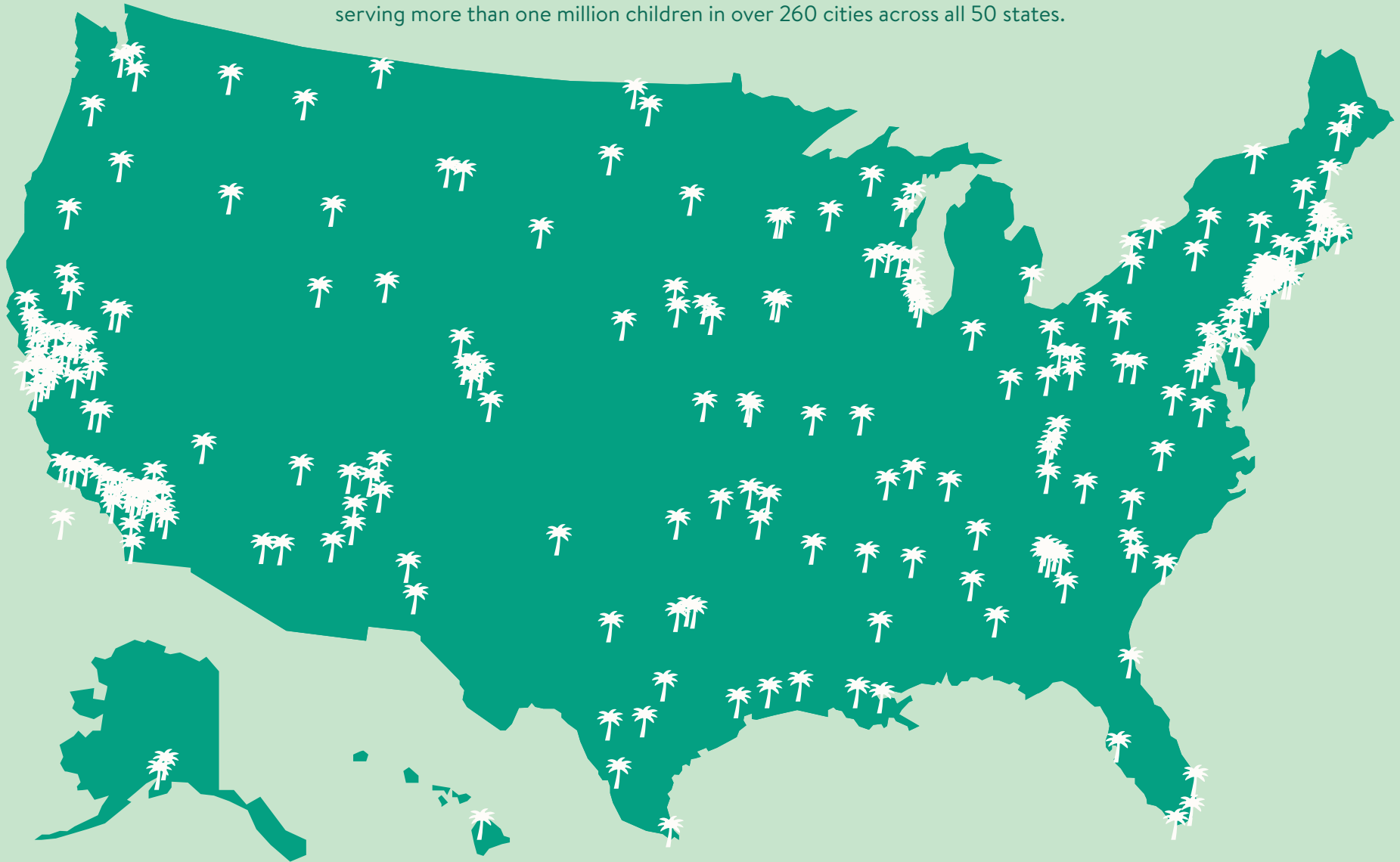




## IMPACT MAP

# 260+ CITIES

In 2022, Baby2Baby had its greatest impact to date, reaching more children in more cities than ever before, in a time when need has never been greater. Baby2Baby is now serving more than one million children in over 260 cities across all 50 states.





## WHO WE SERVE



### Foster Care

We support statewide foster care agencies and also work directly with social workers tasked with the horrifying responsibility of removing children from dangerous situations where there is abuse or neglect. Baby2Baby provides the essentials a child needs to be placed in a safe home, including diapers, clothing, formula, cribs and car seats. On top of that, we provide comfort items like teddy bears during this scary, unsettling time.

### Schools and Educational Programs

We partner with low-income school districts to identify the most vulnerable children at their schools and distribute the essentials they need to thrive. The children we serve don't have shoes that fit, warm jackets or the backpacks they need to attend class making them miss school at record numbers and therefore not receive the 2 meals a day the schools provide that they depend on to eat. We work with the three largest school districts in the US - NY, LA, and Chicago - and an additional 90 other school districts across the country.



### Hospitals and Clinics

We partner with hospitals, Welcome Baby programs and clinics to provide millions of newborn basic essentials to children in need at the very start of their lives. Families living in poverty are leaving the hospital empty-handed without any of the items they need to take care of their babies which is scary, stressful and incredibly dangerous for new parents.

### Homeless and Domestic Violence Programs

We stock homeless and domestic violence shelters with essentials for children and families in crisis. When families arrive without any belongings, the items they receive from Baby2Baby are often the only things the children have — things as simple as a toothbrush, a warm blanket and pajamas.







## DISASTER RELIEF AND EMERGENCY RESPONSE PROGRAM

Baby2baby distributes emergency supplies to children devastated by natural disasters and emergency situations across the country. The program addresses the immediate needs of children living in poverty 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. In 2022, Baby2Baby's program response included the Mississippi Water Crisis, Alabama Floods, Kentucky Floods, Hurricane Ian, and Ukraine Relief.



## FAMILY TESTIMONIALS



“

When Covid hit, my husband and I lost our jobs. Sometimes we would eat just rice and beans, or just rice. We didn't have money to buy diapers. What we decided was to get all the change that we had in our house — pennies, nickels, quarters — just to get the cheapest diapers for my daughter. It was heartbreaking. It hurts because you want to do everything you can just to protect them, but when you can't and you have no other option, you're hopeless. But Baby2Baby, they're there to help you when you're at your lowest point. I've never had somebody that cared about us that much, so Baby2Baby for me is a blessing.

”

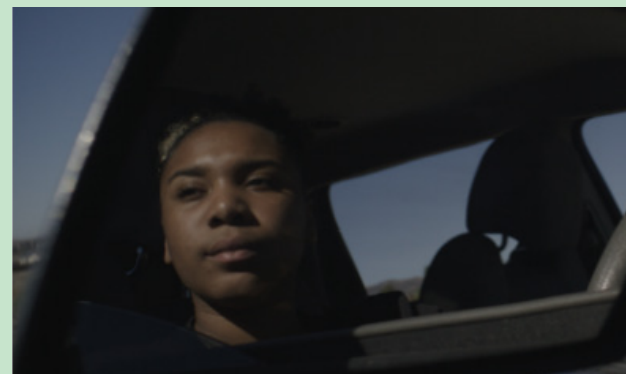
Shelly

“

The formula shortage was really, really tough. Having to drive around when you have a crying baby in the back because she's hungry is just terrifying. I was having to go to multiple stores, different cities, hoping that I could find it somewhere. I was getting scared because I was just like, how am I supposed to feed her? It was really horrifying for me trying to figure out how is my baby going to eat, and it makes you feel like a failure as a parent. Baby2Baby has been such an essential help to my family, and I'm so grateful.

”

Brianna



“

When I walked into the house [after the fire], I didn't expect everything to be gone. It's devastating. I thought I could go in to grab a pack of diapers and clothes. I've had a lot of people tell me, you're so strong, and many people would be standing here crying now, but I just kept pushing through. I went to my children's school, and they told me about Baby2Baby. They gave us food, and they had given us a crib, and they provided gifts for my children. It makes you kind of feel like warm inside, like excited that there's people you can lean back on when everything goes wrong.

”

Ashley







## VOLUNTEER PROGRAM

# 72,429 HOURS

Baby2Baby hosts two volunteer sessions daily at our headquarters – from company-wide service days and sports teams to girl scout troops and class field trips. Our volunteers donate their time to help prepare and package basic essentials for the one million children we serve across the country, and have logged 8,027 hours in 2022 alone. Past volunteer groups include Target, Disney, The Honest Company, Google, City National Bank, NBC Universal, Nordstrom, Prada, HBO, Hulu, Twitter, WME, American Airlines, Morgan Stanley, NBA Cares, Z Supply, Beats by Dre, Starbucks, Hello Sunshine and more.





2022

## BABY2BABY GALA

The annual Baby2Baby Gala is responsible for raising 60% of our operating budget and brings together celebrities, entrepreneurs and philanthropists in support of the organization. The evening hosts the top chefs in Los Angeles, an exclusive auction and an inspiring program, all while honoring a celebrity mother who embodies the Baby2Baby mission with the Giving Tree Award.

The 2022 Baby2Baby Gala honoring Kim Kardashian was a record-breaking night, raising over \$10 million and garnering over 8 billion media impressions. The evening was hosted by Mindy Kaling and featured presenters including Tyler Perry, Olivia Wilde, Kerry Washington and more. The Baby2Baby Gala is underwritten entirely by generous sponsors, ensuring that every dollar raised at the event directly benefits Baby2Baby.



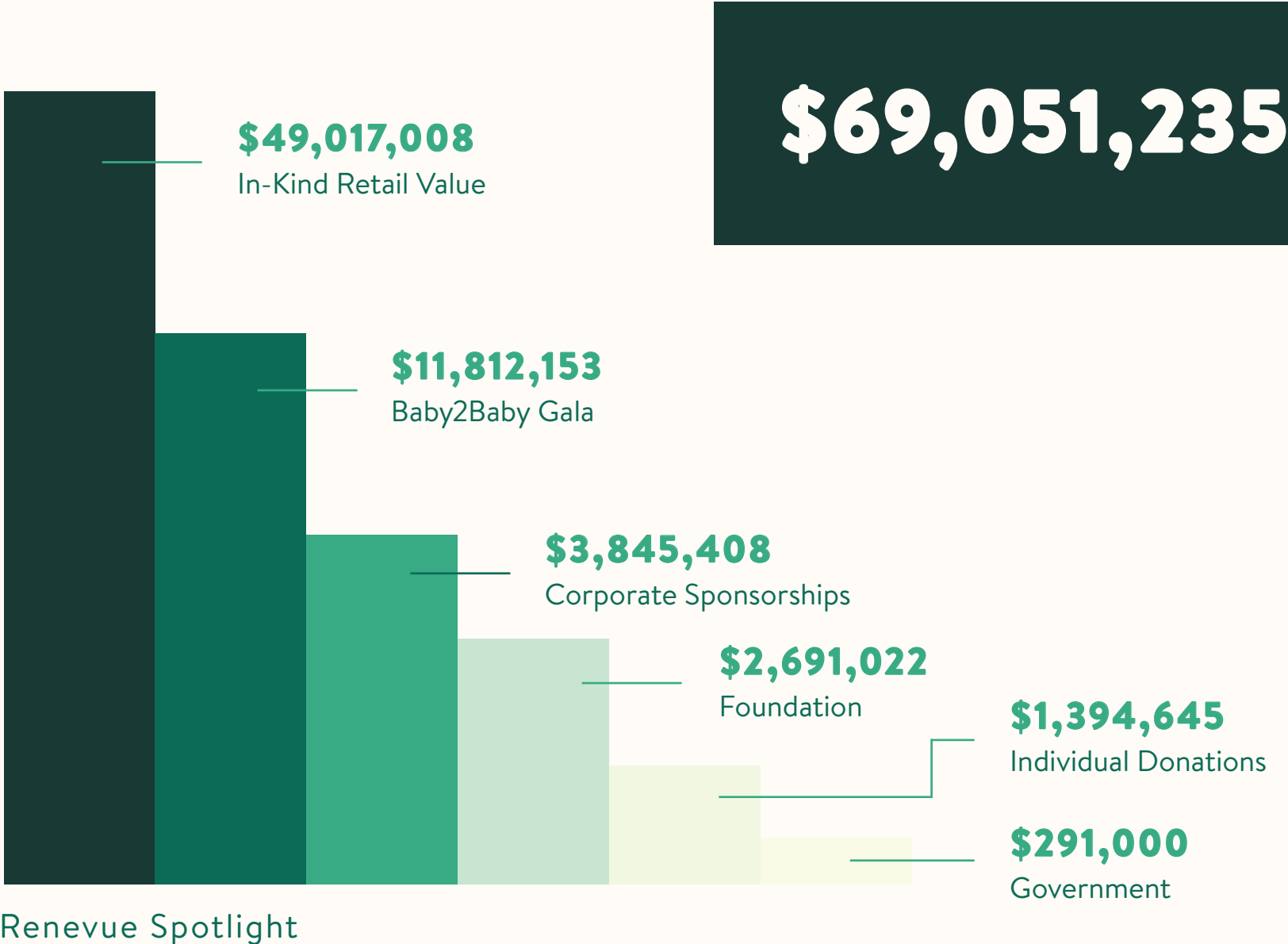


## 2022 PROGRAMMATIC EVENTS

Baby2Baby hosts full-scale distributions for the families we serve throughout the year. While we are reaching over one million children across the country, these events allow us to provide a special experience and distribute critical items directly to children most in need. We are able to leverage our celebrity ambassadors to secure event sponsorships that raise vital funds for our program and shine a light on our work.

In 2022, we welcomed thousands of children to distributions in honor of Mother's Day, back to school, the holidays and more.

# 2022 FINANCIALS





## CO-CEOS

Kelly Sawyer Patricof & Norah Weinstein

## BOARD OF DIRECTORS

Jessica Alba

Julie Bowen

Maha Dakhil

Michaeline DeJoria

Bianca Levin Goldfein

Emma Grede

Liz Jenkins

Jennifer Meyer

Sabina Nathanson

Kelly Sawyer Patricof

Nicole Richie

Kelly Rowland

Anna Schafer

Dana Settle

Norah Weinstein

Jackie Winnick

Rachel Zoe

## ANGEL AMBASSADORS

Amy Adams

Shiri Appleby

Drew Barrymore

Natasha Beck

Kristen Bell

Jordana Brewster

Vanessa Bryant

Ayesha Curry

Zooey Deschanel

Jenna Dewan

Hilary Duff

Katie Fine Ehrman

Camille Fishel

Sara Foster

Dany Garcia

October Gonzalez

Sarah Hendler

Whitney Wolfe Herd

Misha Hess

Kate Hudson

Mindy Kaling

Kim Kardashian

Ali Kay

Miranda Kerr

Nicole King

Monique Lhuillier

Andrea Lieberman

Chriselle Lim

Lisa Ling

Blake Lively

Lindsey Lucibella

Brooke Mahan

Camila Alves McConaughey

Shay Mitchell

Michelle Monaghan

Keleigh Thomas Morgan

Olivia Munn

Jada Paul

Katy Perry

Busy Philipps

Ellen Pompeo

Katherine Power

Kimberly Reed

Tracy Robbins

Brigitte Romanek

Shannon Rotenberg

Zoe Saldaña

Lauren Sánchez

Molly Sims

Melanie Stagg

Estee Stanley

Allison Statter

Ali Taekman

Chrissy Teigen

Alba Tull

Chelsea Washington

Kerry Washington

Meredith O'Sullivan Wasson

Kate Phillips Wiczak

Olivia Wilde

Rayni Williams

Ciara Wilson

Ali Wong

## TEAM BABY2BABY

Kelly Sawyer Patricof & Norah Weinstein

CO-CEOS

Jen Armstrong

COO

Michael Bourjaily

Head of Warehouse Operations

Emily Grossman

Director, Volunteer & Community Engagement

Sayge Greeley

Social Media & Content Marketing Manager

Aide Aguirre

Program Manager

Lourdes Lidzbarski

Volunteer & Community Engagement Senior Coordinator

Michael Aceves

Inventory Control Coordinator

Helen Martinez

Warehouse Coordinator

Jennifer Moreno

Events Assistant

Rachel Ameresekere

Volunteer & Community Engagement Assistant

Gio Vasquez

Courier

Jamie LaMotte

CMO

Haewan Green

Director, Events

Amanda Peterson

Warehouse Director

Brenda Cao

Manager, National Program & Disaster Relief

Rachel Robles

Warehouse Manager

Annalie Losoya

Corporate Partnerships Coordinator

Caitlin Buckley

National Program & Disaster Relief Coordinator

Diana Padilla

Warehouse Coordinator

Sheila Alejandro

LA Program Assistant

Alex Escobar

Warehouse Assistant

John Miramontes

Courier

Molly Baker

Senior Director, Development Department

Zoe Wruble

Director, Social Media

Prisila Villar Saltzman

Development Specialist

Liliana Alcantara

Manager, National Program & Disaster Relief

Joaquin Garza

Shipping Operations Manager

Shea Metz

Corporate Partnerships Coordinator

Avi Romo

National Program & Disaster Relief Coordinator

Madison McClung

Executive Assistant

Victoria Granado

Graphic Designer

Annette Boisvert

Warehouse Assistant

Donald Stanford

Courier

Monique Fauteux

Head of Human Resources

Courtney Kelly

Director, LA Programs

Danielle Cardelfe

Senior Manager, Corporate Relations

Michelle Miranda

Manager, LA Program

Ashleigh Wardell

Senior Office Coordinator

Olivia Haddad

Development Coordinator

Alexander Smith

Transportation Coordinator

Melissa Mercado

Operations Assistant

Alexis Sapon

Marketing Assistant

Manny Valle

Warehouse Assistant

Victor Hunter

Courier

Amelia Williamson

Board Consultant





BABY2BABY.ORG

**Baby2Baby**

@BABY2BABY