



2011-2021 IMPACT REPORT

# 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.



## Letter from the Co-CEOs

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 Named #1 Nonprofit in the World

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



# 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

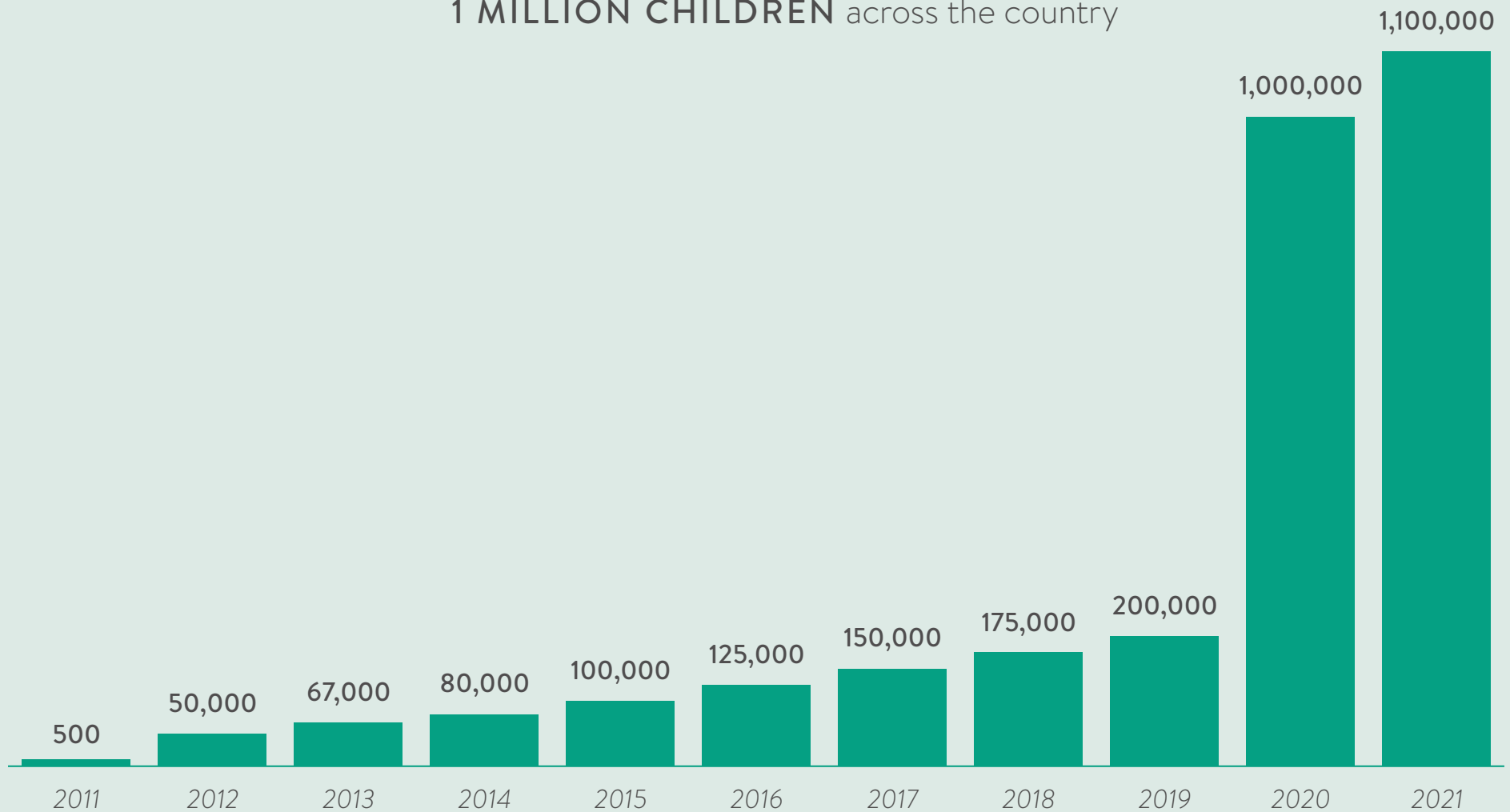
across the country impacted by the pandemic. In 2020, we reached

# 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



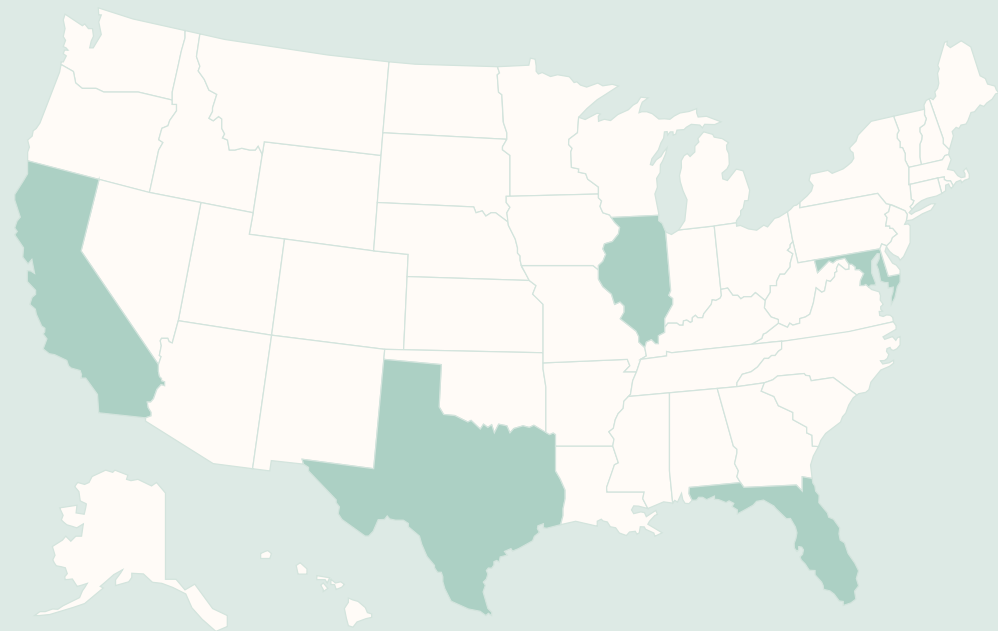
## NATIONAL GROWTH & EXPANSION

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



2011 2015 2016 2017 2018 2019 2020 2021





# 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

## 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

## 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

# 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

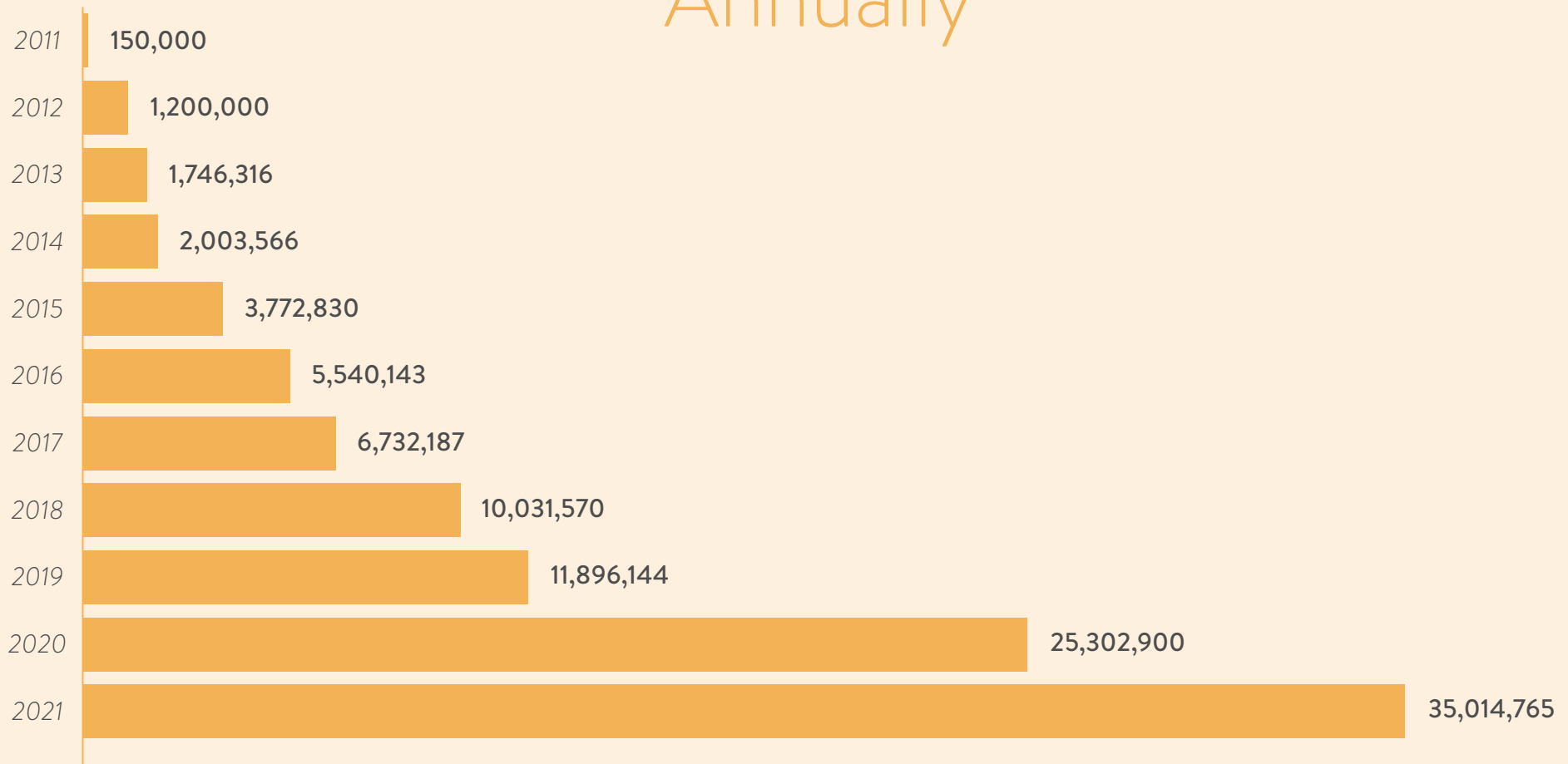
Since the  
pandemic  
Baby2Baby has  
seen a  
**505%**  
increase in diaper  
requests

Diapers are the  
**4<sup>TH</sup> 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



*Diapers Distributed*



# 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 **80% lower than the retail cost** — and dramatically increase the number of children we reach.







THIS REPEAL WENT INTO EFFECT ON  
JANUARY 1, 2020

## 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.

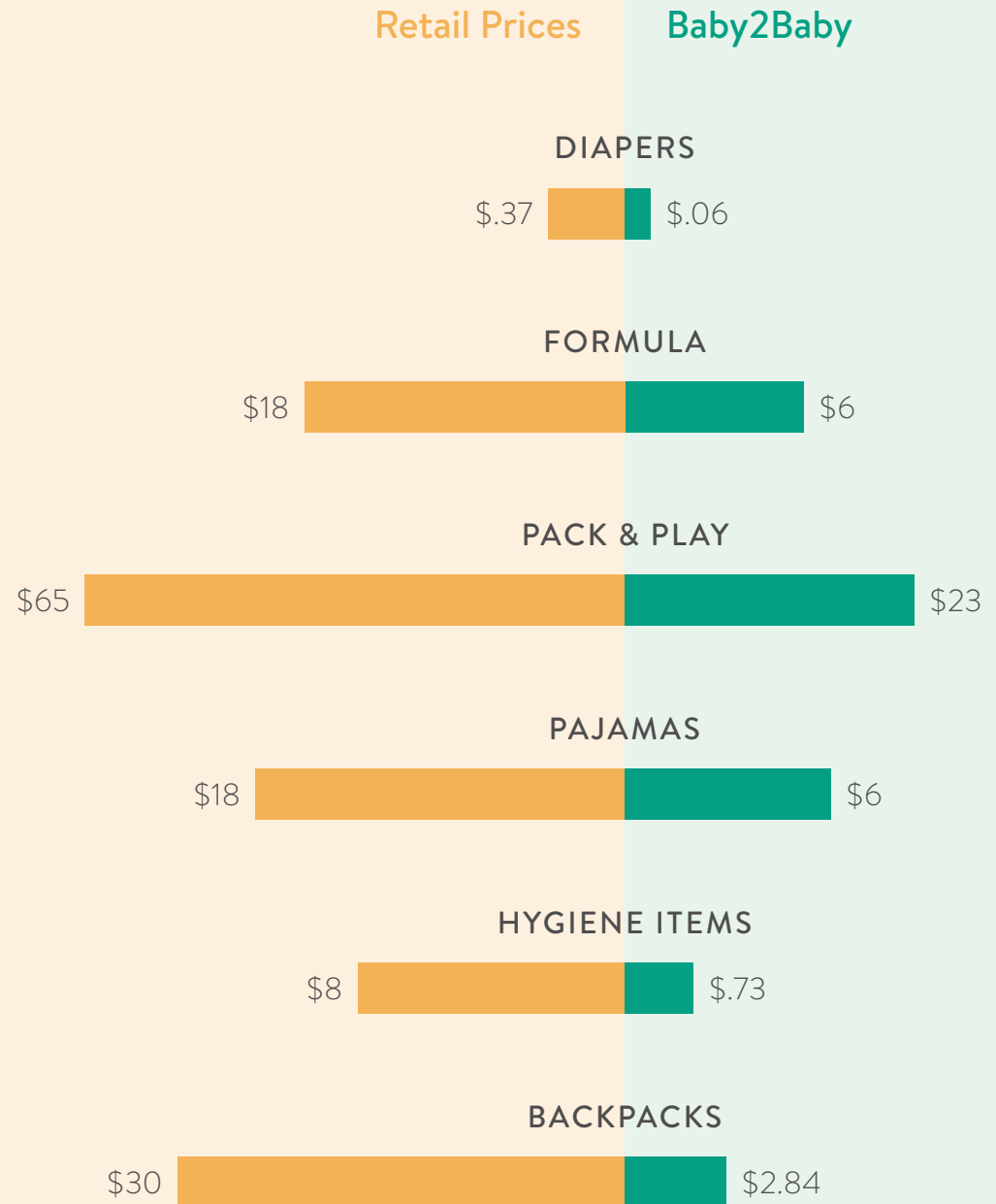
Baby2Baby continues to support both federal and national diaper legislation.

**PROGRAM SUPPLIES**

# 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:

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fires, floods, tornadoes  
and hurricanes.

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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*

## 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*

## 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*

## 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*

## 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*

## 2022

**Refugee Support** | *California, Texas, Arizona, Virginia, Washington, Maryland, New York, New Jersey*  
**Formula Shortage** | *National*





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.

BABY2BABY PROGRAM FOR:

# 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

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

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

Brigitte 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

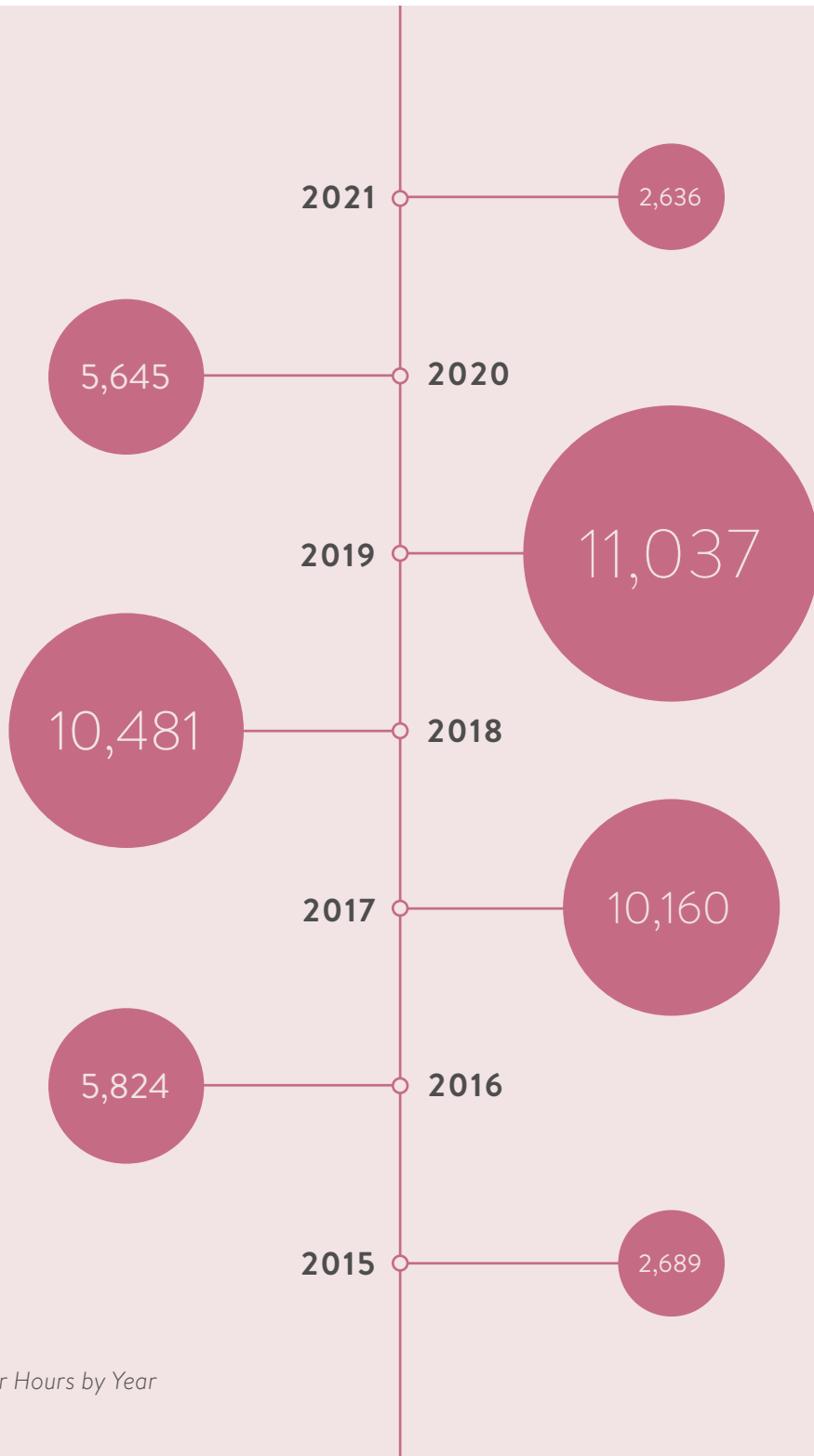
Meredith O'Sullivan Wasson

Kate Phillips Wiczyc

Rayni Williams

Ciara Wilson

Ali Wong



Volunteer Hours by Year

**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 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.

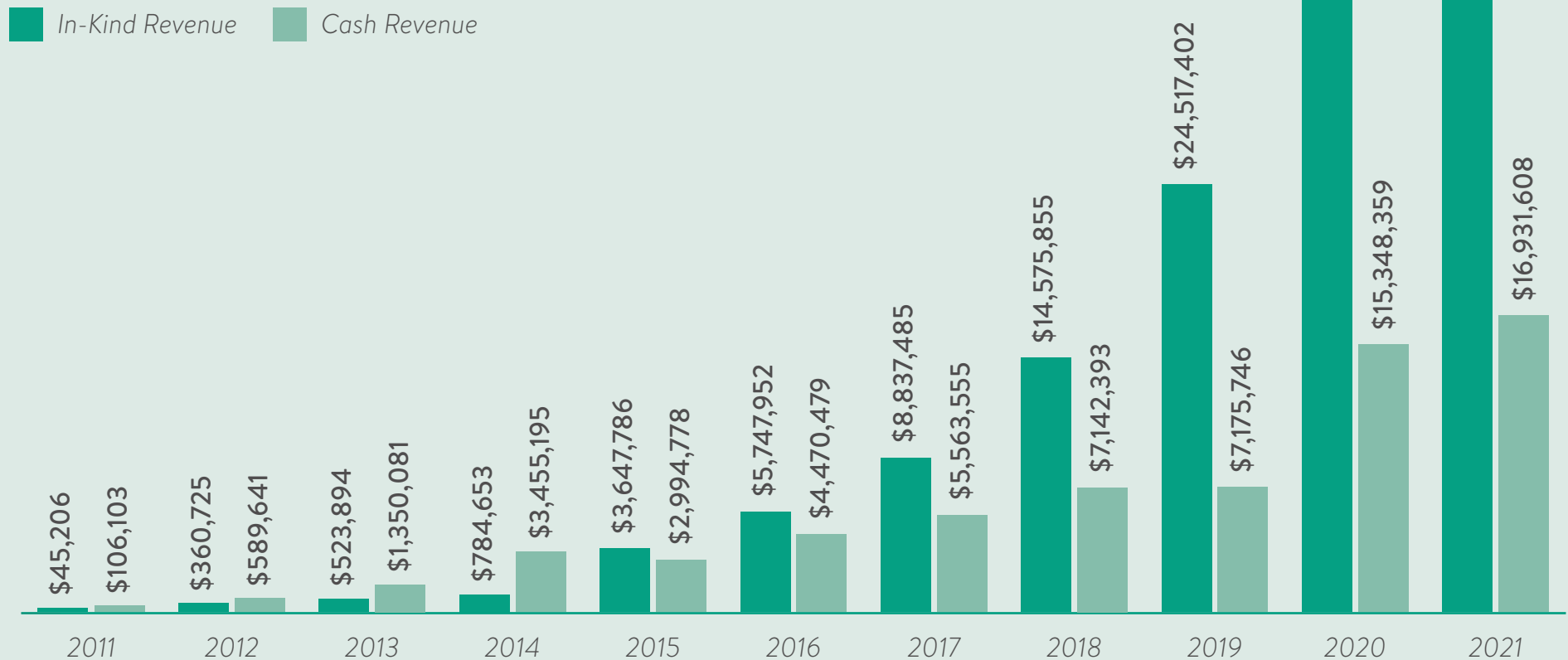


# Financials



# Cash & In-Kind Revenue

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





# THANK YOU

Baby2Baby 

