



# 2024 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.*

OUR IMPACT IN 2024

1 Million+

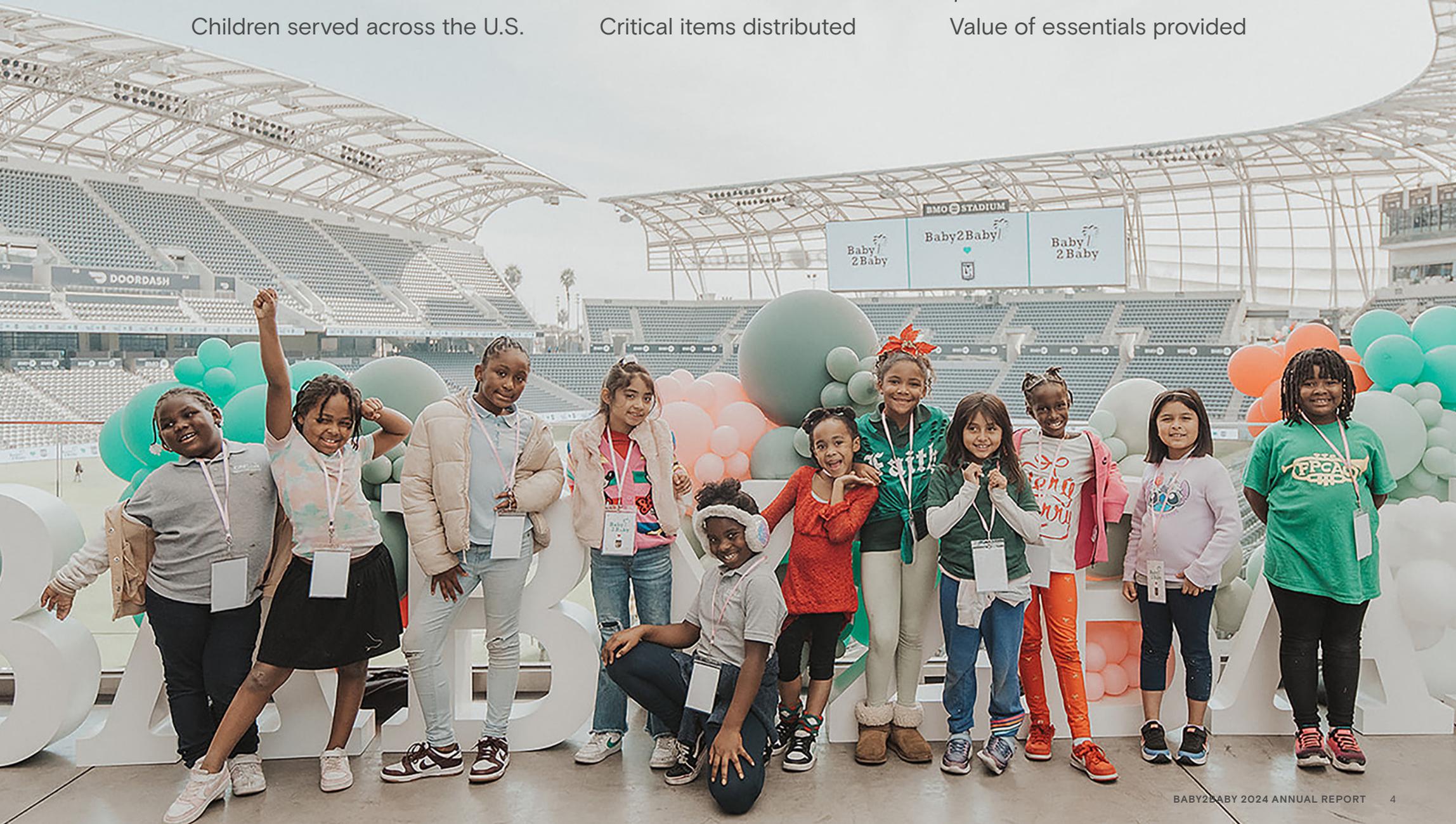
Children served across the U.S.

86 Million

Critical items distributed

\$58 Million

Value of essentials provided



## MESSAGE FROM CO-CEOS

Baby2Baby has been focused on the needs of babies and children living in poverty for more than a decade, and we are now providing basic essentials to over one million children across the U.S. every year. Diapers have always been the number one item we distribute. 1 in 2 families in the U.S. are struggling to afford them which is a statistic that continues to drive our work every day. They are required to drop off your child at daycare, and are the fourth highest expenditure for low-income families after food, rent and utilities. By creating our own diaper manufacturing system to produce them for 80% less than retail, we have distributed over 200 million diapers – more than any organization of our kind – though we are just scratching the surface of the requests for 1.5 billion this year alone.

But, it's not just diapers, and it's not just babies. We have distributed over 450 million critical items including food, clothing and school supplies to children living in poverty across the country.

Baby2Baby's Disaster Relief program delivers the most urgent and basic essentials for children impacted by fires, floods, hurricanes and other crises. We provided over five million emergency supplies including diapers, formula, blankets and baby food to families who lost everything after Hurricane Helene and Hurricane Milton.

We were proud to expand our initiative to combat the maternal health crisis with The White House and the U.S. Department of Health & Human Services to ten states this year including California and New York, delivering critical items to new mothers and their babies immediately after giving birth. Our Maternal Health & Newborn Supply Kits aim to address the maternal mortality crisis by specifically alleviating the mental health struggles of new moms who cannot afford the supplies their babies desperately need.

While we are reaching children in need across all 50 states each year, there are an additional ten million children represented by 300 organizations on our waitlist who still need access to essential items from Baby2Baby.

Thank you for your continued commitment to our mission,

*Norah & Kelly*

Co-CEOs

Norah Weinstein & Kelly Sawyer Patricof





## 2024 MILESTONES

### **450 Million Basic Essentials**

In the last 13 years, Baby2Baby has distributed over 450 million basic essentials including diapers, formula and clothing to over one million children living in poverty across the country.

### **Initiative to Combat the Maternal Health Crisis**

Baby2Baby's initiative to combat the maternal health crisis expanded to ten states, delivering critical items to new mothers and their babies immediately after giving birth.

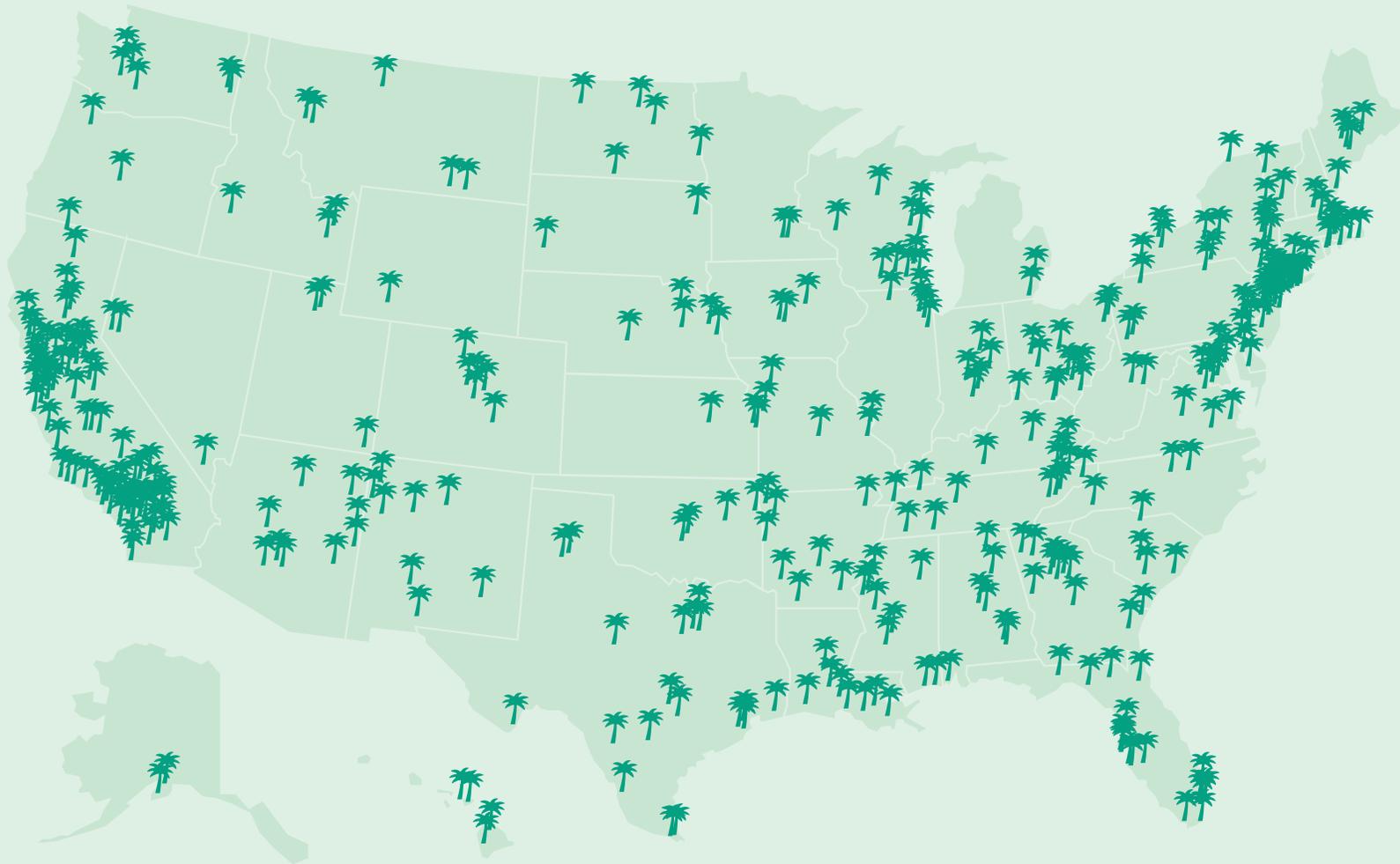
### **TIME100 Most Influential List**

Baby2Baby's Co-CEOs, Kelly Sawyer Patricof and Norah Weinstein, were named to the TIME100 List of the Most Influential People in the World for Baby2Baby's innovation and impact.

## IMPACT MAP

# 300+ Cities

In 2024, Baby2Baby provided basic essentials to children in more cities than ever before. We are now serving over one million children in more than 300 cities across all 50 states.



## COAST TO COAST



### California Spotlight

*Our largest footprint*

In 2024, we served over  
**462,000 children**  
across California.

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In Los Angeles, Baby2Baby's headquarters and hometown, we partner with  
**590 organizations**  
providing basic essentials to children in homeless shelters, domestic violence programs, foster care, hospitals and schools.

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We are reaching children in  
**81 cities**  
across California.



### New York Spotlight

*Our second-largest footprint*

Baby2Baby has distributed more than 42 million essential items to date and we are reaching  
**200,000 children**  
in New York annually.

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During the pandemic, Baby2Baby established the New York State Cares + Baby2Baby Diaper Bank, providing  
**20 million diapers**  
to children and families living in poverty across the state.

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In 2024, we opened our  
**first New York warehouse**  
to distribute millions of critical supplies to New York families.

## WHO WE SERVE

### School Districts

Baby2Baby partners with the five largest school districts in the US and serves children in over 150 additional low-income school districts to identify the most vulnerable children and provide them with backpacks, school supplies, clothing and hygiene items.



### Foster Care

Over 150,000 children in our program are living in the foster care system. When social workers are called to investigate a case, they must remove children from abusive and dangerous conditions, often with no belongings. Along with basic essentials like outfits, pajamas, towels, shoes and hygiene items, Baby2Baby provides comfort items like stuffed animals, blankets, toys and books to help children cope during such a traumatic time.



### Homeless & Domestic Violence Shelters

For more than a decade, Baby2Baby has prioritized work combating homelessness. Last year alone, we served more than 180,000 children across the country experiencing homelessness by stocking shelters with items like diapers, clothing and formula. When families arrive without any belongings, especially mothers and children who leave their homes in the middle of the night to escape dangerous circumstances, the items they receive from Baby2Baby are often the only things they have - items as simple as a toothbrush, a warm blanket and pajamas.





## WHO WE SERVE

100%

of the children in our program live in low-income households.

*(Low-income is defined as \$62,400 annually for a family of four - 200% of the Federal Poverty Guidelines.)*

36%

of the families in our program are living in deep poverty, which is less than \$15,600 a year for a family of four.

76%

of the children in our program live in a household where at least one parent is working yet still cannot afford basic essentials.

44%

of the children in our program live in single-mother households.

82%

of the children we serve are children of color.

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When families receive essentials from Baby2Baby, they can:

1. Put food on the table
2. Pay rent to avoid eviction
3. Pay utility bills



## DIAPER NEED

### Key Diaper Statistics

**1 in 2 families** in the U.S. struggle to afford diapers for their babies.

Diapers are the **fourth highest** household expenditure (*after rent, food and utilities*) for low-income families.

Baby2Baby had **requests for 1.5 billion diapers** in 2024 alone.

### Diaper Manufacturing

In 2021, Baby2Baby developed our own diaper manufacturing system to help meet the exponentially increasing need, producing diapers for 80% less than the retail cost and distributing five times more.

Baby2Baby has distributed **over 200 million diapers** in the past 13 years to children living in poverty, more than any organization of our kind.



## DISASTER RELIEF & EMERGENCY RESPONSE PROGRAM

Disaster Relief is the fastest growing program at Baby2Baby and its entire focus is to distribute the most urgent essential items to children, because in every disaster, children are hit the hardest.

In 2024, we distributed over **9.1 million essential** items following disasters and emergencies. This includes diapers, wipes, blankets and more.

In 2024, we responded to **30 disasters** and emergencies in **29 states**, including:

- San Diego Flooding
- Los Angeles Flooding
- Midwestern/Southern Tornadoes
- Houston Area Flooding
- Texas Tornadoes
- New Mexico Wildfires
- Hurricane Beryl
- California Wildfires
- Hurricane Debby
- Hurricane Francine
- Hurricane Helene
- Hurricane Milton
- Maui Wildfires (*ongoing relief*)

## LARGEST RESPONSE OF 2024: HURRICANES HELENE AND MILTON

In response to Hurricanes Helene and Milton, Baby2Baby immediately sent over five million emergency supplies including diapers, formula, hygiene products, baby food and blankets specifically for children who lost everything across North Carolina, Florida, Georgia, Tennessee and South Carolina. Baby2Baby's Disaster Relief team was on the ground to join our local partners and distribute essential items directly to children and families in need.



## BABY2BABY'S INITIATIVE TO COMBAT THE MATERNAL HEALTH CRISIS

In 2023, Baby2Baby was selected by The White House in partnership with the U.S. Department of Health & Human Services to pilot a program to deliver critical items to babies and their mothers immediately after giving birth. The kits contain items that are vital for the health and well-being of both mother and their newborn, including diapers, hygiene products, breastfeeding supplies, postpartum care items and educational resources.

In 2024, we tripled the reach of this initiative and distributed 10,000 Maternal Health & Newborn Supply Kits to hospitals in Arkansas, Louisiana, California, New York, Texas, Mississippi, Tennessee, Alabama, Georgia and New Mexico – states experiencing deep levels of family poverty and high maternal mortality rates. This program will continue to expand in 2025.



## FAMILY TESTIMONIALS



“ I work full-time for the city doing park maintenance. I live in a townhouse now but we were homeless and we had to sleep in our car. As a father, I just felt like I was failing, there is no other feeling to describe it. As a man with kids, you're not only failing your kids, you're failing being a provider. What Baby2Baby means to me and my family is relief. Baby2Baby has given me diapers, wipes, food, clothes, pants, socks, beanies for the kids, thick jackets for them to wear. They always come through with warm clothes. I definitely have hope – I want my family to live a good, comfortable life. I want to be able to provide for them with no exception. ”

**Jonathan, Lancaster, California**

“ I have a bachelor's in biochemistry from Vassar. You would think someone with a biochemistry degree should be doing some crazy research. There is not always one thing pulling you down. It's actually an accumulation of different things. You think about how if you're driving all it takes is that one light to turn red for you to miss the next turn and then another light turns red. Those series of events cause delays, but one light that turns green provides you an opportunity to change your life. Baby2Baby is a lifeline because it relieves some of those factors that are drowning you. It was kind of a life saver. ”

**Aisha, Harlem, New York**



“ Being a mom is a beautiful thing – children bring joy to your life when it's not going well, but the biggest challenge is bringing them up by myself. I wouldn't wish any mother to have to raise kids alone. I try to do stuff without having to ask for help. It's challenging. Every time you go to the store, you have to choose what's more necessary. We've been homeless. You feel like a failure ending up in the streets. We slept in our car. It was scary. Baby2Baby is a blessing. My babies have gotten shoes, socks, underwear, clothing, school supplies, hygiene items like toothbrushes, soap, shampoo and toys that I was not able to afford. My story is one of too many but my children motivate me. They give me hope, and I hope that I give them hope and a better life. ”

**Fabby, Watts, California**

## 2024 PROGRAMMATIC EVENTS

Baby2Baby hosts distribution events throughout the year for the children and families we serve. While we are reaching over one million children across the country, these events allow us to provide a memorable experience for children and distribute critical items directly to the families most in need.

We are able to leverage our celebrity ambassadors to secure event sponsorships that raise vital funds and shine a light on our work. In 2024, Baby2Baby hosted Mother's Day and Holiday distribution events to provide basic essentials directly to thousands of children in need with donated venues from The Grove to BMO Stadium, home of LAFC and Angel City.



## VOLUNTEER PROGRAM

Baby2Baby hosts two volunteer sessions daily at our headquarters. Volunteers donate their time to help prepare and package basic essentials for the one million children we serve across the country, and have logged 14,338 hours in 2024 alone. Past volunteer groups include schools, service organizations, sports teams and companies like Amazon, Target, Disney, Google, City National Bank, Chase Bank, NBCUniversal, Nordstrom, Prada, HBO, Hulu, WME, American Airlines, Morgan Stanley, Beats by Dre, Starbucks, Hello Sunshine, Fanatics and Goldman Sachs.

# 102,600 all-time hours



## 2024 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, while honoring a celebrity mother who embodies the Baby2Baby mission with the Giving Tree Award.

The 2024 Baby2Baby Gala honoring Charlize Theron was a record-breaking night, raising over \$17 million and garnering over 8.8 billion media impressions. The evening featured presenters Jennifer Garner, Ciara, Katy Perry, Ayesha Curry, Paris Hilton and Nicole Richie Madden along with a special performance from Nelly with Kelly Rowland. The Baby2Baby Gala is underwritten entirely by generous sponsors ensuring that every dollar raised at the event directly benefits Baby2Baby.





*The Nest is composed of visionary donors who commit significant multi-year donations in support of Baby2Baby's operational and core programming costs. Thank you to our founding members:*

Miranda Kerr & Evan Spiegel

and

KORA<sup>™</sup>  
ORGANICS

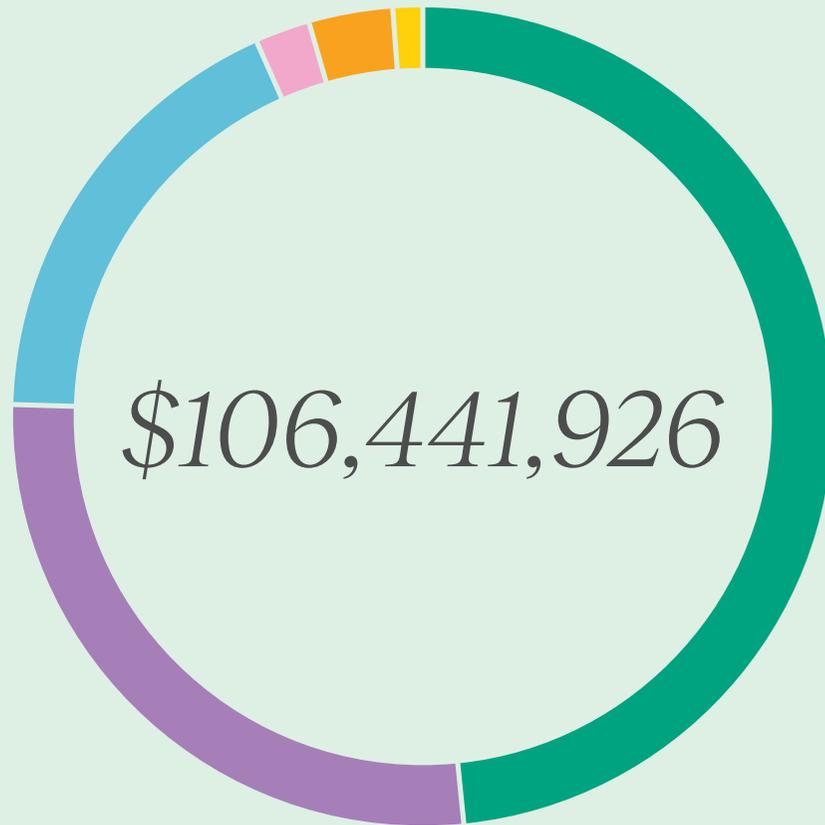


THE DERFNER  
FOUNDATION

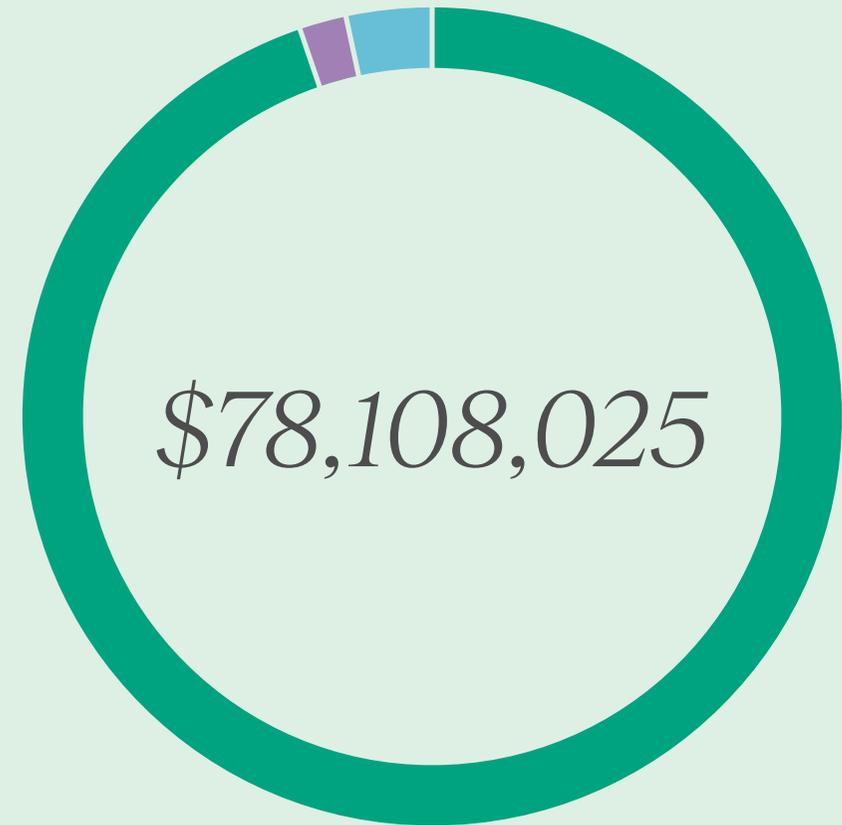
Akkaway  
Richardson Family

## 2024 FINANCIALS

### 2024 Total Revenue



### 2024 Total Expenses



- In-Kind\*
- Corporate
- Event Revenue
- Program
- Admin
- Fundraising
- Government
- Individuals & Foundations
- Investment Income

We are proud to be a **4-star** organization on Charity Navigator and a **Platinum Seal of Transparency** organization on GuideStar.

## 2024 BOARD & ANGELS

### Co-CEOs

Norah Weinstein & Kelly Sawyer Patricof

### Board of Directors

Jessica Alba  
Maha Dakhil  
Michaeline DeJoria  
Bianca Levin Goldfein

Emma Grede  
Liz Jenkins  
Miranda Kerr  
Jennifer Meyer

Sabina Nathanson  
Kelly Rowland  
Kelly Sawyer Patricof  
Dana Settle

Norah Weinstein  
Rachel Zoe

### Angel Ambassadors

Amy Adams  
Lily Aldridge  
Shiri Appleby  
Drew Barrymore  
Natasha Beck  
Kristen Bell  
Jordana Brewster  
Vanessa Bryant  
Ciara  
Stephanie Coleman  
Ayesha Curry  
Meredith Darrow  
Zooey Deschanel  
Jenna Dewan  
Hilary Duff  
Camille Fishel  
Sara Foster

Dany Garcia  
October Gonzalez  
Sofia Richie Grainge  
Sarah Hendler  
Whitney Wolfe Herd  
Misha Hess  
Kate Hudson  
Mindy Kaling  
Kim Kardashian  
Ali Kay  
Nicole King  
Monique Lhuillier  
Andrea Lieberman  
Chriselle Lim  
Blake Lively  
Lindsey Lucibella  
Brooke Mahan

Camila Alves McConaughey  
Shay Mitchell  
Michelle Monaghan  
Keleigh Thomas Morgan  
Olivia Munn  
Naomi Osaka  
Jada Paul  
Katy Perry  
Busy Philipps  
Salma Hayek Pinault  
Ellen Pompeo  
Katherine Power  
Kimberly Reed  
Tracy Robbins  
Brigette Romanek  
Shannon Rotenberg  
Zoe Saldaña

Lauren Sánchez  
Anna Anissimova Schafer  
Jaime Schwartzberg  
Molly Sims  
Allison Statter  
Chrissy Teigen  
Alba Tull  
Chelsea Washington  
Kerry Washington  
Meredith O'Sullivan Wasson  
Kate Phillips Wiczuk  
Olivia Wilde  
Rayni Williams  
Ali Wong

### Board Emeritus

Julie Bowen  
Nicole Richie  
Melanie Staggs  
Ali Taekman  
Jackie Winnick

## TEAM BABY2BABY

Kelly Sawyer Patricof & Norah Weinstein

*Co-CEOs*

Jen Armstrong

*COO*

Michael Bourjaily

*Head of Warehouse Operations*

Emily Grossman

*Director, Volunteer & Donor Relations*

Phoebe Hwang Partch

*Director, Finance*

Liliana Alcantara

*Manager, National Program & Disaster Relief*

Lourdes Lidzbarski

*Manager, Volunteer & Community Engagement*

Ashleigh Wardell

*Senior Office Coordinator*

Shea Metz

*Senior Corporate Partnerships Coordinator*

Sheila Alejandro

*LA Program Coordinator*

Rachel Ameresekere

*Volunteer & Community Engagement Coordinator*

Alex Escobar

*Warehouse Coordinator*

Maddie Dea

*Volunteer & Community Engagement Assistant*

Dulce Toledano

*Warehouse Assistant*

Jianna Franklin

*Front Desk Assistant*

Yovan Soto

*Courier*

Jamie LaMotte

*CMO*

Amanda Peterson

*Director, Warehouse*

Leighton Jones

*Director, Disaster Relief Response & Strategy*

Rachel-Ann Levy

*Director, Development*

Michelle Miranda

*Manager, LA Program*

Thalía Henao

*Family Engagement Manager*

Michael Aceves

*Senior Inventory Control Coordinator*

Jennifer Moreno

*Senior Events Coordinator*

Gio Vasquez

*Program Coordinator*

Theresa Corona

*National Program & Disaster Relief Coordinator*

Victoria Granado

*Graphic Designer*

Sky Zimmerman

*Corporate Partnerships Assistant*

Scarlett Real

*Warehouse Assistant*

John Miramontes

*Courier*

Angel Mendez

*Courier*

Molly Baker

*Senior Director, Development*

Haewan Green

*Director, Events*

Danielle Goldman

*Director, Corporate Partnerships*

Candace Liggins

*Senior Manager, Marketing & Communications*

Rachel Robles

*Manager, Warehouse*

Malory Henry

*Program Manager*

Diana Padilla

*Senior Warehouse Coordinator*

Alexis Sapon

*Senior Marketing Coordinator*

Brooke-Lynn White

*Social Media & Content Coordinator*

Melissa Mercado

*Operations Coordinator*

Charlotte Infinger

*Executive Assistant*

Manny Valle

*Warehouse Assistant*

Angelie Obando

*Program Assistant*

Donald Stanford

*Courier*

Monique Fauteux

*Senior Director, Human Resources*

Courtney Kelly

*Director, Program Partnerships & Operations*

Zoe Wruble

*Director, Social Media*

Prisila Villar Saltzman

*Development Specialist*

Joaquin Garza

*Shipping Operations Manager*

Enda Aquije

*Program Manager*

Alexander Smith

*Senior Transportation Coordinator*

Autumn Gekko

*National Program & Disaster Relief Coordinator*

Naomi Brodtkin

*Development Coordinator*

Gennesey Agena

*LA Program Coordinator*

Breze Sloan

*Program Assistant*

Jerome Brown

*Warehouse Assistant*

Elizabeth Garcia

*Warehouse Assistant*

Victor Hunter

*Courier*

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