

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+

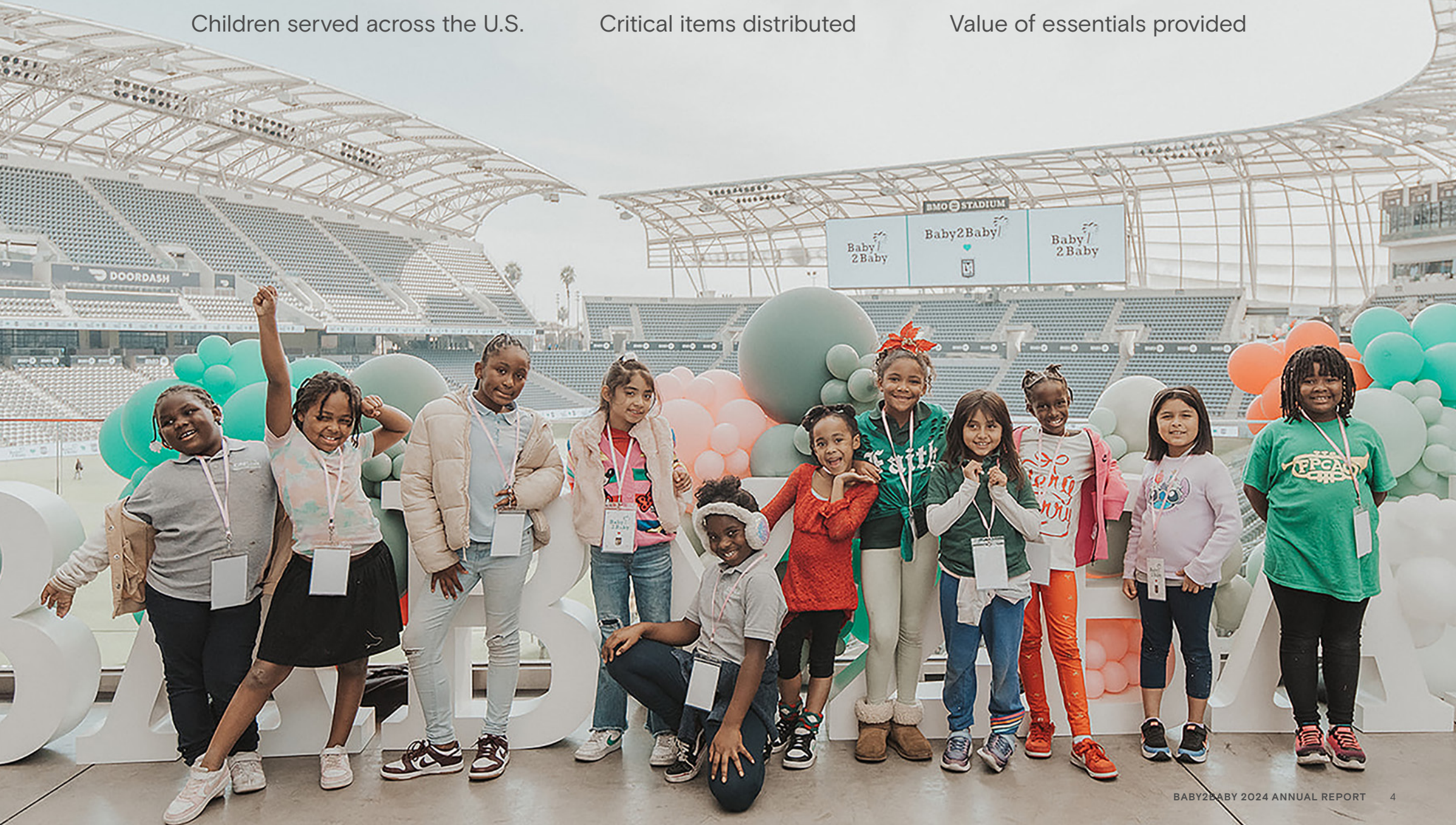
Children served across the U.S.

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.

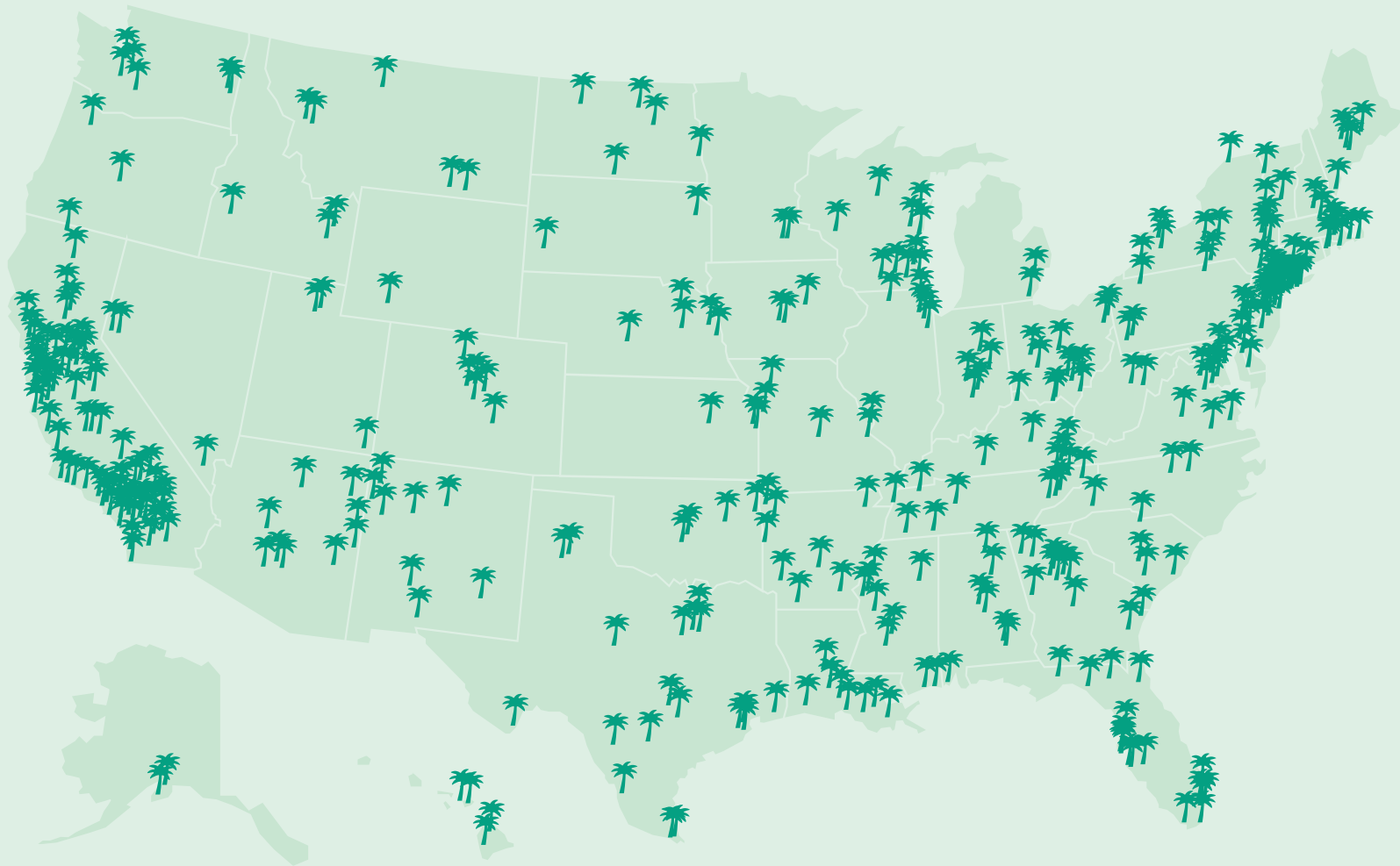
TIME100 Most Influential List

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.

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.

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.

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.

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.

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

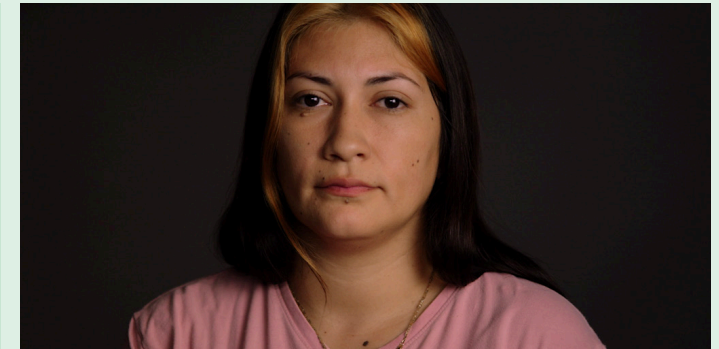


“ I work full-time for the city doing park maintenance. I live in a townhouse now but we were homeless and we had to sleep in our car. As a father, I just felt like I was failing, there is no other feeling to describe it. As a man with kids, you're not only failing your kids, you're failing being a provider. 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[™]
ORGANICS

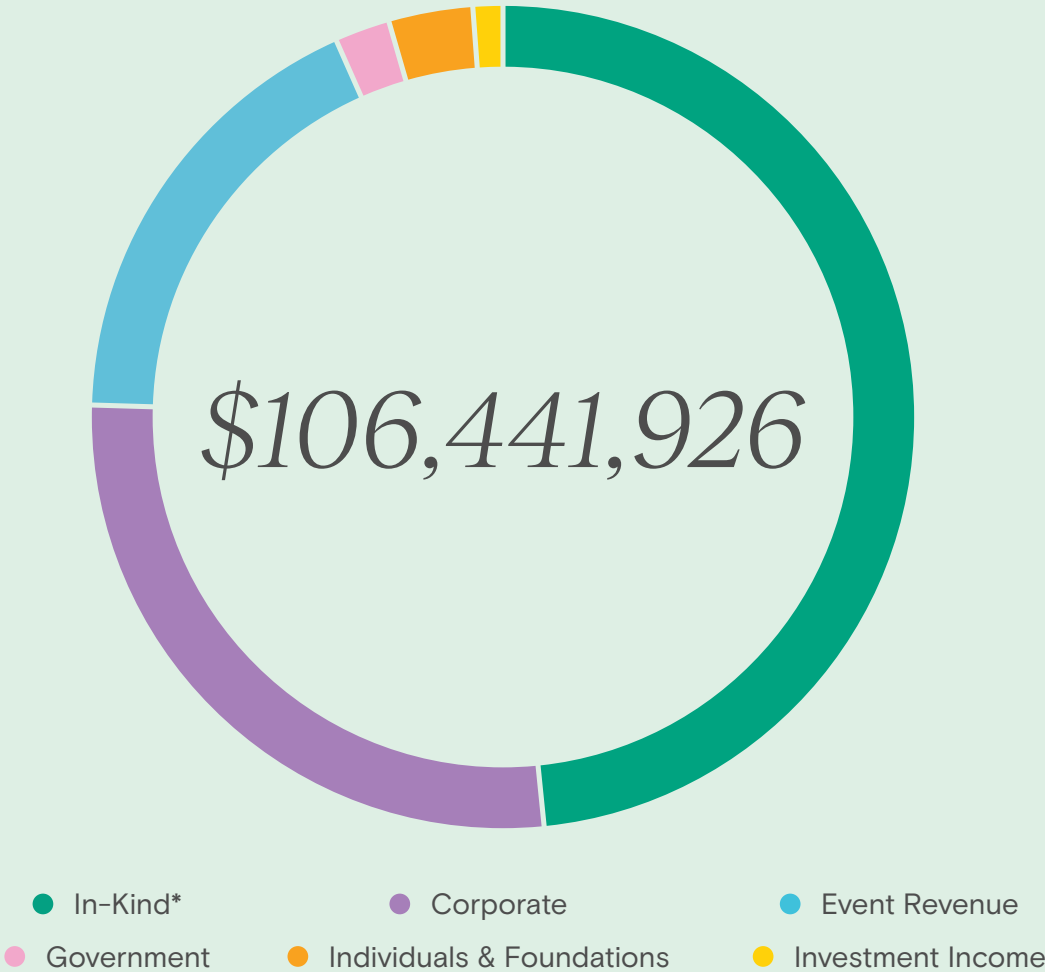


THE DERFNER
FOUNDATION

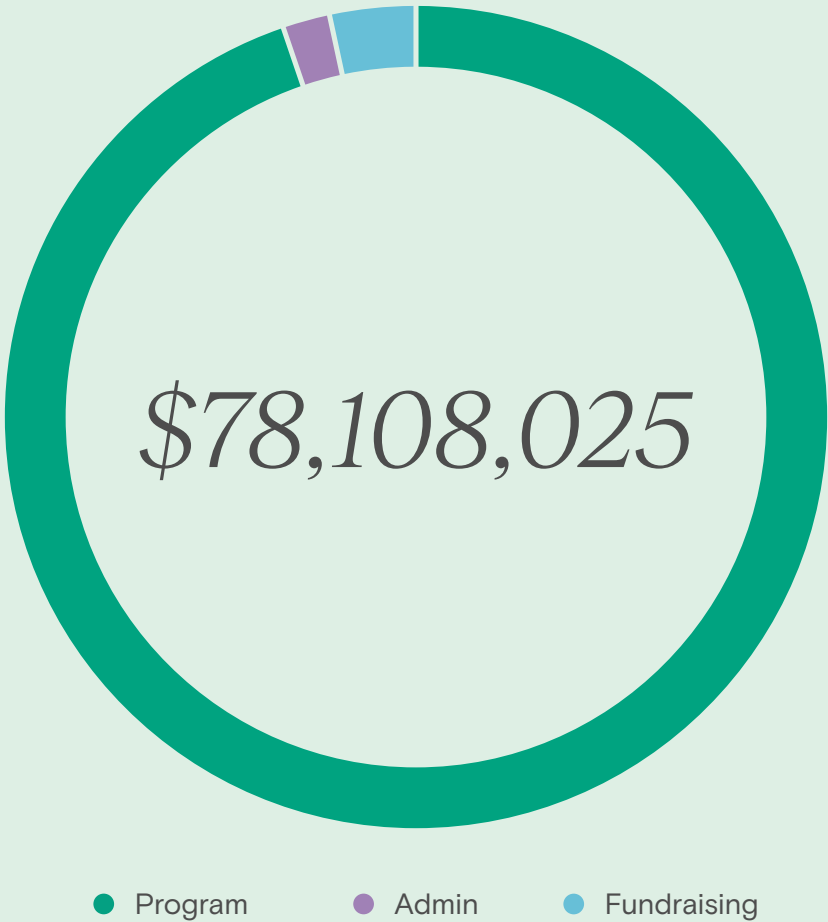
Akkaway
Richardson Family

2024 FINANCIALS

2024 Total Revenue



2024 Total Expenses



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

*Retail Value

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
Brigitte 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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