



2018 Annual Survey

of National Diaper Bank Network Members

Dear Friends,

We are pleased to share with you the 2018 Annual Survey of National Diaper Bank Network Members. This report reflects the activity of the Network over the 2017 calendar year. Each year we survey our Network of independently operated diaper banks across the country as we work to improve our collective efforts to address diaper need in America. Thank you for all that you do to advance the diaper bank movement and provide the basic needs required to build strong futures for all our children.

Table of Contents

Background and Year in Review	3
Disaster Relief Response	4
NDBN Members Responding to Annual Survey in 2017	4
Participation	6
Types of Diapers Distributed	6
Diapers Per Child	6
Network and Diaper Distribution Growth	7
Partner Agencies	8
Period Supplies	9
Cloth Diapers	10
2-1-1 Community Information and Referral Services	12
Member Benefits	12
Monitoring Media Coverage	13
Diaper Acquisition	14
Sources of Diapers – Donations and Diaper Drives	14
Sources of Diapers – Purchasing	17
Fundraising & Finance	18
Governance	19
Organization and Structure	19
Organizational Growth	20
Staffing Arrangements and Volunteer Hours	20
Advocacy	21
Clients in Poverty and Low-Income Families	21
Meeting Basic Needs	22
Research and Evaluation	23
Client and Community Outcomes	23
Charting Network and Member Growth	24
Charting Member Growth – 2016 and 2017	25
Charting Member Growth – 2013 through 2017	27
Looking Forward	28

Background and Year in Review

The National Diaper Bank Network (NDBN) was established in 2011 to address the crisis of diaper need. NDBN is a network of independently organized and operated member diaper banks across the United States. Based in New Haven, Connecticut, the NDBN staff provides:

- technical assistance to diaper banks,
- support for those starting or operating diaper banks in their communities,
- distribution of product donations to community diaper banks, and
- research and advocacy work on issues related to diaper need, other basic needs and poverty.

In 2017, NDBN introduced new membership features, opportunities and requirements. Beginning January 2018, an annual membership fee was implemented. It is anticipated that membership numbers will decrease somewhat as we refine what it means to be an NDBN member diaper bank program. Members are required to demonstrate benchmarks, which consist of best practices and milestones, in four key areas: governance, participation, fundraising and finance, and advocacy. Benchmarks in each of these key areas align under four member profiles to determine which resources best support each organization and community network. Benchmarks provide opportunities for each member to become a more sustainable community asset as well as indicate areas where NDBN can provide network assistance.

Members are required to demonstrate benchmarks, which consist of best practices and milestones.

NDBN offers the Funds for Change (FFC) grant program to its members to support their operation and growth. In addition, NDBN develops and directs buying programs for diapers and other products and services, which are made available to its members.

NDBN member diaper banks must be recognized by the Internal Revenue Service (IRS) as not-for-profit charitable organizations in accordance with Internal Revenue Code Sec. 501(c)(3) or as the fiscally-sponsored project of a recognized tax-exempt not-for-profit organization. Members also agree to abide by NDBN's rules of conduct: to distribute diapers without charge to individuals; not discriminate; and behave in a manner that supports the mission of NDBN. Members also agree to complete the Annual Member Survey. This report is based upon the results of member surveys submitted.

NDBN provides direct services to its members to support daily operations and to promote growth, professional development, and sustainability. In 2017, NDBN hosted the sixth annual

Diaper Banks in America Conference, which was held in Orlando and attended by 162 diaper bank leaders. Also in 2017, NDBN awarded the fourth annual Funds for Change (FFC) grants. The competitive FFC grant program awards a total of \$100,000 annually to member diaper banks for projects that foster organizational development, increase program capacity and growth, and promote community engagement and organizational sustainability. FFC grant funds cannot be spent to purchase diapers or other products distributed by the diaper bank program. In 2017, 26 organizations operating in 18 states received grants; four programs each received \$10,000 strategic investment grants to address geographic barriers, and 22 programs received micro-funding grants aimed at supporting the long-term growth and sustainability of the program. In 2017, NDBN spearheaded the sixth annual Diaper Need Awareness Week, a nationwide initiative in which governors in 32 states, state legislative bodies in four states, and local officeholders in 133 counties and municipalities issued proclamations recognizing the issue of diaper need and the work of community-based diaper bank programs.

Additional key events in 2017 included NDBN's second annual Lobby Day in Washington, D.C. Held in May, the event prepared 24 diaper bankers and advocates from 14 states to meet with staff members in 58 legislative offices to talk about diaper need and advocate for legislative solutions.

NDBN hosted the sixth annual Diaper Banks in America Conference and awarded the fourth annual Funds for Change (FFC) grants.

Disaster Relief Response

NDBN member diaper banks are recognized as important advocates for poor and low-income families living in communities across the country. In 2017, that role became more significant as many of the diaper banks in the network responded to large scale disaster relief efforts. As NDBN CEO Joanne Goldblum explained in an op-ed published in the New York Daily News, "Natural disasters give rise to 'situational poverty.' Families once secure, find themselves with nothing but the clothes on their back. The organizations that help families get back on their feet – the food banks, the diaper banks, the shelters – are already in the community helping people who live in persistent poverty."

In 2017, NDBN and its members responded to Hurricanes Harvey, Irma and Maria, as well as the wildfires that swept through California. NDBN delivered 21 truckloads of diapers and other basic needs items to member programs to help children and families impacted by these disasters. In addition to direct support of those affected, NDBN also provided funding to help diaper banks prepare for natural disasters and to help lay the groundwork for the first diaper bank program in Puerto Rico by partnering with the National Association of Christian Churches.

NDBN and its members responded to hurricanes Harvey, Irma and Maria, as well as the wildfires that swept through California.

NDBN Members Responding to Annual Survey in 2017

Since its founding in 2011, NDBN has worked continually to develop and strengthen its member diaper bank programs. In January 2018, NDBN conducted the 2017 Annual Survey of member diaper banks. The survey, now in its fifth year, collects data regarding the operations of the diaper bank, including diapers distributed, population served, sources of funding, and donations secured during the previous calendar year. New to the Annual Survey are questions regarding member’s distribution of other basic needs items, specifically, period products.

NDBN distributed the survey to 314 member programs; 205¹ programs responded, for a 65 percent response rate. Of the 106 programs that did not complete the survey, 92 organizations are no longer qualified as members of NDBN, 14 programs remain active members, and three programs merged with existing member diaper bank programs. Excluding the organizations that are no longer members of the network or merged with another program, the response rate increases to 94 percent.

Year	NDBN Members	Growth of Network	Members Responding to Annual Survey	Membership Response Rate
2013	180 ²	—	113	42% ³
2014	227	26%	184	81%
2015	276	22%	255	92%
2016	321	16%	267	83%
2017	314	(2%)	205	65%

For comparison purposes, in 2016, the Annual Survey was distributed to 321 members, and 267 members (83% of all members) completed the 2016 Annual Survey.

Of those members submitting annual surveys for 2017, 26 respondents have been members of NDBN since its founding in 2011. Overall, the average number of years programs have been members of the Network is 3²/₃ years.

1 Sixteen programs completing the Annual Survey have terminated their NDBN membership going forward. Data from those programs has been included in the report because the diaper programs operated in 2017.

2 2013 was the first year of the Annual Survey, and thus the first official count of membership. The 2013 Annual Survey report states the network is comprised of approximately 180 member diaper banks.

3 In 2013, Annual Surveys were distributed to member and non-member diaper banks.

Collectively, the surveyed diaper banks distributed 64,927,535 diapers in 2017, and served a total of 225,037 children per month. On average, each diaper bank distributed 316,720 diapers annually. The median number of diapers distributed was 100,633 per program. On average, each diaper bank served 1,098 children per month, with a median of 175 children. Fifty-nine members reported providing incontinence products to adults, totaling more than 7,084 adults per month.

Year Member Joined NDBN	Responding Members
2012	26
2013	34
2014	59
2015	35
2016	34
2017	17
	205

Collectively, the surveyed diaper banks distributed 64,927,535 diapers in 2017, and served a total of 225,037 children per month.

Participation

Types of Diapers Distributed

The majority of NDBN member programs distribute disposable diapers to infants and toddlers. In 2017, 203 members (99%) distributed disposable diapers. Of those, 24 members (12%) distributed disposable and cloth diapers. The numbers are the same as reported in 2016. Two members (1%) distributed cloth diapers only.

Figure 1
Types of diapers distributed

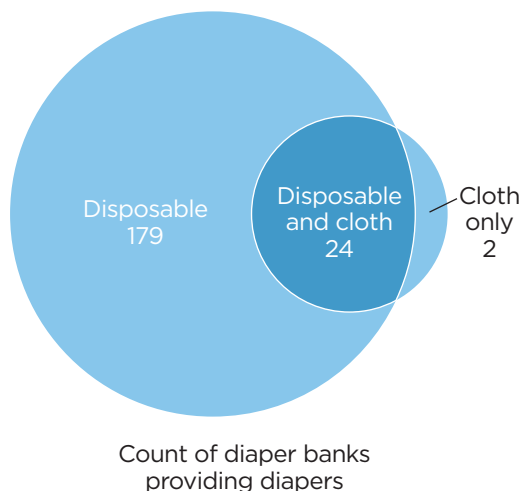
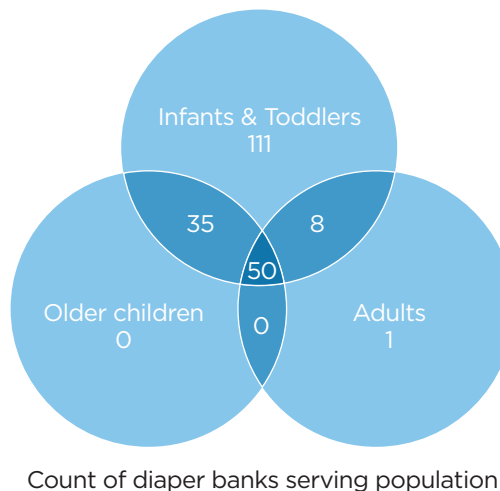


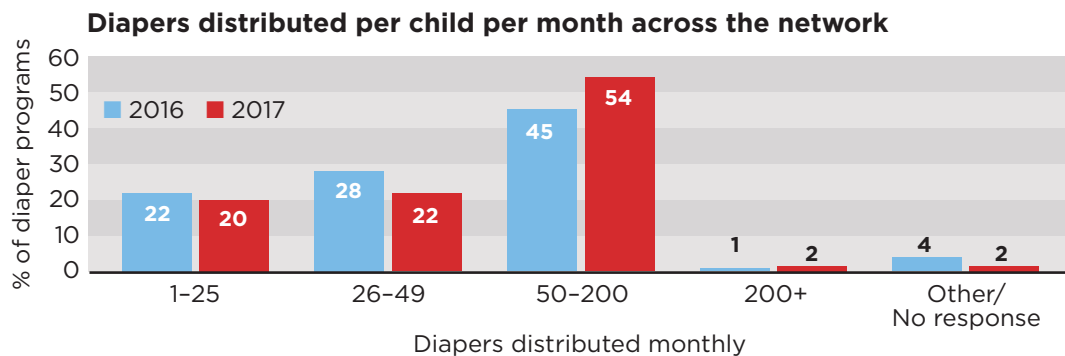
Figure 2
Population served by age



Diaper banks continue to serve a range of ages. All programs distribute diapers for infants and toddlers, except for one, which is dedicated to providing adult incontinence products.

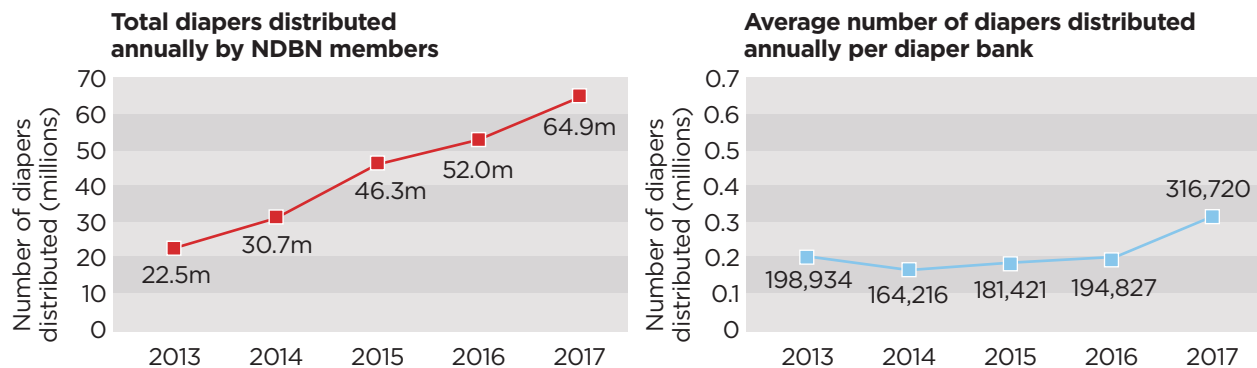
Diapers Per Child

As a best practice, NDBN recommends that diaper bank programs distribute at least 50 diapers per child per month, based on evidence from the Every Little Bottom study, which reported that mothers who experienced diaper need tended to be short 11 to 12 diapers each week. Fifty diapers per month meets approximately 25 percent of the monthly diaper need for the average child. In 2017, of the diaper banks reporting the number of diapers per child, 116 (56%) of the programs provide 50 diapers or more per month, as compared to 122 (46%) that did so in 2016. The number of programs providing fewer than 25 diapers per month in 2017 decreased by 18 programs (2%) compared to the previous year.



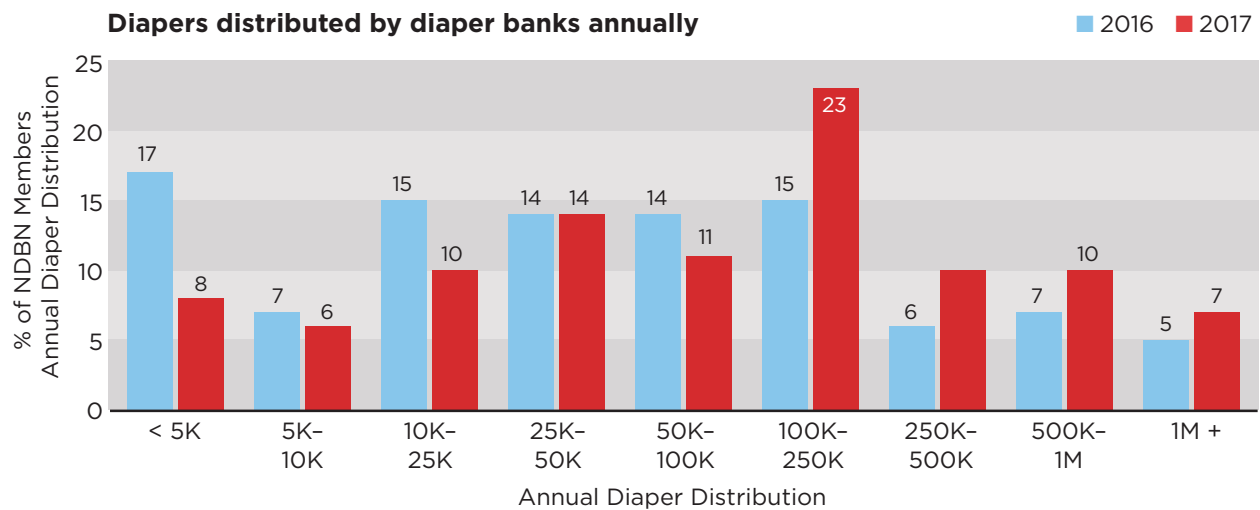
Network and Diaper Distribution Growth

The impact of the National Diaper Bank Network and its member organizations continues to grow. Of the diaper banks surveyed, 136 (66%) reported an increase in the number of diapers distributed compared to 2016. Overall, the Network reported a 25 percent increase in the total number of diapers distribution annually, from 52 million diapers in 2016 to nearly 65 million diapers in 2017. The number of diapers distributed per diaper bank continues to increase as well, with an average of 59 percent more diapers distributed per diaper bank in 2017 than in 2013.

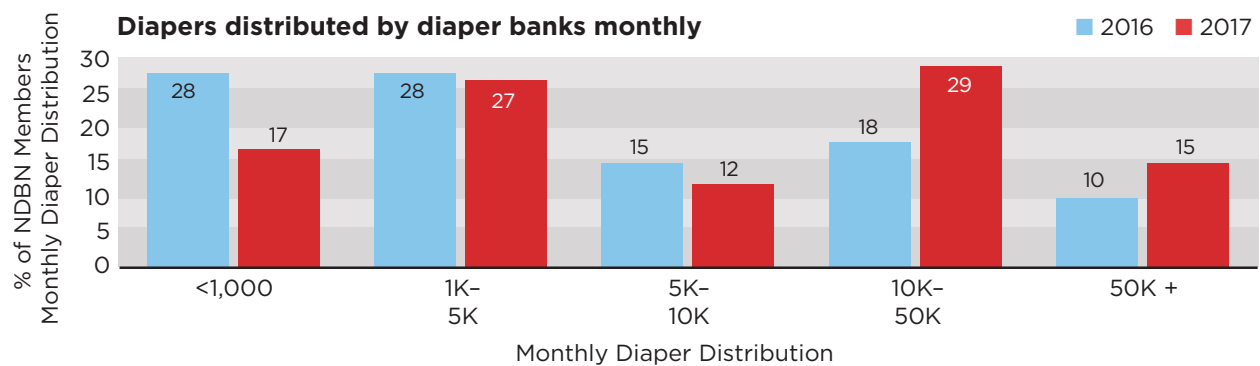


Of the diaper banks surveyed, 136 (66%) reported an increase in the number of diapers distributed. Overall, the Network reported a 25 percent increase in the total number of diapers distribution annually.

The annual distribution of diapers per program has increased in the higher distribution ranges as well. More than 50 percent of members report distributing more than 100,000 diapers annually, an increase from 88 programs (33%) in 2016 to 103 programs (50%) in 2017. Programs distributing in excess of a million diapers per year increased from 13 programs in 2016 to 15 programs in 2017, again reflecting the growth and impact of the Network.



Higher annual distribution correlates with higher monthly distribution diaper distribution.

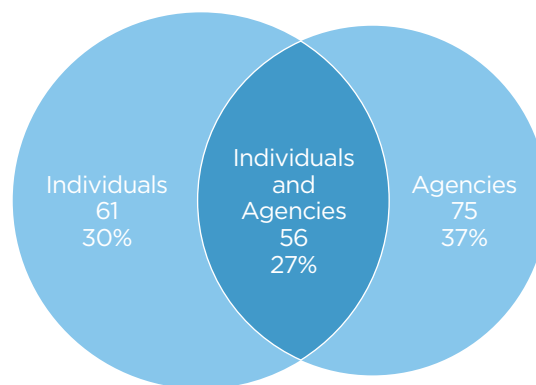


Programs distributing in excess of a million diapers per year increased from 13 programs in 2016 to 15 in 2017.

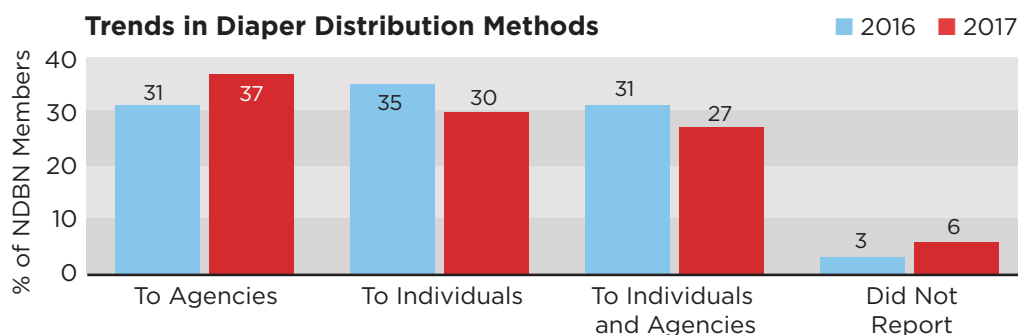
Partner Agencies

Most all diaper bank programs distribute diapers either directly to clients or through a partner agency. Some programs do a combination of both. Partner agencies are any not-for-profit organization that receives diapers or other basic needs items from an NDBN member diaper bank. The partner agency distributes the items at no cost to individuals and follows the distribution guidelines as defined by the NDBN member agreement. In 2017, members distributing through partner agencies increased 6 percent while members distributing directly to individuals decreased 5 percent.

Figure 3
Member Diaper Distribution Methods



NDBN recommends that diaper banks work with partner agencies that address other needs that families require, in addition to diapers. Moreover, peer-reviewed research has found that community-based organizations that partner with a diaper distribution program gain multiple benefits in their ability to serve their clients.⁴ In 2017, 139 (68%) NDBN members reported working with 3,708 partner agencies, collectively. Eleven more diaper programs reported working with partner agencies in 2017 than in 2016.



In 2017, 139 (68%) NDBN members reported working with 3,708 partner agencies, collectively.

⁴ See K.E. C. Massengale, J.T. Erausquin, & M. Old (2017). Organizational and health promotion benefits of diaper banks and community-based organization partnerships. *Children and Youth Services Review*, 76, 112-117. doi: <http://dx.doi.org/10.1016/j.childyouth.2017.03.004>

Forty-six members (22%) reported supplying a range of period supplies each month to 3,757 persons, from school aged through adults.

Period Supplies

This year, questions regarding the distribution of period supplies were added to the Annual Survey. Forty-six members (22%) reported supplying a range of period supplies each month to 3,757 persons, from school aged through adults. Twenty-one programs distributed products through partner agencies. The distribution schedules varied by organization, with 50 percent (23) of the programs offering products on a walk-in basis, and 18 programs having scheduled distribution dates. In addition to disposable period supplies, reusable period supplies, such as menstrual cups and washable pads, and other products associated with one's menstrual cycle were distributed.

**Figure 4
Persons Receiving Period Supplies**

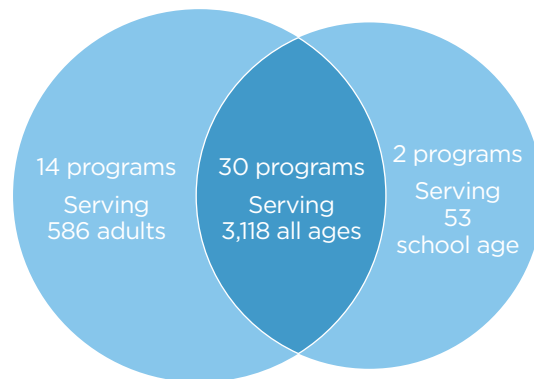
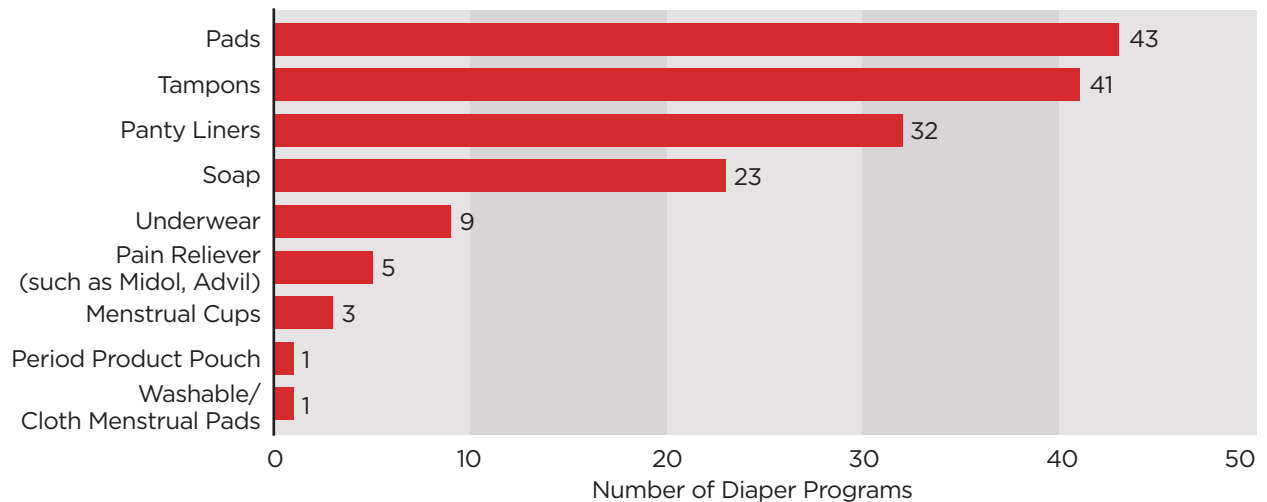


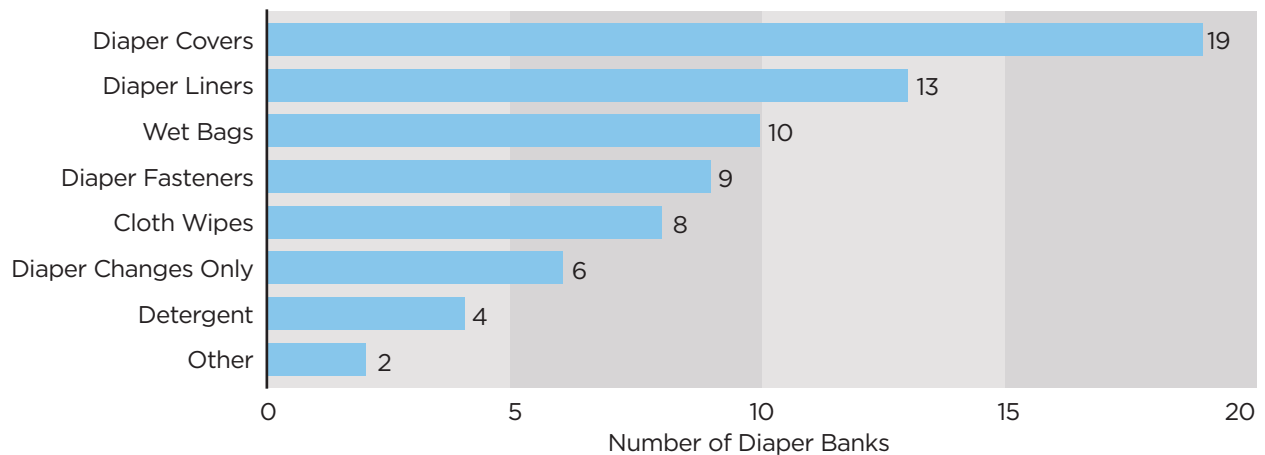
Figure 4. Period Products Distributed by Members



Cloth Diapers

Cloth diapers are distributed by 13 percent (26) of NDBN members. Cloth diapers are often distributed as “cloth diaper kits.” Kits vary by organization, but most contain 10 to 15 diaper changes. In total, 26 member programs distributed 2,503 cloth diaper kits. In addition to cloth diaper kits, there are accessories specific to cloth diaper usage that may be distributed, such as diaper covers, liners, wet bags, and fasteners. Other basic needs items, such as cloth wipes and detergent, may be provided as well.

Figure 5. Cloth Diaper Accessories Provided by Diaper Banks

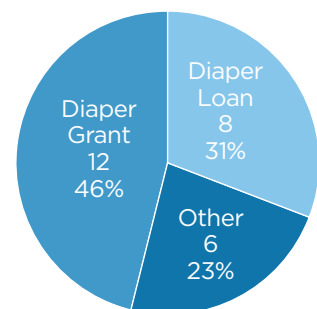


The manner of distribution of cloth diapers varies among diaper banks. Members reported providing cloth diapers with no costs associated, such as no costs assessed through shipping fees or the replacement of lost or damaged diapers. Some programs provide cloth diapers as a grant, whereby the client keeps the diapers provided, or the diapers may be on loan as long as needed. Almost half (12) of the diaper programs offering cloth allow the client to keep the diapers.

Cloth diaper banks determine a family’s eligibility by factors including income level, proximity of residence to the diaper bank, and/or receipt of diapers from another diaper bank program. Additional eligibility factors include: client requests coming from a partner agency, access to reliable washer and dryer, and/or residence in group home or medical facility.

Sixteen diaper banks provide training or support to families using cloth diapers for the first time, and seven diaper banks require the completion of a cloth diaper training program to receive cloth diapers.

**Figure 5
Cloth Diaper Programs
Type Offered**

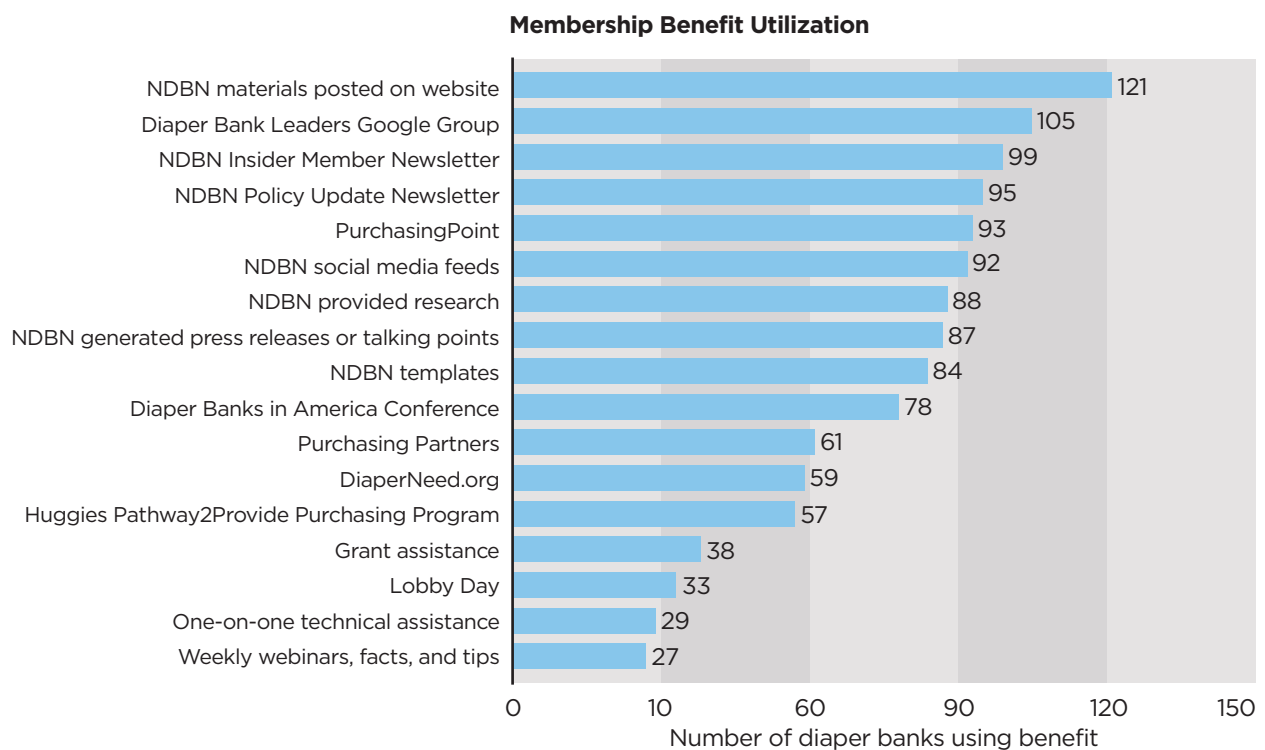


2-1-1 Community Information and Referral Services

A common way for families experiencing diaper need to locate local diaper resources is by calling 2-1-1 or logging on to 211.org. This telephone and online-based service, often sponsored by local United Way organizations, provides a critical connection between individuals and families in need, and community-based organizations and government agencies that may provide assistance. Currently, active 2-1-1 systems cover all or part of each of the 50 U.S. states. Eighty-nine percent (183) of the diaper banks are either listed in 2-1-1 (or 3-1-1 in certain areas), and/or some or all of their partner agencies are listed as well. Of the programs responding, 5 (2%) programs that are not registered with 2-1-1 currently, committed to registering their organization and services in 2018.

Member Benefits

NDBN offers member benefits that support the growth and sustainability of member diaper bank programs. Professional development, networking, and peer to peer professional forum opportunities facilitated by NDBN, provide diaper banks with opportunities to share information and ideas with fellow diaper bank leaders from around the country. The following chart shows the frequency members reported utilizing these benefits.



NDBN offers member benefits that support the growth and sustainability of member diaper bank programs.

Monitoring Media Coverage

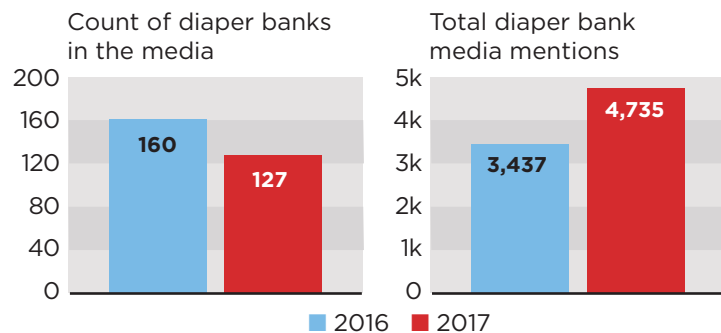
Media coverage contributes to raising awareness of diaper need and support for diaper programs. Members report that the national and regional media coverage earned by the National Diaper Bank Network, benefits their programs as well. More than 50 percent of members (108) reported benefitting from national media coverage. The following stories were the most impactful to those members:

National/Regional Media Coverage	% of Diaper Programs Reporting Benefit
NDBN Facebook – Newly Released NDBN Public Service Announcement (2/2/2017)	31%
CBSNews.com – 1 in 3 U.S. families have trouble affording diapers, survey finds (9/25/2017)	18%
Huffington Post – Why Can’t I Get This? (6/15/2017)	16%
Good Morning America, ABC National – Outpouring of Support for Those Affected by Hurricane Harvey featuring NDBN’s Joanne Goldblum (September 1, 2017)	15%
Mashable – Low-income families have to choose between diapers and food. These celebrity moms want to help change that (June 21, 2017)	12%
Romper – Moms Who Struggle To Afford Diapers Are More Likely To Suffer From Depression, Study Finds (November 8, 2017)	11%

Diaper bank programs also reported on the media coverage they received in their respective markets. One hundred twenty-seven (127) members reported more than 4,700 media mentions in 2017. Of those members, 64 reported an increase in media mentions from 2016 to 2017, for a total of 3,601 more media mentions.⁵

NDBN members use social media to raise awareness, involve their local community and advocate to end diaper need. The reach of social media across the Network continues to be strong. One hundred fifty-seven (157) members use Facebook and have a collective reach of more than 450,000 likes. Ninety-two (92) members use Twitter, and have a combined reach of more than 100,000 followers.

Media mentions reported by members



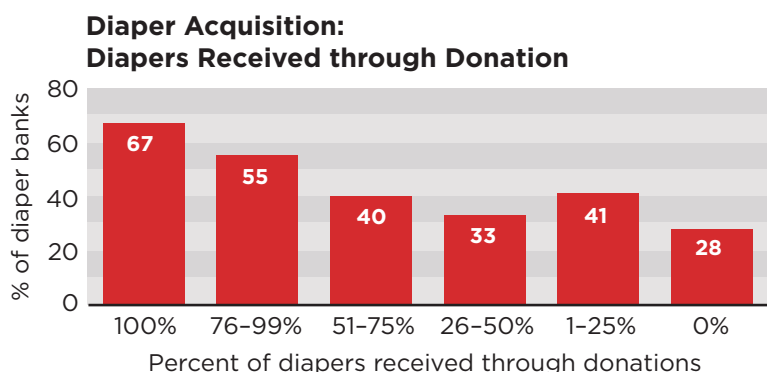
⁵ The increased media mentions may be attributed to extensive diaper need coverage during 2017 disaster relief efforts.

Members distributed nearly 65 million disposable diapers, valued at approximately \$19 million⁶, in 2017. Members acquired diapers through direct purchase, donation, or a combination of both. In 2017, 52 percent (106) of members received a majority of their diapers through donations, 47 percent (96) through direct purchase primarily, and one percent (3) reported acquiring diapers equally through donations and purchasing.

Diaper Acquisition

Sources of Diapers – Donations and Diaper Drives

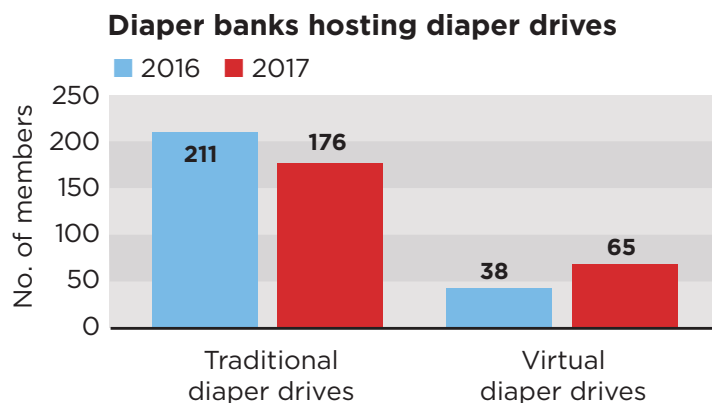
Diaper banks received a majority of the disposable diapers they distribute through donations. Ninety-three percent (190) of reporting members received an estimated 39 million diapers through donations. Fifty-eight percent (118) of the diaper banks reported an increase in diaper donations from 2016 to 2017, with 16 percent (32) reporting a decrease in diaper donations.



Ninety-three percent (190) of reporting members received an estimated 39 million diapers through donations.

Diaper Drives – Traditional and Virtual

Diaper banks obtained more than 11 million diapers (17% of the total diapers distributed) through traditional diaper drives. One-hundred-seventy-six (85%) diaper banks held diaper drives in 2017 for a total of 3,561 diaper drives. While the number of members hosting traditional diaper drives decreased, the number of



⁶ The value of the disposable diapers was determined by multiplying the number of diapers distributed in 2017 by the average retail price per diaper. (64,927,535 diapers x \$0.29 per diaper = \$18,828,985).

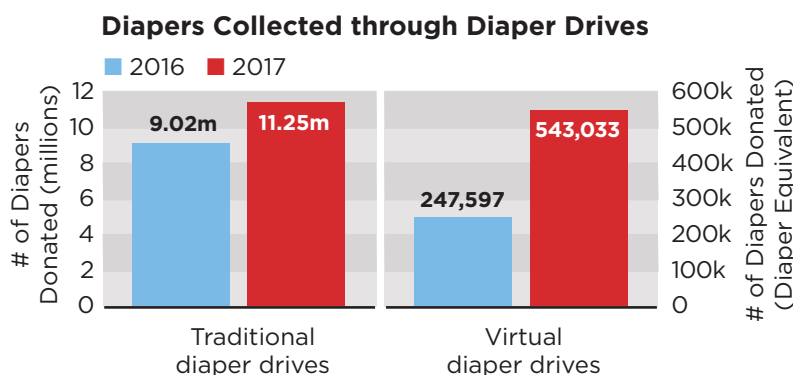
One-hundred-seventy-six (85%) diaper banks held diaper drives in 2017 for a total of 3,561 diaper drives.

Diapers collected through diaper drives increased. The average number of diapers collected per diaper drive was 3,160 diapers, an increase from 2,290 (38%) in 2016. For 46 diaper banks, diapers collected from diaper drives constituted at least half of the diapers that they distributed in 2017. Of those diaper banks, diaper drives provided 90 percent or more of the diapers distributed for 14 programs.

In addition to traditional diaper drives, 28 members hosted a total of 65 virtual diaper drives, an increase of 71 percent as compared to 2016. A virtual diaper drive allows supporters to make monetary donations electronically to diaper banks for the purchase of diapers. Because NDBN member diaper banks can purchase in bulk at costs below wholesale, donors making cash donations enable diaper banks to purchase twice as many diapers, on average, than the number of diapers a donor could donate by spending the same amount of money purchasing diapers at retail. Not only can diaper banks obtain more diapers, they are able to order diapers in the sizes most needed by the respective program. A virtual diaper drive also allows member programs to activate social networks and increase exposure for their programs.

In addition to traditional diaper drives, 28 members hosted a total of 65 virtual diaper drives.

Diaper banks using virtual diaper drives raised a total of \$157,4807, an increase of 119 percent (\$71,803⁷) from 2016. The 2017 average of \$2,423 per drive, equates to an average of 8,354 diapers per drive, based on an average retail price of 29 cents per diaper. An estimate of the diaper purchasing potential from funds raised through virtual diaper drives, increased from nearly 250,000 diapers in 2016 to over 500,000 diapers in 2017.



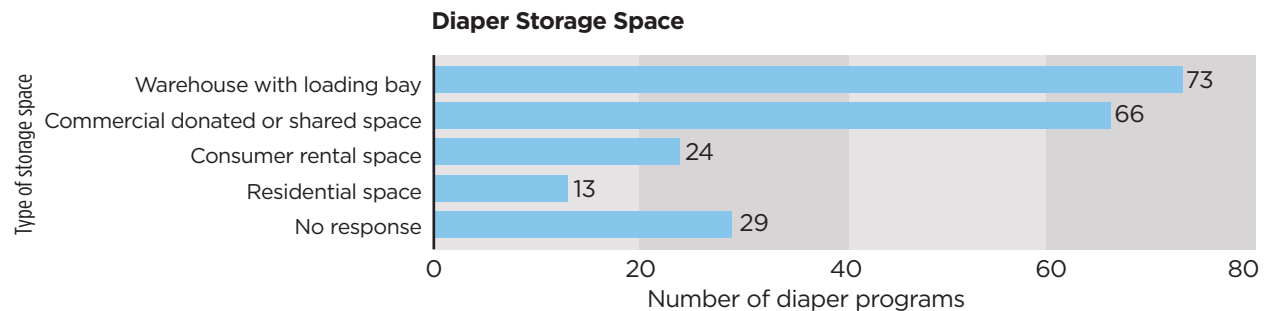
A virtual diaper drive also allows members to activate social networks and increase exposure for their programs.

⁷ The diaper equivalent for 2017 = \$157,480 virtual diaper drive funds x .29 per diaper = 543,033 diapers and the diaper equivalent for 2016 = \$71,803 virtual diaper drive funds x .29 per diaper = 247,597 diapers.

Huggies® Diaper Donations

Kimberly-Clark, through its Huggies® brand, makes an annual corporate donation of diapers and wipes to NDBN, which then coordinates the distribution to eligible member diaper bank programs nationwide. In 2017, 50 eligible programs received a total of more than 17 million diapers. Each of those NDBN members received between 20,000 and one million Huggies diapers. In order for a diaper bank to be eligible to receive a Huggies diaper shipment, the diaper bank must have a loading dock and the capacity to store a pallet of diapers, and be an NDBN member in good standing. Of the respondents, 81 members (73%) have loading docks, an increase of six percent across members in 2016. While NDBN members reported a range of storage and/or warehouse options, programs utilize more than 685,000 square feet of space to store donated diapers.

In 2017, 50 eligible programs received a total of more than 17 million diapers.

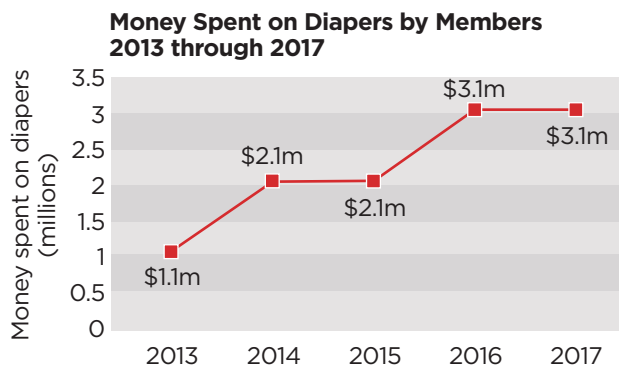


As independent nonprofit programs, diaper banks also establish relationships and receive corporate donations apart from Kimberly-Clark/Huggies. More than one-quarter of the members (54 programs) reported receiving corporate donations from local and national supporters.

More than one-quarter of the members (54 programs) reported receiving corporate donations from local and national supporters.

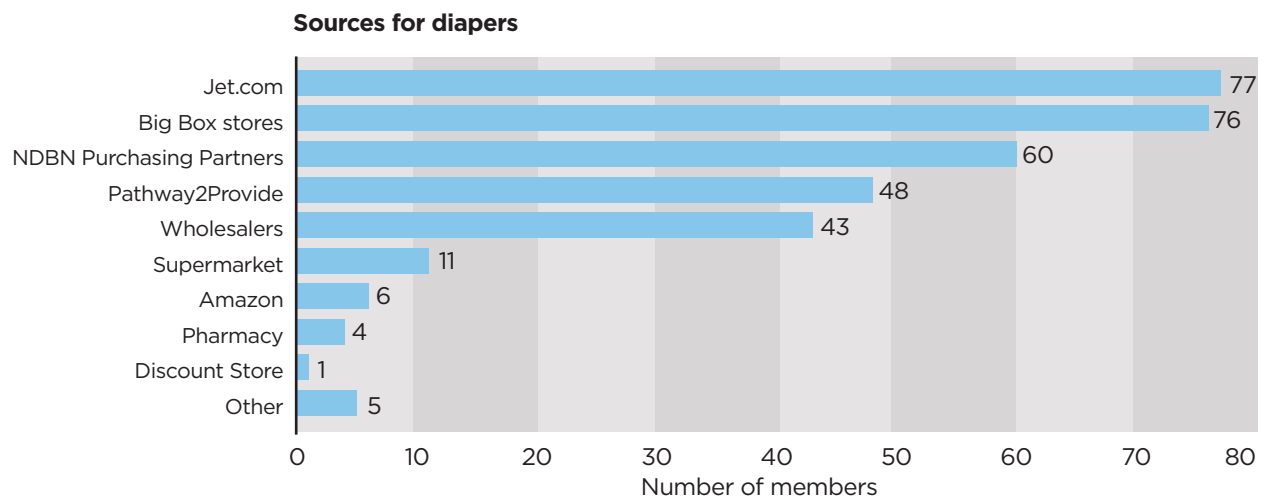
Sources of Diapers – Purchasing

One-hundred-seventy-six diaper banks (86% of all programs) reported spending \$3,137,971 to purchase diapers in 2017, an increase of two percent from 2016. However, the average annual expenditure for money spent by diaper banks to purchase diapers was \$17,829, which represents an increase of 30 percent (\$13,767) per diaper bank. Sixty percent (122) of diaper banks reported an increase in monetary donations received over 2016.



One-hundred-seventy-six diaper banks (86% of all programs) reported spending \$3,137,971 to purchase diapers in 2017.

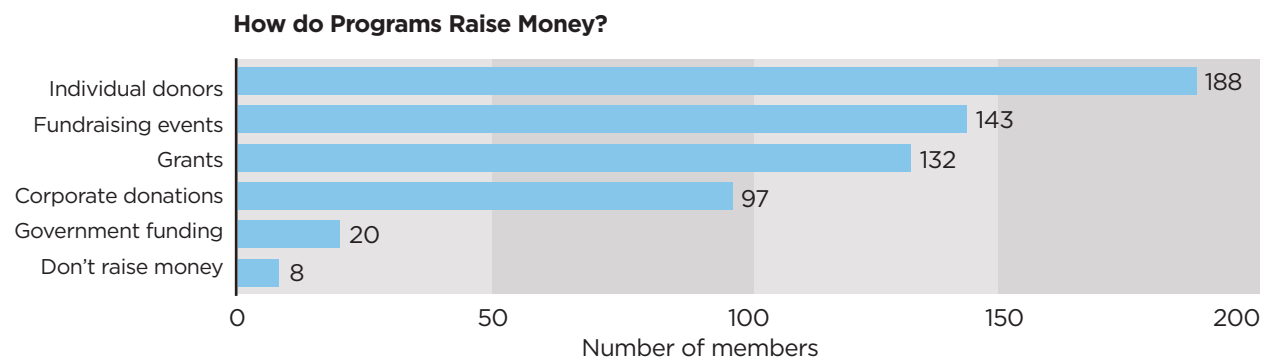
Members reported purchasing diapers from retail establishments such as big box stores (i.e. Target, Walmart), NDBN Purchasing Partners, wholesalers (i.e. Costco, Sam's Club), and Jet.com (Community Diaper Program, a discount program for nonprofits to purchase Cuties diapers). More than 50 percent of the members reported utilizing NDBN sponsored purchasing programs; 48 programs purchased diapers through the Pathway2Provide program and 60 programs purchased from an NDBN purchasing partner.



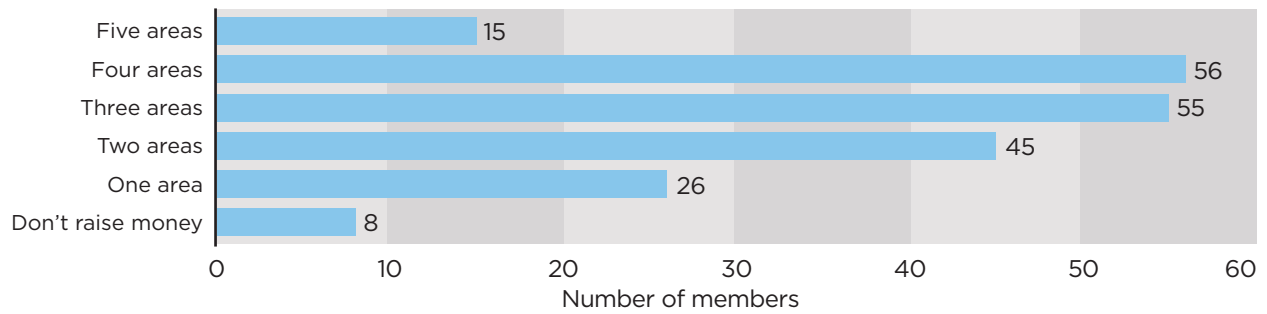
Fundraising & Finance

NDBN member programs also identified their funds sources that help sustain their respective diaper bank program. One-hundred-eighty-eight members (92%) received funds from individual donors while four percent (8 programs) reported no fundraising activity.

A majority of members engage in multiple areas of development/fundraising; 171 (83%) members are active in two or more development areas. To support their programs, twenty-six



Development Diversification: How many areas of fundraising are utilized?



members reported utilizing only one of the following development areas, calling upon individual donors (22 members), writing and receiving grants (3 members), or obtaining government funding (1 member).

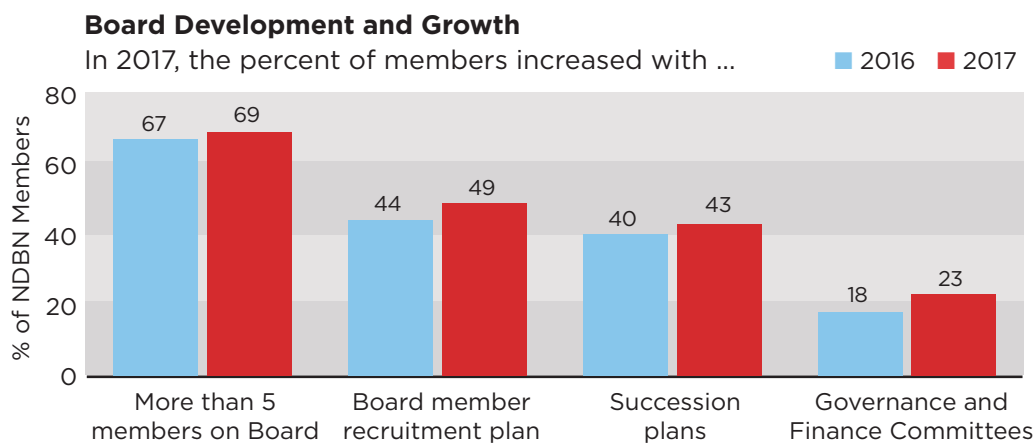
Ninety percent of diaper banks (184 in all) reported increasing or maintaining their donor base during 2017, while 10 percent (20 programs) reporting a decrease in their donor base. Of all members, 129 (63%) reported applying for grants in 2017. Of those programs submitting grant applications, 100 (92%) programs were awarded a total of \$3,882,234 in 2017.

**One hundred (92%)
programs were
awarded a total of
\$3,882,234 in 2017.**

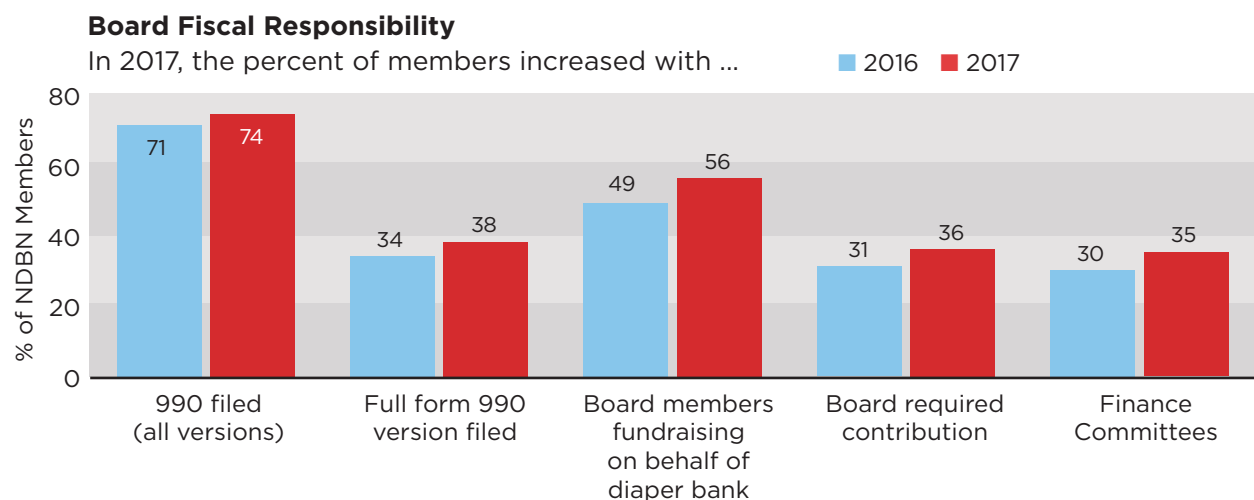
Governance

Organization and Structure

In 2017 members reported organizational improvements with regard to board growth and fiscal accountability. NDBN members have taken steps to strengthen their board of directors. Among all diaper banks, 2017 gave rise to increases in board member recruitment plans (up 5%), succession plans (up 3%), board expansion to five or more members on the board of directors (up 2%). In addition, 5 percent more members reported having both a governance and finance committee.



The board of directors of member diaper banks also took steps towards increasing the organization's fiscal responsibility. Among diaper banks, there was a seven percent increase in board



members fundraising on behalf of diaper programs, with 5 percent more diaper banks requiring board member contributions.

Organizational Growth

The Annual Survey collected information on the type of nonprofit tax return the organization submitted to the IRS for the year. NDBN membership requires that diaper banks be recognized as a tax-exempt nonprofit organization. Most 501(c)(3) organizations must file some version of Form 990. Each version of the Form 990 has specific revenue and asset requirements. The simplest form, the Form 990-N, is required for organizations of revenue to less than or equal to \$50,000. Form 990 EZ is filed by organizations with revenue less than \$200,000 and assets less than \$500,000. The Form 990, the most comprehensive of nonprofit federal tax return forms, is required for organizations with revenues greater than or equal to \$200,000 and total assets greater than or equal to \$500,000. Organizations that are an integrated auxiliary of a church and have annual receipts of less than \$5000 are not required to file. Otherwise, 501(c)(3) organizations must file a Form 990 in some version. Failure to file a return or submit a Form 990-N notice for three consecutive years will result in automatic revocation of the 501(c)(3) status. In 2017, three percent more NDBN member diaper bank programs reported filing a 990 in any version, as had in 2016. In addition, in four percent more member programs reported filing the Form 990.

One hundred and ten (54%) reported having no paid staff.

Staffing Arrangements and Volunteer Hours

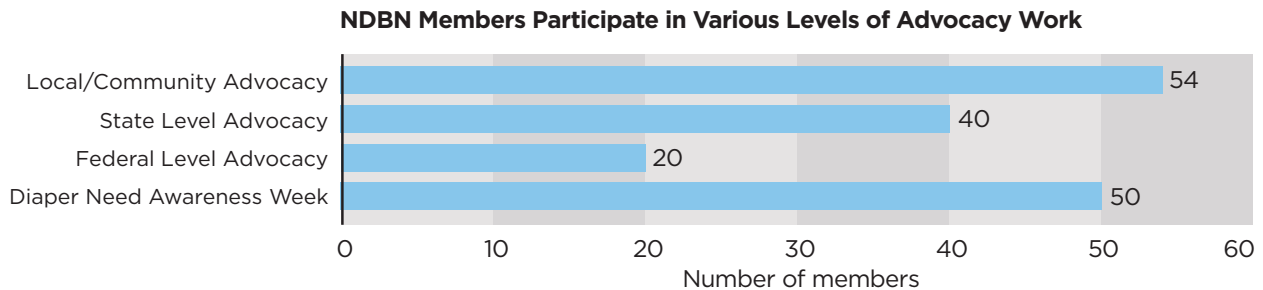
Members reported on the staffing arrangements at their diaper banks, in regard to the number of staff, whether staff were paid or volunteer, and the number of volunteer hours worked. Ninety-five diaper banks (46% of all programs) operate with paid staff, while 110 (54%) reported having no paid staff. In 2017, diaper banks reported more than 196,915 volunteers, contributing 827,992 volunteer hours.

Diaper banks reported more than 196,915 volunteers, contributing 827,992 volunteer hours.

Advocacy

Members work to raise awareness about diaper need, address the lack of basic needs among families living in poverty, and serve as anti-poverty advocates in their communities. In 2017, more than one-third of NDBN members (70 programs in all) participated in more than 400 advocacy-related activities on behalf of their programs. Members participated in local and community efforts, and also contributed to state and federal level advocacy efforts, with 15 members reporting participating in activities at each level.

More than one-third of NDBN members (70 programs in all) participated in more than 400 advocacy-related activities.



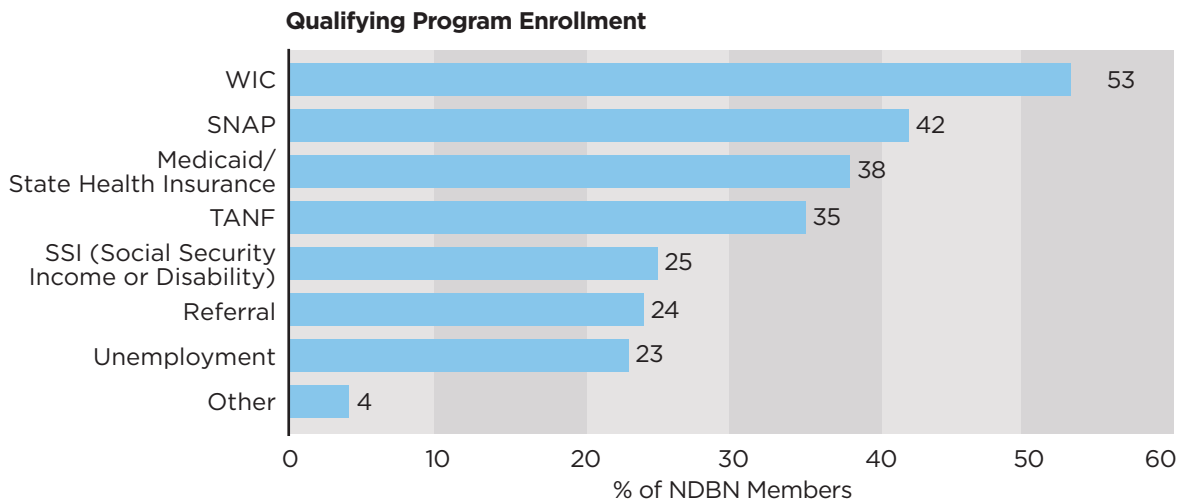
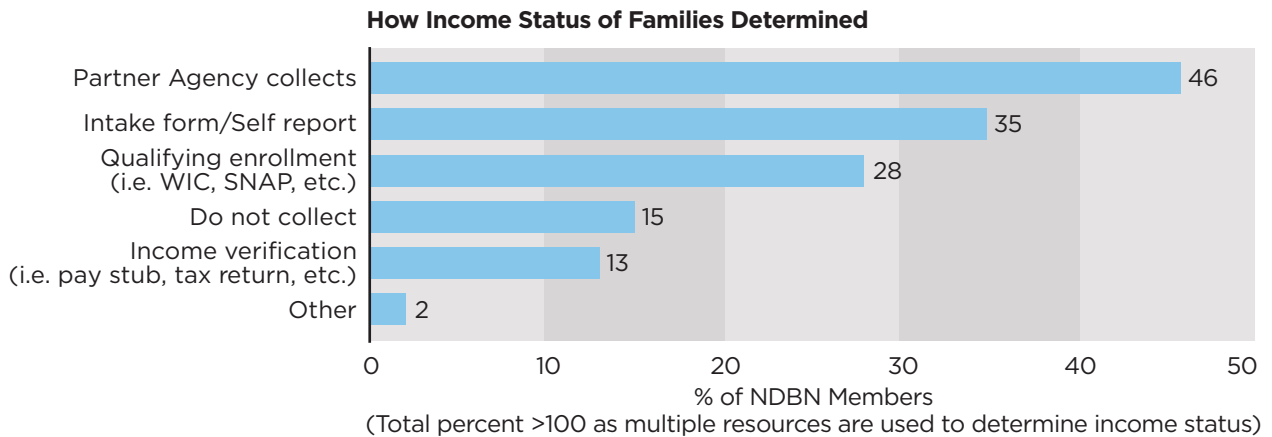
Member programs served as advocates by hosting events with elected officials, coordinating social media campaigns, and participating in media interviews. Diaper banks also participated in NDBN sponsored advocacy opportunities, such as Diaper Need Awareness Week and Lobby Day.

Clients in Poverty and Low-Income Families

One hundred fifty (73%) members surveyed provided information about the income level of the population they serve. One hundred two diaper banks (50%) reported that 100 percent of their clients are low-income, defined as having income less than or equal to 200 percent of the Federal Poverty Level (FPL) with 43 (21%) of those programs reporting all clients earning incomes below 100 percent of the FPL.

One hundred two diaper banks (50%) reported that 100 percent of their clients are low-income.

As charitable organizations recognized by the IRS, diaper banks provide relief to the poor, the distressed, or the underprivileged. To ensure that their clients fall within those categories, diaper banks may impose a set income level as a qualifying condition to receive diapers. Alternatively, diaper banks, particularly those working with agencies, may use other methods for determining eligibility. Diaper banks reported a variety of methods for determining eligibility including client self-reporting, qualifying program enrollment (i.e. WIC, SNAP, Health Insurance), and income verification (i.e. pay stub, tax return). In the most common alternative method of determining eligibility, diaper banks relied on their partner agencies' data collection (46%).

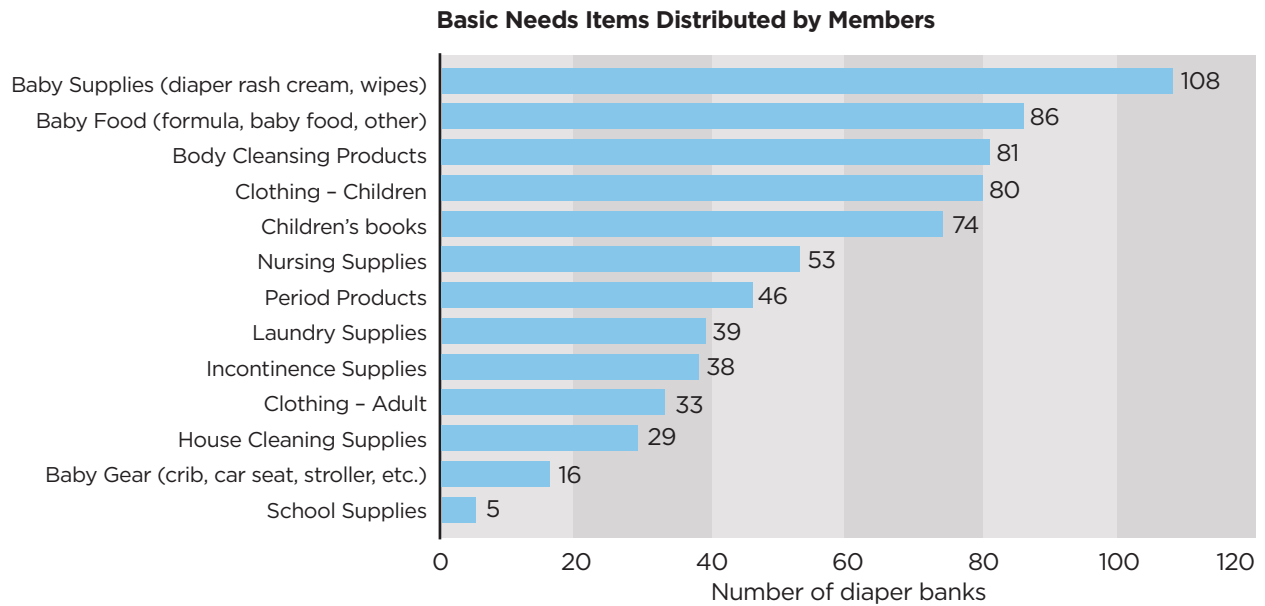


The diaper banks that used qualifying program enrollment to determine eligibility most frequently cited WIC and SNAP as the qualifying programs.

Many diaper banks provide not only diapers but also other basic needs of the families served.

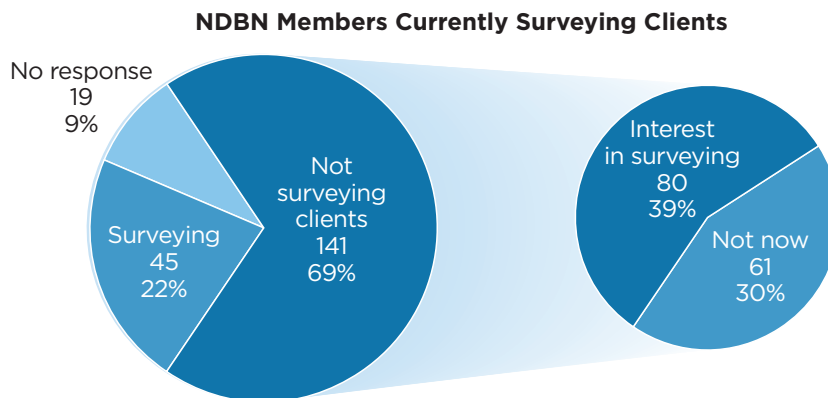
Meeting Basic Needs

Many diaper banks provide not only diapers but also other basic needs of the families served. Nearly 60 percent (120 diaper banks) distributed certain material basic needs, including such items as baby supplies and baby food, body cleansing products, and clothing, among other items.

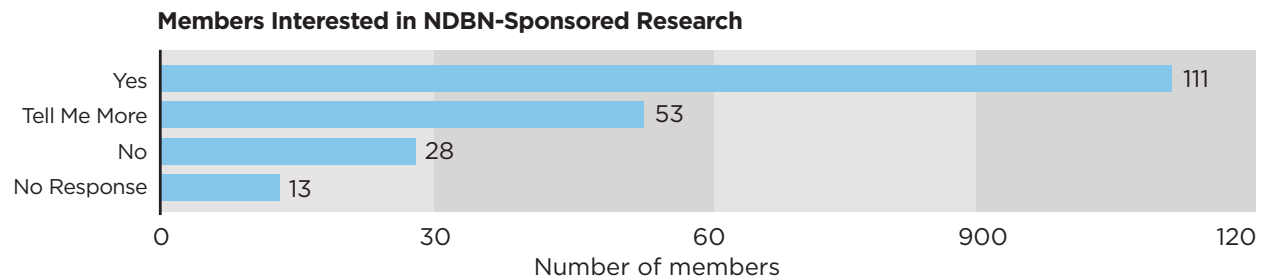


Research and Evaluation

Research and evaluation help gauge the effectiveness of NDBN and its member diaper bank programs. As NDBN investigates how to best measure the Network's capacity, NDBN is working with local diaper banks to identify client and community-based outcomes that result from diaper distribution programs. The Annual Survey asked members what data they track and how. Twenty-two percent (45) of members reported surveying their clients. Of the members reporting they were not surveying their clients, 39 percent have an interest in implementing client surveys.



Of all members, 111 members are interested in participating in NDBN sponsored research projects.



Client and Community Outcomes

The ability to identify and measure changes in the lives of families and the communities as a result of diaper distribution programs, helps diaper banks quantify the value of the program to the community as well as to funders. Measuring program outcomes allows diaper banks to assess whether each is achieving its desired results. Twenty-two percent of diaper banks reported measuring the impact of diaper provision to either the families in receipt of diapers or to the community served by the program. Forty-five diaper banks reported administering pre- and post-surveys to measure the effects of diaper provision. Many diaper banks reported additional information data collection methods, such as feedback they receive from partner agencies or anecdotal information from clients.

NDBN develops research projects that measure and assess diaper use, diaper need, and the impact that diaper distributions have on diaper need and its consequences. As NDBN looks to further its research, the organization will identify opportunities for member-engaged research.

NDBN develops research projects that measure and assess diaper use, diaper need, and the impact that diaper distributions have on diaper need and its consequences.

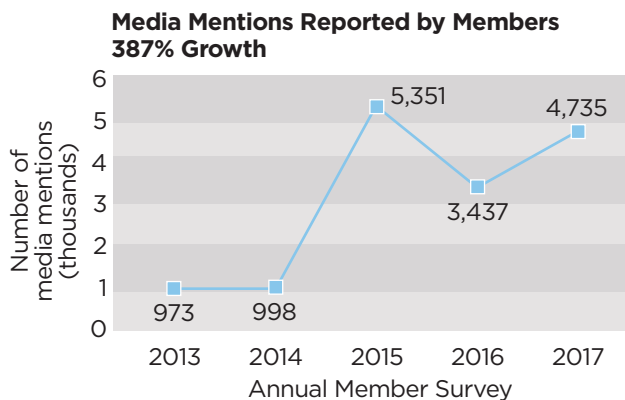
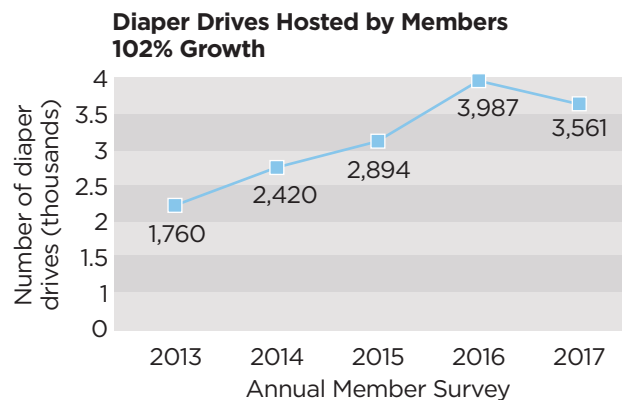
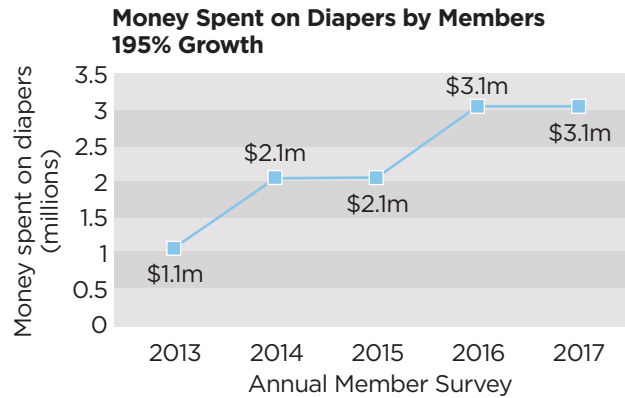
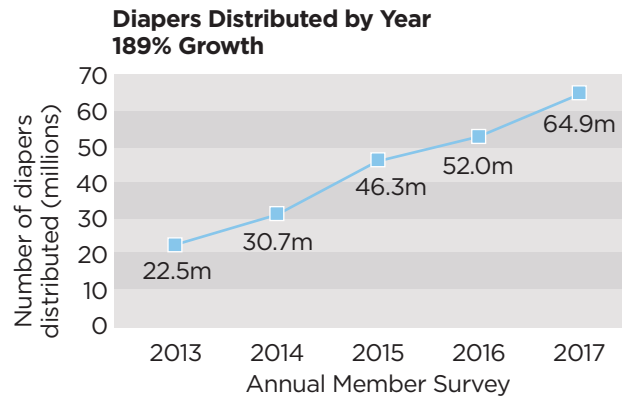
Charting Network and Member Growth

NDBN is committed to raising awareness of gaps in access to basic needs items, building and supporting a national network of diaper programs, and eliminating diaper need.

Network Growth

The NDBN network continues to see growth in outcome indicators. Since the 2013 annual survey, the Network has reported more than 100 percent growth in these areas.

The NDBN network continues to see growth in outcome indicators.



Charting Member Growth – 2016 and 2017

One hundred eighty-four (90%) diaper banks answered the Annual Survey in both 2016 and 2017, allowing NDBN to compare these diaper banks for trends in distribution of diapers, acquisition of diapers, children served, and funding. NDBN also looked at diaper banks' longevity and the duration of their NDBN membership.

These 184 diaper banks distributed a total of 62,834,999 diapers in 2017, an increase of 25 percent more diapers than the 50,097,328 they distributed in 2016. Seventy-six diaper banks increased their annual distribution by more than 50 percent, and 49 diaper banks more than doubled their diaper distribution.

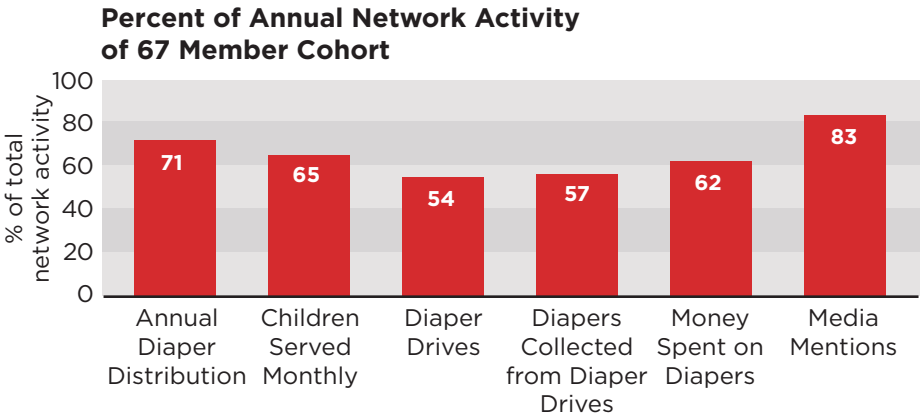
Diaper banks reported program growth and development in 2017, resulting in an increase in diaper donations received and diapers distributed, exposure in the community, and infrastructure growth. The chart below highlights diaper-related activities in which member diaper banks had previously reported that they did not participate or had low participation in 2016, but then increased outcomes in 2017.

Program Area	Reported in 2016	2017 Member Growth	Increase in Outcomes
Children Served Monthly	8 programs served 5 or fewer children monthly in 2016.	6 (75%) of those programs served more than 5 children per month in 2017.	Resulting in an increase of 874 children served per month.
Diapers per Child	92 programs provided less than 50 diapers per child per month in 2016.	31 (34%) of those programs provided 50 or more diapers per child a month in 2017.	Resulting in 30,192 more children receiving the recommended number of diapers per month.
Diaper Drives	28 programs did not host a diaper drive in 2016.	8 (29%) of those programs hosted at least one diaper drive in 2017.	Resulting in 46,740 diapers donated.
Corporate Donations	105 programs reported receiving no corporate donations in 2016.	10 (10%) of those programs received corporate donations in 2017.	Increasing opportunities and visibility for programs in their community as well as encouraging others to take an active interest in their cause.

Spent Money on Diapers	25 programs spent no money on diapers in 2016.	6 (24%) of those programs directly purchased diapers in 2017.	Resulting in the purchase of \$31,730 of diapers. Diaper banks have the ability to purchase diapers at a lower cost and in the sizes in demand.
Distribution Methods	59 programs did not work with partner agencies in 2016.	7 (12%) of those programs worked with partner agencies in 2017.	Resulting in 49 partner agencies distributing 1,703,016 diapers throughout the service area.
Grants Submitted	79 programs did not apply for a grant in 2016.	27 (34%) of those programs applied for 66 grants in 2017.	Resulting in 16 programs being awarded \$123,150.
Media Mentions	33 programs reported no media mentions in 2016.	12 (36%) of those programs received media mentions in 2017.	Totaling 91 diaper related media mentions.

Charting Member Growth - 2013 through 2017

NDBN tracked member activity from the 2013 and 2017 Annual Survey data of 67 diaper banks that were members during that period and completed the survey in both of those years.⁸ That 67 member cohort, accounting for 33 percent of the members responding in



⁸ Seventeen diaper banks completed the Annual Survey as active diaper banks prior to formalizing their NDBN membership 2014.

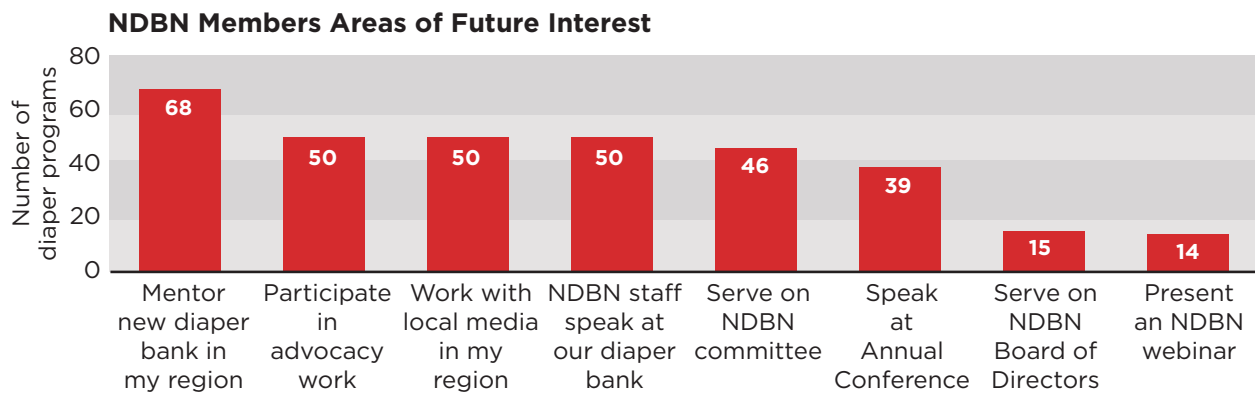
One hundred thirty-three members shared ways in which they would like to increase their engagement to support diaper need awareness.

2017, accounts for over 50 percent of network activity for the distribution of diapers, children served monthly, diaper drives hosted and diapers collected, amount of money used for direct purchase of diapers, and programs reporting media coverage.

Looking Forward

In the Annual Survey, members were asked in what areas they would be interested in increasing their participation with the Network.

One hundred thirty-three members shared ways in which they would like to increase their engagement to support diaper need awareness. Members expressed interest in the following: working with local media (68 programs); participating in advocacy efforts (50 programs); working with local media; having NDBN staff speak at member diaper bank events (50 programs each); and increasing participation with NDBN at the national level such as on committees (41 programs) and at the annual Diaper Banks in America Conference (41 programs).



Members also shared accomplishments and milestones realized in 2017. One hundred forty programs shared experiences illustrating how diapers have helped families in need or an agency get diapers to families in need. Diaper banks reported acquiring larger facilities, implementing successful new funding campaigns, being awarded their first grant, and hiring paid staff. These stories exemplify NDBN members' commitment to serving families in need and their vision to develop their programs that provide diapers across the country.

Diaper banks reported acquiring larger facilities, implementing successful new funding campaigns, being awarded their first grant, and hiring paid staff.



**National
Diaper Bank
Network**

155 East Street, Suite 101
New Haven, CT 06511
(203) 821-7348
diaperbanknetwork.org