Giving Voice

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Looking Ahead

NDBN is leaning forward into what promises to be an exciting 2019. We plan to reveal the creative work from a year-long endeavor to rethink, redesign and reimagine our work, our reputation and our image. Thanks to our friends at Huggies®, NDBN has had the opportunity to work with Landor, one of the world's leading global brand consultancies, whose Chicago-based team provides its services pro bono to NDBN. They believe in what we do, our impact, and potential of our collective action.

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Watch for more to come and join us as we engage in real talk.
Friends of the National Diaper Bank Network (NDBN) know I’m fond of saying “small things impact big things.” In the seven years since our founding in 2011, NDBN has achieved many big things for which we are proud. So, I’m refining the adage to say:

“Big Things Inspire Big Changes.”

I am pleased to report that 2018 marks a year of change for NDBN, our members, our programs, and our futures. Included in this year’s Annual Report are highlights of those changes and what they mean for the growth of our Network and our expanding commitment to helping individuals, children and families access the material basic needs required for them to thrive and reach their full potential.

You may have noticed that the cover of this report features an exciting new logo for NDBN. The design reflects the evolution of our organization and will carry us forward in the years to come.

Additional big changes in 2018 include:

• New standards for what it means to be a certified NDBN-member program.

• New initiatives such as the Alliance for Period Supplies. Launched in May, with the support of U by Kotex®, the program has already distributed millions of pads and liners to help #EndPeriodPoverty in the U.S.!
From the CEO …

Because of change, NDBN is stronger … the Network is stronger … individual member programs are stronger. The big changes we are making together will enable us to meet the challenges of the future and ensure we are able to expand our capacity in communities throughout the U.S., and ensure that individuals, children and families have access to their most basic needs.

Joanne Goldblum
Chief Executive Office

National Diaper Bank Network: 200+ certified member programs — and growing
Standards of Achievement

This year, we inaugurated a new model for NDBN membership, one that embraces new standards and benchmarks for what it means to be an NDBN-member diaper bank program. Working together with our members, we refined the responsibilities and expectations we have to, for and with one another. Today, more than 200 member diaper bank programs in the U.S. are certified members of the National Diaper Bank Network. Our Network is strong.

Beyond Diapers

Because of the work we do each and every day, NDBN knows that children and families living in poverty will thrive when given the material basic needs that they may otherwise lack. The same is true of individuals who struggle to afford period products. One in four women reports struggling to afford period supplies within the past year.

In May, NDBN leveraged our expertise and launched the Alliance for Period Supplies, with the support of founding sponsor U by Kotex®. Within the program’s first year, we expect to distribute nearly 10 million donated pads and liners through our 50 allied programs across the country. In October, we held the first National Summit for Period Leadership in Atlanta. We can #EndPeriodPoverty and help individuals in need access the products required to participate fully in daily life.
Being Present

Natural disasters give rise to “situational poverty.” Families, once secure, find themselves with nothing but the clothes on their back; clean diapers are among the first things families with young children need. With Hurricanes Harvey, Irma and Maria in 2017, and Florence and Michael this year, NDBN has become a vital partner in disaster response and recovery efforts. Working with our member programs, our donors and our founding sponsors, NDBN has shipped and distributed millions of diapers, wipes, liners, pads and other material basic needs to communities impacted by natural disasters. While immediate support is needed in each situation, NDBN is committed to continuing our support for local communities in the months that follow.

New Findings

NDBN supports research that advances the understanding of diaper need and the impact of diaper bank programs. In 2018, NDBN worked with The Diaper Bank of Connecticut to evaluate and release key findings from the first statewide economic impact study on diaper distribution programs. Conducted by researchers from the Connecticut Center for Economic Analysis at the University of Connecticut (https://bit.ly/2RSohaG), the report revealed:

• Babies’ overall health improves when families receive diapers.*
• Clean diapers help prevent medical expenses.*
• A majority of families receiving diapers have jobs.*
• Without diapers, parents miss work.*

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nationaldiaperbanknetwork.org

2018
Annual Report

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Consultant
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Memphis, Tenn.

Treasurer
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Seattle, Wash.

Ex Officio
Joanne S. Goldblum
Chief Executive Officer
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