



**National Diaper Bank Network**

**2019**

Annual Report



## **“Where do you get the drive to continue even when things are hard?”**

When asked this question during an interview, my mind quickly went to my friends, family and colleagues who inspire me each and every day. Some are social justice warriors who focus on big policy changes. Others are compassionate advocates making a difference in their local communities. Some are people who didn't have access to diapers for their babies or period supplies for themselves at one point in their lives and now are paying it forward. These are all my people ... teammates ... members of our Network. Through teamwork, we get hard stuff done.

Teamwork is at the center of everything we do at the National Diaper Bank Network and the Alliance for Period Supplies. With our teams of staff, volunteers, members and supporters, we are:

- Leading national movements to end diaper need and period poverty in the US and advancing simple solutions to improve lives;
- Engaging in critical academic research;
- Advocating and building legislative strategies and policies to enact change; and,
- Supporting the growth and capacity of our member programs and distributing millions of donated diapers, wipes and period products that help people when life gets hard.

**“How sad it is that we give up on people who are just like us.”**  
**–Fred Rogers**

Each day the amazing teams of people in my life motivate me to continue what we do together ... to change lives of people who are no different than you or me. Our struggles may be different, but our needs are the same. We all want what is best for our children and ourselves. We all want a good life.

Here's to never giving up, even when things are hard.



Joanne Goldblum  
Chief Executive Officer

## **National Diaper Bank Network**

**212**

*Certified Member Programs*

**4,256**

*Community-based Partners*

**68,363,852**

*Diapers Distributed Annually*

**197,902**

*Children Diapered Monthly*

## **Public Policy Agenda**

Material basic necessities must be accessible and affordable to all people, particularly those living in poverty. In 2019 we expanded our policy agenda to successfully introduce legislation, change policies and reorient priorities at the municipal, state and federal levels to help end diaper need and period poverty in the US.

We are increasing national awareness of our issues and enhancing our role as a trusted policy leader by engaging with elected officials, legislative staff and policy makers through public briefings, one-on-one meetings and coalition building in Washington DC, state capitals and local communities.

We are generating momentum through signature initiatives including NDBN Lobby Day in Washington, DC and National Diaper Need Awareness Week. And, we are achieving firsts, such as the unanimous approval of the first-ever US Senate Resolution (S. Res. 205) recognizing diaper need and the work of NDBN and our member diaper bank programs throughout the country.

We are utilizing our expertise to help draft and support federal legislation including the Lee-DeLauro End Diaper Need Act of 2019 (HR 1846), the Duckworth-Casey End Diaper Need Act of 2019 (SR 1404) and the Menstrual Equity for All Act of 2019 (HR 1884). We also are engaged at the state level to repeal state sales taxes on diapers and period products, increase funding for addressing diaper need and expand TANF or other supportive programs that enable families and individuals to access the material basic necessities required to maintain good health and to thrive.

## **Snapshot — #EndPeriodPoverty**

Tucson-based Go With The Flow is among the Alliance for Period Supplies allied programs that identified an unacceptable problem and responded with a simple

solution. Founder Demetra Presley recalls viewing a Facebook video about a teacher making period supply packets for students. She said, “We have students who are missing out ... just because they don’t have access to basic period supplies.” What started as a drive to collect supplies grew into a community-supported nonprofit to provide products to schools and help #endperiodpoverty.

Joining the Alliance for Period Supplies allowed Go With The Flow to expand and use its first major donation of 100,000 period products from the Alliance for Period Supplies, and our founding sponsor U by Kotex®, to get supplies to girls in the foster care system and to schools educating significant numbers of refugee students.

Demetra believes the most surprising part of her work is that women frequently blame themselves for not knowing that period poverty exists in the US. “How would you know when this is something we haven’t talked about?” she tells them. “So, let’s talk and let’s #endperiodpoverty.”

## **Alliance for Period Supplies**

**76**

*Certified Allied Programs*

**1,526**

*Community-based Partners*

**17,000,000**

*Period Products Donated*

*by U by Kotex® Since May 2018*

**36,002**

*Individuals Served Monthly*

## Partnerships

Building partnerships gives us the opportunity to do more and help more.

NDBN's 2019 partners include:

- Huggies®, our founding sponsor, for product donations and financial support.
- Too Small to Fail, the American Legion Child Welfare Foundation and Penguin Young Readers for our *Diaper Time Is Talk Time* book distributions.
- Boardable® and Evenflo Feeding® for ongoing sponsorship.
- GoFundMe® for a \$100,000 donation from a national campaign to help furloughed federal workers and their families.

Alliance for Period Supplies 2019 partners include:

- U by Kotex®, our founding sponsor, for product donations and financial support.
- Pamprin® for product donations and financial support.

## \$1 Million and Counting

Since launching the National Diaper Bank Network Funds for Change grant program in 2015, the initiative has generated nearly \$1 million in financial support for community-based diaper banks. NDBN has awarded \$500,000 directly to diaper banks which secure an equal amount of local funding, thereby doubling the impact of the 150 grants that have been awarded. The initiative is the only national, competitive grant program dedicated solely to supporting nonprofit organizations that distribute donated material basic necessities to individuals and families in need.

## Board of Directors

### *Chair*

#### **Kathleen DiChiara**

Founder and President and  
CEO, Emeritus  
Community FoodBank of  
New Jersey  
Hillside, New Jersey

### *Secretary*

#### **Vicki Clark**

Consultant  
Building the Capacity of  
Organizations  
Memphis, Tennessee

### *Treasurer*

#### **Eric Adelson**

Writer  
Orlando, Florida

### *Chair-Elect*

#### **Amy Daly Donovan**

Principal and Owner  
Daly-Donovan Consulting  
Seattle, Washington

#### **Bill Andoe**

Executive Director  
Emergency Infant Services  
Tulsa, Oklahoma

#### **Jessica Bartholow**

Policy Advocate  
Western Center on Law and  
Poverty  
San Leandro, California

#### **Judith Cruz**

CEO  
Treasure Coast Food Bank  
Fort Pierce, Florida

#### **Opio Dupree**

Vice President, Government  
and Public Affairs  
Macy's  
Sacramento, California

#### **Kevin Faulkner**

Corporate Attorney and  
Software Executive  
Pebble Beach, California

#### **Sondra Greene**

Chief Financial Officer  
Capital Sisters International  
Denver, Colorado

#### **Kristine Lemke**

Independent Consultant  
KEL Insights, LLC  
Providence, Rhode Island

#### **Jennifer Lohse**

Director  
Tucson Foundations  
Tucson, Arizona

#### **Aric Melzl**

CPG Marketing Consultant  
Appleton, Wisconsin

#### **Chelesa Presley**

Executive Director  
Coahoma County Diaper Bank  
Clarksdale, Mississippi

#### **Kristine Rhode**

Marketing Director  
Kimberly-Clark Corporation  
Neenah, Wisconsin

#### **Beth Ruoff**

Strategic Communications  
Consultant  
Washington, D.C.

#### **Nancy Woodland**

Executive Director  
WestSide Baby  
Seattle, Washington

### *Ex Officio*

#### **Joanne Samuel Goldblum**

Chief Executive Officer  
National Diaper Bank Network  
New Haven, Connecticut



The National Diaper Bank Network receives major support from founding sponsor Huggies®, including the annual donation of 20 million diapers distributed to babies in need through the Network’s member diaper bank programs. Since 2011, Huggies® has donated more than 220 million diapers and wipes to help end diaper need in the US.



The Alliance for Period Supplies, a program of the National Diaper Bank Network, receives major support from founding sponsor U by Kotex®, including the annual donation of millions of period products distributed to individuals in need through allied programs. Since 2018, U by Kotex® has donated more than 17 million pads and liners to help end period poverty in the US.

## July 2018–June 2019

### Income

Contributions	\$804,026
In-Kind Support	\$3,627,400
Program Service Revenue	\$2,326,131
Other Income	\$44,703

### Expenses

Program Services	\$6,477,326
Management	\$158,303
Fundraising	\$177,482
Total support and income	\$6,802,260
Total Expenses	\$6,813,111
Change in Net Assets	(\$10,851)



## National Diaper Bank Network

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[NationalDiaperBankNetwork.org](http://NationalDiaperBankNetwork.org)