Dear Friends,

We are pleased to share with you the 2019 Annual Member Survey of the National Diaper Bank Network. This report reflects the impact and activity of the Network over the 2019 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 end 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 ....................................................... 1  
Disaster Relief and Emergency Response ............................................. 2  
NDBN Members Responding to 2019 Annual Survey ..................................... 3  
Operations .......................................................................... 4  
Types of Diapers Distributed ........................................................ 4  
Diapers per Child .................................................................. 5  
Network and Diaper Distribution Growth ............................................. 5  
Partner Agencies .................................................................. 6  
Cloth Diapers ..................................................................... 7  
2-1-1 Community Information and Referral Services .................................... 8  
Member Benefits ................................................................. 8  
Monitoring Media Coverage ........................................................ 10  
Diaper Acquisition ................................................................... 11  
Sources of Diapers — Donations and Diaper Drives .................................... 11  
Diaper Drives — Traditional and Virtual ............................................... 11  
Huggies® Diaper Donation Program ................................................. 12  
Sources of Diapers — Purchasing ................................................... 13  
Fundraising & Finance ............................................................... 14  
Governance ........................................................................ 15  
Organization and Structure ........................................................ 15  
Staffing Arrangements and Volunteer Hours ......................................... 16  
Advocacy .......................................................................... 17  
Clients in Poverty and Low-Income Families ......................................... 18  
Meeting Basic Needs .................................................................. 19  
Research and Evaluation ............................................................ 20  
Client and Community Outcomes ................................................... 21  
Charting Network and Member Growth ................................................ 22  
Network Growth ......................................................................... 22  
Charting Member Growth — 2018 and 2019 ........................................ 23  
Looking Forward ........................................................................ 26
Background and Year in Review

The National Diaper Bank Network (NDBN) was established in 2011 to address the crisis of diaper need. In 2018, the Alliance for Period Supplies program was introduced to address period poverty and provide products to those in need. NDBN is a network of independently organized and operated basic needs banks across the United States. Based in New Haven, Connecticut, the NDBN staff provides:

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

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 or faith-based organization. Members also agree to abide by NDBN’s rules of conduct: to distribute diapers and other basic needs items 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.

As part of the Network, members demonstrate benchmarks, which consist of best practices and milestones, in four key areas: operations, fundraising and finance, governance, and advocacy. Benchmarks in each of these key areas 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.

NDBN provides direct services to its members to support daily operations and to promote growth, professional development, and sustainability. In 2019, NDBN hosted the eighth annual Diaper Banks in America Conference, which was held in Cincinnati and attended by 184 diaper bank leaders from 36 states and Washington, D.C. The second annual Summit on
Period Poverty Leadership kicked off the three day conference with 57 leaders from 46 Allied Programs from 26 states.

NDBN offers the Funds for Change (FFC) grant program to its members to support their operation and growth. The competitive 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 2019, the sixth annual FFC grants were awarded to 28 organizations operating in 20 states. Three programs received a total of $30,000 for strategic investment grants to address geographic barriers, one program received $10,000 a demonstration grant, and 14 programs received micro-funding grants aimed at supporting the long-term growth and sustainability of the program. Another ten members received sustainability grants in support of their advocacy work.

In 2019, NDBN spearheaded the eighth annual National Diaper Need Awareness Week, a nationwide initiative recognized by 35 states and local officeholders in 85 counties and municipalities that issued proclamations acknowledging the issue of diaper need and the work of community-based diaper bank programs.

NDBN's fourth annual Lobby Day in Washington, D.C., was held in March 2019. The event prepared 37 diaper bankers and advocates representing 22 states and Washington, D.C., to meet with staff members in 75 legislative offices to talk about diaper need and advocate for legislative solutions.

In addition, NDBN develops and directs buying programs for diapers and other products and services, which are made available to its members. The Pathway2Provide program, a proprietary initiative of NDBN and Huggies®, gives members direct access to high-quality diapers at a bulk purchasing discounted price.

**Disaster Relief and Emergency Response**

NDBN-member diaper banks are recognized as important resources across the country for families affected by natural disasters and other emergency situations. In 2019, members across the Network were impacted by hurricanes, flooding and tornadoes. Members also provided relief to families affected by the federal government shutdown. Twenty-one members reported their service areas were affected by these occurrences.

NDBN delivered seven truckloads of diapers and other basic needs items to member programs to help children and families impacted by these events.

NDBN-member diaper banks are recognized as important resources across the country for families affected by natural disasters and other emergency situations.
Since its founding in 2011, NDBN has worked continually to develop and strengthen its member diaper bank programs. In January 2020, NDBN conducted the 2019 Annual Survey of member diaper banks. The survey, now in its seventh year, collects data regarding the operations of the diaper banks, including children served monthly, diapers distributed, population served, sources of funding, and donations secured during the previous calendar year. Added to this year’s Annual Survey are questions regarding adult incontinence programs and more specific member advocacy efforts.

NDBN distributed the survey to 215 member programs; 175 programs responded, for an 81 percent response rate.

Of those members submitting annual surveys for 2019, 17 respondents have been members of NDBN since its founding in 2011. Over 65 percent of programs have been members of the Network for five or more years.

<table>
<thead>
<tr>
<th>Year</th>
<th>NDBN Members</th>
<th>Members Responding to Annual Survey</th>
<th>Membership Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>180(^1)</td>
<td>113</td>
<td>63(^2)%</td>
</tr>
<tr>
<td>2014</td>
<td>227</td>
<td>184</td>
<td>81%</td>
</tr>
<tr>
<td>2015</td>
<td>276</td>
<td>255</td>
<td>92%</td>
</tr>
<tr>
<td>2016</td>
<td>321</td>
<td>267</td>
<td>83%</td>
</tr>
<tr>
<td>2017</td>
<td>314</td>
<td>205</td>
<td>65%</td>
</tr>
<tr>
<td>2018</td>
<td>219</td>
<td>160</td>
<td>73%</td>
</tr>
<tr>
<td>2019</td>
<td>215</td>
<td>175</td>
<td>81%</td>
</tr>
</tbody>
</table>

1 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.

2 In 2013, Annual Surveys were distributed to member and non-member diaper banks.
Collectively in 2019, the surveyed diaper banks served an average of 187,906 children each month and distributed 84,634,944 diapers. On average, each diaper bank served 1,074 children per month and distributed 483,628 diapers annually. The median number of diapers distributed was 188,000 across the network and 330 children monthly. Forty-six members reported providing incontinence products to adults, totaling more than 5,835 adults served per month.

**Types of Diapers Distributed**

All NDBN-member programs distributed disposable diapers to infants and toddlers. Of those, 31 members (18%) distributed cloth diapers as well.
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. Over the past six years, the majority of members now meet this recommendation. In 2019, 55 percent (97 diaper banks) reported providing 50 diapers or more per month.

Network and Diaper Distribution Growth

The impact of NDBN and its member organizations continue to grow. Of the diaper banks surveyed, 108 (62%) reported an increase in the number of diapers distributed compared to 2018. Overall, the Network reported a nearly 24 percent increase in the total number of diapers distribution annually, from over 68 million diapers in 2018 to more than 84 million diapers in 2019. The number of diapers distributed per diaper bank continues to increase as well, with an average of 7 percent more diapers distributed per diaper bank in 2019 than in 2018.

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The annual distribution of diapers per program has increased in the larger diaper distribution programs as well. In 2019, nearly 63 percent of members report distributing more than 100,000 diapers annually. Programs distributing in excess of a million diapers per year increased from 16 programs in 2018 to 24 programs in 2019, again reflecting the growth and impact of the Network.

**Annual Distribution by Member Across the Network, 2013-2019**

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. In 2019, 85 percent of NDBN members reported working with 4,386 partner agencies, collectively.

The partner agency distributes the items at no cost to individuals and follows the distribution guidelines as defined by the NDBN-member agreement. 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

**Trends in Diaper Distribution Methods**

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Network wide, as members work to increase service area, the average number of partner agencies working with members continues to increase. Over the past four years, for members distributing diapers through partner agencies, that number has increased from an average of 21 partner agencies per member to 32 partner agencies per member.

**Cloth Diapers**

Cloth diapers, in addition to disposable diapers, are distributed by 31 (18%) 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, these member programs reported meeting diaper needs of 485 children with cloth diapers, distributing 688 cloth diaper kits. In addition to cloth diaper kits, instructions on cloth diaper use and accessories specific to cloth diaper usage, such as diaper covers, liners, wet bags, and fasteners, may be distributed. Other basic needs items, such as cloth wipes and cloth diaper cream, may be provided as well.

Cloth diaper banks determine a family’s eligibility by factors including income level, proximity of residence to the diaper bank, and if receiving diapers from another diaper bank program. Most members with cloth diaper programs reported that clients incur no costs associated with the provision of cloth diapers, except for one cloth program that passes on the shipping cost to the recipient. Seventy-five percent of the diaper programs allow the client to keep the diapers and the others ask that the diapers are returned when no longer needed. One cloth program encourages parents to share the cloth diapers with a friend to support cloth diapering.

<table>
<thead>
<tr>
<th>Other Items Diaper Banks Provide with Cloth Diapers</th>
<th>Number of Members Providing Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diaper Covers</td>
<td>14</td>
</tr>
<tr>
<td>Diaper Liners</td>
<td>11</td>
</tr>
<tr>
<td>Wet Bags</td>
<td>9</td>
</tr>
<tr>
<td>Cloth Wipes</td>
<td>8</td>
</tr>
<tr>
<td>Diaper Fasteners</td>
<td>8</td>
</tr>
<tr>
<td>Detergent</td>
<td>2</td>
</tr>
</tbody>
</table>
Member programs reported meeting diaper needs of 485 children with cloth diapers.

Almost half of the diaper banks provide training or support to families using cloth diapers for the first time, and one requires the completion of a cloth diaper training program to receive cloth diapers.

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 (155) 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.

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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 are facilitated by NDBN and 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.

Professional development, networking, and peer to peer professional forum opportunities are facilitated by NDBN.
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 NDBN benefits their programs as well. Forty-one percent of members (72) reported benefitting from national media coverage. The following stories were the most impactful to those members:

<table>
<thead>
<tr>
<th>National/Regional Media Coverage</th>
<th>% of Diaper Programs Benefitting</th>
</tr>
</thead>
<tbody>
<tr>
<td>NDBN Facebook – Kick off of National Diaper Need Awareness Week, September 23, 2019.</td>
<td>23%</td>
</tr>
<tr>
<td>The Washington Post – Even with the shutdown over, some federal employees still can’t afford diapers as they await paychecks, January 27, 2019.</td>
<td>18%</td>
</tr>
<tr>
<td>NDBN Facebook – US Senate Issues Bi-Partisan Resolution Recognizing NDBN and Diaper Banks, September 20, 2019.</td>
<td>17%</td>
</tr>
<tr>
<td>Parents – People Are Coming Together to Donate Diapers to Federal Workers During Government Shutdown, January 18, 2019.</td>
<td>15%</td>
</tr>
<tr>
<td>Motherly – 1 in 3 American families struggle to provide diapers for their kids, October 10, 2019.</td>
<td>13%</td>
</tr>
<tr>
<td>USA Today – Huggies puts dads on diaper boxes for first time, July 15, 2019.</td>
<td>12%</td>
</tr>
<tr>
<td>Philadelphia Inquirer – An unlikely weapon in battling poverty: Diapers, May 30, 2019.</td>
<td>9%</td>
</tr>
<tr>
<td>San Francisco Chronicle – ‘It’s a basic human need’: In a first, SF gives out diapers to people on food stamps, December 2, 2019.</td>
<td>7%</td>
</tr>
<tr>
<td>Atlanta Journal Constitution – When moms can’t afford diapers, who’s there to help them? June 4, 2019.</td>
<td>7%</td>
</tr>
</tbody>
</table>

Diaper bank programs also reported on the media coverage they received in their respective markets. Seventy-four percent of members report being mentioned in the media. One hundred thirty members reported more than 2,000 media mentions in 2019, with 55 of those members reporting an increase in media mentions from 2018 to 2019.

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. Nearly 90 percent of members report being active on social media, with over 70 percent of those members posting at least weekly. One hundred sixty members (91%) use Facebook and have a collective reach of more than 470,000 likes. Seventy-nine members (45%) use Twitter, and have a combined reach of more than 104,000 followers.

Nearly 90 percent of members report being active on social media.
Members distributed over 84.6 million disposable diapers, valued at approximately $24.5 million, in 2019. Members acquired diapers through direct purchase, donation, or a combination of both. In 2019, a majority of members (89) report receiving 50 percent or more of their diapers through donations, 47 percent (83) through direct purchase primarily, and two percent (3) reported acquiring diapers equally through donations and purchasing. Of those members, 24 (14%) acquired 100 percent through donations and 19 (11%) acquired 100 percent through direct purchase.

Sources of Diapers — Donations and Diaper Drives

Diaper banks received a majority of the disposable diapers they distribute through donations. Nearly ninety percent (156) of reporting members received an estimated 37.9 million diapers through donations. Sixty-two percent (108) of the diaper banks reported an increase in diaper donations from 2018 to 2019, with 17 percent (30) reporting a decrease in diaper donations.

Diaper Drives — Traditional and Virtual

Diaper banks obtained more than 10.8 million diapers (13% of the total diapers distributed) through traditional diaper drives. One-hundred-thirty-eight (79%) diaper banks held diaper drives in 2019 for a total of 2,945 diaper drives. For 32 diaper banks, diapers collected from diaper drives constituted at least half of the diapers that they distributed. Of those diaper banks, diaper drives provided 90 percent or more of the diapers distributed for 13 programs.

In addition to traditional diaper drives, 39 members hosted a total of 107 virtual diaper drives. A virtual diaper drive allows supporters to make monetary donations electronically to dia-

Members distributed over 84.6 million disposable diapers, valued at approximately $24.5 million, in 2019.

5 The value of the disposable diapers was determined by multiplying the number of diapers distributed in 2019 by the average retail price per diaper. (84,634,944 diapers x $0.29 per diaper = $24,544,134).
Diaper banks obtained more than 12 million diapers (18% of the total diapers distributed) through traditional diaper drives.

per 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 give 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. The top platforms used to host virtual diaper drives were Facebook and Amazon Wish Lists.

Diaper banks hosting virtual diaper drives raised a total of $272,340\(^6\), with the average of $6,983 per member, equating to an average of 24,080 diapers per member, 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 is over 900,000 diapers.

**Huggies® Diaper Donation Program**

Kimberly-Clark, through its Huggies\(^\circ\) 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 order for a diaper bank to be eligible to receive a Huggies diaper shipment, the diaper bank needs to distribute over 100,000 diapers, annually, have a loading dock and the capacity to store a pallet of diapers, and be an NDBN member in good standing. NDBN members reported utilizing nearly three quarter million square feet of space to store diapers, and 88 members have access to a warehouse with a loading bay.

As independent nonprofit programs, diaper banks also establish relationships and receive corporate donations apart from Kimberly-Clark/Huggies. Close to one-third of the members (48 programs) reported receiving corporate donations from local and national supporters.

![Type of Diaper Storage Space](image)

6 The diaper equivalent is $272,340 virtual diaper drive funds ÷ .29 per diaper = 939,102 diapers.
Sources of Diapers — Purchasing

One hundred-fifty-eight diaper banks (90% of all programs) reported spending $7,889,479 to purchase diapers in 2019, an increase of 121 percent from 2018. In addition, the average annual expenditure by diaper banks purchasing diapers was $49,933, an increase of over 90 percent per diaper bank. Fifty-eight percent (102) of diaper banks reported an increase in monetary donations received over 2018.

Members reported purchasing diapers from retail establishments such as big box stores (i.e. Target, Walmart), wholesalers (i.e. Costco, Sam’s Club).

Since the Pathway2Provide purchasing program was introduced, member participation continues to increase each year. Fifty-seven percent (99) of the members reported utilizing NDBN-sponsored purchasing programs, with 36 members purchasing all diapers through an NDBN-sponsored purchasing program.

Since the Pathway2Provide purchasing program was introduced, member participation continues to increase each year.
NDBN-member programs also identified their funding sources that help sustain their respective diaper bank program. One hundred sixty-three members (93%) received funds from individual donors while twenty-five members (14%) reported receiving government funding.

A majority of members engage in diversified development and fundraising efforts; 150 (86%) members are active in two or more development areas. To support their programs, twenty-one members reported utilizing only one source of funding, 19 calling solely upon individual donors and 2 dependent on government funding.

Eighty-nine percent of diaper banks (156 in all) reported increasing or maintaining their donor base during 2019, while eleven percent (19 programs) reporting a decrease in their donor base. Of all members, 107 (61%) reported applying for grants in 2019. Of those programs submitting grant applications, 92 (86%) programs were awarded a total of $8.3 million in 2019.
Organization and Structure

In 2019 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, 2019 gave rise to having five or more members on the board of directors (up 9%), increases in board member recruitment plans (up 6%), and development of succession plans (up 2%). In addition, four percent more members reported that the organization’s founder is no longer the executive director.

The boards of directors of member diaper banks took steps towards increasing their organization’s efficiency and effectiveness by utilizing committees to address organizational goals. Among diaper banks, there was an increase in Boards utilizing committees, with an increase in members establishing committees as well as those having both Governance and Finance Committees.

NDBN members have taken steps to strengthen their board of directors.
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. One-hundred-four diaper banks (59% of all programs) operate with paid staff, while 71 (41%) reported having no paid staff. In 2019, diaper banks reported more than 320,000 volunteers, contributing 1,103,405 volunteer hours. These volunteers contributed approximately $28.1 million\(^7\) worth of time to diaper programs across the Network.

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\(^7\) The dollar value of $25.43 per volunteer hour is based on the estimated national value of each volunteer hour released by Independent Sector April 11, 2019.
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 2019, member participation in advocacy more than doubled, from more than one-third to two-thirds (122 programs) of NDBN members participating in more than 621 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 58 members reporting participating in activities in at least two levels of government.

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 National Diaper Need Awareness Week and NDBN Lobby Day in Washington, D.C.

**Two-thirds of NDBN members (122 programs) participated in more than 621 advocacy-related activities.**
63% (84 members) reported that all of their clients were either low-income or below the poverty level.

**Clients in Poverty and Low-Income Families**

Of the members reporting, 63% (84 members) reported that all of their clients were either low-income or below the poverty level, defined as having income less than or equal to 200 percent of the Federal Poverty Level (FPL), with 21% (28 members) of those programs reporting all families earning incomes below 100% of the FPL. Eighty-one percent of members reported 90% or more of the families that they serve are low-income or poor.

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, SSI), 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 (50%).
Nearly 60 percent (104 diaper banks) distributed other material basic needs.

**Meeting Basic Needs**

Many diaper banks provide not only diapers but also other basic needs of the families served. Nearly 60 percent (104 diaper banks) distributed other material basic needs, which include baby and child related items and general items, such as adult clothing, personal hygiene products, and cleaning supplies.

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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.

Thirty-four percent (60) of members reported surveying their clients.
Thirty-four percent (60) of members reported surveying their clients. Of the members reporting they were not surveying their clients, 40 percent (70 members) have an interest in implementing client surveys.

Of all members, over half (95 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. Thirty-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. Sixty 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 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. The seven years of member data collected from the annual member survey demonstrates that not only has NDBN played an integral role in helping more families across the country receive the diapers they need, but that member diaper programs have built capacity and sustainability to remain established resources in their communities.

Network Growth

NDBN continues to see growth in outcome indicators and build capacity across the Network. When considering annual diaper distribution as a growth indicator, larger annual diaper distribution has increased at a faster rate than lower annual distribution.

Each year, Network members are providing more children 50 or more diapers per month, the recommended number of diapers. In 2019, over 88,000 children received at least 50 or more diapers per month, over three times as many children since the 2014 annual survey when this was first reported.

Members are continuing to increase diaper distribution and have more money available to spend for direct diaper purchases. Since the 2013 annual survey, the Network has reported more than 100 percent growth in these areas.
Charting Member Growth – 2018 and 2019

One hundred forty (80%) diaper banks completed the annual survey in both 2018 and 2019, 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 140 diaper banks distributed a total of 75,403,430 diapers in 2019, a 19 percent increase in what they distributed in 2018. In one year, 42 diaper banks increased their annual distribution by more than 50 percent, and 20 diaper banks more than doubled their diaper distribution.
This cohort of diaper banks also saw growth in the average number of children served monthly, serving 27% more children in 2019. The number of children receiving 50 diapers or more monthly increased by 5%, translating into 3,427 more children receiving the recommended supply of diapers.

Diaper banks reported program growth and development in 2019, 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 2018, but then increased outcomes in 2019.

<table>
<thead>
<tr>
<th>Program Area</th>
<th>Reported in 2018</th>
<th>2019 Member Growth</th>
<th>Increased Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children Served Monthly</td>
<td>34 programs served less than 100 children monthly in 2018.</td>
<td>13 (38%) of those programs served 100 or more than children per month in 2019.</td>
<td>Resulted in an increase of 2,643 children served per month.</td>
</tr>
<tr>
<td>Diapers per Child</td>
<td>49 programs provided less than 50 diapers per child per month in 2018.</td>
<td>13 (27%) of those programs provided 50 or more diapers per child per month in 2019.</td>
<td>Resulted in 12,260 more children receiving the recommended number of diapers per month.</td>
</tr>
<tr>
<td>Diaper Drives</td>
<td>19 programs did not host a diaper drive in 2018.</td>
<td>3 (16%) of those programs hosted a total of 4 diaper drives in 2019.</td>
<td>Resulted in 15,249 diapers donated through diaper drives.</td>
</tr>
<tr>
<td>Program Area</td>
<td>Reported in 2018</td>
<td>2019 Member Growth</td>
<td>Increased Outcomes</td>
</tr>
<tr>
<td>-------------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Corporate Donations</td>
<td>99 programs reported receiving no corporate donations in 2018.</td>
<td>21 (21%) of those programs received corporate donations in 2019.</td>
<td>Increased opportunities and visibility for programs in their community as well as encouraged others to take an active interest in their cause.</td>
</tr>
<tr>
<td>Money Spent on Diapers</td>
<td>22 programs spent no money on diapers in 2018.</td>
<td>13 (59%) of those programs directly purchased diapers in 2019.</td>
<td>Resulted in the purchase of $552,784 worth of diapers. Diaper banks have the ability to purchase diapers at a lower cost and in the sizes in demand.</td>
</tr>
<tr>
<td>Distribution Methods</td>
<td>27 programs did not work with partner agencies in 2018.</td>
<td>9 (30%) of those programs worked with partner agencies in 2019.</td>
<td>Resulted in 24 partner agencies distributing 381,575 more diapers to 6,467 children throughout the service area.</td>
</tr>
<tr>
<td>Basic Needs Items</td>
<td>58 programs only distributed diapers and no other basic needs items in 2018.</td>
<td>11 (19%) of those programs provided other basic needs items in 2019.</td>
<td>Gave 6,517 children and adults opportunities to meet other basic needs.</td>
</tr>
<tr>
<td>Grants Submitted</td>
<td>54 programs did not apply for a grant in 2018.</td>
<td>14 (26%) of those programs applied for 212 grants in 2019.</td>
<td>Resulted in 13 programs being awarded $877,150.</td>
</tr>
<tr>
<td>Media Mentions</td>
<td>42 programs reported no media mentions in 2018.</td>
<td>19 (45%) of those programs received media mentions in 2019.</td>
<td>Raised awareness with 101 diaper related media mentions.</td>
</tr>
</tbody>
</table>
Looking Forward

Members let us know the areas in which they are interested in increasing their participation with the Network and their engagement to support diaper need awareness. Members remain interest in: working with local media (87 programs); participating in advocacy efforts or attending Lobby Day in Washington, D.C., (60 programs), mentoring a new diaper bank in their region (57 programs); having NDBN staff speak at member diaper bank events (43 programs); increasing participation with NDBN at the national level such as speaking at the annual Diaper Banks in America Conference (40) or serve on committees (39), as contributing by serving on the Board of Directors or presenting a webinar to the Network (17 programs each).

Members also shared accomplishments and milestones realized and goals for 2020. Programs are looking forward to increasing program capacity, serving children in hard-to-reach rural areas, strengthening their Boards of Directors, and establishing succession plans and fostering long term sustainability. These goals exemplify NDBN members’ commitment to serving families in need and their vision to develop their programs that provide diapers across the country.