

NDBN 2016



Annual Report



National Diaper Bank Network



There is an annual report in my head that has your picture in it, along with a portrait of every single person committed to keeping all babies clean, dry and healthy.

We could never print it — it would be thousands of pages long. That is because, today, diaper banking is a full-blown, dynamic movement that is improving the well-being of hundreds of thousands of American children and families.

2016 marked the fifth anniversary of the National Diaper Bank Network (NDBN). We are proud of the amazing success we have achieved. Our Network has grown from about 30 diaper bank programs to more than 300 members, based in communities throughout the country. This year, The White House called, requesting NDBN's advice and support for a new

initiative to make diapers more affordable for families in need. Elected leaders, from our nation's Capitol to our local city halls, are debating ways to address diaper need. Every week, we get inquiries from inspired individuals interested in starting diaper banks in their communities.

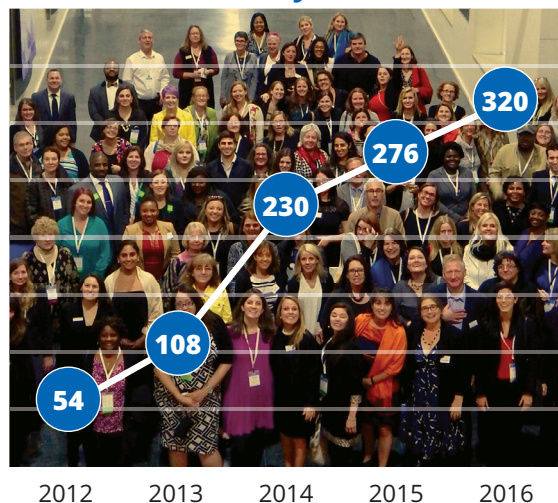
Of course, we're not done — not even close — we've only begun. Our growing movement reaches only a fraction of the infants and toddlers who need our help. We won't rest until every baby's basic needs are met — and until no parent has to bear the heartache and stress of watching their child do without necessities like clean diapers. Diapers may be small, but to struggling moms and dads, they are windows of hope. We must seize the momentum of our movement to give more parents the opportunity to care for their children in the manner they deserve.

2016 was a year of unprecedented growth for our Network — growth made possible with the support of great people like you. As you read NDBN's 2016 Annual Report, I hope you too are proud of what you and so many others have done — and that you share my excitement for the great work to come.

Diaper On!

Joanne Goldblum
Joanne S. Goldblum

NDBN Members by Year



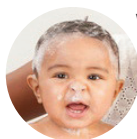
Big Change: Stopping Diaper Need Before It Starts



NDBN-member Happy Bottoms partnered with Kansas City-area hospitals to send new parents in need home with a supply of newborn diapers; a directory of community agencies that could help them in the future with diapers and other basic needs; and information on proper diaper changing and stress management. Happy Bottoms' Hospital Partners Program got going with a Funds for Change grant from NDBN. Now we are gearing up to pilot the Hospital Partners Program in more sites throughout the country. **In 2016, we gave microgrants totaling \$100,000 to 29 NDBN-member diaper banks to turn great ideas like this one into realities.**

I use my car for work, and there are some days when it feels like a toss-up: Do I spend \$30 on gas or \$30 on diapers? *-Lacey*

Big Change: Protecting Babies When Disaster Strikes



When natural disasters strike, Americans look for ways to help. In June of this year, extensive flooding in West Virginia displaced thousands of families. "75 percent of infants and children lost absolutely everything," according to NDBN-member Louis County Food Pantry. NDBN responded, and coordinated the delivery of hundreds of thousands of donated diapers and other basic need items from NDBN founding sponsor Huggies and Kimberly-Clark Corporation (United States) to impacted areas in the state. Plus, NDBN donors rallied to provide financial support to cover the costs of transportation. **When families are displaced by severe weather, NDBN and its local members spring into action.**

This gift helps in so many ways! The over-nights help the older kids feel safe without feeling embarrassed, with no wet beds, in a shelter setting!!! The moms can go to work and also can provide needed food for their kids when they can use these diapers and know their kids will be fed and kept dry! Thank you!!! *-Sheryl*

Big Change: Helping Parents Get to Work



Without a daily supply of diapers, most child care centers will not accept babies. That leaves parents in poverty stuck between a rock and a hard place. **So diaper banks have responded by partnering with agencies that help parents get job training and find work.** Some of those agencies include Jop Corps, Good+ Foundation's Engaging Fathers Initiative, and many more.



Big Change: Capitol Ideas for Wiping Out Diaper Need



The White House asked for our help to understand diaper need in America, and the work of the diaper bank community. President Barack Obama even published a Mother's Day op-ed about diaper need! We are also working with elected officials on the state level. Props to the New Haven Diaper Bank and DC Diaper Bank, which engaged in successful state and local campaigns to eliminate sales tax on diapers and feminine hygiene products. Local advocacy efforts have also been important in addressing diaper need in San Francisco, which became the first city in the nation to provide diaper support for low-income families.

I don't think people realize how something like diapers can make a difference in a person's life. It means so much to feel like I'm in a place where I don't have to beg, but I can get what I need. *—Marina*

We were prepared for one child. But finding out it was multiples? Say what? Needless to say, my husband and I knew there would be a lot more costs coming our way. *—Natasha*

Big Change: Starting with Diaper Time



Books and diapers may seem like an odd couple. But talking, reading, and singing with children — right from the start — builds young brains and prepares them for success in school and in life. NDBN teamed up with Too Small to Fail to create the Diaper Time Is Talk Time program. Together with Penguin Young Readers Books and NDBN-member diaper banks, we are distributing 100,000 books and fun tips to help parents make small moments like diaper time, perfect opportunities to develop strong bonds with their children.

DIAPER TIME IS **TALK TIME**

CONNECT WITH YOUR BABY



Look your baby in the eye and smile as you change her diaper—your loving expression lets her know you care.

#DIAPERTIMETALKTIME



DIAPER TIME IS **TALK TIME**

USE WORDS TO DESCRIBE WHAT YOU ARE DOING



You might say, "Now, I'm lifting your tiny feet up, up, up...and now I'm putting them back down, down, down."

#DIAPERTIMETALKTIME



DIAPER TIME IS **TALK TIME**

MAKE UP A FUN SONG



Your baby loves to hear her own name so try adding it to the song.

#DIAPERTIMETALKTIME



DIAPER TIME IS **TALK TIME**

TUNE INTO YOUR BABY'S FEELINGS



You might ask, "How do you feel?" Use words like happy, sad, or tired.

#DIAPERTIMETALKTIME





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 NDBN-member diaper bank programs.



July 2015–June 2016

Income

Contributions	\$257,631
In-Kind Support	\$1,600,382
Partner Fees	\$347,793
Grant Revenue	\$115,287
Other Income	\$26,618
Net Assests Released from Restrictions	\$58,426

Expenses

Program Services	\$2,295,386
Management	\$110,043
Fundraising	\$147,885

Total Support and Income	\$2,406,137
Total Expenses	\$2,553,314
Change in Net Assets	-\$147,177



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