



**National Diaper Bank Network**

**2020**  
Annual Report





## LETTER FROM THE CEO

**“Many families across the country are turning to diaper banks to meet basic needs because of pandemic-related job losses.”**

*The New York Times, July 29, 2020*

A year ago, I began the National Diaper Bank Network (NDBN) annual report with what now seems to be a rather naïve question, “Where do you get the drive to continue even when things are hard?”

Clearly, 2020 has shown that life has a way of redefining “hard,” causing each of us to radically change nearly every aspect of our daily lives. This is also true of NDBN as an organization. The unprecedented challenges of this tumultuous year have revealed two fundamental truths:

- Material Basic Necessities Are Essential.
- Our Work Matters.

Way back in January, the *American Journal of Public Health* published a study that recognized diaper need as a public health issue. This marked a huge milestone for NDBN and further validated our cause which we have considered a public health crisis in the US since our founding in 2011.

Weeks later, the true impact of the COVID-19 pandemic began to take hold. Our worlds stopped. Retail shelves emptied. People panicked. Suddenly there was no toilet paper, no diapers, no period supplies for anyone, regardless of income. What life is like without material basic necessities became an unexpected reality for millions of people throughout the country.

As we began working virtually from our homes, NDBN did not retreat. We engaged with other leaders of our movement. We pushed forward, focusing on

- Real Talk
- Real Action
- Real Support
- Real Impact

Our 2020 Annual Report offers highlights of what can only be described as an unprecedented year of both adversity and opportunity.

As always, if you find you have questions about the work of NDBN and/or the Alliance for Period Supplies, please contact me or a member of our amazing team.

We are committed to advancing simple solutions to end diaper need, period poverty, and the lack of access to other material basic necessities in the US.

Thank you for your interest and your support.



Joanne Samuel Goldblum  
*Chief Executive Officer*

**NDBN envisions a country where everyone can thrive and plan a brighter future, without daily struggles to survive.**

## OVERVIEW

### Real Talk

At NDBN, we believe in leading by engaging in real talk about real issues. The pandemic presented an opportunity to reshape the public discussion about diaper need and period poverty in the United States.

At the onset of the crisis, NDBN increased communications via a daily COVID-19 Update for our member programs and developed core talking points to unify our movement.

- The COVID-19 pandemic is disproportionately impacting children and families who lack access to clean diapers and other basic necessities, including historically marginalized communities comprised of Black and brown people.
- Hoarding, loss of jobs, and shelter in place orders have forced more families to turn to nonprofit diaper banks, depleting available supplies.
- Even before COVID-19, 1 in 3 US families struggled to provide enough diapers to keep their children clean, dry, and healthy.

Collectively, we connected our members with elected officials, journalists, and supporters, among others to share our stories.

News organizations, including *USA Today*, *The New York Times*, NPR, and countless others, turned to NDBN as the authoritative voice on what was evident in every community in the country—the unprecedented and ongoing need for help.

**The National Diaper Bank Network, which is a haven for those who cannot afford baby essentials, is seeing its supplies dwindle and demand skyrocket with more Americans out of work and seeking assistance.”**

*The New York Times*, March 30, 2020

## ACTIVITIES

### Real Action

NDBN, along with our member diaper banks and period supply programs, responded with real action. Programs adapted, adjusting their operations to conduct drive-through and mobile distributions in their communities.

Our members are on track to distribute millions more diapers and period supplies in 2020 than ever before. On average, 50% more diapers are being distributed monthly to families in need than prior to COVID-19, with many programs reporting increases of 200% to 600%, or more.



*Photo courtesy of HappyBottoms*

During May and June alone, NDBN and our founding sponsor Huggies® distributed more than 20 million donated diapers to member programs throughout the country. By year's end, we expect to set a new single-year distribution record of 34.8 million donated diapers and 5.2 million wipes!

Likewise, the Alliance for Period Supplies and our founding sponsor U by Kotex® will also set a record in 2020. Together, we will distribute more than 14.8 million donated period supplies to our allied programs by the end of the year!

These achievements are made possible through the support of Kimberly-Clark Corp., the parent company of the Huggies and U by Kotex brands.

### Diversity, Equity, Inclusion

The Black Lives Matter-led protests throughout the country elevated the need for NDBN to evaluate how we as an organization lift the voices of Black, Indigenous and people of color communities and intentionally support under-

resourced and under-served leaders, organizations and communities. We are committed to ensuring that NDBN is a diverse, equitable and inclusive organization.

## Real Impact

2020 gave rise to real opportunities for new forms of impact.

The Alliance for Period Supplies spearheaded the inaugural Period Poverty Awareness Week. The week included a formal resolution sponsored by US Rep. Grace Meng of New York. Her resolution

recognized the contributions of individuals and period supply banks in local communities, prior to and in response to the COVID-19 pandemic, as well as the generosity of the people of the United States for supporting those struggling with period poverty by donating menstrual products.

Similarly, NDBN worked closely with US Sens. Joni Ernst of Iowa and Chris Murphy of Connecticut on the first bipartisan funding request for diaper relief. The request was for \$200 million to be included in a coronavirus rescue package to support diaper distribution programs and families struggling with diaper need resulting from lost jobs and lost income due to the pandemic. While the issue of diaper need was elevated on Capitol Hill, the Senate failed to pass any additional rescue packages to help US families access material basic necessities.

NDBN will continue to demand that Congress fund programs that end diaper need and period poverty in the US.



*US Sen. Joni Ernst joined Hiney Heroes Diaper Bank for a drive-through diaper distribution event in Davenport, Iowa in September.*

## PROGRAMMING

### Signature Events Go Virtual

The need for social distancing in 2020 transformed two of NDBN's signature events: National Diaper Need Awareness Week; and the annual national conference, renamed the US Conference on Poverty and Basic Needs.



New branding, created by Landor Chicago, helped drive the success of National Diaper Need Awareness Week. Additionally, the heroic work of NDBN member diaper banks was recognized via a US House of Representatives Resolution put forth by long-time NDBN champions Reps. Rosa DeLauro of Connecticut and Barbara Lee of California.

Rep. DeLauro was also among the keynote speakers at the US Conference on Poverty and Basic Needs which brought together more than 360 advocates and leaders from basic needs banks throughout the country. The three-day virtual conference was NDBN's largest gathering to date, and served to unite and strengthen the growing network of diaper bank and period supply programs committed to ending diaper need and period poverty in the US.



## Real Support

As news stories revealed the unprecedented need for diapers and period supplies due to the COVID-19 crisis, more people than ever before chose to provide real support to NDBN and the Alliance for Period Supplies. Longtime donors increased their contributions. Annual donors became monthly donors. And more than 4,000 new donors elected to give to NDBN in 2020, the most ever in a single year.

By choosing to support our work, donors are telling us that our work is relevant, and it matters.

- **“As a new mom it pains me to think of families and babies in need. I hope this helps in any small way to make babies’ and parents’ lives more comfortable.”** Jessica F.
- **“Because I’ve been there, not knowing if I have enough for food and feminine products. Having to choose between the two and just say I’ll just have to use toilet paper. This is one of the most natural things and women shouldn’t have to worry about staying clean.”** Oliva W.
- **“No child should struggle to have a clean diaper, and no parent or guardian should struggle to be able to provide that basic need to their child. Hoping this small donation can help support parents and guardians and close the gap for this need. Sending all the love <3”** Christina Z.
- **“Never had kids. But my mom raised three of us on one check so I get it.”** Catherine D.
- **“Poverty sucks. – Someone who remembers.”** Carol P.
- **“I have a 3-year-old and an 11-month-old. I feel very lucky that my husband and I have maintained our jobs during COVID and can provide for our kids. I hope this donation helps the families in need. Our hearts are with them.”**  
Julia L.
- **“No matter how long it takes, let’s end period poverty together.”** Zhongyi L.

### Grant Opportunities Expand

The influx of individual financial contributions enabled NDBN to create the COVID-19 Emergency Relief Grant program. The grants of up to \$5,000 each helped struggling diaper banks and period supply programs remain operational throughout the COVID-19 crisis. A total of \$91,965 in emergency grant funding was issued to 25 programs in 2020.

**“NDBN has been an enormous help!! I can honestly say, we would not have navigated this crisis as well without your support. Thank you very much for all of the work and commitment you have put in over the past couple of months regarding COVID.”**

Rachael Suskovich, Indiana Diaper Bank

Also, in 2020, NDBN’s Funds for Change grant program expanded to include both member diaper banks and the allied programs of the Alliance for Period Supplies.

Funds for Change grants are the only national, competitive grant program dedicated solely to supporting nonprofit organizations that distribute donated material basic necessities to individuals and families in need.

Since launching in 2015, the initiative has generated more than \$1.3 million in support for community-based basic needs programs.

In 2020, three diaper bank programs received strategic initiative grants:

- Hawaii Diaper Bank, Kamuela, Hawaii — \$20,000 to support the organization’s first office/storage space to collect, warehouse and distribute diapers.
- Helping Mamas, Inc., Norcross, Georgia — \$10,000 to expand outreach and capacity to five locations serving rural areas.

- Mid-South Food Bank, Memphis, Tennessee — \$10,000 to support a Mobile Diaper Pantry serving children and families in 20 rural counties.

An additional 16 diaper bank programs were awarded micro-fund grants of up to \$3,000, as were 11 period supply programs. These grants helped support warehouse expansion, capacity building, marketing, and website development among other activities.

**“When the history of this pandemic is written, we will find that there were large economic disparities along with the racial disparities that have already emerged. People in poverty are less able to isolate themselves because they are so often employed in ‘essential,’ though shamefully low-paid, work. They are more likely to be homeless, living in crowded conditions or incarcerated in facilities where disease spreads rapidly.”**

NDBN CEO Joanne Samuel Goldblum  
in an op-ed for *CT Mirror*, April 28, 2020

## CHARTING 2020

**National Diaper  
Bank Network**

**245**

*Certified Member Programs*

**Alliance for  
Period Supplies**

**101**

*Certified Allied Programs*

*Total Dollars of Grants Awarded*

**\$199,175**

# SNAPSHOT



*Photo courtesy of The Kwek Society*

The Kwek Society, an Alliance for Period Supplies allied program, works to ensure that Native American girls attending rural schools receive free access to period products and suitable support to aid in their health and academic success within their schools.

Kwe'k means “women” in the Potawatomi language, so the organization is The Women’s Society.

The Kwek Society distributes period products — including those donated by U by Kotex®, the founding sponsor of the Alliance for Period Supplies — throughout the Navajo Nation.

1 in 4 Women Have Struggled to Purchase Period Products in the Past Year Due to Lack of Income.

#EndPeriodPoverty 

## BOARD OF DIRECTORS

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Memphis, Tennessee

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Appointed Special Advocates  
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Marketing Director  
Kimberly-Clark, Corporation  
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Strategic Communications  
Consultant  
Washington, D.C.

#### **Nancy Woodland**

Community Advocate  
Seattle, Washington

### *Ex Officio*

#### **Joanne Samuel Goldblum**

Chief Executive Officer  
National Diaper Bank Network  
New Haven, Connecticut

## NATIONAL STAFF

**Joanne Samuel Goldblum**

*Chief Executive Officer*

**Chris Blake**

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*Director of Research  
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**Jennifer Gaines**

*Program Director of  
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**Tamara Killian**

*Director of Donor Relations*

**Mary Madoule**

*Program Coordinator*



*Photo courtesy of Nashville Diaper Connection*

**Hope Martin**  
*Chief of Finance  
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**Troy Moore**  
*Chief of External Affairs*

**Sydney Phillips**  
*Communications Coordinator*

**Rachel Segaloff**  
*Director of Philanthropy*

**Susan Van Ness**  
*Chief of Programs*

**Phillip Vander Klay**  
*Director of Policy  
and Government Relations*





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 270 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 36 million menstrual products to help end period poverty in the US.

## JULY 2019–JUNE 2020

### Income

Contributions	\$1,496,772
In-Kind Support	\$5,719,370
Program Service Revenue	\$3,952,123
Other Income	\$2,308

### Expenses

Program Services	\$9,774,476
Management	\$198,698
Fundraising	\$186,005
Total Support and Income	\$11,170,573
Total Expenses	\$10,159,179
Change in Net Assets	\$1,011,394



**National  
Diaper Bank  
Network**

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