

National Diaper Bank Network



2017
Annual Report

Diaper banks operate on the belief that every parent wants the best for their child. That's what makes diaper need so horrific. Imagine not being able to keep your baby clean, dry and healthy.

A package of diapers can change a parent's life and therefore change their baby's present and future. That's what we're about here at the National Diaper Bank Network (NDBN) and at our more than 300 members across the United States.

Our friends at the Diaper Bank of North Carolina have partnered with researchers to quantify the amazing outcomes from providing families with diapers. Parents who receive diaper assistance report feeling less stress and having more positive interactions with their children. That means healthier brain development and a lifetime of benefits for those babies. Most families also say that receiving diapers leaves more cash for other necessities, such as food.

Diapers are a way in ... a way to transform lives. In 2017, NDBN developed new partnerships, services and programs that help member diaper banks work smarter, and we advocated for policy reforms to make diapers more affordable. I am proud of all these initiatives and grateful for the support that makes them possible.



We live in a world in which we need to share responsibility. It's easy to say, "It's not my child, not my community, not my world, not my problem." Then there are those who see the need and respond. I consider those people my heroes.

-Fred Rogers

The essentials of our work, however, do not change. We're helping families get what they need to thrive — and when we do this, we are also helping them to give their child what every parent wants — the best.

Diaper On!

A handwritten signature in blue ink that reads "Joanne Goldblum". The signature is fluid and cursive, with a large initial 'J'.

Joanne Goldblum
Chief Executive Officer

Inspiring Change

This year, NDBN's \$100,000 Funds for Change grant initiative, the only national, competitive grant program dedicated solely to supporting community-based diaper banks in the U.S., included four \$10,000 strategic investment grants awarded to member diaper banks to create programs to overcome geographic challenges. Recipients included:

- Diaper Bank of the Ozarks, Springfield, Mo., to hire a rural program manager to improve diaper distribution and capacity.
- Diaper Bank of North Carolina, Durham, N.C., for an expansion project to serve a U.S. military base and its surrounding community in Cumberland County.
- Inland NW Baby, Spokane Valley, Wash., to create diaper cupboards (small distribution programs) based in rural health clinics.
- The HopeLine, Bronx, N.Y., to create neighborhood diaper cupboards through a Bronx-based nutrition program.

NDBN is investing in member organizations capable of leveraging local assets in order to ensure the long-term sustainability of vital community-based diaper bank programs.

–Susan Van Ness, Chief of Programs

Charting 2017

300+

NDBN MEMBER DIAPER BANKS IN THE U.S.

3,547

COMMUNITY-BASED PARTNER AGENCIES

52,018,854

DIAPERS DISTRIBUTED ANNUALLY

279,857

CHILDREN DIAPERED MONTHLY

Expanding Our Reach

More people in more communities are learning about the prevalence and impact of diaper need through retail partnerships made possible by NDBN founding sponsor Huggies. Since 2013, Huggies has worked with Meijer (a Michigan-based retailer that operates supercenters and grocery stores in five states) and its customers on an annual in-store diaper need awareness initiative that has resulted in the cumulative donation of 600,000 diapers and \$40,000 to NDBN and member diaper bank programs. The success sparked new Huggies/NDBN partnerships in 2016–17 with national retailers including Amazon and Walgreens.



The Academics of Diaper Banking

We know donating, collecting and distributing diapers to help keep babies clean, dry and healthy is a rewarding endeavor. We also know that it benefits babies and families physically, mentally and economically. But did you know that community social service organizations that partner with diaper banks agencies become measurably stronger? Dr. Kelley Massengale proved it.

Dr. Massengale earned her doctorate in public health education from the University of North Carolina at Greensboro in 2017 by focusing on diaper need in under-resourced communities. Working in partnership with the Diaper Bank of North Carolina, Dr. Massengale's research served as the basis for two peer-reviewed articles published in *Children and Youth Services Review* and the *Maternal and Child Health Journal*. The work adds to the academic literature on diaper need and recognition of the vital work of the diaper bank community throughout the U.S.

Board of Directors

Chair

Jennifer Lohse

Director
Tucson Foundations
Tucson, Ariz.

Secretary

Vicki Clark

Consultant
Building the Capacity of
Organizations
Memphis, Tenn.

Treasurer

Sondra Greene

Chief Financial Officer
Capital Sisters International
Denver, Colo.

Chair Elect

Kathleen DiChiara

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

Janet Stolfi Alfano

Executive Director
The Diaper Bank
New Haven, Conn.

Jessica Bartholow

Policy Advocate
Western Center on Law and
Poverty
San Leandro, Calif.

Corinne Cannon

Founder & Executive Director
Greater DC Diaper Bank
Washington, D.C.

Judith Cruz

CEO
Treasure Coast Food Bank
Fort Pierce, Fla.

Jeff Fackler

V.P. of Supply Chain
Sam's Club
Bentonville, Ark.

Kristine Lemke

Senior Principal
Blue Fin Group
Providence, R.I.

Aric Melzl

Huggies® Brand Marketing
Director
Kimberly-Clark
Appleton, Wis.

Beth Ruoff

Strategic Communications
Consultant
Washington, D.C.

Liz Sutherlin

Executive Director, Emeritus
HappyBottoms
Kansas City, Kan.

Nancy Woodland

Executive Director
WestSide Baby
Seattle, Wash.

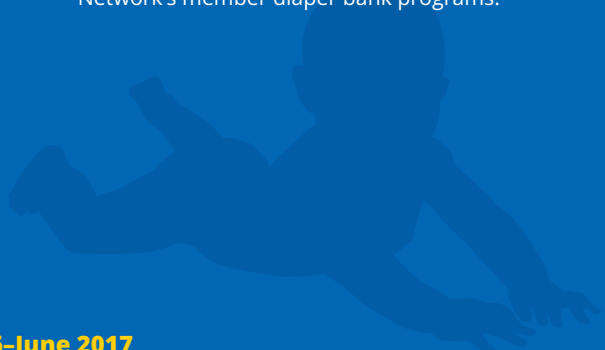
Ex Officio

Joanne S. Goldblum

Chief Executive Officer
National Diaper Bank Network
New Haven, Conn.



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.



July 2016–June 2017

Income

Contributions	\$579,458
In-Kind Support	\$6,158,986
Partner Fees	\$648,773
Grant Revenue	\$33,163
Other Income	\$36,416
Net Assets Released from Restrictions	\$93,968

Expenses

Program Services	\$7,244,706
Management	\$133,068
Fundraising	\$198,859
Total Support and Income	\$7,456,798
Total Expenses	\$7,576,633
Change in Net Assets	(\$119,836)



National Diaper Bank Network

155 East Street, Suite 101
 New Haven, CT 06511
 203.821.7348

NationalDiaperBankNetwork.org