



National Diaper Bank Network

2018
Annual Report



Friends of the National Diaper Bank Network (NDBN) know I'm fond of saying "small things impact big things." In the seven years since our founding in 2011, NDBN has achieved many big things for which we are proud. So, I'm refining the adage to say:

"Big Things Inspire Big Changes."

I am pleased to report that 2018 marks a year of change for NDBN, our members, our programs, and our futures. Included in this year's Annual Report are highlights of those changes and what they mean for the growth of our Network and our expanding commitment to helping individuals, children and families access the material basic needs required for them to thrive and reach their full potential.

You may have noticed that the cover of this report features an exciting new logo for NDBN. The design reflects the evolution of our organization and will carry us forward in the years to come.

Additional big changes in 2018 include:

- New standards for what it means to be a certified NDBN-member program.
- New initiatives such as the Alliance for Period Supplies. Launched in May, with the support of U by Kotex[®], the program has already distributed millions of pads and liners to help #EndPeriodPoverty in the U.S.!

- New protocols for mobilizing NDBN's disaster response efforts to deliver and distribute material basic needs (i.e., diapers, wipes, period supplies, incontinence products) directly to communities impacted by hurricanes, floods, fires and other natural disasters.

Because of change, NDBN is stronger ... the Network is stronger ... individual member programs are stronger. The big changes we are making together will enable us to meet the challenges of the future and ensure we are able to expand our capacity in communities throughout the U.S., and ensure that individuals, children and families have access to their most basic needs.



Joanne Goldblum
Chief Executive Office



National Diaper Bank Network:

200+

certified member programs

— and growing

Standards of Achievement

This year, we inaugurated a new model for NDBN membership, one that embraces new standards and benchmarks for what it means to be an NDBN-member diaper bank program. Working together with our members, we refined the responsibilities and expectations we have to, for and with one another. Today, more than 200 member diaper bank programs in the U.S. are certified members of the National Diaper Bank Network. Our Network is strong.

Beyond Diapers

Because of the work we do each and every day, NDBN knows that children and families living in poverty will thrive when given the material basic needs that they may otherwise lack. The same is true of individuals who struggle to afford period products. One in four women reports struggling to afford period supplies within the past year.



In May, NDBN leveraged our expertise and launched the Alliance for Period Supplies, with the support of founding sponsor U by Kotex®. Within the program's first year, we expect to distribute nearly 10 million donated pads and liners through our 50 allied programs across the country. In October, we held the first National Summit for Period Leadership in Atlanta. We can #EndPeriodPoverty and help individuals in need access the products required to participate fully in daily life.

Being Present

Natural disasters give rise to “situational poverty.” Families, once secure, find themselves with nothing but the clothes on their back; clean diapers are among the first things families with young children need. With Hurricanes Harvey, Irma and Maria in 2017, and Florence and Michael this year, NDBN has become a vital partner in disaster response and recovery efforts. Working with our member programs, our donors and our founding sponsors, NDBN has shipped and distributed millions of diapers, wipes, liners, pads and other material basic needs to communities impacted by natural disasters. While immediate support is needed in each situation, NDBN is committed to continuing our support for local communities in the months that follow.

New Findings

NDBN supports research that advances the understanding of diaper need and the impact of diaper bank programs. In 2018, NDBN worked with The Diaper Bank of Connecticut to evaluate and release key findings from the first statewide economic impact study on diaper distribution programs. Conducted by researchers from the Connecticut Center for Economic Analysis at the University of Connecticut (<https://bit.ly/2RSohaG>), the report revealed:

- Babies' overall health improves when families receive diapers.*
- Clean diapers help prevent medical expenses.*
- A majority of families receiving diapers have jobs.*
- Without diapers, parents miss work.*



Source: Carstensen, F., Gunther, P. (2018). Better Health for Children and Increased Opportunities for Families: The Social and Economic Impacts of The Diaper Bank of Connecticut. New Haven, Connecticut: The Diaper Bank of Connecticut.

Giving Voice

Advocating for state and federal policies that improve access to material basic needs is a core component of the National Diaper Bank Network. NDBN staff regularly provides oral and/or written testimony in support of state legislation, including bills to end state sales taxes on diapers and period supplies. NDBN actively supported a recently passed budget bill in California that will provide \$10 million to purchase diapers to be distributed through four regional food banks. This legislation is the first of its kind. NDBN provided research and testimony to the New York City Council on approved legislation to provide clean diapers to children at homeless shelters and city-subsidized daycare. NDBN is also active in Washington, D.C., forging alliances and hosting our annual Lobby Day which brings together diaper bank leaders from around the country to meet with Congressional staff. NDBN's influence is evident in framing public debate on how best to address diaper need and period poverty in America.

Looking Ahead

NDBN is leaning forward into what promises to be an exciting 2019. We plan to reveal the creative work from a year-long endeavor to rethink, redesign and reimagine our work, our reputation and our image. Thanks to our friends at Huggies®, NDBN has had the opportunity to work with Landor, one of the world's leading global brand consultancies, whose Chicago-based team provides its services pro bono to NDBN. They believe in what we do, our impact, and potential of our collective action.

Elements of the redesign are visible in this report, starting with the asterisk. We are taking the asterisk from a secondary footnote and bringing it into the forefront of the public eye. **Material basic needs are not afterthoughts ... they are essential to the health and well-being of all people.** Watch for more to come and join us as we engage in real talk.

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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.

with , she can.

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 up to 10 million pads and liners distributed to individuals in need through allied programs.

July 2017–June 2018

Income

Contributions	\$585,110
In-Kind Support	\$4,531,192
Program Service Revenue	\$1,512,491
Other Income	\$1,136

Expenses

Program Services	\$6,219,036
Management	\$142,538
Fundraising	\$184,376
Total support and income	\$6,629,929
Total Expenses	\$6,545,950
Change in Net Assets	\$83,979



**National
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Network**

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