



**National
Diaper Bank
Network**



**alliance for
PERIOD
supplies**

National Diaper Bank Network

2021 Annual Member Survey

Dear Friends — We are pleased to share with you the 2021 Annual Member Survey of the National Diaper Bank Network. Two thousand twenty-one marked the 10th anniversary of our work that began as an effort to end diaper need and, today, has transformed into a national movement to help individuals, children, and families access the material basic necessities they require to thrive and reach their full potential. This report reflects the impact and activity of the Network over the 2021 calendar year. Each year we survey the Network of independently operated basic needs banks across the country to assess our collective efforts to end diaper need and period poverty in the United States. Thank you to our members for all that you do to advance this work and provide the material basic necessities all people require to build strong futures.

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1 Background and Year in Review

National Diaper Bank Network (NDBN) is a nonprofit network of more than 300 basic needs banks providing diapers, period supplies, and other basic needs items. Collectively, the Network distributed material basic necessities to more than 370,000 children, individuals, and families, on average, each month in 2021.

NDBN was established in 2011 to address the public health crisis of diaper need. In 2018, NDBN expanded the scope of our work with the launch of the Alliance for Period Supplies, introduced to address period poverty and provide products to those in need. Today, NDBN is a network of independently organized and operated basic needs banks working in local communities across the United States. Based in New Haven, Connecticut, our strategic priorities include:

- Ending diaper need, period poverty, and the lack of access to other material basic necessities in the United States.
- Maintaining and expanding NDBN's position as the recognized authority on issues and solutions related to the lack of material basic necessities.
- Advancing public policy solutions through advocacy, legislation, research, and evaluation.
- Building the capacity of our national network to end diaper need, period poverty, and lack of access to material basic necessities in the United States.
- Supporting the development and expansion of community-based basic needs banks throughout the country.
- Sustaining NDBN's organizational strength, strong reputation, and financial health in order to end diaper need, period poverty, and the lack of access to other material basic necessities in the United States.

NDBN is a member organization of basic needs banks. Members 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, period supplies, 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: governance, operations, fundraising and finance, 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.

1.1 NDBN Members Responding to 2021 Annual Member Survey

Since its founding, NDBN has worked continually to develop and strengthen its member programs. In January 2022, NDBN conducted the 2021 Annual Member Survey. The survey, now in its ninth year, collects data regarding the operations of member basic needs banks. This year marked the first time that all members, those operating diaper programs and/or period supply programs, were asked to complete the survey. Members report organization-focused information as well as program-specific data related to their diaper program, period supply program, as well as cloth diaper and incontinence programs, as applicable.

The Annual Member Survey was distributed to 311 member programs, and 86 percent of programs (266) completed the survey.

Year	NDBN Members	Programs		Annual Member Survey Responses	Response Rate
		Diaper	Period Supply		
2013	180 ¹	180	N/A	113	42% ²
2014	227	227	N/A	184	81%
2015	276	276	N/A	255	92%
2016	321	321	N/A	267	83%
2017	314	314	N/A	205	65%
2018	219	219	N/A	160	73%
2019	215	215	N/A	175	81%
2020	246	246	N/A	197	80%
2021 ³	311⁴	247⁴	127⁴	266	86%

	Member Count	Survey Submitted	Response Rate
Diaper Program	184	160	87%
Period Supply Program	64	46	72%
Diaper + Period Supply Program	63	60	95%
	311	266	86%

Of those members submitting Annual Member Surveys for 2021, 18 have been members of NDBN since its founding. More than 50 percent of the Network have been members for five or more years.

1 2013 was the first year of the Annual Member Survey, and thus the first official count of membership. The 2013 Annual Member Survey report states the Network is comprised of approximately 180-member diaper banks.

2 In 2013, the Annual Member Survey was distributed to member and non-member diaper banks.

3 2021 was the first year the Annual Member Survey was a requirement for all member basic needs banks.

4 Of the 311 NDBN members, 63 members operate both diaper and period supply programs.

Year Member Joined NDBN	Responding Members	Percent Responding
2011	18	7%
2012	6	2%
2013	25	9%
2014	35	13%
2015	23	9%
2016	18	7%
2017	10	4%
2018	19	7%
2019	23	9%
2020	45	17%
2021	44 ⁵	17%
	266	100%

1.2 Annual Events and Programs

NDBN hosts annual events and offers programs to its members that support daily operations and promote growth, professional development, and sustainability.

Annual Events

National Awareness Campaigns

In 2012, NDBN spearheaded the first national awareness campaign to raise public interest and educate communities across the country about diaper need. Held annually in September, National Diaper Need Awareness Week marked its 10th anniversary in 2021. The week was officially recognized by governors and/or state legislatures in 24 states as well as by local elected officials in 81 counties and municipalities through the issuing of proclamations acknowledging diaper need as a public health issue and the work of community-based diaper bank programs. The second annual Period Poverty Awareness Week, created to draw attention to the issue of period poverty and the adverse impact of period poverty on people who menstruate, was observed nationally in May 2021 by allied members and allies across the country.

U.S. Conference on Poverty and Basic Needs

In 2021, NDBN hosted the 10th annual U.S. Conference on Poverty and Basic Needs as a virtual conference attended by 319 diaper bank leaders representing 88 members from 43 states and Washington, D.C. The three-day conference dedicates one day to each of the following: ending diaper need and best practices for diaper banks; issues related to ending period poverty and best practices for period supply banks; and understanding poverty and basic needs, basic needs banks and their community impact.

5 This count includes Annual Member Surveys submitted by 2 members who were in the application process in 2021 and have 2022 membership dates.

Lobbying to End Diaper Need

The sixth annual NDBN Lobby Days was hosted virtually in March 2021. The event connected diaper bank leaders from across the country with their members of Congress and the respective staff. NDBN Lobby Days prepared diaper bankers and advocates to meet with staff members in 59 legislative offices and talk about diaper need as a public health issue and advocate for legislative solutions.

Member Programs

Funds for Change Grants

NDBN offers the Funds for Change (FFC) grant program to its members to support operations and growth. The competitive grant program awards a minimum of \$100,000 annually to member basic needs 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, period supplies, or other products distributed by the basic needs bank. In 2021, the eighth 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 a \$10,000 demonstration grant, and 14 programs received micro-funding grants aimed at supporting the long-term growth and sustainability of the program. Another 10 members received sustainability grants in support of their advocacy work.

Donation and Purchasing Programs

NDBN develops and directs donation and bulk-purchasing programs for diapers and other products and services, which are offered exclusively to members. The NDBN bulk purchasing programs give members direct access to high-quality diapers at discounted prices. In 2021, over three-fifths of members participated in the Network buying programs.

Kimberly-Clark Product Donation Programs

Kimberly-Clark, through its Huggies® and UbyKotex® brands, makes annual corporate donation of diapers, wipes, and period supplies to NDBN, which then coordinates the distribution to eligible member programs nationwide.

Huggies Diaper Donation Program

In 2021, Huggies donated 17 million diapers to NDBN, reaching 63-member programs in 31 states and Washington, DC. For a diaper bank to be eligible to receive a Huggies diaper shipment, the member must distribute more than 225,000 diapers annually, have a loading dock accessible to a 53-foot tractor trailer, have a secure warehouse with the capacity to store multiple pallets of diapers, and be an NDBN member in good standing.

U by Kotex Period Supply Donation Program

In 2021 U by Kotex donated 6.5 million menstrual products to the Alliance for Period Supplies, reaching 40 allied programs in 25 states. All period supply banks are eligible to receive a U by Kotex shipment, if they have a loading dock accessible to a 53-foot tractor trailer, have the capacity to store multiple pallets of product, and are an Alliance for Period Supplies member in good standing.

Member Benefits

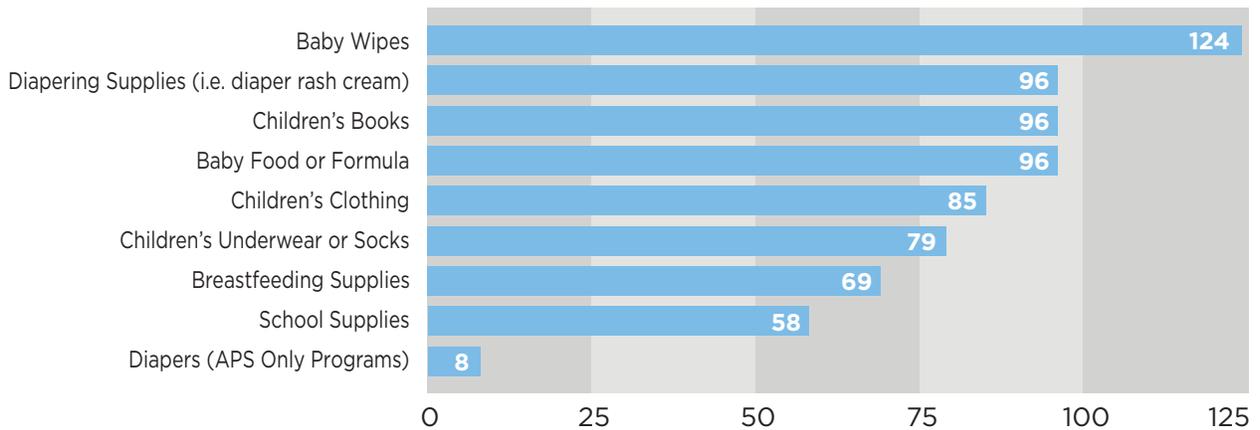
NDBN offers member benefits that support the growth and sustainability of member basic needs banks. Professional development, networking, and peer to peer professional forum opportunities are facilitated by NDBN and provide members with opportunities to share information and ideas with fellow leaders from around the country.

2 Member Organizations

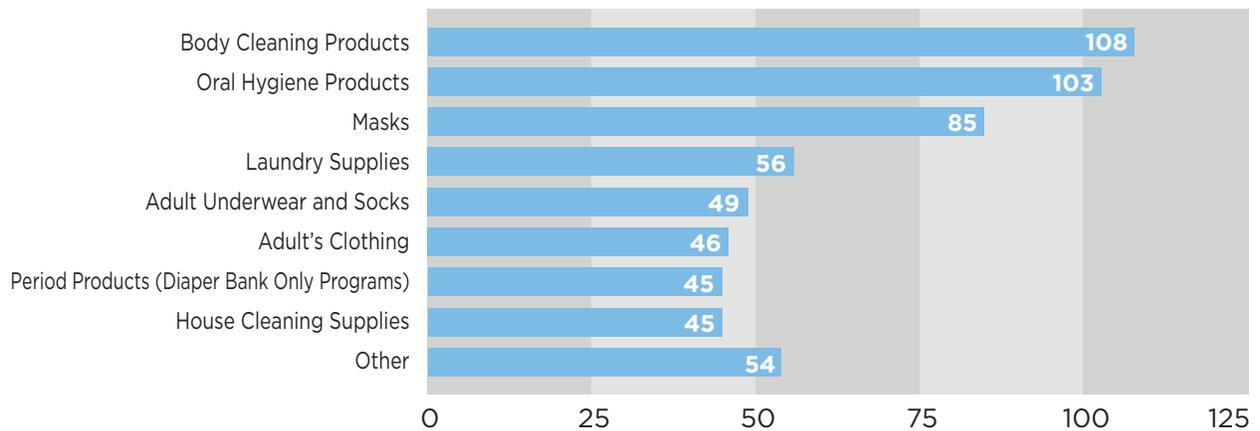
2.1 Meeting Basic Needs

Member basic needs banks provide not only diapers and period supplies but also other material basic necessities to the individuals and families served. More than 50 percent of members (134) distributed other material basic necessities. These items include baby and child related items and general goods, such as adult clothing, personal hygiene products, and cleaning supplies. In addition to their diaper and/or period supply program, one in four members distributing other basic needs items have specific distribution programs for one or more items.

Child-Related Basic Needs Items



Adult-Related Basic Needs Items



2.2 Staffing Arrangements and Volunteer Hours

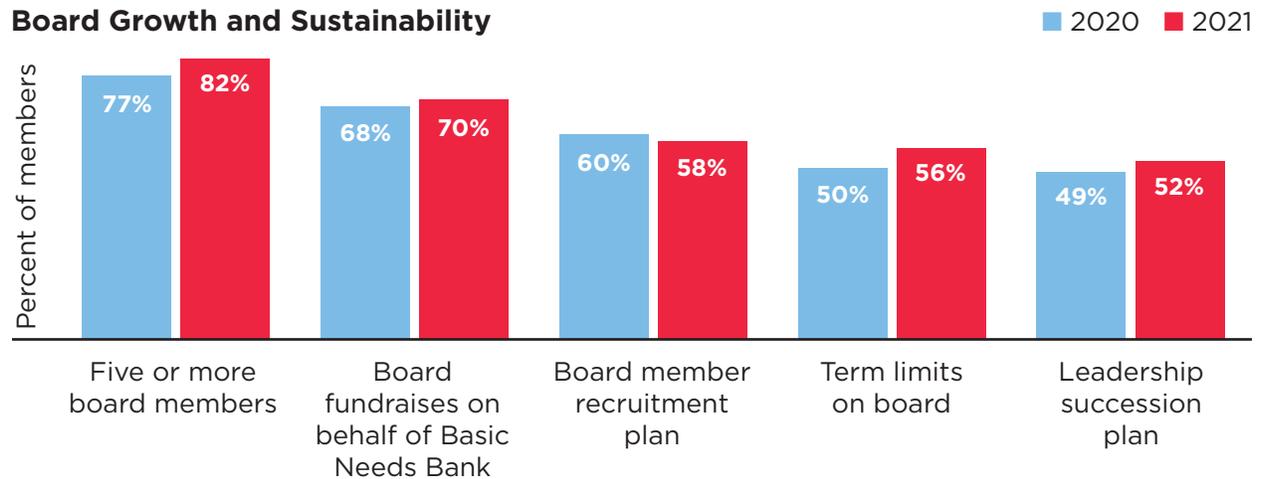
Members reported on the staffing arrangements at their basic needs banks, in regard to the number of staff, whether paid or unpaid, and the number of volunteer hours that support operations. Approximately two-thirds of members (171) operate with paid staff, while one-third of members (95) are run by unpaid persons performing these duties. From 2020 to 2021, seven members reported transitioning from

operating with no paid staff to having at least one paid staff position. Members reported benefitting from more than 140,000 volunteers, who contributed more than 918,000 hours of work, collectively. The volunteer hours contributed are valued at approximately \$26.2 million⁶ in total for all basic needs banks across the Network.

2.3 Leadership and Governance

Members reported organizational capacity building as demonstrated by board growth and program sustainability. More than 50 percent of members have operating practices in place that support leadership and board development, as well as the implementation of policies that promote sustainability (table below).

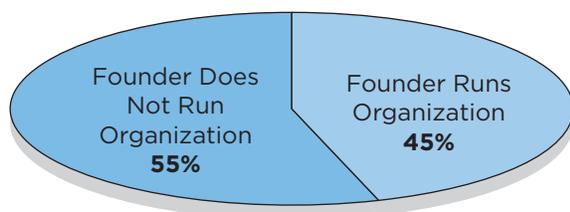
Board Growth and Sustainability



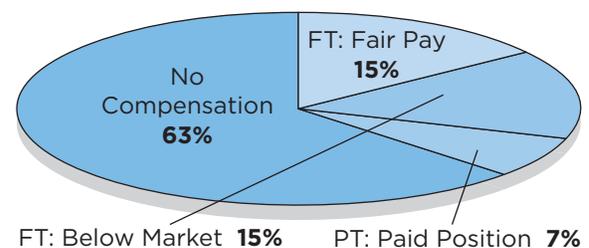
Members also take steps towards increasing their fiscal accountability. Running a basic needs bank requires an organization to track the costs to operate their program and be efficient and effective in utilizing resources. Seventy-six percent of members (202) reported having an itemized budget for their basic needs bank.

Oftentimes, nonprofit founders take on leadership roles without compensation. Forty-five percent of the member organizations (121) are currently run by their founder. Of those, 15 percent hold full-time positions with their organization and earn fair market pay as well as a benefits compensation package. Nearly two-thirds of founders (76) running their programs receive no compensation.

Who Runs the Organization



Founders & Compensation



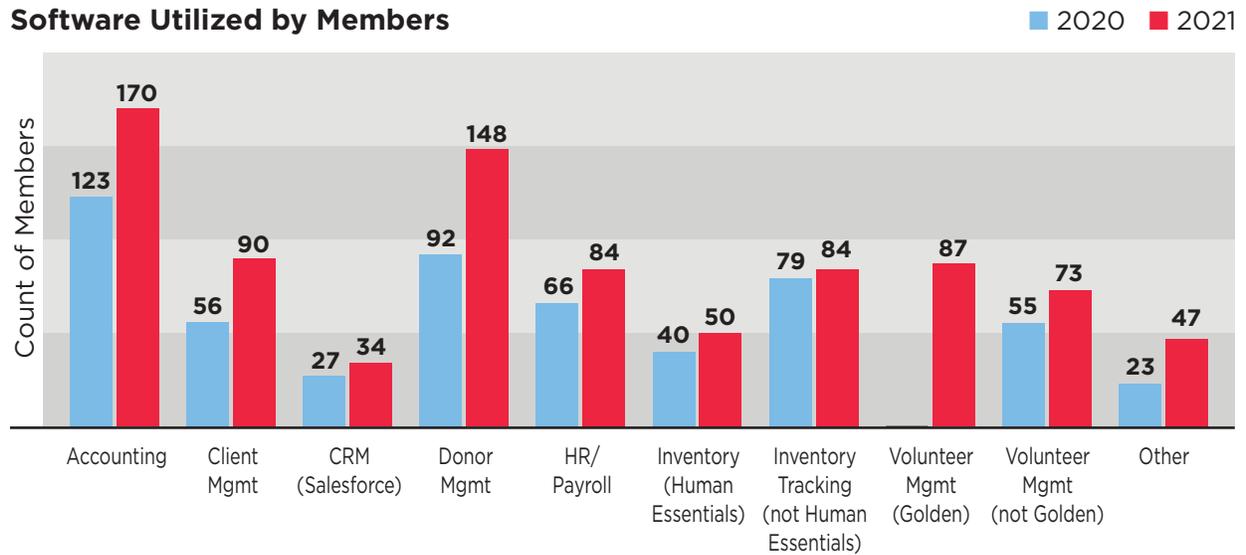
6 The dollar value of \$28.54 per volunteer hour is based on the estimated national value of each volunteer hour released by Independent Sector April 20, 2021, times 918,622 volunteer hours.

2.4 Operations

Data Management and Software

The use of software allows an organization to improve efficiency, properly allocate resources, track donors and volunteers, and analyze data critical to operations. Each year the number of members that utilize software increases and NDBN works to support such advances. In 2021 the Golden Volunteer Management software was added as a member benefit. In addition, NDBN continues to coordinate member support and access for the Human Essentials inventory management system. Members identified more than 25 additional software applications that are used to support their work.

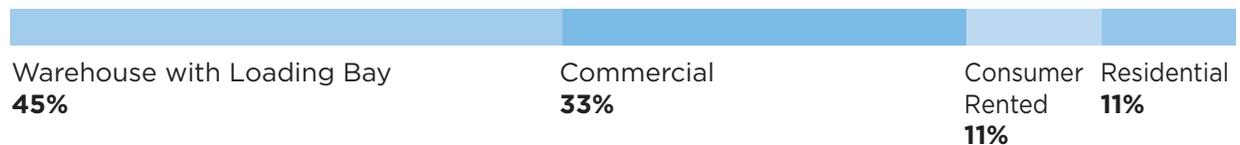
Software Utilized by Members



Warehouse and Storage

NDBN members reported utilizing more than 2.1 million square feet of space to store basic needs items, with 45 percent of members (120) having access to a warehouse with a loading dock.

Types of Storage Space



3 Organization: COVID-19 Impact and Disaster Relief

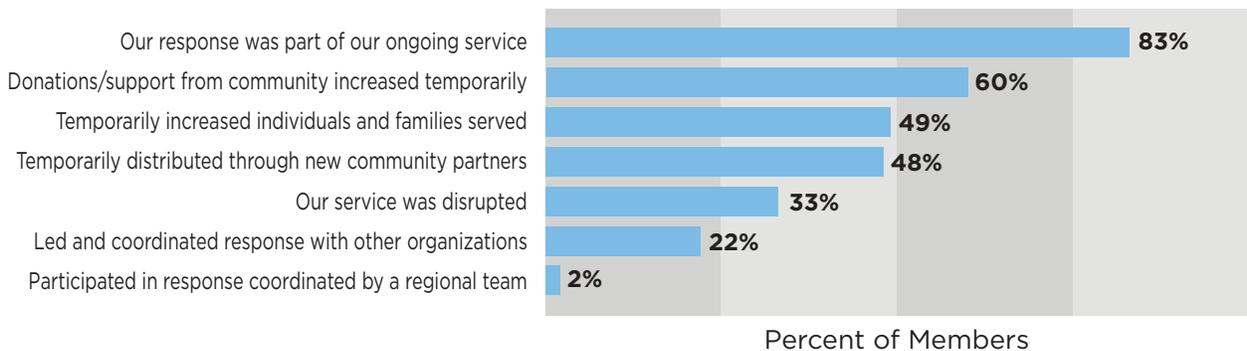
NDBN-member basic needs banks are recognized as important resources across the country for families affected by natural disasters and other emergency situations.

3.1 COVID-19 Impact Reporting

NDBN-member basic needs banks continued to be impacted by COVID-19 through 2021. Members reported serving more than 600,000 new clients in 2021. Over 500,000 children received diapers from members for the first time. This figure reflects a 25 percent decrease from 2020, the first year of the pandemic, when an unprecedented number of first-time children (650,000) were served. In 2021, 67 allied programs reported an increase in the number of individuals receiving menstrual products for the first time as a result of the pandemic.

Despite this continued increase in new clients, four out of five members incorporated their response as part of their ongoing service. To meet the increase in demand for material basic necessities, members reported increased support from the community (60%) and community distribution partners (49%) while temporarily increasing the number of individuals and families served (48%).

COVID-19 Impact: Member Response



3.2 Disaster Relief Efforts

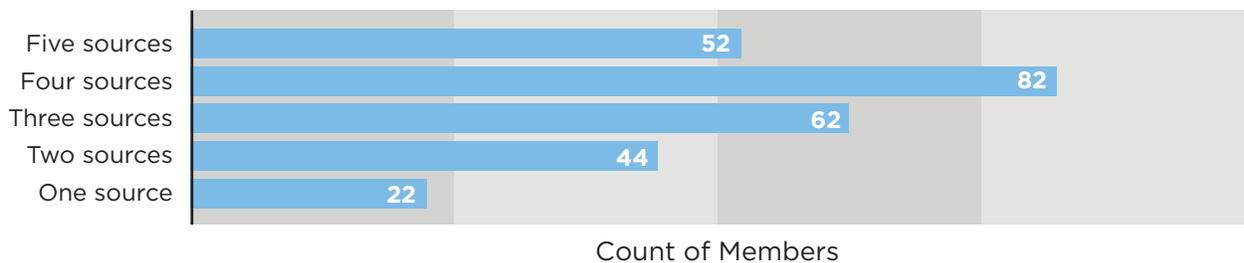
Hurricanes, flooding, and tornadoes impacted 33 members (9%) in eight states across the country, in 2021. Twenty-three members were positioned to respond with immediate relief. NDBN delivered seven truckloads of diapers (approximately 1.75 million) to member programs providing assistance to children and families impacted by natural disasters.

4 Organization: Fundraising, Advocacy, and Communications

4.1 Fundraising

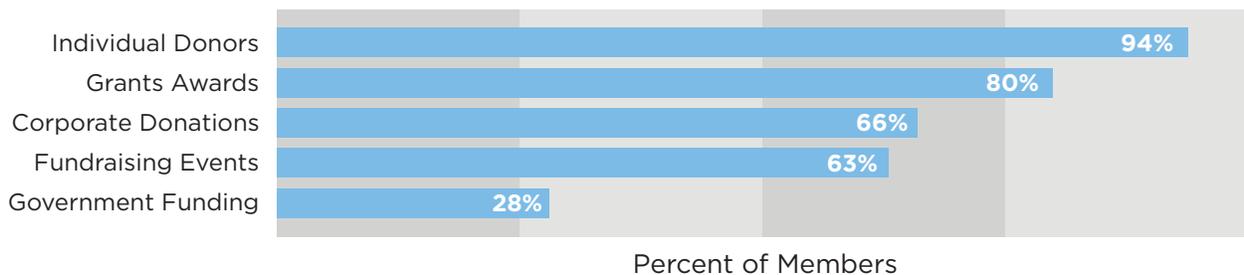
NDBN members identified the funding sources that help sustain their respective basic needs banks. A majority of members engage in diversified development and fundraising efforts; 91 percent (240 members) report two or more sources of revenue. Twenty-two members reported only one revenue source, 15 relied solely upon individual donors, four were funded only by grant awards, and three were dependent on government funding.

Development Diversification: How Many Revenue Sources Are Utilized?



Direct support from individual donors was received by 94 percent of members in 2021, a 33 percent increase from 2020. One in four members (77) reported receiving government funding. Of all members, two-thirds (181) report applying for grants in 2021. Of those members, 91 percent (164) were awarded a total of \$19.7 million in grant funding.

How do Diaper Banks Raise Money?

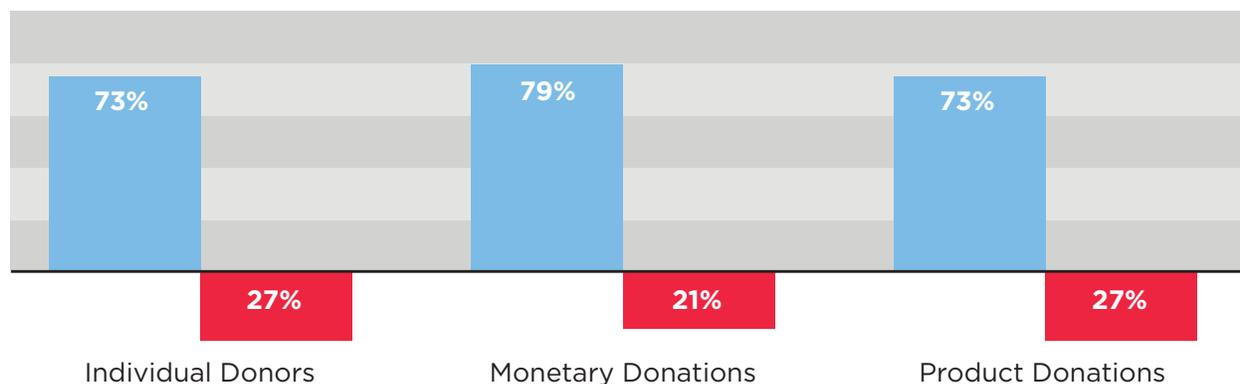


As independent nonprofit programs, basic needs banks also establish relationships and receive corporate donations apart from Kimberly-Clark and the Huggies and U by Kotex brands. Approximately two-thirds of the members (176) reported corporate donations from local and national entities.

On average, 75 percent of members across the Network reported that individual donors, monetary donations, and product donations increased or remained the same.

Trends in Donations: 2021 Compared to 2020

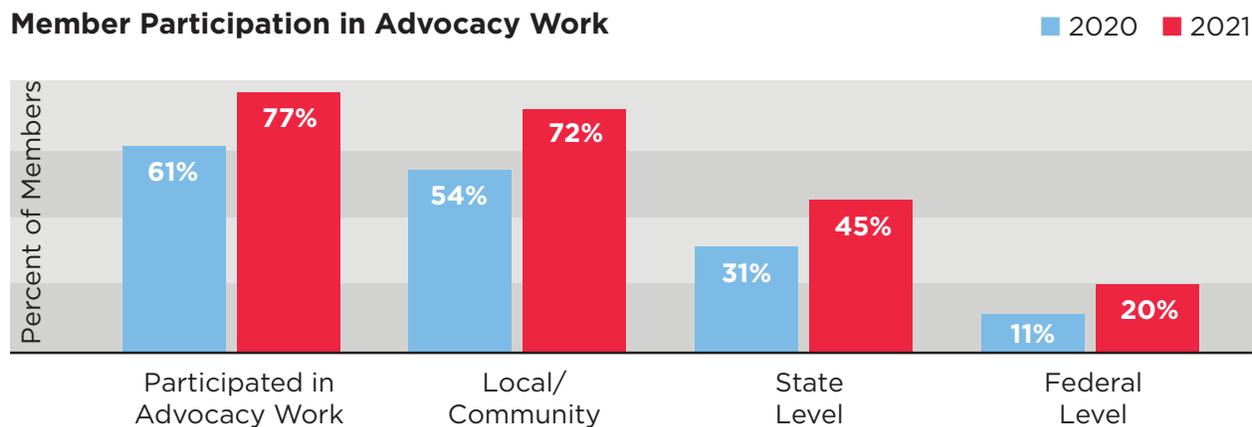
■ Increased or Remained the Same ■ Decreased



4.2 Advocacy

Members work to raise awareness about diaper need and period poverty, address the lack of basic needs among families living in poverty, and serve as anti-poverty advocates in their communities. Members work directly with their elected officials. Over half of the members were in contact with their elected officials and 66 hosted a visit to their facility by their representative.

Member Participation in Advocacy Work



In 2021, three-quarters of members (203) participated in advocacy-related work on behalf of their programs. Members engaged in events at the local (189 members), state (119 members), and federal (54 members) levels of government. Forty-five members reported participating in advocacy at each level of government.

4.3 Monitoring Media Coverage

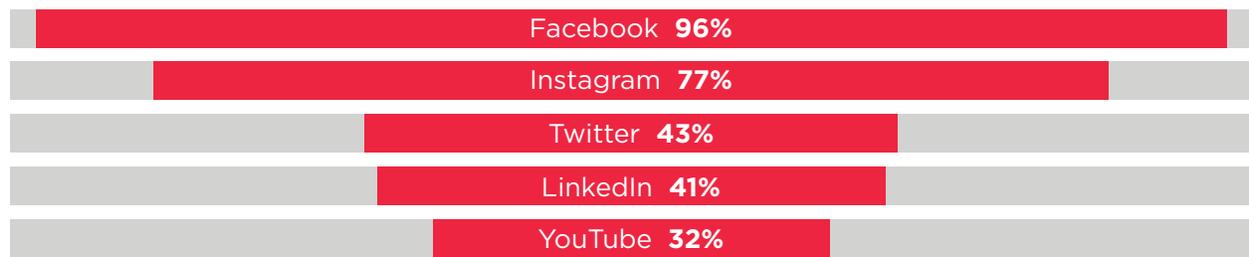
Media coverage contributes to raising awareness of diaper need and period poverty as well as increasing support for member basic needs banks. National and regional media coverage earned by NDBN benefits their local programs as well. For a list of 2021 media highlights, see Appendix.

Basic needs banks reported on the media coverage they received in their respective markets. Eighty percent of members report being included in media coverage, with

more than 2,600 news stories cited throughout the Network. Seventy-eight members reported an increase in media coverage from 2020 to 2021.

NDBN members use social media to raise awareness, involve their local community, and advocate to end diaper need and period poverty. The reach of social media across the Network continues to be strong. Nearly all members (97%) report being active on social media, with 66 percent of those members posting at least weekly. Two hundred fifty-five members (96%) use Facebook and have a collective reach of 515,000 Likes. One hundred fifteen members (43%) use Twitter and have a combined reach of more than 102,000 followers. Members also have a presence on Instagram, LinkedIn, YouTube, and TikTok.

Presence on Social Media



Percent of Members with Accounts

5 Organization: Service Area, Partner Agencies, and Impact

5.1 Service Area

The Network has a presence in 50 states and the District of Columbia and Puerto Rico, serving nearly 900 counties nationwide. Network wide, as service area increases, the average number of partner agencies working with members continues to increase.

5.2 Partner Agencies

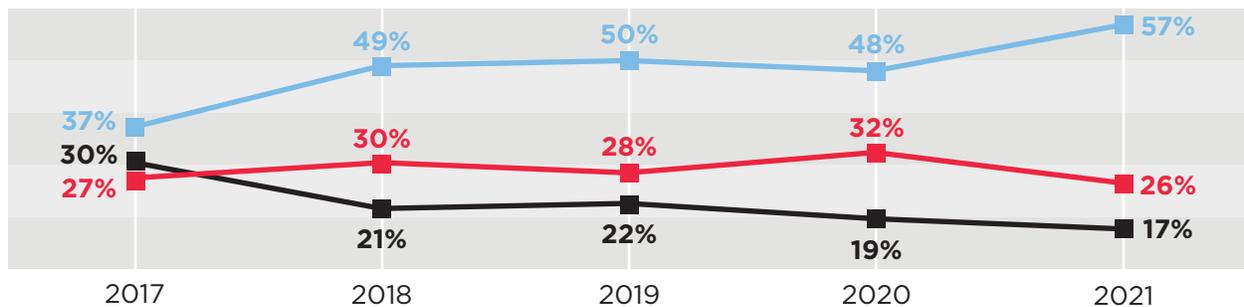
In 2021, 82 percent of members (218) reported working with 8,718 partner agencies, collectively. Partner agencies, also known as community distribution partners, distribute the items at no cost to individuals and follow the distribution guidelines as defined by the NDBN-member agreement. Basic needs banks may choose to work with partner agencies that serve individuals and address other needs that families are seeking, in addition to basic needs. 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.⁷

Trends in Distribution Methods

The three models of basic needs distribution methods, meaning how basic needs banks distribute the material basic necessities procured for individuals experiencing need, are distributing necessities directly to clients, through a partner agency, or a combination of both. Partner agencies are any not-for-profit, community-based or faith-based organization, that receive diapers or period supplies and other basic needs items from an NDBN-member basic needs bank. During the past five years, distribution through partner agencies has increased 54 percent, while there has been a decline in solely direct distribution.

Trends in Product Distribution Methods

■ To Individuals ■ To Individuals & Agencies ■ To Agencies



7 See K.E. C. Massengale, J.T. Erasquin, & M. Old (2017). Organizational and health promotion benefits of diaper banks and community-based organization partnerships. *Children and Youth Services Review*, 76, 112-117. doi: <http://dx.doi.org/10.1016/j.childyouth.2017.03.004>

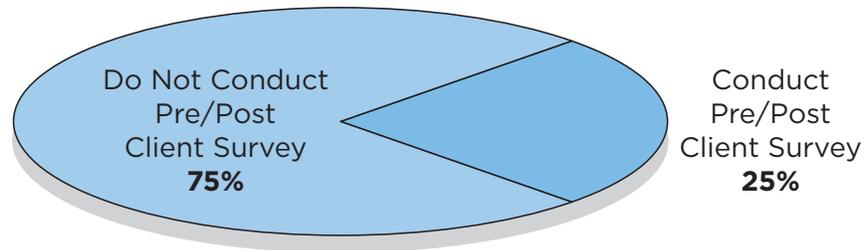
Community Information and Referral Services

2-1-1 provides individuals and families in need a way to locate essential resources in their local communities. Often sponsored by local United Way organizations, the 2-1-1 service provides a critical connection for individuals to community-based organizations and government agencies. 2-1-1 is available to approximately 309 million people, which is 94.6 percent of the U.S. population⁸. Eighty-seven percent of the basic needs banks (231) are either listed in 2-1-1 (or 3-1-1 in certain areas), and some or all of their partner agencies are listed as well. Thirty-four members reported no presence on 2-1-1.

5.3 Measuring Impact

Research and evaluation help gauge the effectiveness and impact of NDBN and the Network. The ability to identify and measure changes in the lives of families and the communities as a result of material basic needs distribution programs helps quantify the value of the program to the community as well as to funders. The Annual Member Survey asked members if they conduct client surveys. Twenty-five percent of members (67) reported that either they or their partner agencies administer pre- and/or post-surveys to clients.

Members Conducting Pre/Post Client Surveys



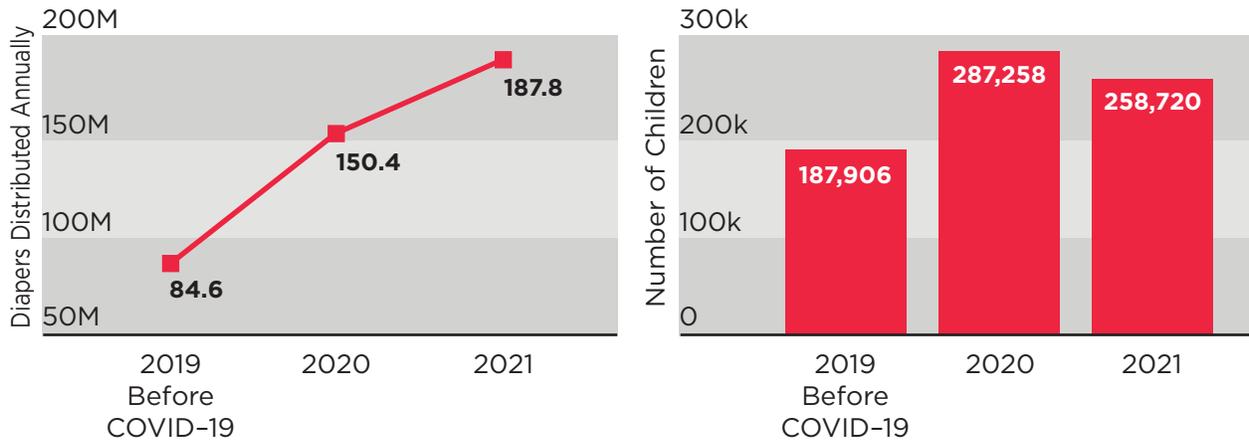
Measuring program outcomes allows basic needs banks to assess whether each is achieving its desired results. In addition, it is important for NDBN to understand and measure the Network's capacity and impact.

8 "Dial 211 for Essential Community Services." Consumer Guides: Health, Safety and Emergencies, Federal Communications Commission, <https://www.fcc.gov/consumers/guides/dial-211-essential-community-services>. Accessed 6 Sept. 2022.

6 Diaper Programs: Product Distribution and Acquisition

Collectively in 2021, the surveyed diaper banks distributed 187,794,902 diapers and served an average of 258,720 children each month. The number of diapers distributed was a 25 percent increase from 2020. Though the average number of children served monthly decreased in 2021 from 2020, there was a 38 percent increase in the number of children served than before COVID-19.

Diaper Programs: Product Distribution and Children Served



6.1 Product Distribution

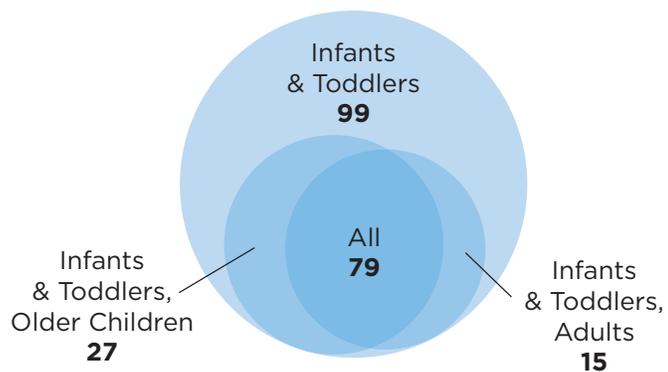
Types of Diapers Distributed

All NDBN-member diaper bank programs distributed disposable diapers to infants and toddlers. Of those, 35 members (16%) distributed cloth diapers as well.

Diagram 1. Types of Diapers Distributed



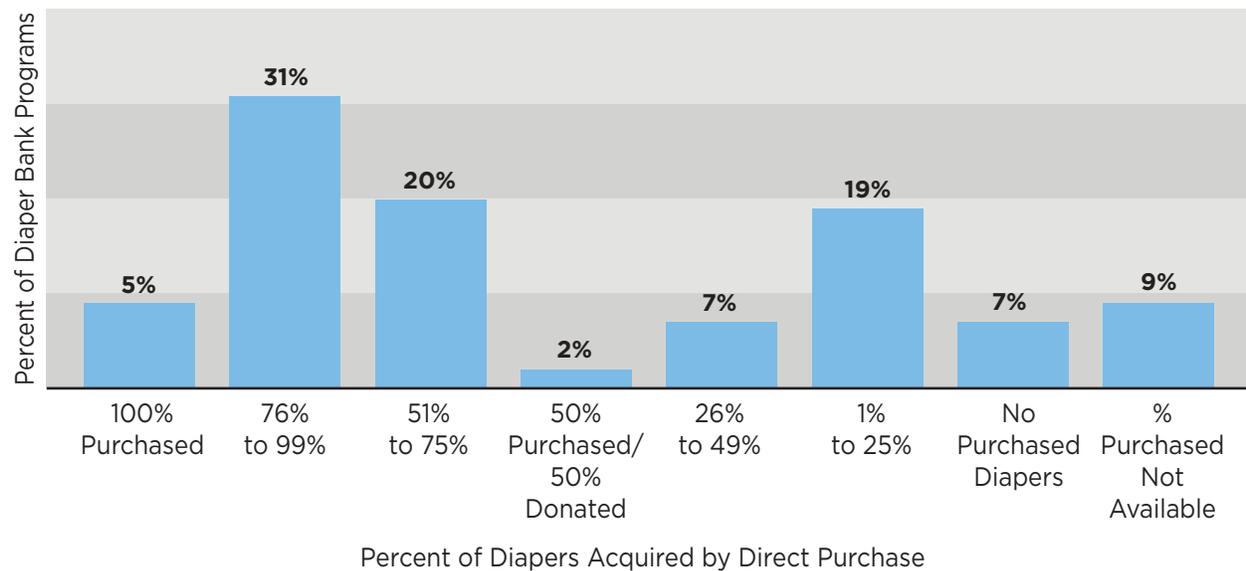
Diagram 2. Population Served by Age



6.2 Diaper Acquisition

Members distributed more than 187.8 million disposable diapers, valued at approximately \$54.5 million⁹, in 2021. Members acquired diapers through direct purchase, donation, or a combination of both. In 2021, 56 percent of diaper banks (123) reported acquiring diapers primarily through direct purchase, 33 percent (73) reported receiving more than half of their diapers through donations, and two percent (5) reported acquiring diapers equally through purchasing and donations. Five percent of members (12) acquired 100 percent through direct purchase and 7 percent (16) acquired all through donations.

Diapers Received through Direct Purchase



Diaper Purchases

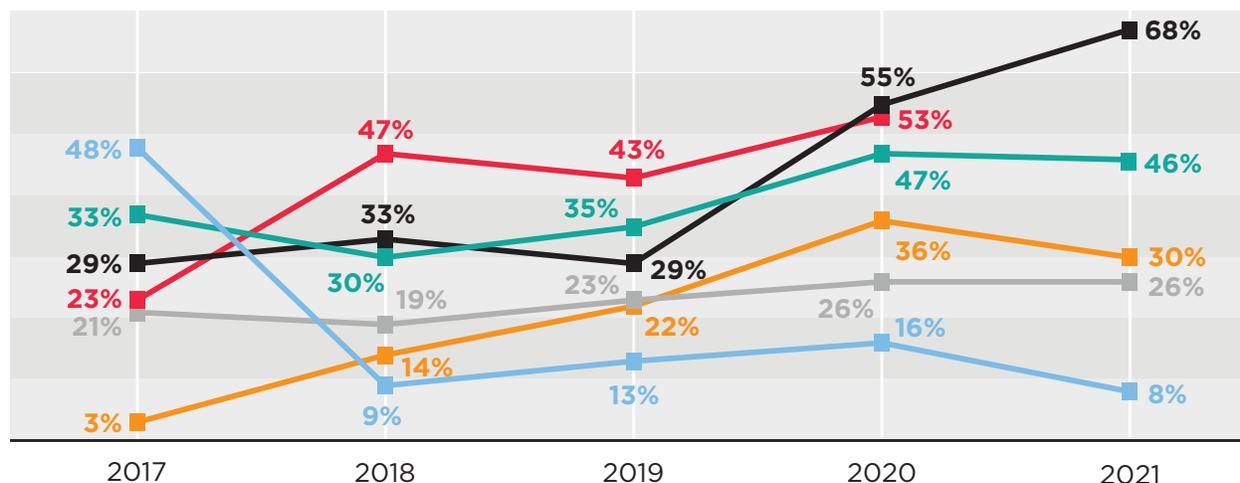
In 2021, 202 diaper banks (92%) reported spending \$18.4 million to purchase diapers and the average annual expenditure for diapers by diaper banks was \$90,990. Spending on diapers decreased overall by 5 percent in 2021, from at the height of the pandemic. However, of the 165 diaper banks that reported diaper spending in both years, 60 percent (99) reported an increase in spending on diaper purchases.

Members reported purchasing diapers through NDBN purchasing partners, retail establishments such as big box stores (i.e., Target, Walmart), Amazon, and wholesalers (i.e., Costco, Sam's Club).

⁹ The value of the disposable diapers was determined by multiplying the number of diapers distributed in 2021 by the average retail price per diaper. (187,794,902 diapers x \$0.29 per diaper = \$54,460,522).

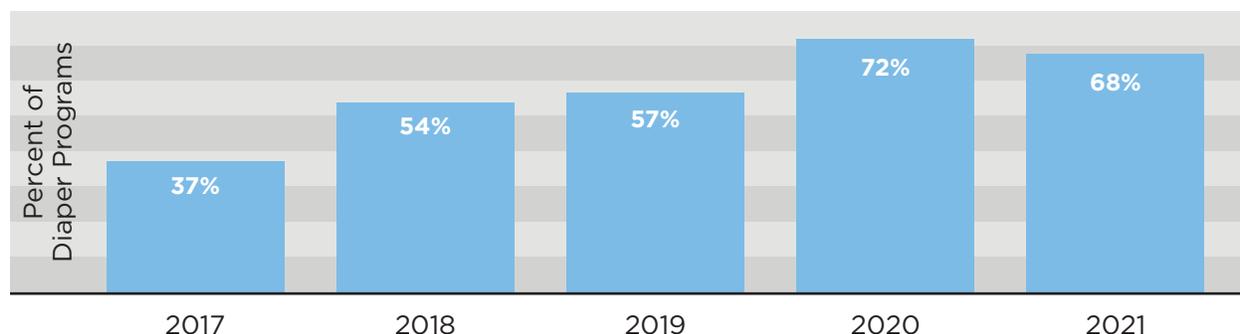
Sources for Diaper Purchases

Other Sources Big Box Stores NDBN Purchasing Partners
 Pathway 2 Provide Wholesalers Amazon



In 2021, the Pathway2Provide program was discontinued, and members transitioned to other established NDBN purchasing programs. Sixty-eight percent of programs (150) reported utilizing NDBN-sponsored purchasing programs, with nearly one in five programs purchasing all diapers through an NDBN-sponsored purchasing program.

Diaper Programs Utilizing Member Purchasing Program Benefit

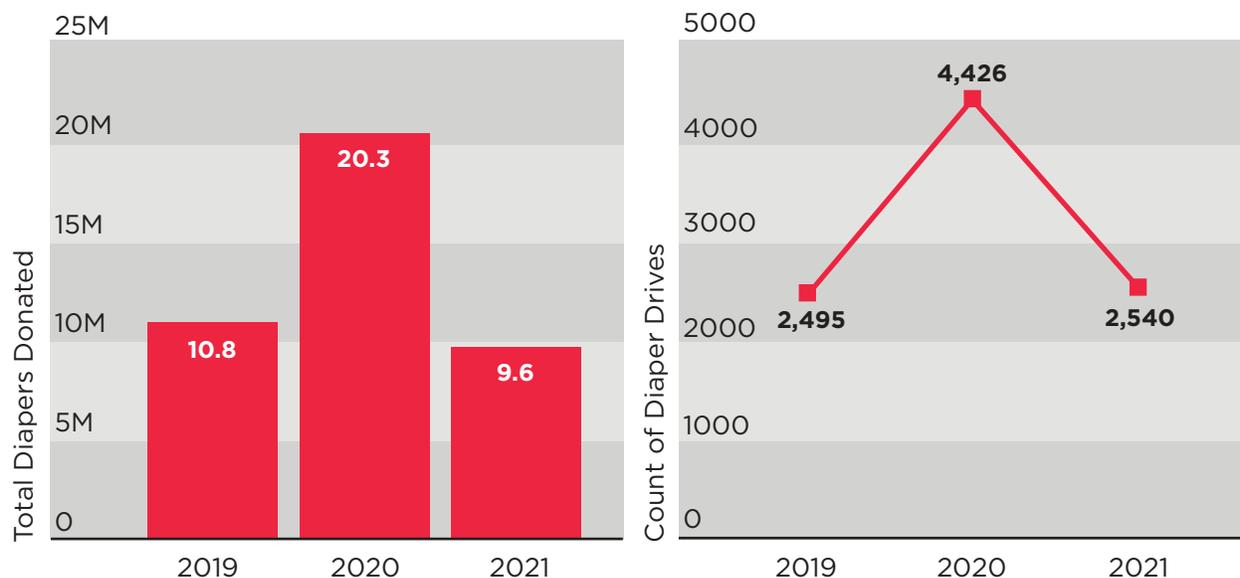


Traditional and Virtual Diaper Drives

Traditional Diaper Drives

Two-thirds of reporting members (141) received an estimated 9.6 million diapers donated through 2,540 individual diaper drives. During the past three years, the pandemic has had a negative impact on diaper drives as seen in the chart below. Though 66 percent of the diaper banks (145) reported product donations increased or remained the same from 2020 to 2021, diaper donations through diaper drives were reduced by more than half.

Diaper Drives



Diaper banks obtained five percent of the total diapers distributed through traditional diaper drives. For 17 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 seven programs.

Virtual Diaper Drives

In addition to traditional diaper drives, 48 members hosted a total of 267 virtual diaper drives. A virtual diaper drive allows supporters to make monetary donations electronically to diaper banks, which then purchase 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, but they are also 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 \$189,790. An estimate of the diaper purchasing potential from funds raised through virtual diaper drives is over 651,000¹⁰ diapers, an average of 13,563 diapers per member.

10 The diaper equivalent = \$188,790 virtual diaper drive funds x .29 per diaper = 651,000 diapers.

7 Diaper Programs: Diaper Distributions and Populations Served

7.1 Children Served

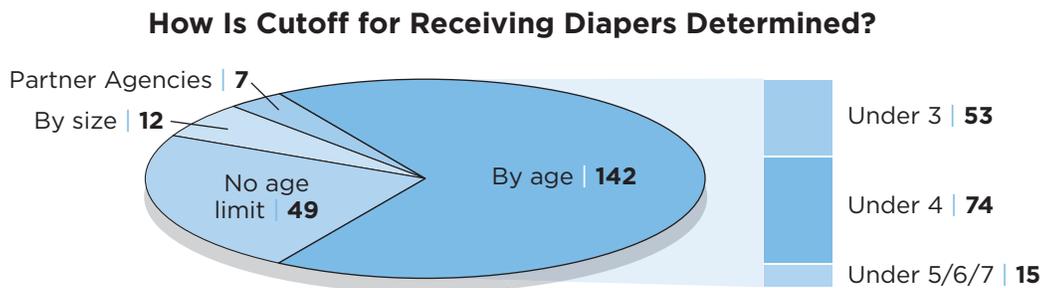
Average Number of Children Served Monthly

Collectively in 2021, the surveyed diaper banks served an average of 258,720 children each month and distributed 187,794,902 diapers.

On average, each diaper bank served 1,185 children per month and distributed 861,445 diapers annually. The median number of diapers distributed was 267,653 across the Network, serving 407 children monthly.

Child Eligibility Criteria

The criteria for a child's eligibility for diapers varies among members. Members reported that they determine eligibility by age, i.e., only children younger than a certain age are eligible for diapers, while others do not have an age limit but determine eligibility by diaper sizes available for distribution. Members also reported that the distributing partner agency makes that determination.



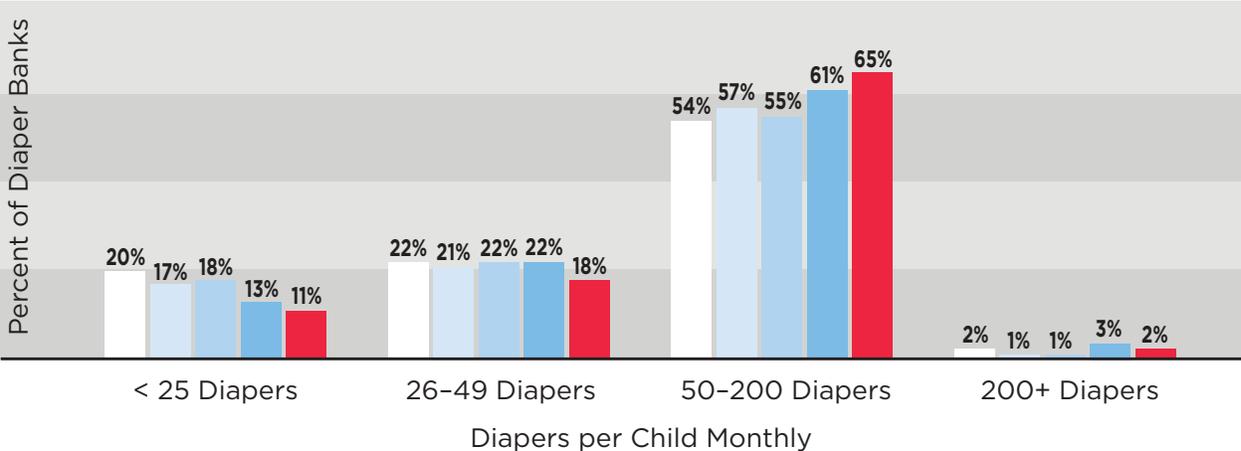
Diapers Per Child

As a best practice, NDBN recommends that diaper bank programs distribute a minimum of 50 diapers per child per month, based on evidence from the Every Little Bottom study¹¹, 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. In 2021, 65 percent of diaper banks (142) reported providing a supply of 50 to 200 diapers per month and met the recommendation.

11 See Raver C, Letourneau N, Scott J, D'Agostino H. Huggies Every Little Bottom Study: diaper need in the U.S. and Canada. 2010. <https://nationaldiaperbanknetwork.org/wp-content/uploads/2019/02/Diaper-Need-in-the-US-and-Canada.pdf>

Diapers Distributed per Child per Month Across the Network

□ 2019 □ 2018 □ 2019 □ 2020 □ 2021



7.2 Income Status of Families Served

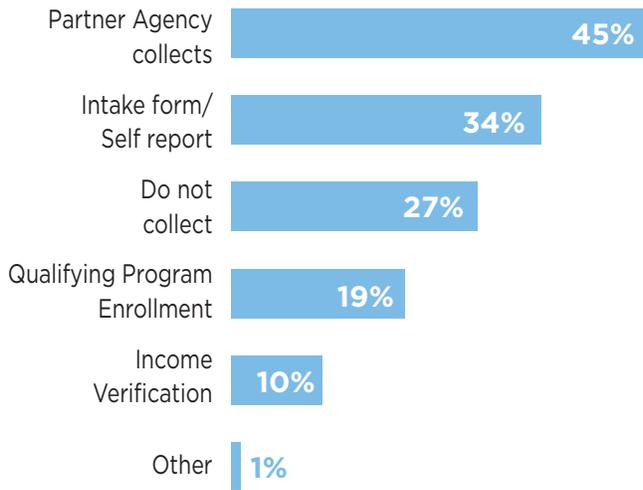
Clients in Poverty and Low-Income Families

Of the members reporting, 67 percent (104) reported that all of the families they served 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). Fifteen percent of members (23) reported all of the families they served earned incomes below 100 percent of the FPL. Eighty-five percent of members (131) reported 90 percent or more of the families that they serve are low-income or poor.

Data Collected on Income Status

As charitable organizations recognized by the IRS, diaper banks provide relief to poor, distressed, or underprivileged children and families. 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., Women, Infants and Children [WIC], Supplemental Nutrition Assistance Program [SNAP], Supplemental Security Income [SSI]), and income verification (i.e., pay stub, tax return). Many diaper banks defer to their partner agencies to determine eligibility (45%).

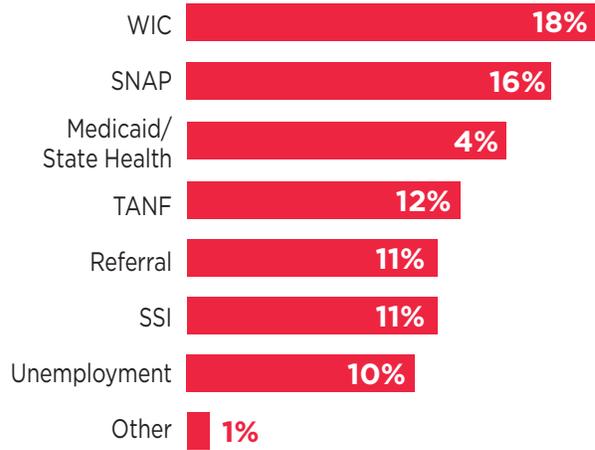
How Income Status of Families is Determined



Percent of Diaper Banks

(Total percent > 100 as multiple resources are used to determine income status)

Diaper Banks Use Enrollment in these Programs to Determine Eligibility



Percent of Diaper Banks

The diaper banks that used qualifying program enrollment to determine eligibility most frequently cited federal program enrollment, including WIC, SNAP, Temporary Assistance for Needy Families (TANF), and state Medicaid programs (funded by federal and state funds), as the qualifying programs.

7.3 Diaper Programs: Member Growth and Recovery

Increased Outcomes

Diaper banks reported program growth and development in 2021, 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 that increased outcomes in 2021.

Program Area	Reported in 2020	2021 Member Action	Increased Outcomes
Children Served Monthly	45 programs served less than 100 children monthly in 2020.	17 (38%) of those programs served 100 or more children per month in 2021.	Resulted in an increase of 5,868 children served per month.
Diapers per Child	70 programs provided less than 50 diapers per child per month in 2020.	23 (33%) of those programs provided 50 or more diapers per child per month in 2021.	Resulted in 20,138 more children receiving the recommended number of diapers per month.
Diaper Drives	61 programs did not host a diaper drive in 2020.	21 (34%) of those programs hosted a total of 93 diaper drives in 2021.	Resulted in 480,921 diapers donated through diaper drives.
Corporate Donations	125 programs reported receiving no corporate donations in 2020.	74 (60%) of those programs received corporate donations in 2021.	Increased opportunities and visibility for programs in their community as well as encouraged others to take an active interest in their cause.
Money Spent on Diapers	13 programs spent no money on purchasing diapers in 2020.	6 (46%) of those programs directly purchased diapers in 2021.	Resulted in the purchase of \$578,619 worth of diapers. Diaper banks have the ability to purchase diapers at a lower cost and in the sizes in demand.
Basic Needs Items	70 programs only distributed diapers and no other basic needs items in 2020.	7 (10%) of those programs provided other basic needs items in 2021.	Gave 7,495 children and their families opportunities to meet other basic needs.
Grants Submitted	59 programs did not apply for a grant in 2020.	23 (39%) of those programs applied for 320 grants in 2021.	Resulted in 137 programs being awarded \$2.4 million.
Media Mentions	59 programs reported no media mentions in 2020.	27 (46%) of those programs received media mentions in 2021.	Raised awareness with 584 diaper related media mentions.
Storage Space	29 members reported having less than 500 sq. ft. of storage space.	10 (34%) of those programs acquired over 17K more space in 2021.	Resulted in more basic needs items on-hand and available for more children and families.

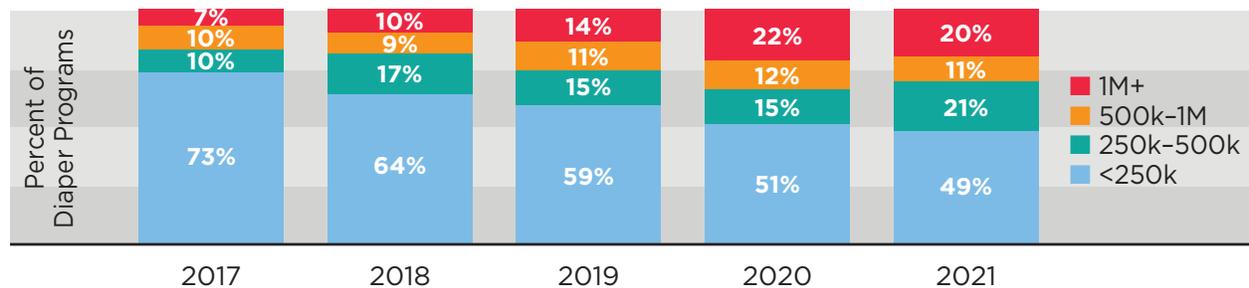
5 Year Diaper Bank Trend Overview

NDBN continues to see growth in outcome indicators and capacity building across the Network. When considering annual diaper distribution as a growth indicator, larger annual diaper distributions have increased across the Network. During the last five years the number of programs that distributed 250,000 or more diapers annually went from 56 programs (27%) to 112 programs (51%). Over the same time, the number of diaper programs distributing one million or more diapers annually, went from 15 programs (7%) to 43 programs (20%).

In addition to annual diaper distribution by program, the charts below represent the following outcome indicators during the last five years:

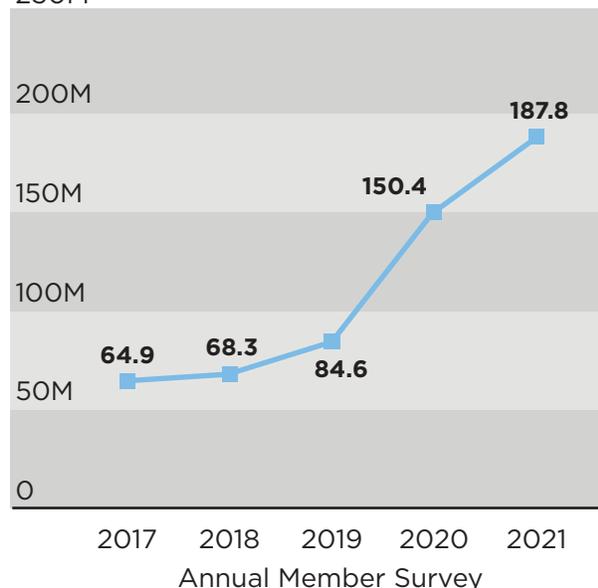
- Annual Diaper Distribution by Network
- Average Number of Children Served Monthly
- Money Spent to Purchase Diapers
- Diaper Drives
- Members in the Media

Annual Diaper Distribution by Member

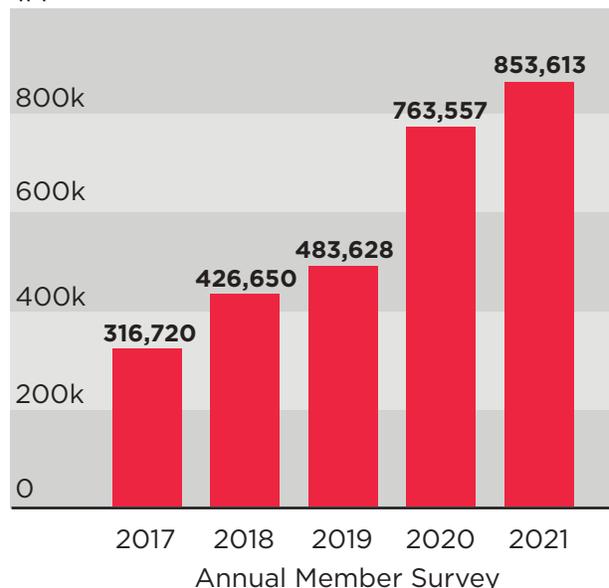


Annual Diaper Distribution

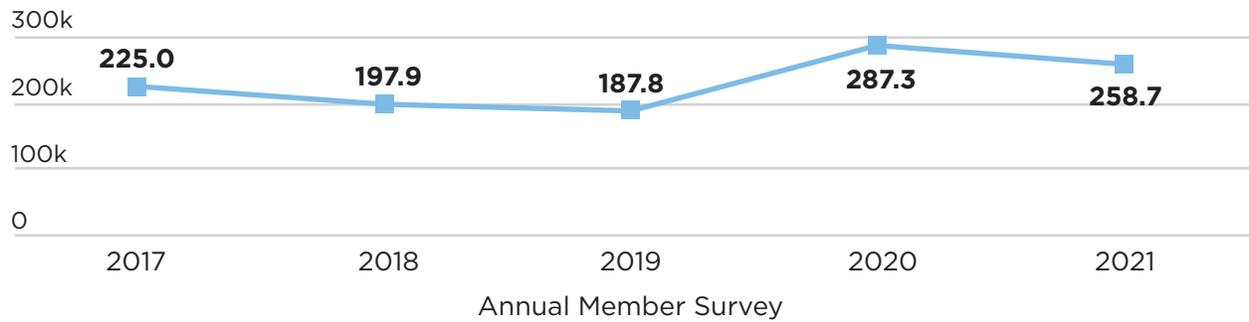
Diapers Distributed by Network
250M



Average Diapers Distributed per Diaper Bank
1M



Average Number of Children Served Monthly

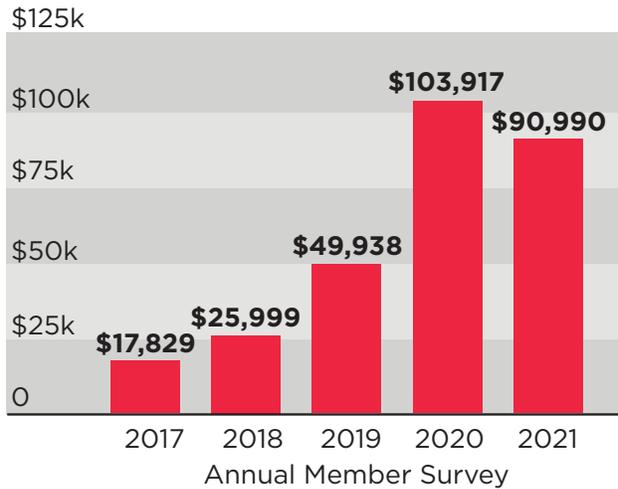


Money Spent on Diapers

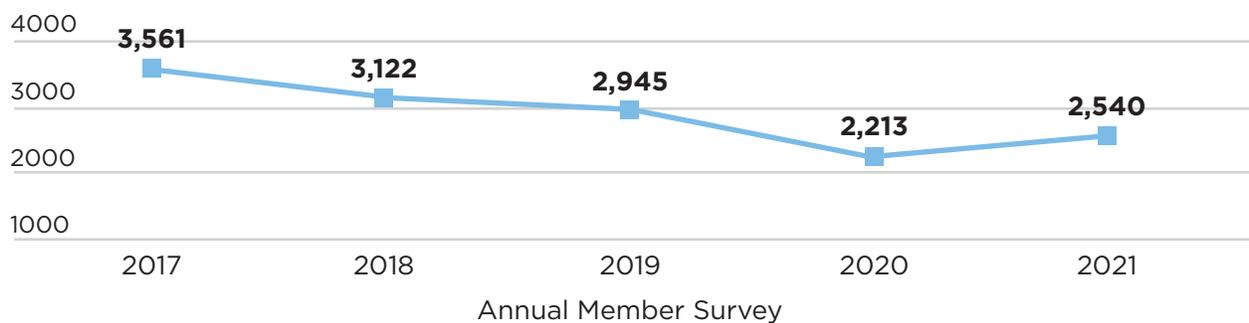
Money Spent by Network



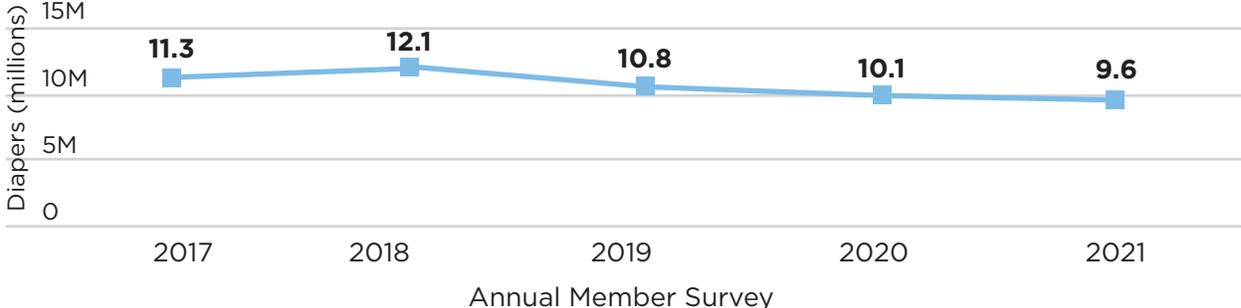
Average Amount Spent per Diaper Bank



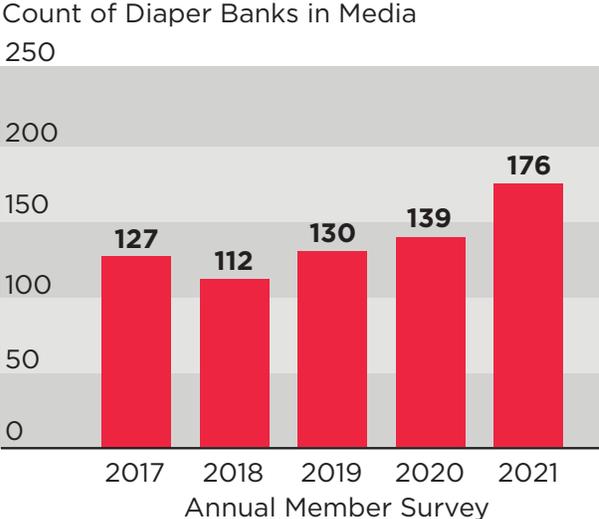
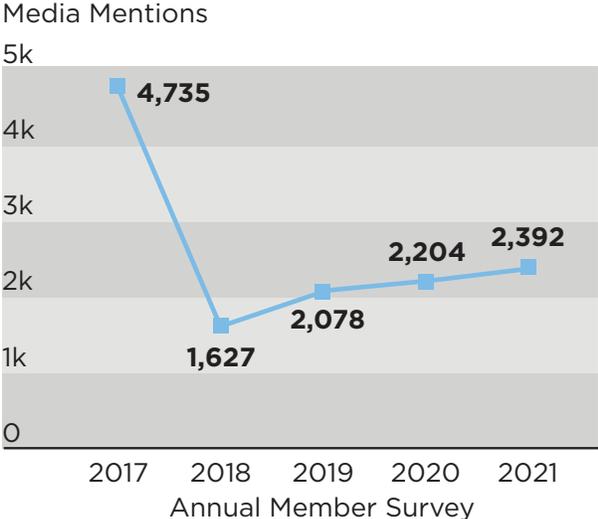
Diaper Drives Hosted by Members



Diapers Collected from Diaper Drives



Media Mentions Reported by Members¹²



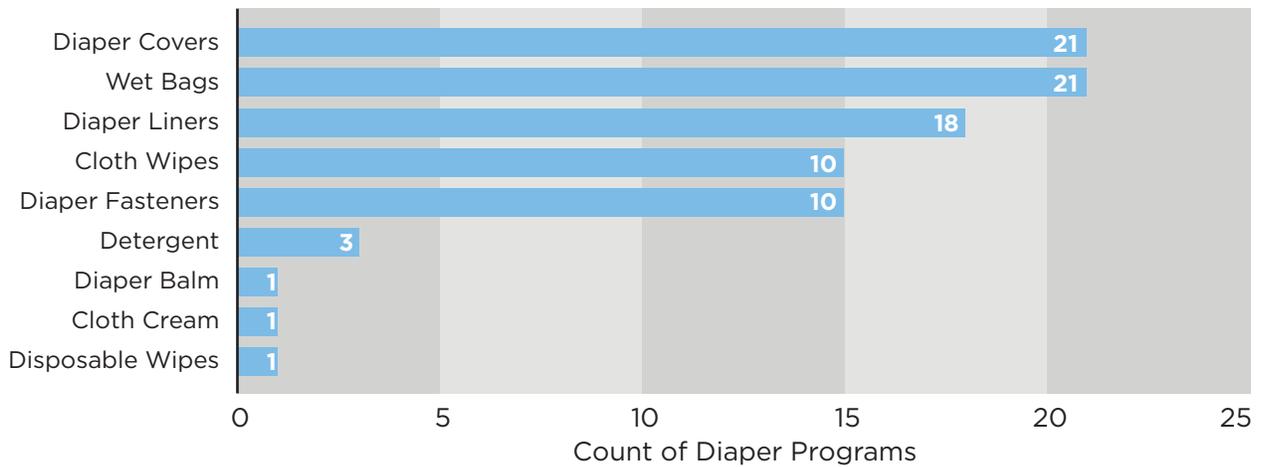
12 Increased media mentions in 2017 may be related to Hurricane Harvey and the increased awareness of diaper need and media coverage.

8 Cloth Diapers

Cloth diapers, in addition to disposable diapers, are distributed by 35 (16%) diaper programs. For the families using cloth diapers for the first time, 15 programs provide training and support.

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 1,400 children with cloth diapers, by distributing 1,372 cloth diaper kits. In addition to cloth diaper kits, programs often distribute instructions on cloth diaper use and accessories specific to cloth diaper usage, such as wet bags, diaper covers, diaper liners, and fasteners. Other items, such as cloth wipes, disposable wipes, cloth diaper cream or diaper balm, and detergent, may be provided as well.

Other Items Provided with Cloth Diapers



Cloth diaper banks set eligibility requirements for families. Programs reported providing cloth diapers for anyone interested (12 members), while others provided to low-income families (15 members). While some programs may only serve families in the proximity of residence to the diaper bank, others may serve an extended area. One program ships throughout their state and adjoining state, and another ships to families located throughout the United States. Most members with cloth diaper programs reported clients incur no costs associated with the provision of cloth diapers, with the exception of one program that passes on the shipping cost to the recipient and ask them to contribute to the cost of any lost or damaged diapers. Sixty-three percent of the programs allow the client to keep the diapers, while others have the diapers returned when no longer needed.

Cloth Diaper Eligibility



9 Alliance for Period Supplies Programs

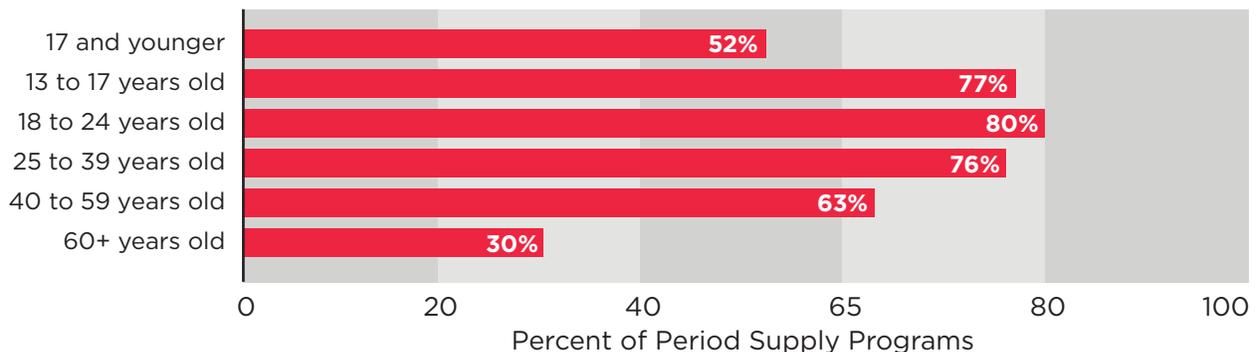
In 2021, the Alliance for Period Supplies grew to 127 allied programs. Of those, 63 operated dual programs (both a period supply and diaper program) while 64 were period supply-only programs. 2021 was the first year that the Annual Member Survey was a requirement for allied program membership. A total of 106 allied programs completed the Annual Member Survey. Because of the transition to annual reporting, program data for this section is from both the Annual Member Survey and the 2021 quarterly reporting system that ended December 2021.

9.1 Populations Served

Collectively in 2021, surveyed Alliance for Period Supplies programs served an average of 113,658 individuals each month and distributed 20.1 million disposable menstrual products.¹³ On average, each period supply bank served 1,093 individuals each month and distributed 181,435 products annually. The median number of individuals served per month was 445 and 72,425 period supplies distributed annually.

Period supply banks provide products to a range of ages, from under 12 to over 60 years of age. Twenty-four members provide product to all ages while others serve a more targeted population.

Age Range of Individuals Receiving Period Supplies

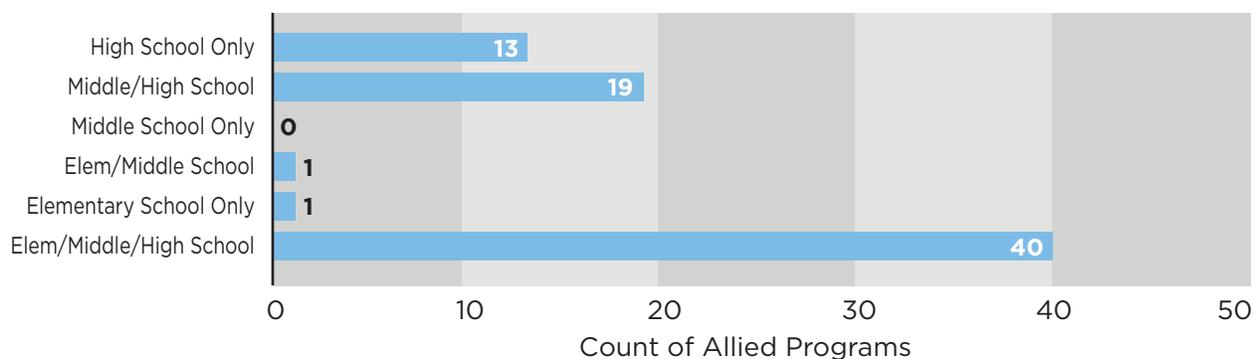


Students in the United States face barriers in accessing period products. According to the State of the Period survey, one in four menstruating teens have struggled to afford period supplies. Three in five students say they rarely or never find free period products in school bathrooms.¹⁴ Period supply programs address this by partnering with elementary and secondary schools (70% of members) as well as community colleges and four-year universities (28% of members).

¹³ Disposable menstrual products include pads and tampons. Liners are not designed to absorb high flow menstrual blood and are not included. Reusable menstrual product counts for all members are not available.

¹⁴ Thinx and PERIOD. (2021). State of the Period 2021: The widespread impact of period poverty on US students.

Allied Programs and School Partnerships

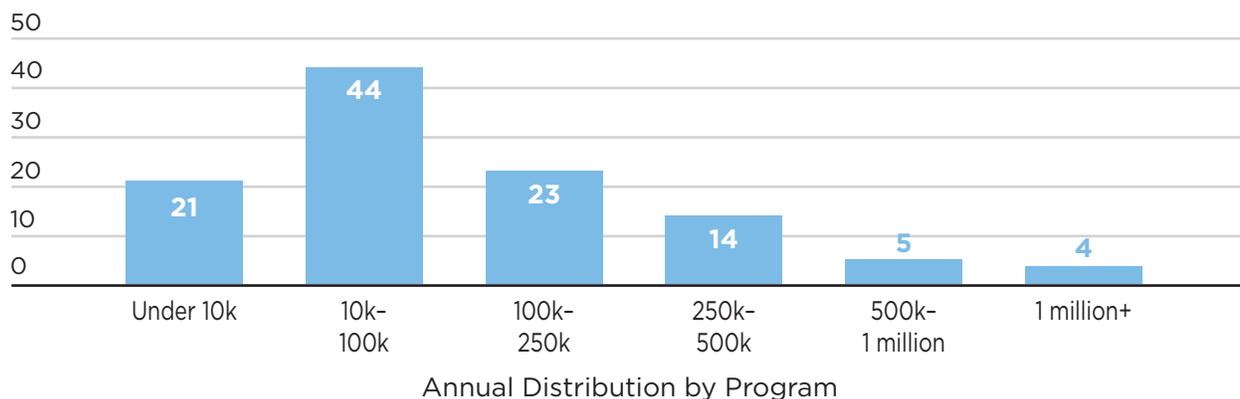


9.2 Product Distribution and Acquisition

Product Distribution

Period supply programs distributed more than 20.1 million pads and tampons in 2021, valued at \$2.2 million.¹⁵ On average, programs distributed 181,435 period supplies annually. The median distribution point was 72,425, with the greatest share of programs falling into the 10,000 through 100,000 annual product distribution range. In addition to those products, programs also reported distributing 3.5 million liners.

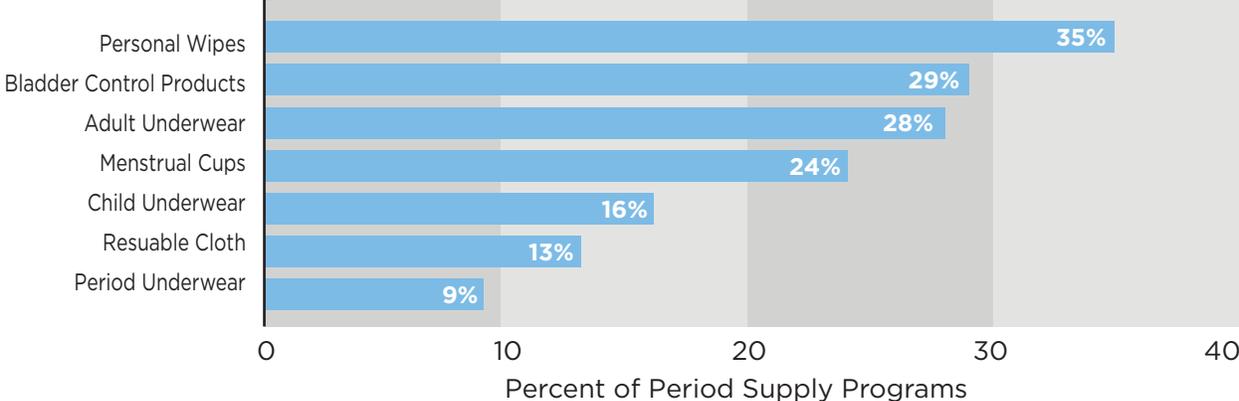
Annual Distribution of Pads and Tampons by Program



In addition to these items, 60 percent of the programs distributed other period-related products to clients. Other products distributed include heating pads, hand sanitizer, and cases for period supplies.

¹⁵ The value of pads and tampons distributed in 2021 was determined by multiplying the number of pads by \$0.11 (16,117,863 pads x \$0.11 = \$1,772,965) and tampons by \$0.10 (4,021,410 tampons x \$0.10 = \$402,141).

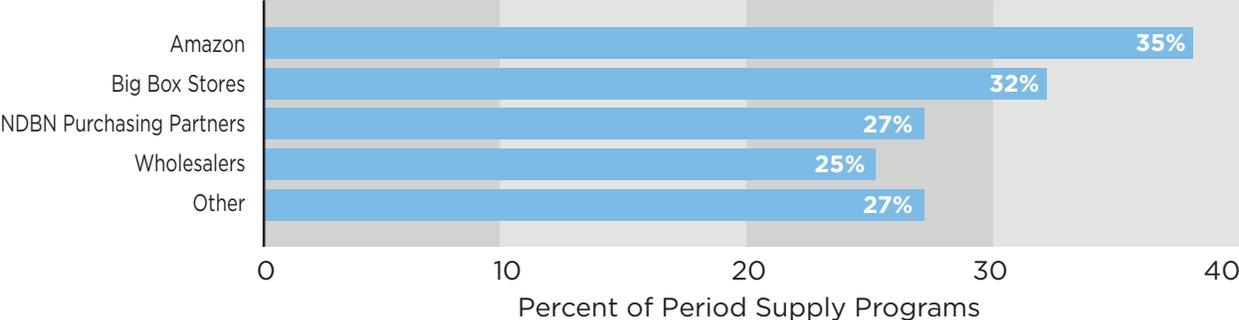
Other Period Supply Products Distributed



Product Acquisition

Members acquired period supplies through direct purchase, donation, or a combination of both. When purchasing, members favored purchases through Amazon.

Sources for Period Supply Purchases



In addition to the vendors above, programs also acquired period supplies from a variety of channels:

- Aunt Flo
- Directly from a manufacturers
- Discount stores (Dollar Store, Big Lots)
- Donations from community-based and faith-based organizations
- Donations from foundations
- Janitorial supplies (local and online)
- Local distributors
- Local liquidator
- Retailer owned cooperative

Programs reported spending \$915,891 to purchase period supplies¹⁶, with the median spent of \$2,500. Overall, this was a 150 percent increase from 2020, where the median spent was \$1,000.

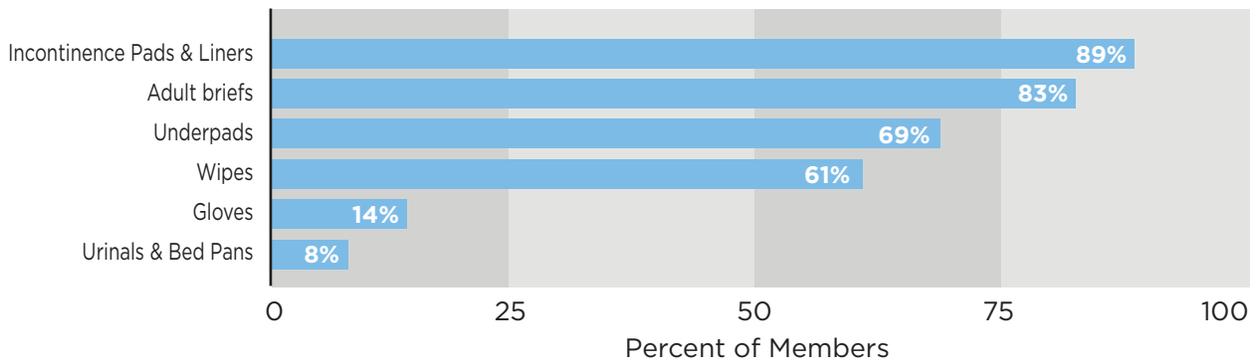
¹⁶ In this context, period supplies may include pads, tampons, and liners as well as any of the other period supply products distributed.

10 Adult Incontinence Program

More than 25 million adult Americans experience temporary or chronic urinary incontinence¹⁷ each year. An increasing number of NDBN-member programs are offering adult incontinence products. Thirty-six members operate a specific distribution program to address this need. Those members distributed 2 million products to approximately 4,125 adults on average each month.

Programs are stocked through a combination of purchased and donated products. Fifteen programs run solely based on donated product. The other 21 programs spent approximately \$141,000 on incontinence products in 2021. Members distributed a variety of items that address incontinence needs, ranging from absorbent products that meet specific needs to products needed in the home.

Incontinence Products and Related Items Distributed by Members



Programs distribute these products directly to clients and through product distribution partners. Below are examples of the types of agencies that are specific to adult incontinence product distribution:

- Agencies Serving Adults with Developmental Disabilities
- Area Agency on Aging
- Community Based Organizations
- Community Centers
- Domestic Violence Shelter
- Doctor’s Offices
- Faith Communities
- Food Pantries
- Health Centers
- Home Visiting Programs
- Homeless Shelters
- Libraries
- Local Health Departments
- Mobile Food Banks
- Schools for Children with Disabilities
- Senior Centers
- Senior Living Complexes
- Social Service Agencies

17 According to the Johns Hopkins Medicine website.

11 Looking Forward

NDBN is committed to raising awareness of gaps in access to material basic necessities, building and supporting a national network of basic needs banks, and advocating for individuals, children, and families to have the basic necessities they require to thrive and reach their full potential. The member data collected from the Annual Member Survey demonstrates the integral role NDBN provides in helping more individuals, children, and families across the country receive the diapers, period supplies, and other material basic necessities they require, and that member basic needs banks continue to build capacity and sustainability to better serve the needs of their respective communities and remain reliable and trusted resources.

Appendix

2021 Media Highlights: Diaper Need

The Takeaway (NPR) - [“Diaper Need Is an Invisible Part of Poverty in the U.S.”](#)
December 7, 2021

The 19th News - [“‘Am I even fit to be a mom?’ Diaper need is an invisible part of poverty in America,”](#) November 21, 2021

Black News Channel - [“Supply Chain Chaos, Diaper Shortage,”](#) October 25, 2021

CBS News - [“Pandemic has exacerbated “diaper need” in the U.S.,”](#) October 8, 2021

New York Times - [“Diapers Are the Latest Pandemic Shortage,”](#) October 3, 2021

Time - [“Too Many Moms Can’t Afford Diapers for Their Kids. On Mother’s Day, We Must Remember Their Need,”](#) May 6, 2021

Early Learning Nation - [“For Want of a Diaper, Families Are Getting Lost: No Diapers. No Day Care. No Job.”](#) April 20, 2021

Marketplace (American Public Radio) - [“Diaper banks have been struggling to keep up with demand,”](#) March 30, 2021

The New York Times - [“‘Living Paycheck to Paycheck, Living Diaper to Diaper’ - Diaper need causes more anxiety than food or housing insecurity for some mothers.”](#)
March 17, 2021

The Washington Post - [“Millions couldn’t afford diapers before the pandemic. Now, diaper banks can’t keep up. Without federal aid, diaper banks struggle to keep up with skyrocketing need and fewer donations,”](#) March 1, 2021

Huffington Post - [“A Third Of U.S. Families Struggle To Afford Diapers. This Bill Aims To Change That.”](#) February 8, 2021

Instagram Live - [“Real Talk with Karin Freeland and Jennifer Gaines,”](#) November 5, 2021

2021 Media Highlights: Period Poverty

Associated Press - "[California requires menstrual products in public schools,](#)"
October 8, 2021

Now This News - "[How to End the Stigma Around Period Poverty,](#)" June 23, 2021

Authority Magazine - "[Female Disruptors: Jennifer Gaines of Alliance for Period Supplies On The Three Things You Need To Shake Up Your Industry,](#)" July 8, 2021

Yahoo! Sports - "[Period poverty is the public health crisis we seldom discuss,](#)" May 28, 2021

EIN Newswire - "[Alliance for Period Supplies Endorses Menstrual Equity for All Act of 2021,](#)" May 28, 2021

Hawaii News Now - "[Ige issues proclamation on period poverty,](#)" May 27, 2021

Daily Kos - "[More U.S. people than ever can't afford period supplies: We must #EndPeriodPoverty!](#)" May, 24, 2021

PR Newswire - "[New Study by U by Kotex® Shows 35% Increase in Period Poverty Since 2018,](#)" May 24, 2021

EIN Newswire - "[Alliance for Period Supplies Reveals Brand Redesign Created by Landor-Fitch Chicago,](#)" May 17, 2021

The Penny Hoarder - "[You Deserve a Break, Period: Pay Nearly Nothing for Feminine Hygiene Products,](#)" May 20, 2021

