

THE DIAPER BANK
ONLY HAD
6 WEEKS
TO DISTRIBUTE
2 MILLION
DIAPERS
SO THAT'S
WHAT WE DID

2010 ANNUAL REPORT

LETTER FROM THE PRESIDENT

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Be careful what you wish for.

That phrase ran through my head often over the summer. Through the American Recovery and Reinvestment Act, The Diaper Bank received funds to buy more than 2 million diapers this summer for families across Connecticut. Consider that in the course of an entire year, we distribute 2.5 million diapers. Imagine scaling up your organization to do a year's worth of business in six weeks. Here's the kicker: We would have to reimburse the government for any diapers we failed to distribute in the allotted timeframe.

Our staff and board discussed whether we should even accept the stimulus funds being offered to us. Saying "no" would have been the prudent thing. But we agreed that it wouldn't be the right thing. In the middle of a recession, how could we pass up a chance to help to so many Connecticut families?

This story has a happy ending because of the hard work and generosity of a great many people. First, state senators Toni Harp and Edith Prague came to bat for us. These stimulus funds might have been used in many ways, but Toni and Edith know that clean diapers not only keep babies healthy and comfortable, but they allow parents to work, go to school and generally build better lives for their families.

Then came the challenge of rapidly acquiring 2 million diapers. BJ's Warehouse Clubs, a long-time friend of The Diaper Bank, agreed to produce this mega-order for us on short notice. They also provided the match the federal government required by selling them to us at a deep, deep discount.

Finally, the diapers needed to be distributed to families who qualified for Temporary Assistance for Needy Families (TANF). This created an entirely new level of documentation for us. Connecticut's Community Action Agencies, however, regularly work with TANF requirements and were kind enough to do most of the distribution. Some of our regular distribution partners also took on the task.

Our partners gave out diapers right up to the wire, but we did it: Together we provided two months' supply of diapers to more than 10,000 children. That was more than worth some organizational stress. But it was not the only benefit. We also learned something about growth.

All over Connecticut, we found families who had been waiting for just such a program. Though we'd seen paper projections charting the statewide need for diapers, we were taken aback by the individual reactions of jobless parents who must make the hard choice between food and diapers. We also found that there were potential partners around the state eager to work with us to meet that need.



JOANNE GOLDBLUM (L)
AND TDB PROGRAM
MANAGER KYM HUNTER AT
THE DIAPER BANK'S
WAREHOUSE

**A minute with:
Stuart Schneider,
senior brand
manager, Huggies,
and Amanda
O'Connor**

**Why did Huggies launch
the Every Little Bottom
campaign?**

Stu: First and foremost, we saw there was a need. One in three families struggles to provide diapers for their babies and makes tradeoffs with essentials.

Amanda: We identified ten diaper banks to work with initially and identified more later on. Every Little Bottom is a nationwide diaper drive that gives people different options for helping out.

Stu: Our goal is to provide 22.5 million diapers to families who need them. But raising awareness of these issues is first and foremost.

For me personally, this massive distribution was a reminder of the extraordinary staff at The Diaper Bank, who are so committed to our mission and to each other. This was far more work than anyone could reasonably ask such a small group to do. But they focused on what the project would mean for Connecticut families and accomplished it with grace. We were able to add new staff because of the stimulus funding, which will help us to serve more families going forward.

This is my last letter as the organizational head of The Diaper Bank. Madeline Ravich, whom you'll learn more about in this annual report, is taking over as executive director. Madeline brings expertise in organizational sustainability, which will be critical as we continue to grow to meet the needs of families. Her keen intelligence and good heart will help The Diaper Bank grow and mature as an organization. While the time I'll be spending in The Diaper Bank office is shrinking, my commitment is not. I'll look forward to working with Madeline and continuing to work with so many of you. As this summer's experience tells us, there is so much more than we can and should do.

Joanne Goldblum
President and Founder

MADELINE RAVICH STARTS TWO GREAT ADVENTURES



MADELINE RAVICH

Greater poverty, greater need

The percentage of people in poverty in Connecticut in 2008 increased over 2007 levels by the largest margin of any state in the country.

U.S. Census American Community Survey, 2008

Madeline Ravich had her first interview for The Diaper Bank’s executive director position two days before the birth of her daughter, Lilo. That’s tight timing in the ordinary course of a job search, but Ravich said that the prospect of becoming a mother had drawn her to The Diaper Bank in the first place. “It’s a pretty natural fit given where I am in my life,” says the Hamden resident.

She’d assumed, as most people do, that assistance programs like Food Stamps cover the cost of diapers for low-income families. When she learned that many families struggle to provide clean diapers for their babies, Ravich wanted to put her talents to use changing the situation.

She joins The Diaper Bank with a strong development background, having worked in fundraising for her alma mater, The University of Chicago, and for the World Wildlife Fund. She earned a master’s degree from the Yale School of Management, where she focused on non-profit management and corporate social responsibility.

“The Diaper Bank is very fortunate to be transitioning from one excellent leader to another,” said Board Chair Steven Meyers. “Joanne Goldblum’s remarkable vision and dedication built the Diaper Bank into an organization that’s a national model both in the direct help it gives to families and in its advocacy. After seven years at the helm, Joanne is stepping back for day-to-day operations, though she will remain on the board and continue to be a leader in this organization and more broadly in issues of economic justice.”

Ravitch comes on board to a growing operation, which started literally out of Goldblum’s dining room and distributed diapers through a few New Haven non-profits. Today The Diaper Bank serves families in Bridgeport and Hartford as well and is in discussions with non-profits around the state that would like to see services expanded to their areas.

“We know that we are only serving 10 percent of the families in Connecticut who struggle to afford diapers,” said Ravich. “So there is an enormous opportunity to do more. The challenge is to build a self-sustaining organization that can expand to meet that need. The Diaper Bank has accomplished so much in such a short time. I think we’re well on our way to meeting that goal and am excited to be part of it.”

“When I met Madeline, I knew this was someone who had not only the right skills, but a real passion for the work of The Diaper Bank,” said Goldblum. “I’m proud of the work The Diaper Bank has done so far. I know that Madeline and her team will take us to next level.”

THINKING BIG

How hard could it be to give something away – especially something lots of people need and many cannot afford? Just ask Lorrie Chamba, who uses words like “crazy” and “hectic” to describe her partnership with The Diaper Bank this past summer and early fall. Chamba, who works in the Community Action Agency of New Haven’s emergency food pantry, was one of the point people when community action agencies gave away 1,742,200 diapers this summer provided by The Diaper Bank. Other partner agencies gave away almost 400,000 more.

After spending her days handing out flyers on the New Haven Green and at area shelters to let families know they could receive two months’ supply of diapers, she stopped at child care centers on her way home to hand out more notices. “I have seven grandchildren of my own,” says Chamba, explaining that she understood how vital diapers are to families. She also understood that the diapers needed to be distributed in a matter of weeks to families who qualified for Temporary Assistance for Needy Families. It was a use-it-or-lose-it opportunity. “I refused to let one box go back,” remembers Chamba.

With the help of Chamba and frontline workers like her across the state, not one box did go back. The Diaper Bank and its partners distributed 2 million diapers to TANF-eligible families in September of 2010, an effort made possible by federal stimulus funds. But the money came with strings. The Federal government requires each family to fill out an application for each child that included their social security number and immigration status – information The Diaper Bank does not normally ask for. That paled in comparison to the big challenge, however. The Diaper Bank had to buy and give away, with the help of agencies across Connecticut, all those diapers in only six weeks. Every last diaper had to be given away by September 30, or TDB would have to reimburse the federal government for any surplus.

“I’m so glad we did it,” says TDB Program Manager Kym Hunter. Building a network of groups willing to help with distribution demonstrated that there are “so many people who think that this is important,” says Hunter. Working with the Community Action Agencies all across the state also gave TDB a higher profile and expanded reach, she adds.

“The thing that resonated with everyone was that it was a great opportunity to really be helpful to people in the community,” says Rhonda Evans, deputy director of the Connecticut Association for Community Action. Evans connected TDB to community action agencies across the state to make the distribution happen. Every agency handled the task differently, according to Evans. Some held large events; others worked through their existing maternal child programs. Diapers are, of course, bulky. So if an agency didn’t have the capacity to store its whole order of diapers, TDB made multiple deliveries.

Meet our newest employees



Eboni Costin
Receptionist

The most challenging part of my job was entering TANF data over the summer. It took a lot of time, but it was great because I knew I was helping get diapers to families who needed them.



Daniel Vieira
Volunteer coordinator and
diaper drive coordinator

Under the Public Allies leadership program, I had a choice of organizations to work with. I chose The Diaper Bank because we help a lot of people and I think that’s very cool. We give out 200,000 diapers a week!

WAREHOUSE ASSOCIATE
WILLIE COX READIES A
PALLET OF DIAPERS FOR
DISTRIBUTION



Large expense, less state assistance

Child care is one of the largest expenses working families face. But the state spent 12% less in inflation-adjusted dollars on early care and education programs in 2008 than it did in 2002. Availability, cost and quality are particularly problematic for infants and toddlers.

The Connecticut Early Care & Education Progress Report, Connecticut Voices for Children

The distribution was an enormous logistical challenge, but it was something else as well. “It was a morale booster,” says Evans. During a protracted recession, the CAAs have seen an upsurge in requests for assistance, she said. Being able to offer families 200 diapers (2 month’s worth) for each child “definitely feels good,” she says.

TDB also worked with its longstanding distribution partners, many of whom are small, grassroots organizations. About half those agencies chose to participate in the giveaway, though it meant a considerable amount of paperwork to satisfy the national stimulus requirements. TDB, however, provided staffing and volunteer support to partner agencies and to CAAs to help with the documentation process.

“At the same time, we were doing our own regular distribution,” remembers Hunter. That means delivering 200,000 diapers to more than 60 partner agencies across greater New Haven, Hartford and Bridgeport every month. TDB’s warehouse was not only full, it was colorful, with bright tags distinguishing between pallets of TANF diapers and those that were reserved for scheduled monthly deliveries.

All the meetings, emails, scheduling and rescheduling paid off for approximately 10,000 children all around Connecticut who received the diapers. And it also made a difference at The Diaper Bank itself, says Hunter. TDB received additional Recovery Act monies, allowing for the hiring of two new staff members and the expansion of the hours of a third, and extending the impact of the stimulus funding on the organization’s capacity far into the future. “It helped us to gear up for the next phase,” says Hunter. “We saw how great the need is statewide and how many potential partners there are out there who are ready to work with us.”

BUYING IN BULK



How long does it take to manufacture two million diapers, ship them 1,400 miles and then deliver them in 10 truck-loads?

Lou Geftas, vice president of global sourcing and sales at BJ's Wholesale Club, would have liked to answer that question in months. However, when BJ's

agreed to supply the diapers for The Diaper Bank's massive summer distribution, he lost that option.

"We only had several weeks, which is an extremely short amount of time," he recalls. BJ's has a longstanding relationship with TDB so Geftas was determined to make the manufacturing logistics work. "We said: This is a worthwhile cause. Let's do it."

BJ's private label Berkley & Jensen's Little Groovers/ Little Bundles Premium Diapers are produced by a vendor in East Camden, Arkansas to specifications that ensure they meet or exceed the same standards as leading national brands. A bump in production that massive would usually have been phased in over time. However, because TDB had to wait longer than expected for its promised federal funds, BJ's and ultimately that factory in Arkansas had to wait as well.

For TDB to qualify for the federal program, they needed to show that they'd receive substantial matching funds. A reduced price on the diapers it bought would count as a match. BJ's, though, always gives TDB a reduced price and the government considered that the normal cost of the diapers. Upon hearing this news, BJ's then offered an additional reduction so that TDB would be eligible.

"This TANF project could never have happened without BJ's," says TDB President Joanne Goldblum. "They worked under an impossible schedule and reduced prices for their product so deeply that they weren't even showing a profit for their trouble. As always, Lou was so pleasant to work with that at times we could almost forget just how tight our deadline was."

"The Diaper Bank's dedication to ensure needy families has a sufficient supply of diapers for their infants and toddlers is a significant reason we continue to assist them," says Jessica Newman, BJ's manager of community relations. "This experience is another way for us to be a good corporate citizen to such a deserving, local organization."

"We're always grateful for everything BJ's does for us," says Goldblum. "What they did for us this summer was so far beyond what I could have even asked."

Meet our newest employees



Francisco Gaillard
Warehouse associate

I love working here because I'm working with good people. We're like brothers and sisters here. So I thank God for putting me in this building.



Willie Cox
Warehouse associate

It's a job, but it's more like a family, where we're all very supportive of each other. I'm so happy to be able to give out diapers to people really need them.



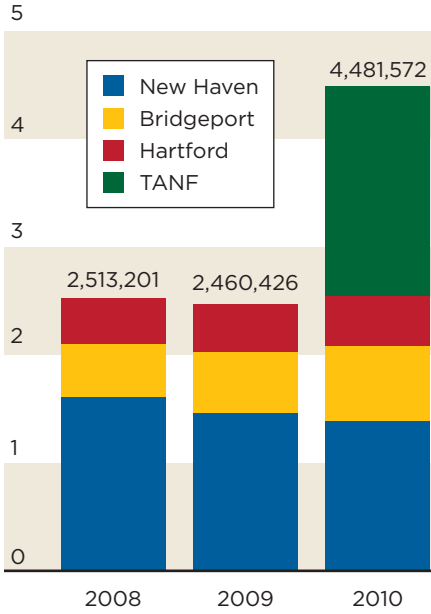
**A minute with:
State Senator
Toni N. Harp**

**Why did you work so hard
to win stimulus funds for
The Diaper Bank?**

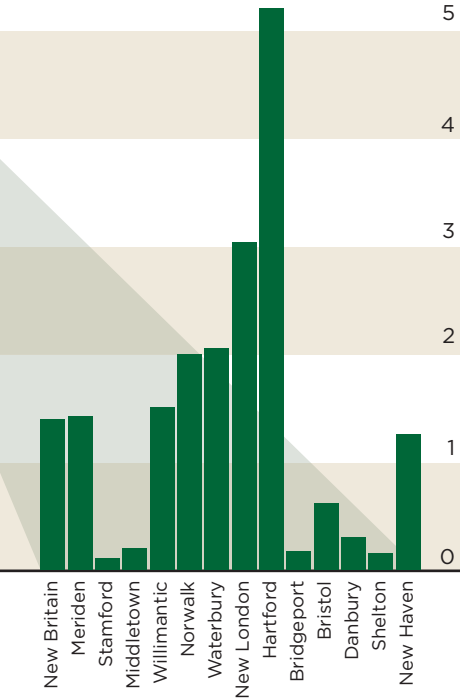
I am completely taken by the mission of those who are active with the New Haven Diaper Bank and I thoroughly admire their efforts to match clean diapers with young children who need them. Infants are 100% dependent upon others for their personal needs and hygiene. Clean, fresh diapers not only keep babies happier — and get them into the habit of feeling comfortable and cared for — they help prevent skin diseases and even hepatitis, and reduce the chance of a crying baby becoming an abused baby.

BY THE NUMBERS

Diapers distributed by year (MILLIONS)



Distribution by City for CAP agencies as part of TANF distribution (HUNDRED THOUSANDS)



- 2008** Total number of children served: **25,131**
@ 100 diapers per month
- 2009** Total number of children served: **28,201**
@ 100 diapers per month January-October
@ 50 diapers per month November-December
- 2010** Total number of Children served via DDN: **50,745**
@ 50 diapers per child
- 2010** Total number of Children served via TANF CAP program: **9,722**
@ 200 diapers per child

2010 DONORS

\$10,000+

Annie E. Casey Foundation
BJ's Charitable Foundation, Inc.
The Community Foundation for Greater
New Haven
CT Council on Family Services
Agencies
Lincoln Financial Foundation, Inc.
Ellen Luger
Ogilvy Public Relations
Seedling Foundation
United Way of Greater New Haven

\$5,000 to \$9,999

Covidien
Joanne and David Goldblum
Laura Goldblum
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The Hurley Group
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\$2,500 to \$4,999

Anonymous
CRN Helping Hands
William and Jean Graustein
JB Sports
Near & Far Aid Association, Inc.
United Way of Coastal Fairfield County
Yale Medical School

\$1,000 to \$2,499

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Becker, Kraemer & Bruce
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Charles Goldblum
Hospital of Saint Raphael
Middlesex Hospital
Sard Family Charitable Fund
Melissa Schneider
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SUSPENSE
Teplitzky & Company, PC
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Yale New Haven Hospital

\$500 to \$999

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Brenner, Saltzman & Wallman,LLP
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Urbane Development LLC
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Angela and Jim Westwood
Ann Williams
Yale University



A minute with: State Senator Edith G. Prague

Why did you work so hard to win stimulus funds for The Diaper Bank?

Beyond the very significant achievement of distributing some 200,000 diapers per month in Bridgeport, Hartford, and New Haven, the Diaper Bank boasts another dramatic accomplishment with every mention of its name. The very presence of the Diaper Bank reminds everybody that many among us struggle day after day without the life's essential ingredients, and that those of us who are able have this creative opportunity to provide assistance.

2010 DONORS CONTINUED

In-kind donations 2010

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Alpha Phi Omega
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Becky Paugh
Bill Thimble
Brenner, Saltzman, and
Wallman
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Catholic Charities
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Shamrock n roll event
Snehal Naik
St. Thomas Church
United Way of Greater New
Haven
Victoria Manders
VVNA/SCC

\$250 to \$499

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Mark and Janet Alfano
Allstate giving campaign
Alpha Phi Omega
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Barry and Peggy McCarthy Berman
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Rachel Arnedt and S. Sheinberg
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Donald Blevins and Bridget Baird
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Brett Hill and Miriam Berkman
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Cynthia and Stephen Brenner
Brenner, Saltzman, and Wallman
Bettina Brogadir
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Calvin Hill Nursery School
Ruth and Frank Canelas
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Melvin and Elaine Cohen
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 Moms Club of Orange
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In-kind donations 2010

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 Wiggin and Dana
 Yale Dining Hall
 Yale Health Services
 Yale Medical School
 Yale New Haven Hospital
 Diaper Drive
 YNNH Legal and Risk
 Services Department
 Zumba Craftacular

Children living under the federal poverty level

Bridgeport **28%**
 Danbury **13.7%**
 Hartford **46.1%**
 New Britain **30%**
 New Haven **34%**
 Norwalk **16.9%**
 Stamford **14.3%**
 Waterbury **30.7%**

U.S. Census American Community Survey, 2008

2010 DONORS CONTINUED

Agency Partners

ABCD
ADRC Coventry House
Adult Education
All Our Kin
Bridgeport Board of
Education Parent Center
Bridgeport Public Health
Department
Catholic Charities Southside
Family Center
Centro San Jose Catholic
Charities
Child First
Child Guidance Center of
Greater Bridgeport
Children's Community
Programs
Christian Community
Action
Christian Training and
Healing Center
Community Action Agency
Community Closet
Community Closet
Community Health Center,
Inc. Family Wellness
Center
Coordinating Council for
Children in Crisis
CREC
Diaper Bank Emergency
Distribution
Dunbar Family Resource
Center/Bridgeport
Families in Crisis Nurturing
Families Program
Family Life Education Inc.
Family Support Services
Yale Child Study Center
French Speaking Baptist
Church
Hall Neighborhood House
Hill Central Music Academy
Family Resource Center
Hill Health Center
Hospital of St Raphaels/
Primary Care

Up to \$99

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THE DIAPER BANK

2010 ANNUAL REPORT

