



2023

Baby2Baby Annual Report

TABLE OF CONTENTS

Our Mission	3
Our Best Year Yet	4
Message from our Co-CEOs	5
Milestones	6
Our Impact	8
Who We Serve	9
Disaster Relief and Emergency Response	11
Our Initiative to Combat Maternal Mortality	12
Family Testimonials	13
Volunteer Program	14
Baby2Baby Gala	15
Programmatic Events	16
Financials	17
Board of Directors and Angel Ambassadors	18
Team Baby2Baby	19

OUR MISSION

Baby2Baby provides children living in poverty across the country with diapers, clothing and all the basic necessities that every child deserves.



2023
OUR BEST YEAR YET

1 Million
Children Served

\$86 Million
Raised (cash and in-kind value)

100 Million+
Essentials Distributed

MESSAGE FROM CO-CEOS

We are so proud to be celebrating 12 years of Baby2Baby and the fact that we have distributed 375 million basic essentials to children living in poverty across the country. Baby2Baby is now reaching more than one million children each year across all 50 states, and this year we were named to the TIME100 Most Influential Companies List.

For all of you who have been with us since the beginning, you know that a study showing that one in three families in this country are choosing between food and diapers is what inspired the two of us to start Baby2Baby. A new study reveals that this number has gone up dramatically to 47%. This means half – one out of every two families in this country – are now struggling to afford diapers. They are using newspapers and towels or taking them off their babies, hanging them to dry and putting them back on their babies when they don't have another option.

Two years ago, we introduced our own manufacturing system of diapers so we can produce them for 80% less than retail and distribute five times as many. While we will give away our 50 millionth Baby2Baby diaper this year and our 170 millionth diaper overall, more than any organization of our kind, we are just scratching the surface of the requests for 1.3 billion diapers from the children we serve.

This year, Baby2Baby was selected by the White House to pilot a program to combat the maternal mortality crisis, delivering essentials including diapers to new mothers immediately after giving birth. We partnered with the Department of Health and Human Services to provide 3,000 of the first Maternal and Newborn Supply Kits across Louisiana, Arkansas, and New Mexico – three states experiencing the highest levels of maternal mortality and family poverty.

While diapers are the symbol of poverty at Baby2Baby, it's more than just diapers. This year we distributed 872,000 units of clothing, six million bottles of formula, 944,517 backpacks and school supplies and a half a million units of food. And since its inception, our Disaster Relief and Emergency Response Program has delivered over 50 million basic essentials to children devastated by fires, floods, hurricanes and other crisis situations.

When Baby2Baby provides these critical items to children, their families can pay rent, put food on the table and get back to work.

With our deepest thanks for your continued dedication to Baby2Baby's mission and making our work possible,

Co-CEOs



Norah Weinstein and Kelly Sawyer Patricof





375 Million

basic essentials distributed since our inception

In 2023 alone, Baby2Baby distributed over 100 million critical items including diapers, clothing, hygiene products and food to children living in poverty across the country.

2023 MILESTONES

TIME100

Baby2Baby was proud to be named to the TIME100 Most Influential Companies List of 2023.

The White House

Baby2Baby was selected by the White House to pilot a program to combat the maternal mortality crisis, delivering essentials to new mothers after giving birth.

Maui Relief

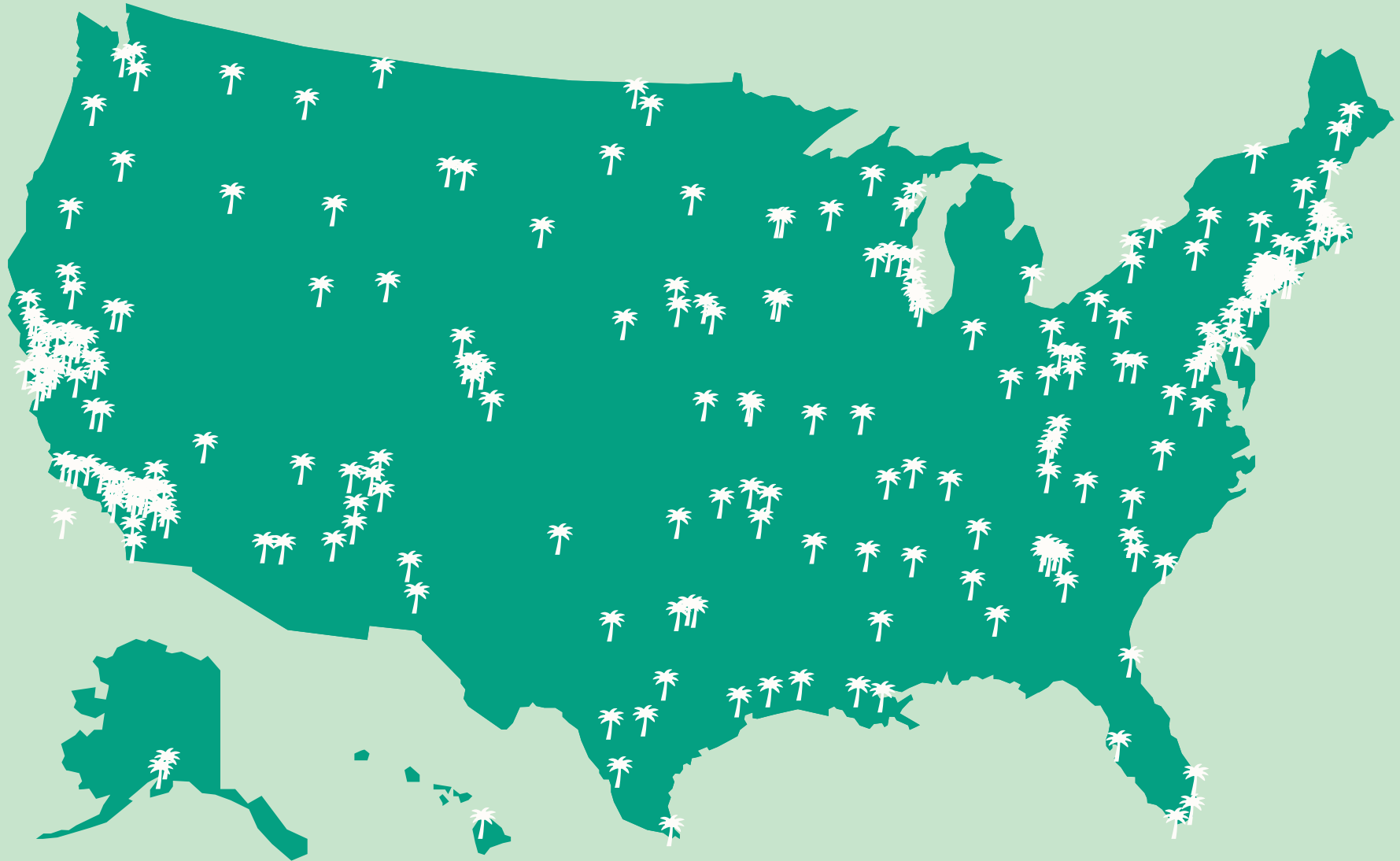
Baby2Baby immediately sent cargo planes filled with over half a million emergency supplies including diapers, formula, baby food, and hygiene items to families who lost everything in the devastating Maui wildfires.



IMPACT MAP

270+ Cities

In 2023, Baby2Baby had its greatest impact to date, reaching more children in more cities than ever before, in a time when need has never been greater. Baby2Baby is now serving more than one million children in 277 cities across all 50 states.



WHO WE SERVE

Foster Care

We support statewide foster care agencies and also work directly with social workers tasked with the horrifying responsibility of removing children from dangerous situations where there is abuse or neglect. Baby2Baby provides the essentials a child needs in order to be placed in a safe home, including diapers, clothing, formula, cribs and car seats. On top of that, we provide comfort items like teddy bears during this scary, unsettling time.



Homeless and Domestic Violence Programs

We stock homeless and domestic violence shelters with essentials for children and families in crisis. When families arrive without any belongings, the items they receive from Baby2Baby are often the only things the children have — things as simple as a toothbrush, a warm blanket and pajamas.



Hospitals and Clinics

We partner with hospitals, Welcome Baby programs and clinics to provide millions of newborn basic essentials to children in need at the very start of their lives. Families living in poverty are leaving the hospital empty-handed without any of the items they need to take care of their babies which is scary, stressful and incredibly dangerous for new parents.



Schools and Educational Programs

We partner with low-income school districts to identify the most vulnerable children at their schools and distribute the essentials they need to thrive. The children we serve don't have shoes that fit, warm jackets or the backpacks they need to attend class making them miss school at record numbers and therefore not receive the 2 meals a day the schools provide that they depend on to eat. We work with the four largest school districts in the US - New York City, Los Angeles, Chicago and Miami - and an additional 100 schools and school districts across the country.



100%

of the children in our program live in low-income households.
(2023 Federal Poverty Line: \$30,000 for a family of four)

85%

of the children we serve are children of color.

35%

of the families in our program have an annual income between
\$0 and \$15,000 for a family of four.

43%

of the children in our program live in single-mother households.

21%

of the families in our program fell into poverty for the first
time in 2023.

When directly asked what families are able to put saved funds towards when they receive basic essentials from Baby2Baby, this is what is reported:

1. Putting food on the table
2. Paying rent to avoid eviction
3. Paying utility bills

DISASTER RELIEF

Disaster Relief is the fastest growing program at Baby2Baby and its entire focus is to distribute the most urgent essential items to children, because in every disaster, children are hit the hardest.

In 2023 we provided essential items to

109,130 children

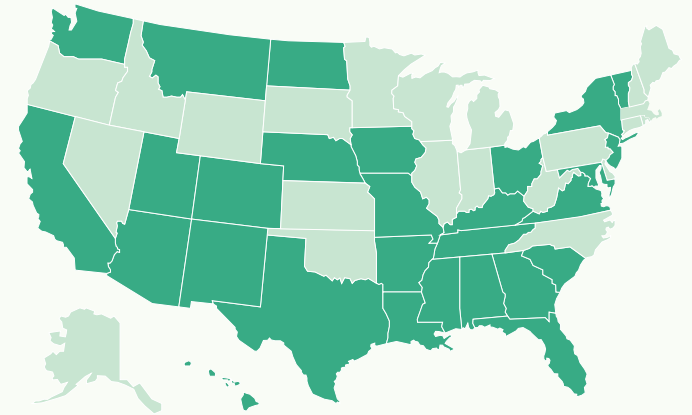
following disasters and emergencies around the globe.



Over 11.4 million essential items

This includes diapers, wipes, blankets and more.

*16 disasters and
emergencies in 28 states*



- | | |
|-------------|-----------------|
| Alabama | Nebraska |
| Arizona | New Jersey |
| Arkansas | New Mexico |
| California | New York |
| Colorado | North Dakota |
| Florida | Ohio |
| Georgia | South Carolina |
| Hawaii | Tennessee |
| Iowa | Texas |
| Kentucky | Utah |
| Louisiana | Vermont |
| Maryland | Virginia |
| Mississippi | Washington |
| Missouri | Washington D.C. |
| Montana | |



BABY2BABY'S INITIATIVE TO COMBAT MATERNAL MORTALITY

In 2023, Baby2Baby took a pivotal step in addressing and combating the maternal mortality crisis in the United States.

We were selected for a pilot program by the Biden Administration alongside the U.S. Department of Health and Human Services (HHS) to distribute Maternal and Newborn Supply Kits made up of essential newborn items and maternal health items.

Through the pilot, we distributed 3,000 kits across Arkansas, Louisiana, and New Mexico – three states experiencing deep levels of family poverty and the highest maternal mortality rates in the country.

The goal is to address the mental health struggles of new moms who cannot afford the critical items their babies desperately need.

FAMILY TESTIMONIALS



“ I called my mom and I asked her, “Mom, he’s crying and I ran out of milk. I don’t have any more formula for the baby.” My mother told me, “Just boil some rice with water and put it in the bottle and give it to him. He’ll be okay until you find a way to get the formula for a few days.” It’s very painful when you want to give them more, and you can’t. I never thought I would be in that situation. Baby2Baby has provided me with formula, wipes, and diapers. Baby2Baby is always there for me. But, more than anything, my life has gotten way lighter than what I was carrying before. I don’t know what I would do without them. ”

Maria, Los Angeles, California

“ In 2021, after a series of life changing events, I stumbled upon a moment of adversity when I found myself homeless. My children and I spent most nights in my vehicle. I felt humiliated, I felt less than, I didn’t feel that I deserved to be a parent, I felt that I let my children down. Even while living in our vehicle, I was always going on job interviews. I am currently working as a parking enforcement officer for the City of Compton. Baby2Baby offers reassurance that even though you are under a dark cloud and you are going through a storm, they are there to help. They have provided my children with shoes, warm clothing, hygiene items, school supplies, toys and more. Baby2Baby makes sure that children and families around them, places near and far, are taken care of. ”

Jori, Los Angeles, California



“ I have a bachelor’s in biochemistry from Vassar. You would think someone with a biochemistry degree should be doing some crazy research. There is not always one thing pulling you down. It’s actually an accumulation of different things. You think about how if you’re driving all it takes is that one light to turn red for you to miss the next turn and then another light turns red. Those series of events cause delays, but one light that turns green provides you an opportunity to change your life. Baby2Baby is a lifeline because it relieves some of those factors that are drowning you. It was kind of a life saver. ”

Aisha, Harlem, New York





VOLUNTEER PROGRAM

88,210 hours

Baby2Baby hosts two volunteer sessions daily at our headquarters – from company-wide service days and sports teams to girl scout troops and class field trips. Our volunteers donate their time to help prepare and package basic essentials for the one million children we serve across the country, and have logged 13,615 hours in 2023 alone. Past volunteer groups include Target, Disney, The Honest Company, Google, City National Bank, NBC Universal, Nordstrom, Prada, HBO, Hulu, WME, American Airlines, Morgan Stanley, NBA Cares, Z Supply, Beats by Dre, Starbucks, Hello Sunshine, Fanatics, Kosas and more.

Baby2Baby



2023 BABY2BABY GALA

The annual Baby2Baby Gala is responsible for raising 60% of our operating budget and brings together celebrities, entrepreneurs and philanthropists in support of the organization. The evening hosts the top chefs in Los Angeles, an exclusive auction and an inspiring program, all while honoring a celebrity mother who embodies the Baby2Baby mission with the Giving Tree Award.

The 2023 Baby2Baby Gala honoring Salma Hayek Pinault was a record-breaking night, raising over \$12 million and garnering over 7.5 billion media impressions. The evening featured presenters including Kim Kardashian, Olivia Wilde and Channing Tatum along with a special performance from Snoop Dogg. The Baby2Baby Gala is underwritten entirely by generous sponsors ensuring that every dollar raised at the event directly benefits Baby2Baby.

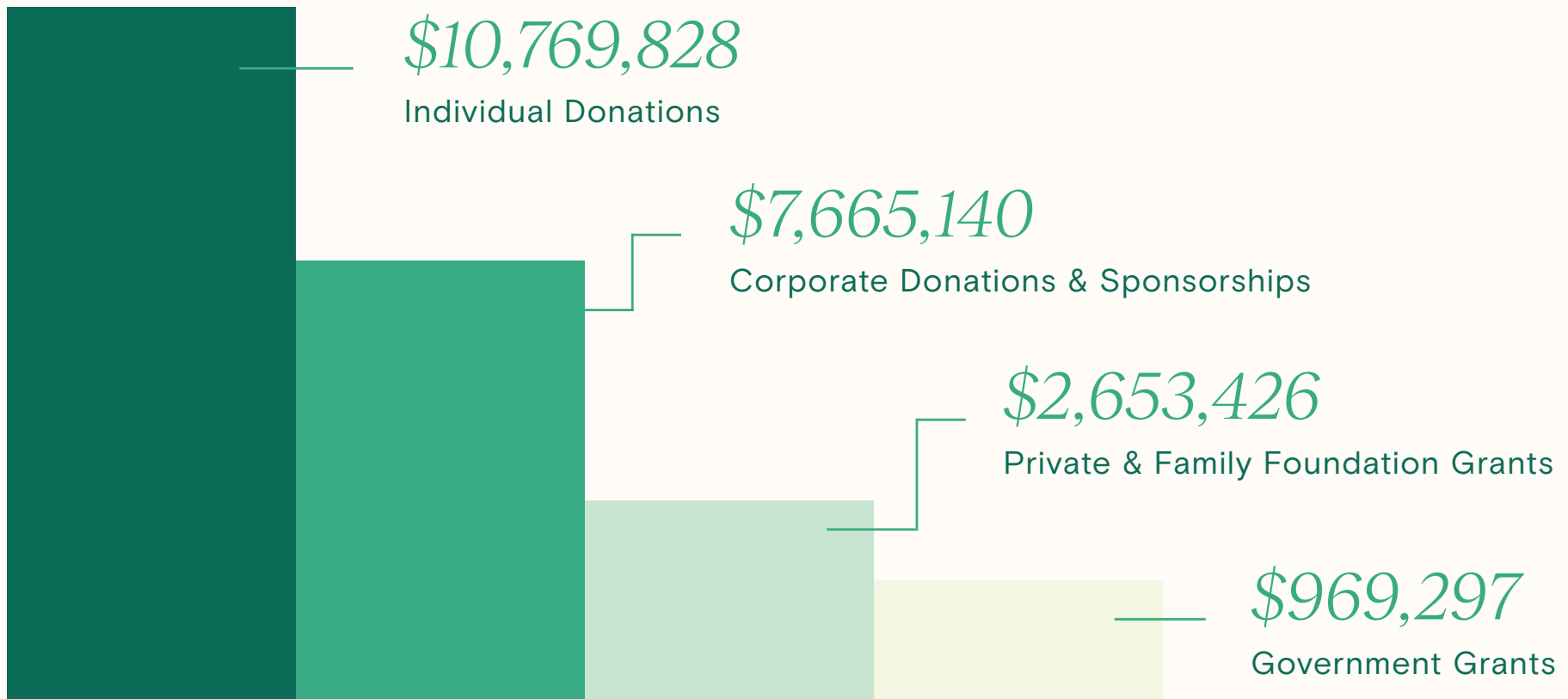


2023 PROGRAMMATIC EVENTS

Baby2Baby hosts distribution events throughout the year for the children and families we serve. While we are reaching over one million children across the country, these events allow us to provide a memorable experience for children and distribute critical items directly to the families most in need. We are able to leverage our celebrity ambassadors to secure event sponsorships that raise vital funds and shine a light on our work.

In 2023, we welcomed thousands of children to distribution events in honor of Mother’s Day, Back to School and the Holidays at iconic, donated venues from Madison Square Garden to Dodger Stadium.

\$22,057,691



Cash Revenue Spotlight

2023

CO-CEOS

Norah Weinstein & Kelly Sawyer Patricof

BOARD OF DIRECTORS

Jessica Alba

Julie Bowen

Michaeline DeJoria

Bianca Levin Goldfein

Emma Grede

Liz Jenkins

Jennifer Meyer

Sabina Nathanson

Kelly Sawyer Patricof

Nicole Richie

Kelly Rowland

Anna Anissimova Schafer

Dana Settle

Norah Weinstein

Jackie Winnick

Rachel Zoe

ANGEL AMBASSADORS

Amy Adams

Shiri Appleby

Drew Barrymore

Natasha Beck

Kristen Bell

Jordana Brewster

Vanessa Bryant

Ayesha Curry

Zoey Deschanel

Jenna Dewan

Hilary Duff

Katie Fine Ehrman

Camille Fishel

Sara Foster

Dany Garcia

October Gonzalez

Sarah Hendler

Whitney Wolfe Herd

Misha Hess

Kate Hudson

Mindy Kaling

Kim Kardashian

Ali Kay

Miranda Kerr

Nicole King

Monique Lhuillier

Andrea Lieberman

Chriselle Lim

Lisa Ling

Blake Lively

Lindsey Lucibella

Brooke Mahan

Camila Alves McConaughey

Shay Mitchell

Michelle Monaghan

Keleigh Thomas Morgan

Olivia Munn

Jada Paul

Katy Perry

Busy Philipps

Ellen Pompeo

Katherine Power

Kimberly Reed

Tracy Robbins

Brigitte Romanek

Shannon Rotenberg

Zoe Saldaña

Lauren Sánchez

Molly Sims

Melanie Staggs*

Estee Stanley

Allison Statter

Ali Taekman*

Chrissy Teigen

Alba Tull

Chelsea Washington

Kerry Washington

Meredith O'Sullivan Wasson

Kate Phillips Wiczzyk

Olivia Wilde

Rayni Williams

Ciara Wilson

Ali Wong

**Board Emeritus*

TEAM BABY2BABY

Kelly Sawyer Patricof & Norah Weinstein

CO-CEOS

Jen Armstrong

COO

Michael Bourjaily

Head Of Warehouse Operations

Emily Grossman

Director, Volunteer & Donor Relations

Candace Liggins

Senior Manager, Marketing & Communications

Brenda Cao

Manager, National Program & Disaster Relief

Lourdes Lidzbarski

Manager, Volunteer & Community Engagement

Diana Padilla

Senior Warehouse Coordinator

Alexander Smith

Transportation Coordinator

Gio Vasquez

Program & Warehouse Coordinator

Rachel Ameresekere

Volunteer & Community Engagement Assistant

Manny Valle

Warehouse Assistant

Donald Stanford

Courier

Jamie LaMotte

CMO

Amanda Peterson

Warehouse Director

Leighton Jones

Director, Disaster Relief Response & Strategy

Prisila Villar Saltzman

Development Specialist

Michelle Miranda

Manager, LA Program

Ashleigh Wardell

Senior Office Coordinator

Shea Metz

Corporate Partnerships Coordinator

Sheila Alejandro

LA Program Coordinator

Victoria Granado

Graphic Designer

Breze Sloan

Data Management Assistant

Jerome Brown

Warehouse Assistant

Victor Hunter

Courier

Molly Baker

Senior Director, Development

Haewan Green

Director, Events

Danielle Cardelfe

Director, Corporate Partnerships

Aide Aguirre

Program Specialist, Family Liaison

Rachel Robles

Warehouse Manager

Michael Aceves

Senior Inventory Control Coordinator

Caitlin Buckley

National Program & Disaster Relief Coordinator

Jennifer Moreno

Events Coordinator

Charlotte Infinger

Executive Assistant

Gennesey Agena

LA Program Assistant

Dulce Toledano

Warehouse Assistant

Yovan Soto

Courier

Monique Fauteux

Head Of Human Resources

Courtney Kelly

Director, Program Partnerships & Operations

Zoe Wruble

Director, Social Media

Liliana Alcantara

Manager, National Program & Disaster Relief

Joaquin Garza

Manager, Shipping Operations

Olivia Haddad

Senior Development Coordinator

Summer Ly

Development Coordinator

Alexis Sapon

Marketing Coordinator

Melissa Mercado

Operations Assistant

Alex Escobar

Warehouse Assistant

John Miramontes

Courier

Amelia Williamson

DEI Consultant



BABY2BABY.ORG

Baby2Baby 

@BABY2BABY