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# 2022 ANNUAL REPORT

Diaper need remains an issue in our community. We need your help.



# A year in review



## MESSAGE FROM OUR FOUNDER

The process of assembling our annual report is always one of reflection and gratitude. Looking back at the previous year and pausing to assess the collective impact of this supportive community, brings feelings of optimism and hope for the year ahead.

CNY Diaper Bank is a force for good only because our volunteers and donors provide the fuel. This is a group that refuses to accept the idea that families are choosing between buying food or buying diapers for their babies. We know this shouldn't be the way things are and we are taking action each and every day to ensure that all of our babies have access to the basics they need to thrive and reach their fullest potential.

I am thankful for each and every person who chose to take action with us in 2022. It is my hope that you will stick with us and continue to be a part of the effort to end diaper need in Central New York.

With sincerest thanks,

*Michela Hugo*

Michela Hugo, Founder and President

### OUR MISSION

CNY Diaper Bank partners with local social service agencies to provide free diapers to low-income families while raising awareness of diapers as a basic need not being met for all babies.

### OUR VISION

A CNY community where every family has access to an adequate supply of diapers.

### OUR VALUES

All decisions will aim to provide for the best outcome for the greatest number of our partners, the clients they serve, the issues they address and the future of our community. All parties to any decision will be treated with respect, dignity, compassion, grace, integrity, honesty and humanity. Our message will always be conveyed in a positive way.



# 2022 diaper distribution



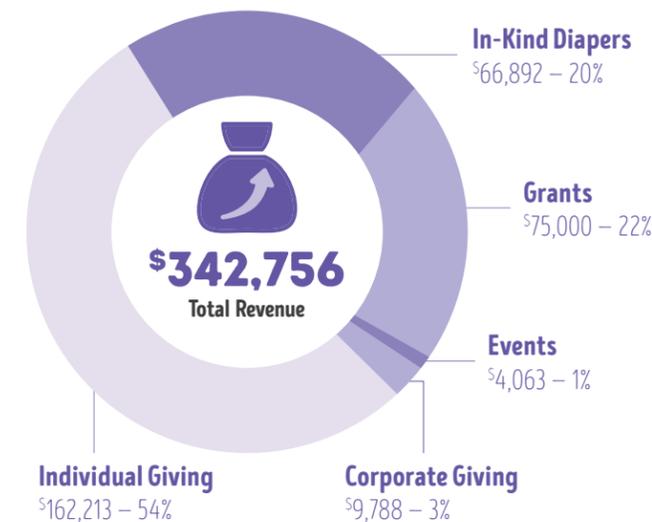
Since 2016, we have donated nearly 8 million diapers to families in need in Central New York. In 2022, we continued to build our partner network to reach more families.

As a volunteer-driven organization, we spend nearly every cent directly on purchasing diapers.

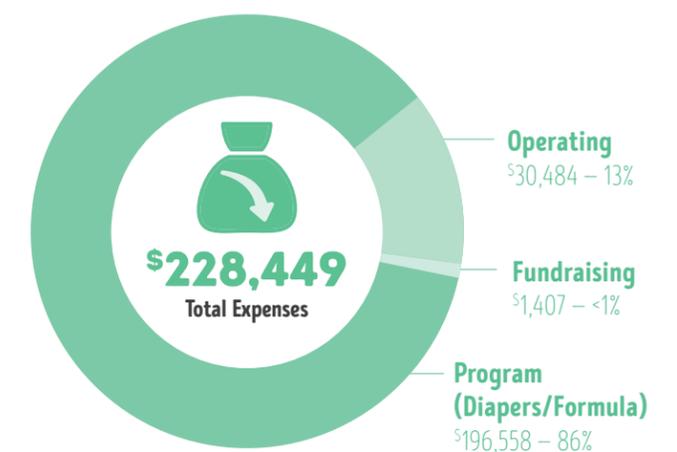


# 2022 finances

## SOURCES OF DONATIONS



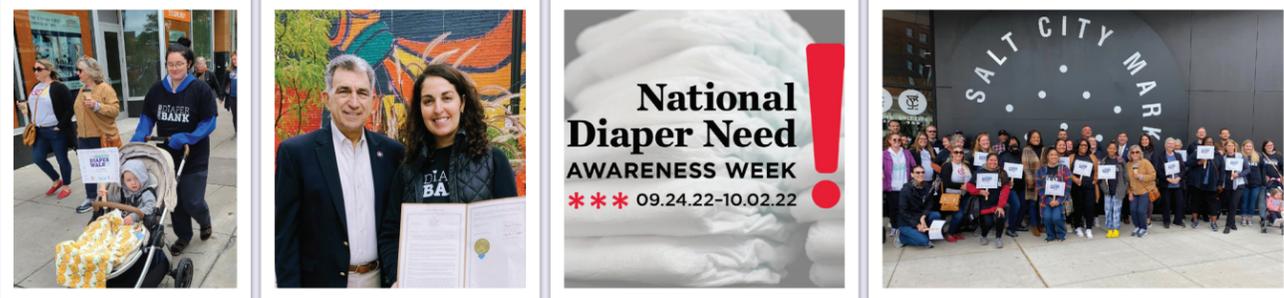
## EXPENSES



## 2022 events



### The Downtown Diaper Walk



### Diaper Day With the Mets



### Make a Mother's Day Diaper Drive



## 2022 supporters



### CORPORATE DONORS



### FOUNDATION SUPPORT



### A SPECIAL THANKS



Year after year, Pioneer Warehousing & Distribution is a force for good. Their generous donations of warehouse space and services are mission critical and allow us to maximize the number of diapers that reach families in need.

### BABY2BABY

BABY2BABY's 2022 support included thousands of dollars in in-kind donations from corporate donors. All of these items were passed on to families through our network of partners.

- Infant Hygiene Items: 944
- Formula: 1,052
- Diapers: 75,000
- Bottles of Hand Sanitizer: 7,200
- Bottles of Sanitizing Spray: 2,800



### NATIONAL DIAPER NETWORK

The CNY Diaper Bank is a proud member of the National Diaper Bank Network (NDBN). The NDBN works in partnership with a network of diaper banks, allied programs, donors, sponsors and elected officials to end diaper need in the United States. **Our relationship with NDBN gives us access to:**

- 237,235 diapers from Huggies in 2022
- training opportunities
- help advocating for awareness



# Partner agencies



In 2022, CNY Diaper Bank distributed diapers throughout a network of 48 partner agencies. When families receive diapers from a partner agency, they gain access to the additional programs and services offered. Often, diapers act as an incentive to bring families into a program. Our partners all agree that offering diapers strengthens their programs.



# The power of volunteerism



## CNY Diaper Bank is proud to be a volunteer-driven organization.

Racking up more than 2,000 hours last year, our dedicated volunteers are responsible for most of our daily operations, including diaper packaging, inventory management and assembling partner orders. In addition, the community comes together throughout the year, showing the true spirit of volunteerism by organizing diaper drives and engaging local churches, teams and businesses. We are grateful for their energy and commitment to ending diaper need in Central New York.



## DRIVE-UP DIAPER DISTRIBUTION

Our volunteers helped us distribute more than 98,000 diapers during 5 drive-up diaper distributions.



## What our families are saying



Diaper recipients tell us receiving our diaper supplements help them:

"Ever since I began receiving diapers, the weight of financial uncertainty has lifted, erasing my worries about providing food for my children and meeting crucial expenses."

"I am a graduate student at SU, and, before receiving support through government programs, relied heavily on the Food Bank and Diaper Bank in supplying my family with what we needed to survive. I now can save enough money to get diapers and wipes on my own, but did not have that option in the past. The staff has always been kind and helpful, not making me feel like a burden. They supported me by giving me diapers and wipes through the Diaper Bank. Their support and kindness mean that my children do not feel the sting of poverty quite as hard, thereby supporting their physical and emotional development. Thank you!"

"A Diaper Bank is essential to ensure that all CNY families have access to an adequate supply of diapers for their babies and toddlers, and to build awareness in our community that diapers are a basic human need not being met for all children. As a mom of two, I have noticed that a lack of diapers can impede a child's education and a family's ability to work. Most day cares and early education programs require a full day's worth of disposable diapers. Parents need more diapers to access child care, and thanks to the CNY Diaper Bank for providing this critical opportunity to our community.."

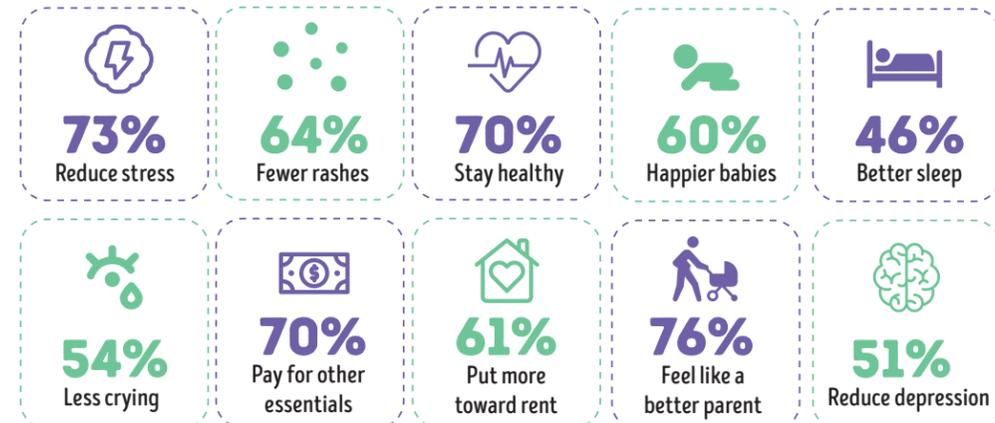
"They're the best! It helped me save money; times are very hard nowadays with prices rising up. I can always go and get free diapers when needed."

"It has been truly helpful for me and my children. It has taken a burden off of my shoulders financially. I'm truly thankful for the CNY Diaper Bank for this awesome thing and helping families worry less about all the things that are expensive."

## Impact for families

The physical, emotional and financial consequences of diaper needs are felt by the whole family.

Our diaper recipient surveys show how impactful receiving a monthly supplement of diapers can be.



## What our partners are saying



All our partner agencies agree that distributing diapers each month:

- ♥ helps them to **build trust** with those they are serving
- ♥ significantly impacts their ability to **serve and sustain** the families they work with
- ♥ results in a **reduction in financial stress and anxiety** for families

"Each month our site moves out about 8,000 diapers to more than 200 families. Often, we are able to provide families with wipes, formula and hand sanitizer we get from the Diaper Bank, and the women of our church provide a bundle of sanitary pads for moms. We host our diaper distribution on the same day/time as our Emergency Food Distribution (which happens every Friday morning). On this same day, we also host many agencies from our network that are baby/child and family focused. Sites like Healthy Families, Planned Parenthood and ACR Health and nutrition professors from SU attend to infuse each family with information, resources, food for the week and hygiene items for mom and baby. The first Friday of each month has become our biggest day, when we see the most families, when we can do the most amount of work engaging with our community."

-Galyn Murphy-Stanley, Unniversity United Methodist Outreach

"Our families are very grateful for the diapers and definitely depend on receiving the diapers. Many times at the end of the month they contact us asking when they can expect more diapers. We serve the refugee community and the diapers have a huge impact on the families financially. Also, delivering the diapers offers us personal contact with our families, which is important to us."

-Cherie Cogan, All Saints

"We have been able to serve hundreds of children every month because of the CNY Diaper Bank. These families are so grateful for what they receive, and being able to host diaper distributions helps us to build community with families in Onondaga County."

-Kristin Losier, New Hope Family Services

"Having diapers and formula for families on the west side of Syracuse have helped to increase the health and overall quality of life for families in one of the most impoverished communities in the state of New York."

-Charity Purchas, Huntington Family Center

"We serve many low-income families through our food pantry and the diaper distribution is the perfect complement to our food distribution. Our clients are also very appreciative of the diaper wipes, baby food and formula provided to them through the CNY Diaper Bank."

-M.J. Mackenzie, DeWitt Food Pantry

"The Salvation Army Food Pantry distributes diapers daily to clients who need them. The clients often also benefit from being able to pick up food for their families and diapers at the same time. We have families that come every month to receive diapers, which helps them provide for their families. The money saved from the CNY Diaper Bank helps the families pay rent and utilities and purchase food for their children."

-Pam Alderman, Salvation Army

"**You make a tremendous difference** in the lives of our clients. Thanks so much!"

-Matt Micheletti, ACR Health

"Our partnership with CNY Diaper Bank has afforded us the opportunity to support many of our patients who are parents or guardians by supplementing their diaper supply. By relieving a bit of the financial pressure our patients face while caring for their children and families, this improves our patients' sense of autonomy."

-Hilary Warner, Planned Parenthood of WCNY

# Support the CNY Diaper Bank



Diaper need is an overlooked consequence of poverty that affects thousands of babies and families in our community. Diapers ARE NOT COVERED by WIC or SNAP benefits, and low-income families can spend as much as 14% of their gross income on diapers.

## IT'S TIME FOR A CHANGE

We know you share our belief that ALL BABIES deserve the best possible start in life. When we ensure that babies have the basics they need to stay healthy and happy, we create a brighter future for them and for our entire community. Learn more about how you can help families right here in Central New York by visiting [cnydiaperbank.org](http://cnydiaperbank.org).



**47%** OF SYRACUSE CHILDREN UNDER 5 LIVE IN POVERTY



**1 IN 4** LIVES IN EXTREME POVERTY



### FUNDRAISE TO DONATE DOLLARS

Donating dollars makes the biggest impact. With your dollars, we can purchase two to three times the number of diapers you can in a store. You can also set up a Facebook fundraiser to make collections easier! Visit [facebook.com/cnydiaperbank](https://facebook.com/cnydiaperbank) for fundraisers and select CNY Diaper Bank as your nonprofit.



### HOST A "DIAPER CHANGE" COIN DRIVE

A great way for a school, youth group or retailer to raise funds is to hold a coin drive. As little as 10 cents buys a diaper, so EVERYONE can make a difference no matter how small the contribution!



### JOIN THE DIAPER PACK

Making a direct contribution on our website allows you to donate once OR join the "Diaper Pack" and make it a recurring gift to help sustain and grow the CNY Diaper Bank.



### PARTICIPATE

Join a virtual run, walk or crawl. Visit [cnydiaperbank.org/events](http://cnydiaperbank.org/events).



### HOST A DIAPER DRIVE

Encourage a collection at your next family get-together to collect new packages (sizes 5 and 6 are needed the most), opened packages and clean, loose, leftover diapers (preferably sorted by size but not required).



### VOLUNTEER

We can always use help, and all ages are welcome! Visit [cnydiaperbank.org/volunteer](http://cnydiaperbank.org/volunteer) to sign up for a session as an individual or with a group.

# Support the CNY Diaper Bank



Your sponsorship will help us continue building our organization to support families in Central New York.



**We distribute more than 150,000 diapers a month to ensure more than 3,000 babies have the diapers they need to stay clean, dry and healthy.** Your financial support funds the truckloads of diapers we need to sustain this effort. Together we can wipe out diaper need in Central New York.

## ALL SPONSORS WILL RECEIVE

- Sponsorship recognition on social media
- A link on our website
- A private volunteer event for employees
- Listing in our annual report
- Photo ops at our Liverpool location

## LEVELS

- **PARTIAL TRUCKLOAD** (\$5,000) – Distributes approximately 31,250 diapers
- **TRUCKLOAD** (\$7,500) – Distributes approximately 46,875 diapers
- **BIG RED** (\$10,000) – Distributes approximately 62,500 diapers

## 2022 BOARD MEMBERS & AFFILIATIONS

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Director of Finance and HR Manager,  
Pinnacle Holding Company

**MICHELA HUGO**, Founder  
Community Volunteer

**RACHELLE LUCKETTE**  
Self-Employed

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**PEGGY LIUZZI**, Secretary  
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Seneca Savings

**SUMMER MERRICK**  
Program Director,  
Help Me Grow-Onondaga

**PEGGY ROWE**, Treasurer  
Audit Partner, Dannible & McKee, LLP

## STAFF

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Program Manager

**TEQUILA GREGORY**  
Cloth Diaper Program Manager