A year in review

MESSAGE FROM OUR FOUNDER

Diapers are a huge expense for families on a good day. But now, lost jobs, working fewer hours and lower wages are making it impossible for many families to provide the basics they need for daily life. In 2020, we nearly doubled our diaper distribution in order to meet the growing need.

The pandemic shone a light on the invisible, everyday crisis of diaper need. As store shelves were cleared by those who feared running out of diapers during the shutdown, we recognized the anxiety and desperation experienced by families living along the poverty line who worry each and every day how they will pay for the diapers they need to keep their babies healthy.

The combination of well-supported fundraising events, COVID grant money and hundreds of new donors made it possible for us to respond to this crisis in the way that we did. I want to highlight and thank all of our caring donors, many of whom found us for the first time in 2020. Your collective contributions enabled us to help more families than ever before. We also must thank Lisa Conway and the team at Pioneer Warehousing & Distribution, LLC, for giving us the space and tools we need to keep expanding our reach! We couldn’t do it without you. Lastly, we have the most wonderful group of volunteers! When our doors were open early in 2020, we were welcoming new people every week! Then when things shut down, our core group stepped up to ensure we could continue to move diapers out. I am seriously in awe of our volunteer power. Together, we accomplish the work of a much larger organization, thanks to a dedicated team of people with big hearts who love to give their time to helping those in need. Each and every one of you inspire me every day and I am grateful for this continued opportunity to serve with you.

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.
NEW PROGRAM MANAGER JULIANNE PEASE

Since our founding in 2016, we had been 100% volunteer-run. However, thanks to grants from the CNY Community Foundation, the Gifford Foundation and the National Diaper Bank Network, in 2020, we were able to hire our first part-time program manager, Julianne Pease. As a lead volunteer, a member of the fundraising committee and as a chair of our Young Professionals Board, Julianne has been a critical team member since 2018. When Julianne became a mom in 2019, she wanted to work less and spend more time with her baby boy. Lucky for us, she was excited to take on our daily operations in July and has been a welcome addition to the CNY Diaper Bank.

Julianna oversaw our socially distanced volunteer sessions, made improvements to our office space and workflows and substantially increased the efficiency of our entire operation. The CNY Diaper Bank remains a volunteer-driven organization with a core team of volunteers working throughout the pandemic, but Julianna has become indispensable.

A year in review

PANDEMIC RESPONSE

Our diaper distribution program DOUBLED in response to the increased need we saw in 2020.

HOW DID WE DO IT?

❤ Volunteers, volunteers, volunteers
❤ Grants
❤ Donors
❤ Virtual event fundraising
❤ Added drive-up diaper distribution events that distributed an additional 188,000 DIAPERS DIRECTLY TO FAMILIES

BABY2BABY

In 2020, we became a member of the Baby2Baby National Network, a group of like-minded organizations that distribute basic essentials to children living in poverty in over 40 cities across the United States. Through this network, Baby2Baby elevates the work of every member organization through operational guidance, corporate opportunities, increased product donations and funding.

20,000 DIAPERS PROVIDED (valued at $3,000)

1,600+ PAIRS OF HANNA ANDERSSON PAJAMAS DISTRIBUTED (valued at over $60,000)
A year in review

CLOTH DIAPER PROGRAM
Caitlin Brooks, our cloth diaper program manager, has been volunteering with us since 2018 and helped to launch the cloth diaper program in 2019. The program has been growing steadily and it became essential to have someone dedicated to overseeing it. As a mom of two baby boys in cloth diapers, Caitlin is passionate about helping others become comfortable and successful with using cloth diapers. In just a few hours a week, Caitlin keeps the diapers organized as new donations come in, communicates and works with prospective families, assembles kits and arranges pickups. In short, our cloth diaper program is continuing to expand under Caitlin’s leadership.

We are grateful for her work, as are the families of the 65 babies who started using cloth diapers this year.

“My husband is laid off and on unemployment because of COVID. The savings will help.”

“I would have never tried cloth diapering if it were not for their program. I was intimidated and didn’t think I would keep up with it. I’ve been cloth diapering for over a year now, with plans to keep going!”

“We have been able to keep our costs down and are able to put that money toward bills or other needs.”

“It’s a huge relief. Diapers are so expensive and cloth diapers ease anxiety when you run low on disposables. It helps save money as well, especially when you’re on a very tight budget.”

Our cloth diaper program runs on donations of cloth diapers and monetary contributions made specifically to our cloth diaper program. If you or someone you know would like to donate cloth diapers that are no longer needed, we would love to pass them onto another family for you.

For details on how you can support our cloth diaper program, contact info@cnydiaperbank.org.

Savings per child: $3,530

Total savings passed on to families: $229,450

65 BABIES
43 FAMILIES

TOTAL SAVINGS PASSED ON TO FAMILIES: $229,450
2020 events

BATTLE OF THE BRUNCH

March 8, 2020

WITH SUPPORT FROM:

Pinckney Hugo Group

RESTAURANTS THAT PARTICIPATED

Held in accordance with CDC guidelines and prior to New York State’s regulations on gatherings

WITH SUPPORT FROM:

THE DIAPER RUN VIRTUAL 5K

VIRTUAL HOLIDAY CRAFTERNOON

WITH SUPPORT FROM:
2020 diaper distribution

- **Diapers Distributed**
  - 1,971,840

- **Cash Value Passed on to Agencies and Families**
  - $591,552

- **Diapers Purchased**
  - 1,312,730

- **Diapers Donated From Community Donors and Drives**
  - 38,565
  - $5,785 cash value

- **Partner Agencies**
  - 36

- **Diapers Donated From Corporate Partners**
  - 611,688
  - $91,753 cash value

- **Volunteer Hours Logged**
  - 2,020

2020 finances

**SOURCES OF DONATIONS**

- Total Revenue: $435,628
  - Corporate Giving: $61,095 (14%)
  - Events: $31,490 (7%)
  - Individual Giving: $150,505 (35%)
  - Grants: $95,000 (22%)
  - In-Kind Diapers: $97,538 (22%)

**EXPENSES**

- Total Expenses: $244,843
  - Operating: $22,321 (9%)
  - Fundraising: $2,465 (1%)
  - Program: $220,057 (90%)

**Total Revenue**

- $435,628

**Total Expenses**

- $244,843

**Program**

- $220,057 (90%)
Agency partners

A 2020 partnership made possible by COVID-19 Funding for Madison County through the Central New York Community Foundation

**Community Action Partnership of Madison County**
A 2020 partnership made possible by COVID-19 Funding for Madison County through the Central New York Community Foundation

**Partners for Adult Incontinence Products**
- Food Bank of CNY
- Loretto Health & Rehabilitation
- United Way (Gifts-in-Kind)
- Westcott Community Center
- Fidelis Care
PIONEER WAREHOUSING AND DISTRIBUTION

Pioneer Warehousing and Distribution has been a major sponsor since 2019. Their ongoing, mission-critical support has been key to our growth and our ability to respond to increased need. Not only do they provide in-kind warehouse space to store our diapers, they accept our shipments, help to manage inventory and they lease us office space at a significant discount. This kind of support enables the CNY Diaper Bank to maintain our low overhead and small footprint. We are grateful to Lisa Conway and her team for their incredible commitment to helping us end diaper need.
Partner words

WHAT OUR PARTNERS ARE SAYING

All our partners 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

“Families have literally cried when receiving diapers. I believe that **moms realize how impactful it is to receive this resource. It enables them to focus on other needs** during ‘this challenging season.’”

“We are realizing the great need for diapers in Onondaga County. We are seeing new people every month. **The CNY Diaper Bank is helping people get on their feet financially.**”

“The pandemic has only further increased the scope and depth of effects poverty has on our community, its children and their family’s well-being. **Being able to provide basic needs such as diapers allows our families to divert their limited funds to other basic needs and to maintain dignity and hope** in the face of ever-increasing health, financial and well-being challenges.”
Family words

WHAT OUR FAMILIES ARE SAYING
Diaper recipients tell us receiving our diaper supplements help them:

1. REduce stress
2. Pay a bill
3. Buy food

“It is an amazing service to the community. Diapers are expensive, so this truly helps.”

“The diapers are really helpful in between pay periods.”

“They are a great help at the end of the month!”

“Y’all are the real MVP!”
How you can help

We can’t provide diapers for low-income families and raise awareness about diaper need without your help!

DONATE DOLLARS
The CNY Diaper Bank can purchase diapers and wipes at a fraction of retail cost. Every dollar you donate to the CNY Diaper Bank can buy more diapers than you could purchase with that dollar at the store. Donate today!

DONATE DIAPERS
You can drop off new or opened packages of diapers at one of our drop-off locations. Visit CNYDiaperBank.org for locations and to set up a drop-off.

HOST A DIAPER DRIVE
Do you know other people who might want to provide diapers to families in need? Organize a diaper drive to collect diapers and financial donations.

START A COLLECTION SITE
Do you have a child in day care? Do you visit a local business frequently? Ask those establishments if they would keep a diaper collection bin and set up a schedule to pick up those diapers.

VOLUNTEER
We can always use help, and all ages are welcome! It’s a great way to engage a scout group, school group or volunteer committee. There are opportunities for groups and for individuals.

Visit us online at CNYDIAPERBANK.ORG/VOLUNTEER to sign up for a volunteer session.

CNY DIAPER BANK 2020-21 BOARD MEMBERS & AFFILIATIONS

PEGGY LIUZZI, PRESIDENT
Community Volunteer

WINTER BERRY, VICE PRESIDENT
Assistant Professor of Pediatrics,
SUNY Upstate Medical University

LAURIE UCHER, TREASURER
Senior Vice President of Retail Banking,
Seneca Savings

ANNE KROUSE, SECRETARY
Director of Finance and HR Manager,
Pinnacle Holding Company, LLC

MICHELA HUGO, FOUNDER
Community Volunteer

CHRISTINE DURNIN MURRAY,
Director of Digital Marketing,
Pinckney Hugo Group

JILL MERLUZZI JOHNSON,
Physician Assistant (PA),
Syracuse Orthopedic Specialists
Business Owner, Rodan + Fields

QUEEN LANE,
Program Coordinator and Chemical
Dependency Therapist, Crouse Hospital

RACHELLE LUCKETTE,
Accountant

MARYANN NEWMAN,
Community Volunteer

MARISA NORCROSS,
Communications Manager,
The Manufacturers Association of Central New York (MACNY)

PEGGY ROWE,
Audit Partner, Dannible & McKee, LLP