



BABIES NEED BOTTOMS

— DIAPER BANK —

2025 – 2027 STRATEGIC PLAN



CLEAN DIAPERS ARE A BASIC NEED FOR EVERY INFANT AND TODDLER.

Yet nearly 1 in 2 American families cannot afford the supplies they need.

**No Federal poverty
assistance programs
supply diapers.**

› **But we do.**

SINCE 2017, Babies Need Bottoms diaper bank has worked in partnership with community-based organizations across Western North Carolina to provide diapers and related hygiene supplies to children and families in need. Through national partnerships and local donations, we provide **500,000+ diapers** each year and serve more than 2,000 families every month.

FOLLOWING HURRICANE HELENE, we increased diaper distributions by **over 300%**, supporting families by providing the essentials babies need to be clean, dry and healthy.

› **Our Mission**

To improve the lives of babies, toddlers, and parents in Western North Carolina through diaper distribution, community awareness and partnerships.



› **Our Vision**

That diaper need is commonly recognized as a public health crisis, and adequate resources are allotted to help caregivers obtain a sufficient supply of diapers, wipes and barrier cream to keep all children clean, dry and healthy.

Our Values



EQUITY:

We recognize and work to address inequities specific to Western North Carolina families operating from the foundation that all babies and families deserve to have their basic needs met.



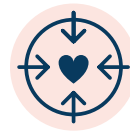
INTEGRITY:

We are committed to consistently upholding professional and ethical standards.



COLLABORATION:

Our work is rooted in meaningful relationships locally and nationwide.



INTENTIONALITY:

Our work culture reflects how we care for others and ourselves in community.



ORGANIZATIONAL GOALS 2025 – 2027

Babies Need Bottoms must sustainably build capacity to support continued operations and the future growth, through:

1 OPERATIONAL EFFICIENCY:

Identify and procure sufficient warehouse space, equipment and technology to improve workflow and efficiency.

2 PEOPLE POWER: Ensure an appropriate staffing and volunteer model, hire additional staff, and expand the volunteer program to better meet needs and opportunities.

3 EFFECTIVE COMMUNICATIONS:

Maintain comprehensive, holistic approach to communicating diaper need as a public health issue, the role and impact of diaper banks, how Babies Need Bottoms works and how to support the organization.

4 FUNDRAISING: Sustain and increase financial and in-kind donations to support current operations and future growth.

Scan to learn more about our organization and strategic plan:

