

## History/Mission

PDX Diaper Bank was incorporated on June 1, 2012 in direct response to the strong presence of diaper need in our community and the country. At the heart of our mission are the children and families we serve, who are living at or below the federal poverty line.

We provide diapers monthly to a growing network of 17 approved 501(c)(3) nonprofits or government agencies located in Multnomah, Clackamas, and Washington counties. Our partner agencies are varied in their missions: some diaper recipients may be residing in transitional housing; some are working toward finding stable employment; some are escaping domestic violence; others are overcoming mental health issues; and many are working to complete high school and beyond. As families and individuals attain stability, through simple access to clean diapers, the impact on their lives and those of our broad communities is remarkable.

Studies have shown that diapers are associated with helping lift people out of poverty. They are a strong component and accompaniment to the services offered by nonprofits to elevate those experiencing adversity.

## Call to Action

At PDX Diaper Bank, we believe that every person deserves access to clean diapers. This keeps children, adults, and our communities healthy. Our services also create opportunities for families to prosper. For this to occur, however, we need the support of community organizations, local businesses and corporations, and individual donors in order to continue expanding our services to Oregon families.

You can support our mission by donating on our website, bringing diapers to one of our donation drop-off locations (see the list on our website), by hosting diaper drives in your offices, schools, clubs or churches, and by becoming a sustainable corporate or individual donor. Consider legacy planning. Use your talents to become a volunteer. Tell your friends and families about PDX Diaper Bank, and encourage them to help in whatever way they can. Together, we can close the #DiaperGap.

# 2017-2020 Strategic Plan



**Diapers translate into opportunities. We believe that everyone should have access to necessary diapering supplies in order to live healthy and productive lives, as well as ease financial strain during the pursuit of personal, educational, and professional success.**

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"The most impactful part about PDX Diaper Bank is that it is not a replicated service. Without their assistance, we would not be able to offer diapers or diapering supplies to any of our residents. No other agencies can help with the volume and regularity of supplies that they provide."

*Northwest Housing Alternatives  
Partner agency since 2013*

## 2013 - 2016 ACCOMPLISHMENTS

PDX Diaper Bank is currently the only diaper bank in Portland, OR. Over 217,000 diapers were provided to Oregon families by the end of 2016, with a trend toward future growth.

According to the Annie E. Casey Foundation, there are 40,229 Oregon children (ages 0-3) living at or below federal poverty levels (2014). Additionally, 1 out of 3 mothers report not being able to provide an adequate supply of diapers for their babies (Huggies® Every Little Bottom study).

In 2016, PDX Diaper Bank distributed 95,448 diapers to Oregon families in need, a 30% increase from the prior year. These diapers benefited approximately 3,190 children of diaper-wearing age. Approximately 52% of our services in 2016 directly supported communities of color: 18% Black/African American families; 14% Hispanic/Latino families; 11% Native American/Alaskan Native Families; 7% Bi-racial/Multi-racial families; 2% Asian/Pacific Islander families.

# Strategic Growth Plan

PDX Diaper Bank's strategic plan focuses on capacity building, partnership expansion, and obtaining sustainable corporate donors to continue our work. Although the federal government, most states, and the media paid attention to diaper need in 2016, movement toward erasing this necessity has only just begun. We will be targeting the private sector for monetary support in addition to grant writing, private donations, and our regular fundraising events.

### THREE PRINCIPLES WILL GUIDE OUR MISSION AND WORK OVER THE NEXT THREE YEARS:

#### Partnerships

WE WILL STRIVE TO GREATLY INCREASE THE FAMILIES AND INDIVIDUALS WE SERVE BY EXPANDING OUR PARTNERSHIPS WITH OTHER NONPROFIT AGENCIES IN ORDER TO DISTRIBUTE DIAPERING SUPPLIES TO MORE IN NEED.

#### Capacity Building

IN ORDER TO ACCOMPLISH OUR MISSION AND ELIMINATE DIAPER NEED, WE WILL WORK TOWARD RECEIVING DONATIONS FROM A VARIETY OF FUNDING SOURCES TO INCREASE OUR STAFF, AND TO EXPAND OUR REACH IN OREGON AND WASHINGTON. FOR THIS, WE HIRED A DIRECTOR FOR COMMUNITY ENGAGEMENT WHO BEGAN WORKING FOR THE ORGANIZATION ON JANUARY 1, 2017.

#### Corporate Donors

WE WILL CONTINUE TO APPROACH THE PRIVATE SECTOR TO INCREASE OUR SUSTAINABILITY IN PERSONNEL AND MISSION.

## Profile

- We will develop a comprehensive strategy to increase community awareness of diaper need and support of our mission.
- We will engage the public by expanding our donation drop-off locations and increasing the breadth of our diaper collection drives, which are hosted by supporters at businesses, schools, religious institutions, etc.
- We will advocate for increased resources and beneficial policies to better serve the diapering needs of babies, toddlers, adults and those with disabilities.
- Partnership Opportunities: Engage business partners and advocacy allies to expand community awareness

## Process

- We will support organizational excellence.
- We will strengthen and expand the depth and talents of the organization's personnel to accomplish our goals. To that end, we will create strategies for recruitment.
- We will ensure that our information technology remains up to date and relevant.
- We will maintain an atmosphere of respect, mutual support and high performance.
- We will strengthen our board through leadership development and training.
- Partnership Opportunities: We will continue to rally our sense of collective effort and commitment to our mission among our strongest partners, our board and staff members.

## People

- We will provide services that strengthen and transform lives.
- We will strengthen our distribution program to increase the number of people we impact.
- We will increase our nonprofit partnerships in the counties we serve to reach more people in need.
- We will focus on expanding services to underserved and minority communities.
- Besides the economic impact of having a sustainable diaper supply, we will focus more on the health aspects of clean diapers for all. This will include partnering with more agencies that provide medical services to migrant workers, seasonal workers, and others at or below the poverty line in Oregon.
- We will continue to measure outcomes in order to always improve and expand services provided.
- Partnership Opportunities: Build and strengthen partnerships to ensure that diversity, inclusion, and equity are successfully addressed.

