OUR PURPOSE

GREATER DC DIAPER BANK is proud to serve our community by providing important essentials to families throughout DC, MD, and VA. We are excited to present our new strategic plan as we reflect upon where we started in 2010 and the incredible growth we’ve experienced over the last decade.

THANK YOU for your being a part of our work!

VISION: A Greater DC community where all families have the capacity, agency, and opportunity to thrive.

MISSION: Support vulnerable families in our region by collaborating with partners to distribute essential baby and hygiene products and expand access to critical services.
GREATER DC DIAPER BANK

was founded in 2010 to provide a reliable source of diapers and other essential baby and hygiene products to vulnerable families in the Washington, DC, area. Over the course of the past decade, we have partnered with social service and community organizations in DC, Maryland, and Virginia to distribute millions of diapers and to help thousands of families access critical social safety nets. We have simultaneously grown our team, built our Board, expanded our warehouse space, and established new partnerships in key service areas across healthcare, housing, and education. In 2020 alone, we distributed over 6 million diapers to nearly 30,000 babies, adapting our model to serve significantly more families and members of our community in a time of unprecedented need. In 2021 we are on target to distribute over 9 million diapers as the need continues to grow.

Today, our organization is at a critical inflection point. COVID-19 has laid bare the grave and pervasive systemic inequities that exist in our country and specifically in our region. As the crisis has disproportionately impacted communities of color and women, we have seen demand for essential baby and hygiene products increase threefold since the start of the pandemic. We must redouble our efforts and chart our course for sustainable growth, while also planning for the long-term impacts of this pandemic and for future emergencies that might arise.

Our strategic planning process, which took place between November 2020 and May 2021, was designed to develop a long-term vision and to set our strategy for the next three years. We engaged Third Plateau, a social impact strategy firm, to facilitate the process, which was guided by a nine-member Strategic Planning Steering Committee composed of staff, Board members, and partners.
STRATEGIC PLAN HIGHLIGHTS

OUR THREE KEY GOALS

1. Expand and better align our service footprint with community need.
   We will serve more families and provide more essential hygiene products, not just to babies but to the children, teens, and adults who care for them and share their homes and communities.

2. Ensure our efforts are effectively, efficiently, and equitably driving impact.
   We will collect and leverage data and will share that data more widely with our community.

3. Become a more agile and resilient organization.
   We will grow and nurture our staff and strengthen our finances and organizational infrastructure.
GREATER DC DIAPER BANK is guided by a set of core principles that undergird our approach to our work. These principles help to shape the types of programs and strategies we choose to pursue and lead us to meaningful action in pursuit of our mission and vision.

DIGNITY. All families are worthy of dignity and respect. Diapers and other essential hygiene products are a right. This means that all parents and caregivers should have reliable access to them. No matter who you are or how much you have, all families are equally deserving of living happy and healthy lives. It is unacceptable for anyone to go without the resources needed to provide and care for themselves and their families.

CARE. Caregiving is transformative – and it can connect us. Caregiving, whether for babies, elders, or others, is an experience that is shared by so many of us, and yet it can feel isolating. We seek to leverage both the joy and the incredible challenges of caregiving to increase the empathy and compassion that we all feel towards one another – and to grow our understanding of the realities that vulnerable families face.

LEARNING. Change starts with us. We acknowledge the role that systemic racism and sexism play in perpetuating inequity and injustice. We know that achieving our vision requires addressing the oppressive structures that make our work necessary in the first place. We will create space for both learning and unlearning, and for collective and individual self-reflection around the relationship between systemic injustice and our work in the community.

COMMUNITY. Relationships are critical to advancing the change we want to see in the world. We are part of a community, both formal and informal, that supports families and caregivers in our region. Along with our partners, we are strengthening the safety net that supports us all – and it is only together with our community that we will achieve our intended impact.

SERVICE. Every contribution matters – and it takes a village. We believe that every act of generosity is important and advances us meaningfully towards our vision of a community where all families have the capacity, agency, and opportunity to thrive. We embrace the many different forms that generosity can take, including giving of both time and money, and we welcome everyone – of all ages – into our work with open arms.
STRATEGIC PLAN HIGHLIGHTS

OUR MODEL OF SUPPORT

A GREATER DC COMMUNITY WHERE ALL FAMILIES HAVE THE CAPACITY, AGENCY, AND OPPORTUNITY TO THRIVE.

1. Community donates goods, dollars, and time. Goods come into warehouse, are sorted and inventoried. Funds are used to purchase our most critically needed items.

2. Partners place and pick up a monthly order based on the needs of the families they serve (e.g., diaper size, formula type, hygiene products, etc.). Partners distribute essential items during appointments with their family client.

3. Families feel supported and build stronger and more sustainable relationships with partner organizations when they receive adequate and reliable basic need items each month.

4. The burden of stress is eased, allowing families to achieve better outcomes across a range of critical areas (education, housing, healthcare, etc.).

5. The Diaper Bank shares data and stories of families’ success with the community, bringing awareness about diaper need to local citizens and policymakers in order to effect lasting change.

6. Increased awareness about diaper need makes a more empathetic, understanding, and compassionate civic body that rallies around organizations serving families and the support ecosystem is strengthened.