

# annual report 2020

Since 2009, HappyBottoms has evolved from a single program into a suite of services intended to meet families' complex needs throughout the cycle of diaper need and provide deeper, more responsive, and more equitable services.

Our earliest intervention, Bundles of Joy, provides a one-time distribution of 75 diapers to low-income newborns and mothers when they are discharged from partner hospitals, along with information about ongoing distribution.

Low-income infants and toddlers ages 0-3 can access ongoing diaper distribution of 50 monthly diapers or 30 training pants through 68 distribution sites across the metro. Our partner model gives families access to other critical agency services to help ease the effects of poverty and promote self-sufficiency.

Our Potty Training Education program helps families close the diaper need cycle and eliminate diaper expense with readiness screening, curriculum, and supply kit.

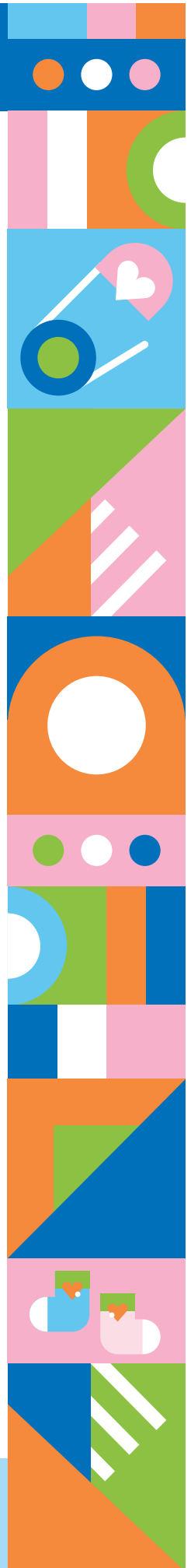
Despite expanded community needs from COVID, service numbers at our partner agencies steeply declined in 2020 because of agency shutdowns, reductions/changes in service days/times, and client fear of contracting COVID. Our service expansion strategies aimed to compensate for those drops in numbers while reaching new children, all while addressing service barriers like transportation and service access. We pivoted in response with the following program expansion efforts:

- Fifteen new partner agency sites added since January 2020
- Drive-through/Drive-up diaper distribution from HappyBottoms warehouse
- Targeted home delivery to assist families with transportation and/or other service barriers
- Collaboration with Harvesters and other groups to distribute diapers at large-scale mobile food distribution events

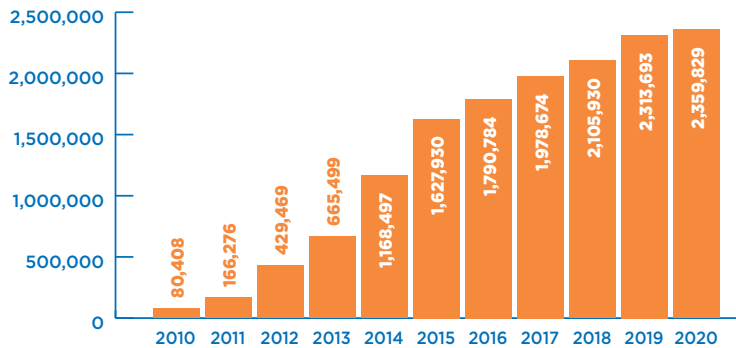
In 2021 HappyBottoms will provide ongoing diaper distribution services to an average of 4,100 monthly children, including:

- 2,500 average monthly children through partner agencies
- 1,400 average monthly children through mobile mass distribution.
- 120 monthly children through home delivery
- 100 monthly children through drive-up warehouse distribution.

In addition, we expect to help 250 or more families end the diaper need cycle with Potty Training Education.



## diapers distributed annually



## partners

Year	Partnership Type	Count
2019	Agencies	31 partners at 51 sites
	Bundles of Joy	6 hospital sites
2020	Agencies	45 partners at 61 sites
	Bundles of Joy	5 hospital sites
	Mass Distribution	5 sites
	Other Distribution Programs	• home delivery • direct distribution

## doing more with less

 **2019**  
Volunteer  
Hours  
**8,086**

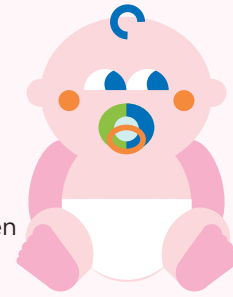
 **2020**  
Volunteer  
Hours  
**3,265**  
(60% decrease due to  
COVID restrictions)

## impact data

**2019**

**41,861**  
total  
distributions

**10,695**  
unique children  
served




**2020**

**45,628**  
total distributions

**12,014**  
unique children served

## staff and board

 **9** full time **2** part time  
(1 additional staff since 2019)

**11** board members

## client story

Legends mother Brittany receives diapers from Nurture KC. She says “At my job, I don’t really make much. I usually buy a case of diapers, that’s 25 dollars. But he uses a lot so these really come in handy. I still usually need more, outside of the 50, so I usually have to buy another small pack. If I need to, my mom can help, but she’s on disability so I try not to ask her. His (first) birthday is coming up so one of his presents is going to be a potty.”



# donors

## \$50,000+

North American Savings Bank  
Dehaemers Family Charitable Trust

## \$10,000-\$24,999

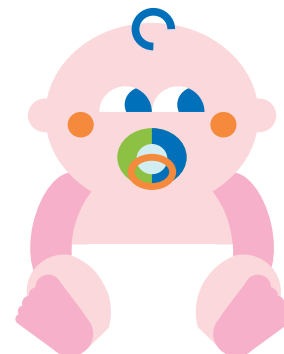
Marny & John Sherman  
Health Forward Foundation  
Hallmark Cards, Inc.  
The Personal Marketing Co.  
Jacob L. and Ella C. Loose Foundation  
Burns and McDonnell Foundation  
Mark Ungashick  
Jackson County, Missouri Dept of Finance  
Michael and Marlys Haverty Family Foundation Fund  
Offering Hope Foundation  
Rockefeller Philanthropy Advisors  
Sunderland Family Fund  
UPS

## \$5,000-\$9,999

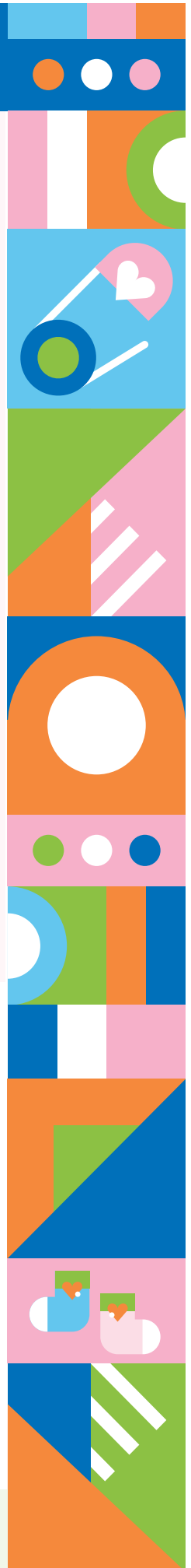
QuikTrip Corporation  
Facebook Payments  
Melanie Lombardo  
Kansas City Athenaeum  
Blue Cross Blue Shield of Kansas City  
Commerce Bank  
Grace and Holy Trinity Cathedral  
Kessinger/Hunter & Company LLC  
Mariner Foundation Fund  
William T. Kemper, II Charitable Trust  
Greg A. Heishman  
BOK Financial  
Anonymous  
Laura Baumert  
Sutherlin Family Charitable Fund  
James Abel  
Charles K. Smith  
Bonnie J Lytton  
Tom Freeman  
BKD Foundation  
Green Family Foundation  
Suzanne Franki  
Ewing M Kauffman Foundation  
Gateway Centre Services, LLC  
Georgiane Hayhow  
Kauffman Foundation Matching Gifts Program  
Enterprise Holdings Foundation  
Pam Sutherlin  
Claudia Ramirez  
Alicia Starr  
Molly Kerr  
Shari Nelson  
Grant Thornton  
Andrew Iseman  
Kansas City Life Insurance Company  
Rich LaBelle  
One Gas Foundation

## Monthly Donors

Melanie Lombardo  
Tracy Hearshman  
Sally Roberts  
Jennifer Hayden  
Andrew Koebbe  
Erin Hare  
Jill Gaikowski  
Tess and Nathan Cameron  
Beth Bail  
Elizabeth McDole  
Kristen Trombold  
Tom Schreiber  
Chris and Kristin Streiler  
Elizabeth Seely  
Amanda Kauer  
George Santamarina  
Mary Perkins  
Kate Christensen  
Brieanne Hilton  
Nikki Crowell-Taynton  
Luiz Chagas  
Andrea M Babbit  
Brian McMurray  
Laura Plaisance  
W. David Farson  
Megan Dierks  
Jason Tower  
Cynthia Costa  
Ashley Gahn  
Susan Thomas  
Fawn Lopez  
Torrence & Rachel Kelley



In addition, there are over 700 donors who gave between \$1-\$4,999



## agencies

A Simple House  
Amethyst Place  
Avenue of Life  
Baby Grace Buckner  
Belton Young Lives (Tribe Ministries)  
Britian IDC  
Catholic Charities of Kansas City - St. Joseph  
Catholic Charities of Northeast Kansas - Olathe  
Catholic Charities of Northeast Kansas -  
Overland Park  
Catholic Charities of Northeast Kansas - Wyandotte  
Child Abuse Prevention Association  
Children's Mercy Broadway  
Children's Mercy West  
Colonial Hills Necessities Pantry  
Community Assistance Council  
Cornerstones of Care Give What You Got FosterCare  
Cornerstones KCK  
Emmanuel Family & Child Development Center  
Family Resource Centers - Belton  
Family Resource Centers - Grandview  
Family Resource Centers - Raytown  
Good Samaritan Center of Excelsior Springs  
Hope House  
Jewish Family Services  
JVS  
Love, INC of Clay County  
Lutheran Urban Mission Agency  
Mattie Rhodes Center  
Metro Lutheran Ministry  
Mimi's Pantry  
Nurture KC Main  
Nurture KC Samuel Rodgers  
Nurture KC Swope Health Services - Central  
Nurture KC Swope Health Services - Wyandotte  
Olive Center  
Open Arms Community Co-Op  
Operation Breakthrough, Inc  
Parents as Teachers Hickman Mills  
Phoenix Family - Armour Blvd.  
Phoenix Family - East Hills Village  
Phoenix Family - Friendship Village  
Phoenix Family - Olive Park Village  
reStart Inc  
Salvation Army - Independence  
Samuel U. Rodgers Health Center  
Serve the World Charities  
Silver City  
Synergy Services - Children's Shelter  
Synergy Services - Safe Haven  
Triple A Foundation  
Truelight Family Resource Center  
TMC WIC - Grandview  
TMC WIC - Independence  
Unified Govt of Wyandotte County - Healthy Start  
UICS Metro  
UICS North  
United Inner City Services  
Upper Room  
YMCA Head Start - Thomas Roque

## mass distribution partners

Community Builders of KC  
Clay County Health Department  
Franklin Center  
Shepherd's Staff Pantry  
Victorious Life Church  
Stilwell Baptist Church  
ReNewed Hope  
KC Dream Center  
Mt. Sinai Missionary Baptist Church

## bundles of joy hospitals

Advent Health/SMMC  
North Kansas City Hospital  
Truman Medical Center - Hospital Hill  
Truman Medical Center - Lakewood  
University of Kansas Medical Center

