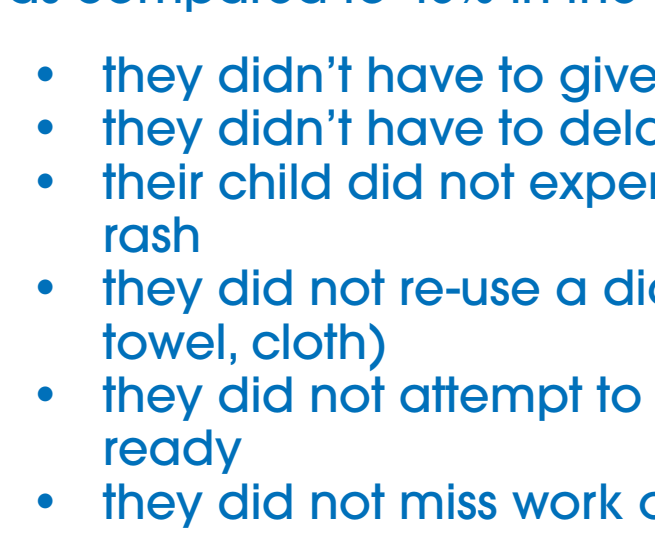


October 2023 Quarterly Update

In September, HappyBottoms kicked off its 75 to Thrive initiative to increase the number of diapers provided per child/per month from 50 to 75 in early 2024. Huggies 'Every Little Bottom' 2010 study showed that families fall 10-12 diapers short per week, also known as the diaper gap. Since HappyBottoms' founding in 2009, we have been filling this gap by providing 50 diapers per child/per month. The increased financial pressure on families to meet their most basic needs, with no government assistance available for diapers means that we have to do more.

This substantial increase to our programs is made possible due to extensive research, creating a framework that is going to ensure a successful launch, sustainability, and a community of engaged supporters (YOU!).

The Research



HappyBottoms launched a pilot project called Enhanced Service Project in July 2021 in response to learning that 89% of families ran out of diapers before the end of the month, even with assistance (2019 Client Impact Survey).

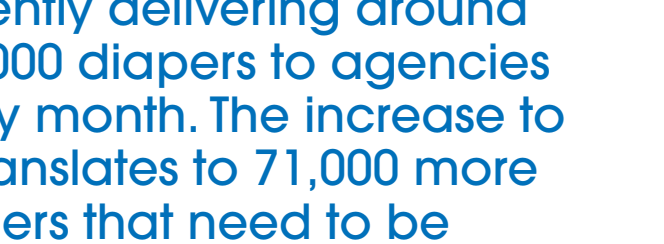
ESP provides deeper services to families living in high need geographic areas within the Kanas City metro area. Results from the six-month benchmark survey showed that 91% of the moms, as compared to 40% in the pre-ESP survey, reported:

- they didn't have to give up other basic needs
- they didn't have to delay changing their child's diaper
- their child did not experience worse than normal diaper rash
- they did not re-use a diaper or use another item (t-shirt, towel, cloth)
- they did not attempt to potty train before their child was ready
- they did not miss work or school.

The bottom line: providing more diapers to families would bring parents relief and peace of mind.

A Sustainable Framework

Because we distribute diapers through a network of social service agencies, increasing the number of diapers we distribute will have an impact on them as well. Are they in favor of this change? Do they have the storage capacity to support this increase?



In the fall of 2022, our program team visited each of our 66 agency sites to get their feedback on expanding this program. Overwhelmingly, they were in favor of providing more diapers. A few voiced concerns over storage space, but because they know the positive impact that this change will have on families, they were committed to making accommodations.



The next order of business, the delivery delimita! We are currently delivering around 215,000 diapers to agencies every month. The increase to 75 translates to 71,000 more diapers that need to be delivered each month. With only one van and a small box truck that have full delivery schedules, it became clear that we were going to need another delivery truck, and a BIG one. Finding a truck would prove to be a difficult task, but our team jumped for joy when Susan received a call that there was one available. Little did we know that HappyBottoms' fortune was about to get even more exciting! A very generous donor was so enthusiastic about the impact of our increase to 75 diapers, that they provided the funding for this critical piece of infrastructure. What an amazing gift!

Community Support

Now is where you come in! 75 to Thrive represents an increase of 33% more diapers each month. With that increase, compounded by the increase in the number of children that are receiving our help, comes a substantial fundraising need. It's a big ask, but we need your help to make this much needed impact on families. Will you help give kids 75 to Thrive?

There are several ways to help.

- Become a HappyBottoms HERO. By donating every month, you allow us to sustain our programs over the long run. You can support a baby for as little as \$12 per month. [BECOME A HERO](#)
- **WATCH** our new short film "Diapers for a Better Tomorrow" to learn more about our how your support is making a difference.
- Make a tax-deductible donation on Giving Tuesday, November 30. You can provide 75 diapers to 4 children for \$48. Donate [HERE](#).
- **VOLUNTEER**. Opportunities are available at our warehouse and online.

Thank you for helping give kids 75 to Thrive!

community impact in Q3



3rd Quarter



Diapers out the door
935,924

Avg Children Served Monthly
4,516



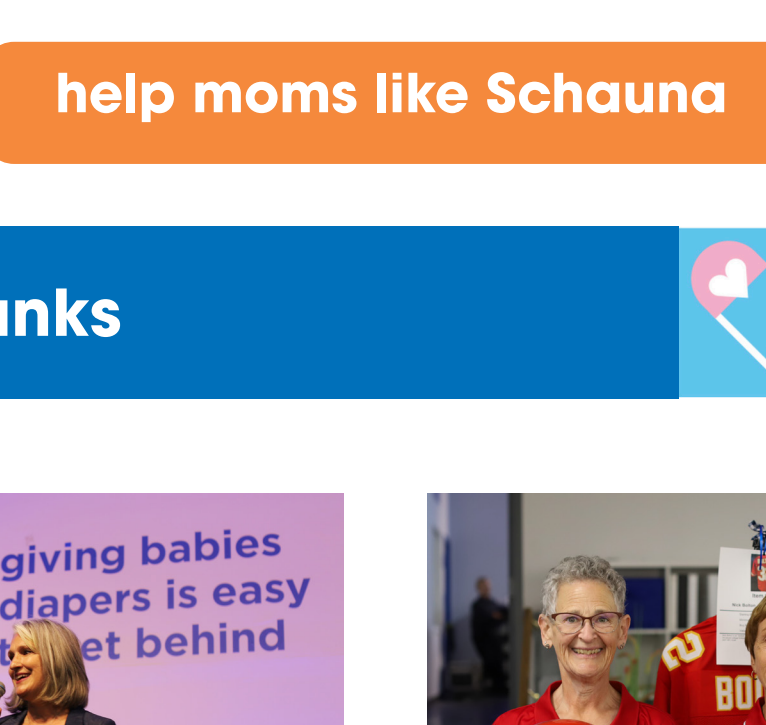
Volunteer Hours
2,771



Volunteers
895

New Outreach Partners

CASA - Jackson County • Clay County CASA • DCCCA - Family Preservation Division • Gerner Early Childhood Center - Parkhill School District • Independence Fire Department • Kansas City Kansas Public Library • Kansas Department of Family & Children's Services-Wyandotte County • Leawood Kansas Police Department • Lenexa Kansas Police Department • Priority Care Pediatrics • Swope Health • The Single Mom Whole Parent Foundation

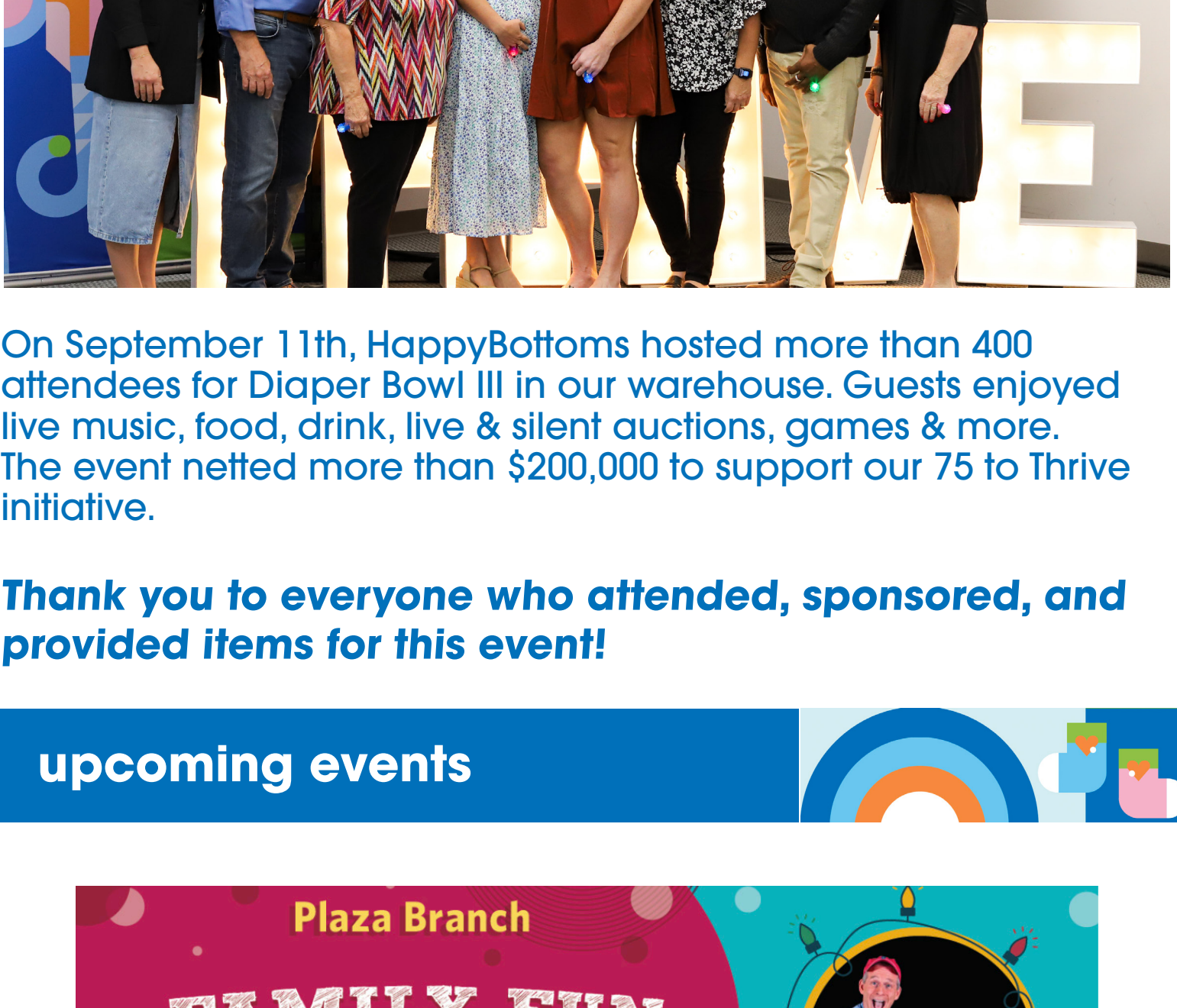


Schauna McCully (left) is the mom featured in our new short documentary. She learned about HappyBottoms when she had her second child at one of our Bundles of Joy hospitals. Hearing the news that there was diaper assistance meant the world to Schauna at a time of unexpected hardship.

Schauna was able to use the hand-up services provided to find a better paying job, and to go from being houseless to renting a house big enough to meet the needs of her family. We are so inspired by her determination and her willingness to share her story! It was our honor to host and recognize Schauna at Diaper Bowl III in September.

help moms like Schauna

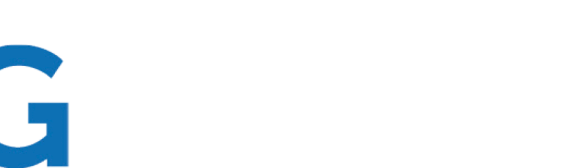
giving thanks



On September 11th, HappyBottoms hosted more than 400 attendees for Diaper Bowl III in our warehouse. Guests enjoyed live music, food, drink, live & silent auctions, games & more. The event netted more than \$200,000 to support our 75 to Thrive initiative.

Thank you to everyone who attended, sponsored, and provided items for this event!

upcoming events



Enjoy a free family concert on Friday, Nov. 24th at 10:30 a.m. at the Plaza Library's Truman Auditorium.

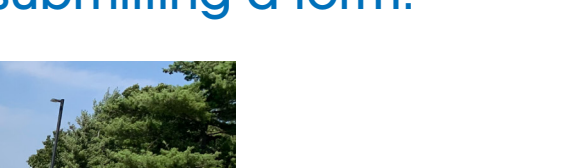
Diaper donations encouraged! (sizes 4,5,6 are needed most)

save the date for November 28th!

GIVING TUESDAY

Help us raise \$20,000 on Giving Tuesday to support our 75 to Thrive initiative.

volunteer opportunities



Turn Your Volunteer Time into Dollars

Volunteers are in a unique position to increase their impact through their employers and help HappyBottoms fund our expansion to 75 diapers per child. Some corporate programs financially match donations that employees give to nonprofits or they will match dollars for hours that employees volunteer. This is an easy way to expand upon your current contributions of time and money.

We are incredibly thankful for corporate social responsibility programs such as paid time off to volunteer since that enables our operations to distribute 2.5 million + diapers annually. Now you can potentially turn that time into funds to help pay for those diapers.

Corporations donate \$2-\$3 billion dollars annually through matching gift programs, according to [Double the Donation](#), but an estimated \$4-\$7 billion in matching gift funds are unclaimed every year. Help claim those funds by asking about your company's giving options.

The Corporate Match Process

- Each company has a unique matching gift ratio, such as \$1 matched for every dollar donated by the employee. These amounts vary.
- Companies typically have a minimum amount employees must donate/volunteer to qualify for a match and a maximum amount that the corporation will match.
- Submission deadlines and processes also vary, but employees need to donate or volunteer and then notify their employer and follow the required process such as submitting a form.



Keith Nguyen, HappyBottoms volunteer of many years, utilizes his company's matching program each time he volunteers. "My volunteer experience with Happy Bottoms has been amazing. It is great knowing that my seemingly little contribution can make a real difference. A special shout-out to American Century Investments, who allows me to double my impact by donating \$25 for every volunteer hour."

Plan Now for your 2024 Mobile Wrap

Plan now to host a [HappyBottoms Mobile Wrap](#) volunteer event at your office in 2024. We will bring the supplies and expertise to wrap diapers at your location and your group provides the space, volunteers and a donation. Now is the perfect time to get a Mobile Wrap approved for your 2024 budget and calendar. Contact: Volunteer@happybottoms.org to get started.

Q3 Volunteer Groups, THANK YOU!

Alpha Kappa Alpha Sorority, Blue KC, Burns & McDonnell, Chase Bank, Chiefs Red Coaters, Chiefs Women's Organization, Children's Hospital Association, Commerce Bank, Community America Credit Union, Country Club Bank, Exceptional Humans, GEHA, H&R Block, HappyBottoms Board of Directors, Henderson Engineers, Honeywell, Hyman Brand Hebrew Academy, JE Dunn, Jewish Community Center, Kansas City Young Matrons, KC Athenaeum, KC Black Owned, Keller Williams Edie Waters Network, KU Pediatric Student Interest Group, Lake Winnebago Lions Club, Mariner Wealth Advisors, MOCPA - Missouri Society of CPAs, National Charity League, National Council of Jewish Women, Netsmart, New York Life Insurance Co., Notre Dame de Sion High School, Oracle, Park University, Research Medical Center, St. Luke's UMC, Indiana, St. Michael and All Angels Episcopal Church, Summit Homes - Clover and Hive, The Dependables, The Research Foundation, UMB, University Health WIC Staff, University of KS Health System Cardiovascular Leadership Team, University of KS Health System Talent Acquisition Team, Verisys

Q3 Mobile Wraps

Be Day - Hayhow Family and Friends, Demdaco, JE Dunn, Kompass Kapital, VMLY&R

need diapers?



Scan QR Code

Or [click here](#) for more information