

Do You Believe Every Baby Deserves a Clean Diaper?

We do.

Help a Mother Out[®] works to improve baby and family well-being by increasing access to diapers for families in need.



Without access to diapers, families don't experience long-term financial self-sufficiency.

Nearly 50,000 Bay Area babies (0-3 years) lack access to a healthy supply of diapers. HAMO currently reaches 15% of Bay Area babies in need, underwriting a month's supply of life-changing diapers each month.



Why Diapers?

- Diapers are expensive. Retail cost = \$90-\$135/month.
- Food stamps & WIC don't cover diapers.
- Clean diapers are required by childcare programs.
- Staying in soiled diapers hurts babies.
- Lack of diapers causes maternal depression.



Every family should have enough diapers to access greater opportunity.

To solve this problem, HAMO does two things:

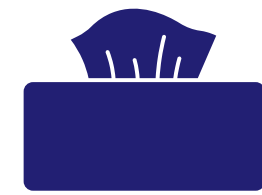
- 1) Meet immediate needs
- 2) Support policy change



\$1 spent on diaper programs = \$2 cost savings for families, with total savings in 2023 of \$5.2M.*



13,341,452
Diapers



93,154
Family Care
Essentials



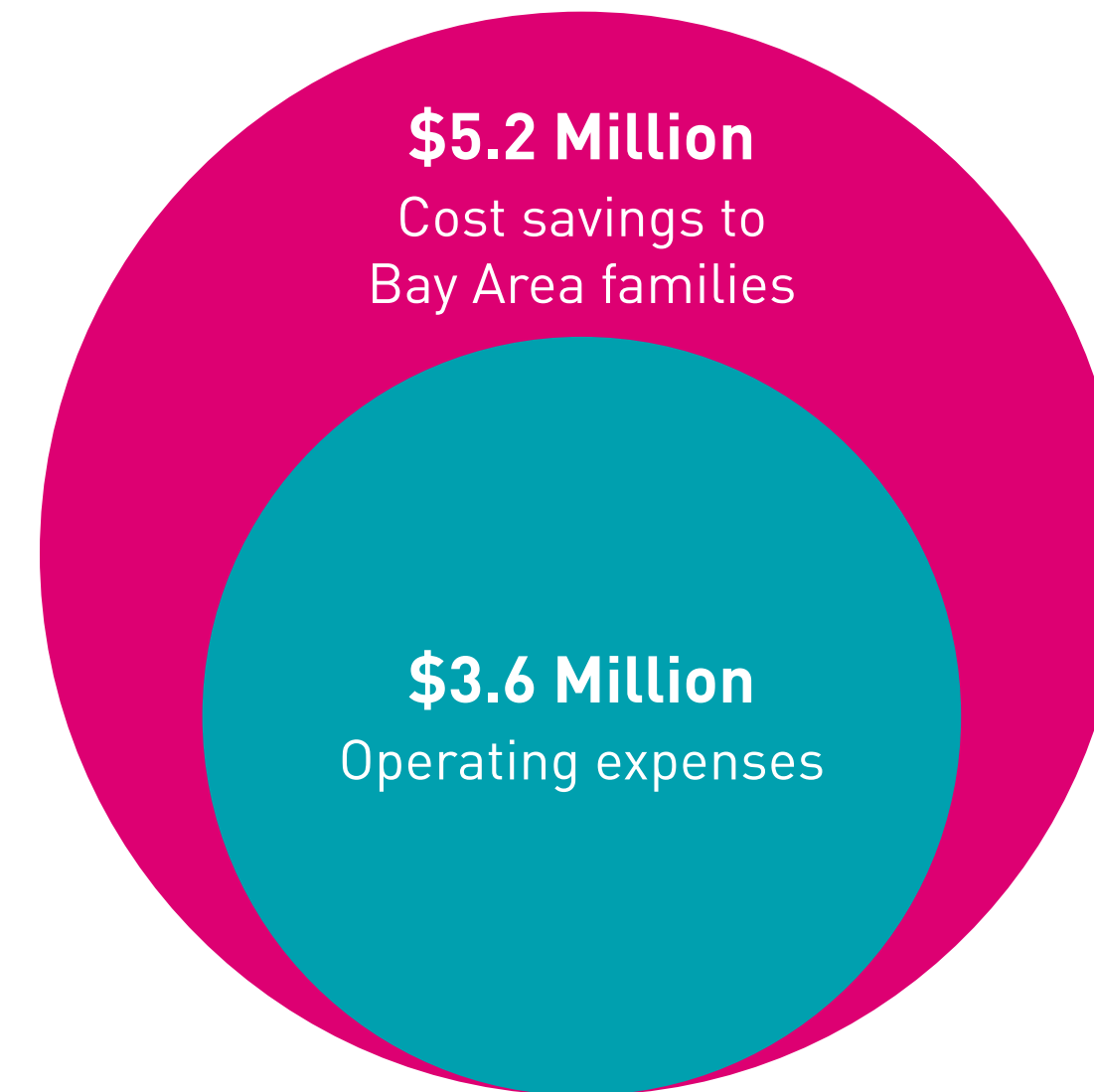
7,500
Children Served
Monthly



6,400
Families Served
Monthly



75
Distribution
Partners



*Fair market value of diapers and other hygiene products distributed (FY23)

Data shows families are healthier and happier after receiving diapers from HAMO¹.



97%
of families say
they feel less
stress



96%
say their child is
healthier



93%
have more money
for food



91%
say it's easier to
pay other bills

¹2022 Independent program evaluation conducted by Public Profit

Social service programs better serve families by adding HAMO diapers to their core services.

“We want to provide families in need with resources. But often it is ‘go to this place’ or ‘call this phone number.’ So to be able to provide the diapers when they come to clinic is really ideal for us.”

~ Dr. Janine Bruce,
Co-Director, Pediatric Advocacy Program,
Stanford School of Medicine



67% say it increases attendance or participation in programs



61% say it helps them build more trust with families



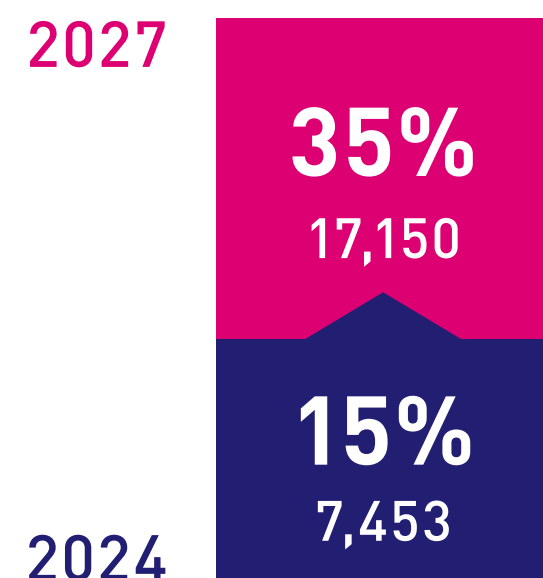
59% say it brings new families into their organization



56% say it allows them to cultivate longer-lasting relationships with families

Our ambitious goal is to double our community impact by 2027.

Strategic Funding Priorities



Bay Area Babies
(0-3 years old)

Impact Initiatives:

- Scale impact:
 - increase diaper distributions from 13M to 25M (annual)
 - increase reach from 15% to 35% Bay Area children
- Replicate SF Diaper Bank in another community
- Pilot program for period poverty alleviation

Capacity Building:

- Diversify revenue streams (less government dependence)
- Infrastructure investments (people, operations, technology, community)
- Advocacy (local, state, federal)



Diaper Distributions
(annual)



To reach our goal, we must raise \$11.5M to fuel our efforts through 2027.

Projected Costs FY24-27

Fiscal Year	Projected Cost of Goods	Projected Program Expenses	Projected Overhead (12%)	Total Projected Expenses	Total Projected Revenue*	Additional Funds Needed
FY24	1,600,000	651,000	270,120	2,521,120	1,419,000	1,102,120
FY25	2,400,000	956,000	402,720	3,758,720	1,313,000	2,445,720
FY26	3,200,000	1,176,000	525,120	4,901,120	1,413,000	3,488,120
FY27	4,000,000	1,374,000	644,880	6,018,880	1,560,000	4,458,880
TOTAL	\$11,200,000	\$4,157,000	\$1,842,840	\$17,199,840	\$5,705,000	\$11,494,840

*Projected revenue based on existing government contracts and other revenue sources.

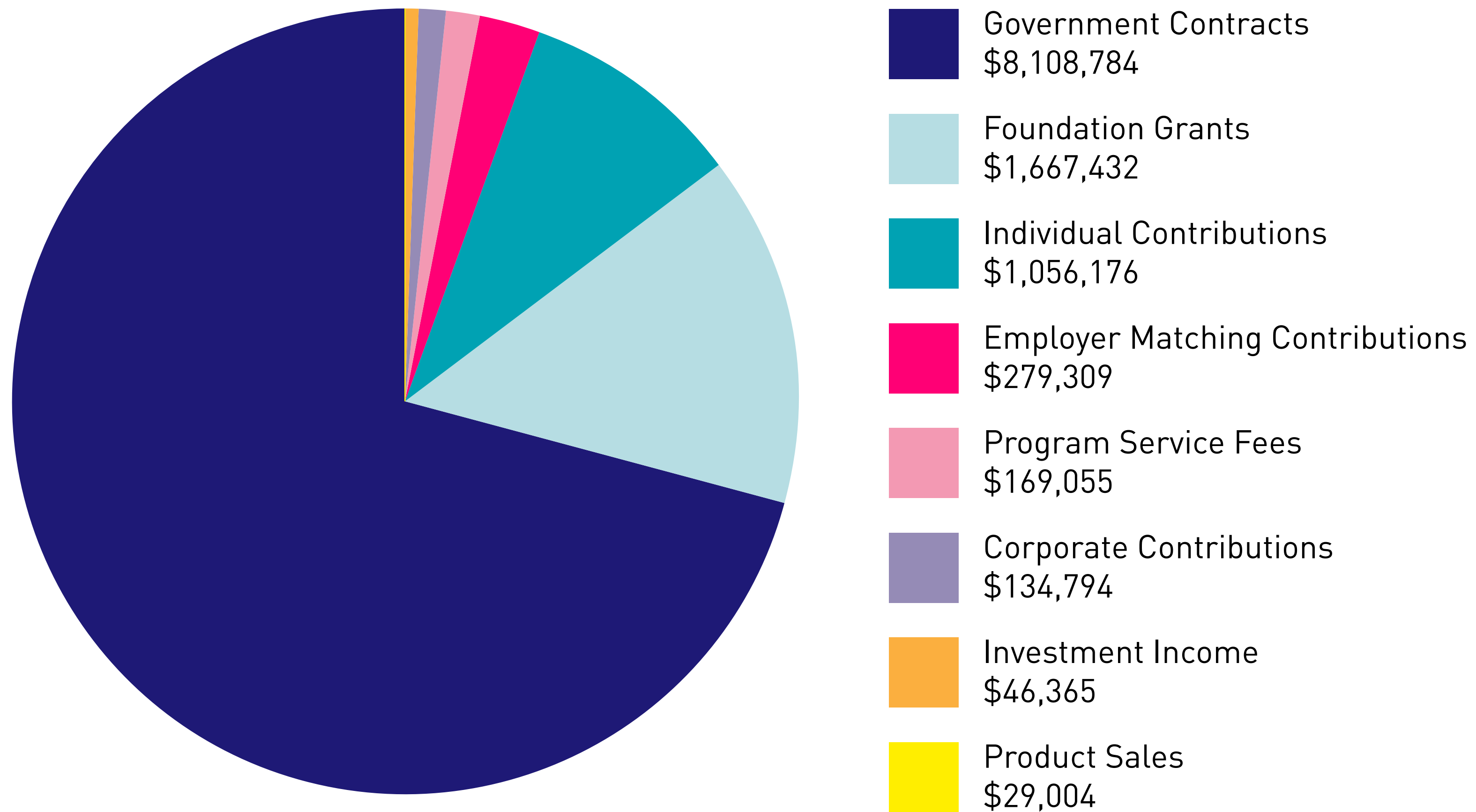
We aim to reach over 17,000 babies monthly by FY27.

Projected Impact FY24-27

County	Estimated Need FY23	Children Served Monthly FY23	Goal: Children Served Monthly FY27	Diapers to distribute FY23	Diapers to distribute FY27	Percentage of Children Served Monthly FY23	% of 2023 Need to be served in FY27	Percentage Increase
Alameda	11,722	3,647	5,900	5,057,960	8,614,000	31%	50%	61.78%
Contra Costa	8,184	319	1,650	542,098	2,409,000	4%	20%	417.24%
Marin	1,474	9	150	9,102	180,000	1%	10%	1566.67%
San Francisco	7,096	1,648	3,550	4,775,826	5,183,000	23%	50%	115.41%
San Mateo	6,096	1,239	3,050	1,705,277	4,453,000	20%	50%	146.17%
Santa Clara	14,016	591	2,850	817,537	4,161,000	4%	20%	382.23%
Other locations				543,652				
TOTAL	48,588	7,453	17,150	13,451,452	25,000,000	15%	35%	130.11%

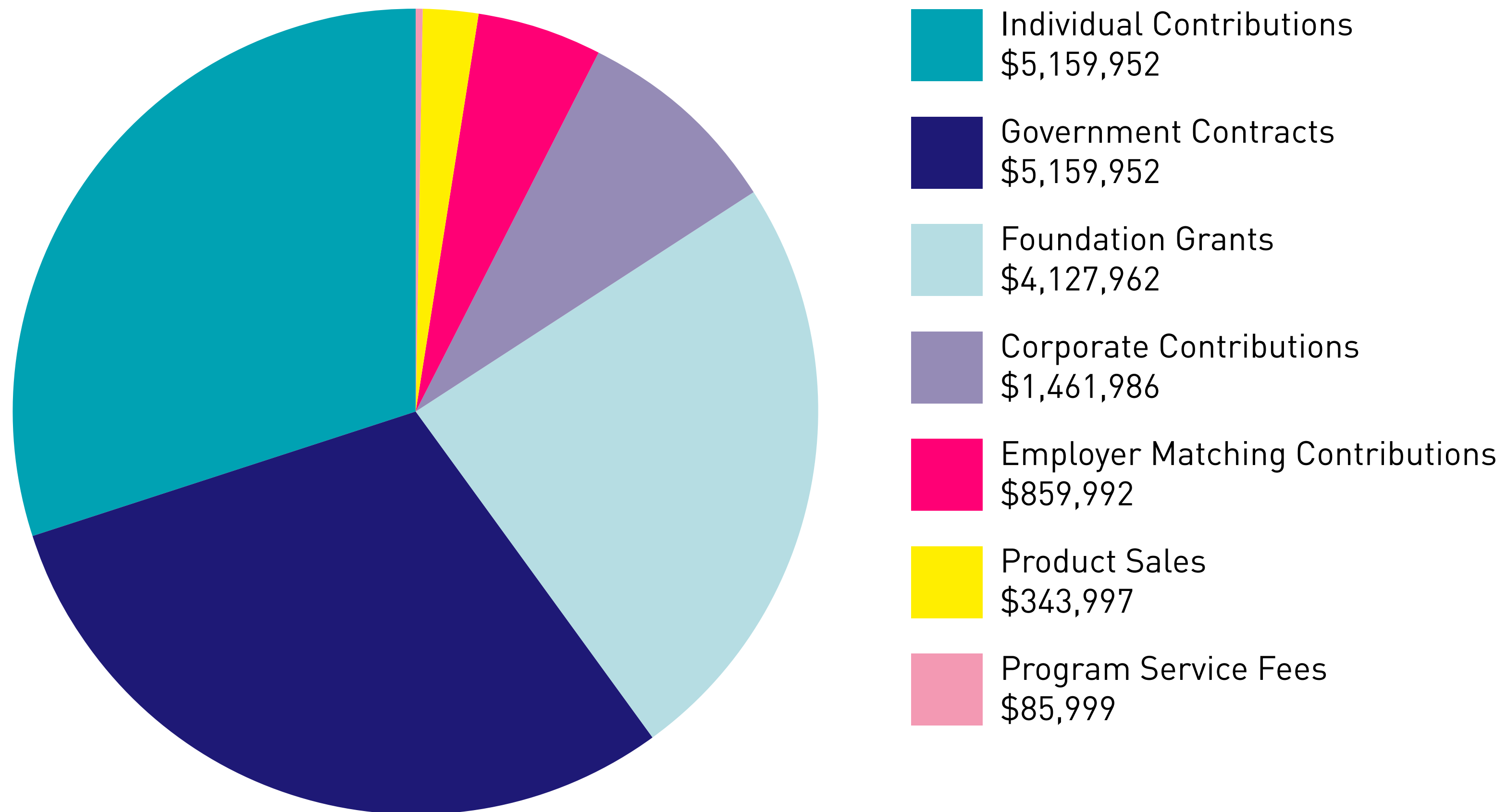
HAMO has been successful stewards of government funding (2015-2023).

Revenue by Source: FY16 to FY23 (Aggregate)



To make a lasting impact, we are broadening our fundraising beyond government to include donor partners committed to our vision.*

Projected Revenue by Source 2027



*The State of California faces a \$34 Billion deficit (FY24-25)

We know how to scale smartly and stay nimble.



Key ingredients in our special sauce:

1. Social service innovator:

- a. Established and operate the nation's first publicly funded diaper bank (San Francisco Diaper Bank)
- b. Inspiration to public policy makers in California and beyond
- c. Inspired successful start up of similar organizations

2. Economies of scale:

- a. Scalable and cost-effective operations
- b. Private-label products from world-class suppliers
- c. Significant cost savings for families and the local economy

3. Deep community partnerships:

- a. Bay Area's longest-serving diaper bank
- b. Diverse distribution network partners
- c. Hard-to-reach populations (undocumented, refugees, BIPOC communities, working families)



History



1 million diapers distributed

2009 • founding

2012 •

2015 • grant awarded x City & County of San Francisco

2018 • \$900,000 in revenue

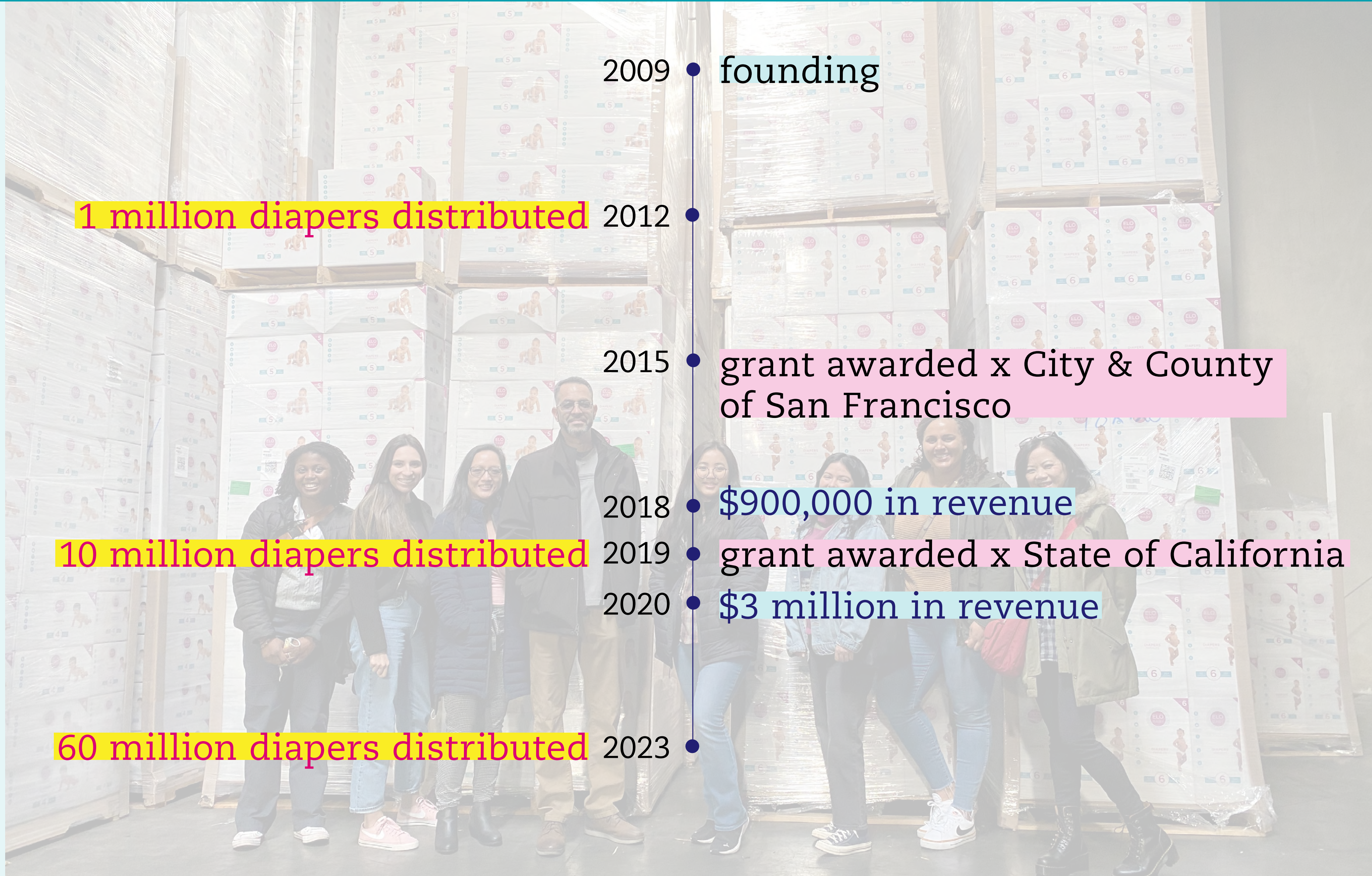
10 million diapers distributed

2019 • grant awarded x State of California

2020 • \$3 million in revenue

60 million diapers distributed

2023 •



You can help us reach our \$11.5M goal by making a 3-year leadership pledge.



“As a new mom, I am most worried about finances. I can give my babies as much love as I can; I can raise my kids how I want to and let them explore themselves. But it always comes back to the food, the diapers, and the rent.”

~ HAMO Diaper Program Participant

Thank You



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Appendices

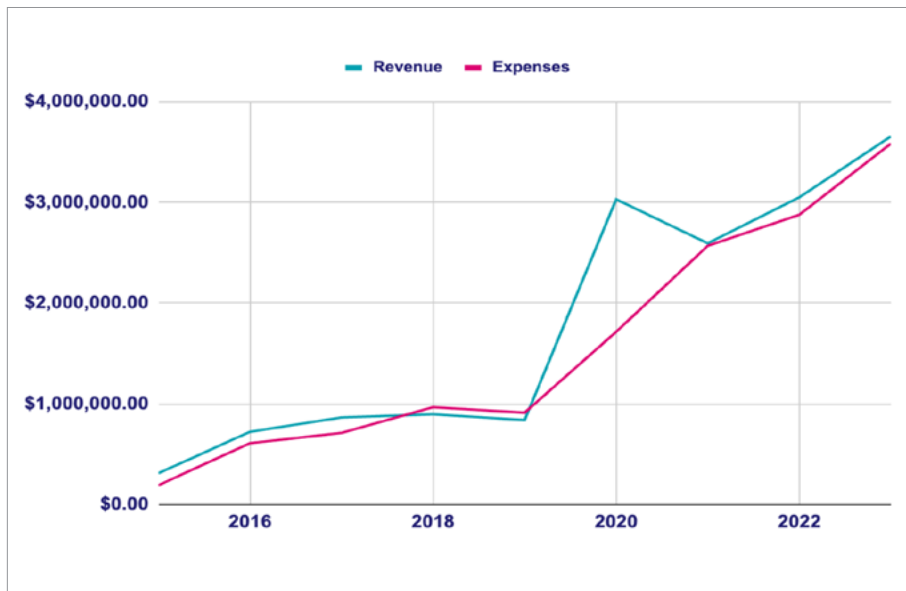


Organization

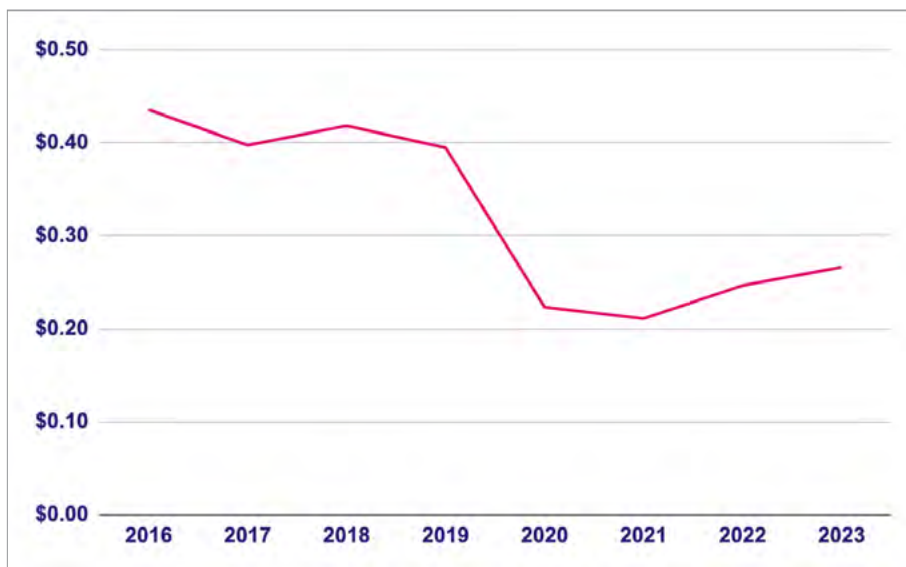
- a. [History](#)
- b. [Core Values](#)
- c. [Staff Bios](#)
- d. [Board Bios](#)
- e. [Supporters](#)

Financial

- a. Financial history (chart)



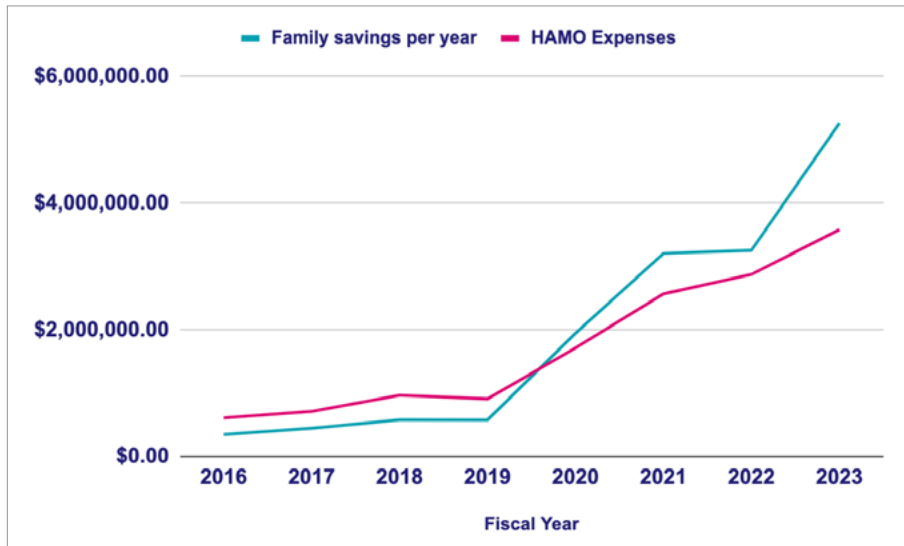
- b. Expenses/diaper (chart)



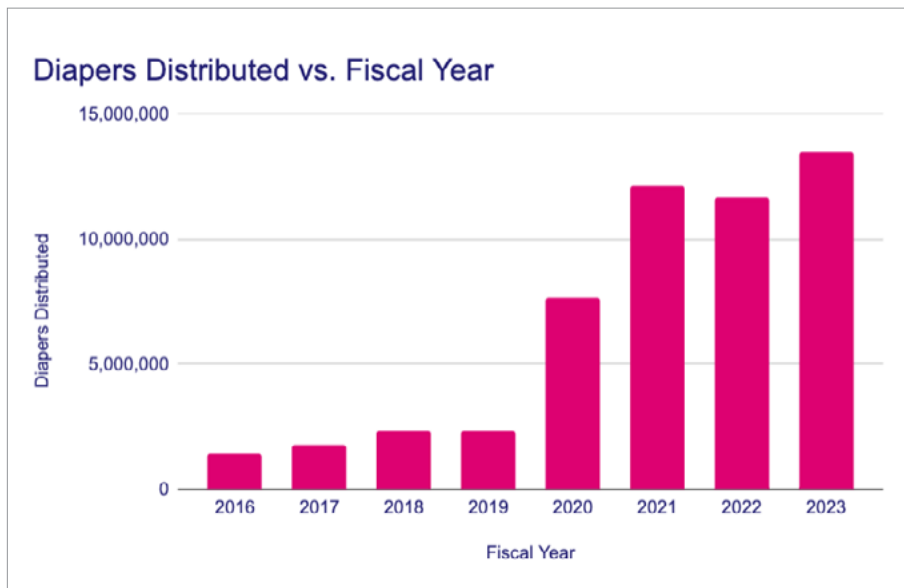
Appendices (continued)



c. Family Cost Savings vs Expenses (chart)



d. Total diaper distribution (chart)



e. [Audit report FY23](#)

f. [990 FY22](#)

Appendices (continued)



Program

- a. [Public Profit program evaluation \(2022\)](#)
- b. [First 5 Alameda & HAMO \(video\)](#)
- c. [SF Diaper Bank](#)
- d. [ELO Baby \(HAMO's private label diaper\)](#)
- e. [Partner Survey \(2023\)](#)
- f. [Bay Area Needs Estimates \(2023\)](#)
- g. [Partner Distributions \(2023\)](#)

Key Studies

- a. [NDBN Diaper Check \(2022\)](#)
- b. [Examining Material Hardship in Mothers: Associations of Diaper Need and Food Insufficiency with Maternal Depressive Symptoms \(Health Equity 2017\)](#)
- c. [Diaper Need and Its Impact on Child Health \(Journal of Pediatrics 2013\)](#)

Press

- a. [Free diaper program means one less worry for low-income parents \(SF Examiner 2022\)](#)
- b. [Giving List \(2023, 2022, 2021\)](#)
- c. [Ayesha and Stephen Curry Surprise A Special Mother With Gifts](#)