



**CHARITABLE
CONTRIBUTIONS**

8802 27th Ave NE
Tulalip, WA 98271

TulalipCares.org

Funds Distribution Report

Recipient Organization:

WestSide Baby

Address:

10002 14th Ave SW
Seattle, WA 98146

Contact:

(206) 767-1662
<https://westsidebaby.org>

Organization's General Goals:

WestSide Baby, in partnership with our community, provides essential items to local children in need by collecting and distributing diapers, clothing, and equipment.

Date of Award:

2024 Q2

Level:

\$500 to \$2,500

For more information, please read the attached report from WestSide Baby.

Disclaimer: This report may be a summary of content provided by the recipient, not always complete quoted material.



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**REPORT TO THE TULALIP TRIBES CHARITABLE FUND
Q2-2024-14.2**

Submitted by WestSide Baby
January 30, 2024
Website: www.westsidebaby.org

WestSide Baby deeply appreciates the commitment made by Tulalip Tribe’s Charitable Fund to our mission and the health and welfare of families in our region. This partnership has made it possible for WestSide Baby to keep tens of thousands of children safe, clean, and dry, and has brought a measure of relief to thousands of parents and caregivers in crisis.

Providing for Our Community

At WestSide Baby we are dedicated to our mission of collaborating with the community to provide essential items for children in need, including diapers, clothing, and equipment. In the past year, our dedication has resulted in more community engagement, donated items, and distributed items.

2024 Community Impact

Metric	2024 Actual	Notes
Children Served	31,280	This is the number of unique children served by both our Individual Order Program and our Bulk Diaper Program.
Orders Filled	20,807	This is a 7% increase over 2023.
Total Value Distributed	\$3.29 M	This is a 3% increase over 2023. This includes the value of all the diapers, clothing, books, toys, and more that we distributed. Of this, approximately \$2.9 million were in-kind donations from our community.
Number of Volunteers	986	While we saw a 13% decrease in the number of unique individual volunteers we saw a 15% increase in the number of hours given. This reflects the amazing dedication of the amazing volunteers, in particular the core volunteers who come multiple times per week.
Volunteer Hours	8,100	

Diapers	2.35 M	WestSide Baby distributed fewer diapers in 2024 than in 2023 due to the completion of multiple government grants and the ending of COVID relief funding.
Car Seats	462	WestSide Baby experienced a significant decrease in the number of car seats, strollers, and safe sleep options distributed in 2024. In 2024 we relied fully upon donations of car seats from our community. Preparing donated equipment for distribution to families is a detailed and time intensive process leading to a reduced number of available equipment.
Strollers	137	
Safe Sleep Options	93	
Clothing Bags	11,348	WestSide Baby saw a 19% increase in the number of clothing bags distributed. This reflects an increased need in our community and an increase in items donated by our community to fill these requests. A clothing bag contains pajamas, pants, shirts, a sweatshirt, socks, plus an age-appropriate book and toy for the child.

Partner Feedback

In addition to tracking quantitative data, we also collect qualitative data from our partner agencies to gauge the impact of our program. Each January, we ask providers who placed orders with us in the previous year to complete a survey assessing the impact of receiving items from WestSide Baby.

In January 2025 the survey was completed by 104 providers. Of those, 90% reported that having access to children’s goods from WestSide Baby increased client communication; 88% reported that items from WestSide Baby improved their ability to deliver services and programming, and 94% credited WestSide Baby for improving child well-being in general. In addition, 66% of providers said WestSide Baby’s goods increased their client’s ability to work or attend school. Providers also said:



A WestSide Baby provider partner picking up orders from WestSide Baby for her clients. Orders are ready for pick up within one week of being placed and are individually filled by WestSide Baby volunteers. We fill an average of 500 orders per week year-round.



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- “Thank you so much, you all make magic happen. You are a lifeline for our community and helping babies thrive. I appreciate the huge breadth of work that you do to make items low barrier, accommodate the fluid needs of the community, and offering support whenever you can.” – Midwife and perinatal services provider
- “I had a mother who had moved into local housing for those fleeing DV situations. While staying there, her car was stolen, which meant her car seat and stroller were now gone. WestSide Baby was able to replace these items on the fly so this family could continue to safely get to necessary programming. We were all so grateful! And this mother has since moved on to more permanent housing. Thank you WSB!” – West Seattle Food Bank
- “Many of our families do not speak English and do not understand how to access resources. Having diapers in our family center where we can communicate and explain in their home language builds trust and confidence with our families! They are more involved in the school community and more willing to help out.” – *Neighborhood Resource Center*
- “Providing diapers & wipes to our program families helps in so many ways. Families depend on diapers so I know providing diapers to them helps our Early Learning Specialists create stronger relationships with the families they serve. For example, if a family really needs diapers, they will not cancel their visits as often because they don’t want to miss an opportunity to receive them. They also feel like we are there to support them in more ways than just providing our program to them.” – *Parent Support Program*

Challenges and Lessons Learned

During the pandemic, WestSide Baby expanded diaper distribution to support the growing demand of the community. Federal and state dollars supported the majority of this increase. Those dollars haven't been available for some time, but the need for diapers and other basic need items continued to grow. WestSide Baby’s board made the strategic decision during the pandemic to use our reserves (up to a certain amount) to grow with the community's needs. Those reserves allowed us to operate under a deficit budget for multiple years. However, at the end of last year, we reached those minimum reserve levels and required a balanced budget this year. This has meant a significant reduction in our programming this year, back to levels similar to 2019.

In addition, we have gone through a leadership change over the last couple of years. In April 2024, WestSide Baby welcomed Allie Lindsay Johnson as our new Executive Director. Allie joins us from Perinatal Support Washington, bringing over 12 years of experience in Seattle-area nonprofits. Her diverse background includes leadership roles in fundraising, programs, operations, HR, finance, and communications and outreach. Allie has a proven track record of building programs and organizations from the ground up. In her time at Perinatal Support Washington, she transformed a 1FTE organization with an \$80K annual budget to a 15 FTE organization with a \$2M+ budget and a statewide impact.

During this transition period, WestSide Baby successfully maintained our full range of services to the community and saw increases in key metrics, including total diapers distributed and the number of volunteers engaged. The stability provided by our Interim Executive Director and our staff, who have an average tenure of more than five years, was crucial. This institutional knowledge and experience were

invaluable. Additionally, our Board of Directors played a critical role, with many members increasing their involvement.

We also recently hired a new Development & Communications Director, Morgan McGinn. This position was intentionally left vacant during our leadership transition to allow our new Executive Director, Allie, to select a fundraising partner who aligns with her vision for the organization. Morgan has been a valuable consultant to WestSide Baby for over a year, during which she developed our current fundraising strategy and supported multiple campaigns.

Allie and Morgan have hit the ground running, fostering connections both within WestSide Baby and throughout the broader community. By building relationships with staff, volunteers, and community partners, they are strengthening WestSide Baby's role within King County's network of human service providers. Their efforts focus on creating meaningful partnerships that will help WestSide Baby expand its reach, grow its impact, and serve more families in need. Through collaboration and engagement, Allie and Morgan are helping to build a stronger, more connected community dedicated to meeting the basic needs of children and families.

Conclusion

WestSide Baby is incredibly grateful for the Tulalip Tribe's Charitable Fund's continued investment in our mission to support the basic needs of families. We have established ourselves as a vital component in the network of local human services supporting families in need throughout King County. Agencies that request items from WestSide Baby report improved program retention, enhanced ability to deliver programs and services, and increased client trust.

With support from the Tulalip Tribe's Charitable Fund and other compassionate community members, WestSide Baby will continue to be a lifeline for families in their time of need. We help alleviate the stress and uncertainty when they are running low on diapers, lack access to a car seat, or need warm clothes for their children. This year, we are committed to meeting the ongoing needs within our community and would be honored to receive your support.



A WestSide Baby volunteer moving a pallet of diapers purchased from the National Diaper Bank Network in November 2024.