



Closing the Basic Needs Gap

2025 Annual Impact Report

The need for basic necessities in our communities reflects systems that are not working for families. In response, Helping Mamas has evolved from addressing diaper need alone to closing the broader basic needs gap that limits stability and opportunity for parents and children. Our impact goes beyond distribution. Through trusted partnerships and responsive programs, we meet immediate needs while reducing the everyday barriers created when essentials are out of reach. When families can rely on consistent access to basics, they gain the stability needed to stay healthy, remain in the workforce, and care for their children with dignity.

Our Year of Impact



155,000+ families served

4.4 million essential items distributed

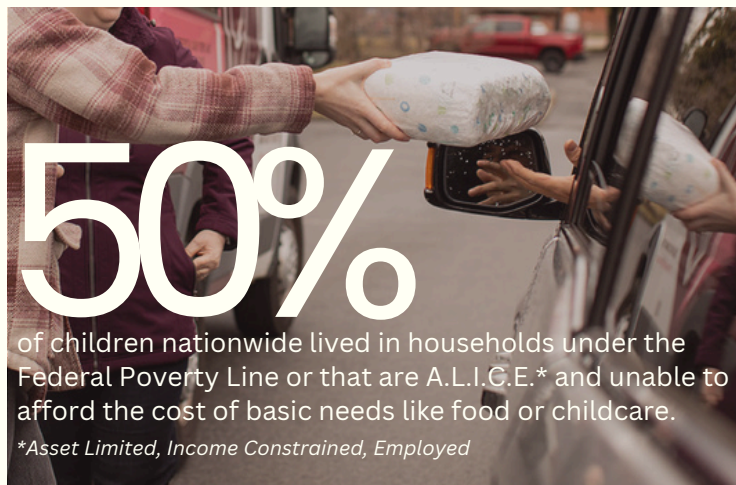
2.7 million diapers changed

1.3 million period products provided

10,900+ hours of volunteer service

287 partnerships across two states

20,500+ miles delivering essential items to families and partners



50%

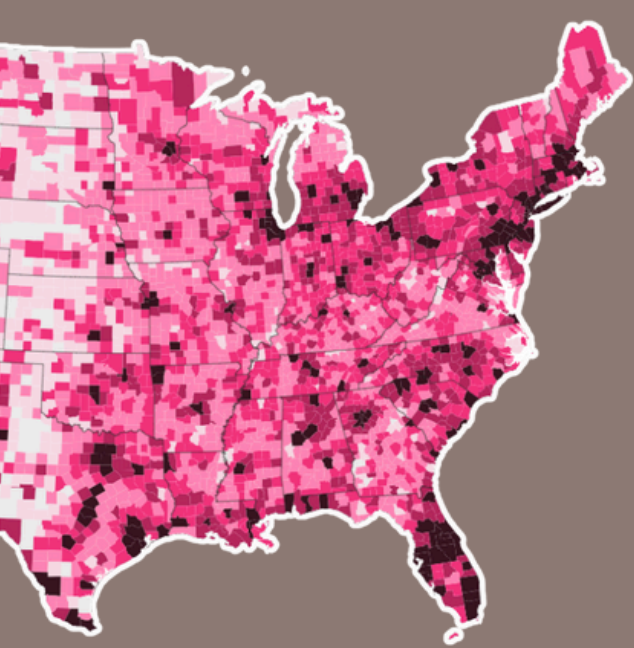
of children nationwide lived in households under the Federal Poverty Line or that are A.L.I.C.E.* and unable to afford the cost of basic needs like food or childcare.

*Asset Limited, Income Constrained, Employed

HELPING  MAMAS

www.helpingmamas.org

These numbers reflect the work of all three HM offices: Atlanta, Albany, and Knoxville



295 million diapers

are needed annually to address the gap faced by families in Georgia and Tennessee with children 3 and younger who are below 300 percent of the federal poverty level. The Georgia Diaper Bank Coalition members currently distribute over **4 million diapers** annually while Tennessee diaper banks distribute over **5 million diapers** annually. This gap leaves many families facing the obstacles to economic mobility alone. Helping Mamas is building a community of care, but we can't do it alone.



Partner Distribution Programs

Our core model of distribution allows our partner organizations access to our warehouse through bulk orders or more personalized “shopping” appointments to meet the needs of their clients. Helping Mamas supplies organizations with essential items to meet their needs— as large as entire health departments to as small as individual case workers.

Community-Based Access and Outreach

Helping Mamas brings essential items directly into communities through public institutions, mobile events, and crisis response efforts.

Georgia Library Diaper Program

In our new partnership with **Gwinnett, Fulton, and Dougherty County Public Library Systems**, monthly distribution events welcome families into a trusted community space where they receive immediate relief. Families also gain access to early literacy resources, educational and professional development programs, and select locations offering government assistance kiosks and free, confidential support from library staff. By integrating diaper distribution into libraries—spaces designed for learning and connection, families meet basic needs while engaging in services that support child development and long-term stability.

In 2025, Helping Mamas expanded to **10 libraries**, distributing over **355,000 diapers** and nearly **100,000 period products**.

Targeted Family Support Programs

These programs are made to fit the experiences and challenges of families in our communities, from those on government assistance to others who need to restart with all the essentials for their child.

Brain Bags Program

In 2025, Helping Mamas Knoxville launched this pilot program in partnership with **UT Medical Center's Women & Infant CARES team**—an innovative example of our direct, targeted approach to serving families with specific needs. Designed for families impacted by opioid use disorder, Brain Bags provide developmentally appropriate kits that support early brain development through simple sensory activities. In its first year, the program distributed **35 Brain Bags** through trusted healthcare partners, with plans to expand in 2026—strengthening caregiver connection, early learning, and long-term stability from the very start.

More Than A Diaper Bank

35,898

health and hygiene products ensured families were clean, healthy, and confident.

22,977

formula and baby food items were distributed to combat food insecurity for infants & children.

27,681

wipes paired with diapers to lower rates of infections and hospital visits for families.

5,721

basic needs kits allowed emergency assistance partners to respond more efficiently to clients.

735

families were provided a safe sleep or ride option for their infant.