

# IMPACT REPORT



## A message from our founder and Exec. Director - Maggie John

The Baby Depot Boutique is a unique space; there is nothing like it in Ontario. Every week we open our doors to families who have hit a rough patch in their lives, and we come alongside them to help with the essentials for their baby to thrive. We consider it an honour to meet every parent or guardian where they are with dignity and hope. This has been a year filled with a lot of challenges and exciting opportunities. We renovated the basement of the Boutique because our storage space for the past eight years was no longer available; this meant closing the Boutique for a few weeks while we made the necessary changes. I joined the team as the full-time Executive Director with the primary goal of creating a sustainable model for the future of The Baby Depot. We have a new Community Relations Coordinator focused on recruiting and retaining volunteers as well as managing our clothing donations, and our Program Director is on maternity leave!! We have formed new partnerships with agencies- bringing our network up to 23 with a waiting list of others wanting to join. We see so many opportunities for The Baby Depot to provide so much more for families in Hamilton in the years to come, and we are excited to have your support!

## IMPACT SNAPSHOT

**204** Babies served in 2022

**250** Babies served in 2023

**300** Babies to be served in 2024



THE BABY  
DEPOT  
SAVES  
APPROXIMATELY  
**150,000**  
ITEMS OF BABY  
CLOTHING AND  
EQUIPMENT FROM  
ENTERING LANDFILLS  
EACH YEAR

## PROJECTS

## DETAILS

## OUTCOME

### Project Dignity- Phase 1

Open The Baby Depot Boutique which would allow families the freedom of choice.

- June 14 2021 we opened The Baby Depot Boutique and saw the first family.
- Since the Boutique has been open we have seen over 300 families come through.

### Project Dignity- Phase 2

Hire a Full-time Executive Director

- Maggie John, Founder of The Baby Depot joined the staff full-time as the ED.

### Project Dignity- Phase 3

Renovate the Baby Depot Basement

- A lot of time was being wasted travelling back and forth from the Boutique to our storage facility. Now that we have all of our donations and laundry facilities in one place we are able to help more babies.

## THE NEXT 5 YEARS AT THE BABY DEPOT

**Project Dignity- Phase 4 will come to an end in 2028 when The Baby Depot will hit its target of helping 500 babies annually.**

**In 2024 we will launch Project Change; the primary focus will be to gain financial sustainability within the charity through increasing monthly donations, corporate sponsorships, and forming partnerships with community stakeholders.**

**By 2026, with your help, The Baby Depot would like to explore expanding into neighbouring Toronto with a second Boutique, which will serve families living on the margins in that city.**

**In 2028 The Baby Depot Centre Capital Campaign will launch!**

# the faces behind the mission



## **Maggie John- Founder and Executive Director**

Maggie started The Baby Depot with friends and family in 2013 in her dining room. It quickly grew from the initial 17 babies helped that year to now a full-fledged charity that sees over 250 families each year. Recently, Maggie left her 21-year career in TV and shortly after became the full-time Exec. Director of The Baby Depot.

Maggie always says Dignity and the power of choice need to always be the central point of what we do at The Baby Depot.



## **Stephanie Caton- Program Coordinator**

Stephanie has been the Program Coordinator for The Baby Depot since 2018. While working as a case manager at an emergency shelter for women and children, she realized how great the need was for baby supplies in Hamilton. Stephanie's favorite part of her role is meeting the families we help and seeing how important The Baby Depot's work is first hand. Stephanie is a graduate in Psychology and a current Social Work student at McMaster University.



## **Lorraine Lowry-Community Relations Coordinator**

Lorraine is our newest team member joining the team just this past year on a 2 year contract. Lorraine first learned about The Baby Depot when she was running her own business called To-Gather, supporting families in the city. Now she works closely with our volunteers and clothing donations- ensuring The Baby Depot is well stocked and supported!

We couldn't  
have done it  
without your  
generous  
financial  
support.

# THANK YOU

to all our donors and volunteers.

The Baby Depot Boutique  
wouldn't be possible without the  
generous gift of donors like you.  
Thank you!

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