



Annual Impact Report



Dignity + Choice= *Hope*

The Baby Depot remained committed to providing 300 Hamilton babies with a year's worth of clothing, baby essentials, and baby gear.



What is The Baby Depot

The Baby Depot is a registered Canadian charity whose mission is to recycle clothing and essential baby gear and match it to Hamilton families in need. Our vision is that all babies in Hamilton will begin their journey on this earth with clothing and essential items for daily life, regardless of their caregiver's financial situation.

The Baby Depot is a front-line service that 1) provides a year's worth of gently used clothing and essentials for families with babies from newborn to 2 years old in the city of Hamilton; 2) fights child poverty and 3) keeps good quality baby clothing out of landfills.

Started in 2013 when a similar organization closed down a group of moms decided to start collecting gently used clothing and toys. Working out of a local family's basement, The Baby Depot started by helping 17 babies. The group knew full well the high cost of raising a child and the fact that there were many families struggling to provide the basics for their newborns, thus The Baby Depot was born!

By 2021 The Baby Depot Boutique store-front opened, located on Barton Street E and Sherman it serves hundreds of babies yearly by providing a free shopping experience for families living on the margins.

Since we started in 2013 we have served 1453 babies!

This year alone we will help 300 babies!

"I have loved referring clients to the Baby Depot. I have found the service to be very low barrier and user friendly. With the cost of living continuing to rise it is more important than ever that families with low incomes are able to get support in accessing their basic needs. Baby Depot is showing that these needs can be met in a kind and dignified way." "

Case Worker

26

Agency Partnerships

300

Babies served in 2024

2

Staff Members

Projects

Details

Outcome

**Project Dignity
Phase 1-3**

COMPLETED!



- Open The Baby Depot Boutique
- Hire a Full-time Executive Director
- Renovate The Baby Depot Boutique Basement

- Since we have opened The Baby Depot Boutique in 2021 we have served over 800 babies with a year's worth of clothing, baby essentials and baby gear.
- Maggie John, Founder of The Baby Depot is now the full-time Executive Director.
- We have distributed over 80,000 health and hygiene items.
- Alleviated a major stressor for income limited parents.
- Supported the health and well-being of 800 families.

**Project Dignity- 350
Babies**

- Hire a Full-time Program Coordinator
- Serve 350 babies

- In order to meet the increasing demand of babies in need in Hamilton and surrounding areas, a Full-time Program Coordinator needs to be hired to manage the day to day operations. This way we can serve 350 babies in 2025 and continue our goal of increasing our reach by 50 each year.

Baby Gear Given Away in 2024*

*As of August 31 2024

52

Strollers



39

Pack N' Plays



29

Bouncers



24

High Chairs



14

Swings



8

Car Seats



3

Bassinets



The year *in review*

This has been a productive year at The Baby Depot as we serve our littlest neighbours in need.

We are on track to serve over 300 babies this year with a year's worth of clothing, baby essentials and baby gear. This year, we committed to giving out a full box of diapers to each baby, as in the past, we didn't have the means to do so. We know this is an item that parents struggle to purchase, as the average box of diapers costs \$40 each. According to Statistics Canada, diapers alone cost as much as \$950 in the first year alone, not to mention the added hygiene products like shampoo, lotion, diaper cream and wipes.

We also welcomed four new agencies onto our preferred agency list, bringing the total to 27. By the beginning of 2025, we will partner with 30 agencies, increasing demand for The Baby Depot.

We welcomed MP Matthew Green to The Baby Depot. He is the local Member of Parliament for our riding. He was very impressed with what we do and went live on Instagram to share our work!

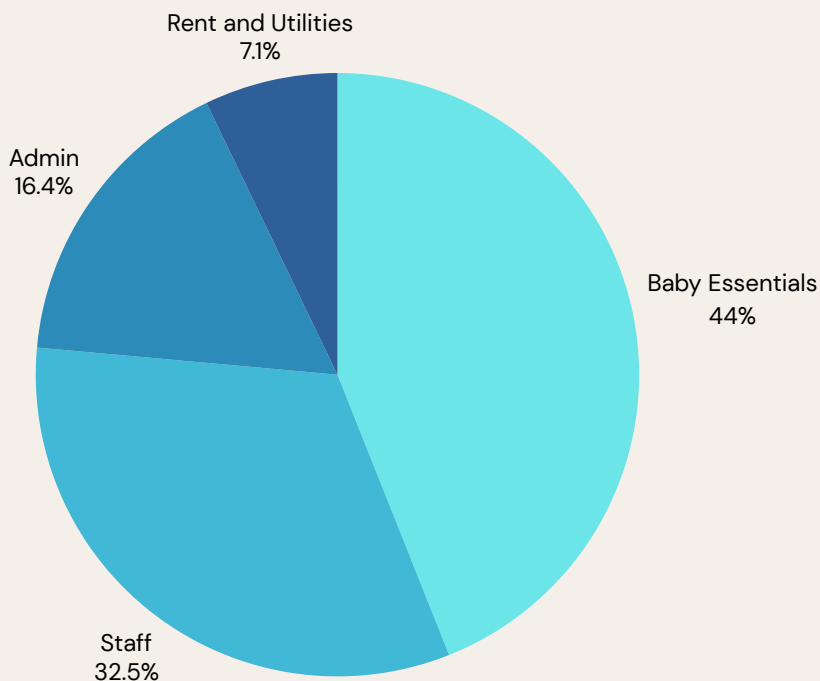
We welcomed Mary Mwendwa as our new Community Relations Coordinator after Lorraine Lowry left to pursue other professional options. Mary's role is to recruit new volunteers, manage our current pool, process donations, and host families as they come to the boutique!

This past spring, The Baby Depot became a partner of the United Way Halton and Hamilton! This means that we are part of a trusted group of charities that receive funding from United Way initiatives in our city. This funding will cover 18% of our budget!

Thank you for caring about the littlest in our community. We fully believe investing in babies means investing in the future of our city and the future of our country and doing it with Dignity and Choice is the best way we can see them thrive!

Maggie John, Executive Director, The Baby Depot

Finances



Operating Budget 2024
\$191,600.00



Jane, longtime volunteer

Funding summary 2024

\$42,965.51

Donations

19
Monthly donors

\$31,350.00

Government Grants
municipal and provincial

2
Business Sponsors

\$67,521.00

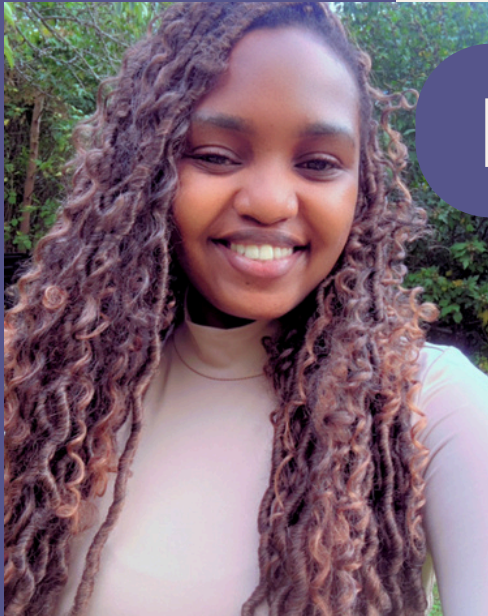
Grants



Maggie John

Founder and Executive Director

Maggie is the Founder and Director of The Baby Depot. Maggie saw the glaring need to help Hamilton's babies in need when another organization that was delivering baby hampers stopped functioning. In 2013, with the help of family and friends, Maggie started The Baby Depot out of her home. The first Christmas they helped 17 families and since then over 1400 families have been served by The Baby Depot. What is Maggie's motivation to continue this mission? She says "We need to show our neighbours they are not alone- especially the littlest ones in our community".



Mary Mwendwa

Community Relations Coordinator

Mary is committed to supporting The Baby Depot's mission to recycle clothing and essential baby gear and match it to Hamilton families in need. She is passionate about making sure no child lacks the necessities for a healthy start. Mary is driven by the knowledge that collective small acts of generosity from the community can make a huge difference in the lives of families, giving them hope and relieving some of the pressures that come with raising young children. By coordinating volunteer efforts and community outreach, she helps ensure that The Baby Depot's mission of helping families in need remains at the forefront of everything she does. Mary is committed to showing just how powerful collective care and support can be in lifting families up when they need it the most.

We'd like to thank all
our donors for their
generous support



The Baby Depot Boutique wouldn't be possible without our generous donors, faithful volunteers, and diligent board.

Thank you!