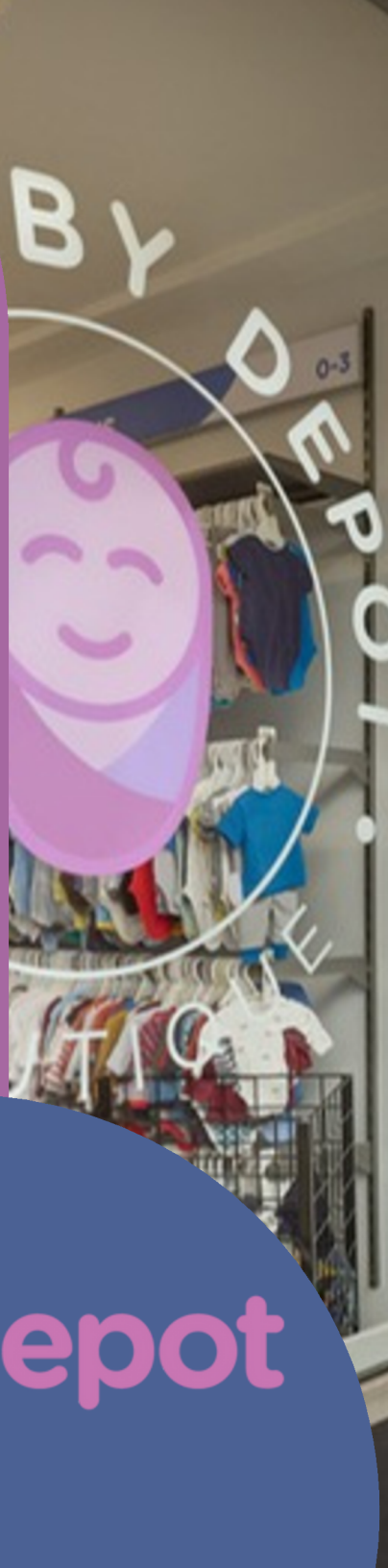


ANNUAL IMPACT REPORT

2025



the
baby depot



OUR TEAM



Maggie John

Founder/ Executive Director



Shazia Wall

*Volunteer &
Donations Manager*

OUR VISION

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.

OUR MISSION

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.

- Provide 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
- Fight child poverty
- Keep good-quality baby clothing out of landfills

ABOUT US

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

In 2021 The Baby Depot Boutique store-front opened, located on Barton Street E. and Sherman. We serve hundreds of babies annually by providing a free shopping experience for families living on the margins. Since we started in 2013 we have served 1764 babies!



MAKING A DIFFERENCE

By Maggie John, Executive Director

Every day, we meet parents and guardians during both the best and most challenging times in their lives.

I still remember when The Baby Depot first started in my basement and we were made aware of a young mom who had chosen to abort her baby, but at the last minute decided to keep him. She had nothing for her little one. We were able to step in, providing a year's worth of clothing, a car seat, and so much more. This was love in motion. This was an example of neighbours coming alongside a mom who made a difficult decision and letting her know she wasn't alone.

Today, we help hundreds of families each year living in precarious situations. From a mom last year who shared with us that she had been evicted the day she gave birth, to a young mom and her mother, who came into shop recently, leaving a footnote that read: "Thank you so very much for the help with clothing. This has released the stress and worry of making sure we have what we need. Thanks again." Grandma then turned to me as she was leaving, stating that the experience was so nice. While her daughter had gotten some things from people, she wasn't able to shop for much. She added, "This just makes people feel like humans, you know".

Dignity is the cornerstone of our mission at The Baby Depot. Each child we serve is at the heart of what we do. Thank you for the many ways you help us continue to provide a safe, welcoming space for every family—where their humanity is respected, and where choice and compassion go hand in hand.



Baby Gear Given Away in 2024



73
Strollers



59
Pack N' Plays



41
Bouncers



11
Car Seats



31
Swings



33
High Chairs

A YEAR IN REVIEW

In 2024, The Baby Depot served 311 babies. Each child received a year's worth of clothing, a box of diapers, and one large item ie. stroller, high chair, playpen and a hygiene bag containing wipes, baby wash, petroleum jelly, shampoo, baby lotion and diaper cream. This year, we are on track to serve 350 babies with the same care.

We also saw our team grow with the addition of a new Volunteer/ Donations Manager and a new Program Coordinator. With these additional roles, we are able to ensure each family is cared for well.

We currently have partnerships with 30 agencies in the city of Hamilton that refer their clients to us. We are appreciative of our funding partners such as the United Way, West Side Church, Hamilton Community Foundation, Hamilton City Enrichment Fund, and several family foundations, as well as many donors like you who have given financially, volunteered or donated clothing to The Baby Depot- we couldn't do any of this without you!

“Thank you The Baby Depot”

Here are some of the heartfelt comments left for us by the families we serve each day!

“Thank you The Baby Depot - I don't know what I would've done without this support, it means the world.”

“Thank you The Baby Depot for helping out my sister. We will use all the things with love and care. You guys are amazing. Keep doing what you're doing this brings joy to moms and communities. Have an amazing year and stay blessed.”

“You have been an answer to my prayers and the Lord's blessing. From the center of my heart, from my daughter-to-be and the humblest thanks.”

“God Bless all people who made this opportunity possible. We are so grateful for all the support. My son is going to be warm because of you!”

“Thank you we were worried about not being able to afford clothes for our new baby.”

STORIES OF IMPACT

We meet people during the happiest and most challenging times of their lives. We are here to remind them that they are not alone.

We received an email that read:

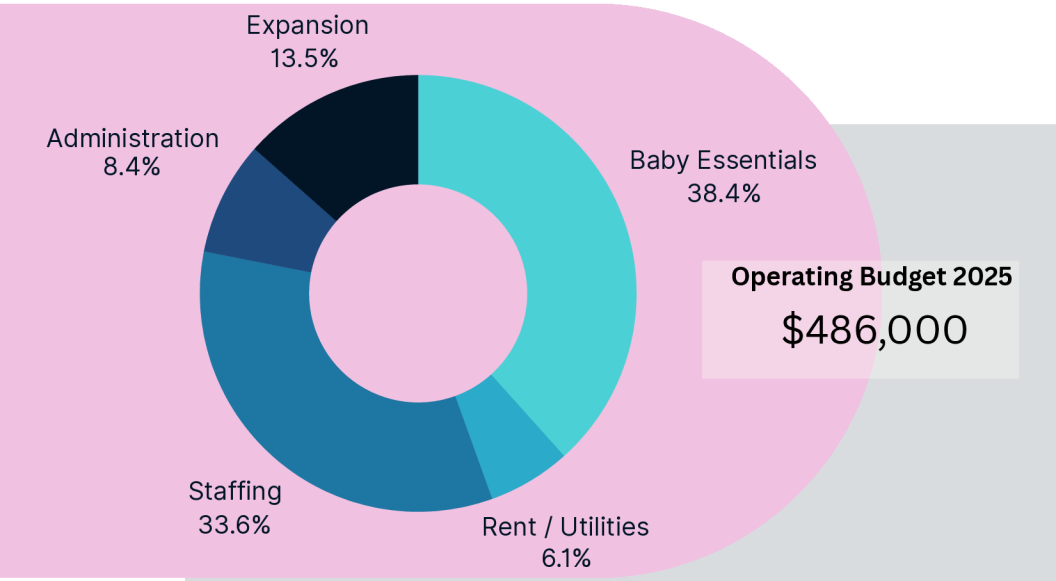
“Want to donate all the items we got for our baby shower last year. They are unopened and in brand-new condition. We lost our baby at 20 weeks due to trisomy 18 and want to donate her stuff to someone in need.”

We were there to accept the items during this painful moment in this family's life.

When one family took in a foster child, they were faced with an unexpected responsibility. The child's father was incarcerated and the mother is struggling with addiction. Providing a safe and loving home was their priority but they needed extra support. The Baby Depot was able to provide clothing, other baby essentials and much needed relief during a challenging transition.

We are proud to be able to provide support in many ways to the children and families of Hamilton.

FINANCES



Funding Summary 2025

**As of Sept. 1 2025

\$44,697.36	\$22,200	\$107,740
Donations	Government Support	Grants
\$58,627.11		\$65,954.24
In-Kind Donations		Expansion Project
22	10	2
Monthly Donors	Volunteers	Staff

VOLUNTEERS

Volunteers are the backbone of what we do here at The Baby Depot! From our volunteer board of directors to our weekly volunteers who help in our donation centre, to the corporate groups from RBC, BMO, United Way, Snuggle Bugz and the Plane Pull!



WE ARE EXPANDING!!

Our new landlord has given us the opportunity to expand into the unit beside our current space!



We are so excited for this opportunity as it means we will be able to serve an additional 100 babies in 2026!

Our budget for renovating this new space is \$65,000.

Renovations will start in January 2026 with the plan to reopen in March 2026!

HOW YOU CAN CONTINUE TO SUPPORT THE BABY DEPOT

The Baby Depot is financially supported by private donors, family foundations, and grants. Thank you for your support! Would you consider becoming a monthly donor? This will enable us to continue to increase the number of babies we serve in the city of Hamilton and beyond. Give securely at [**www.thebabydepot.org/donate**](http://www.thebabydepot.org/donate)



**THANK YOU FOR YOUR SUPPORT OF
THE BABY DEPOT!
WOULD YOU HELP US CONTINUE TO SERVE
BABIES IN NEED IN THE CITY OF HAMILTON?**

THERE ARE THREE WAYS YOU CAN HELP!

1. Contribute Financially:


Help us grow our capacity and help provide for our operational expenses

2. Donate Clothing


Provide gently used or new clothing sizes 0 to 2T, new hygiene products and baby gear items.

3. Volunteer

Provide support to our Donation Centre, join our board of directors, or help with upcoming fundraising efforts

 289-639-2497

 www.thebabydepot.org/donate

 info@thebabydepot.org

The Baby Depot is
a proud partner of

