

2025

Community Impact Report



10002 14th AVE SW, Seattle, WA 98146

| WestSideBaby.org

Who We Are



Mission

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



Vision

WestSide Baby envisions a day when each child is equipped with the basic items they need to grow into healthy, happy, and resilient members of our community.



Commitment to Equity

In service of our mission and vision, we recognize there are structural inequities that cause the basic needs gap to disproportionately affect communities of color. WestSide Baby operates with the fundamental belief that every child born deserves to have their basic needs met and that unmet basic needs are one important contributing factor to the disparities in health and well-being for children and families of color. When children's basic needs are met, family resilience is strengthened, and our communities are healthier and happier.



2025 WestSide Baby Board of Directors



2025 WestSide Baby Staff

Letter from Leadership

Thanks to the extraordinary generosity of our community in 2025, WestSide Baby distributed \$2.62 million worth of diapers, clothing, equipment, and essential items to 28,687 children across Puget Sound.

Last year marked an inflection point for WestSide Baby. As pandemic-era funding and government support declined across our region, we undertook thoughtful rightsizing to ensure WestSide Baby's long-term sustainability. With every effort to minimize the impact on the families we serve, we maintained critical services and served just 8% fewer children than the year prior. By fall, we were proud to fully reopen our bulk diaper partner program, restoring an important source of stability for our neighbors – **and for the 5th consecutive year, we distributed more than 2 million diapers.**

During this year of transition, we felt the deep commitment of our community – in the thousands of hours our volunteers dedicated to fill 17,508 orders, in the unprecedented number of donated goods in our warehouse, and in the many partnerships that deepened and grew. From long-standing relationships with local leaders, to new corporate and community collaborations, these connections expanded what was possible for families across Puget Sound and remind us how powerful it is when community shows up together.

We closed 2025 on strong financial footing, with a balanced budget, six months of operating reserves, and a diversified revenue portfolio that will allow us to navigate future funding uncertainties and respond quickly when families need us most.

As we look ahead, we do so with momentum and optimism. **This year WestSide Baby celebrates its 25th birthday**, a milestone made possible by the families, volunteers, donors, and partners who believe every child deserves to have their basic needs met. Thank you for being part of this community. Together, we're ensuring that children have what they need - not just to get by, but to thrive for years to come.

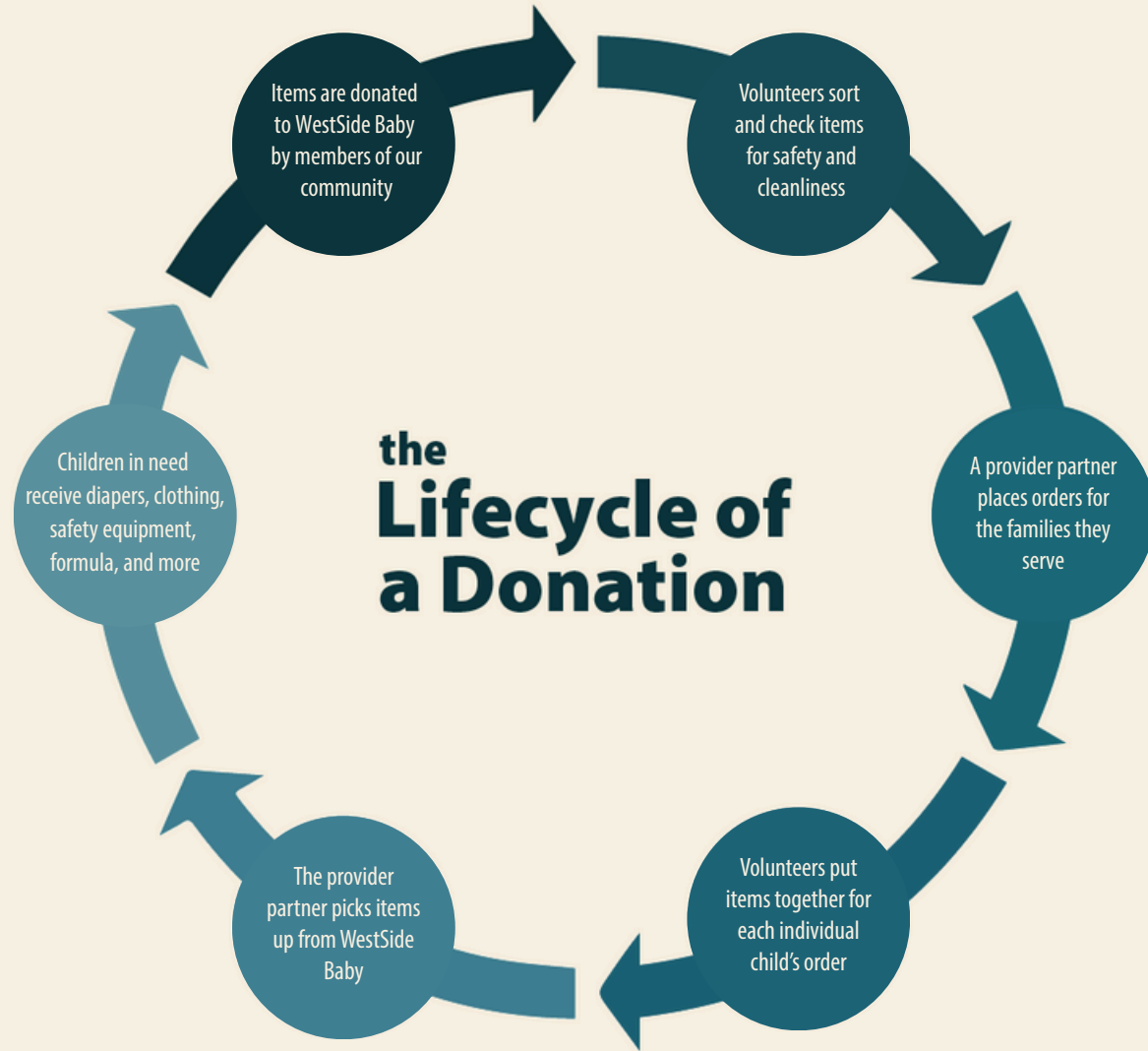
Allie Lindsay Johnson

Allie Lindsay Johnson | Executive Director

Nicole DeCaro

Nicole DeCaro | Chair, Board of Directors

How We Work



Year *in* Review

In 2025, WestSide Baby distributed:

2,083,405

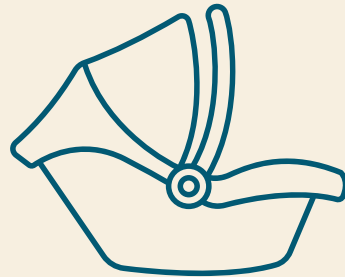
diapers 

2,727



coats

175



car seats

1,456

 pairs of rain and snow boots

30,047

hygiene products



8,208

bags of clothing





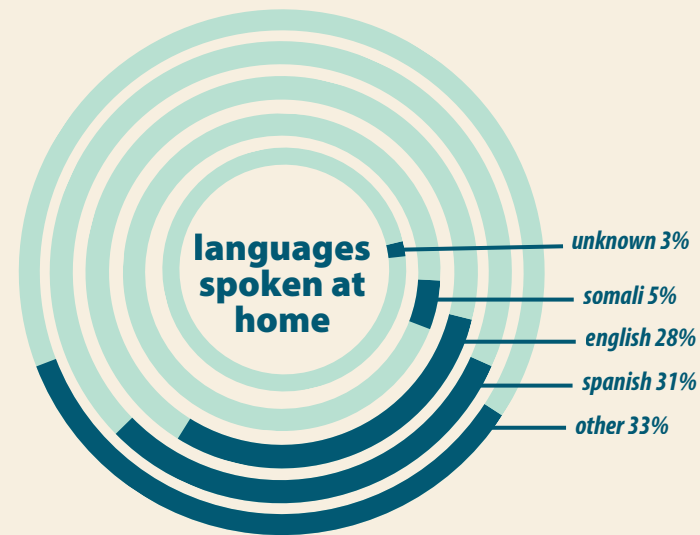
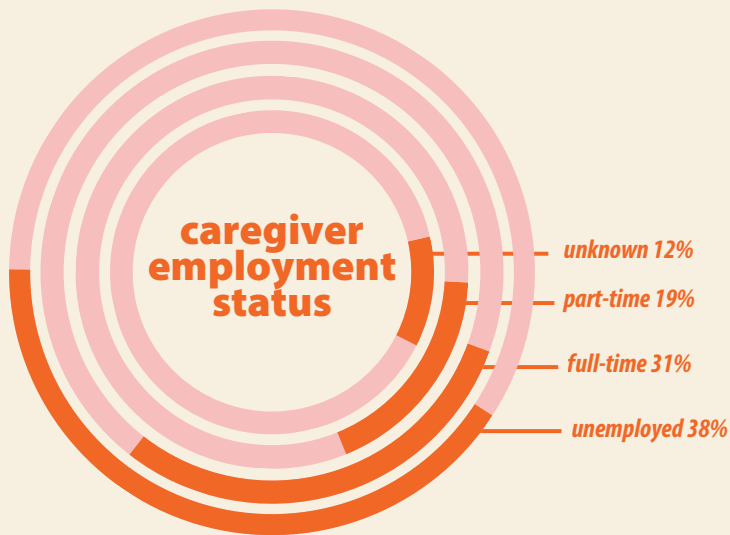
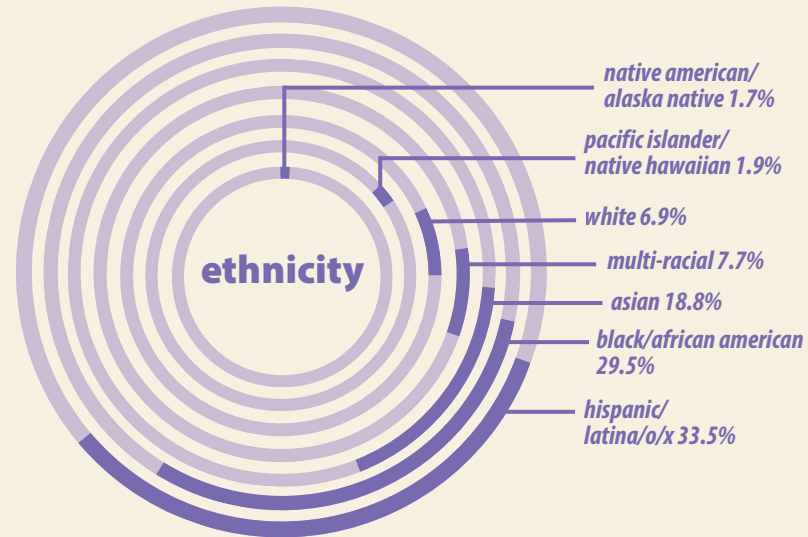
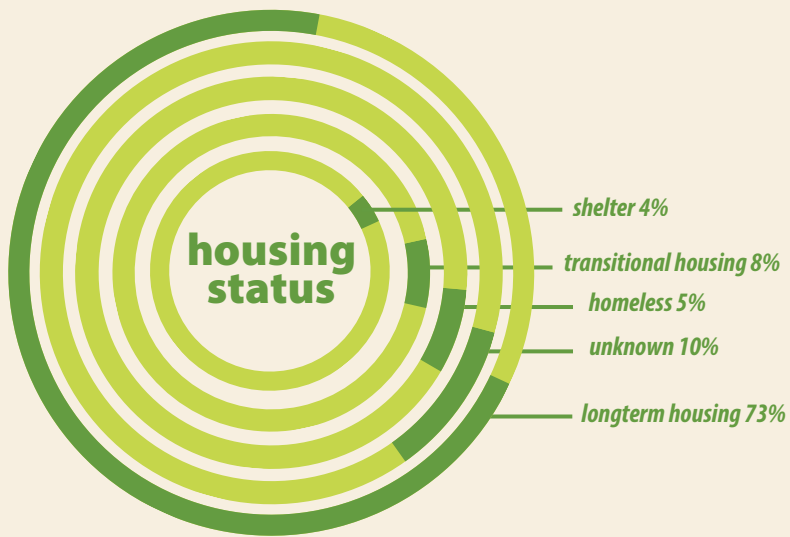
Besides the obvious financial benefit of WestSide Baby support, when my clients receive supplies from WSB it makes them feel less alone in pregnancy and new parenthood.

Many of my clients had to immigrate to the United States without their extended family. These orders help my clients feel like they are being supported by a community here in Seattle.



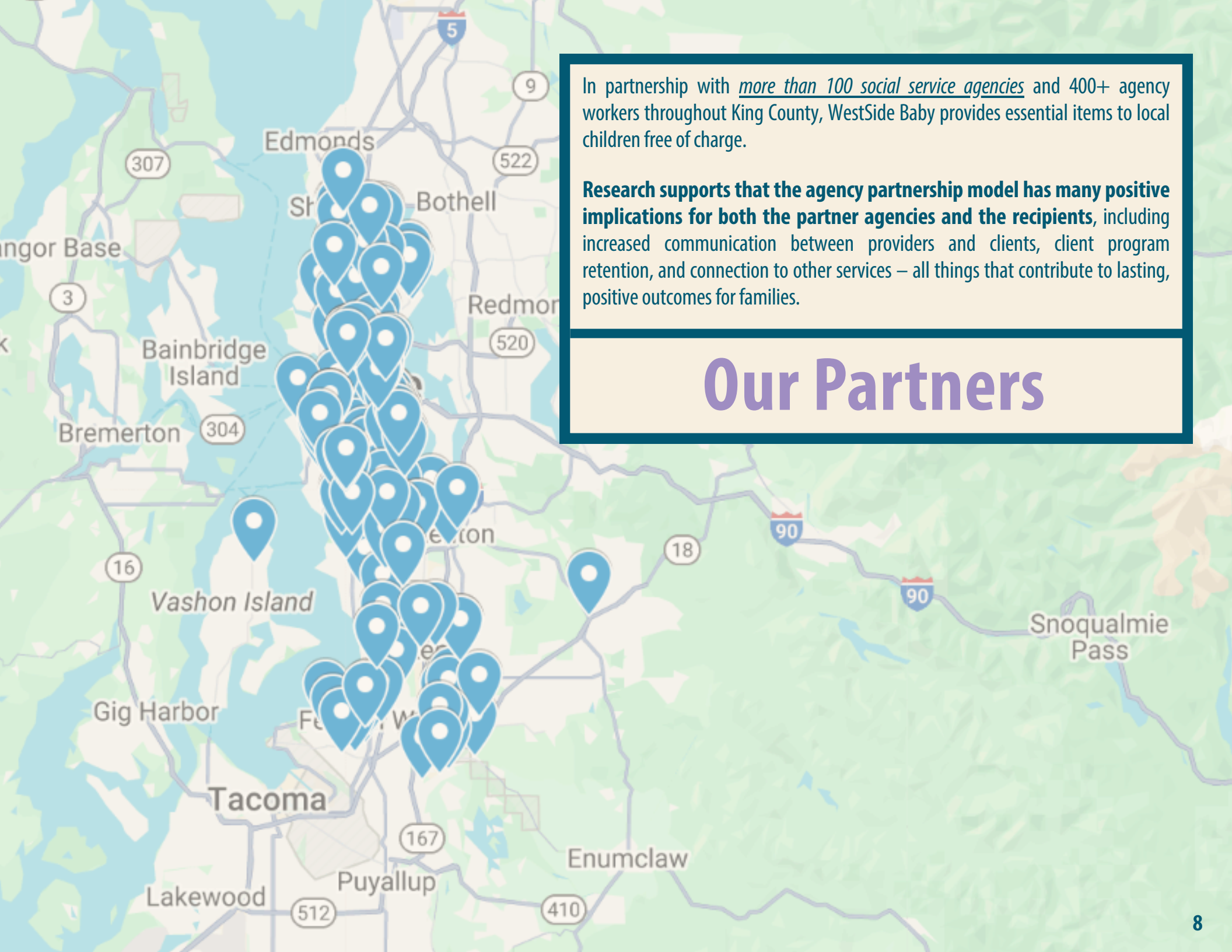
– Harborview Social Worker

Who We Serve



“For many families, the provision of such items can be transformative. Diapers, for example, are a significant and ongoing expense that can strain a family's budget. By offering diapers and other essential items, organizations like WestSide Baby alleviate some of this financial burden, allowing families to redirect their limited resources toward other needs like food, housing, or healthcare.”

– WestSide Baby Provider



In partnership with more than 100 social service agencies and 400+ agency workers throughout King County, WestSide Baby provides essential items to local children free of charge.

Research supports that the agency partnership model has many positive implications for both the partner agencies and the recipients, including increased communication between providers and clients, client program retention, and connection to other services – all things that contribute to lasting, positive outcomes for families.

Our Partners

Volunteer Contributions

Our work is made possible by the dedicated support of our volunteers. In 2025, we continued to expand our volunteer opportunities to allow more members of our community to engage with our work. Our volunteers include corporate groups, scout troops, teens, families, retirees, and more.

Last year, **993 volunteers contributed 10,779 hours of service**, sorting clothes, bundling diapers, picking up donations from collection sites around the region, and filling orders for families!

We cannot express our gratitude enough. We are fueled by our volunteers and their tireless commitment to our community. Thank you to everyone who came out in 2025.



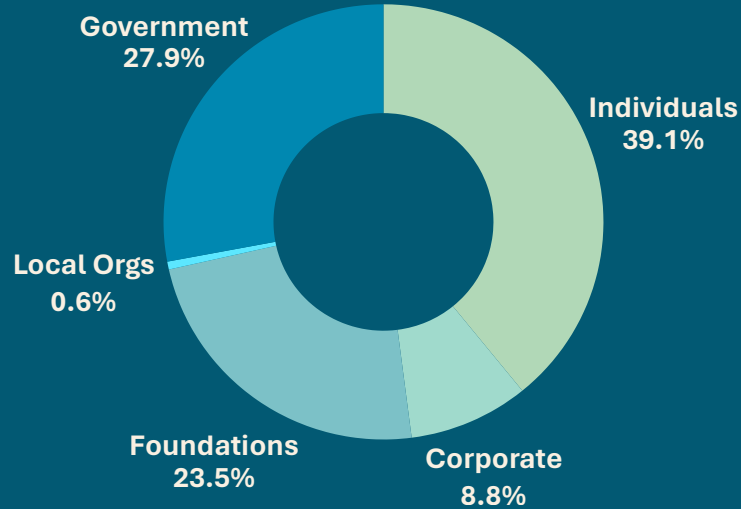
Volunteering at WestSide Baby is deeply grounding. You know the diapers and clothes you're sorting will ease a family's stress, even if just a little, and you're doing that work alongside people who genuinely care about their community.

It's meaningful in a way that stays with you long after your shift ends.

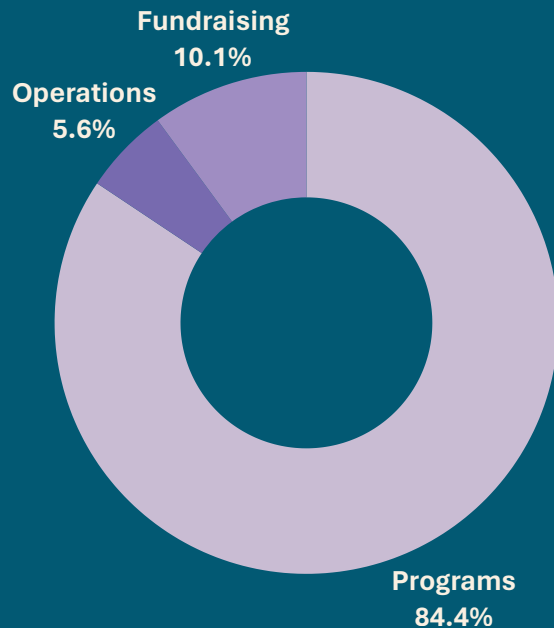


Finances At a Glance

REVENUE



EXPENSES



2025 Financials

After four years of relying on our reserves to support families through the pandemic and its aftermath, your support in 2025 helped us enter our 25th year with a balanced budget and renewed reserves, putting us in a strong position to sustainably grow our impact and deepen our support for families this year - and into the next 25 years.

2025 Highlights

Revenue: 14% increase

Expenses: 10% decrease

Reserves: 6 months



I learned that one of our families was living with no electricity. They had a 3-month-old baby and two girls under the age of 5. It was February, and the weather called for snow. I noticed the preschool-aged child did not have a coat, and the baby was wrapped in a small blanket. I contacted WSB and was able to not only secure coats for the three children but also blankets for the family. I picked them up and delivered them that same day.

The mom was so happy she hugged me and kept saying thank you over and over again. I felt better about the family being able to weather the cold. I could not have done this without WSB and their wonderful volunteers and staff.



- Highline School District Early Learning Program



Since 2001, your support has made it possible for WestSide Baby to respond to the most urgent needs in our region and show up for families, year after year.

Thank you for your partnership in this work and your commitment to making our community a better, brighter place for all. **We couldn't do it without you.**

Here's to another 25 years!

Ways you can support WestSide Baby:

Make a financial gift

Donate items

Host or sponsor an event or drive



WestSide Baby
basics for children in need