



**diaperbank**  
of Southern Arizona

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# STRATEGIC PLAN

FY 2014 - FY 2019

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## History

The Diaper Bank movement began in 1994 when a small consulting firm decided to give back to their local community during the holiday season. Resolve Inc., located in Tucson, Arizona began their philanthropic endeavor by collecting diapers for a local crisis nursery. Their annual diaper collection tradition continued, and only five years later they were able to collect 300,000 diapers for 30 different agencies. By this time the small consulting firm was spending six months a year preparing for the December Diaper Drive.

From 1996 until 1999 the Diaper Bank operated as a program under the nonprofit umbrella of the Carondelet Foundation. In 2000 the Community Diaper Bank of Southern Arizona became a free standing charitable organization - the nation's first Diaper Bank. The Diaper Bank hired its first employee in 1999 and still uses more than 100 volunteers annually to provide diapers and incontinence supplies to those in need.

Just as it did at its inception, the Diaper Bank provides diapers to those under the poverty line where no public assistance exists. We recognize that an inadequate supply of diapers puts families with young children at an increased risk for health related problems and potential abuse. Additionally, incontinence is a growing concern among adults age 60 and older and persons of all ages with disabilities. We believe that through a network of social service providers the Diaper Bank prevents duplication of services, limits administrative spending, and prioritizes clients in the direst of circumstances. There are more than 150 diaper bank programs across the country today. In the coming years, the Diaper Bank of Southern Arizona plans to meet the local need 100%.

# MISSION, VISION AND VALUES

## Mission, Vision and Values

### Our Mission

To serve our community at all stages of life during times of need with diapers and incontinence supplies to preserve health, independence, and dignity through an aligned network of partners.

### Our Vision

A community where every diaper need is met.

### Our Values

All decisions will aim to provide for the best end result for the highest number of our partners, the clients they serve, the issues they address, and the future of our community. All parties to any decision will be treated with respect, dignity, compassion, grace, integrity, honesty and humanity. Our message will always be conveyed in a positive way.

## Strategic Analysis

Through a collaborative effort of community leaders, organizational partners, the Board of Directors and Staff, the Diaper Bank of Southern Arizona has identified the following strategic priorities:

**I. Engage a community who understands diaper need as a basic necessity and is committed to and engaged in our cause.** As part of this “**ENGAGE THE COMMUNITY**” strategy, we will explore initiatives that grow public awareness, cultivate stakeholders through creative avenues of involvement and involve people of all ages and stages of life. Just as the Southern Arizona community rallied around creating the nation’s first diaper bank, we want to rally the community around being the first community where every diaper need is fulfilled.

**II. Develop a sustainable infrastructure and align resources to distribute 1.5 million diapers annually to our community in need.** As part of this “**MEET THE NEED**” strategy, we will pursue initiatives that will provide logistical, physical, and technological solutions to distributing large volumes of diapers across larger geographic areas. Additionally, we will focus on initiatives that build a talent pool of staff and volunteers capable of managing large inventories and distributions of diapers while identifying and supporting the right organizational partners to reach the changing needs of the broader community.

**III. Diversify revenue streams for longevity while leveraging existing sources.** As part of this “**SELF-SUSTAIN**” strategy, we will pursue initiatives to leverage a balanced development plan that targets many sources such as individual contributors, corporations, foundations, grants, and endowments. These initiatives will focus on strengthening gaps in core areas, growing in undeveloped areas, and identifying alternative revenue sources.

# CONTACT INFORMATION

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