



## STRATEGIC PLANNING BACKGROUND

### St. Louis Area Diaper Bank

Since its founding in 2014, the St. Louis Area Diaper Bank (STLDB) has grown to become a well-regarded, unique, and highly-valued part of the St. Louis region's nonprofit landscape. Despite a change in executive leadership and the Covid-19 pandemic, in 2020 the organization distributed a remarkable 3.2 million diapers and 420,000 period supplies to families in need, pivoted to open emergency distribution sites through innovative multi-nonprofit collaboration, and for the first time raised over \$1 million. Almost every few months, the organization hits a fantastic new milestone – whether through the acquisition of talented staff, the addition of exceptional new board members and supporters, increased program impact, and more.

In 2021, STLDB moved into an exciting new phase – from a founder-based operation to an established organization and valued partner to more than 60 other nonprofits. STLDB leadership is well equipped to lead the organization's growth over the next several years and is deeply committed to building a resilient, financially sound, and professionally managed nonprofit that will continue to lead the charge in addressing diaper need and period poverty in the community while ensuring excellence in every aspect of the organization's operations, governance, and development.

### Our Mission

Building healthy communities by ending diaper need and period poverty through access, education, and advocacy.

### Our Vision

Everyone has the basic hygiene products needed to live healthy, dignified, and empowered lives.

### Our Values

Collaborative  
Equitable  
Inclusive

Leaders of change  
Kind  
Strategic

Tenacious  
Advocates  
Passionate

# GOALS AND OBJECTIVES

## Strengthen Programs and Services

*Understand the needs of St. Louis families and individuals to better serve the region*

- □ Conduct a community needs assessment to determine where programs will have the greatest impact
- □ Develop advocacy and education components of our diaper and period supply programs
- Establish a system for evaluating and assessing program partners
- Research to determine what partners should be measuring and evaluating for the desired impact

## Increase Organizational Visibility In the Community

*Increase community awareness of diaper need and period poverty*

- □ Create a robust communications and public information plan to inform, engage and move to action
- □ Develop an action toolkit that captures client stories, data and milestones
- □ Promote the St. Louis Area Diaper Bank as the leader on addressing diaper need and period poverty
- □ Participate in community engagement events, conferences and workshops awareness opportunities

## Solidify and Develop Donor and Volunteer Resource Base

*Foster a culture of excellence, provide a fun and rewarding experience, and support the personal goals of our donors and volunteers so that we are a preferred nonprofit organization for which to support.*

- □ Diversify funding streams to help grow programming by developing a robust annual fundraising plan
- Create a menu of opportunities reflecting the funding needs of the Diaper Bank
- Develop system for tracking donor stewardship and cultivation to solidify engagement
- Establish written standards for managing donor information

## Increase Operational Efficiency to Enhance Operational Efficiency

*Develop a disciplined and robust business model that works toward long term revenue growth, prudent cost management, and adequate facilities and technology to ensure that we have the infrastructure necessary to sustainably support the mission now and in the future*

- Develop a disciplined, data-focused process for forecasting and tracking organizational costs
- Create comprehensive policies and procedures manual that incorporates all areas of the Diaper Bank
- Evaluate current warehouse operations to determine key changes that will increase efficiency
- Data tracking dashboard for ensuring data collection and consistency of organizational statistics

## Implement Effective Board Governance Processes

*Grow the Board's Knowledge Base, Membership and Oversight*

- □ Ensure optimal board makeup and diversity of skills, perspectives, connections, etc. and position alignment with skillset
- Implement effective board committee structure with well-defined, measurable objectives
- Incorporate diversity, equity and inclusion principles across organization
- Establish written standards for managing annual review of organizational policies and procedures

