

# 5 YEARS OF HYGIENE IMPACT



**SIMPLY THE BASICS**

EST. MAY, 2016



# 2016-2021

[WWW.SIMPLYTHEBASICS.ORG](http://WWW.SIMPLYTHEBASICS.ORG)

## Our Founding Story

By Meghan Freebeck, Founder & CEO

In 2013, I moved to San Francisco from Chicago after having worked in a housing program for people experiencing homelessness. Even with these years of direct experience, I was devastated when I learned of the crisis in San Francisco where thousands of people sleep outside every night, waiting for a bed on a shelter wait-list of over 1,800 people.

I began an appeal for menstrual products as a way to alleviate the burden of accessing a basic human need for our neighbors. In two days, we had collected enough products for every person experiencing homelessness who menstruates in San Francisco. The community response was so strong that my bathtub became temporary tampon storage!

From there, we set out to better understand the need and barriers to proper hygiene access. We were determined to be impactful and thoughtful in our Mission. We had conversations with doctors, nonprofits, and people in need of support. We learned about the life-threatening impact of poor hygiene and how people are unable to focus on goals like housing or employment when they are unable to meet these basic needs.

In 2016, we became a 501c3 nonprofit and the first National Hygiene Bank.

### Our goals are to:

- 1.Improve and sustain the health and wellbeing of people with limited income, experiencing homelessness, or at risk of homelessness.
- 2.Save our nonprofit partners time and resources so that they can focus on their mission and services.

Today, we distribute over 500,000 hygiene products every year across 200+ nonprofits around the globe!



# THE BEGINNING

# TIMELINE

A History of Simply the Basics

May, 2016

**Officially a Nonprofit**

In May, 2016 we became a 501c3 Nonprofit and officially launched!

September, 2016

**State Commendation**

Honored by Senator Mark Leno at our 2016 Celebration.



January, 2018

**National Reach**

We began accepting Nonprofit Receiving Partners in other states.

November, 2019

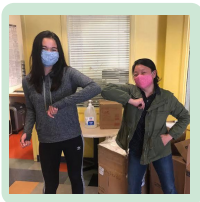
**Ambassador Platform**

We launched an "Ambassadorship" program for dedicated volunteers.

March, 2020

**COVID-19 Response**

Our response has been integral to getting PPE to people and teams.



February, 2015

**Menstrual Campaign**

Began research and surveys with newly formed Advisory Committee.



January, 2017

**Moved into Facilities.**

Through a partnership with Hostelling International, we began hosting volunteers and groups.

October, 2017

**Disaster Response**

We began a disaster relief program, starting with Hurricane Harvey.



January, 2020

**1 Million Products**

We reached a milestone of over 1,000,000 products distributed!

February, 2021

**Team of Two**

We hired our first two employees, a CEO and Deputy Director.

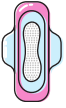
# HYGIENE BANK

As of April 1, 2021...



437,618

**Body & Skin Care:**  
Shampoo, Body Wash, Soap,  
Body Wipes, Deodorant



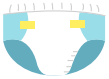
285,375

**Menstrual Care:**  
Tampons, Menstrual Pads



189,847

**Dental Care**  
Toothbrush, Toothpaste,  
Mouthwash, Floss



91,433

**Infant Care:**  
Diapers, Baby Wipes,  
Formula, Ointment



55,965

**Undergarments:**  
Socks, Underwear



171,979

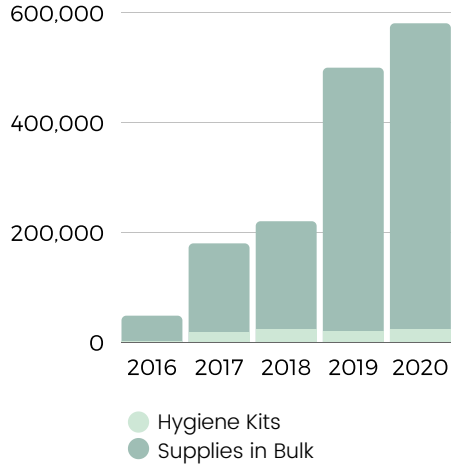
**Specialty Care**  
Combs, Snack, Water, Shaving,  
Household, Cleaning, SPF



88,945

**Hygiene Kits**  
8 core items, PPE, & Resources

## Hygiene Over Time



## Total Hygiene Products 1,650,000



*"I am so glad that I contacted you. It wasn't easy for me to do, I never thought of asking someone to help me until I found out that there are people and places like yours who listen to me!" - Recipient*

**100%**

Of Nonprofit Partners have reported a greater ability to achieve their Mission.

**98%**

Of Recipients reported an improvement in their physical health and wellness.

# COVID-19 RESPONSE

Hygiene access is a public health issue - when one person cannot remain healthy, the health of our entire community is at risk.

**350,000 PPE supplies & COVID-19 Resource information was distributed as of April, 2021**



**100% of our Nonprofit Partners have stated that they are better able to safely operate their services.**

*"Because of Simply the Basics, our Parenting Program has safely re-opened despite the pandemic and we are able to ensure the safety and well-being of the children we care for and their parents."*

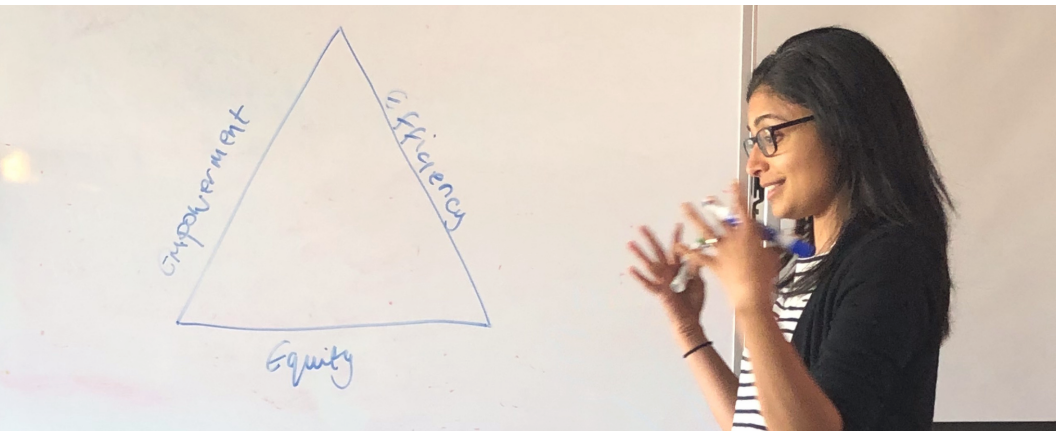
- Nonprofit Receiving Partner

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## FUTURE GROWTH

In 2021, we will be launching a Simply the Basics Hygiene Bank Chapter platform to build, improve, and sustain impactful Hygiene Banks across the globe.

Through this platform, organizations will learn tools and best practices for hosting hygiene programs, strengthen their reach and be connected through our shared values. In this way, we will further our goals to ensure hygiene access is equitable, efficient, and empower the community to reach further goals.



# HIGHLIGHTS

## The Academy

Through "Healthy Living" courses, we would address health concerns and provide tools that balanced the needs of the community and financial limitations.

100% of attendees would recommend us to others.



## Disaster Relief

We respond to natural disasters by providing necessary care to first responders, firefighters, evacuees, and refugee centers. Our distribution channels ensure that basic needs are immediately accessible.

Disaster Responses  
Across 6 States.

## Virtual Volunteers

We launched a "Virtual Volunteer Platform" to engage safely during the pandemic and continue to meet the increasing needs for hygiene. Opportunities are available for all ages and for large groups!

Over 2,500 people have volunteered with us!



# EVENTS

## The Women's Empowerment Day

February 2017 + 2018 + 2019

We host an annual spa & self care days for women, offering facials, makeup, hairstyling, headshots, bra fittings & more!



## Action Planning Forum

March 2017

A "hackathon" to improve the wellbeing of our community.



## The Period Party

June 2017

A comedy showcase focused on menstruation.



## Shakespeare for All

March 2019

Hosted with "SF Shakespeare", our luncheon offered a unique opportunity to explore language, emotions, and expression through Shakespeare's themes and theatrical exercises.



Celebrate  
with us!

Celebrating five years of  
providing hygiene, health,  
and wellness to the community.

June 17th at 5:30pm PST

Admission is FREE! Register online at:  
[SimplytheBasicsAnniversary.eventbrite.com](https://www.eventbrite.com/e/simply-the-basics-5th-anniversary)

## Help us fulfill our 2021 Hygiene Goals



\$150,000 } A generous donor  
\$125,000 } will provide  
\$100,000 } the final \$50,000  
\$75,000 } to fulfill our  
\$50,000 } Hygiene Bank  
\$25,000 } needs - but we  
\$0 } need your help  
getting there!

### Donate by mail:

PO Box 591453 San Francisco, CA 94159

### or online:

[www.simplythebasics.org/donate](https://www.simplythebasics.org/donate)

Simply the Basics is a 501c3 Nonprofit. All donations are 100% tax deductible.