



IMPACT REPORT
JULY 2021 - JUNE 2022



A WORD FROM OUR CEO



When people first learn of Simply the Basics, it is not always obvious the tremendous, life-changing impact we have created for a person that otherwise would not have access to hygiene care. Simply the Basics goes beyond simply supplying someone with basic hygiene for dignity and comfort; we work hard to ensure that people receive what they most need - unique to them- on an ongoing basis.

Our services have the added benefits of improving access to childhood education, higher rates of employability, reduced reliance on emergency services, and improved life expectancy.

As a small, privately funded organization, we are only as impactful as the support that we receive from the community. On behalf of our recipients, we appreciate you!





1 in 3

families in the United States with young children reported that they are unable to afford adequate hygiene products for their children.

Since our launch in 2015, we have grown from being a local community service to a global nonprofit fulfilling the need for greater hygiene access and setting the bar for how hygiene services could and should exist.



HYGIENE INSECURITY

Hygiene insecurity is defined as an inability to afford everyday hygiene products. Accessing hygiene products for families living in poverty can be surprisingly difficult, particularly since most of these items cannot be purchased using benefits (ie. food stamps).

Hygiene poverty is rampant in the United States and has dire consequences on physical health, mental health, in addition to impacting the capacity for millions of people to succeed at school, work, or within their relationships.

2 in 5

FAMILIES STRUGGLE
TO AFFORD THEIR
MOST BASIC NEEDS



Poverty-stricken individuals and families might experience hygiene poverty differently, but some of the hardships they are likely to all experience can include not being able to use a toothbrush with toothpaste, cleaning clothes less frequently regardless of the smell because of lack of detergent, not changing a menstrual product or a diaper within the needed time frame, fear that they will be judged because of poor hygiene - and much more.



Hygiene Health is Public Health

Simply the Basics is a first of its kind service, providing hygiene at a global scale with a focus on improved physical health & dignity.

OUR MISSION

The Mission of Simply the Basics is to provide for people, communities, and nonprofit organizations their most basic needs with Dignity **so that they can focus on greater goals.**

We believe that access to hygiene should be Equitable and Accessible for everyone regardless of housing or income status.

IMPACT GOALS

1. Improve Health and Wellness
2. Save Partners Time & Resources

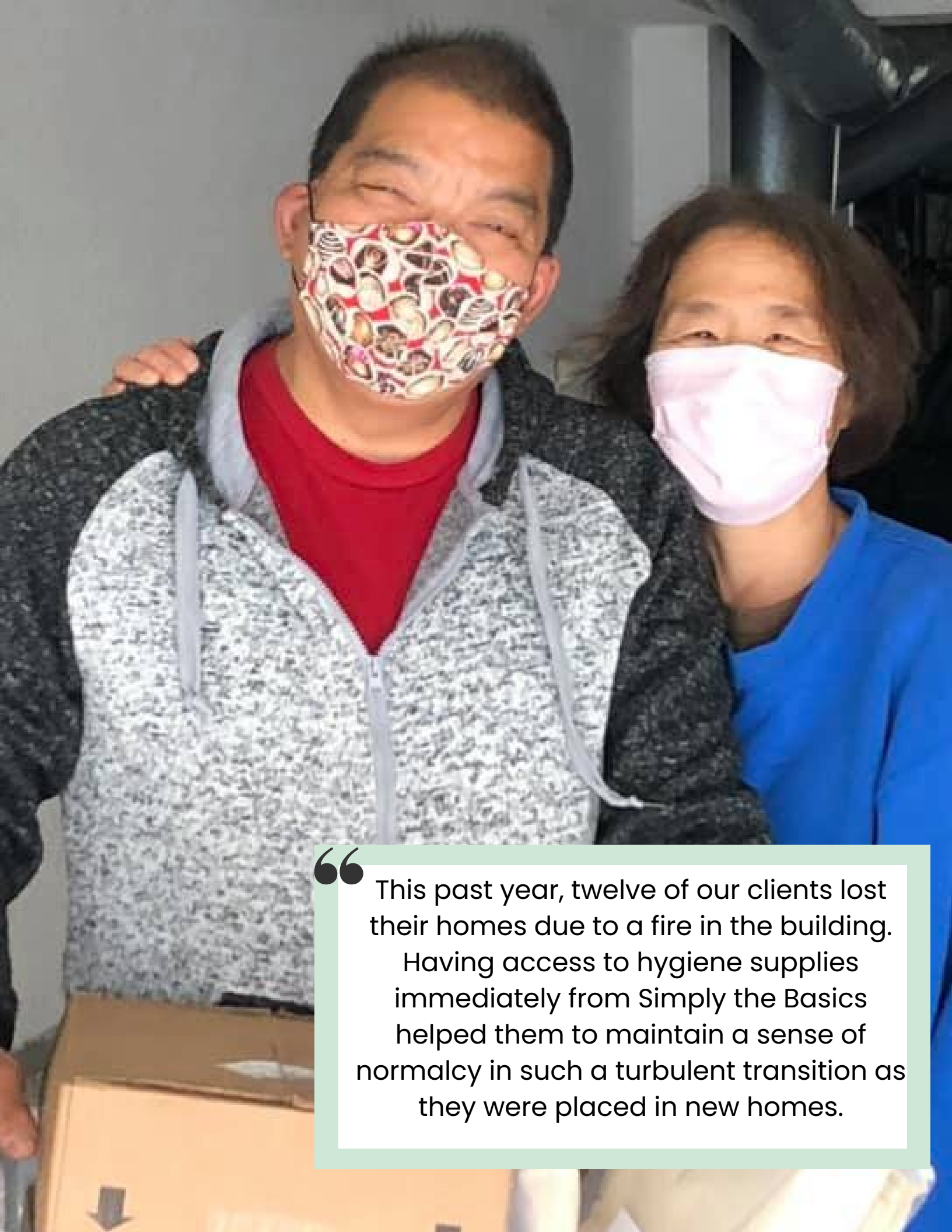


Where we come in!

100%

OF SIMPY THE BASICS
RECIPIENTS REPORTED
IMPROVEMENTS IN THIER
PHYSICAL AND MENTAL
HEALTH.





“ This past year, twelve of our clients lost their homes due to a fire in the building. Having access to hygiene supplies immediately from Simply the Basics helped them to maintain a sense of normalcy in such a turbulent transition as they were placed in new homes.

RECIPIENT STORY

After courageously leaving her abuser, Tina* quickly found herself with no money, no job, no support, and nowhere to live; she was homeless and feeling hopeless. She found one of our Nonprofit Receiving Sites, Women's Empowerment, and put all of her energy into rebuilding her life. She worked hard throughout the program and was able to secure temporary housing and apply for jobs.

When she got an interview for a well paying job with benefits, she was so excited and made an appointment with an employment specialist to prepare. While working together, her specialist noticed that she seemed more nervous than most. Tina revealed that she did not have any underwear or way to present herself without body odor or appearing unwashed. She was so embarrassed and did not feel she could walk into an interview this way. Because of the partnership with Simply the Basics, the employment specialist could easily say "no problem" and walked Tina to the closet where they store Simply the Basics supplies, got her several pairs of brand new, clean underwear and products such as deodorant and shampoo for her hair type.

With her new found confidence, Tina gave a phenomenal interview and got the job offer a few days later! Months later, Tina came back to us to donate toiletries and underwear. When asked about the donation, she simply said, **"I can afford it now and wanted to give other women the same small gift that made all the difference for me."**


















“Simply the Basics has eliminated the stress of obtaining personal hygiene products. I **no longer have to wake up worried about how I look, feel, or smell because I can't afford a bar of soap or lotion.** I believe that the generosity of spirit shown by Simply the Basics is the bedrock of what is good about this country and will be what helps us unite.”

Hygiene Distributed in FY2022

This year we surpassed our **2 MILLIONTH** product distributed

	Dental Care	40,012
	Deodorant	15,694
	First Aid	32,564
	Lotion/SPF	14,297
	Menstrual Care	41,747
	PPE	56,500
	Shaving	5,366
	Cleansing Soap, Body Wash, Wipes	24,842
	Infant Care Diapers, Wipes, Formula	29,896
	Hair Care Shampoo, Conditioner	20,891
	Clothing Socks, Underwear, Bras	17,209
	Misc. Makeup, Household, etc.	5,971
	Hygiene Kits 8-10 Core Items	12,737



“ We recently supported a family of 7 that reunited with their mother after being in foster care for over a year. As expected, the mother was excited to have her children back but also overwhelmed with figuring out how to ensure everyone's needs were met during this challenging time. Being able to access basics like toothpaste, mouthwash and soap meant so much to her and the success of her family being able to remain together.

Hygiene Distributed in FY2022

100% of Partners stated that Simply the Basics has saved them time & resources

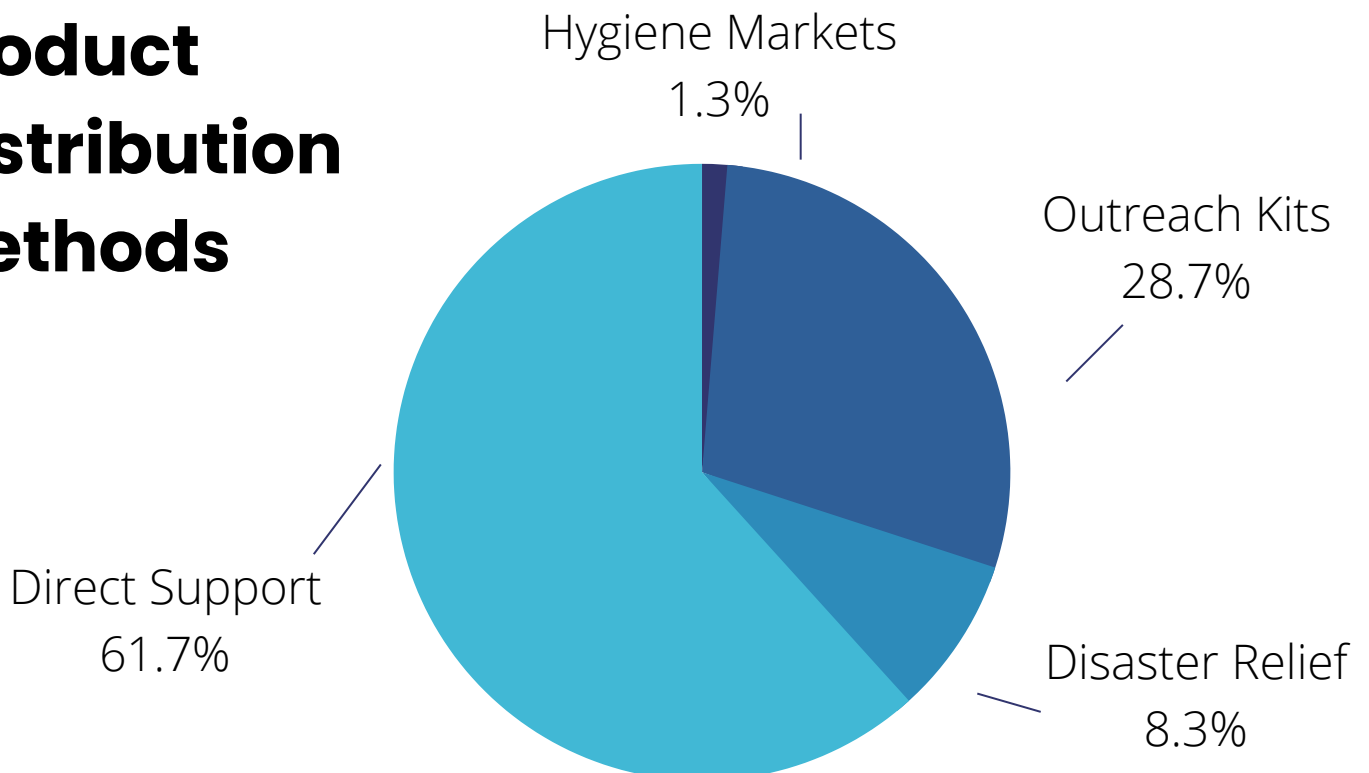
100% of Recipients were shown to have improvements in their health & wellness



In result of our partnership with Simply the Basics, we are able to quickly and efficiently provide hygiene kits to our clients, leaving us time and energy to focus on our other efforts, such as securing food and housing.



Product Distribution Methods





WE ARE COMMUNITY BASED

In FY2022, **661 Volunteers** donated
1,374 Volunteer Hours
to ensure that our communities had
access to safe hygiene products.

HYGIENE BANK ASSOCIATION™

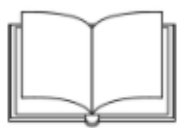
LAUNCHING THIS WINTER

Simply the Basics' Hygiene Bank Association™ is a Global Network of eligible hygiene services created in effort to strengthen programs, improve operations, establish quality control standards, and further our collective impact on health and wellness.

Our platform is the **FIRST** system in the world to establish Quality Control Standards for hygiene product services, connect existing hygiene banks to one another, and provide the tools needed to be successful in equitably improving public health through hygiene access.

This service will help to lift up hundreds of hygiene services across the globe!

Resource
Library



Expert Speaker
Series



Webinars by
Simply the Basics



Member
Blog Posts



Membership
Calendar



Hygiene
Locator



Grant
Opportunities



*The Hygiene Bank Association is made possible through a founding partnership with **method**.*



"You have helped me feel good about the way I look and have given me a sense of confidence that I never had before - all because of the generosity of Simply the Basics"

"It feels good to know that there are people and organizations like Simply the Basics that care. If not for caring people, I and many others like me would not have the opportunity to live better lives."



"Our student mental and physical health is greatly improved because they can focus on their academic needs instead of their hygiene needs. Simply Basics allows kids who are self conscious about their body odor feel better about themselves. They have the necessary supplies to take care of their bodies and allow them to smell good."



Hygiene Health is Public Health

*"Simply the Basics is a dream, they really ask us what we need and ensure that our clients can move from **just surviving to thriving**... they never falter in their mission to make a difference!"*

Donate Online:

www.SimplytheBasics.org/donate

Donate Supplies:

www.simplythebasics.org/donatesupplies

Volunteer:

www.simplythebasics.org/volunteer-activity



www.SimplytheBasics.org

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