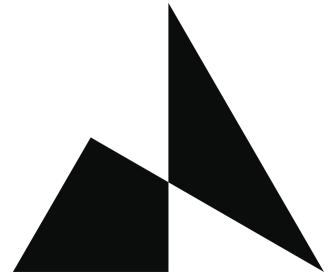


# **SIMPLY THE BASICS**



## **ANNUAL REPORT**

**JULY 1, 2019 - JUNE 30, 2020**



# 2019

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

# BOARD OF DIRECTORS

**Lydia Montagnese**

**Meghan Freebeck**

**Michael Dahn**

**Priya Gupta**

**Robert Perry**

# HISTORICAL HIGHLIGHTS

**2015** - 1st Menstrual Hygiene Drive

**2016** - Became a 501c3 Nonprofit  
1st "Womxn's Empowerment Day"  
Developed Advisory Committee

**2017** - Launched Disaster Relief Program  
Hosted a Community-Action Forum  
Hosted "Period Party" Showcase  
1st Public "Hygiene "Market"

**2018** - "Shakespeare for All" event  
Accepted 100th National Partner

**2019** - Distributed One-Millionth Product  
Developed 3-year Strategic Plan

Simply the Basics was founded from the belief that Hygiene is a Basic Human Need - and that **community-wide access to proper hygiene is a public health issue**. Now, more than ever before, this is true.

When the COVID-19 pandemic swept through our communities, we all needed to change our hygiene habits for health and safety. Unfortunately, people experiencing homelessness rarely have the ability or access to adhere to the recommended safety guidelines. The need for hygiene products increased tremendously, however so has the cost and limitations of supplies.

Simply the Basics faced this challenge head on - we surveyed all of our Recipients to ensure their most pressing needs for health and COVID-19 prevention were met first and we redesigned our volunteer format so that programs could continue virtually.

We have directly helped to prevent the further spread of COVID-19 for people without homes. But the work is not yet done, and **with your support**, we will reach more people to help our communities remain healthy!

- Meghan Freebeck, Founder & CEO



# LETTER FROM THE FOUNDER

# OUR PURPOSE

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.

## Philosophy:

The most basic human needs are to feel safe and healthy. Simply the Basics is inspired by Abraham Maslow's "Hierarchy of Needs", the philosophy that people will be unable to focus on greater goals if they are first unable to meet their needs at the very basic level.

## Impact Goals:

- To improve and sustain the health and wellbeing of the low-income community, people at risk of losing their homes, and people who are experiencing homelessness.
- To save nonprofits time and resources by managing, securing, and redistributing their in-kind and hygiene related needs, allowing them to focus their time on client goals and their Mission.



EQUITY  
EFFICIENCY  
EMPOWERMENT

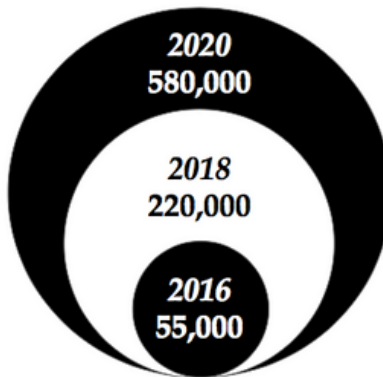




# HYGIENE BANK

The Simply the Basics Hygiene Bank is at the cornerstone of our Mission. To help people achieve their goals, improve health, and meet their basic human needs, Simply the Basics launched the first National Hygiene Bank, ensuring consistent access to proper, quality hygiene care for thousands of people.

**Since 2016, we have scaled rapidly to meet our Recipients' needs...**



**...which has led to life-changing improvements in health & wellness!**

**Over 1.5 MILLION Hygiene Products Provided!**



**98%**

of Recipients reported an improvement in their Physical Health.

**92%**

of Recipients reported an improvement in their sense of Wellness and Dignity.

**SIMPLY THE BASICS**

A Nordstrom Hygiene Bank  
www.simplythebasics.com

# OUR PARTNERS

Simply the Basics enables our Partners to advance their Missions...

"We recently had a homeless client request hygiene supplies, including a toothbrush and toothpaste, because he had a job interview later that day and wanted to make sure he went in presenting his best self. Entirely because of Simply the Basics, we were able to provide all necessary supplies so that he could interview with confidence! We have client stories like this all the time, clients trying to reach goals but are limited by their hygiene health and cleanliness. **We're now able to offer supplies to people who are trying their best in a system that often doesn't make it easy for them to succeed, and it's just wonderful to be able to take one worry off someone's plate, to make this one thing easy.** We can finally say 'Yes, we have tampons!' the moment someone asks.

Simply the Basics has helped our clients to stay clean, which has a positive impact on their physical health and a huge impact on their self esteem, which in turn allows them to have better mental health and even rebuild relationships." - Simply the Basics Nonprofit Partner

## 100%

would recommend Simply the Basics to another colleague or nonprofit.

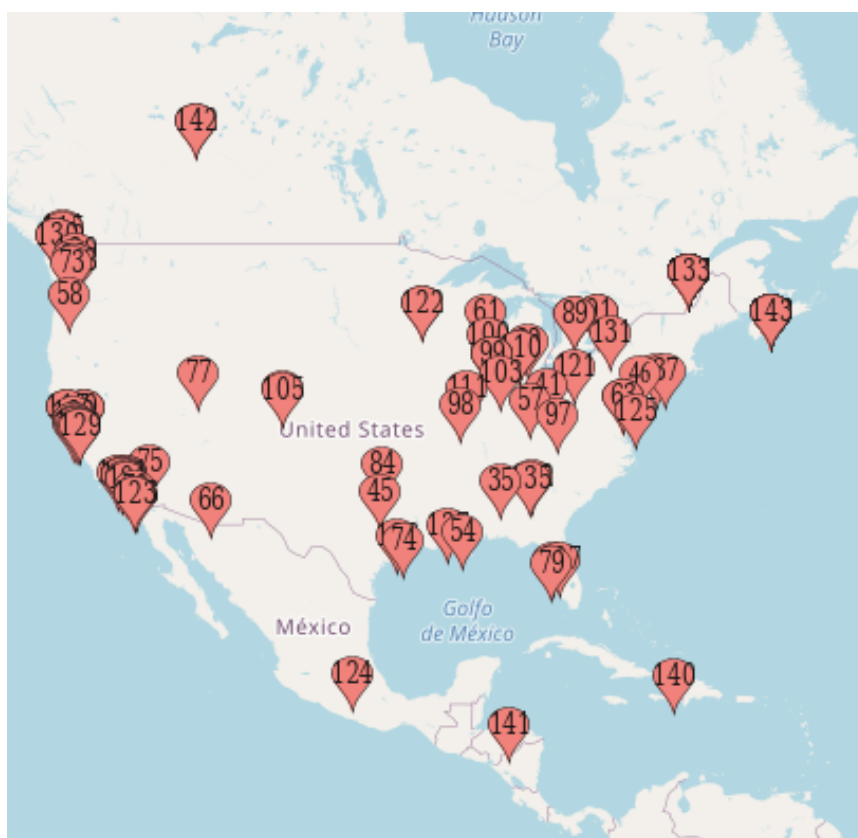
## 98%

reported that they were able to save staff time, funds, and resources through the support of Simply the Basics.

## 96%

were better able to focus on their programs and on serving clients through the support of Simply the Basics.

## 145 NONPROFIT PARTNERS



*"Because of our partnership with Simply the Basics, we have been able to meet our greatest objective in giving all women a new perspective on life. This program has a positive impact on their attitudes and behaviors." - 2020 Nonprofit Partner Survey*

# COVID-19 RESPONSE

Simply the Basics keeps the health and safety of the community at the forefront of everything we do. Prevention measures are clear: wash hands, stay home if sick, and limit exposure to other people. However, a person experiencing homelessness is unable to easily follow these guidelines.

**That is where we come in...**

## 45,000

Masks, Gloves, Sanitizer, Wipes, & Thermometers distributed to prevent the spread of COVID-19.

## 2,750

Outreach connections to provide Hygiene & COVID-19 prevention tips, resource information, and public handwashing locations.

*\*\*Numbers based on time of printing.  
Services continue daily!*

— “

*Because of the PPE provided by 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 children and their non-custodial parents as they spend time together.*

” —

# DISASTER RELIEF

Simply the Basics responds to global disasters by providing supplies to first responders, evacuees, and evacuee safety zones. In 2019, we provided support in numerous global disasters, including in response to California wildfires and Hurricane Dorian in Puerto Rico.





# STRATEGIC GOALS

## By 2024 Simply the Basics will...

- Have locally-run, chapter-based Hygiene Banks in multiple cities.
- Have successful daily conversions on The Nonprofit Marketplace.
- Have a small, effective, paid staff.

## HOW YOU CAN HELP

### *Volunteer*

*We rely on thousands of annual volunteers to pack, collect, and deliver!*

### *Donate*

**\$25**

*5 Hygiene Kits*

**\$300**

*Quarterly supplies to Nonprofit Partner*

**\$5,000**

*New Hygiene Bank Chapter*

### *Engage*

*Sign up for the Nonprofit Marketplace*

*Share Simply the Basics with your network!*



# OUR DEDICATED VOLUNTEERS

**None of this would be possible without our dedicated volunteers...**

**77 HYGIENE BANK VOLUNTEER GROUPS**

**1,200 INDIVIDUAL VOLUNTEERS**

*"Thank you so much for giving us the opportunity to participate in a wonderful quarantine volunteer project! My kids were able to learn that helping others can be fun and quite rewarding. They especially enjoyed writing messages to people who don't have much. Thank you for helping the community in need as well as helping us raise the next generations of leaders!!" - Volunteer*







# HOW TO VOLUNTEER



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## **HOST A HYGIENE BANK ACTIVITY**

Volunteer anywhere, anytime! Help us pack hygiene kits and deliver to our partners and Recipients. Great for Families, Companies, Schools, and Individuals!

## **BECOME A DISTRIBUTION DRIVER**

Ensuring everyone has access to hygiene care efficiently requires a lot of deliveries. If you are able to drive, you can make a great impact in our services!

## **CONDUCT A HYGIENE DRIVE**

Help us ensure neighbors in need have access to all of the supplies they need by collecting needed items on our behalf.

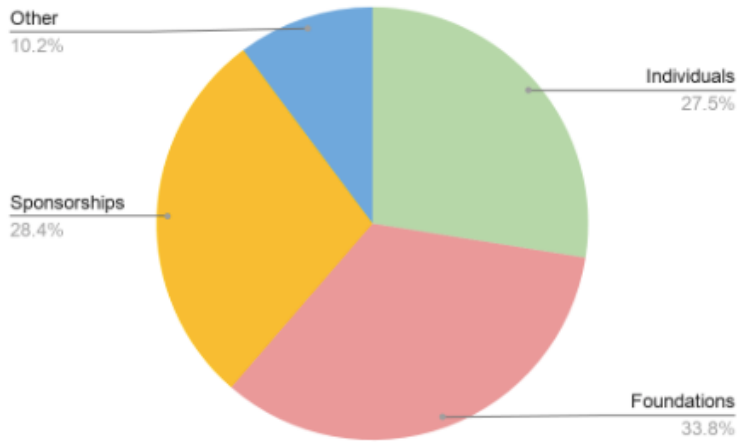
## **BECOME AN AMBASSADOR**

A dedicated part of the team, Ambassadors play a key role in our outreach! Your commitment will help reduce stigma, hold compassionate conversations, and encourage giving and volunteerism.

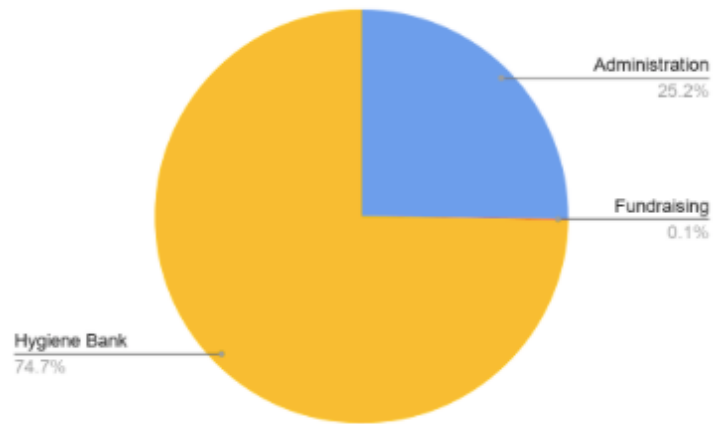
**Learn more and register at  
[www.simplythebasics.org/  
volunteer-activity](http://www.simplythebasics.org/volunteer-activity)**

# FINANCIAL REPORT

REVENUE: \$215,167



EXPENSES: \$255,542



*\*Some expenses incurred in 2019/20 were for services provided in the previous fiscal year, and therefore the expenses shown reflect a higher total than the total revenue.*

**100%**  
PRIVATELY FUNDED



Simply the Basics ensures financial transparency and fiscal responsibility. Annual 990 forms are conducted by an external auditor & made publicly available on Guidestar.

**EIN: 81-1369151**

# ADVISORY COMMITTEE

*(Active member at time of print)*

**Alexandra Thomas**

**Annabel Sandhu**

**Ashley Eden**

**Barbara Berman**

**Bridget Russel**

**Brittany Horwich**

**Jackie daCosta**

**Jenna Fiore**

**Jessica Tribbe**

**Jillian Knox**

**Karen Chan**

**Lydia Petrovic**

**Madalynn Priester**

**Mahtad Ghazizadeh**

**Maude Bagetto**

**Michelle Dumont**

**Miriam Olsen**

**Natalie Metzger-Smit**

**Natasha Strauss**

**Palak Sheth**

**Phung Tu**

**Sharon Witke**

**Stacy Reisner**

# NONPROFIT MARKETPLACE DEVELOPERS

**Lee Nguyen**

**Morgan Zehnder**

**Tammy Speed**

# AMBASSADORS

**Morenike Oyegbami**

**Melissa Guitron**

**Mary Elizabeth Taylor**

**Sasha Sommer**

**Danita Eason**

**Shari Yvette- Levon Etheart**

**Tracy Nguyen**

**Jordyn Solter**

# A SPECIAL THANK YOU TO OUR TEAM







# MAKE A DONATION

To ensure we meet the needs of *all* of our current Recipients,  
we must raise \$8,000 every month.

## DONATE ONLINE

[www.SimplytheBasics.org/donate](http://www.SimplytheBasics.org/donate)

## or BY MAIL:

PO Box 591453  
San Francisco, CA 94159

## CONNECT WITH US:

  @SimplytheBasics

 @SimplyBasicsorg

 Admin@simplythebasics.org

\*\*Donations are 100% tax deductible

