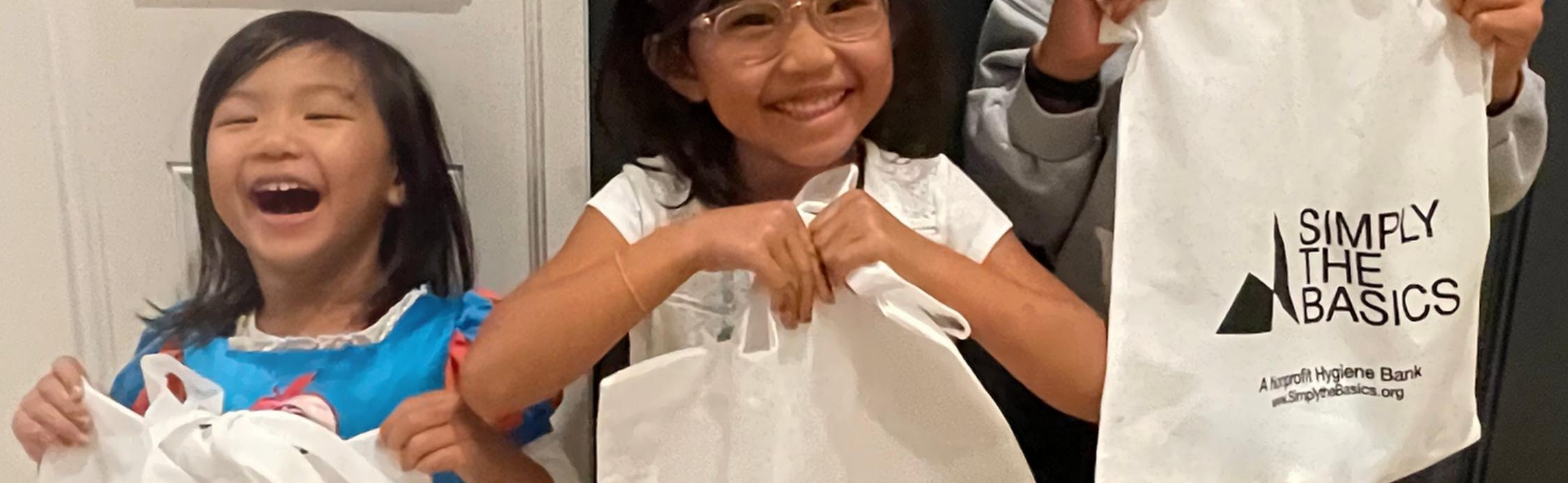


# ANNUAL REPORT 2023



**SIMPLY  
THE  
BASICS**

A nonprofit Hygiene Bank  
[www.SimplyTheBasics.org](http://www.SimplyTheBasics.org)

# A LETTER FROM THE CEO

Simply the Basics is dedicated to making hygiene more equitable & accessible, and this past year has demonstrated substantial progress!

Hygiene insecurity impacts over 1/3 of Americans. We offer customized care for those who otherwise would be unable to access hygiene.

We launched two groundbreaking initiatives: the Hygiene Bank Association and the Hygiene Locator.

The **Hygiene Bank Association** is the first system in the world to establish Quality Control Standards for free hygiene distribution services, to connect existing hygiene banks and programs to one another, and provide the tools needed to be successful in equitably improving public health through hygiene access.

The **Hygiene Locator** makes it easier for people to find hygiene in their area, reduces the stigma around seeking assistance, and helps identify sites to donate products for reduced waste that can come from improper donations.

The year has not come without challenges. The cost of supplies has increased by up to 20%, affecting our ability to respond to the long list of people that reach out for support. However, we have refused to allow these economic challenges impact our ability to serve those in need, as we understand that for every economic challenge our organization faces, it is that much more dire for those in need of hygiene care. We are committed to overcoming challenges and continuing our mission to provide equitable and accessible hygiene care.

Thank you for being part of our community. Together, we can make a lasting impact in the lives of those we serve.



**Meghan Freebeck**

CEO & FOUNDER

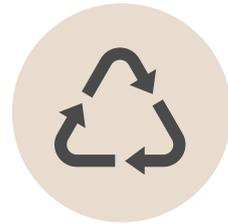
# AT OUR CORE



## MISSION

The Mission of Simply the Basics is to provide for individuals, organizations, and communities their most basic needs with dignity so that they can focus on bigger goals. We simply remove barriers, allowing people to have the opportunity to achieve.

## VALUES



**Waste Reduction**



**Access & Equity**



**Choice**



**Data & Evidence**



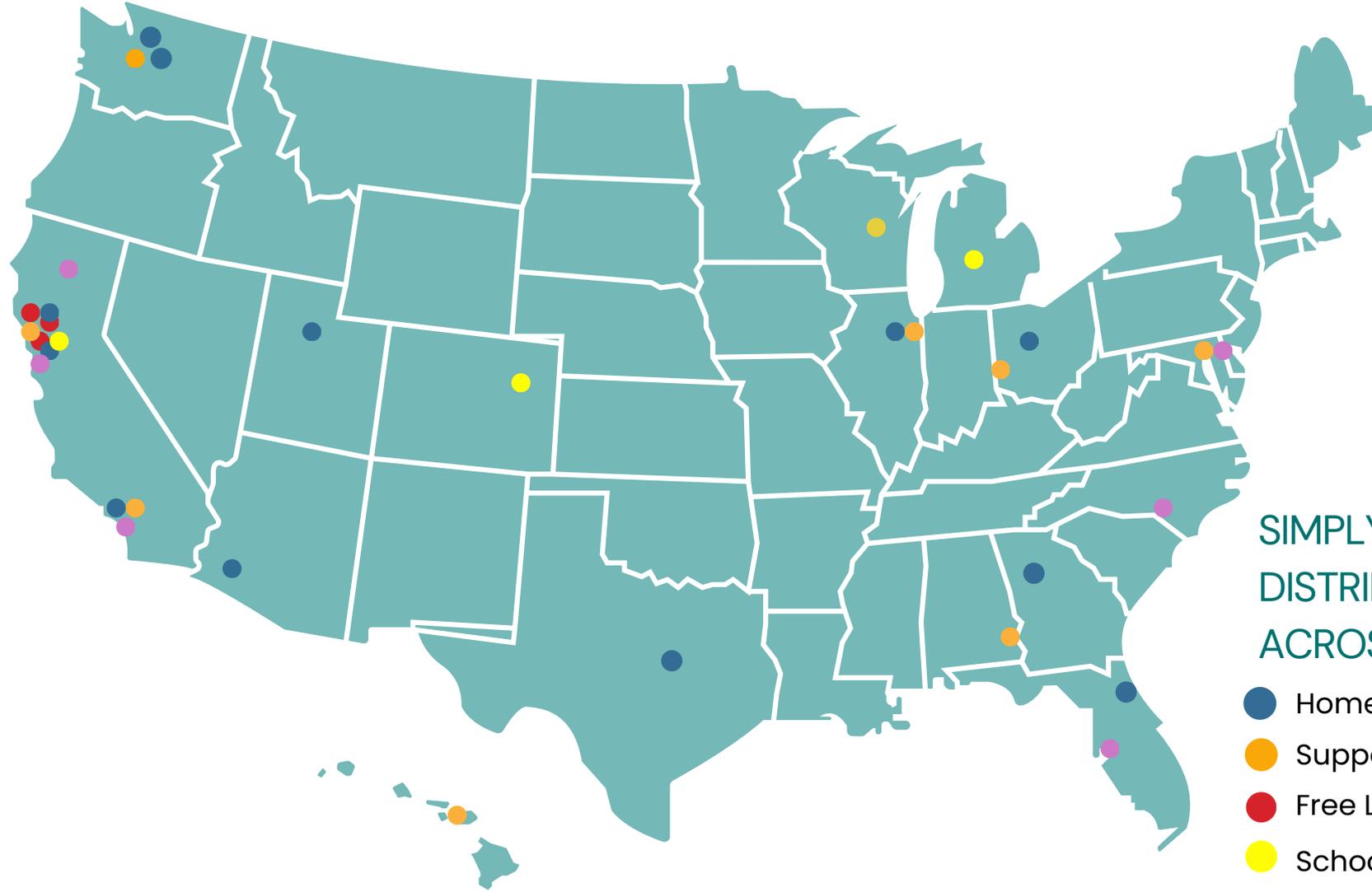
**Eliminate Duplication**

# THE IMPORTANCE OF HYGIENE

**Essential for  
Every Part of Our Lives.**



# DISTRIBUTING HYGIENE CARE ACROSS THE NATION



**240+**  
receiving  
sites since  
launch!

SIMPLY THE BASICS  
DISTRIBUTES SUPPLIES  
ACROSS THE COUNTRY

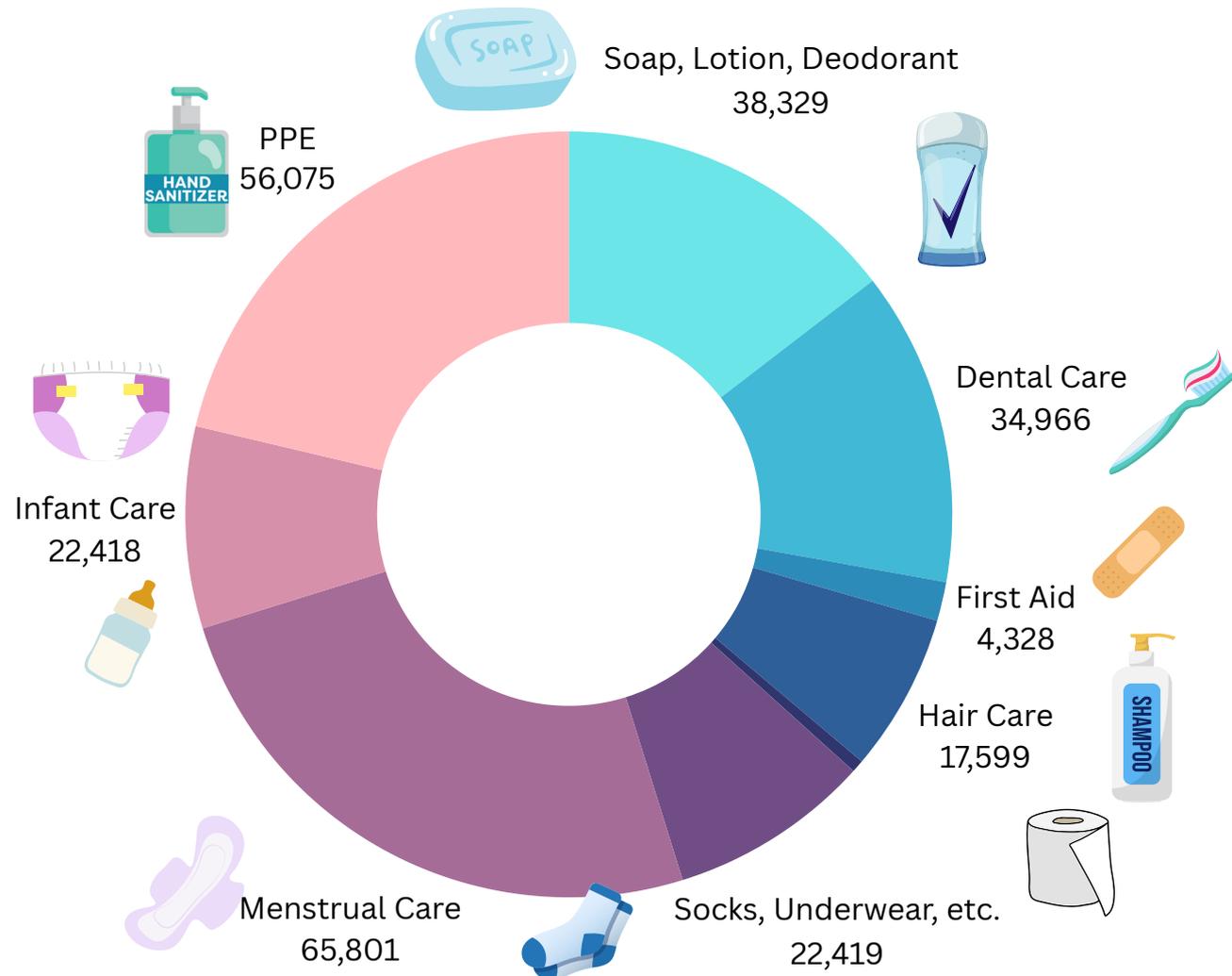
- Homelessness Services
- Supportive Housing
- Free Legal Clinics
- School / Library
- Medical Clinic

\*Dots may indicate a cluster of Receiving Sites in the area

# OUR YEAR IN A GLANCE



Total Distribution: **302,615+** essentials!



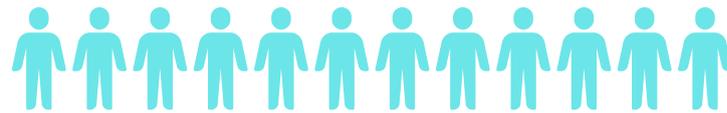
*98% of our Receiving Site Partners reported that Simply the Basics saved them time and helped their team better focus on their mission.*

# DIRECT SERVICE HIGHLIGHTS

**Over 850 people supported directly** by attending our in-person Public Hygiene Markets.



**National Health Reproductive Conference**  
Simply the Basics was invited to table and present to nurses and doctors across the country!



**Over 15,000 families and people supported through our programs overall!**

# OUR PROVEN IMPACT

“We love seeing our families excitedly exploring the variety of products Simply the Basics offers, the way any one of us might do on a trip to Target. Simply the Basics understands that everyone deserves that access, not just to hygiene health, but to the **dignity and empowerment that comes from having choices.**”

*-Emilie, Holy Family Day Home*

**100%**

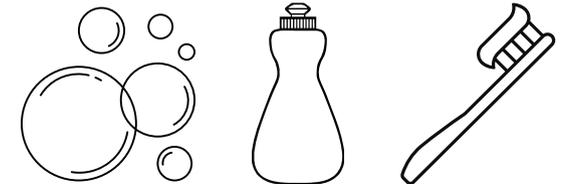
of Public Market Attendees said the products received have made a direct impact to improve their health and wellness.

**98%**

of Receiving Sites have reported an improvement in their clients' health due to having greater access to hygiene care and/or other basic needs.

**98%**

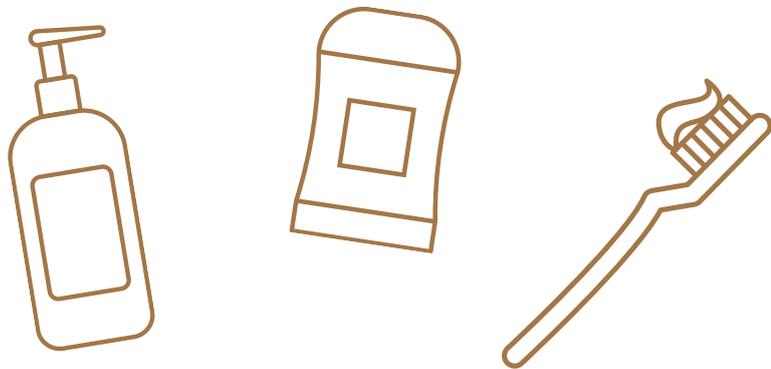
of Receiving Sites have reported an improvement in their clients' overall feelings of wellness/dignity due to having greater access to Hygiene care and/or basic needs.



# EMPOWERMENT through ESSENTIALS

A client who had just recently begun experiencing homelessness arrived at one of our Receiving Site Partners to access services. She had a job interview lined up and was **nervous since she did not have the supplies needed to prepare.** After working with the nonprofit to prepare for the interview, she was able to **access the hygiene supplies she needed most delivered by Simply the Basics** which allowed her to physically and mentally feel and look her best.

The outcome? She not only attended the interview but secured the job, proving that even in the face of adversity, hope and support can pave the way to a brighter future.



# PARTNERING WITH THE COMMUNITY

“We receive period products and diapers from Simply the Basics. By being able to give diapers and sanitary pads, our residents feel empowered about their body and can provide the best possible care for their toddlers. Many save money from receiving products, which **helps them focus their resources and time on other necessities like rent and electricity.**”

– Lily, Chinatown Community Development Center



**100%**

*of Receiving Sites have reported that providing hygiene care helps their team to foster a relationship with clients.*

**100%**

*of Receiving Sites reported Simply the Basics saved their organization money*

**5 hours**

*Is roughly how much time Simply the Basics saves organizations weekly in securing hygiene items/basic needs, collecting, coordinating, & packing!*

# We Launched Two Programs for Hygiene Accessibility!

## THE HYGIENE BANK ASSOCIATION™

### Introducing Simply the Basics Hygiene Bank Association™ – The First of Its Kind Network of Hygiene Banks

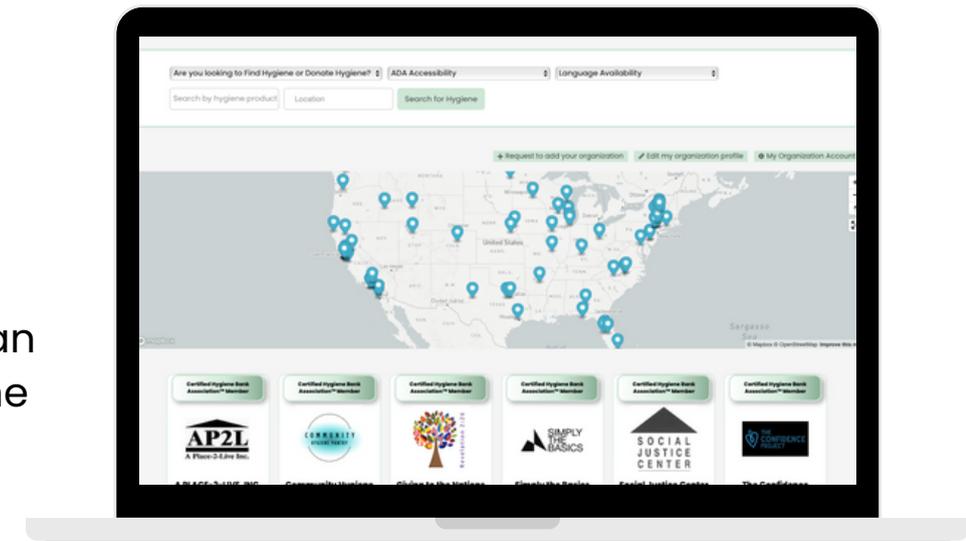
We are proud to announce the first-ever system to establish quality control standards for hygiene bank distribution services, connecting hygiene banks across the world, and providing them with the necessary tools to succeed in equitably improving public health through improved hygiene access.

In our work as the host of the HBA, we offer grants and opportunities to hygiene banks worldwide to enhance their services and connect with one another to promote hygiene health and expand access to essential supplies.

## HYGIENE LOCATOR™

### Improving Accessibility to Hygiene Supplies: A New Essential Tool

Now you can search for nearby locations where people can access hygiene supplies, making it even more accessible. As a hygiene donor, you can easily find where you can donate hygiene supplies, reducing waste and ensuring that more locations receive the supplies they require. Families in need may filter by location, product type, language, specific needs, and more, making it easier for them to find what they need.



# Partnership with **method**.

Simply the Basics takes a lot of pride in our impact being built around partnerships – on working together to achieve our goals rather than in isolation. So when method reached out regarding a possible partnership, it was very clear to us that method not only shared our goals of ensuring that everyone has greater access to quality products. method has supported Simply the Basics by hosting company wide volunteer days, presentations on hygiene health and equity, and most significantly – supporting the launch of our Hygiene Bank Association™!

Additionally, method is using its expansive portfolio of high-quality personal care products that address the full spectrum of hygiene needs by providing quarterly product support to Simply the Basics' grant program, which aids newly formed and growing Hygiene Bank Association Members.

“*With our longstanding history of changing the way the world thinks about cleaning and our commitment to creating high-quality products, we are excited to help make hygiene products more consistently available to all and to help everyone be part of the solution.*” – method

This is only just the beginning of a multi-year partnership, and we hope you will follow along to see all that we achieve in our partnership with method!

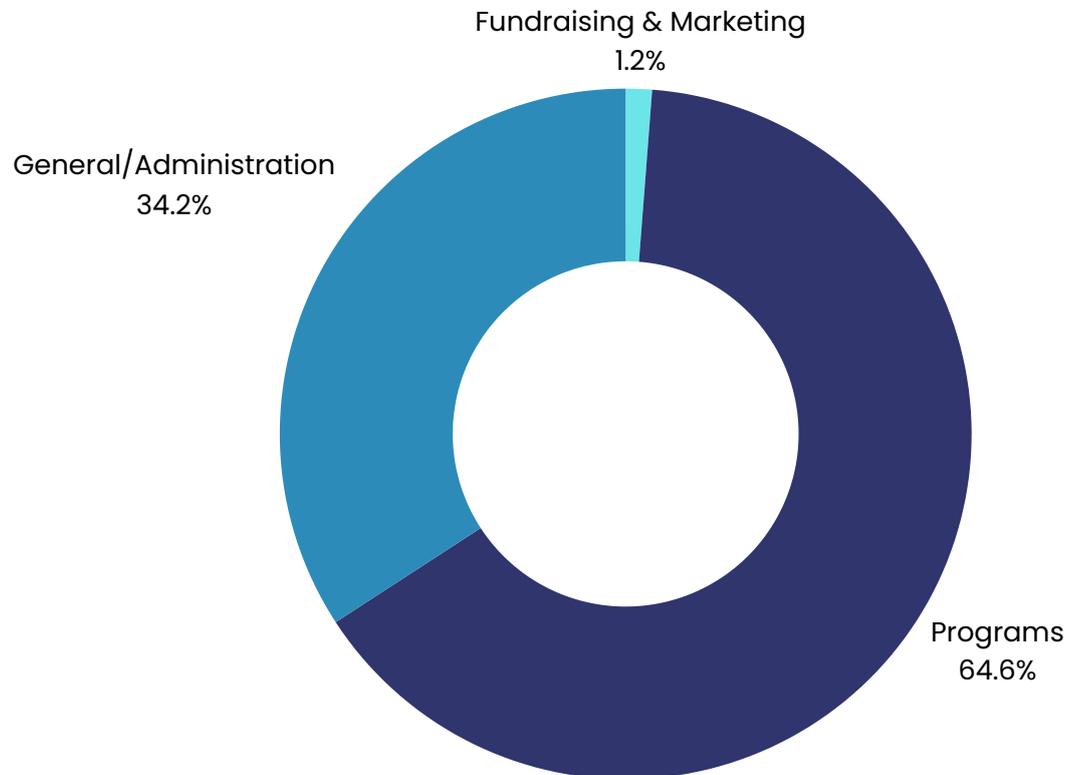


**Watch this Video to See Our Impact!**

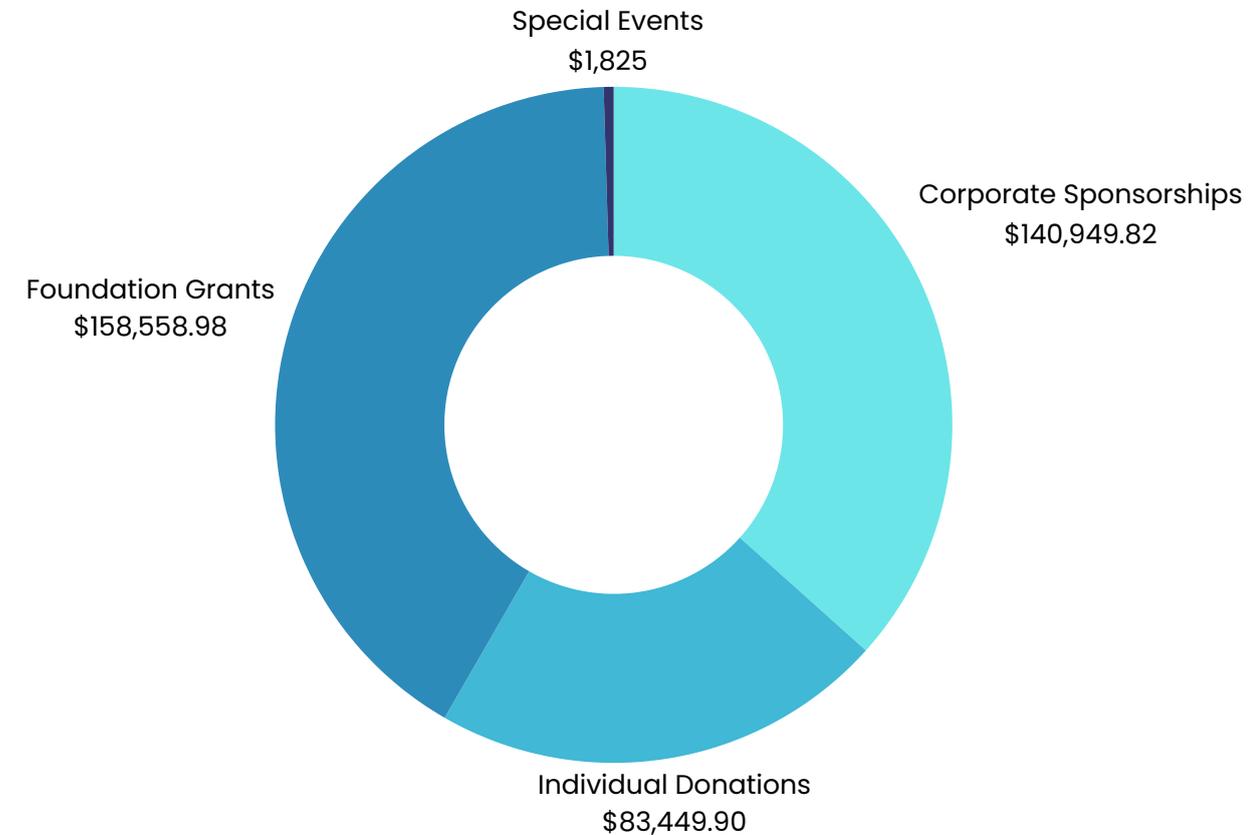
# RISING TO THE CHALLENGE

Thanks to the generous support of our community, Simply the Basics was able to support thousands of families in accessing essential hygiene supplies throughout the year.

**Expenses: \$307,778**



**Revenue: \$384,783**



# IT TAKES A COMMUNITY

We are so grateful to the nearly 1,900 volunteers from across the country who donated their time this year to support hygiene health.

A special thank you to some of our longtime, rockstar volunteers:



**Melissa Guitron**  
Public Hygiene Markets &  
Advisory Council



**Open House Crew**  
Our ongoing Open House Volunteers  
on Wednesday afternoons



**Jillian Knox**  
Advisory Council &  
Social Media/Marketing Support

# CORPORATE TEAM BUILDING

Much of our impact is made possible through the sponsorship and volunteerism from corporations. Over 75% of our hygiene distribution is made possible through their support!

A special thank you to these ongoing partnerships:



**Leddy Maytum Stacy Architects**



**Okta**



**Bloomberg**

“Very simply put, Simply the Basics helps empower the women we serve. When women have access to basics, it allows them to shift their focus from surviving to thriving and get what they need out of our job readiness and empowerment program.”



# Thank you for an impactful year!

*Start your giving journey today for 2024*



Your donation and support empowers countless children, families, and individuals to improve their health and pursue their goals.

**Will you contribute the gift of health today?**

[Make My Donation Here](#)

[Visit the Hygiene Locator](#)

[Volunteer! Individuals & Groups](#)

[Sponsor and Host a Hygiene Kit Activity](#)

[Follow Along!](#)

